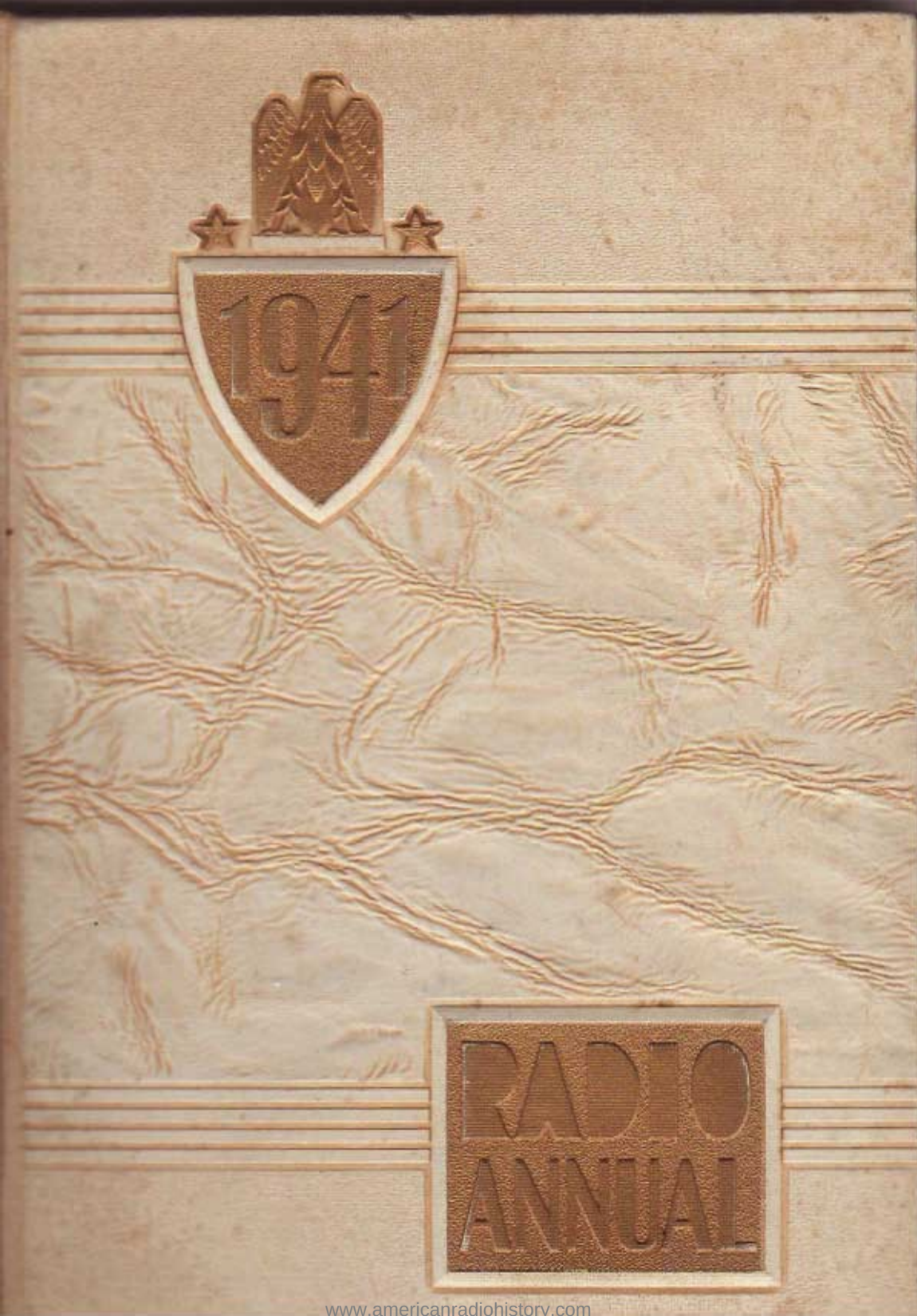

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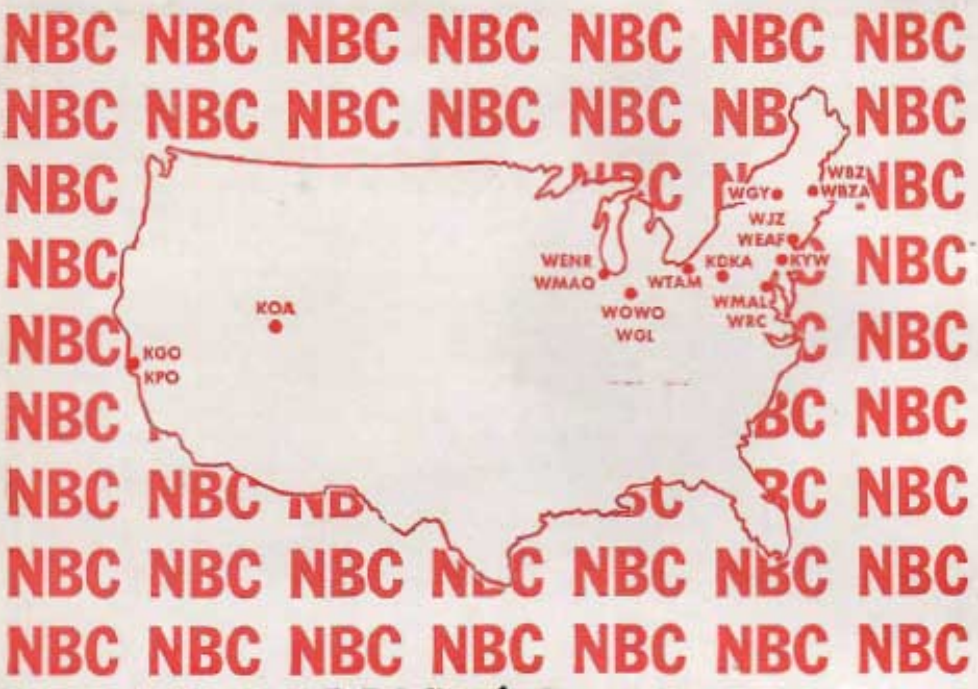

17 Vital Spots in 11 Great Markets

Eleven great markets are thoroughly covered by the 17 Vital Spot stations. Scores of experienced advertisers are increasing sales in every one of these selected markets—at lowest cost; that's why NBC's spot billing on the 17 Vital Spots increased 29 per cent during 1940.

17 VITAL SPOTS—11 GREAT MARKETS

	New York	
WEAF	50,000 Watts	660 kc.
WJZ	50,000 Watts	770 kc.
	Chicago	
WMAQ	50,000 Watts	670 kc.
WENR	50,000 Watts	890 kc.
	San Francisco	
KGO	7,500 Watts	810 kc.
KPO	50,000 Watts	680 kc.
	Washington	
WRC	5,000 Watts	980 kc.
WMAL	5,000 Watts	630 kc.
	Denver	
KOA	50,000 Watts	850 kc.
	Cleveland	
WTAM	50,000 Watts	1100 kc.

WESTINGHOUSE STATIONS

	Boston - Springfield	
WBZ	50,000 Watts	1030 kc.
WBZA	1,000 Watts	1030 kc.
	Philadelphia	
KYW	50,000 Watts	1060 kc.
	Pittsburgh	
KDKA	50,000 Watts	1020 kc.
	Ft. Wayne	
WOWO	10,000 Watts	1190 kc.
WGL	250 Watts	1450 kc.

GENERAL ELECTRIC STATION

	Schenectady	
WGY	50,000 Watts	810 kc.

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver, or Hollywood, will give you full information on any or all of these NBC Represented Stations.

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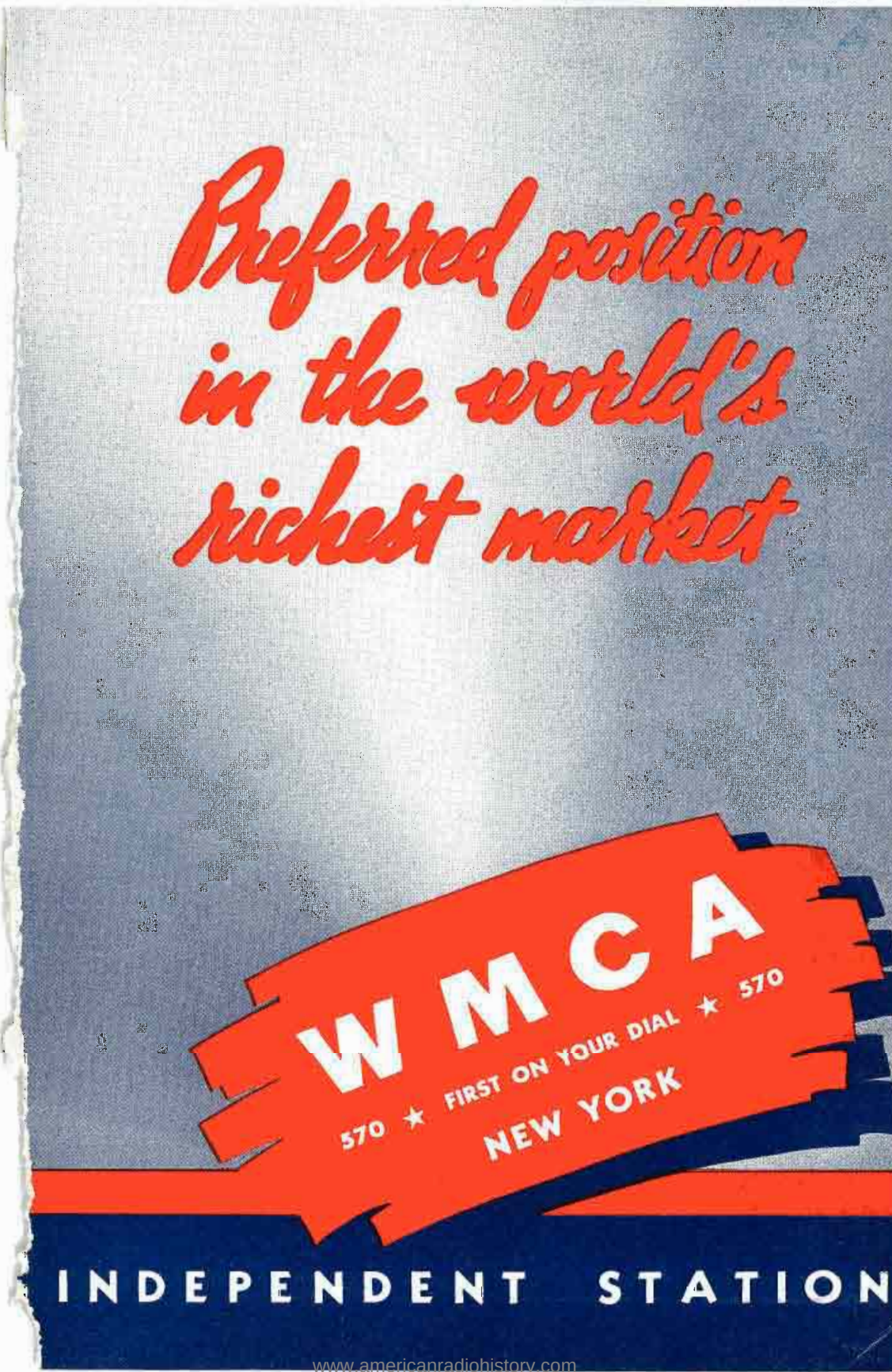

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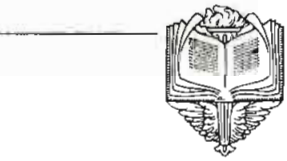

RADIO DAILY

PRESENTS

THE 1941 RADIO ANNUAL

Edited by

JACK ALICOATE

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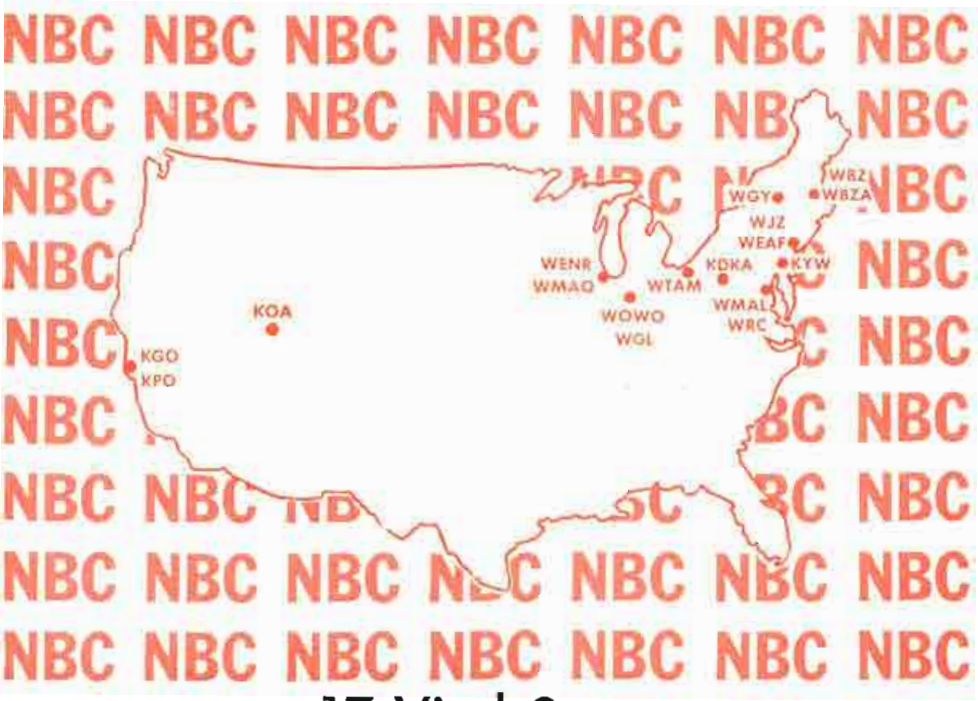

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	Washington	
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WMAL	5,000 Watts	630 kc.
	Denver	
KOA	50,000 Watts	850 kc
	Cleveland	
WTAM	50,000 Watts	1100 kc.

WESTINGHOUSE STATIONS

	Boston Springfield	
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INTRODUCTION

Nothing could so compellingly reflect the importance and stability of the inspiring and progressive world of radio as the one thousand pages that follow. Radio plays a distinct and convincing part in the everyday life of us all. Its past is a dynamic march of uninterrupted progress. Its future, including Short Wave, FM, Facsimile and Television is reaching toward new horizons. Its record is as honest as an old fashioned garden. And so, RADIO DAILY once again is proud to play its modest part in presenting to its subscribers, everywhere, as part of RADIO DAILY service, the 1941 edition of RADIO ANNUAL.

APPRECIATION

RADIO ANNUAL is constantly in preparation. The 1942 edition will be in work before the presses stop rolling on this volume. Its comprehensiveness and accuracy is only made possible by the sympathetic and enthusiastic cooperation of every branch of radio. To the many Governmental Departments in Washington and New York, the Federal Communications Commission, The Federal Trade Commission, The National Association of Broadcasters, The Columbia Broadcasting System, the Mutual Broadcasting System, The National Broadcasting System, and to the many others from far and wide who have lent their aid, we say, many, many thanks.

Jack Alicoate

Publisher

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Compton Advertising, Inc.	- - Procter & Gamble Company
Geyer, Cornell & Newell, Inc.	- - Nash-Kelvinator Corporation
Geyer, Cornell & Newell, Inc.	- - Joseph Schlitz Brewing Company
Hutchins Advertising Company, Inc.	- - Philco Radio & Television Corp.
Lennen & Mitchell, Inc.	- - John H. Woodbury Company, Inc.
Lennen & Mitchell, Inc.	- - P. Lorillard Company
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O'Dea, Sheldon & Canaday, Inc.	- - Charles E. Hires Company, Inc.
Ruthrauff & Ryan, Inc.	- - Quaker Oats Company

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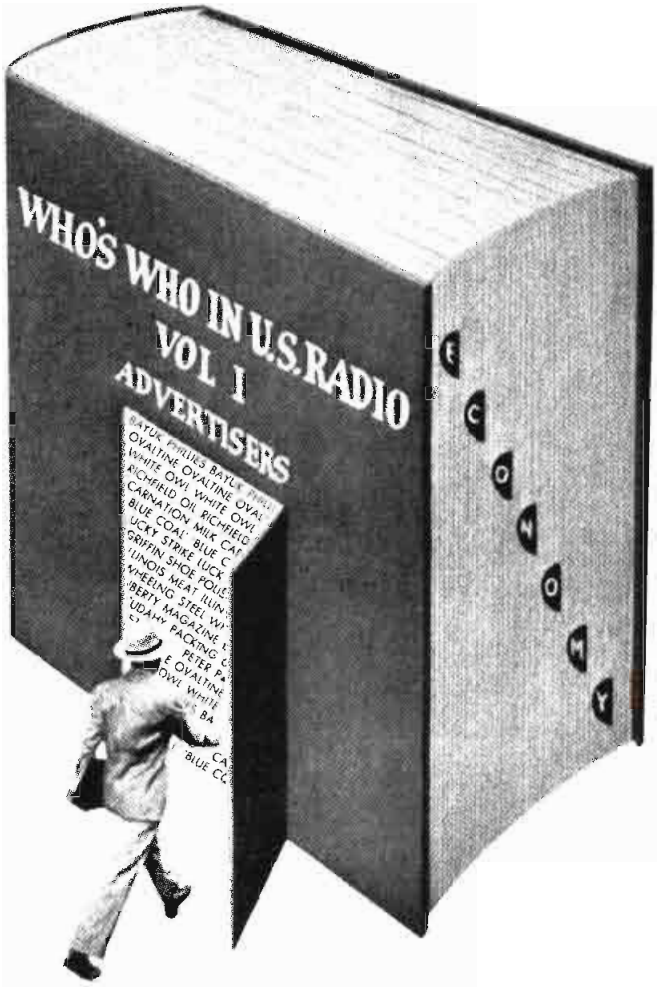

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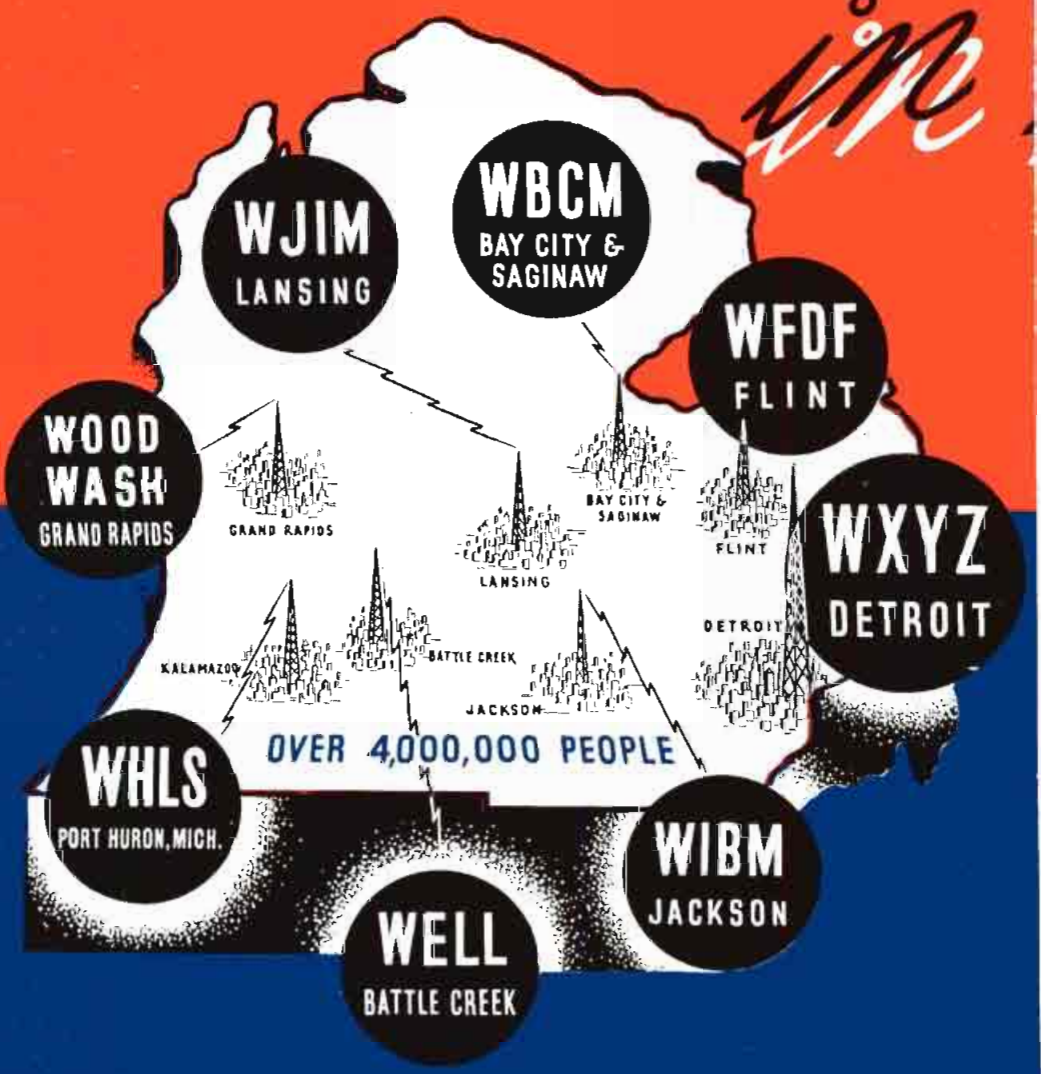

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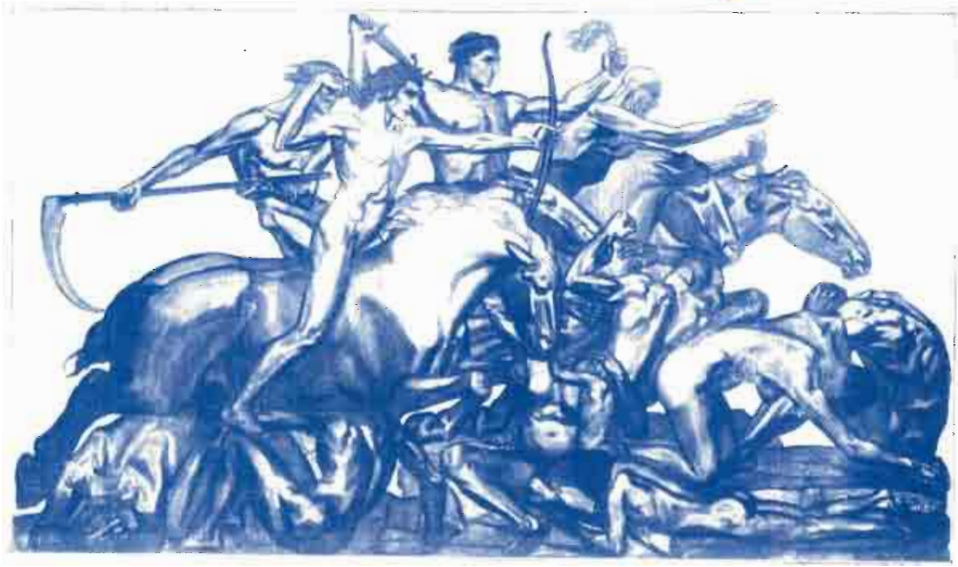

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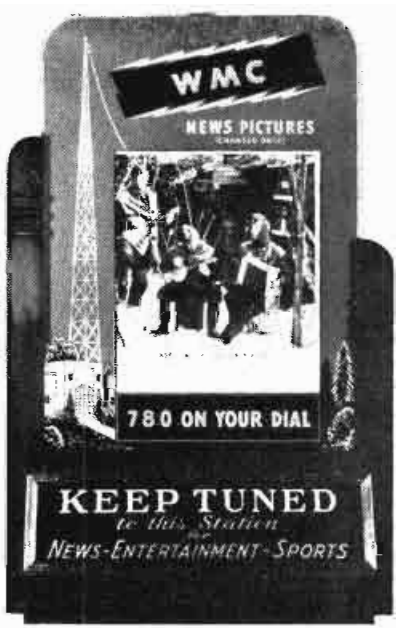

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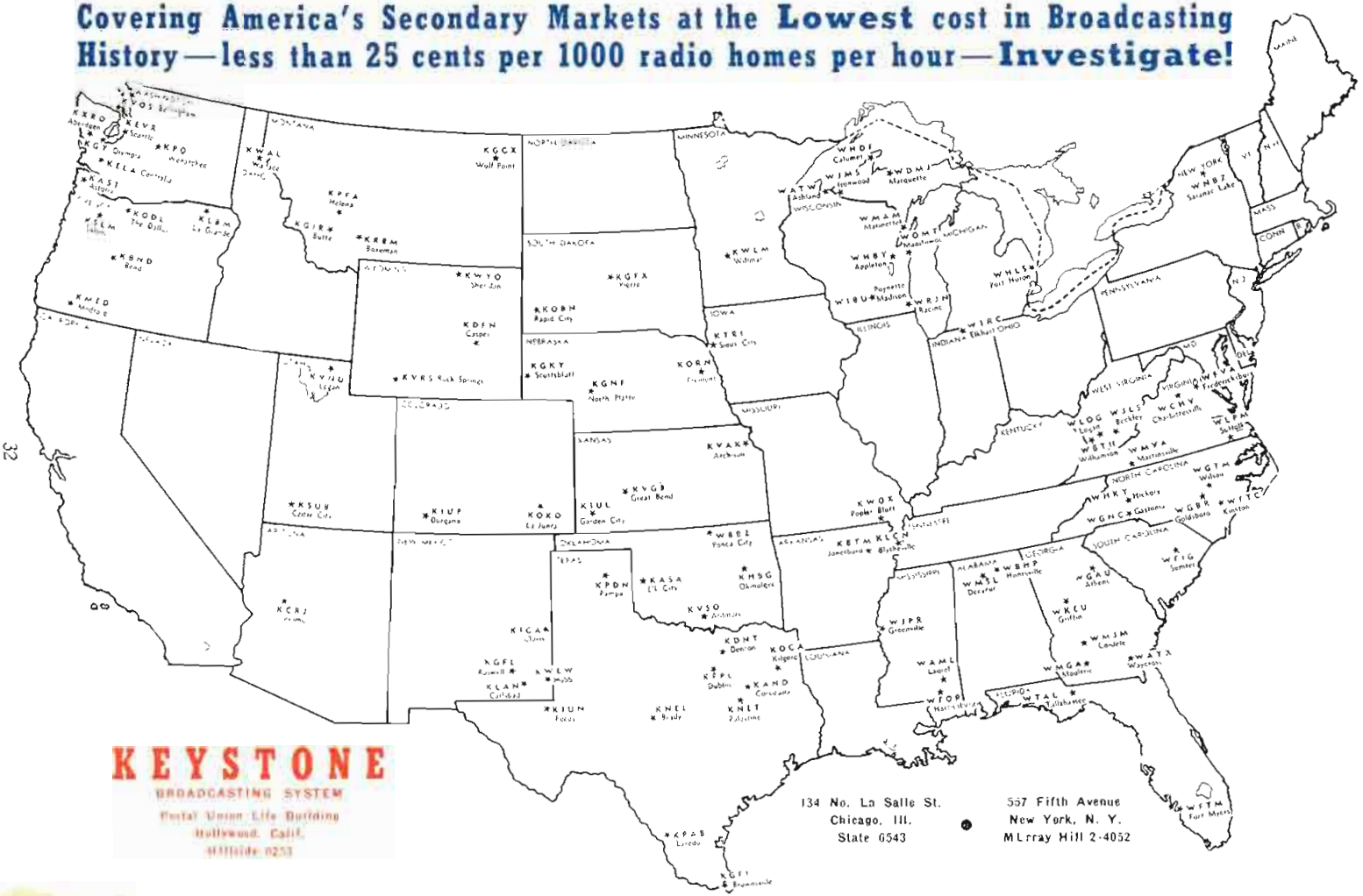

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THIS IS THE FOURTH EDITION OF

RADIO ANNUAL

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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INTERNATIONAL NEWS SERVICE

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RADIO
—TELEVISION
—F-M
—DEFENSE

By
JAMES LAWRENCE FLY
Chairman, Federal Communications Commission

¶ Nineteen hundred and forty-one holds rich promise of further development of the new services and continuation of the progress recorded by this vital industry in 1940.

¶ In standard broadcasting, the coming year should witness a marked improvement in service by reason of reallocation of frequencies under the North American Regional Broadcasting Agreement, which is scheduled to become effective in Canada, Cuba, Mexico, and the United States on March 29, 1941.

¶ The year 1941 will also go down in radio annals as witnessing the inauguration of frequency modulation—popularly known as FM—as a recognized commercial broadcast service. Millions of persons live in the charted service areas of the FM stations already authorized to go on a regular program basis. The business debut of FM invites public demand for service and sets, which should have a stimulating effect on all phases of the radio business.

¶ Then there is the favorable prospect of television being able to stand on its own feet in the very near future. As this is being written, millions of dollars are available for practical research and demonstration looking to that goal, through the medium of numerous television stations authorized to operate experimentally in many cities throughout the nation.

¶ The present emergency has imposed new and exacting responsibilities on the broadcasters as well as on the Federal Communications Commission. Both are united in a common cause. By this time the industry must fully appreciate the fact that the Government does not want to interfere with this service any more than is necessary for the national security. In the defense program, as in all things, success can be assured only by the joint activity of industry and Government.

For Complete FCC Section Please Turn to Page 215

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United Press scores many news beats. But these are not objectives. They are brilliant by-products, the result of sound, sure, full United Press coverage. The consistent excellence of United Press news continues to be its most impressive recommendation.

Performance

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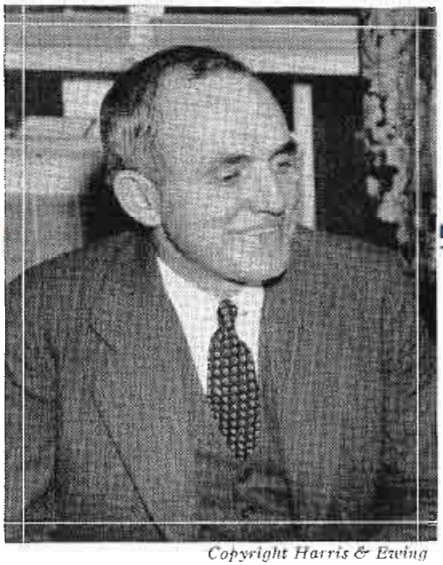

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RADIO'S GREATEST YEAR

By
NEVILLE MILLER
President National Association of Broadcasters

THE normal, everyday problems of broadcasting are kaleidoscopic and complex in serving the interests of the American radio audience—the greatest single audience ever gathered in the history of mankind. But in 1940, the industry was called upon to take on the additional responsibilities of covering a war, world-wide in proportions, and in handling a presidential election campaign of unprecedented proportions. It did both superbly. Both the winner and the loser of the presidential contest had nothing but praise for the manner in which broadcasters lived up to their public responsibilities. And both re-pledged themselves to the preservation of the free and competitive System of Broadcasting which, in its short but dazzling twenty-year record, has brought this nation the best broadcast service in the world.

At the same time, broadcasters grouped together to prevent a rear-guard action by those forces who sought to conquer their economic life and freedom through "divide and conquer" tactics. The industry has stood its ground in the music battle, with strength and common sense. In so doing, it has brought about a new impulse in the creative arts and has brought forth to the ears of listeners a body of fresh music hitherto denied access to publisher or broadcaster.

At the same time progress in the radio art has developed—technical—social—and creative. The level of programming was heightened and diversified. F-M and Television moved nearer everyday realities. Service to education, religion and public service expanded. And from the start, radio has shown vision, ability and patriotism in its contributions to the national defense program. No media can show a more generous nor effective record in giving unstintingly of its facilities in unifying the nation, in transmitting vital defense information, in building morale.

Our relations with Labor continued on the same satisfactory plane, generally, which has characterized our relations for a long period of time. New relations with public, press, government, the advertiser, and with each other have been accomplished in an environment of friendliness and understanding. It has been a great year. 1941 will be our greatest.

For Complete NAB Section, Please Turn to Page 930

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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 the Roosevelt Hotel.

And to our exclusive agents and friends, MCA.

Guy Lombardo

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ROUND-UP OF RADIO AS WE SEE IT

By
M. H. Shapiro
Editor RADIO DAILY

EVERYWHERE on its toes, the industry again came through the year with flying colors in point of gross sales, topping all previous marks by a wide margin. Both network and spot business forged steadily ahead and as the 1941 picture looms, there is no indication that the pace will slacken.

As expected, increased overhead ate into the net profits, government taxes being a particularly high item; yet a considerable portion of the expenditures that might have been left to bolster the profit side of the ledger, went toward the ever increasing desire to supply listeners with improved educational features and every possible program coming under the head of public service.

•

Season of 1940-41 must be set down as the period of crisis for the industry wherein its most turbulent problem came to a head. The NAB in association with networks, affiliates down to 100-watters, all cooperated in the establishment of a music reservoir of their own. Much to the amazement of those in and out of the trade, radio found that it could get along without buying music from sources it considered too high-priced. In this respect both agency and sponsor gave valuable support.

•

Radio was able to peacefully settle its labor disputes and again evidenced its desire to meet union officials and work out problems across the conference table.

In its stride, the industry did a neat job of handling the many political hookups and individual broadcasts, both commercial and the free-time requests. Major party conventions and the presidential election came in for equally fine coverage. Radio continues to cover the war regardless of expense and the American public continues to be the best informed in the world.

•

From the FTC point of view, the industry is least among the offenders disseminating questionable advertising copy. No major complaint originated during the year against any program devised for the listener's entertainment. Again, the NAB Code proved that the broadcasting business was capable of self-regulation.

Full cooperation was and is being given the U. S. departments seeking to improve relations with Latin neighbors in Central and South America. Still closer cooperation is being given the National Defense program.

•

Another highlight for 1940 saw frequency modulation as a system of broadcasting given the go-ahead signal by the FCC which granted it full commercial rights, but to some extent at the expense of television. As FM came out of the laboratory, tele went back, a victim of disagreement on standards. With FM the center of much activity and out of the way as a "problem," tele is expected to emerge during the year, unfettered and possibly greatly encouraged.

Re-allocations of frequencies and power boosts became a reality as per Havana Treaty and the assignments become effective on March 29, 1941.

•

Government's attitude on radio is still unpredictable; the FCC dangling its monopoly report, and the ramifications attached thereto, seem to spell potential trouble. However, the industry is in a more confident state than at any time during its 20-year history. It has achieved a long-standing objective in the music situation and it is only reasonable to believe that it will put up an equally strong fight against any inequitable condition that may arise.

★ ★ ★ ★ ★ ★

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Thanks, Radio Editors

•

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

"ROCHESTER"

My Authors:

BILL MORROW

ED BELOIN

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TEN OUTSTANDING RADIO NEWS EVENTS OF 1940

Broadcast Music, Inc., was organized by the radio industry to set up a pool of music independent of Ascap and to foster new songwriting talent.

•

Branch of the Defense Board, for Communications, was set up with prominent radio officials chosen to serve on the board.

•

FCC held hearings on television and frequency modulation, with the result that FM was given the green light to go commercial, while some television bands were given over to FM as well.

•

National Television Systems Committee was formed, the members coming from various arms of the industry, the purpose being to make a study and submit full report to the FCC to guide the body in making further decisions on the television regulations.

•

Hearings were held before the FCC on the investigation of chain broadcasting and possible monopoly, briefs filed and argument heard relative to the adoption of the report on the investigation made by an FCC Committee.

•

Networks and agencies made a new contract with AFRA after lengthy negotiations.

•

CBS formed an international network of 64 stations in Central and South America, to begin operations in the fall of 1941.

•

Network billings, CBS, NBC and MBS again exceeded all previous gross revenue for a total of $96,000,000.

•

After failing to obtain a consent decree from Ascap, U. S. Attorney General Jackson instructed his assistant Thurman Arnold to bring suits under the anti-trust laws against Ascap, NBC, CBS and BMI. *(All parties have since signed respective decrees.)*

•

Networks and hundreds of affiliates and independent stations throughout the country discontinued the use of Ascap music at 12 midnight December 31, as the five-year contracts with Ascap came to an end.

•

Outstanding New Program

Alka-Seltzer's "Quiz Kids."

Most Remarkable Broadcast

Evacuee children talking to parents in England in two-way conversation.

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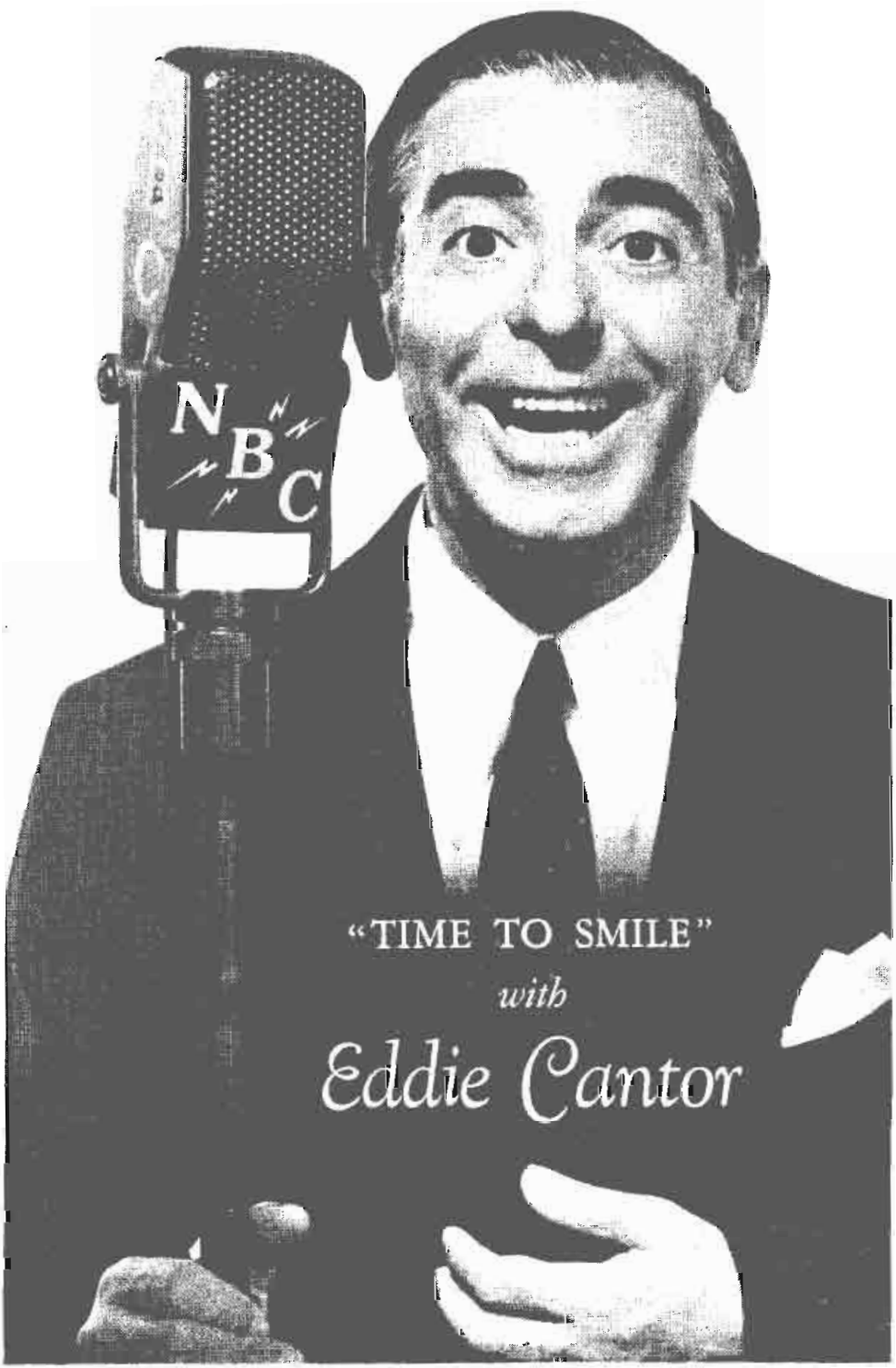

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RADIO FACTS AND FIGURES OF 1940

As of January 1, 1941, it was estimated that 50,100,000 receiving sets were in the United States, a gain of 6.1 per cent.

•

Advertisers spent a gross sum of $96,455,603 for network facilities, during 1940.

•

Political groups contributed $1,638,913 of the total network revenue received from advertisers.

•

First television commercial contract was signed by Esso (Standard Oil subsidiary) with NBC for newscasts which opened a series on March 20.

•

Drug and Toilet Goods business forged ahead in 1940 billings on NBC networks for a total of $16,932,687; Foods and Food Beverages led the clients on CBS, nosing out Foods, and spending a total of $14,287,174; Food Beverage clients led on MBS, with an expenditure of $584,766.

•

Radio's biggest individual advertiser, Procter & Gamble, spent $10,999,416, during 1940, nearly twice the sum expended by the runner-up, Sterling Products.

•

Outstanding television development of the year was Dr. Peter Goldmark's color pickup and transmission under the aegis of CBS.

•

Final details were set by Havana Treaty signatories and the FCC, which changes the frequencies of 795 stations out of a possible 882, effective March 29, 1941.

•

FCC granted applications for 76 new stations during 1940, some of them still to be built, making a total number of 882 licensees in the U. S. at the year-end.

•

Five new affiliates joined CBS during the year, the network having 124 outlets in 123 cities as against 119 in 118 cities the year before; MBS added 50 affiliates for a total of 168; NBC entered the year 1940 with 180 Red and Blue outlets, which were increased to 219 at the year-end. Now stands at 132 for the Red and 87 for the Blue, gaining 26 and 13 respectively.

•

Newspaper-owned or affiliated stations climbed to 294 throughout the country, representing approximately 33-1/3 per cent of the total ownership, and a gain of nearly 5 per cent despite the many new outlets granted.

•

First FM commercial signed gave Longine time-signals on W2XOR (N. Y.), effective January 1, 1941.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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FRED ALLEN

TEXACO

STAR THEATRE

WABC . . . Wednesdays . . . 9-10 P. M., EST.

WALTER BATCHELOR, Manager

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1941 PROMISES TO BE RADIO'S GREATEST YEAR

By
David Sarnoff
President
Radio Corporation of America

RADIO, as an industry and a vast service of domestic and world-wide communications, made gains on all fronts in 1940. Continued progress is foreseen for 1941. National defense and public service are the keynotes of its present plans. Going ahead full steam, the radio industry directly and indirectly is responsible for the employment of more than 500,000 people in the United States. The annual payroll is above $500,000,000. These figures represent an increase of 15 to 20 per cent over 1939.

Radio is America's international lifeline of communication. With Europe in flames, the United States finds itself equipped with the world's most efficient and far-flung radio system. It was not that way during the World War. American enterprise, scientific progress and public support have built an unmatched radio service for the United States.

Expansion

Radio and electrical manufacturing plants throughout the country are expanding. Employment by RCA and its subsidiaries, engaged in every field of radio, has risen to 27,000 compared with 22,000 employees at the beginning of the year. All available space at the Camden and Harrison, N. J. plants of RCA is now in use. In addition, a new factory has been opened at Bloomington, Indiana, and the plant at Indianapolis has added 15 acres for new buildings.

There are no bottlenecks in radio production. Tools and machinery are geared to meet national defense requirements, as well as domestic and commercial needs. Already substantial orders for radio apparatus, spread throughout the industry, have been placed to fill the needs of the Army, Navy and aviation. Because of the importance of military communications, it is reported in the press that 80 per cent of the Signal Corps funds are being spent for radio equipment, the majority for Air Corps needs. Expanded Army encampments call for new radio facilities, as do the new airport stations announced by the War Department.

This country is particularly fortunate in having 53,000 licensed radio amateurs to qualify for duty in case of emergency. The amateur experimenter has contributed his talents and services during the last war and has always responded to the Nation's call.

Production

Radio broadcast receivers in the United States are counted at 49,000,000 including 8,000,000 auto radios. Production estimates for 1940 indicate more than 11,000,000 new radios have run off the production belts since the year opened. There has been a notable gain in the popularity of home-recording in combination with the radio set. The output of radio-phonograph consoles has doubled this year to 450,000. At the same time, the phonograph record business has reached a new peak. It is estimated that between 65 and 70 million discs will be sold in 1940.

While it is difficult under present conditions to compile accurate figures throughout the world, it is believed that internationally approximately 80,000,000 radio sets are "on the air"; of this total nearly 50,000,000 are in the United States. One of 1940's contributions in this country is the "personal radio," self-contained and camera-size, made possible largely by the development of miniature tubes and small but efficient dry batteries.

Despite the war and its "silencing" of many countries overseas, the circuits of R.C.A. Communications, Inc. connect directly with forty-three nations. New circuits were opened in 1940 to the Belgian Congo, Barcelona, Greenland, Finland, St. Pierre and Miquelon Islands; also to Bordeaux and Lyon, France, the latter serving Vichy. In the marine field, the S.S. America took to the ocean in 1940 equipped by the Radiomarine Corporation of America with the most up-to-date and streamlined shipboard installation ever to sail the seas.

Television

Television, while it has been making history, has also been making technical adjustments for progress. Scientifically, there has been no television holiday on the 1940 calendar. Research experts sharpened the texture of the pictures; they enlarged the screen for home and for theatre. A new optical system has been developed. The camera "eye" has become more eagle-like.

For the first time, television participated in the national political campaign. Both President Roosevelt and Mr. Will-

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MILTON BERLE

20th CENTURY-FOX

Representative:
ABE LASTFOGEL
William Morris Agency

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kie were televised. Election returns were illustrated on the air. Tele-viewers saw the teletype machine of the press associations tapping off the news. Television, like a long-distance telescope, took its spectators right up to the news room as the lettered keys typed the news word by word across the tele-screen. Commentators were seen in action at the microphones. About 3,000 video receivers were available in the New York area to "look-in," compared with 400 odd sets owned by wireless amateurs in the Pittsburgh district, when they eavesdropped on the first election broadcast from KDKA in 1920.

FM Experiments

The year 1940 has been marked by interesting experiments to determine the value of the frequency modulation system of transmission, popularly known as FM. More than 30 stations have been licensed in this ultra-short wave field. The exploration of this method of broadcasting on tiny waves is characteristic of American research. The new year is likely to shed more light on the scientific and public service possibilities in this spectrum of "the ether."

The war and politics, coupled with the increased business of broadcasting, have set a fast pace for the stations in this country. For them it has been a record year. Radio has become the voice of current history.

While the press in 1940 celebrated the 500th anniversary of the invention of printing by Gutenberg, broadcasting as a public service marks its 20th milestone. In the year, radio added new glory to its reputation as the winged messenger of news. With split-second precision it jumped in and out of places bombed and blockaded. Every major war play on the checkerboards of Europe and the Orient have been reported on the air. In making this service to the public possible, radio, the press associations and the press generally have cooperated. Electrical transcription has become an important part of broadcasting. Programs and speeches are etched on discs as never-to-be-denied testimony of a broadcast. Radio recording holds for posterity the imperishable records of history made in 1940.

War News

Around the radios, countless people throughout the world have gathered to listen in for war news. At the same time, broadcasting has mobilized the American spirit and spread the gospel of national unity, not only among the States but among the Americas. Neighborly waves of music and words of good-will knit the republics of the western hemisphere. With Europe's microphones muzzled by censors and talking chiefly of death and destruction, American radio holds faithfully to its function as a medium of entertainment and uncensored information.

It is noteworthy that in 1940 radio won the acclaim of the listening multitudes. From the public and the press came commendation for non-partisanship, freedom from censorship, for neutrality, equality in controversy, and for upholding the Bill of Rights. That only a few scattered protests were registered from an audience of millions, at a time when many minds differ, is evidence of the fairness, self-control and common sense by which the American system of broadcasting operates.

Broadcasting, naturally, is in the public focus because it reaches directly into the home; it belongs to every member of the family. But, there is much that pulses behind the scene in communication ashore and afloat, along the airlines, in research, engineering and manufacturing. While the family tunes-in amid the comforts of home, radio is busy on wavelengths other than those allotted to broadcasting. Its beams are guiding aviators. Police headquarters are "calling all cars." Ships are sending messages every minute of the day and night; amateur experimenters are at work on their assigned channels. Engineers are designing while manufacturers are turning out new instruments and vacuum tubes to perform the magic.

Conclusion

Behind the advance is science. Radio does not chart its future by the stars; it charts by research. If it were not for the Laboratories, the powerful wheel of radio would slow down and eventually stand still. Research is the driving force; it gives added space to progress as the calendar turns a new year.

Today, as radio branches out, its research bestows new benefits on mankind. It is no longer confined to communication. As an outstanding example of radio's contribution to humanity in 1940 is the electron microscope. Developed in the RCA Laboratories, this super-microscope, using electrons instead of rays of light, magnetic fields in place of glass lenses, sees organisms never before on view. For industrialist, bacteriologist, chemist and physicist, new worlds are open for exploration. The electron microscope is the "eye"; it is a monument to radio's era of sight.

Further, supplementing the eye, the RCA Laboratories created "Fantasound," three-dimensional sound for motion pictures. It became the "voice" of Disney's musical cartoon "Fantasia."

Radio's key of progress, which 1940 fashioned, is fitted to the lock of 1941.

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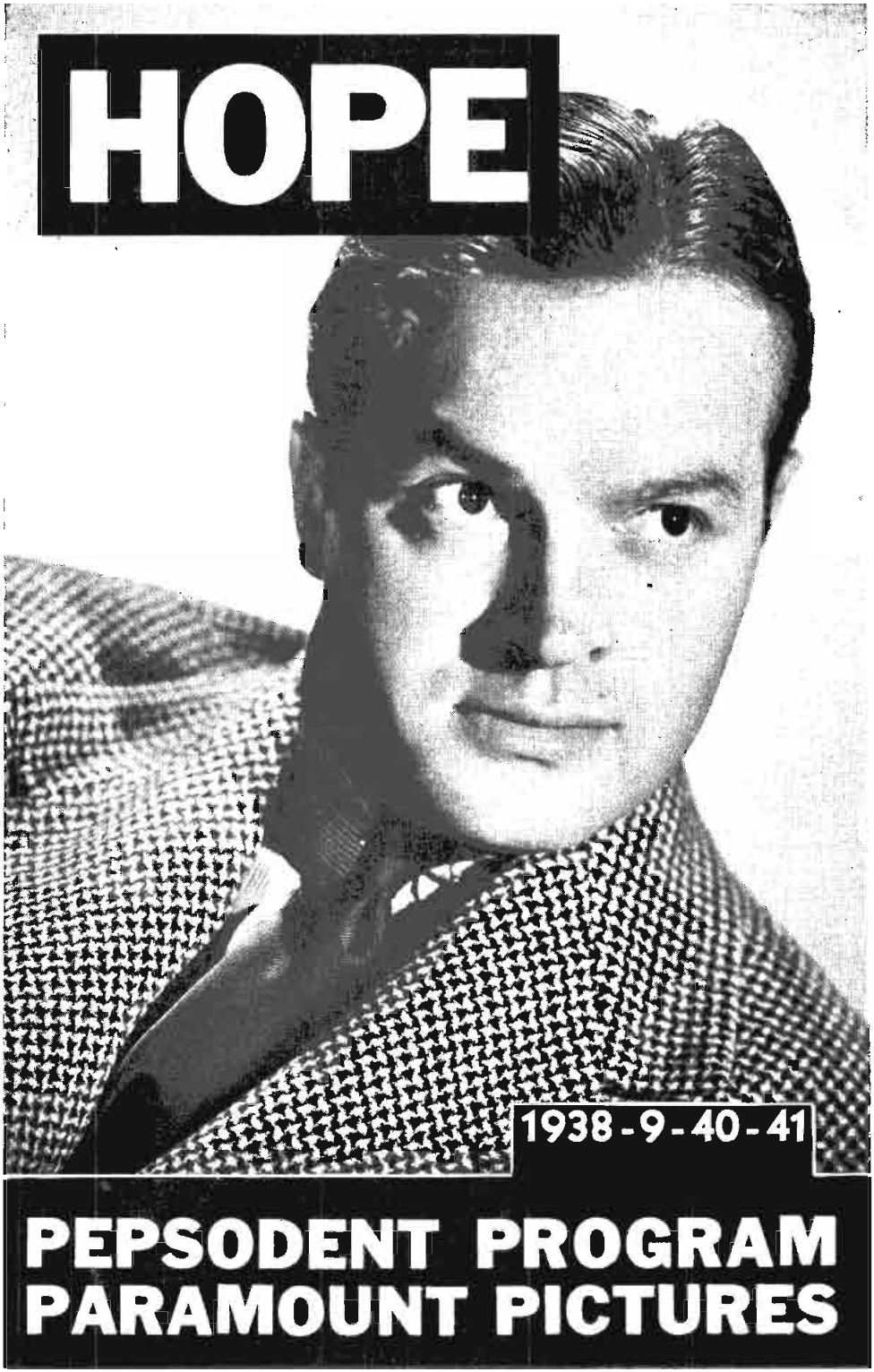

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RADIO ANNUAL PRESENTS THE 1940 CENSUS FIRST FIGURES

RECOGNIZING radio as a major industry, and providing the broadcasting industry, for the first time, with its most complete evaluation of individual markets from one coast to the other, the initial figures compiled in the 1940 Census and listed in part in another section of RADIO ANNUAL are the results of the most involved research job ever attempted by the Census Bureau. These statistics, as completed, will provide every branch of the radio industry with a yardstick by which coverage claims, audience volume, advertising potentialities, and dollar volume can be determined on an authentic basis.

The data presented herein is based on the tabulations of three of the five major counts included in the 1940 Census: population, housing, and business, the three classifications that are of vital interest to broadcasters, advertisers and their agencies. Each of these three counts offer to broadcasters the most up-to-date figures possible, compiled at a cost that would be prohibitive to any one industry.

Census Facts

To the advertising agency and their clients the final 1940 Census offers, under its Housing count, a complete picture of the listeners of the nation, accomplished by determining the number of individual radio sets in every dwelling in the nation. Types of audiences are also available, for in the population count are classifications for color, age, occupational status, family groupings and several other divisions. The housing count offers a report of the manner in which the people live; the class of dwelling; its construction; its age; market value; ownership; rentals; vacancies and other pertinent information.

The Business Census is yet another phase of the count which provides the industry with facts and figures that will prove invaluable as selling aids. Here is gathered together information regarding the amount of money spent by people for merchandise and services in 15 different classes of stores and methods and conditions under which the eventual sale was consumated. This data has been broken down into cities and counties of more than 2,500 population, in addition to the total state figures, and for cities of more than 25,000 population.

Application

To each branch of the industry the 1940 Census brings new sales weapons, potent figures that prove the heretofore challenged claims issued by the broadcasters and claimed uproven by hostile factors outside the industry. Coverage figures have been ascertained by an unbiased survey that not only proves the amount of persons within a given area, but shows conclusively the number of radio sets contained within that self-same market.

To the advertisers come absolute facts regarding the purchasing power within any given market through the population and business counts. A more concrete picture of the markets that need development is available, and agencies can, from the Census figures, offer their clients a birds-eye view of any given market, its potentialities, and radio's undeniable coverage of that market, no matter where it happens to be located.

Research Basis

Complete returns from the Census of 1940 will not be available until late spring or early summer. However, when they are made available, they will serve as a basis of market research for the next ten years. Each station, network and advertising agency will find a starting point from which their own research organizations can determine individual problems that could not be included in the vast survey conducted by the government.

For Complete Census Section Please Turn to Page 239

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EDUCATIONAL BROADCASTING DURING 1940

By
Sterling Fisher
Director of Education—CBS

HEALTHY and vigorous experimentalism marked the further development of education by radio during 1940.

The networks branched out into several new, uncharted areas, and took a number of steps that promised to be of historic significance. All laid increasing emphasis on the general public service aspects of "educational" broadcasts, and both NBC and CBS continued and expanded the policy—pioneered by CBS in 1939—of holding regional conferences of station public service chiefs to consult on matters of promotion programs and public relations.

Expansion

Paving the way toward the creation and announcement of the new Pan-American network of the Columbia Broadcasting System was the extension of the American School of the Air into all the nations of the Western Hemisphere as the "School of the Air of the Americas." This action was noted by well-known educators and statesmen of many nations as an important step toward greater friendship and understanding among all the American republics.

Typical of the enthusiasm which greeted the expansion was the statement of Secretary of State Cordell Hull: "I was pleased to learn that the American School of the Air, which has obtained such widespread recognition in our own country, is now to be extended to those other American republics whose ministers of education may indicate that they wish to participate in the preparation and utilization of these educational broadcasts. It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the peoples of the American republics and which may be of more general benefit to these countries."

The new project was announced by CBS in March, 1940, and was functioning fully with the start of the school year in October. The mechanics of translating the broadcasts into Spanish was performed free of charge by CBS, and CBS called upon Ministries of Education in the various countries to provide material for the broadcasts. Response from Canada and Latin America was splendid, and this year's "School of the Air" has been invigorated and widened by the cultural material which they sent CBS. At the present time, the "School" is preparing its first international conference, to be held February 27-March 2 in New York and Atlantic City. It will be attended by foreign ministers and ministers of education, eminent educators, and leading broadcasters and publishers of all the American nations, and is expected to chart out plans for the second year of the "Radio-Escuela de las Americas."

NBC Activity

While Columbia's emphasis has thus been to considerable extent on classroom listening, the National Broadcasting Company directs its program principally toward out-of-classroom education. As a matter of fact, both networks have expanded their news and special events departments steadily since Hitler's legions first invaded Poland. It is heartening to educators that news—a cardinal type of educational broadcast—has become one of the main staples of radio; surveys show news programs mounting rapidly in audience-popularity from month to month and news coverage has become mature and sharp during the year and a half of the war.

Adult Education

Both CBS and NBC enriched and widened their schedules of adult education programs—with a new, vigorous stress on lectures, round-table discussions, and general cultural series. A lively Lecture Stage of the Air came into being, as both CBS and NBC brought leading lecturers on a great variety of topics to their microphones. Series in the appreciation of visual arts (NBC) and of the great books of the world (Columbia's "Invitation to Learning") won many listeners, and illuminated some of the more obscure and difficult fields of radio education.

Please turn to Page 55

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EDWARD G. ROBINSON

Fourth Year

"BIG TOWN" PROGRAM

OVER CBS

●

LEVER BROTHERS CO.
(Sponsor)

RUTHRAUFF & RYAN, INC.
(Advertising Agency)

MOTION PICTURES; WARNER BROS.

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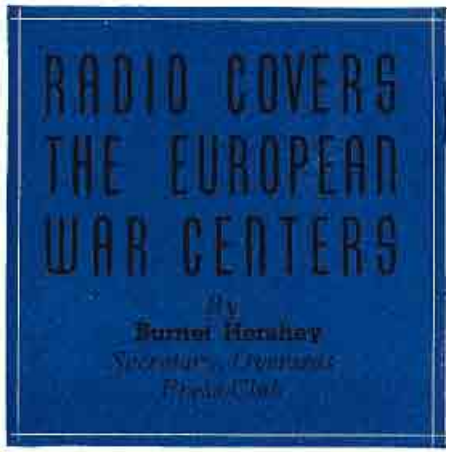

UNPRECEDENTED by any other news event in modern times, the outbreak of the European War presented a new challenge to the ingenuity and efficiency of radio reporting.

How ably this challenge was met was best summed up by the comment of William S. Paley, President of the Columbia Broadcasting System, when he said: "America's position as the best-informed nation in the world has been achieved in large part by the work of its radio and press correspondents abroad."

Hindered by wartime censorship, by interruption of communications and great physical danger, they have managed to secure the facts and present them honestly and often brilliantly. As Alfred J. McCosker of the Mutual Broadcasting System, said in his message to the Overseas Press Club of America recently, "America's correspondents abroad are the eyes and ears of our people."

News Demand

The American appetite for facts has always been more than a nine-days wonder to our less rapacious brethren across the seas, and our capacity for devouring news has more than kept pace with the increased speed of transmission. We all want to know what will happen almost before it actually occurs. Impossible as that may be, it is only a little less miraculous than the velocity that radio war correspondents have achieved in less than two years of activity. This is an achievement of American organizing ingenuity.

What is even more important, is that in its emphasis on the accurate and the unbiased, the radio has played a role demanding exceptional courage. Unlike the press correspondent who could escape from the environmental pressure of his dictatorial host and mail, wire, or even carry his material to its destination, the radio reporter has to rely completely on the transmission facilities afforded him by the country in which he works.

For that reason he must play the diplomatic game to the hilt, he must temporize and remain courageous—a man torn between the demands of his listening public and the reality of his existence as a guest of the Minister of Propaganda. He is the target of compulsion and pressure ranging from censorship and intimidation, to indoctrination and threat of expulsion.

Physical Risks

Added to these menaces are the physical risks of the total war being undergone by most of the radio correspondents. With not a little conspicuous gallantry, the men and women at the "mikes" in the war capitals are today restoring much of the resplendent glories of the war correspondent's profession.

In this war of ideologies, radio also has done more than its duty by democracy.

Never before in all history have so many people heard so fully and factually eyewitness reports of spot-news events as those broadcast in these past months.

One of the most memorable of these broadcasts in this war was the shot-by-shot description of the scuttling of the German pocket-battleship Graf Spee, a fine example of sound judgment, quick action, and clear thinking under difficult and hazardous circumstances.

Notables Speak

Radio has also served as a medium through which the heads of governments and leaders of military forces were heard in millions of American homes. Probably the most valuable contribution radio had made to American understanding of the war and its motivations, has been the series of speeches by foreign leaders—Hitler, Mussolini, Daladier, Chamberlain, from the time of the Munich crisis down to the stirring messages of Winston Churchill.

Hearing the actual voice and words of these history-makers at the precise moments when history was being made, has done more than any amount of printed matter to clarify the real aims of the belligerents in American minds.

But the real and lasting value of radio has been best demonstrated by direct broadcasts from correspondents, commentators and amateur reporters on the scenes of action from Bangkok to Bagdad. "These men and women," remarked David Sarnoff, head of the Radio Corporation of America, "—these American

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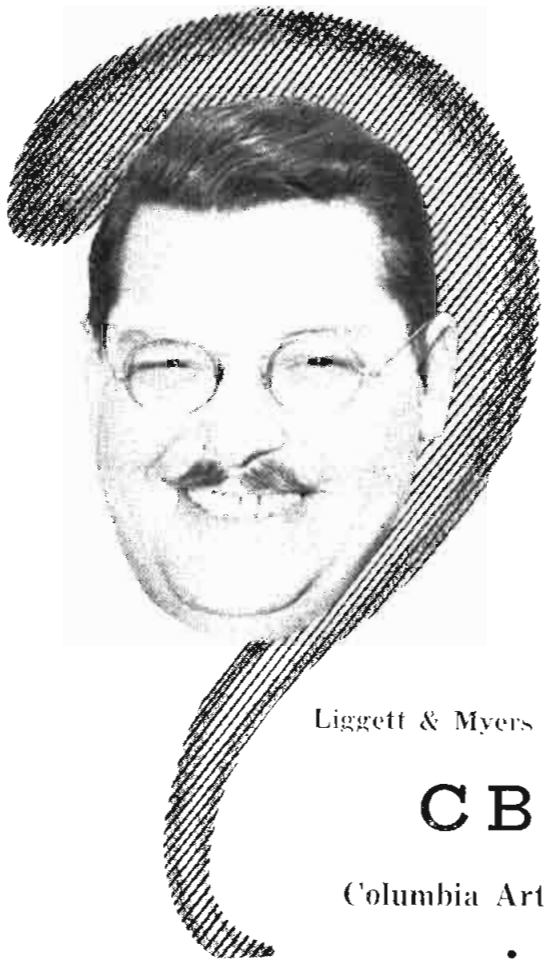
PROFESSOR
QUIZ



Liggett & Myers Tobacco Co.

CBS

Columbia Artists, Inc.

•

WILLIAM GERNANNT

521 Fifth Avenue
New York

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Ambassadors of the spoken word, have gained the everlasting esteem and appreciation of American . . . listeners everywhere."

Through their unforgettable stories about the daily life of ordinary people under fire, of armies in life-and-death combat and of aerial bombardment, they have transferred the strange, foreign life of Balkan sheepherders and Arab camel drivers over the air-waves to the living rooms on Main Street, and made the essential humanity of the human beings apparent under the kalpak and the bournous.

Verboten Facts

More important, even, than the news that America hears, however, are the "verboten" facts that have been broadcast within conquered countries. The wandering station inside Nazi Germany has operated at intervals of seven years, always at the risk of the lives of those who know anything about it . . . even those who are unfortunate enough to get caught listening.

Today, in France, in Belgium, in Holland, Italy and Spain, there are courageous and technically-equipped individuals sending out the truth as counter-propaganda to the official statements of dictatorships.

There are a hundred tremendous dramas behind every one of these "freedom-stations," and the influence they have had, and can have, may very easily be one of the deciding factors in overthrowing oppression.

This is particularly true in more illiterate countries like the Balkans and Russia, where newspapers are scarce and hard to distribute and where only a relatively small percentage of the population can read.

Free Speech

A radio broadcast reaches twenty million people, where a newspaper edition may reach twenty thousand. The only restriction on news should be the requirement that it be truthful and factual.

When freedom is the privilege of both press and radio, they will, as Niles Trammel, of the National Broadcasting Company, has said, "continue to march side by side in the development of this new phase of journalism, unforeseen by the founders of the great American free press."

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Educational Broadcasting—Fisher—Continued

NBC and CBS took giant steps in the development of station liaison during 1940, with frequent conferences, both regional and national, and with an adaptation of local educational programs to the needs of their areas. One of the biggest impacts on radio education was the increased cooperation of independent educational groups with the broadcasting chains. The National Education Association, whose 983,000 members constitute the largest teachers' organization in the world, worked directly with CBS on four of the five "School of the Air" series—"Folk Songs of America," "New Horizons," "Tales from Far and Near," and "This Living World." Some of the NEA's action on the series included demonstrations before state conventions, plans for extending teacher training in radio education at teachers' colleges, distribution of material to more than 100,000 schools, and solicitation of ideas and suggestions for programs.

Cardinal Rules

NBC's education director, Mr. Walter Preston, has skillfully and tersely drawn the four cardinal features of that network's educational activity; planning, production, promotion, and check on results. Promotion and the check on results are both services performed by the networks to make certain that their educational programs strike America with every possible bit of force. Education on the air started as something which many experts figured would be hard to sell to America, but most recent polls show that radio education has permeated every part of America, every walk of American life.

Perhaps one of the clearest indications of the range and intensity of network educational broadcasting is revealed in the NBC and CBS program schedules —in effect during the current broadcasting season. Many of the programs of both networks represent innovations, experiments in new fields of broadcasting. While these are never wild attempts (they represent the serious planning of the CBS and NBC Boards of consultants and executives), they have lent an experimental atmosphere to much broadcasting and are certainly still in their test-periods.

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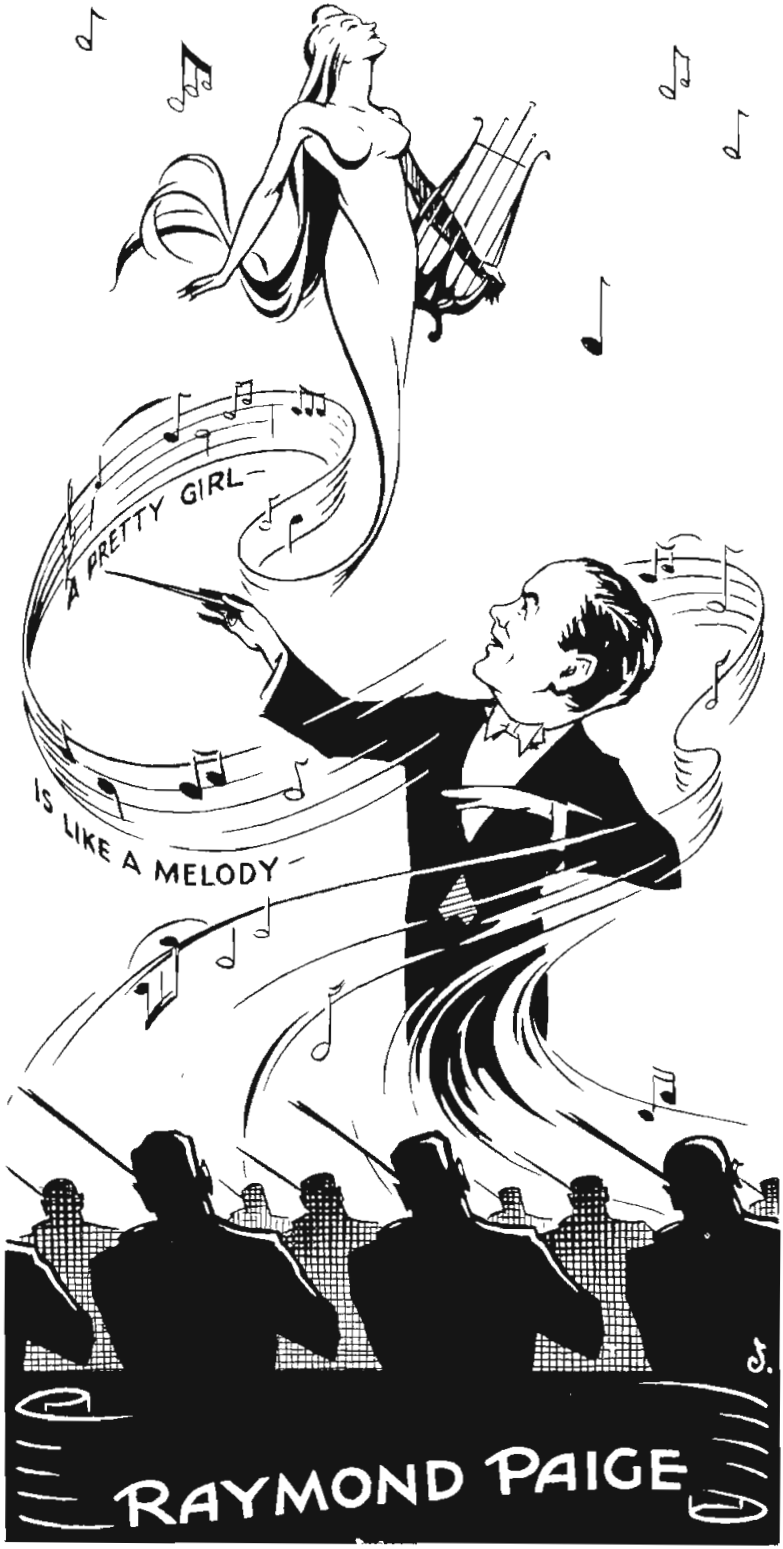
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THE VALUE OF THE STORY IN MODERN RADIO

By
Helen Hayes
Of Radio, Stage and Screen

MOTION pictures and stage plays were radio's main story sources for many years. And these channels still supply script material that is important and vital to good broadcasting. But as one who has had a great interest in radio both from the listener and performer standpoint, I'm delighted to find that radio has learned to make more adroit use of stage and screen material. No longer are radio sketches comprised of solid blocks of dialogue taken verbatim from plays or motion picture scripts. Instead the outside material is carefully rewritten into smooth scripts to fit the talents of the radio players and the programs they are presenting.

Methods

In our current radio series, known as the "Helen Hayes Theater," we enlist five methods to obtain material for programs. Our various scripts are adapted from stage plays or motion pictures, based on novels or magazine stories, derived from original ideas, based on history or historical characters and written especially for the series.

I don't know exactly how to classify "Victoria and Albert," the initial program of our series. For script material we used sketches from the American and English stage versions of "Victoria Regina," excerpts from Laurence Houseman's books, "The Golden Sovereign" and "Victoria Regina," pages from Victoria's diary and some added original bits. Credit for this thorough job of script preparation goes to Adrian Samish, the producer of the series, Therese Lewis, script editor, and John Houseman, who did the excellent adaptation of a finely-balanced script.

One of the finest dramatic shows I've ever heard on the air was Arch Obler's "None but the Lonely Heart," a radio original based on the love story of the great Russian composer, Peter Ilyitch Tschaikovsky, and Mme. Von Meck. Here actual history was used, real facts were high-lighted and rewritten to fit the precise requirements of broadcasting. This technique was used when we presented "Joan of Arc" on our theater over the Columbia Network. As in the case of Mr. Obler's play, the main character was taken from the pages of history, but it can be classified as a radio original.

Originals

The program known as "Silver Theater" has been an outstanding leader in the use of original stories of a light and romantic vein. At least half of the programs they present each season are originals, scripted to the style of the players. True Boardman and the late and great Grover Joues wrote an original radio drama for this series. And, later they accomplished the almost unheard of feat of selling this radio original to a motion picture studio.

While mentioning original radio programs, one can hardly pass over the delightful "Aldrich Family" series, which with the play by Clifford Goldsmith, has started a new screen series. And then there are those two lovable characters, "Amos and Andy," whose original radio work has long been a favorite in the MacArthur household. (Editor's Note: In private life Miss Hayes is the wife of Charles MacArthur, author.)

Good Writers

Jean Holloway, one of the youngest established writers in radio, does a masterful job of adapting Hollywood movies for the Kate Smith Hour, besides her original plays. And Cecil B. DeMille's Radio Theater has been outstanding in the field of straight drama. Writers on "The Screen Guild Theater" have done a deft job of bringing originals to the air.

Famous playwrights and novelists are turning their attention to radio. We've had the good fortune to sign Maxwell Anderson and Booth Tarkington to write one program apiece for our Lipton's series. It's not uncommon to hear an announcer terminate a radio program with: " . . . and tonight's play was adapted from the motion picture of the same name." But I am certain that before long, part of the main title billing of a motion picture will read: "Based on the original radio broadcast of the same name."

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BENNY

GOODMAN

Old Gold Cigarettes

Columbia Records

★

Exclusive Management

MUSIC CORPORATION OF AMERICA

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NO. 1 Prodigy of the broadcasting industry for 1940 was undoubtedly frequency modulation. Coming from relative obscurity at the start of the year, the new method of broadcasting (now tersely dubbed "FM") passed through a succession of fast evolutionary stages to greet the New Year with the full blessing of the FCC and a nod to go ahead commercially as soon as new, high-power FM transmitters could be installed.

FM has a number of basic differences from standard broadcasting, (known as AM or "amplitude modulation" because of its electronic principles) that FM proponents believe will set it far enough apart to insure its rapid acceptance as a new realm of broadcasting enterprise.

Tonal Range

FM offers a tonal range at least twice as wide as AM with a consequent improvement of naturalness in reproduction. FM is virtually free from all interference noises, either atmospheric or man-made, and can thus offer transparently clear reception. FM stations operating upon the same channel in adjacent communities will not interfere with each other because an FM receiver picks up only the stronger of two signals at once with uncanny discrimination.

Frequency modulation, to review its past briefly, is a development of Major Edwin H. Armstrong, one of the world's foremost radio experts. By late 1939, sufficient disciples had been won for the merits of FM to permit the formation of an organization that would co-ordinate and push the development of frequency modulation. Thus it was that on January 5, 1940, a non-profit group titled FM Broadcasters, Inc., took shape in New York. Its growth has paralleled that of FM. Currently its board of directors comprises: John Shepard, 3rd of the Yankee Network, President; John V. L. Hogan of WQXR, Vice-President; Walter J. Damm, WTMJ, The Journal Co., Milwaukee; Franklin M. Doolittle, WDRC, Hartford, Conn.; C. M. Jansky, Jansky & Bailey, Washington; Ray H. Manson, Stromberg-Carlson, Rochester, N. Y.; Carl Meyers, WGN, Chicago, Ill.; Paul W. Morency, WTIC, Hartford, Conn.; Theodore C. Streibert, WOR, Newark, N. J.

FCC Hearing

Convinced that adequate interest in FM prevailed, the FCC agreed to a special hearing on the subject in March. The two weeks' session brought to the witness stand inventor Armstrong, officers of FM Broadcasters, Inc., representatives of leading engineering firms, stations and networks to unfold an overwhelming array of evidence that demonstrated the superiority of FM.

Meanwhile, equally impressive to the Commission, was a tally of over 150 applications filed from all parts of the country for experimental FM transmitters.

In May the FCC handed down its verdict. It was a rosy verdict and one that echoed completely the confidence voiced by FM boosters. A new high frequency broadcast band, from 42 to 50 megacycles and comprising 40 channels, was opened up, making necessary a shift of television band No. 1. Five channels were for non-commercial educational stations, the rest for commercial transmitters operating on a par with ordinary broadcast stations.

As of January 1, added the Commission, FM was free to proceed commer-

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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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cially. All experimental applications were automatically dismissed. New application blanks for commercial applications made their appearance in June, along with complete regulations and engineering standards.

Growth

Throughout this period FM Broadcasters, Inc., as the co-ordinating group representing FM in Washington and educating the public to its advantages, through nation-wide publicity, continued to grow in both numbers and activities. It has worked for the revision of a number of FCC regulations, simplification of application blanks, made numerous important suggestions and conferred frequently with the FCC—all in the interests of expediting the logical growth of FM.

It was on October 31 of 1940 that the first construction permits—a full 15 of them—issued from Washington. More followed, until the end of December saw 25 large commercial transmitters authorized and in various stages of construction. Some 55 applications still awaited action, with many more in the process of preparation.

Set manufacturers lost no time in climbing aboard the FM band wagon. Some 16 were licensed under the Armstrong patents during 1940, while four other concerns, three licensees, manufactured FM transmitting equipment.

Licenses

Important factors worth knowing about FM are these:

(1) Commission regulations license three main types of station—Class "A" is for limited trade areas in towns of 25,000 or under; Class B covers basic trade areas and embraces every city in the nation, providing the area is not in excess of 15,000 square miles. None are. The third type, Class "C," is for wide rural coverage from high mountain tops, without any substantial basic trade areas that might be considered "B" terrain included therein.

(2) All FM stations serving the same area must radiate an equal signal strength throughout that area. Stations are licensed according to area served—not power. Equal competitive basis among stations is thus assured in any community, placing greater emphasis on caliber of programs.

(3) The range of an FM station is dependent on three factors: (a) height of antenna above the surrounding countryside; (b) efficiency of antenna used; and (c) power output.

(4) No more than six FM stations may be under common control. Growth of networks will undoubtedly be on a co-operative basis.

The end of 1940 saw surveys being conducted to determine the feasibility of establishing a national FM network late in 1941 to serve 40 major markets and 75 per cent of the national population.

Future

The rapid rise of FM during these twelve months past indicates that many high-power commercial stations will start operation in 1941. Sales of FM receivers promise to climb sharply when regular service is instituted in more territories. Almost all receivers are of the combination type, receiving either AM or FM at the turn of a switch.

FM also found uses in fields other than broadcasting during 1940. The Connecticut State Police changed over its entire system to FM with ten fixed stations and 275 two-way cars. Chicago put 200 FM patrol cars into service. Both Army and Navy were quick to adapt FM for their communication problems, particularly in mechanized units. Airlines, public utilites, park services, fire departments and many other groups are also watching the development of FM closely.

For Further Coverage of Frequency Modulation Please Turn to Page 918

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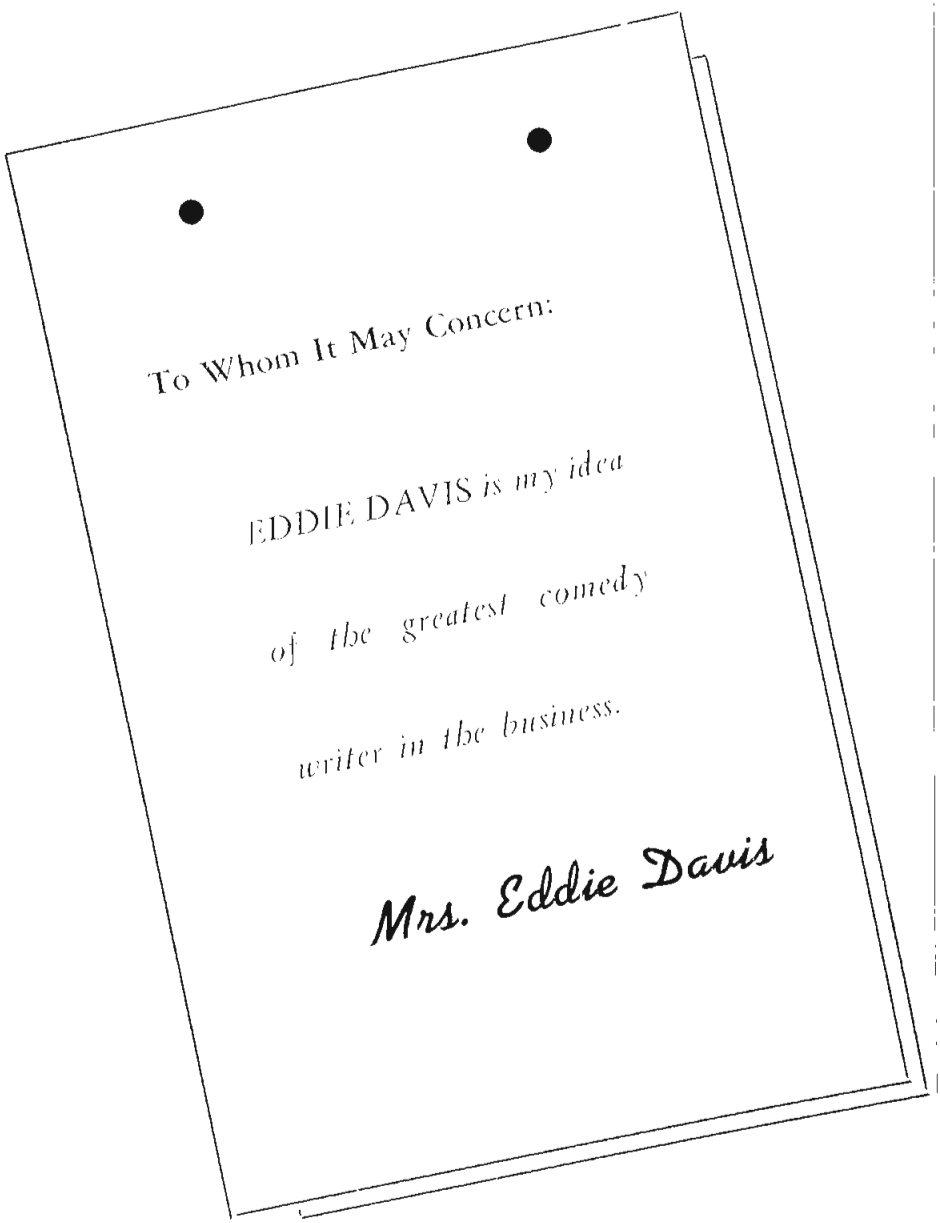

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A REVIEW OF INTERNATIONAL AFFAIRS—1940

By
Gerald C. Gross
Chief, International Division
Federal Communications Commission

THE advent of the World War II has produced serious disturbances in the international communications field, but great credit is due to radio for maintaining the continuity of circuits which otherwise would have disappeared completely. All of the normal cable circuits to the European continent have been interrupted, and the only cable communication with Europe at the present time is through Great Britain, and at times when the cable circuits to Great Britain were interrupted the point-to-point radio communication circuits have provided the only remaining telegraphic links. In the telephone field the only trans-Atlantic and trans-Pacific telephone circuits were those operated by the point-to-point radiotelephone stations and it is gratifying to know that these have remained in operation and have carried thousands of words of important diplomatic and Government, as well as business conversations.

Because of the critical international conditions the fifth meeting of the International Consulting Committee on Radio (CCIR) scheduled to meet in Stockholm, Sweden, during June 1940, was indefinitely postponed. Similarly word has been received from the Bureau of International Telecommunication Union, Bern, Switzerland, that the Italian Government as host nation for the International Radio Conference and International Telegraph and Telephone Conference to be held in Rome during 1932 has found it necessary to postpone the schedule meeting indefinitely.

Santiago Conference

With respect to international radio matters in the Western Hemisphere, however, increased activity has been evident. During Jannary of this year the second Inter-American Radio Conference convened in Santiago, Chile, at the invitation of the host government, in accordance with the terms of the Inter-American Radio Communications Convention signed at Havana, Cuba, on December 13, 1937. The delegation of the United States to that conference consisted of the following: Ambassador R. Henry Norweb, Chairman, from the Department of State, accompanied by Rear Admiral S. C. Hooper, U. S. Navy, Captain Wesley T. Guest, U. S. Army, Messrs. E. K. Jett and Gerald C. Gross, Federal Communications Commission, Mr. Lloyd Simson, Civil Aeronautics Administration, and Mr. Joseph T. Keating, Department of State, Secretary. The conference adopted a number of resolutions on such subjects as the exchange of shortwave broadcast program schedules; reorganization of shortwave broadcasting service by the countries which have not already done so; an agreement that each of the American nations reaffirm the principle of freedom in radio communications as a public service; the reference of certain technical studies to the Inter-American Radio Office (OIR), Havana, Cuba, as central clearing house for the exchange of technical information. Also adopted were a number of resolutions for the improvement of the international aviation radio service, among them a resolution for interchange of meteorological information; a resolution providing additional frequencies for inter-continental air routes above 6000 kc; resolutions providing for better operating arrangements for aviation radio stations, and better technical equipment for aircraft, in addition to a resolution concerning the suppression of interference caused by electrical apparatus.

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Ralph Edwards

Creator & Conductor

"Truth or Consequences"

IVORY SOAP PROCTER & GAMBLE

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The conference ended in an atmosphere marked by a strong feeling of cordiality and good fellowship and the delegation of the United States was successful in further strengthening the general policy of the "Good Neighbor" which has been the keynote of American policy for several years.

North American Regional Broadcasting Agreement

The North American Regional Broadcasting Agreement signed at Havana, Cuba, on December 13, 1937, and ratified by the United States of America on July 21, 1938, was consummated by the formal deposit of its ratification by the Mexican Government on March 29, 1940, with the Government of Cuba at Havana, in accordance with the terms of the Treaty. It specified that its provisions will go into effect one year from the date of ratification by the last of the four countries, Canada, Cuba, Mexico and the United States; consequently it will become effective on March 29, 1941, and extensive plans are now underway to solve some of the numerous interference problems now pending between broadcast stations in each of the four countries prior to its taking effect.

The reallocation involved, the terms of which have already been generally announced by the Federal Communications Commission, will bring about the most sweeping general reallocation in the Domestic broadcasting band since the historical reallocation of November 1928. The effective operation of the Treaty should result in the permanent elimination of many international interference problems throughout North America.

Cooperation with the American Republics

The Federal Communications Commission has participated actively in the work of the Committee on Cooperation With the American Republics which has met in Washington under the Chairmanship of Under-Secretary of State, Sumner Welles.

The Commission has given a great deal of time and thought to the problem of improving the service of international broadcasting stations operating in the United States. Rules have been adopted requiring all stations in this field to operate with a minimum of 50 kw power. Other rules require that these stations install directional antenna systems giving a power gain of at least 10 to one in the desired direction in order that the received field intensity at the receiving location will be increased. Other regulations providing for the recording by the stations themselves of international shortwave broadcasting programs have resulted in a closer supervision and control by the licensee of the programs actually transmitted, with an expected improvement in the program service. Generally speaking it is believed that considerable improvement in the service furnished by international broadcast stations has resulted.

(*Editor's Note: Mr. Gross in his review of international affairs mentioned the reallocation of frequencies in the standard broadcast band as a result of the going into effect of the North American Regional Broadcasting Agreement on March* 29, 1941. *Changes necessitated by the Havana agreement will affect* 777 *of the* 862 *radio stations operating in the standard broadcast band in the United States. In shifting the United States frequencies the Commission planned a minimum alteration in broadcast service. In general the domestic shift is accomplished as follows:*

Stations operating on channels of from 550 *to* 720 *kilocycles retain their same assignments.*

Stations operating between 740 *and* 780 *kilocycles move up* 10 *kilocycles (the engineering equivalent to one channel).*

Stations using from 790 *to* 870 *kilocycles move up* 20 *kilocycles (two channels).*

Stations between 880 *and* 1450 *kilocycles advance generally* 30 *kilocycles (three channels).*

Clear channel stations shift from 1460-1490 *kilocycles to* 1500-1530 *kilocycles.*

Local stations on 1500 *kilocycles move down one channel to* 1490 *kilocycles.*

The correlated shift of the frequencies of some 100 *broadcast stations in Canada and of numerous stations in Mexico and Cuba serves to eliminate in considerable measure the long-complained of interference from these sources and thereby improve broadcast reception on the North American continent generally. Interference from Mexican and Cuban stations, especially the "obnoxious" broadcast stations, has been particularly objectionable to the rural listeners. The chief concern of the U. S. broadcaster as a result of the shifting of frequencies is the change of the quartz crystals which control his station's operating frequency. Under the reassignments, the United States retains six local channels; its number of regional channels has been reduced from* 42 *to* 41; *and its number of clear channels has increased from* 44 *to* 59 *and it can use* 15 *additional clear channels under certain restrictions set out in the treaty.*)

★ ★ ★ ★ ★ ★

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BEN BERNIE

The Ol' Maestro

AND ALL THE LADS

Heard over NBC Blue Network Each Tuesday at 8 P. M. EST. for Good Old Bromo-Seltzer . . . Yowsah!

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THE BUSINESS SIDE OF RADIO DURING 1940

By
Benn Hall
Staff of RADIO DAILY

RADIO was well in advance of much of the general prosperity which highlighted 1940. Broadcasting continued its upward climb with record gains made in advertising expenditures, while set sales also mounted—a double omen that radio business is good business. Radio gained approximately 15 per cent over 1939, compared with a gain of about four per cent made by combined media. Set dealers sold an estimated 11,800,000 sets, compared with 9,000,000 sold in 1939. Increasing attention was paid to FM and television and "pioneer" set sales of both types were made during 1940.

Gross revenue for NBC, CBS, and MBS was $96,455,603, compared with $83,113,801 in 1939. NBC's combined Red and Blue figures totalled $50,663,000, a 12 per cent gain over the 1939 total of $45,244,354. CBS's gross was $41,025,549, a gain of 18.8 per cent over the $34,539,665 chalked up in 1939. Mutual grossed $4,767,054, a 34.3 per cent gain over the 1939 gross of $3,329,782.

Sponsors

The year of 1940 was one of unrest among many advertisers in their relations with agencies. Among the major shifts during the year were: Ford to McCann-Erickson and Maxon; Colgate-Palmolive-Peet to the newly-formed Ted Bates, and to Ward Wheelock and Sherman & Marquette; Continental Baking to Ted Bates, and Old Gold to J. Walter Thompson.

Regular radio advertisers increased their appropriations in many cases, as indicated by the following Blackett - Sample - Hummert statistics, while new sponsors found radio a practical sales tool. Defense activity was reflected in various campaigns and, in this connection, interest was focused on Latin America. Radio loomed as a major means of building good will and selling products in this market and sponsored short wave programs became an accepted media during 1940. Advertisers indicated approval of the NAB Code through acceptance of its provisions.

Agencies

Blackett-Sample-Hummert again led the agency parade with combined network billings of $12,108-788, compared with $10,714,498 in 1939. Benton & Bowles hopped up from fourth to second position with $7,678,574, while Young & Rubicam slid from second to third place with $6,497,166.

Music and Labor

Radio, tired of playing the soft-hearted uncle, said "No!" to Ascap, developed BMI and went into the new year with a tax-free source of music — to the amazement of related industries and to some broadcasters themselves. James C. Petrillo became president of the AFM but despite fears, relations continued without major strikes. Networks and AFRA reached agreements covering both commercial and sustaining programs, insuring peace until November 1, 1943.

FOR COMPLETE 150 PAGE BUSINESS SECTION PLEASE TURN TO PAGE 93

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Thanks — AND MANY MORE THANKS

to

CAMEL CIGARETTES

and

WILLIAM ESTY CO.

FOR OUR HAPPY ASSOCIATION

On Our CBS Program—Friday Nights

from

AL PEARCE

We Say So Too!

THE WRITERS—Don Prindle, Arthur Hargrove Kribs, Roswell Rogers, Carl Herzinger

THE PRODUCER—Bob Cannom

THE CAST—Artie Auerbach, Arthur Q. Bryan, Dick Lane, Wendell Niles, Mel Blanc, Margaret Brayton

THE MUSIC-MAKERS—Carl Hoff and His Orchestra

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INTERNATIONAL SHORT WAVE BROADCASTING

By
Lunsford P. Yandell
Manager, International Division—N. B. C.

THE international short wave broadcasting activities of the National Broadcasting Company started twelve years ago, and by 1937 NBC was broadcasting on a 16 hour a day schedule using six foreign languages. Today the NBC International Division is on the air for eighteen hours a day, with South America receiving six hours of Spanish, two hours of Portuguese and one hour of English programs daily.

To serve additional markets and listeners throughout the Southern Hemisphere early in 1941 NBC's international stations WRCA and WNBI will start operating with an increased power of 50,000 watts.

The rapid development of short wave broadcasting in the past five years makes it difficult to say just when short wave began to attract serious attention. The birth of short wave broadcasting in its own right took place over the entire world during 1936 and 1937. It was during this period that the newly awakened interest in Latin America, so characteristic of the United States today, began to make itself felt. With this new interest came the more highly specialized interest in radio broadcasts to Latin America.

Programs

On December 1, 1939 the National Broadcasting Company inaugurated a service of commercial short wave programs. While various stations throughout the country have carried a number of network commercials over short wave, with announcements "dubbed in" in Spanish or Portuguese, the construction of special programs for commercial short wave presentation is completely new and marks an important step in the commercial recognition of the importance of short wave broadcasting as a whole.

Since the United Fruit Company inaugurated the first commercial programs over short wave a year ago, many other American corporations have taken advantage of NBC's international service to further sales in Latin America. Eleven corporations have so far used these facilities commercially with many others preparing to do so shortly.

Supplementary Promotion

It should be pointed out that short wave broadcasting is offered to U. S. advertisers as a supplementary promotion medium to augment rather than to supplant other forms of advertising and sales promotion in Latin America. As such, it is being welcomed by Latin American distributors and representatives of leading U. S. firms.

From the point of view of the broadcasting station commercial short wave makes it possible to present programs which would otherwise be beyond any reasonable limit of expenditure for a sustaining show. Up to the advent of commercial short wave programs all short wave stations were a dead loss to their owners. Guest talent has been available within limits, but the proper construction of a successful program has been impeded by a lack of funds.

Cultural Relations

Without a doubt, the most important activity of short wave radio as directed to Latin America is the promotion of cultural relations. The European powers began with programs of that type. Only the war has temporarily halted the cultural activity in favor of the political.

The trend toward cultural development in radio in Latin America is always more evident. Our real problem in short wave broadcasting from this country is to supply our listeners in Latin America with appropriate programs designed especially for listeners to the south of us, and aided by the most up-to-date technical equipment. Commercial broadcasting will help, unquestionably, by supplying programs which would otherwise be too expensive for sustaining shows.

With true vision of what is wanted, the presentation of short wave broadcasts to Latin America becomes merely a matter of ironing out of minor details. Then short wave broadcasting can readily help in the development of closer political, economic and cultural ties between the United States and the rest of the Western Hemisphere.

★ ★ ★ ★ ★ ★

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3rd Year

•

"THOSE WE LOVE"

Starring Nan Grey
as "Kathy Marshall"

Donald Woods
as "Dr Leslie Foster"

Sponsored by
PROCTER & GAMBLE
for
"TEEL"
Dentifrice

Alma Kruger
as "Aunt Emily"

Producer-Director

Gordon T Hughes

Richard Cromwell
as "Kit Marshall"

Helen Wood
as "Elaine Dascom"

Lew Crosby

•

Announcer

Gene O'Donnell
as "Steve Blackman"

. . . and Oscar O'Shea (John Marshall), Virginia Sale (Martha Newbury), Mary Gordon (Mrs. Emmett), Ann Todd (Amy Foster) and Lee Millar (Rags).

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TELEVISION IS MOVING AHEAD AGAIN IN 1941

By
Norman S. Weiser
Associate Editor
Radio Daily

STALEMATED by the need for television standards, the audio-visual type of transmission is today on the verge of turning the corner and emerging as a full-fledged member of the communications industry. Despite several major set-backs in 1940, the telecasters have now settled down to the serious business of building up the television industry that gave so much promise a few short years ago of becoming one of the most potent advertising and entertainment media in the world.

Tele Report

Shortly after the turn of the present year, the National Television Systems Committee, after several months of close scrutiny, set forth a 22-standard recommendation to the FCC, which, if accepted, will provide the basis for a nationally coordinated television broadcasting service. The standards as submitted will make possible the creation, in the public interest, of the service and will insure continued development of the art.

It is through the acceptance of these 22 standards that the major tele problem —the business of operating on a commercial basis—can be solved. For the standards call for a regular frequency for the telecasters, new frequencies to replace those turned over to the FM broadcasters last year, and they also solve the complex problems of standardization of transmitting and receiving equipment, which has for so many years been a matter of conjecture among the factors within the industry.

Color

Perhaps the most notable development in the industry during the chaotic 1940 was the development of color television by the CBS laboratories under the direction of Dr. Peter Goldmark. Of this development the NTSC reported that further experimentation in that field, due to its eventual importance in the industry, was urged, and that special frequencies were to be assigned as soon as color was accepted in the Class A channels.

Several other firms delved into the possibilities of color transmissions after the revelation by CBS that successful transmissions had been accomplished. DuMont announced plans to study the various processes as did RCA, while Everett Sumner Crosby, young engineer, revealed the discovery of yet another manner in which to achieve color tele in regular transmissions, which had been accepted in theory by leading tele engineers.

Programming

Television programs, after operating via NBC on a steady schedule during the first half of 1940, were relegated to a minor position by the industry after the order to shift frequencies last fall. Majority of the telecasters utilized test patterns in the main, but NBC, after a few months of complete inactivity, turned to its mobile unit to supply the greater portion of its programs, broadcasting from hockey games, football games, and the Republican Convention in Philadelphia.

Conclusion

1941 is expected to see the real birth of television as a major media in the United States, with activity moving to Washington, where NBC has established tele headquarters and expects to set up a small network, and the adoption of the standards by the FCC so that this industry can, for the first time, assume its rightful place in radio.

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Your "SIGNAL CARNIVAL"

"Hostess" of Fun

Barbara Jo Allen
as Vera Vague

Inimitable Songstress

Kay St. Germain

Producer

Paul Conlan

Every Sunday
7:30 to 8:00 P.M., PST

From Hollywood
NBC-Red Network

Sponsored by
SIGNAL OIL COMPANY

Fun-Loving Emcee

Jack Carson

. . . and
THE SIGNALEERS
Quartet . . .

announced by
JOHN FRAZER

Music Master

Gordon Jenkins

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FACSIMILE IS MOVING AHEAD SLOW BUT SURE

By
J. R. Poppele
Chief Engineer—WOR

WITH FM holding the radio spotlight these days, facsimile, the big technical story of only a few years ago, has been passed, by FM development . . . temporarily.

The reason for this is not only the sudden spurt of Frequency Modulation system of broadcasting, but also the fact that the facsimile development has reached a kind of "plateau." Psychologists, in their study of the learning process have discovered that the average person who is studying something, keeps learning on an ascending line; but at a certain point, a kind of slow down point is reached, and the line tends to level out; this is the "plateau" of learning.

The case history of any scientific development often follows a somewhat similar line of progress. For growth is never measured and studied. There are spurts, lags, then suddenly again, new and great advances.

Research

This is not to say, that the research and experiments in facsimile broadcasting being conducted today are not without results. Progress is being made. We are learning; we are perfecting this marvelous printed intelligence-through-the-air medium, ironing out the kinks, catching the "bugs," simplifying facsimile to make it more readily available for home use.

The most urgent need of facsimile today—if it is to make further advances—is standardization. The system of transmission must be standardized. Receivers must be standardized.

Before facsimile can come into general home use, receiving sets must be made "foolproof." They must be as simple to operate and maintain as the ordinary radio receiver. Not that the present facsimile receivers are so tremendously complex in their mechanism; they, however, are more complicated than the regular radio set. What's more, they have several moving parts. This usually means that the owner of a facsimile set, unless he is something of a mechanic, cannot adjust his set readily, when something goes wrong.

But I am confident that these are problems which will soon be overcome. Remember the radio sets of fifteen, sixteen, and seventeen years ago? They weren't simplified at all; they were amazingly complex, with many parts, and with sometimes dozens of dials and buttons. Some of those old radio receivers looked like something out of a Rube Goldberg invention cartoon, or a Buck Rogers comic strip.

Many Uses

As for the uses of facsimile, they are obvious and have been discussed many times. Facsimile, once it reaches the average citizen, will have many uses. It will supplement the present system of radio; it will supplement our daily news service. Farmers, for instance . . . to give one of the many public service possibilities of facsimile . . . will be able to receive weather charts on facsimile and the latest printed farm product prices. Universities and colleges will be able to make radio a more potent means of mass education than ever before, because facsimile will make it possible for them to supplement their voice-broadcasting, with simultaneous transmission of supplementary study material, such as social science studies, reading lists, maps, and other illustrative material.

Future

Moreover, facsimile should prove to be an invaluable aid to businessmen in the conduct of their work. Then, too, as has been demonstrated, facsimile can be utilized effectively as one of the modern communications weapons of the army, navy and air force. In fact, it may be that, because of the present world situation, facsimile will receive its major stimulus today from its uses by the armed forces, and it will develop fastest along these lines, before it is taken over by the general public.

It may be that during the coming year, facsimile will still be in the "plateau" of progress stage. It may be that some new development will suddenly accelerate its growth. At any rate, facsimile is here to stay!

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TELEVISION IN FULL COLOR IS NOW READY

By
Adrian Murphy
CBS Director of Television

IN THE Columbia engineering laboratories last summer, we first broadcast television in full color. Up until then, color had seemed to be a rather remote possibility; but we now believe that it is ready to be developed into a commercial form for the living-rooms of America. Fortunately, the commercial problem in color television seems to be no more pressing than that in black and white television; for the CBS color system is not inherently expensive.

At first the subjects of our tests were only slides; then actual motion pictures; and finally, toward the end of the year, we completed equipment for picking up actual objects and living people.

Advantages

The advantages of color television appear when one sees an object in black-and-white and then in full color. In our demonstrations—to the FCC, to the press, to engineers—we showed simultaneously, a picture on an ordinary black and white receiving set and on the color receiving set. Black and white television was less distinct simply because in it every color comes out grey, and the distinction between two shades of grey is not nearly as sharp, say, as the distinction between a red and a blue which might register as the same shade of grey in a black-and-white picture. In this general greyness, even a sharp-sighted spectator may not be able to define small objects clearly as most objects tend to lie in a flat, two-dimensional plane. Color television, on the other hand, outlines objects as they are outlined in real life—by color contrast. It also adds to the picture a distinct sense of depth and contour.

Methods

The methods by which CBS creates color television may, at first sight, seem technical and complicated. And yet, it turns out a matter of plain common-sense.

We decided to send red, blue, and green over the air one by one—but so fast that the human eye would combine the three pictures into one full-color picture. Actually, we had a succession of three pictures, each in a different color, following each other so swiftly that the eyes blended them into a single color picture.

Between the object and the pickup, tube there is a rotating disc which contains red, green, and blue filters. When the red filter is in front of the tube, only the red components of the picture pass through, and therefore, everything containing red in the picture is transmitted; then swiftly to the green, and to the blue filter.

Filters

The filters in the transmitting equipment are matched by filters in the receiving equipment, which "pick up" the colors and flash them on the television screen. The three filters are balanced to give the effect of pure white when the picture is white, and of course the picture comes out black-and-white when no filter is used.

Scanning

Color television has almost doubled the speed of scanning. Instead of scanning the picture every 1/30 of a second (the standard rate for black-and-white television) pictures are scanned every 1/60 of a second. However at the end of the first sixtieth of a second, only two colors have been transmitted; and the third color requires an additional 1/120 of a second. The speed of a single picture in color is thus 1/40 of a second. The rate is so quick that the eye sees normal, and very much alive pictures in real, true color.

Acceptance

We have been gratified by the enthusiasm of press and the television industry alike for our color television. There are still problems to be solved, but we think that the most difficult of all have been hurdled and that color television is on the way to becoming a practical, household medium.

★ ★ ★ ★ ★ ★

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GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, *President*

Producers, Creators and Managers
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Outstanding Radio Ideas, Talent and
Orchestras For Over Ten Years

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GROWTH OF RADIO STATIONS IN THE U. S. FROM 1938—1940

(As of December 1, 1940)

As of:	*Licensed Stations*	*Construction Permits*	*Special Broadcast Stations*	*Total*
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
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881

*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.

Since July 1, 1940 special broadcast stations have not been licensed by the FCC and are included in with standard broadcast stations.

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MANAGERS of DISTINGUISHED ARTISTS

•

RADIO

STAGE

SCREEN

TELEVISION

A. & S. LYONS, Inc.

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Hollywood

Cal. Bank Bldg.

London

Connies, Ltd.

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RADIO DAILY

Fourth Annual Poll of the Radio Editors and Critics for 1940-1941

(Released December 23, 1940)

Programs

JELL-O PROGRAM	673
Pepsodent (Bob Hope)	459
Information Please	453
Texaco Star Theater (Fred Allen)	368
Kraft Music Hall	366
Chase & Sanborn Hour (Edgar Bergen)	294
Fibber McGee and Molly	272
Ford Sunday Evening Hour	272
Lux Radio Theater	267
Kay Kyser's College	185

Entertainers

JACK BENNY	804
Bob Hope	745
Fred Allen	621
Bing Crosby	473
Edgar Bergen	420
Fibber McGee and Molly	264
Kay Kyser	203
Kate Smith	159
Fanny Brice	134
Alec Templeton	112

Dramatic Shows

LUX RADIO THEATER	696
Helen Hayes Theater	410
Big Town	231
Silver Theater	226
Everyman's Theater	225
Gulf Screen Guild Show	198
First Nighter	171
One Man's Family	150
The Aldrich Family	115
Columbia Workshop	94

Educational Series

AMERICAN SCHOOL OF THE AIR	440
Chicago Round Table	394
American Town Meeting of the Air	255
NBC Music Appreciation Hour	161
Information Please	152
Cavalcade of America	118
Invitation to Learning	85
American Forum of the Air	81
The World Is Yours	59
The People's Platform	40

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ESTABLISHED 1898

XXX

"and to all a good year!"

WILLIAM MORRIS AGENCY, Inc.

New York London Chicago Hollywood

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RESULTS OF RADIO DAILY 1940 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	655
Wayne King	518
Kay Kyser	297
Fred Waring	232
Tommy Dorsey	219
Glenn Miller	176
Horace Heidt	150
Sammy Kaye	143
Ray Noble	121
Hal Kemp	96

Dance Bands (Swing)

GLENN MILLER	425
Tommy Dorsey	371
Artie Shaw	317
Benny Goodman	309
Bob Crosby	271
Jimmy Dorsey	153
Kay Kyser	153
Duke Ellington	108
Gene Krupa	103
Raymond Scott	70

Comedians

JACK BENNY	902
Bob Hope	809
Fred Allen	678
Fibber McGee	378
Edgar Bergen	356
Eddie Cantor	181
Fanny Brice	123
Rochester	85
Bob Burns	69
Burns & Allen	67

Quiz Shows

INFORMATION PLEASE	859
Take It or Leave It	387
Dr. I. Q.	318
Kay Kyser	307
Quiz Kids	287
Professor Quiz	237
Double or Nothing	172
Truth or Consequence	160
Ask-It-Basket	119
Battle of Sexes	91

News Commentators

H. V. KALTENBORN	686
Lowell Thomas	483
Raymond Gram Swing	447
Elmer Davis	431
Paul Sullivan	266
Boake Carter	177
John B. Kennedy	170
Wythe Williams	155
Walter Winchell	152
Fulton Lewis, Jr.	142

Sports Commentators

TED HUSING	801
Bill Stern	796
Red Barber	270
Bob Elson	163
Clem McCarthy	121
Mel Allen	112
Graham McNamee	104
Fort Pearson	97
Sam Taub	75
Grantland Rice	69

Dramatic Serials

ONE MAN'S FAMILY	385
The Aldrich Family	247
Vic & Sade	187
Those We Love	122
The Goldbergs	97
Pepper Young's Family	96
Mary Marlin	79
Second Husband	67
Dr. Christian	61
Life Can Be Beautiful	60

Children's Programs

IREENE WICKER (SINGING LADY)	327
The Lone Ranger	239
Let's Pretend	238
Tom Mix	126
March of Games	120
Jack Armstrong	118
Quiz Kids	107
Uncle Don	73
Orphan Annie	72
Bud Barton	61

CONTINUED ON FOLLOWING PAGE

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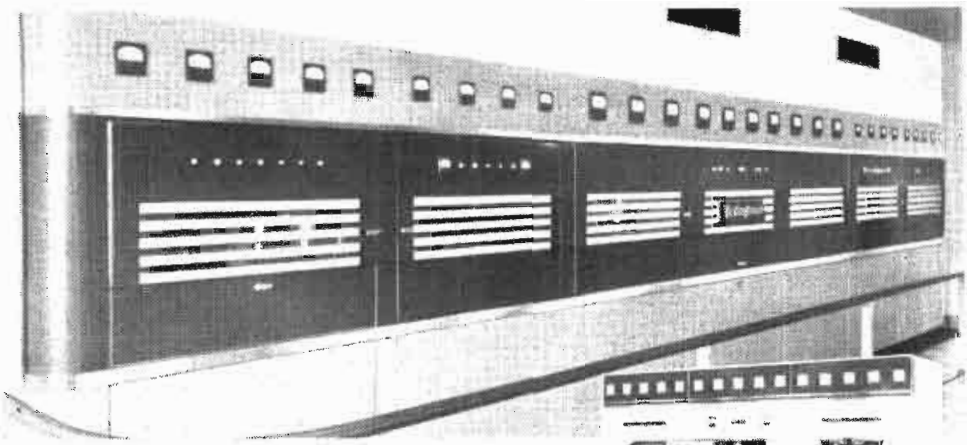
complete equipment

FOR COMMERCIAL BROADCASTING



50,000 Watts . . . air-cooled tubes in all stages, metal rectifiers, equalized feedback, compressed gas condensers, no fuses and automatic control characterize the new Westinghouse 50-HG Transmitter for KDKA, WBZ, WPTF, WBAL and WKBW

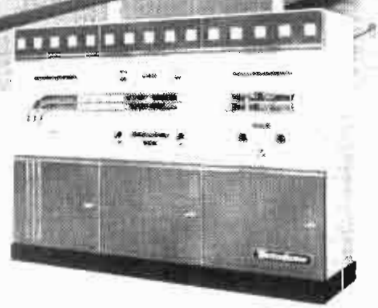
BACK in the days when a crystal detector and a headset marked the rabid radio fan, the first regularly scheduled broadcasts came over the air from Westinghouse station KDKA. Leadership *then* built the foundation for leadership *today*.

In operating experience that early nucleus expanded to include WBZ, WBZA, KYW, WPIT, WBOS, WOWO, and WGL.

In manufacturing experience it spread over the entire field of equipment for commercial broadcasting to include that last word in modern radio transmission—the new Westinghouse 50-HG transmitter

First-hand experience and familiarity with commercial station requirements guide every step in the design and manufacture of this equipment Westinghouse knows the problems of the commercial station operator because Westinghouse IS a commercial station operator.

If you anticipate replacement or expansion of your present broadcast equipment, talk to a Westinghouse man.



5,000 and 10,000 Watts . . . the new 5-HV and 10-HV transmitters have air-cooled tubes, metal rectifiers, inductive neutralization of power amplifier, equalized feedback and compressed gas condensers

WESTINGHOUSE STATION NO. 1 WAS KDKA IN PITTSBURGH

Its broadcast of the Harding-Cox election returns established a milestone in radio history Since that date Westinghouse has been engaged continuously in broadcast operation—and this commercial operating experience is reflected in all the equipment which Westinghouse makes for radio stations, including equipment for antenna phasing, antenna tuning, antenna lighting, main power entrance, power transfer, generation, distribution, station lighting, power control, and operating consoles.

J-08033

Westinghouse

BROADCAST EQUIPMENT

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Symphonic Conductor

ARTURO TOSCANINI	529
Leopold Stokowski	507
John Barbirolli	406
Frank Black	203
Alfred Wallenstein	201
Eugene Ormandy	165

Symphonic Programs

N. Y. PHILHARMONIC-SYMPHONY	750
NBC Symphony	554
Ford Sunday Evening Hour	506
Philadelphia Symphony	327
Voice of Firestone	132
Columbia Symphony	90

Male Vocalists—Classical

RICHARD CROOKS	540
Nelson Eddy	470
Donald Dickson	366
James Melton	365
Lawrence Tibbett	352
John Charles Thomas	318
Frank Munn	202
Nino Martini	86
Paul Robeson	71
Kenny Baker	61

Female Vocalists—Classical

LILY PONS	524
Margaret Speaks	415
Jessica Dragonette	329
Lucille Manners	262
Grace Moore	239
Marian Anderson	202
Jean Dickinson	168
Gladys Swarthout	161
Kirsten Flagstad	152
Jeannette McDonald	150

Male Vocalists—Popular

BING CROSBY	846
Kenny Baker	599
Lanny Ross	353
Dennis Day	234
Barry Wood	165
Harry Babbitt	99
Buddy Clark	98
Eddy Howard	87
Dick Powell	86
Ray Eberly	80

Female Vocalists—Popular

KATE SMITH	430
Connie Boswell	426
Ginny Simms	409
Frances Langford	247
Dinah Shore	210
Mary Martin	195
Bonnie Baker	182
Bea Wain	180
Judy Garland	117
Yvette	92

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

Tabulations were made on the basis of 10 *points for each first choice,* 9 *points for each second choice and proportionately down the line. All figures represent points out of a possible* 1,500.

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

CONTINUED ON FOLLOWING PAGE

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LISTEN!

Hear what a Time Buyer who bought more than $2,695,000 of Radio time in 1939 for his Agency's accounts, says:

". . . advertisers who want to reach radio time buyers without any waste can only do it in Radio Advertising Rates & Data. When Account Executives ask me about trade publications, I always recommend it as the one medium in which buyers can be reached 100%."

Scores of Radio Stations are proving that their sales messages in Radio Advertising Rates & Data receive greater attention because they are carried directly to the men who make the buying decisions when either Network or Spot time is being placed.

Radio Advertising Rates & Data is a "must" for every Station and Network schedule that wants greater results in 1941.

STANDARD RATE & DATA SERVICE

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

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

Jell-O

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

☆

Bob Hope Program

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

☆

Information Please

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

☆

Fred Allen Show

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

☆

Kraft Music Hall

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

☆

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 Charlie McCarthy and guest stars. *Orchestra*: Robert Armbruster.

☆

Fibber McGee & Molly

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

☆

Ford Sunday Evening Hour

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

☆

Lux Radio Theater

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

☆

Kay Kyser's College

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

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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	MElrose 5-0333
WCAU (N. Y. Office)	WIckersham 2-2000
WCNW	INgersol 2-1500
WEAF	CIrcle 7-8300
WEVD	BRyant 8-2360
WFAS	WIsconsin 7-2299
WGN (N. Y. Office)	MUrray Hill 2-3033
WHDH (N. Y. Office)	MUrray Hill 2-1593
WHN	BRyant 9-7841
WHOM	PLaza 3-4204
WIBX (N. Y. Office)	PLaza 8-0066
WINS	ELdorado 5-6100
WJZ	CIrcle 7-8300
WLTH	ORchard 4-3939
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	CIrcle 5-7979
WQXR	CIrcle 5-5566
WVFW	TRiangle 5-0313
WWRL	NEwtown 9-3300

National Networks

Columbia Broadcasting System	WIckersham 2-2000
Mutual Broadcasting System	PEnnsylvania 6-9600
National Broadcasting Co	CIrcle 7-8300

Station Representatives

Adams & Adams	MUrray Hill 2-6148
John Blair & Co.	MUrray Hill 9-6084
The Branham Co.	MUrray Hill 6-1860
British Broadcasting Corp.	CIrcle 7-0630
Burn-Smith Co.	MUrray Hill 4-6947
Capper Publications, Inc.	MOhawk 4-3280
Cox & Tanz	MUrray Hill 2-8284
The Foreman Co.	ELdorado 5-0174
Forjoe & Co.	VAnderbilt 6-5080
Free & Peters, Inc.	PLaza 5-4131
Furgason & Walker	MUrray Hill 6-9151
Arthur H. Hagg & Associates	MUrray Hill 2-8865
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 3-7865
Radio Sales	WIckersham 2-2000
William G. Rambeau Co.	CAledonia 5-4940
Paul H. Raymer Co.	MUrray Hill 2-8690
Reynolds-Fitzgerald, Inc.	ELdorado 5-7020
Sears & Ayer	PLaza 8-1312
Weed & Co.	VAnderbilt 6-4542
Howard A. Wilson Co.	MUrray Hill 6-1230

Advertising Agencies

N. W. Ayer & Son, Inc.	CIrcle 6-0200
Badger & Browning & Hersey	CIrcle 7-3720
Ted Bates, Inc.	CIrcle 6-9700
Batten, Barton, Durstine & Osborn, Inc.	ELdorado 5-5800
Benton & Bowles, Inc.	WIckersham 2-0400
Bermingham, Castleman & Pierce, Inc.	LExington 2-7550
The Biow Co., Inc.	CIrcle 6-9300
Blackett-Sample-Hummert, Inc.	WIckersham 2-2700
Brooke, Smith, French & Dorrance, Inc.	MUrray Hill 6-1800
Franklin Bruck Advertising Corp.	CIrcle 7-7661
Buchanan & Co.	MEdallion 3-3380
Campbell-Ewald Co. of N. Y.	CIrcle 7-6383
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.	REctor 2-1600
Sherman & Ellis Co.	LAckawanna 4-3570
Erwin, Wasey & Co.	MOhawk 4-8700
William Esty & Co.	CAledonia 5-1900
Federal Advertising Agency, Inc.	ELdorado 5-6400
Albert Frank-Guenther Law, Inc	COrtland 7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co.	COlumbus 5-2000
J. Stirling Getchell, Inc.	MUrray Hill 6-4800
Geyer, Cornell & Newell, Inc.	WIckersham 2-5400
Grady & Wagner Co.	ELdorado 5-1625
M. H. Hackett, Inc.	CIrcle 6-1940
Charles W. Hoyt Co., Inc.	MUrray Hill 2-0805
Ivey & Ellington, Inc.	MUrray Hill 2-5248
H. W. Kastor & Sons Advertising Co.	COlumbus 5-6135
Joseph Katz Co.	WIckersham 2-2740
Kenyon & Eckhardt, Inc.	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
C. L. Miller Co.	MUrray Hill 2-1010
Morse International, Inc.	LExington 2-6727
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.	PLaza 5-1500
Charles Dallas Reach Co.	VAnderbilt 6-5924
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
Ward Wheelock Co.	PLaza 3-7120
Young & Rubicam, Inc	AShland 4-8400

Publications

Advertising Age	BRyant 9-6432
Advertising & Selling	CAledonia 5-9770
The Billboard	MEdallion 3-1616
Broadcasting and Broadcasting Advertising	PLaza 5-8355
Metronome	CIrcle 7-4500
Printers' Ink	AShland 4-6500

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Radio Advertising (Rates and Data)..MOhawk 4-1220
Radio Craft .....REctor 2-9690
RADIO DAILY .....WIsconsin 7-6336
Radio Guide .....MUrray Hill 2-4690
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
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
Batchelor Enterprises, Inc.....CIrcle 6-4224
Herman Bernie .....COlumbus 5-6647
Columbia Artists, Inc.....WIckersham 2-2000
Columbia Concerts Corp.....CIrcle 7-6900
Consolidated Radio Artists, Inc.....COlumbus 5-3580
Dolan & Doane, Ltd.....COlumbus 5-1538
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
Ben B. Lipset, Inc.....CHickering 4-2466
A. & S. Lyons, Inc. .....PLaza 3-5181
Mills Artists, Inc.....CIrcle 6-1566
William Morris Agency, Inc.....CIrcle 7-2160
Leo Morrison, Inc.....CIrcle 7-6413
Music Corporation of America..WIckersham 2-8900
NBC Artists Service.....CIrcle 7-8300
Harry Norwood .....CIrcle 5-8242
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

Advertisers' Broadcasting Co.....BRyant 9-1176
Advertisers Recording Service.....CIrcle 6-0141
Air Features, Inc. .....WIckersham 2-0077
Allied Radio Associates.....CIrcle 6-5240
AMP Recording Studios, Inc.....BRyant 9-1247
Arthur H. Ashley.....COlumbus 5-1348
Associated Music Publishers, Inc.....BRyant 9-0847
Audio-Scriptions, Inc.....CIrcle 7-7690
Broadcast Producers of N. Y.....ELdorado 5-9300
Ted Collins .....CIrcle 7-0094
Columbia, Artists, Inc.....WIckersham 2-2000
Columbia Recording Corp.....CIrcle 7-7301
Decca Records, Inc. .....COlumbus 5-5662
Federal Transcribed Programs, Inc...CAledonia 5-7530
H. S. Goodman .....WIckersham 2-3338
Jean V. Grombach, Inc. .....CIrcle 6-6540
Hansen Associates .....MUrray Hill 4-9823
Heffelfinger Radio Features.....VAnderbilt 6-2450
Intercontinental Audio Video Corp.....CIrcle 7-4560
International Radio Productions.....PLaza 8-2600
Kent-Johnson, Inc. .....PLaza 3-7246
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
Music Corp. of America.....WIckersham 2-8900
Musicraft Records, Inc.....BRyant 9-6565
NBC Radio-Recording Division.....CIrcle 7-8300
Lilian Okun, Inc.....COlumbus 5-0600
Peterson Radio Productions.....WIsconsin 7-0069
Radio Events Syndicate .....MUrray Hill 6-3487
RCA Manufacturing Co. .....AShland 4-7605
Reeves Sound Studios .....CIrcle 6-6686
Henry Souvaine, Inc.....CIrcle 7-5666
Speak-O-Phone Recording & Equipment Co. .....COlumbus 5-1350
Standard Radio .....PLaza 3-3015
Star Radio Programs .....PLaza 3-4991
Ted Steele Radio Productions.....COlumbus 5-6188
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
Tyro Productions.....COlumbus 5-3737
United States Record Corp.....CIrcle 5-7190
Universal Recording Co. .....CIrcle 5-4895
Victor Recording Laboratory.....MUrray Hill 4-6200
Voices, Inc. .....CIrcle 5-7270
Roger White .....CIrcle 7-4943
WHN Transcription Service.....BRyant 9-7800
Roy Wilson .....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 4-7982
American Communications Association .....BOwling Green 9-3006
American Federation of Musicians .....PEnnsylvania 6-2545
American Federation of Radio Artists .....VAnderbilt 6-1810
American Newspaper Publishers Association .....CAledonia 5-2000
ASCAP .....COlumbus 5-7464
Associated Actors & Artistes of America .....BRyant 9-3550
Broadcast Music, Inc. .....PEnnsylvania 6-5466
FM Broadcasters, Inc. .....MUrray Hill 4-7201
Institute of Radio Engineers.....MEdallion 3-5661
National Association of Broadcasters....CIrcle 5-5965
National Association of Performing Artists .....CIrcle 7-8194
National Labor Relations Board.....HAnover 2-4174
Professional Music Men, Inc.....CIrcle 7-6075
Radio Club of America.....LOngacre 5-6622
SESAC .....BRyant 9-3223
Society of Jewish Composers, Publishers and Song Writers.....LOngacre 5-9124
Songwriters' Protective Association COlumbus 5-3758
Women's National Radio Committee.....CIrcle 7-4110

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 9-7920
Commodore .....MUrray Hill 6-6000
Edison .....CIrcle 6-5000
Lincoln .....CIrcle 6-4500
Lombardy .....PLaza 3-8600
New Yorker .....MEdallion 3-1000
New Weston .....PLaza 3-4800
Park Central .....CIrcle 7-8000
Pennsylvania .....PEnnsylvania 6-5000
Plaza .....PLaza 3-1740
Ritz Carlton .....PLaza 3-4600
Ritz Tower .....WIckersham 2-5000
Roosevelt .....MUrray Hill 6-9200
St. Moritz .....WIckersham 2-5800
St. Regis .....PLaza 3-4500
Savoy Plaza .....VOlunteer 5-2600
Sherry Netherland .....VOlunteer 5-2800
Vanderbilt .....AShland 4-4000
Waldorf-Astoria .....ELdorado 5-3000
Warwick .....CIrcle 7-2700

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IMPORTANT RADIO
Telephone Numbers
in LOS ANGELES

Radio Stations

KECA	FAirfax 2121
KFAC	FItzroy 1231
KFI	FAirfax 2121
KFOX	MUtual 2510
KFVD	DRexel 2391
KFW8	HEmpstead 5151
KGER	MAdison 2551
KGFJ	PRospect 2434
KHJ	VAndyke 7111
KIEV	CHapman 5-2388
KMPC	BRadshaw 2-1166
KMTR	HIllside 1161
KNX	HOllywood 1212
KOY (L. A. Office)	Hillside 3374
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
Furgason & Walker, Inc.	GRanite 1726
George P. Hollinbery Co.	VAN Dyke 7386
Joseph Hershey McGillvra	PRospect 5319
National Broadcasting Co.	HOllywood 6161
Edward Petry & Co.	MIchigan 8729
Radio Sales	HOllywood 1212
Paul H. Raymer Co.	VAndike 1901
Reynolds-Fitzgerald, Inc.	TUcker 2474
Howard H. Wilson Co.	GRanite 1726

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 0205
Brisacher, Davis & Staff	PRospect 9368
Buchanan & Company, Inc.	MIchigan 2156
Campbell-Ewald Company	PRospect 1275
Erwin, Wasey & Company	PRospect 5317
Sidney Garfinkel Advertising Agency	TRinity 8446
Glasser Advertising Agency	FItzroy 2141
Hillman-Shane Advertising Agency Inc	VAndyke 5111
Hixson-O'Donnell Advertising	MUtual 8331
Lenner & Mitchell	CRestview 1-5206
Lord & Thomas	HOllywood 6265
McCann-Erickson Inc.	MIchigan 4049
McKee & Albright, Inc.	HOllywood 8363
Miner, Dan B.	RIchmond 3101
Morgan, Raymond R. Co.	HEmpstead 4194
Needham, Louis & Brorby	GRanite 8803
Neisser-Meyerhoff, Inc.	TUcker 2607
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 0191
Weinberg, Milton, Advertising Co.	TUcker 4111
Young & Rubicam Inc.	HOllywood 2734

Program Producers and Transcription and Recording Companies

Aerogram, Inc.	GLadstone 4848
Associated Transcriptions of Hollywood	HIllside 4229
Walter Biddick Co.	RIchmond 6184
Columbia Recording Corp.	GRanite 4134
Paul Cruger	HOllywood 9352
Davis & Schwegler	TRinity 2006
Earnshaw Radio Productions	GLadstone 2555
Eccles Disc Recordings	HIllside 8351
Electro-Vox Recording Studios	GLadstone 2189
Fields Bros. Radio Corp.	HOllywood 7305
Irving Fogel & Associates	HOllywood 5107
Grand-Melville Co.	CRestview 6-6543
Hollywood Recording Co.	HIllside 3097
Lippe & Lazarus Productions	WAlnut 2445
C. P. MacGregor	FItzroy 4191
R. U. McIntosh & Associates	SUnset 2-9275
Raymond R. Morgan Co.	HEmpstead 4194
Music Corporation of America	BRadshaw 2-3211
NBC Radio-Recording Division	HOllywood 6161
George Logan Price, Inc.	EXposition 1960
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
Wolf Associates, Inc.	GLadstone 6676
World Broadcasting System	HOllywood 6321

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Radio Artists Agencies

Columbia Artists Bureau ..... HOllywood 6365
Columbia Management of Calif..... HOllywood 6365
Consolidated Radio Artists..... CRestview 1-1171
Everett N. Crosby, Ltd..... BRadshaw 2-2771
Dolan & Doane ..... CRestview 1-9185
Fanchon & Marco ..... HOllywood 5341
General Amusement Corp. ..... BRadshaw 2-4259
Irwin, Lou ..... OXford 1005
KMTR Artists Bureau..... HOllywood 0777
Lyons, A. & S..... BRadshaw 2-2893
Morris Agency, William..... BRadshaw 2-4111
Morrison, Leo ..... CRestview 1-9191
Music Corporation of America..... BRadshaw 2-3211
NBC Artists Service..... HOllywood 6161
Selznick, Myron ..... BRadshaw 2-1133
Swanson, H. N. ..... CRestview 1-5115

Publications

Broadcasting & Broadcast Advertising ..... GLadstone 7353
Daily Variety ..... HOllywood 1141
Printer's Ink ..... MUtual 1809
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 ..... ORegon 8-1151
Pan American Airways..... MIchigan 2121
TWA ..... MIchigan 8881
Union Air Terminal ..... HOllywood 1606
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
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 6741
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 6741
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

Clear Channel Group..... MEtropolitan 1464
National Association of Broadcasters... NAtional 2080
National Association of Regional Broadcast Stations ..... MEtropolitan 0023
National Independent Broadcasters..... REpublic 3607
National Press Club..... MEtropolitan 0345
Radio Correspondents' Assn. (Extension 1410) ..... NAtional 1410
RADIO DAILY..... REpublic 2595
Radio Manufacturers' Association..... NAtional 4901

Radio Stations

WJSV ..... MEtropolitan 3200
WMAL-WRC ..... REpublic 4000
WOL ..... MEtropolitan 0012
WWDC ..... NAtional 7203
WINX ..... REpublic 8000

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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READY-TO-BROADCAST LOCAL PROGRAMS?

NBC is your Answer! NBC offers radio stations two outstanding services for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus — "The Treasure House of Recorded Programs" provides "big-name, big-time" musical programs at trifling cost. Weekly continuity for 20 stellar series (70 programs weekly).

2. NBC Syndicated Program Series. Outstanding, expertly produced successes like "The Lone Ranger," "Betty and Bob," "Hollywood Headliners," "Five-Minute Mysteries" — and many more.

CUSTOM-BUILT PROGRAMS FOR "SPOTS"?

NBC is your Answer! NBC's "custom" recorded program service is *complete* — includes writing, casting, production; also, recording, processing, manufacturing and distribution of pressings — all recorded NBC Orthacoustic*. Recording, processing and manufacture of pressings, of course, for agencies preferring to handle their own production. Yes — and a choice of 200 stations for advertisers who select NBC Thesaurus programs for "spot" and local broadcasts.

PROGRAM PLANNING HELP?

NBC is your Answer! Includes studios, technical service, casting help — everything you need. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC.

AIR CHECKS?

NBC is your Answer! Of course — "off the line" and "off the air" recordings for radio artists, producers, advertisers and agencies — as production check and for audition, reference or rebroadcast. Complete facilities at all offices.

{ Scores of advertisers and agencies — large and small — use all or part of NBC's complete radio-recording service. Let us demonstrate how this *outstanding* service fits your requirements }

* Registered Trademark

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Trans-Lux Bldg., Washington, D. C. • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

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IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office)	SUPerior	8660
WAAF	RANdolph	1932
WBBM	WHItehall	6000
WCBD	SEEly	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WEDC	CRAwford	2436
WENR	SUPerior	8300
WGES	SEEly	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	WEBster	4514
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	MIChigan	1570
WMCA (Chicago office)	STAte	9493
WOR (Chicago office)	SUPerior	5110
WSBC	SEEly	8066

National Networks

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

Station Representatives

John Blair & Co.	SUPerior	8659
The Branham Co.	CENtral	5726
Burn-Smith Co.	CENtral	4270
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	DELaware	1869
Forjoe & Co.	DEAborn	3271
Free & Peters	FRAnklin	6373
Furgason & Walker	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.	CENtral	1743
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STAte	4294
Sears & Ayer	SUPerior	8177
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Batten, Barton, Durstine & Osborn, Inc.	SUPerior	9201
Blackett-Sample-Hummert, Inc.	DEArborn	0900
William Blair Baggaley, Inc.	STAte	2154
Buchanan & Co.	SUPerior	3047
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
Cecil-Presbrey	CENtral	5255
Compton Advertising	STAte	8747
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
J. Stirling Getchell	HARrison	2606
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	9054
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPerior	4800
Maxon, Inc.	DELaware	3536
Hays, MacFarland & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STAte	5060
C. L. Miller Co.	CENtral	1640
Needham, Louis, & Brorby, Inc.	STAte	5152
Neisser-Meyerhoff, Inc.	DELaware	7860
Presba, Fellers & Presba	CENtral	7683
Roche, Williams & Cunnyngham	HARrison	8490
Rogers & Smith	DEArborn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Russell M. Seeds Co.	DELaware	1045
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
Columbia Recording Corp.	WHItehall	6000
Decca Records, Inc.	DELaware	8800
Estelle Lutz Artists Bureau	HARrison	3435
International Radio Productions	CENtral	4547
Music Corporation of America	DELaware	1100
NBC Radio Recording Division	SUPerior	8300
Parker-Piper Talent Productions	DELaware	2277
Press Radio Features	RANdolph	9333
RCA Manufacturing Co.	DELaware	4774
Radio Recording Studios	EDGewater	6461
Standard Radio, Inc.	STAte	3153
Transamerican Broadcasting & Television Corp.	STAte	0366
Carl Wester & Co.	RANdolph	6922
World Broadcasting System	SUPerior	9114

News Agencies and Associations

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

Organizations and Unions

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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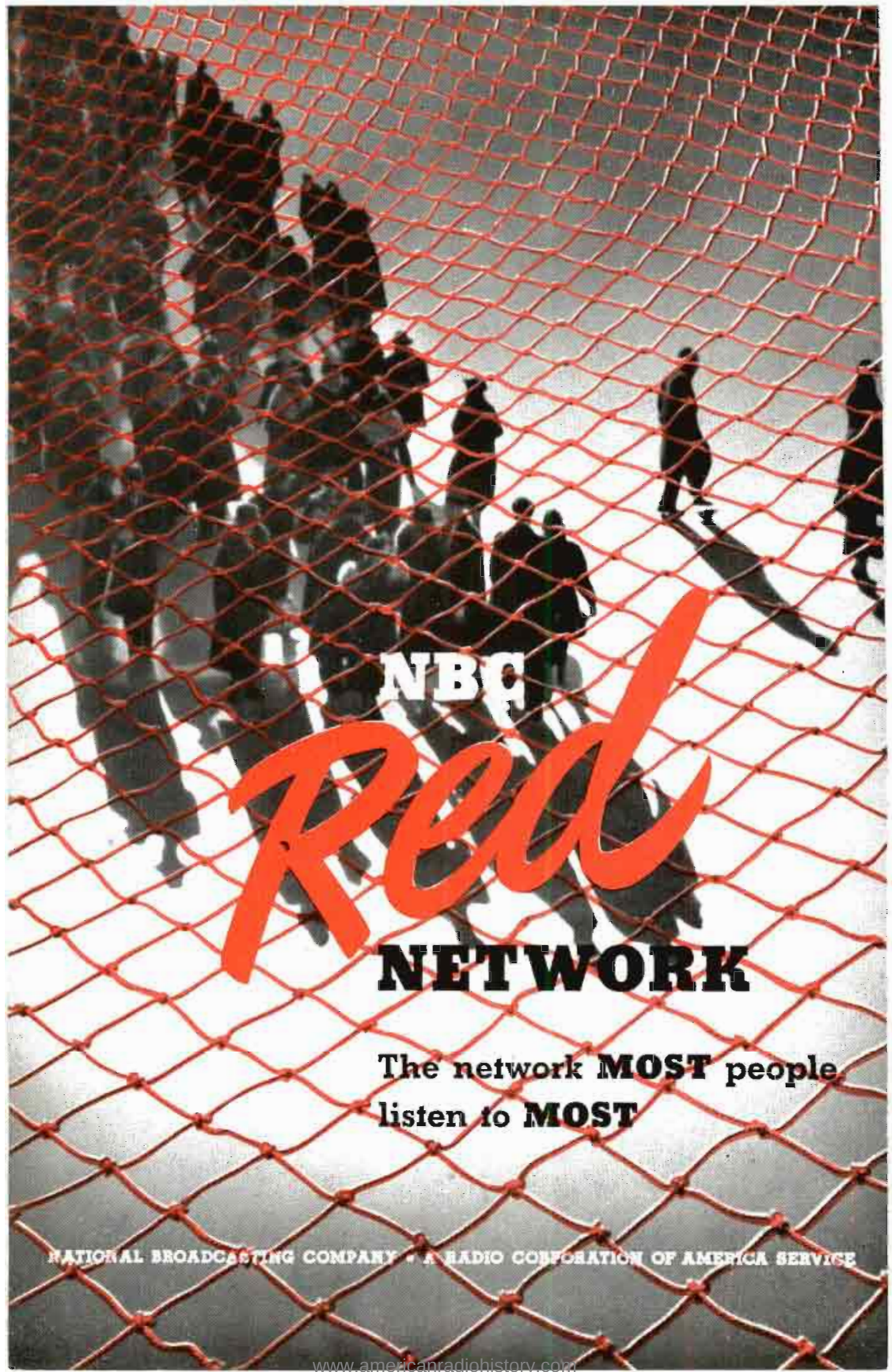

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THE BUSINESS SIDE *of* RADIO

Major Network Billings

Agency and Sponsor Network Expenditures

Advertising Agencies

F. T. C. Activities

Standard Conditions and Contract for Spot Broadcasting

Station Representatives

Radio Library

American Association of Advertising Agencies

Research Firms

Radio Publications

Radio Editors of Newspapers

www.americanradiohistory.com

"HE MUST BE ADVERTISING ON THE BLUE NETWORK!"

The BLUE NETWORK OF NBC

Sales thru the air with the greatest of ease

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

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THE GROWING TREND TO SPOT BROADCASTING

By
Benn Hall
Staff of RADIO DAILY

SPOT broadcasting is assuming greater importance than ever as a potent branch of radio advertising. Flexible, adaptable, and capable of being "localized," spot has been in increasing use since it was first tried. Advertisers who saw special marketing problems and opportunities presented by the defense measures found in spot radio an ideal medium to quickly and effectively reach audiences with increasing purchasing power.

But it's not only in special cases of this type that spot radio dramatically emerges to do a unique job. Day-in, day-out spot advertising has proved itself to be a solid and practical medium for selling goods of all types to all kinds of customers and to solve numerous sales problems effectively and economically.

Flexibility

Being among the most flexible of media, spot radio may be used as an independent advertising arm, or may be used in conjunction with other forms of radio advertising, as well as with magazine, newspaper, and farm paper campaigns. It can be used to give added impetus to a national campaign; it can be used in opening new markets; it can be the needed "shot-in-the-arm" to arouse slumbering sales by hypoing customer and dealer interest.

New products may be tested via spot radio. Consumer acceptance, dealer cooperation, distribution—all the factors which may make or break a new product may be tested "in miniature" through the proper use of spot radio.

These are some of the jobs spot radio does.

National and regional advertisers know spot radio will move goods from shelves and showrooms. The list of "contended users" is a "Who's Who" of American advertisers. Such firms as Bulova, Esso, Ex-Lax, Ford, Carter's, and Procter & Gamble are among the diverse companies which have effectively sold their goods with the aid of spot advertising.

That Budget

But spot radio is by no means confined to advertisers with bulging bankrolls. Small firm have often seen sales soar through the judicious use of spot radio. There are few financial limits to spot broadcasting. A surprisingly small advertising budget can make one a sponsor, and there's no ceiling on what may be spent by large advertisers. Programs or announcements may be purchased on one or hundreds of stations. Day or evening hours may be used.

An indication of the importance of spot radio to advertisers may be seen in the various moves to secure additional statistical data regarding the activity of spot accounts. The NAB and National Radio Records are among the groups which have established machinery to secure and make available spot broadcasting facts.

Cooperation

The station representative has grown in influence and in prestige through his promotion of spot radio. He it is who "scouts" for accounts which may become active, who attempts to interest new advertisers in spot radio, and to sell his stations to agencies. The million-and-one-details of servicing both accounts and stations are part of his job. He is the vital link between station and agency—availabilities, suitable programs or spots at the right hours for special merchandising efforts, statistical data on stations and markets are among the needed facts he furnishes as they are needed.

Stations, representatives, agencies and advertisers have in spot radio a dynamic and effective advertising medium which is finding increasing acceptance from both large and small sponsors.

★ ★ ★ ★ ★ ★

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$96,453,603*

DID YOU GET WHAT YOU WANTED?

That string of boxcar figures represents what advertisers spent for *time alone* on three major radio networks during 1940. When the figures for 1941 are in they'll probably be as big—or bigger. Some of 1941's expenditure will turn into sound investment. Some will have to be written off as speculations that turned into duds.

You can do a sounder job of selling over the air if your programs are Ross Federal tested. By knowing, day by day, who hears your program, who knows what you are selling, by knowing how many listeners become buyers—and WHY, you can get rid of the bugbear of hit-or-miss spending and really make radio work for you.

Ross Federal Research coincidental surveys will measure the size of your radio audience quickly and accurately in any American community. Ross Federal personal interview studies will speedily measure how effectively your radio advertising is converting listeners into purchasers. A complete study of your radio market—planned the Ross Federal way—will give you the facts you need to protect your investment in radio advertising.

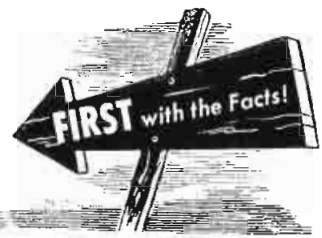
Get in touch with a Ross Federal Research man today. Let him help you plan for '41.

**The amount advertisers paid for time alone on three major networks during 1940. Figures from Broadcasting, Jan. 20.*

ROSS FEDERAL RESEARCH

CORPORATION · 18 EAST 48th STREET · NEW YORK

Boston New Haven Albany Buffalo Philadelphia Pittsburgh Cleveland
Cincinnati Washington Charlotte Memphis Atlanta New Orleans Detroit
Chicago Milwaukee Minneapolis Des Moines Kansas City Indianapolis
Omaha St. Louis Dallas Oklahoma City Los Angeles San Francisco
Portland Seattle Salt Lake City Denver



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Comparative Major Network Billings For 1940—1939—1938—1937

Columbia Broadcasting System

	1940	1939	1938	1937
January	$3,575,946	$2,674,057	$2 879,945	$2,378,620
February	3,330,627	2,541,542	2,680,335	2,264,317
March	3,513,170	2,925,684	3,034,317	2,555,716
April	3,322,689	2,854,026	2,424,180	2,563,478
May	3,570,727	3,097,484	2,442,283	2,560,558
June	3,144,213	2,860,180	2,121,495	2,476,576
July	3,071,398	2,311,953	1,367,357	1,988,412
August	2,875,657	2,341,636	1,423,865	1,955,280
September	3,109,863	2,563,132	1,601,755	2,028,585
October	4,001,492	3,366,654	2,387,395	2,505,485
November	3,689,778	3,474,163	2,453,410	2,654,473
December	3,819,989	3,529,154	2,529,060	2,786,618
Total	$41,025,549	$34,539,665	$27,345,397	$28,722,118

Mutual Broadcasting System

	1940	1939	1938	1937
January	$ 317,729	$315,078	$269.894	$213,748
February	337,649	276,605	253,250	232,286
March	390,813	306,976	232,877	247,431
April	363,468	262,626	189,545	200,134
May	322,186	234,764	194,201	154,633
June	299,478	228,186	202,412	117,388
July	235,182	216,583	167,108	101,458
August	227,865	205,410	164,626	96,629
September	283,463	210,589	200,342	132,866
October	784,676	428,221	347,771	238,683
November	627,562	327,045	360,929	258,357
December	576,983	317,699	337,369	245,465
Total	$4,767,054	$3,329,782	$2,920,324	$2,239,077

National Broadcasting Company

(Combined Blue and Red Networks)

	1940	1939	1938	1937
January	$4,405,208	$4,033.900	$3,793,516	$3,541,999
February	4,132,084	3,748,695	3,498,053	3,295,782
March	4,304,344	4,170,852	3,806,831	3,614,283
April	4,041,518	3,560,984	3,310,505	3,277,837
May	4,034,622	3,702.102	3,414,200	3,214,819
Juue	3,642,100	3,382,404	3,200,569	3.003,387
July	3,830.438	3,283,555	2,958,710	2.707,450
August	3,738,262	3,312,570	2,941,099	2.784,977
September	3 879,779	3,315.307	2,979,241	2,850,581
October	5,045,694	4,219,253	3,773,964	3,339,739
November	4,699.078	4,234,984	3 898,919	3,381,346
December	4,909,873	4,279,748	3,887,072	3,639,086
Total	$50,663,000	$45,244,354	$41,462,679	$38,651,286

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CLASSIFICATION BREAKDOWN OF 1940 NETWORK EXPENDITURES

Compiled by National Radio Records

GENERAL			$86,911,904
Agriculture		$ 239,138	
Alcoholic Beverages		25,135	
Amusements		15,275	
Confections		2,060,070	
Educational		74,416	
Groceries		37,923,862	
Baking Products	$ 4,496,525		
Beverages	4,606,162		
Cereals and Breakfast Foods	5,023,843		
Condiments	177,812		
Dairy Products	3,104,046		
Disinfectants and Exterminators	68,791		
Laundry Soaps and Cleansers	11,265,146		
Meats, Fish and Poultry	712,811		
Miscellaneous	8,168,723		
Housing Equipment and Supplies		1,600,732	
Industrial		586,646	
Insurance		731,427	
Jewelry and Silverware		302,000	
Medical		8,704,500	
Miscellaneous		933,013	
Publications		344,468	
Public Utilities		407,028	
Radio		35,232	
Tobacco		14,703,523	
Cigars	916,054		
Cigarettes	11,338,191		
Smoking Tobacco	2,444,835		
Miscellaneous	4,440		
Toilet Requisites		17,689,002	
Antiseptics	383,463		
Dentifrices	4,972,879		
Perfumes and Cosmetics	3,224,962		
Toilet Soaps	8,457,415		
Miscellaneous	650,283		
Transportation		318,563	
Wearing Apparel		217,844	
AUTOMOTIVE			7,487,660
Gasolines and Oils		4,871,515	
Passenger Cars		2,116,652	
Tires and Tubes		492,842	
Miscellaneous		6,651	
FINANCIAL			272,951
Banks and Trust Companies		25,025	
Miscellaneous		247,926	
RETAIL			144,175
POLITICAL			1,638,913
TOTAL			$96,455,603

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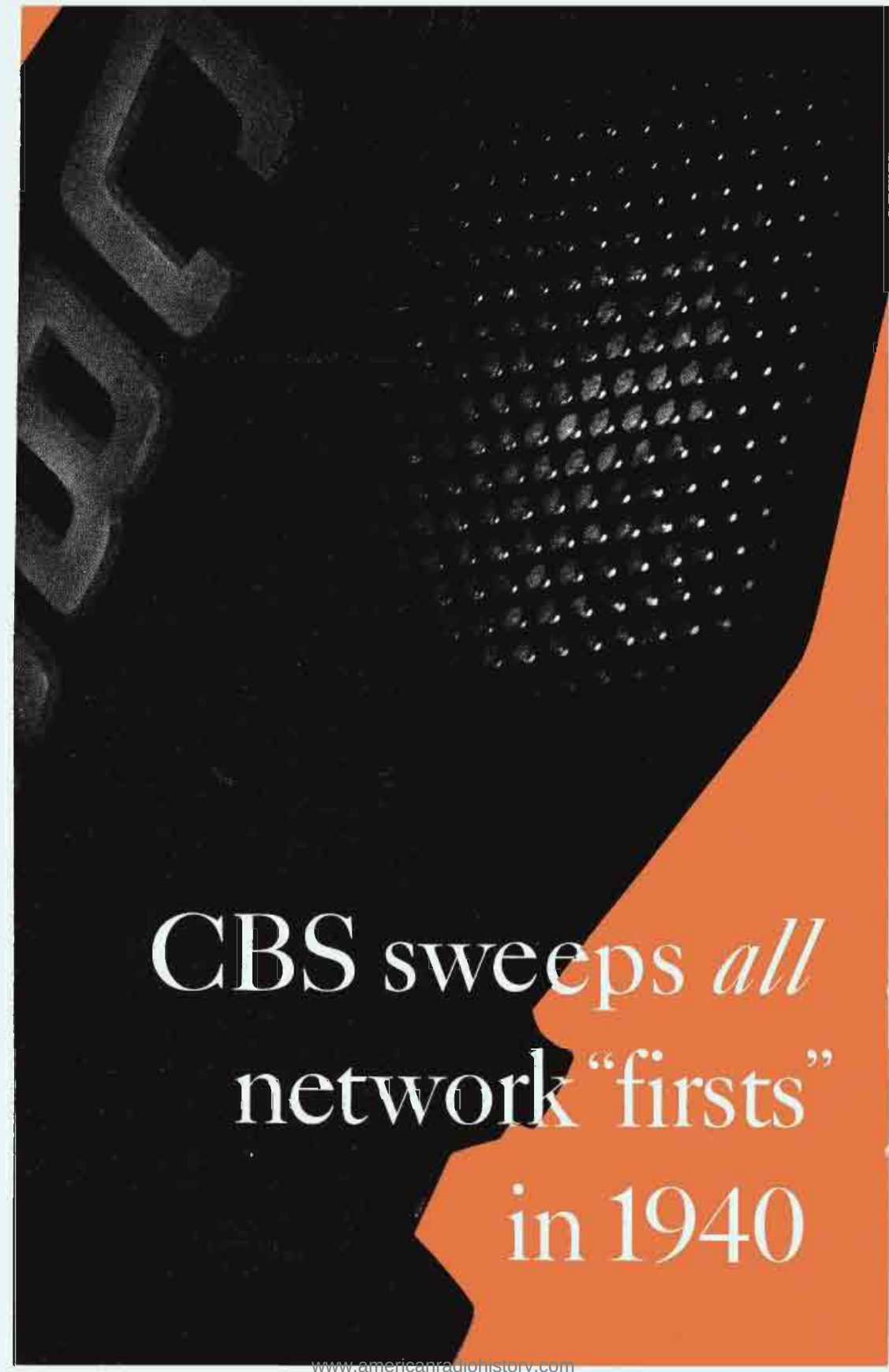

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CBS audience le

"The strongest 'all-day' schedule in network history"

Regular CAB program ratings show CBS with *a consistently stronger schedule than any other network in all of 1940.* The Columbia Network, against all competition, delivered the largest audiences to its clients, for more program-periods in the *entire* broadcasting day than *any* other network. Counting every rated regularly sponsored quarter-hour on all networks in all of 1940, CBS averaged 161 "firsts" each week against all competition; the second network had 154; the third network, only 18 "firsts".

CBS leadership is most striking in "the major battleground of network competition"; in the tensely competitive *evening* hours. Whether you take the entire evening (6:00 p.m. to 12:00 m.) or just the heart of the evening (8:00 to 10:00 p.m.), *CBS wins more "firsts" than the second and third networks combined.* The exact evening score is shown in the charts, for all of 1940.

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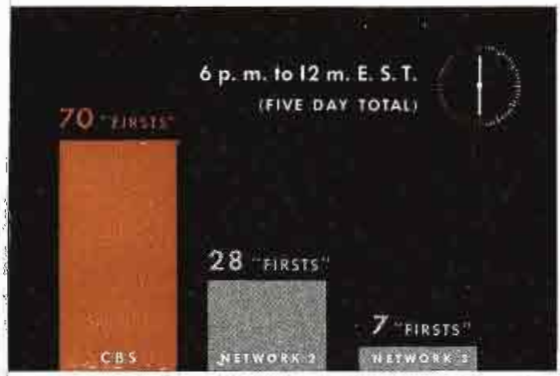
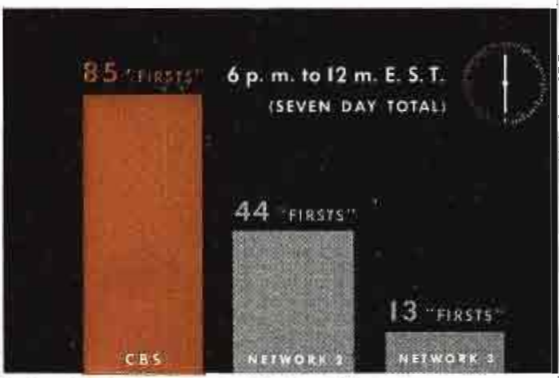
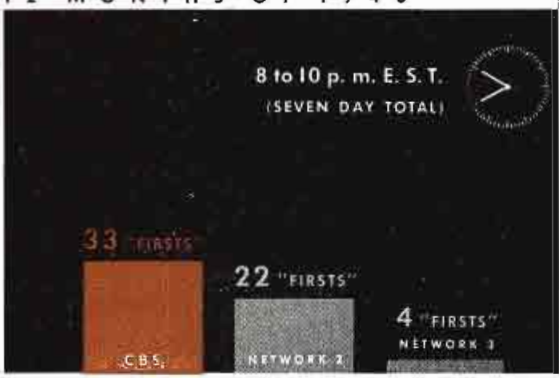
adership in 1940

"In the major battlegrounds of network competition"★





WEEKLY AVERAGES, 12 MONTHS OF 1940



These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against *all* other network competition.

★ 6:00 p. m. to 12:00 midnight E. S. T. and 8:00 to 10:00 p. m. E. S. T. See text on facing page for score on *entire* broadcasting day.

and

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Advertisers invested more money for CBS facilities in 1940 than for *any* other network ... more than was *ever* before invested in *any* network!

And in 1940, more of the 100 largest U. S. advertisers chose CBS than any other network ... *for the 7th consecutive year!*

THE COLUMBIA BROADCASTING SYSTEM

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— Agency National — Network Expenditures

	1940	1939	1938
Blackett-Sample-Hummert	$12,108,788 (1)	$10,714,498 (1)	$9,093,125 (1)
Benton & Bowles	7,678,574 (2)	5,385,301 (4)	4,800,399 (4)
Young & Rubicam	6,497,166 (3)	6,481,352 (2)	5,093,640 (3)
Ruthrauff & Ryan	6,343,379 (4)	4,991,348 (5)	4,015,959 (6)
Compton Advertising	5,282,502 (5)	3,811,128 (7)	3,107,788 (7)
J. Walter Thompson	4,572,235 (6)	6,342,268 (3)	5,320,608 (2)
Lord & Thomas	3,779,806 (7)	3,891,308 (6)	4,791,586 (5)
Newell-Emmett	3,526,349 (8)	1,987,362 (11)	1,693,314 (9)
BBD&O	3,411,767 (9)	2,481,296 (10)	1,588,554 (10)
Ward Wheelock	3,344,475 (10)	2,595,270 (9)	2,258,425 (8)
Pedlar & Ryan	2,880,022 (11)	2,902,570 (8)	1,588,185 (11)
Wm. Esty	2,652,805 (12)	1,852,529 (12)	1,096,359 (18)
Russel M. Seeds	1,920,143 (13)	1,400,433 (15)	*
Biow Co.	1,850,340 (14)	1,234,522 (18)	1,081,115 (19)
H. W. Kastor	1,603,328 (15)	1,732,120 (13)	1,245,302 (15)
Lennen & Mitchell	1,579,545 (16)	1,613,974 (14)	1,500,635 (12)
Knox Reeves	1,556,256 (17)	*	*
N. W. Ayer	1,495,547 (18)	1,144,316 (20)	1,397,535 (13)
Stack-Goble	1,460,784 (19)	1,294,410 (16)	1,007,060 (20)
Wade Advertising	1,393,382 (20)	1,236,254 (17)	1,383,741 (14)

* Not among 20 leaders

Columbia Broadcasting System 1940 Sponsor Expenditures

General Foods Corp.	$4,092,519
Campbell Soup Co.	4,014,389
Colgate-Palmolive-Peet Co.	3,368,706
Lever Brothers Co.	3,056,922
Procter & Gamble Co.	2,239,961
Liggett & Myers Tobacco Co.	1,424,327
William Wrigley Jr. Co.	1,368,221
Brown & Williamson Tobacco Corp.	1,158,722
R. J. Reynolds Tobacco Co.	1,084,619
American Tobacco Co.	1,074,751
Chrysler Corp.	986,049
Ford Motor Co.	944,638
American Home Prod. Corp.	912,622
The Texas Co.	911,171
Continental Baking Co., Inc.	908,101
Sterling Products, Inc.	874,146
Philip Morris & Co., Ltd.	855,148
Prudential Insurance Co. of America	724,655
Pet Milk Sales Corp.	713,883
General Mills, Inc.	613,917
Corn Products Refining Co.	566,121
Lady Esther Co.	517,795
American Oil Co.	160,393
Gulf Oil Corp.	459,113
Chesebrough Mfg. Co.	115,345
Penn Tobacco Co.	108,237
U. S. Tobacco Co.	400,103
The Lambert Co.	383,463
Campana Sales Co.	371,042
The Cudahy Packing Co.	368,199
California Fruit Growers Exchange	348,363
Nehi Corp.	334,836
George A. Hormel & Co.	305,640
International Silver Co.	302,000
Gillette Safety Razor Co.	264,294
Ethyl Gasoline Corp.	262,500
Eversharp, Inc.	231,403
Lehn & Fink Products Corp.	221,424
Commercial Credit Co.	209,067
Sinclair Refining Co.	185,864
Pepsi Cola Co.	165,212
Sealtest, Inc.	158,340
Thomas J. Lipton, Inc.	150,149
Hawaiian Pineapple Co., Ltd.	136,495
Bowey's, Inc.	135,567
Florida Citrus Commission	132,153
Best Foods, Inc.	119,023
Libbey-Owens-Ford Glass Co.	111,050
Mennen Co.	106,010
Los Angeles Soap Co.	99,849
The Pure Oil Co.	98,024
Purity Bakeries Service Corp.	89 985
Fels & Co.	79,575
Stephano Brothers	55,857
Coca Cola Co.	41,510
National Lead Co.	39,129
Columbia Recording Corp.	32,995
Axton Fisher Tobacco Co.	30,727
Beneficial Management Corp.	20,735
Union Oil Co.	19,975
Bathasweet Corp.	19,222
P. Lorillard Co.	19,008
Chamberlain Labs., Inc.	13,829
Wilmington Trans. Co.	17,707
Colonial Dames, Inc.	17,403
Tidewater Associated Oil Co.	16,080

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ARTIE SHAW

MANAGEMENT GENERAL AMUSEMENT CORP

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Peter Paul, Inc.	14,684
Albers Brothers Milling Co.	14,295
Atlantic Refining Co.	13,784
Planters Nut & Chocolate Co.	12,283
Langendorf United Bakeries	11,667
Great Atlantic & Pacific Tea Co.	8,993
General Petroleum Corp. of Calif.	8,896
Paramount Pictures, Inc.	8,858
Smith Brothers	8,802
Knox Gelatine Co., Inc.	7,566
Holland Furnace Co.	6,026
E. R. Squibb & Sons	5,061
F. B. Washburn Candy Corp.	4,890
D. Ghiradelli Co.	3,912
Luden's, Inc.	3,749
Rio Grande Oil, Inc.	3,510
Chocolate Products Co.	3,278
H. P. Hood & Sons	2,208
Noxzema Chemical Co.	1,704
Political Advertisers	535,106
TOTAL	$11,025,549

Mutual Broadcasting System 1940 Sponsor Expenditures

The Wander Company	$ 526,026
Bayuk Cigars, Inc.	510,949
Gospel Broadcasting Association	402,232
General Cigar Co.	343,681
Macfadden Publications	199,094
Richfield Oil Corporation	197,388
General Baking Co.	184,221
American Safety Razor Corp.	158,857
Lutheran Laymen's League	127,466
Wheeling Steel Corp.	123,556
Gillette Safety Razor Co.	116,731
The Carnation Company	99,852
Ironized Yeast Co.	99,173
The Cudahy Packing Co.	95,710
White Laboratories, Inc.	91,265
American Economic Foundation	72,415
Delaware, Lackawanna & Western Coal Co.	70,347
Illinois Meat Co.	68,940
R. B. Semler, Inc.	51,395
American Tobacco Co.	50,892
Philip Morris & Co.	48,195
United Air Lines	42,150
Howard Clothes	40,618
The Mennen Company	40,341
Griffin Manufacturing Co.	40,291
Peter Paul, Inc.	27,858
National Refining Co.	26,975
V. La Rosa & Sons, Inc.	26,025
Bell & Company	22,376
Young People's Church of the Air	19,189
American Bird Products, Inc.	18,054
Hartz Mountain Products	17,148
Philco Radio & Television Co.	15,000
Moody Bible Institute	14,370
Paul F. Beich Co.	13,657
Detrola Corporation	13,472
Fidelio Brewery, Inc.	11,880
John B. Canepa Company	10,847
Paramount Pictures, Inc.	5,331
William Demuth & Co.	4,440
National Conference of Prayer & Evangelism	3,987
Detroit Bible Class	2,576
Swift & Company	2,003
The Maltex Company, Inc.	1,316
El Paso County Board of Development	1,086
Political	293,898
Cooperative	410,688
TOTAL	$4,767,051

National Broadcasting Co. 1940 Sponsor Expenditures

Adam Hat Stores, Inc.	$ 217,772
Air Conditioning Training Corp.	74,416
American Home Products Co.	1,909,117
American Oil Co.	3,320
American Tobacco Co., Inc.	1,144,570
Babbitt, Inc., B. T.	618,964
Bank of Amer. Nat. Trust & Savings Assn.	16,844
Bell Telephone System	406,308
Better Speech Institute of America	82,046
Bristol-Myers Co.	1,077,176
Brown & Williamson Tobacco Corp.	1,814,033
Canada Dry Ginger Ale, Inc.	310,933
Canadian Railway Assn.	79,368
Cardinet Candy Co.	36,208
Carnation Co.	611,904
Chamberlain Laboratories, Inc.	42,291
Chemicals, Inc.	4,104
Cities Service Co.	626,104
Colgate-Palmolive-Peet Co.	965,516
Consolidated Royal Chemical Corp.	15,984
DuPont de Nemours Co., E. I.	370,524
Emerson Drug Co.	104,982
Fendrich, Inc., H.	61,125
Firestone Tire & Rubber Co.	492,842
Fitch Co., F. W.	515,393
Food & Beverage Broadcasters Ass'n	92,566
Gallenkamp Stores Co.	33,264
General Electric Co.	525,796
General Foods Corp.	1,794,830
General Mills, Inc.	2,495,735
Gillette Safety Razor Co.	47,850
Gordon Baking Co.	82,084
Greyhound Lines	168,028
Griswold Mfg. Co.	5,451
Grove Laboratories, Inc.	188,280
Gulden, Inc., C. H.	52,720
Hall Bros., Inc.	63,328
Hecker Products Corp.	216,754
Hormel, Geo. A. & Co.	260,880
Illinois Central Railroad	11,310
Jergens Co., Andrew	1,033,807
Johnson, S. C. & Son, Inc	633,512
Knapp-Monarch Co.	26,600
Lady Esther Co., Ltd.	37,104
Lance Packing Co.	16,019
Langendorf Bakeries, Inc.	31,320
Larus Bro. Co.	6,864
Lever Bros.	114,152
Lewis-Howe Co.	957,354
Liggett & Myers Tobacco Co.	1,932,386
Loose Wiles Biscuit Co.	4,424
Lorillard Co., P.	526,730
Manhattan Soap Co.	114,680
Mars, Inc.	514,714
Miles Laboratories, Inc.	1,393,382
Modern Food Process Co.	69,887
Moore & Co., Benjamin	35,280
Morrell & Co., John	135,018
Morris, Philip, & Co., Ltd.	704,868
Mueller, C. F., & Co.	45,600
Musterole Co.	102,600
Nash-Kelvinator Corp.	169,628
National Dairy Products Corp.	1,339,299
Ohio Oil Co.	75,048
Pacific Coast Borax Co.	318,096

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ORRIN TUCKER

And His Orchestra

☆

Management: Music Corporation of America

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Pepsodent Co.	624,910
Pillsbury Flour Mills Co.	230,424
Procter & Gamble Co.	8,759,452
Pure Oil Co.	259,679
Quaker Oats Co.	955,756
Ralston Purina Co.	319,004
Remington Rand, Inc.	34,112
Reynolds Tobacco Co., R. J.	1,042,990
Richardson & Robbins	70,560
Richfield Oil Corp.	201,137
Sherwin Williams Co.	250,376
Signal Oil Co.	61,212
Skelly Oil Co.	49,506
Standard Brands, Inc.	1,504,199
Standard Oil Co. of Cal.	68,580
Sterling Products, Inc.	5,001,680
Sun Oil Co.	676,712
Swift & Co.	1,788
Texas Co.	118,238
Tidewater-Associated Oil Co.	19,019
Tillamook County Creamery Ass'n	16,324
Union Oil Co. of Cal.	39,456
U. S. of Brazil	21,752
Vick Chemical Co.	29,543
Wander Co.	28,260
Ward Baking Co.	76,244
Warner, Wm. R., Co., Inc.	209,034
Welch Grape Juice Co.	246,721
Wesson Oil & Snowdrift Sales Corp.	48,924
Westinghouse Elec. & Mfg. Co.	503,592
Wheatena Corp.	26,730
Williams Co., J. B.	328,861
Williamson Candy Co.	16,224
TOTAL GROSS COMMERCIAL EXPENDITURES	$19,853,394

POLITICAL ADVERTISERS 1940

American Labor Party	$ 3,103
American Writers Committee for Willkie	23,733
Associated Willkie Clubs	104,570
Committee of Business Men for Willkie	7,788
Communistic National Election Committee	7,397
Democratic National Committee	260,109
Democratic State Committee of New Jersey	23,298
Democrats for Willkie	46,474
District of Columbia Republican State Committee	1,121
Hiram Johnson for Senator	1,928
Jeffersonian Democrats of the 11 Western States	600
National Federation of Republican Women's Clubs of America	9,386
National Independent Committee of Voters for Roosevelt and Wallace	3,078
New York State Democratic Committee	83,582
New York State Republican Committee	31,915
North. California Willkie-McNary Campaign Committee	1,435
No Third Term Democrats	3,522
No Third Term Democrats of Illinois	6,624
Republican National Committee	158,924
Republican State Committee of Pennsylvania	8,131
Socialist Labor Party	4,234
Townsend for Willkie Club	2,910
Willkie War Veterans National Committee	4,488
Willkie Volunteers	212
Women's Republican Clubs of Boston	7,342
Women Workers for Willkie	1,032
Writers Committee for Roosevelt	2,670
TOTAL GROSS POLITICAL EXPENDITURES	$ 809,606
TOTAL (125 Advertisers)	$50,663,000

Columbia Broadcasting System 1940 Agency Gross Billings

Benton & Bowles, Inc.	$5,928,983
Ruthrauff & Ryan, Inc.	4,569,185
Young & Rubicam, Inc.	4,362,245
Ward Wheelock Co.	3,344,475
BBD&O, Inc.	2,063,012
Blackett-Sample-Hummert, Inc.	1,959,603
Newell-Emmett Co., Inc.	1,589,539
William Esty & Co., Inc.	1,515,550
J. Walter Thompson Co.	1,333,142
Lord & Thomas	1,274,855
The Biow Co., Inc.	1,094,199
N. W. Ayer & Son, Inc.	1,033,432
Neisser-Meyerhoff, Inc.	960,661
Pedlar & Ryan, Inc.	929,519
Buchanan & Co., Inc.	920,329
Compton Advertising, Inc.	889,647
Gardner Advertising Co.	704,733
H. W. Kastor & Sons Adv. Co., Inc.	613,185
C. L. Miller Co.	566,121
Arthur Kudner, Inc.	532,256
McCann-Erickson, Inc.	476,830
Joseph Katz Co.	469,393
Knox Reeves Advertising, Inc.	413,378
Lambert & Feasley, Inc.	383,463
Aubrey, Moore & Wallace, Inc.	371,042
Maxon, Inc.	264,294
Roche, Williams & Cunnyngham, Inc.	255,031
O'Dea, Sheldon & Canady, Inc.	209,067
Federal Advertising Agency, Inc	185,864
McKee & Albright, Inc.	158,340
Sorensen & Co.	135,567
H. M. Kiesewetter Adv. Agency, Inc.	125,232
William Blair Baggley Agency	121,339
Sherman & Marquette, Inc.	116,535
Raymond R. Morgan Co.	112,132
U. S. Advertising Corp.	111,050
Leo Burnett Co., Inc.	98,024
Campbell-Mithun, Inc.	89,985
Erwin Wasey & Co.	57,336
Aitkin-Kynett Co.	55,857
Westco Advertising Agency	55,037
D'Arcy Advertising Co., Inc.	44,510
Weiss & Geller, Inc.	30,727
Lennen & Mitchell, Inc.	19,008
L. W. Ramsey Co.	18,829
Glasser Advertising Agency	17,403
Brisacher, Davis & Staff	14,684
Leon Livingston Advertising Agency	11,667
Gillham Advertising Agency	9,150
Paris & Peart	8,993
Smith & Drum, Inc.	8,896
J. D. Tarcher & Co.	8,802
William R. Rankin Agency	7,968
Kenyon & Eckhardt, Inc.	7,566
Harold Cabot & Co., Inc.	6,129
Walter Barusch	5,910
Geyer, Cornell & Newell, Inc.	5,061
Bennett, Walther & Menadier, Inc.	4,890
J. M. Mathes, Inc.	3,749
Hixson-O'Donnell Adv., Inc.	3,510
Ray Davidson	3,408
McCord Co.	3,278
Al Paul Lefton Co., Inc.	1,857
Harry M. Frost Co., Inc.	1,430
Bernard F. Ostreicher Adv.	800
Cesana & Associates	386
Callaway Associates	320
Badger & Browning, Inc.	214
Direct (no agency)	326,937
TOTAL	$41,025,549

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CONNIE BOSWELL

KRAFT MUSIC HALL

DECCA RECORDS

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Mutual Broadcasting System 1940 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	$ 584,766
Ivey & Ellington, Inc.	510,949
R. H. Alber Co.	421,421
Erwin, Wasey & Co., Inc.	270,831
J. Walter Thompson Co.	266,977
Federal Advertising Agency, Inc.	237,564
Sherman K. Ellis, Inc.	221,672
Batten, Barton, Durstine & Osborne, Inc.	184,221
Ruthrauff & Ryan, Inc.	169,520
Critchfield & Co.	137,926
Kelly, Stahlman & Zahrndt, Inc.	127,466
Maxon, Inc.	116,731
Wm. Esty & Co.	94,265
Arthur Kudner, Inc.	79,510
Bayless-Kerr Co.	72,415
Neisser-Meyerhoff, Inc.	68,940
N. W. Ayer & Son, Inc.	55,807
Lord & Thomas	50,892
Biow Co., Inc.	48,195
H. M. Kiesewetter	40,344
Redfield-Johnstone, Inc.	40,648
Bermingham, Castleman & Pierce, Inc.	40,291
Roche, Williams & Cunnyngham, Inc.	37,000
Platt-Forbes, Inc.	27,858
Commercial Radio Service Advertising Agency	26,025
Anderson, Davis & Platte, Inc.	22,376
Weston-Barnett, Inc.	18,054
Geo. W. Hartman Co.	17,148
McKee & Albright, Inc.	15,000
Bass-Luckoff, Inc.	13,472
Dillingham, Livermore & Durham, Inc.	11,880
J. Edward Long Advertising Agency	10,817
Buchanan & Co., Inc.	5,331
Grey Advertising Agency	4,410
Van Sant, Dugdale & Co., Inc.	2,691
Aircasters, Inc.	2,576
Samuel Croot Co., Inc.	1,346
Mithoff & White	1,086
Political	293,898
Direct	3,987
Cooperative	110,688
TOTAL	$4,767,054

National Broadcasting Co. 1940 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	$9,564,419
Compton Advertising, Inc.	4,392,855
J. Walter Thompson Co.	2,972,116
Lord & Thomas	2,454,059
Young & Rubicam, Inc.	2,134,921
Pedlar & Ryan, Inc.	1,950,503
Newell-Emmett Co., Inc.	1,936,810
Russel M. Seeds Co., Inc.	1,920,143
Benton & Bowles, Inc.	1,749,591
Ruthrauff & Ryan, Inc.	1,604,674
Lennen & Mitchell, Inc.	1,560,537
Stack-Goble Advertising Agency	1,460,784
Wade Advertising Agency	1,393,382
Batten, Barton, Durstine & Osborn, Inc.	1,164,534
Knox Reeves Advertising, Inc.	1,142,878
Wm. Esty & Co., Inc.	1,042,990
H. W. Kastor & Sons Advertising Co., Inc.	990,143
Erwin, Wasey & Co., Inc.	725,610
Biow Co., Inc.	707,916
Roche, Williams & Cunnyngham, Inc.	676,712
Needham, Louis & Brorby, Inc.	633,512
L. W. Ramsey Co.	557,684
Grant Advertising Co., Inc.	544,714
Fuller & Smith & Ross, Inc.	503,592
Sweeney & James Co.	492,842
N. W. Ayer & Son, Inc.	406,308
McCann-Erickson, Inc.	386,676
Warwick & Legler, Inc.	378,402
McKee & Albright, Inc.	346,105
Henri, Hurst & McDonald, Inc.	335,724
Gardner Advertising Co.	319,004
Wm. H. Rankin Co.	313,010
J. M. Mathes, Inc.	310,933
Maxon, Inc.	295,966
Leo Burnett Co., Inc.	259,679
Hutchinson Advertising Co.	230,424
Sherman & Marquette, Inc.	225,388
Glicksman Advertising Co., Inc.	217,772
Hixson-O'Donnell Advertising Inc.	201,137
Geyer, Cornell & Newell, Inc.	169,628
Beaumont & Hohman, Inc.	168,028
Kenyon & Eckhardt, Inc.	126,564
Westeo Advertising Agency	123,449
C. W. Hoyt Co., Inc.	123,280
Buchanan & Co., Inc.	118,238
Franklin Bruck Advertising Corp.	111,680
Wm. Blair Baggley, Inc.	93,479
Brisacher, Davis & Staff	92,566
McJunkin Advertising Co.	82,046
Sherman K. Ellis & Co., Inc.	76,244
Byer & Bowman Advertising Agency	75,048
Clements Co., Inc.	69,887
National Classified Advertising Agency	67,836
Barton A. Stebbins Advertising Agency	61,212
Fitzgerald Advertising Agency, Inc.	48,924
M. M. Fischer Associates	40,718
Tomasehke-Elliott, Inc.	36,208
Leeford Advertising Agency	34,112
Long Advertising Service	33,264
Leon Livingston Advertising Agency	31,320
Morse International, Inc.	29,543
Cramer-Krasselt Co.	26,600
Campbell-Ewald Co., Inc.	21,752
Botsford, Constantine & Gardner	20,428
Charles R. Stuart	16,844
Critchfield & Co.	16,364
Aubrey, Moore & Wallace, Inc.	16,224
Nachman-Rhodes, Inc.	16,019
W. W. Garrison Agency	11,670
The Caples Co.	11,310
Al Paul Lefton Co., Inc.	8,131
Grady & Wagner Co.	7,788
Weill & Wilkins, Inc.	6,580
Albert Guenther-Frank Law, Inc.	4,488
Joseph Katz Co.	3,320
Lisle Sheldon Agency	2,910
M. H. Haekett, Inc.	2,670
Wood, Brown & Wood, Inc.	1,944
Cesanna & Associates, Ltd.	1,928
Lowe Features	1,435
Wm. A. Ingoldsby Co.	600
Walter Barusch Advertising Agency	296
Glasser Advertising Agency	212
No agency (Billed Direct)	142,704
TOTAL	$50,663,000

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TEDDY POWELL

AND HIS

"Band of Tomorrow"

featuring

A sweet style that's SWEET!

AND

Swing that is HOT!

☆

BLUEBIRD RECORDS

Management: Consolidated Radio Artists

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NATIONAL SPOT ADVERTISERS

— 101 OF MAJOR IMPORTANCE —

AGRICULTURAL
Dr. Hess & Clark

GASOLINES & OILS
Atlantic
Esso
Gulf
Richfield
Shell
Socony-Vacuum Oil Co.
Texaco
Tydol
White Rose

PASSENGER CARS
Dodge
Ford
Mercury
Packard

TIRES & TUBES
Goodyear

CONFECTIONS
Beechnut Gum
Double-Bubble Gum
Planter's Peanuts
Henry Heide Cough Drops

GROCERIES
Baking Products
Bits Baking Chocolate
Calumet
City Baking Company
Davis Baking Powder
Drake's Cakes
Dromedary Gingerbread Mix
Dromedary Date Nut Bread
Fleischmann's Yeast
Loose-Wiles Biscuits
Presto Flour
Ward Bread
Beverages
Boscul Coffee
Chase & Sanborn Coffee
Dole Pineapple Juice
Folger Coffee
Lipton's Tea
Pepsi Cola
Sanka Coffee
Vanti Pa-Pi-A
Breakfast Foods & Cereals
Cubs
Force
H-O Oats
Kellogg's All-Bran
Wheatena
Dairy Products
Borden's Chateau Cheese
Borden-Wieland Milk
Bosco Milk Amplifier
Breyer's Ice Cream
Carnation Milk
Sheffield Farms Milk
Disinfectants & Exterminators
Flit
Laundry Soap & Cleaners
Double Duty Soap Flakes
Fels Naphtha Bar & Chips
Hershey Soap Granules
Procter & Gamble
Wyandotte Cleanser
Meats, Fish & Poultry
Treet
Miscellaneous
Birds Eye Frosted Foods
Dole Pineapple Products
Dromedary Dates
Knox Gelatine
Kroger
Mueller's Macaroni
Spry
Sunkist Fruits

HOUSING EQUIPMENT & SUPPLIES
D. L. & W. Blue Coal
Kopper's Coke

INSURANCE
North American Insurance Co.

MEDICAL
Aspertane
Band-Aid Bandages
Baume-Bengue
B-C-S Cough Syrup
Blackstone Aspirin
Bromo Seltzer
Lydia Pinkham
Minit Rub
Mistol
Musterole Chest Rub
Nujol-Vita Nujol
Sal Hepatica
Saraka
Serutan
Stanback

PUBLICATIONS
Look Magazine

TOBACCO—CIGARS
Cinco
Harvester
Henrietta

TOBACCO—CIGARETTES
Camels
Chesterfields
Lucky Strikes
Old Golds
Sensations

TOBACCO—SMOKING
Beechnut
George Washington
Prince Albert
Union Leader

TOILET REQUISITES—DENTIFRICES
Bost Toothpaste

TOILET REQ.—PERFUMES & COSMETICS
Daggett & Ramsdell
Hinds Honey & Almond Cream
Kreml Hair Tonic

TOILET REQ.—TOILET SOAPS, ETC.
Barbasol
Woodbury Facial Soap

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DAVID BROEKMAN

PERSONAL REPRESENTATIVE:

DAVID BENJAMIN

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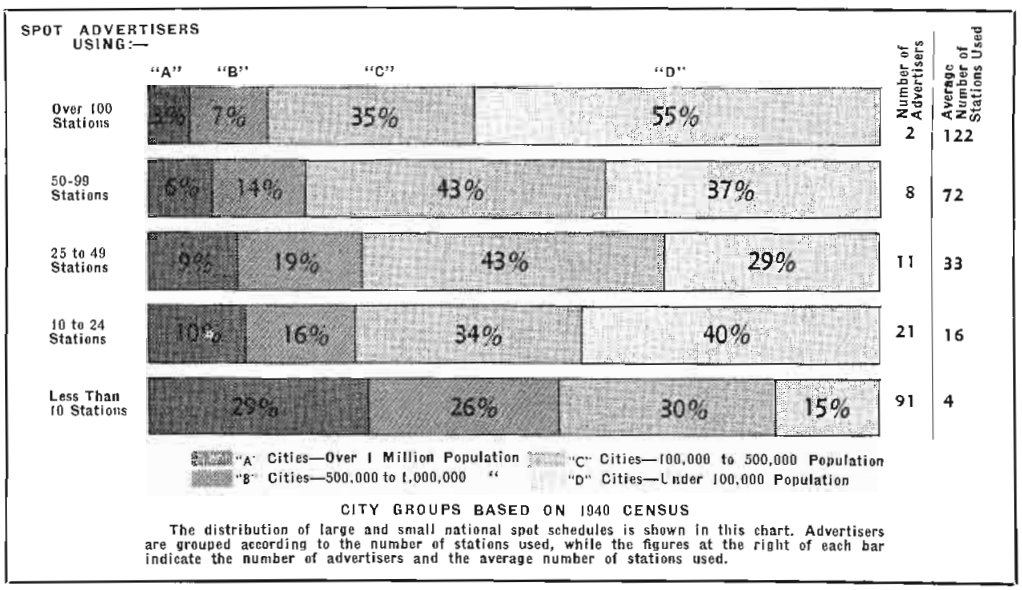
DISTRIBUTION OF NATIONAL SPOT SCHEDULES

By N. Charles Rorabaugh, President National Radio Records

During November, 1940, twenty leading advertising agencies reported the complete schedules of 133 national advertisers who were active in spot broadcasting. An analysis of the stations and markets used during this month discloses a picture of city selection which should prove significant to all broadcasters.

Of the 133 national advertisers, 2 used an average of 122 stations, 8 averaged 72 stations, 11 averaged 33 stations, 21 averaged 16 stations, and 91 averaged 4 stations.

When it came to the selection of markets, however, "C" cities proved the most used. (In this discussion "A" cities are those of over 1,000,000 population; "B" cities, with 500,000 to 1,000,000 population; "C" cities with 100,000 to 500,000 population, and "D" cities are those with less than 100,000 population.)



The distribution of large and small national spot schedules is shown in this chart. Advertisers are grouped according to the number of stations used, while the figures at the right of each bar indicate the number of advertisers and the average number of stations used.

The distribution of all national spot advertising schedules reported by city sizes shows that 10 per cent of all cities used were "A" cities, 16 per cent were "B" cities, 38 per cent were "C" cities, and 36 per cent were "D" cities.

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GARNETT MARKS

ANNOUNCER—NARRATOR

1939
RUPPERT'S RELAXATION TIME—NBC

ACTOR

DR. CHRISTIAN—CBS
ECHOES OF NEW YORK—NBC

SPORTS AND NEWS COMMENTATOR

BASEBALL FOR GENERAL MILLS, SOCONY-VACUUM,
PROCTER & GAMBLE WABC—WSAY 1939
PARAMOUNT NEWSREEL, 1940

NOW ANNOUNCING
WKRC—CINCINNATI, OHIO

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THE PROBLEM OF FREE TIME BROADCASTING

By
Ed Kirby
Secretary, NAB Code Compliance Committee

UNTIL recently time-chiselling efforts emanated—with few exceptions—from the twilight zone of advertising. While reputable agencies have always endeavored to secure adequate merchandising of their shows, it is fairly recently that they began openly to attempt to "grab" free time.

This is an evil which has grown and fed upon itself because of two factors—(1) The loose policy of scores of stations and, (2) competition among agencies to secure free time for clients as a demonstration of their fine "servicing" of the account.

A Case in Point

A representative of a highly respected agency inquired at the NAB not so long ago as to its attitude in connection with what was to be an outright effort to secure free time for commercial purposes.

He stated his case. "We cannot tell our client to go across the street to the other agency if this is the sort of 'merchandising' service he wants. So long as radio stations accept such material, and so long as competing agencies use it as evidence of their ability to secure more results for the advertiser, we are forced to compete with them in securing free time."

This is the heart of the problem. The fact that free time is not commissionable and brings no revenue to the agency is no point of argument now.

Mistaken Notion

Many stations use such material in the mistaken notion that it "will put them in good" with the agency and that eventually they'll snare some business. As a matter-of-fact, agency people state that they find most of the stations which accept such "deals" weaken their standing by giving time away. Agencies know that if they give it away, they can't sell it—so it must not be very good. On the other hand, many stations carrying a volume of business from the agency feel compelled to accept some of these chisel "deals," thus encouraging more and more of the same thing.

A Problem

Reputable agencies do not like the idea of competing with one another in non-commissionable time chisels, but as long as several hundred stations find such "deals" acceptable, they are forced to do so in self-protection and will continue to do so until stations put an end to the practice.

But with requests coming from outstanding, recognized agencies, it is time the industry paused and considered the matter as one of the most important commercial problems to be settled this year.

(*Editor's Note: A year-end statement from the NAB's Bureau of Advertising reported that the business of time chiseling was notably "off." According to the Bureau only one actual "free offer had been reported by member-stations, while several advertising agencies (or sponsors) had sought to place 'cost-per-inquiry' advertising on stations." The Bureau notifies member-stations of various types of objectionable business and also communicates with such prospective advertisers. They are invited to buy time on the regular basis and thus maintain the continued goodwill and cooperation of the broadcasting industry and at the same time secure all the advantages of legitimate radio advertising in selling their goods to the public.*)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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100 Watts to 50 Kilowatts

In 1941, Look to RCA for YOUR Transmitter!

Highest operating efficiency . . . highest fidelity . . . superb appearance and performance . . . you get them *all* in the RCA line of transmitters. Any RCA transmitter you choose will pay you extra dividends for years to come. *Flexibility* protects your investment against obsolescence.

RCA 50,000 Watt Model 50-E

Unified Front Panel Construction • High Level, Class B Modulation • Air-stream Cooled Throughout • Small Floor-Space Requirements • 5 Kw. Stand-by Service • Lower Operating Costs • Higher-Fidelity Performance.

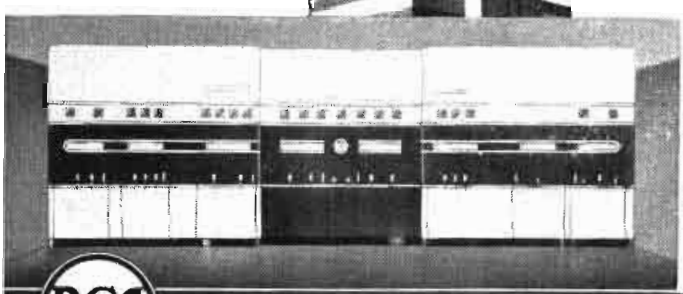
Use RCA Radio Tubes for reliable performance night and day.

RCA 100-250 Watt Model 250-K

You'll find it all over America! Wherever you go, you're scarcely ever out of the service area of *some* 250-K, *somewhere!*

Flat within 1.5 DB from 30 to 10,000 cycles, up to 95% modulation • Stabilized Feedback keeps distortion down to less than 3% RMS, 50-7500 cycles even at 95% modulation • Noise and Hum better than 60 DB below 100% modulation.

New York 1270 Sixth Ave. • Chicago 589 E. Illinois St. • Atlanta 530 Citizens & Southern Bank Bldg. • Dallas Santa Fe Bldg. • San Francisco 170 Ninth St. • Hollywood 1016 N. Sycamore Ave.



FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., Camden, N. J.
A Service of the Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

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RADIO SURVEY —ITS VALUE TO THE SPONSOR

By
Benn Hall
Staff of Radio Daily

IT'S pretty hard to conceive of bacon without eggs or radio without surveys. As radio's popularity has grown by leaps and bounds with listeners, the survey's popularity with sponsors and agencies has kept pace. Surveys have helped convince hard-headed business executives that radio *does* a selling job and it has accelerated the acceptance of radio as a dominant advertising medium.

Sometimes the forest may be a bit hard to see because of the trees, but essentially the types and purposes of surveys are simple. There are various methods to compute the number of people who listen to a particular program at a particular time, but the objective remains the same. No one technique may be satisfactory for all types of inquiries. but through the proper use of available "tools," most radio research problems may be solved.

Early History

Radio surveys were born when pioneer sponsors back in the twenties wondered who listened to their programs. They asked their friends, the office boy, bellhop, and business associates. With increased use of radio by national advertisers came increasing demands for yardsticks. Sponsors wanted to know what shows reached relatively the largest audiences at the lowest costs.

Advertisers using other media had been "educated" over the years to expect accurate breakdowns of coverage claims. Newspapers and magazines used the Audit Bureau of Circulations (ABC) figures as a general basis in selling their advertising pages. Advertising managers, account executives, and space buyers accepted these statistics as invaluable yardsticks in determining proper media selection for projected campaigns.

Radio, however, offered no such measuring stick. It was a husky, growing youth—getting stronger every day—but never positive of its own strength. The introduction of the radio survey served, therefore, as a weight and height-measuring device. It enabled radio to make accurate and logical claims which won respect and recognition from advertisers who had demanded just such facts.

Various services were established to meet this demand. The Cooperative Analysis of Broadcasting (CAB), which was started in March, 1930, was not the first survey group, but it was one of the first cooperative surveys and it aided in showing the way to lasting techniques. The field work is done for the CAB by Crossley, Inc. The CAB is a non-profit organization "sponsored" by the Association of National Advertisers and the American Association of Advertising Agencies.

Among the private survey organizations which conduct various types of radio research are: Crossley, Inc.; C. E. Hooper, Inc.; Hooper-Holmes Bureau, Inc.; Market Research Corp. of America; A. C. Nielsen Co.; Elmo Roper; Ross Federal Research Corp., and Daniel Starch.

Types of Surveys

Research organizations conduct all types of surveys desired by advertisers, their agencies, stations, and networks. While some agencies specialize in one particular type of survey, a client can always secure the desired study from one or more of the research groups.

The Hooper-Holmes organization, for example, employs the roster (aided recall) method, using inspectors and correspondents throughout the country. This firm also checks spot announcements. Ross Federal Research Corp. conducts coincidental surveys, although other types of surveys are available. The C. E. Hooper company prepares Radio Reports as well as audience reports for individual cities. The Crossley organization, in addition to its work for the CAB, also conducts private studies for individual clients. The A. C. Nielsen Co. is continuing experiments with the Audimeter.

The number of surveys conducted by private organizations also appears to be growing. Various universities and institutions including Princeton and Columbia, Kansas State College, the Rockefeller Foundation and "Fortune" magazine have sponsored studies of radio. While the objectives of such surveys may differ from those of the commercial organizations, the results are valuable to all concerned with the habits of listeners as well as with radio's influence in American life.

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ESTHER RALSTON

RADIO:

"We, The Abbotts" "Portia Faces Life" . . . Benton & Bowles
"Big Sister" . . . Ruthrauff & Ryan
"Our Gal Sunday" . . . Blackett, Sample & Hummert.

SCREEN:

"Tin Pan Alley" . . . 20th Century-Fox
"San Francisco Docks" . . . Universal

DOLAN & DOANE, INC.
New York-Hollywood

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Still Growing

Radio and surveys are predestined mates. While the number of surveys conducted in broadcasting has grown rapidly, there is no indication that the peak has been reached. Instead there is every indication that the number of surveys will continue to grow.

Research—honest research—which admits its limitations, is an important factor in the growth of radio advertising. The vital question of cost per listener is told by the survey. The relative effectiveness of different time periods, different stations, different programs, different talent — different media — are told by surveys.

The sponsor who has stood at broadcasting's door, hesitant, has often been "sold" on radio through a survey. It has done more. Surveys have influenced so-called "trends" in broadcasting, they have put the seal of research approval on up-and-coming stars, have actually and impartially indicated that the public has started to tire of a star.

The survey is an impartial critic with no ax to grind. It has helped along struggling unknowns and has put them in the big-money brackets. It has "given the hook" to flops and has showed the extravagance of paying huge salaries to stars who do not draw radio audiences.

In this manner the survey also serves as an economic brake. Costs are relative to some extent, but the highly-paid, top-ranking star must continue to draw large audiences, or be dropped in favor of a better buy.

Listening Trends

Many an agency with a successful record in radio owes part of this leadership to shrewd analyses of listening trends as indicated by surveys. And on more than one occasion, the sad but true story told by graphs and charts has convinced sponsors that they are not showmen and had better return to their desks and leave show business to their agencies.

Several types of surveys are in general use to determine

(1) Quantitative measurement, pertaining to the number of sets, coverage, etc.;

(2) Qualitative measurement, including the number of listeners, their likes and dislikes, etc.;

(3) Sales effectiveness.

Among the survey methods used to determine qualitative facts which are in increasing demand are the: coincidental, mechanical recording devices, recall and roster. The coincidental survey offers a mechanically-accurate method of measuring by minutes the station or programs to which the set is tuned. The recall method offers a measurement of the total number of set owners who listen consciously, while with the roster method, the informant is given a printed list of names of programs which he might have heard. He is asked to check off those he has heard.

Functions

Among the functions of a survey, according to the CAB, are:

(1) To enable the sponsor to determine the best day and hour, wherever there is a choice;

(2) To follow the trend in program audience by types;

(3) To purchase talent advantageously by comparing performances on different programs;

(4) To decide whether a given season should be kept or dropped;

(5) To make comparisons of day and evening broadcasting;

(6) To compare differences of audiences as to sections of country, population groups, and income levels;

(7) To learn where most important competition is and thus find desirable time to buy;

(8) To learn by studies of leaders and laggers what makes a good program.

The function of a program survey, according to C. E. Hooper, is to "establish a trustworthy comparative measurement of audience size between all radio programs." Such measurements "must be based on the consistent use of the same method—the identical words in every interview." These are the questions asked by interviewers representing this firm:

(1) "Were you listening to your radio just now?"

(2) "To what station are you listening?"

(3) "What program is coming over that station now?"

(4) "What advertiser puts on that program?"

The importance of the base used in establishing ratings is also stressed. Ratings supplied "must be uniformly computed against the same base. The only uniform base in use in all radio research which is literally comparable between all areas of the country, all parts of the day, all kinds of weather, and all seasons of the year, is 'Total Homes Called'," it is said. To qualify as "Total Homes Called," every number dialed must be included in the computation, according to this research executive. The only numbers dropped are "Disconnects." "Busys" and "Refusals" are included in the base and pro-rated in the ratings because they are "At Homes."

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Independents Look to Future

By

HAROLD A. LAFOUNT

President, National Independent Broadcasters, Inc.

NEVER before in radio history have independent broadcasters so thoroughly represented local thought and culture as at present. Their place in the radio picture has always been appreciated, but not nearly to the same extent as at present.

The great national chains with approximately 400 affiliated stations do a grand national job, but it must be remembered that each show is carried by from 50 to 120 member stations so that 400 chain stations may have only 4 programs or one on each chain.

In contrast, think of the 400 independent stations presenting 400 different programs every hour they operate and each one calculated to serve and please the listeners in their particular location.

These independent stations are used by schools, universities, churches, clubs, societies and other groups and play a very important part in the civic and political activities of their communities. They develop local talent, employ local engineers, sales people, announcers. The independent station is the voice of its community and as such is a vital force in community life.

When a local group broadcasts, hosts of friends and neighbors forsake other shows to tune in. Local news and market quotations, music and other programs build a loyal and steady local audience.

Among the most resourceful men and women in America will be found those undertaking the enormous task of rendering public service through independent broadcasting stations. Not bewildered by increasing problems, the local broadcaster donates much of his time and most of his income intelligently solving various complicated problems as they appear until at this date he commands the largest day audience and a substantial number of night listeners.

His efforts are now definitely producing results and he starts each year with a determination to cooperate with government, state, and local officials and all others who offer constructive suggestions to the end that his station may become a vital factor in molding public opinion and rendering a service to his public.

A MARKET WITHIN A MARKET . . .

Yours for the Asking!

2,500,000 CONSUMERS . . . the Jewish population of Greater New York

12 YEARS OF EXPERIENCE AND TESTED SERVICE

give you the BEST APPROACH to JEWISH BUYING POWER . . . 30% of the Greater New York Market.

ADVERTISERS' Broadcasting Company . . . specializing in the art of appealing and selling to the Jewish people . . . young and old . . . the *whole* family.

We plan and produce Jewish radio programs in either Yiddish or English—affording the MARKET COVERAGE that brings RESULTS! Advertisers' Broadcasting Company cooperates with advertising agencies to produce the best results for their Clients.

Telephone us or drop us a line. We'll be glad to send you your copy of "A MARKET WITHIN A MARKET"

ADVERTISERS' BROADCASTING CO., Inc.

117 West 46th Street BRyant 9-1176 New York, N. Y.

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LOCAL SELLING OF A NATIONAL KEY STATION

By
Arthur Hull Hayes
General Manager
Station WABC

"HOW do you sell a network's key station locally?" That's a question put to me frequently in the last four years—ever since CBS' key station, WABC, organized itself to sell time to advertisers interested in reaching WABC's market on a local basis. And always, the tone in which the question was asked has implied that in some basic, major respect, selling a network's key outlet locally is different than selling any other station on a local basis.

It isn't!

You don't merely sell it on the prestige it has acquired by its unique position as a network key outlet (though the underlying reasons for that prestige are, of course, selling tools). You don't merely sell it on the quality of its network programs (though the high degree of regular listening which the audience accords the station because of those programs is an invaluable selling aid).

Specific Selling

In the final analysis, you do sell it for only one reason. Its ability to produce results, during local broadcast periods, for local advertisers. Just as every other radio station in the country stands or falls by that criterion, so too does the key station. Granted that "key outlet" status imparts certain basic advantages to a station. They become real advantages to the local advertiser only when the station uses them to do a specific selling job for that advertiser.

Certainly WABC has found this to be true. See what has happened—and how it happened—to the sale of early-morning time on WABC during these four years:

As of January 1, 1941, WABC had 19 advertisers sponsoring programs on a local basis before 9:00 A.M. Four years ago there were none. The record of how WABC has built its early-morning audience to the point where these 19 advertisers find their WABC campaigns successful is a dramatic radio story. Yet were you to see it in a day-by-day recital, there would be little obvious drama in it.

Early Hours

When WABC began selling time locally, it was immediately recognized that broadcast periods before 9:00 A.M. were potentially valuable to commercial sponsors. But only potentially. In other large cities, early-morning commercial broadcasting had been an established practice for years. But in New York City only one of the four 50,000-watt stations carried sponsored programs before 9:00 A.M. The other three had not made this time available for sponsorship, and signed-on only a short while before the start of the network schedule. Yet these early-morning periods could attract audiences. They were, therefore, far more desirable for many advertisers than any periods which might be available at any time during the day. One of WABC's main jobs, for that reason, was to develop the early-morning audience to a salable size and constancy of listening.

To do the job, a local WABC program department was developed, where none had existed before. And here, I think, is a good example of where WABC turned a basic potential advantage into a real one. WABC drew upon network program department personnel for its own local department. George Allen, who for two years had been a leading network director, after more than a decade in the industry as an agency radio executive, came to WABC as program director. From the first, therefore, WABC's local programs have conformed to network standards. And profited thereby! Under Allen's direction, WABC has built such outstanding early-morning programs as "Morning Almanac," "Rising Son," "Woman's Page of the Air," and many others. Each of them uphold—in talent, script and direction—the entertainment standards of network programs.

Thus, a potential audience which includes 14 per cent of all of America's radio homes now had available an enticing program schedule in early-morning hours.

Did they all immediately become early-morning listeners? No, of course not. But the growth of the early-morning audience in and around New York has been unmistakeable. We have measured it year-by-year since 1937. We have watched it expand at a rapid rate. Today, some of radio's most advantageous buys for advertisers at any time of the day or night exist right within those early-morning periods.

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Audience Response

I've made that statement to many advertisers. Some of them have met it with obvious surprise and not-too-well concealed incredulity. But the essential truth of it can be proved. Bear in mind the real measure of an advantageous buy in radio advertising. It isn't size of audience alone. It's audience size in relation to advertising costs! Early-morning periods, remember, are lower in cost than daytime and evening periods. So simple arithmetic will indicate whether or not an advertiser is buying as much audience per dollar expended at 7:30 in the morning as at some afternoon or evening period which, on the surface, seems more desirable. And simple arithmetic has proved the case for early-morning broadcasting on many occasions.

This isn't a dissertation on radio statistics, or costs. If it were, I might use bar charts, survey figures, and equations to illustrate my point. There is another method by which I can make it clear. It's less precise than a statistician's slide-rule, but much more common in the experience of all of us who work in radio. Let's look at the record of a few advertisers who have invested in early-morning broadcasting on WABC.

The Record

The Krug Baking Company started on WABC January 8th, 1940, on the "Woman's Page of the Air." Krug delivers to the home, making no sales through retail outlets. Krug route men reach the listeners' homes on their daily call during the morning and afternoon. So aside from all factors of lower costs, Krug finds it most advantageous to reach an audience in the early-morning. Obviously, broadcasting at a later period of the day could not achieve this goal. This advertiser would have to depend almost entirely on the carry-over effect of his broadcasts if his program reached its audience during the afternoon or evening. With early-morning broadcasting he combines long-range selling with immediate selling appeals.

Or take another case, that of the Melville Shoe Company, which manufactures shoes and sells them through its own retail outlets (the Thom McAn shoe stores) throughout the area covered by WABC. Thom McAn Shoes were first advertised over WABC on December 5, 1938 on a 15-minute news program broadcast from 7:45 to 8:00 A.M. Today, more than two years after that initial broadcast, Thom McAn shoes are still being advertised over WABC at that same time, with the same program. And shortly before the end of 1940 the contract was renewed for a third consecutive 52-week period of broadcasting.

I am convinced that this early morning campaign on WABC is more productive of successful results than broadcasting at any other time of the day would have been. Reaching listeners before they leave home in the morning means that Thom McAn can successfully combine institutional appeals with immediate sales appeals. Greater stress in the commercial copy can be placed upon buying today such low cost items as socks, stockings and slippers. And yet, the customer, although he has come into the store for a small purchase, also has been sold in advance on the quality of th. shoes themselves. Thus, the program is doing a double job—more easily and more effectively, I think, because it is broadcast in the early morning.

Many experiences such as the two indicated here have convinced us that we were correct, when WABC first began the sale of time for local sponsorship, in setting the development of the early-morning audience as one of our chief goals. We have thereby created for WABC a new potential of sales and profits which never before existed.

Network-Trained Personnel

But to return to the original question. Our position as the key station of CBS has, of course, influenced our thinking and action frequently. The same consideration which was observed in the selection of a program director for the station, for instance, has been a guide in the subsequent executive additions to WABC's staff for publicity, sales promotion and sales service departments. In each case these jobs have been filled by network-trained personnel. And that means that the functioning of these departments is on a plane which agency and advertiser, alike, had come to associate with WABC because it is a network key station.

And because every listener tends to think of a network in terms of the station on that network which he hears regularly, it isn't entirely accurate, I suppose, to say that you don't sell a network's key station on the basis of its network programs, or network prestige. After all, agency men and advertisers are listeners, as well as buyers. And a very significant portion of all of them in America live right here in New York, and listen to WABC when they want to hear CBS programs.

No, come to think of it, you sell any station—even a key outlet—on its ability to produce results. But the prestige of stature and programing which inevitably attaches itself to a key outlet help considerably.

★ ★ ★ ★ ★ ★

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NEWS SERVICES

International News Service

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

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
News Editor.....Leo Dolan
Sales Manager.....Walter E. Moss

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 6-4111

Executives

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

Radio News Association

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

Executive

President.....Frederick M. Harmon

Transradio Press Service, Inc.

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

Executives

President.....Herbert Moore
Vice-President.....Dixon Stewart
Vice-President.....W. G. Quisenberry
Editor.....Dixon Stewart
General Sales Manager.....Sims Guckenheimer

United Press Associations

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

Executives

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

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FURGASON & WALKER

☆

Radio Station Representatives

☆

OFFICES:

CHICAGO—*State 5262*
NEW YORK—*MU. 6-9151*
SAN FRANCISCO—*Douglas 4475*
LOS ANGELES—*Granite 1726*
SEATTLE—*Elliot 6662*
KANSAS CITY—*Grand 0810*

National Foreign Language Broadcasting Service

★

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

★

J. FRANKLYN VIOLA & CO
56 WEST 45th STREET
NEW YORK CITY

RADIO ADVERTISING CORPORATION

STATION REPRESENTATIVES

Giving a service of personalized selling to a selected group of stations.

9 EAST 10th STREET • NEW YORK CITY

CHICAGO CLEVELAND SAN FRANCISCO

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☆ RADIO STATION REPRESENTATIVES ☆

Radio station representatives have been responsible in no small measure for the phenomenal growth of broadcasting in the past two decades. Their cumulative efforts in selling both spot and network time to national and regional advertisers, in servicing agencies and in supplying pertinent information, availabilities and other data, have contributed much to the industry which, because of its national characteristics, depends on the station representative to perform a most valuable and indispensable service. The listing that follows is as of February 1, 1941.

ADAMS & ADAMS

New York—11 East 44th St.....MUrray Hill 2-6148
John T. Adams, J. Trevor Adams, Jr.
Stations—KFOX, Long Beach, Calif.; WTAL, Tallahassee, Fla.; KCMO, Kansas City, Mo.; WMBO, Auburn, N. Y.; WGNC, Gastonia-Charlotte, N. C.; WHBQ, Memphis, Tenn.; KVNU, Logan, Utah; The North Central Broadcasting System (KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KGDE, Fergus Fall, Minn.; WDSM, Superior, Wisc.; KVOX, Moorehead-Fargo, N. D.; KRMC, Jamestown, N. D.; KOVC, Valley City, N. D.; KDLR, Devil's Lake, N. D.; KLPM, Minot, N. D.; KGCU, Mandan-Bismarck, N. D.; KABR, Aberdeen, S. D.)

ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

(Latin American Representative)

New York—420 Lexington Ave.....MUrray Hill 5-6515
Edwin Seymour, Vice-President.
Bogota, Colombia
M. Garcia Pena, President.
Stations—All stations in Colombia, South America.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. .....M 7691
H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Royal Alexandra Hotel, P. H. Gayner..... 92-266
Vancouver—541 West Georgia St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg. .....Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; G. Ticktin, Secretary-Treasurer; L. Chodos, Sales Director; M. Krushen, Program Production; J. Fuller, Script Director; J. Winter, Talent Director; J. O. Denis, French Director; R. Desrochers, French Scripts; J. Feldman, Recording Department.

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ASSOCIATED RADIO MARKETS

Minneapolis—914 Northwestern Bank Bldg. ATlantic 3774
Alden R. Grimes, Manager; Frank E. Reed, Jr., Traffic Manager; Eileen Baker, Merchandising; Marjorie Collins, Merchandising; Fred Kedney, Artist.

BERTHA BANNAN

(New England Representative)*

Boston—538 Little Bldg., Bertha Bannan. HUBbard 4370
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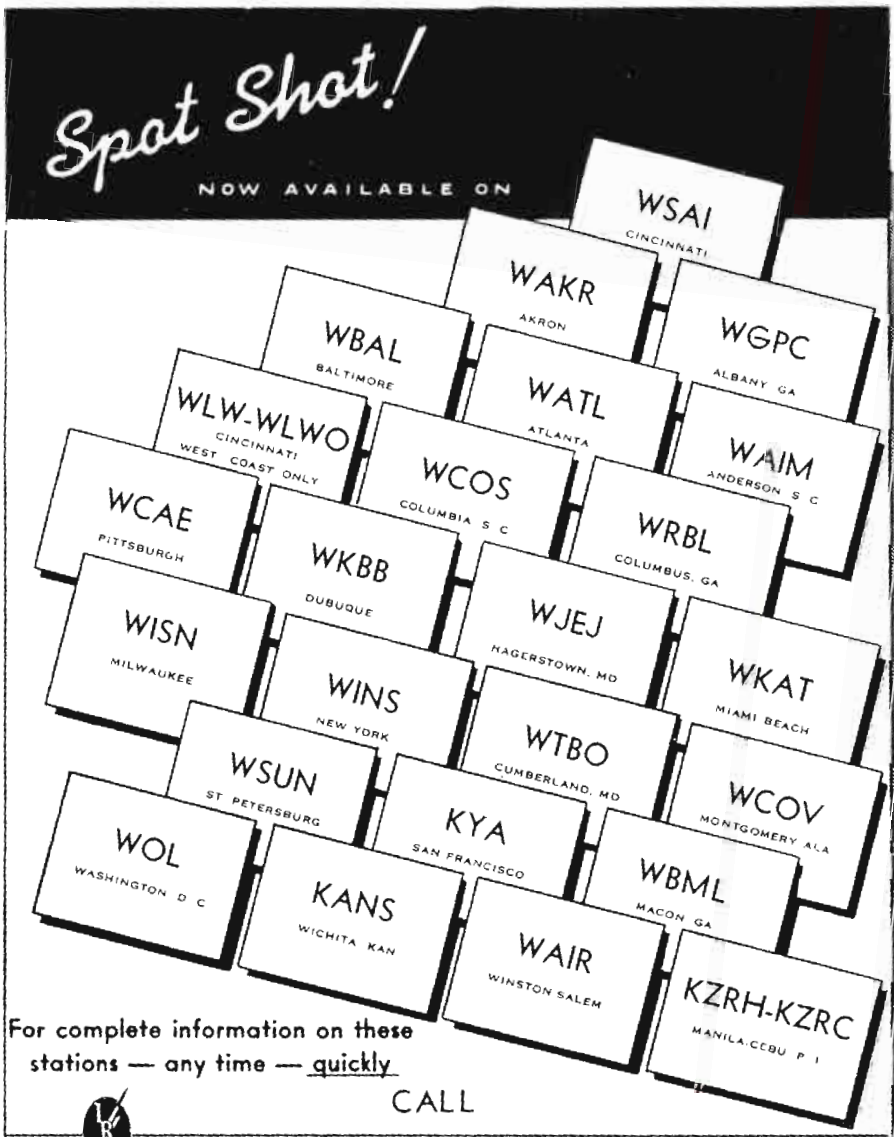

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Stations—KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WFBM, Indianapolis, Ind.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; WWL, New Orleans, La.; WLAW, Lawrence, Mass.; KGHL, Billings, Mont.; KOB, Albuquerque, N. M.; WKRC, Cincinnati, Ohio; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KFPY, Spokane, Wash.

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Stations—KMPC, Los Angeles, Calif.

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Joseph M. McGillvra, Owner; Adam J. Young, Jr., Sales Manager; Stanley Young, Jack Carson.

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Chicago—919 North Michigan Avenue.....Superior 3444
S. M. Ashton, Manager; Sterling B. Beeson, Fred C. Witmer.
Los Angeles—445 Western Pacific Bldg., Philip Bissell, Manager.....Prospect 5319
San Francisco—627 Mills Building, Duncan A. Scott, Manager.....Sutter 1393
Toronto—Metropolitan Building.....Adelaide 4429
C. W. Wright, Manager; Walter Enger
Montreal—Confederation Bldg., A. McDermott, Manager.....Belair 3145
Stations—KARM, Fresno, Calif.; KJBS, San Francisco, Calif.; WBRY, Waterbury, Conn.; WMEX, Boston, Mass.; WHAI, Greenfield, Mass.; WSOO, Sault Ste. Marie, Mich.; WEW, St. Louis, Mo.; KGFW, Kearney, Nebr. WLNH, Laconia, N. H.; WTNJ, Trenton, N. J.; KUTA, Salt Lake City, Utah; WSVA, Harrisonburg, Va.; KINY, Juneau, Alaska; WNEL, San Juan, Puerto Rico; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CJOR, Vancouver, B. C.; CKX, Brandon, Man.; CKY, Winnipeg; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CKPR, Ft. William, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFOS, Owen Sound, Ont.; CFRB, Toronto, Ont.; CKCL, Toronto, Ont.; CKLW, Windsor, Ont.; CKAC, Montreal, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; XEW & XEQ, Mexico City, Mexico.

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Stations—WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.

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Cleveland—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942
Chicago—Merchandise Mart.....Superior 8300
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San Francisco—111 Sutter Street, Glenn Ticer.....Sutter 1920
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Los Angeles—601 W. 5th Street, Chester Matson ..... Michigan 8729
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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 6144
Judson H. Carter, Ralph E. DeMotte.
Los Angeles—117 West Ninth Street, Charles E. Fisher.....Tucker 2474
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San Francisco—111 Sutter St., Roy Frothingham, Manager.....Douglas 2445
Stations—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.; WORC, Worcester, Mass.; KFRU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WHBC, Canton, Ohio; WCOL, Columbus, Ohio; WJAR, Providence, R. I.; WFBC, Greenville, S. C.; KABR, Aberdeen, S. D.; WCAX, Burlington, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CKOV, Kelowna, B. C.; CJOC, Lethbridge, Alta.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CFAR, Flin Flon, Man.; CFRC, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CKJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.

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F. LACELLE WILLIAMS

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Hollywood—6362 Hollywood Blvd., Homer O. Griffith.....Granite 1726
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Executive-In-Charge.....George Walker

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President.....George V. Overton
General Manager, Direct Mail Division, D. L. Harrington

Branch Offices

305 East 45th St., New York, N. Y.
Phone MUrray Hill 4-7000

Eastern Manager, Direct Mail Division, Herbert F. Lewis

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Phone Richmond 0221

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Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray

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Services Offered: Sales and advertising research; market and product studies; radio-program preference surveys.

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HERMAN S. HETTINGER

4537 Spruce St., Philadelphia, Pa.
Phone, Evergreen 9857

Services Offered: Marketing consultancy on broadcasting, station research, etc.

•

C. E. HOOPER, INC.

51 East 42nd St., New York, N. Y.
Phone, VAnderbilt 6-1500

President.....C. E. Hooper
Vice-President.....E. A. Tomsett
Manager, Radio Program Reports, A. M. Wharfield
Manager, Station Audience Reports, H. G. Boyd
Technical Director on Special Studies, Dr. M. N. Chappell

Services Offered: Radio audience and listening survey specialists, publishers of monthly "Hooper Radio Reports"—(National daytime programs, national evening programs, regional sets-in-use reports, regional program ratings, station audience reports, radio sales effectiveness reports, etc.)

•

HOOPER-HOLMES BUREAU

102 Maiden Lane, New York, N. Y.
Phone WHitehall 3-9700

Director of Research.....Chester E. Haring

Branch Offices
83 Offices Throughout
United States and Canada

Services Offered: Commercial research.

•

IRWIN & IRWIN

1627 Locust St., St. Louis, Mo.
Phone, Sterling 4460

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

Newtown, Conn.
Phone, Newtown 213

President..... Walter Mann
Associate.....Theodore Van Doorn
Associate.....Milton MacMurray
Associate.....Frank Persky

Branch Office
350 Madison Ave., New York, N. Y.
Phone, MUrray Hill 2-3479

Executive-In-Charge....Theodore Van Doorn

Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations; editorial, circulation and program counsel.

•

MARKET DATA SERVICE, INC.

7 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-7462

President.....William Nohle
Vice-President.....Sperry Butler
Secretary-Treasurer.....Walter P. Burn

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.

•

MARKET RESEARCH CORP. OF AMERICA

444 Madison Ave., New York, N. Y.
Phone PLaza 3-8920

President.....Percival White
Vice-President..... Pauline Arnold
Secretary-Treasurer.....Matilda White

Services Offered: Marketing studies for mauufacturers, publishers, radio networks and stations; consumer and retailer surveys; product tests; editorial content analyses for publishers; consumer panels, etc.

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MARKET RESEARCH OF CLEVELAND

635 Schofield Bldg., Cleveland, Ohio
Phone, CHerry 1710

Director.....Albert E. Strass
Assistant Director.....Idamae Brigman

Services Offered: Advertising surveys; radio surveys; market analysis and marketing surveys.

•

NATIONAL RADIO RECORDS

317 Madison Ave., New York, N. Y.
Phone MUrray Hill 4-4351

President.....N. Charles Rorabaugh
Sales Manager.....Leon Dick

Services Offered: Spot and network radio advertising statistics via confidential monthly publications.

•

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President in Charge of Nielsen Radio Index.....H. L. Rusch

Branch Office
500 Fifth Ave., New York, N. Y.
Phone, PEnnsylvania 6-7126

Executive Vice-President In Charge of N. Y. Office.....J. O. Peckham

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

•

NORTHWEST MARKETING SERVICE

610 Pence Bldg., Minneapolis, Minn.
Phone, Main 0497

Manager.....Aurilla Smith
Assistant Manager.....Naomi Emerson

Services Offered: Market and product research in manufacturing, wholesaling, retailing and among consumers; merchandising plans and promotions; retail store demonstrations, displays, sampling and cooperative merchandising; resident investigator work.

•

OPINION RESEARCH CORPORATION

90 Nassau Street, Princeton, N. J.
Phone, Princeton 1676

President.....Dr. Claude Robinson
Vice-President.....Harold Read
Vice-President.....Dilman M. K. Smith
Vice-President.....Dr. Floyd Ruch

Services Offered: Opinion sampling.

PARB RESEARCH SERVICES

1526 - 48th 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.

•

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.

•

PUBLISHERS' INFORMATION BUREAU, INC.

31 East 10th St., New York, N. Y.
Phone, STuyvesant 9-7334

President.....Anne R. Edgerly
Vice-President.....Sarah E. Barnes
Treasurer.....Mae B. Irving

Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone, Randolph 3442

Services Offered: Records and special reports of advertising in general magazines, farm publications, and of network and spot radio business.

•

RADIO REPORTS, INC.

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

President-Treasurer.....Edward F. Loomis

Services Offered: Provides subscribers with digests and texts of radio news and comment.

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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
Director of Research.....William B. Shine
Secretary.....Frank X. Miske
Director of Advertising and Publicity Thomas B. Ellsworth

Branch Offices

59 E. Van Buren St., Chicago, Ill.
753-55 Book Bldg., Detroit, Mich.
817 Hanna Bldg., Cleveland, Ohio
1225 Grant Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
1553 Carew Tower, Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadelphia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
3615 Olive St., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
963 Monadnock Bldg., San Francisco, Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg., Denver, Colo.
47 West South Temple St., Salt Lake City, Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
8 N. Third St., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
206-7 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
208 Pan American Bldg., New Orleans, La.
413 Equity Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
Street Bldg., New Haven, Conn.

Services Offered: Market research, consumer studies, radio surveys.

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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.

PAUL W. STEWART & ASSOCIATES, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone, CIrcle 5-5447

President.....Paul W. Stewart
Vice-President.....Arthur B. Dougall

Services Offered: Program checking; marketing and advertising analysis; listener studies.

•

DANIEL STARCH

420 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

•

DOROTHEA REILLY

16 East 43rd St., New York, N. Y.
Phone, VAnderbilt 6-3882

Owner.....Dorothea Reilly
Office Manager.....K. B. Weir
Secretary.....Evelyn Ross

Branch Office

RFD No. 2, Montgomery, N. Y.
Phone, Montgomery 5775

Services Offered: Contest management including ideas, plans and mail; market research including phone and field surveys and product testing.

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RESEARCH BUREAU OF AMERICA

280 Madison Ave., New York, N. Y.
Phone, MUrray Hill 5-8183

Director.....Doris Drucker

Services Offered: Consumer and dealer surveys; radio audience measurements; inventory checking; merchandising and sales policy investigations.

•

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 researeh, distribution eonsultant, trade and consuuer studies.

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AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK
Telephone—MOhawk 4-7982

OFFICERS

JOHN BENSON
President

ATHERTON W. HOBLER
Chairman of the Board

FREDERIC R. GAMBLE
Managing Director

GUY C. SMITH
Vice-President

E. DE WITT HILL
Treasurer

DAVID M. BOTSFORD
Secretary

L. W. MAC KENZIE
Director of Service

COMMITTEE ON RADIO BROADCASTING

Chairman: L. T. BUSH
Compton Advertising, Inc.
630 Fifth Avenue, New York

Vice-Chairman: A. K. SPENCER
J. Walter Thompson Company
420 Lexington Ave., New York

JOHN U. REBER
J. Walter Thompson Company
420 Lexington Ave., New York

MAC WILKINS
Mac Wilkins & Cole, Inc.
Corbett Bldg., Portland, Ore.

Added Members:

C. LAWTON CAMPBELL
Ruthrauff & Ryan, Inc.
405 Lexington Ave., New York

CHARLES F. GANNON
Arthur Kudner Inc.
630 Fifth Ave., New York

CHESTER J. LaROCHE
Young & Rubicam, Inc.
285 Madison Ave., New York

EDWARD LASKER
Lord & Thomas
247 Park Ave., New York

ARTHUR PRYOR, JR.
Batten, Barton, Durstine & Osborn, Inc.
383 Madison Ave., New York

JACK SMALLEY
Batten, Barton, Durstine & Osborn, Inc.
633 Hollywood Blvd., Hollywood, Calif.

JOHN F. ARNDT
John Falkner Arndt & Co.
Lewis Tower, Philadelphia, Pa.

L. L. SHENFIELD
Pedlar & Ryan, Inc.
250 Park Ave., New York, N. Y.

R. J. SCOTT
Schwimmer & Scott
75 E. Wacker Drive, Chicago, Ill.

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ADVERTISING MOVES FORWARD DURING 1940

By
John Benson
President
American Association of Advertising Agencies

AS an advertising medium, radio has had a good year, and again demonstrated its usefulness in building up sales of merchandise as well as creating good will. Its low cost of coverage is doubtless a factor, but not the only factor, in a steadily developing use of the medium. It has an intimate influence of its own which continues to be productive.

From the standpoint of public opinion, radio has also been making progress, although there is still much to be done in avoiding broadcasts to which people object from the standpoint of good taste and consideration for the welfare of the American home and its children.

NAB Code

In this connection, the Code adopted by the NAB a year and a half ago, and applicable to commercial broadcasting since October, 1940, has been a landmark of improvement in helping radio to live up to its full possibilities and discharge its obligation for entertainment and information over the air. This was a courageous step to take and will have important results to the benefit of the medium.

Advertisers and advertising agencies are as much interested in preserving the popularity of radio in the American home as the broadcasters themselves are, as no medium can create maximum goodwill which itself is lacking to any degree in that respect.

The finer possibilities of entertainment and education through radio are being steadily realized and doubtless will be improved in the future.

Research

Advertisers are learning more and more how to use radio most effectively through evaluation of the coverage of stations, of listener habits, made possible by the yardsticks defined by the Joint Committee on Radio Research. These have given an impulse to obtaining further knowledge about how far stations can reach in geographic spread and with what clarity and freedom from interference, and how large a listening audience is available.

The number of homes and automobiles equipped with radio receiving sets increased materially during the year: 11,000,000 new sets have been produced* making a total of some 52,000,000 in use throughout the land.**

We are getting more and more knowledge of the relative popularity of programs as reported by the Cooperative Analysis of Broadcasting, so that more intelligent choice of entertainment can be made in meeting the needs of the public.

Progress

The news broadcasts have registered a new high of accomplishment in reporting daily the events and moves of the war abroad, with enlightening comment by well-known reporters on the spot. Through radio endless speeches were heard on the election issues—by political leaders of all parties.

On the whole it seems that the year 1940 has been one of progress and a stepping stone to what may be done in 1941 in the way of further improvement, both in the service radio can render the American home and the aid it can be to American business.

*—Estimated by Institute of Radio Engineers.
**—Estimated by "Radio Today."

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STANDARDS OF PRACTICE

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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.

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 hiring 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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STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

National Association of Broadcasters

In cooperation with

American Association of Advertising Agencies

1. PAYMENT

[a]. The agency agrees to pay, and the broadeasting station agrees to hold the ageney solely liable for payment, for the broadeasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadeasting 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 eash discount is deducted but payment date not speeified 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 lto the broadcasting station or to its representative shall be eonsidered the date when payment was made.

[d]. Station's invoiees for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoiee.

[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 ageney in the payment of bills, or other breach, or in the event of any material violation on the part of the ageney of any of the conditions herein named; and upon sueh cancellation all broadcasting done hereunder and unpaid shall beeome 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 serviees 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 advanee as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no sueh 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 ageney, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions oeeur 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 commereial announcement portion of the broadcast, credit shall be given by

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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 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.

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ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1940 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*
NOAB . . . *National Outdoor Advertising Bureau*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

ADVERTISERS BROADCASTING CO.

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

Officers

President.....Z. H. Rubinstein
Treasurer.....M. Keilson

ADVERTISING, INC.

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

Officers

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director....A. G. Smithers
Art Director.....M. F. Riggs
Production Manager.....Auhrey F. Watson
Offiee Manager.....Mildred Valentine

Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, The Young Men's Shop.

ADVERTISING-BUSINESS CO.

1213 Throckmorton St.
Fort Worth, Texas
Phone 3-2421
SNPA—ABP—APA

Officers

Directing Manager.....Thomas L. Yates
Radio Production Manager...A. E. Hubbard

AIRCASTERS, INC.

423 New Center Bldg.
Detroit, Mich.
Phone Trinity 1-2552
ABP—ANPA

Officers

President.....S. G. Boynton
Vice-President.....L. C. Boynton
Vice-President.....Gordon B. Castle
Secretary.....J. Burbank

Radio Accounts Placed—American Writing Machine Co., Sin-O-Vac, Association of Osteopathic Physicians, Phillips Petroleum Co., Motor City Speedway, Crowley-Milner & Co., Sears Roebnck & Co., Berea Tabernacle Pentecostal Church, Detroit Bible Class, Wesley Radio League, Chicago Evangelistic Institute, Thomas Brosthers Flying Service, Wayne Oakland Bank, Demery's.

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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.

•

R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Prospect 3331
ANPA

President.....R. H. Alber
Radio Accounts Placed—Gospel Broadcasting Association. Young People's Church of the Air, Hudson-Terraplane Sales Corp. (South California Division).

•

ALLEN, HEATON & McDONALD, INC.

1001 Enquirer Bldg., Cincinnati, Ohio
ABP—ANPA—PPA

Officers

President.....Douglass M. Allen
Vice-President .....Ralph Heaton
Vice-President .....Donald McDonald
Secretary.....Josephine L. Quigley
Treasurer .....Templeton Briggs

•

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
Omaha, Nebr.
Phone At. 1445

Officers

President-Treasurer .....Earl Allen
Vice-President-Secretary..Milton H. Reynolds
Vice-President .....Richard Cole
Radio Director.....Harold Roll

•

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.

ANIOL & AULD, ADVERTISING

Smith Young Tower, San Antonio, Texas
Phone Fan. 9148
ABP—APA—SNPA

Personnel

Claude B. Aniol
Orrin C. Auld
Marshall Roland
Erin McGary

Radio Accounts Placed—Southern Steel Co., Guaranty Finance Co., St. Anthony Hotel, A. B. Poe Motor Co., Edwards Appliance Co., George Mueller Motors.

•

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-Production..John H. North
Radio Accounts Placed—Campana Sales Co., Chicago Motor Club, Chicago Solvay Coke Co., International Harvester Co., Creamette Co., Williamson Candy Co., McIlhenny Co.

•

N. W. AYER & SON, INC.

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

Officers

President .....H. A. Batten
Executive Vice-President..Gerold M. Lauck, Clarence L. Jordon
Vice-President In Charge of Radio, H. L. McClinton
Assistant.....H. C. Sanford
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....N. E. Keesely
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio, H. L. McClinton

Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner

135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
Radio Department Head.....Burke Herrick

www.americanradiohistory.com

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

Radio Accounts Placed—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Bovril of America, Inc., Clicquot Club Co., Farnsworth Television & Radio Corp., Fisher Schools, Frank H. Fleer Corp., J. B. Ford Co., Golden State Co., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Jersey Ice Cream Co., Kirkman & Son, Inc., Philadelphia Coke Co., Thomas D. Richardson, Russell-Miller Milling Co., Sheffield Farms Co., Supplee-Wills-Jones Co., United Air Lines, Webster-Eisenlohr, Inc.

•

BADGER & BROWNING

75 Federal St., Boston, Mass.
Phone Liberty 3364
ANPA—ABP—PPA—APA

Officers

President .....J. L. Badger
Treasurer .....F. S. Browning
Vice-Presidents.....C. P. Parcher,
J. Paul Hoag, L. C. Keyes

Affiliated Agency

Badger & Browning & Hersey
30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
President.....R. W. Hersey
Time Buyer.....H. W. Mallison, Jr.

Radio Accounts Placed—American Chicle Co., First National Stores, New England Confectionery Co., Boston Consolidated Gas Co.

•

BADGER AND BROWNING & HERSEY, INC.

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

Officers

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

Affiliated Agency

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

Radio Account Placed—American Chicle Co.

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

•

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
Secretary .....E. V. Cole
Production Manager.....I. M. Smith
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.

•

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.

•

BASS-LUCKOFF, INC.

Lafayette Bldg., Detroit, Mich.
Phone Randolph 0707

Officers

President .....Louis Bass
Vice-President.....Louis H. Luckoff

Radio Account Placed—Detrola Corp.

•

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone CIrcle 6-9700
AAAA — ANPA — PPA

Officers

President-Treasurer.....Theodore L. Bates
Vice President-Secretary..Thomas J. Carnese
Vice-President .....Thomas Buechner

www.americanradiohistory.com

Director of Media-
Asst. Secretary.....Edgar Small
Time & Space Buyer.....Alman Taranto
Assistant Treasurer.....Carlos Justiz
Radio Director.....Jack Runyon
Assistant Radio Director.....Cecil Secrest
Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Shave Cream); Continental Baking Co.

•

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,
William Spier, Homer Flickett, David White, Kenneth Webb, Frank Linder, C. M. Underhill, Kirk Alexander, John Driscoll, Kay Winn.
Business Manager,
Radio Dept.....C. E. Midgley, Jr.

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 0430
Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlantic 4575
Vice-President.....John C. Cornelius
1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621
Vice-President.....C. L. Davis
404 Guaranty Bldg., Hollywood, Calif.
Phone Hollywood 7337
Manager .....Jack Smalley
Russ Bldg., San Francisco, Calif.
Phone Garfield 1017
Manager.....R. L. Hurst

Radio Accounts Placed—American Cranberry Exchange, American Unitarian, America First Committee, Archer Daniels Midland Company, Armstrong Cork Co., Baskin Clothing, Berwind Fuel Co., Borden Co., Boston Edison Co., Boston Globe, Broadway-Hollywood Department Stores, Brown & Williamson Tobacco Corp., Cream of Wheat, L. S. Donaldson Co., P. Duff & Sons, E. I. Du Pont de Nemours & Co., Inc., Ethyl Gasoline Corp., Fenn Bros., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble Stores, General Baking Co., General Electric, Griesedieck Bros. Brewing Co., Hoffman Beverage, Geo. A. Hormel & Company, Household Finance Corp., Leisy Brewing Co., Lyon Van & Storage Co., Marine Trust Co., Minneapolis Brewing Co., Mutual Savings Bank Assn. of Massachusetts, Nehi Corp., N. Y. Telephone Co., Penick & Ford, Ltd., Remington Rand, Inc., Royal Crown Bottling Co., Saturday Evening Post, F. & M. Schaefer Brewing, Servel, Inc., Southern New England Telephone Company, Sportsmen's Service Bureau, Tennessee Coal, Iron & R.R. Co., William Underwood Company, U. S. Steel Corp., Waitt & Bond, Inc.

•

BRACE BEEMER, INC. RADIO ADVERTISING

2180 E. Milwaukee, Detroit, Mich.
Phone Madison 3363

President & Director of Radio.Brace Beemer
Vice-President.....B. B. O'Brecht
Secretary-Treasurer.....K. S. Carrick

•

BENNETT, WALTHER & MENADIER, INC.

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

Officers

President .....Nelson Bennett
Vice-President.....Arthur M. Menadier
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary .....Dorothy Dodge
Production Manager.....Selden M. Loring
Radio Accounts Placed—Washburn Candy Co., Hudson Coal Co., Massachusetts Wharf Coal Co., Quality, Inc., Reliable Flour Co.

•

BENTON AND BOWLES, INC.

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

Officers

Chairman of Board.....Chester B. Bowles
President.....Atherton W. Hobler

www.americanradiohistory.com

Vice-President-General Manager, James G. Rogers, Jr.
Vice-President & Director of Radio, Tom Revere

Branch Offices
Eqnitable Bldg., Hollywood, Calif.
Phone Hillside 9151
Production Head.....Mann Holiner

Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Dr. Pepper Co., Hudnut Co.

•

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th 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., Roma Wine Co., O'Sullivan Rubber Co., A. Schreter & Sons.

•

GEORGE BIJUR, INC.

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

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 Tobaeco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc.

•

BLACKETT-SAMPLE-HUMMERT, INC.

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

Officers
President-Director.....H. M. Dancer
Vice President-Director.....J. G. Sample
Vice President-Director.....Hill Blackett
Director.....H. N. Pritchard
Assistant to President.....Paul Keenan
Vice-Presidents.....Lucius A. Crowell, Marvin Harms, Homer McKee, L. D. Milligan, O'Neill Ryan Jr., Robert M. Wenban
Secretary.....J. R. Lieber
Space Buyer.....Jack Loucks
Radio Time Buyer.....J. James Neale

Branch Offices
247 Park Ave., New York, N. Y.
Phone WIckersham 2-2700

Officers
Vice President-Director..E. Frank Hummert
Vice-Presidents .....Anne Hummert, Maurice H. Bent, George G. Tormey

Radio Accounts Placed—Affiliated Products, Inc., American Automobile Insurance Co., Anacin Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Continental Illinois National Bank & Trust Co., Cudahy Packing Co., F. & F. Laboratories, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Morton Salt Co., Mystic Laboratories, Parker Pen Co., Chas. H. Phillips Chemical Co., Procter & Gamble Co., Pnhlic Health Institute, The Pullman Co., Sears, Roebuck & Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co.

•

THE BLAINE THOMPSON CO.

321 West 44th St., New York, N. Y.
Phone CIrcle 6-0170
ANPA — PPA

Officers
President-Treasurer .....Myer Lesser
Vice-President.....John J. Shubert, Jr.
Assistant Secretary.....G. L. Surrey
Art Director.....James A. Lannon
Production Manager.....J. Adams
Radio Director.....Marlo Lewis

Branch Office
234 West 44th St., New York, N. Y.
Phone CHickering 4-6169

•

BOTSFORD, CONSTANTINE & GARDNER

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

Officers
President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall

www.americanradiohistory.com

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., MacFralane Candy Co., Chemicals, Inc., Rosefield Packing Co., California Grown Sugar Group, Davidson Baking Co., First Federal Saving & Loan Association, Pobt Investment Co., Sego Mills, Santiseptic Co.

•

BRISACHER, DAVIS AND STAFF

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

President .....Emil Brisacher
Vice-President.....Robert J. Davis
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—Acme Breweries, Tea Garden Products, Albert Samuels & Co., Peter Paul, Inc., S & W Fine Foods, California Conserving Co., Van Camp Sea Food Co., Challenge Cream & Butter Association, "I Want a Divorce" Cooperative Programs.

•

BROOKE, SMITH, FRENCH & DORRANCE, INC.

82 Hancock Ave., East, Detroit, Mich.
Phone Columbia 0860
347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
APA - - NOAB
Officers

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Executive Vice-President.....Guy C. Smith
Vice President-
Treasurer.....Charles W. Brooke
Vice President-
Secretary.....H. H. Ohlmacher
Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr., Charles C. Kahlert, C. C. Wilmot, J. G. Williams, Walter C. Ayers
Manager, Media Dept.....Herbert R. Bayle
Production Managers.....Fred P. Zick, John A. Cremer
Director of Research.....Walter C. Ayers
Director of Radio.....H. H. Ohlmacher

Radio Accounts Placed—Detroit: Goebel Brewing Co., Hudson Motor Car Co., Automobile Club of Michigan. New York: State of Maine, Church & Dwight, Christmas Club.

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D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA
Officers

President .....D. P. Brother
Vice President-Treasurer.....C. Hatch, Jr.
Secretary.....E. M. Reitz
Radio Time Buyer.....C. Georgi, Jr.

Radio Account Placed—Oldsmobile Division of General Motors Sales Corp.

•

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7661
ANPA — PPA — APA
Officers

President .....Franklin Bruck
Secretary and Radio
Director.....M. J. Kleinfeld
Treasurer .....Mort Heineman
Radio Production.....A. Funt
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Manhattan Soap Company, The Sitroux Co., Remington-Rand, Inc., Simplicity Patterns, Inc., Johnson Candy Co., Parkehouse Candy Co.

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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
Secretary-Treasurer.....L. J. Seeger
Executive Vice-President....A. O. Dillenbeck
Vice-President.....A. E. Bonn
Vice-President.....John Hertz, Jr.
Radio Director.....Paul Munroe
Assistant Director.....Robert Salter

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

www.americanradiohistory.com

Vice-President.....George Enzinger
427 West 5th St., Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Accounts Placed—The Texas Co., Royal Typewriter Co., Paramonnt Pictures, Inc., The B. F. Goodrich Co.

•

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chieago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — APA
Officers
President and Treasurer.....Leo Burnett
Executive Vice-President.....R. N. Heath
Secretary-Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....Frank Smith
Vice-President.....R. N. Heath
Radio Accounts Placed—Pure Oil Co.

•

BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columhus, Ohio
Phoue Main 3276
ABP — ANPA — PPA
Partners
Herbert Byer
Gus K. Bowman
Joel M. Burghalter
Radio Accounts Placed—The Ohio Oil Co., Ohio Seed Improvement Association, Moores & Ross, Capital City Laundry-Cleaners.

•

HAROLD CABOT & CO.

24 Milk St., Boston, Mass.
Phone HANcock 7690
AAAA
Officers
President-Treasurer.....Harold Cahot
Executive Vice-President.Henry W. Patterson
Vice-President.....Donald D. Douglass
Vice-President.....John E. Kennedy
Secretary.....Richard Holland
Assistant Treasurer.....Eveleth R. Todd
Radio Accounts Placed—H. P. Hood & Sons, Boston & Maine Railroad, The James Hanley Co., Massachusetts Repuhlican State Committee, S. S. Pierce 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
Radio Accounts Placed—Chatham Homespun Snits, Homeland Tailors, Inc., Jarman Motors, Baltimore Milk Dealers, Gibbs & Co., Maryland Publicity Commission, Elite Laundry, H. B. Davis Co., Burke-Savage Co.

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
Vice President-Media Director.J. J. Hartigan
Radio Execntive.....G. C. Packard
Branch Offices
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett
1709 Central Tower Bldg,
San Francisco, Calif.
Phone Douglas 5670
Manager.....R. V. Dunne
230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....M. S. Charlton

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CAMPBELL-EWALD COMPANY OF NEW YORK, INC.

1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383
AAAA — ABP — ANPA — PPA
NOAB — ABC
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
Vice-President.....W. E. Blodgett
Director of Radio.....Kenneth Young
Radio Continuity Writer.....Vernon Welsh
Branch Offices
1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady
Radio Accounts Placed—The Paton Corp., General Motors Acceptance Corp., Purity Bakeries Corp., U. S. Rubber Co.

•

CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone WIckersham 2-8200
AAAA — ANPA — PPA — ABP
Officers
Chairman of Board.....Charles Presbrey
President.....James M. Cecil
Secretary-Treasurer .....Luther Wait
Vice-President.....Edward B. Noakes
Manager, Radio Dept.....Edward Tompkins
Radio Production.....Henry Souvaine, Inc.
Branch Office
228 North LaSalle St., Chicago, Ill.
Phone Central 5255
Manager.....Edwin C. Olson

www.americanradiohistory.com

Radio Accounts Placed—Booth Fisheries, Cunard White Star Lines, G. Washington Coffee Co., Nestles Chocolate Co., Regal Shoe Co., Art Metal Works, Inc.

•

C. P. CLARK, INC.

2411 West End Ave., Nashville, Tenn.
Phone 7-6602
ABP — ANPA — PPA - SNPA — NOAB
First Advertising Agency Group

Officers

President-In Charge of Radio....C. P. Clark
Executive Vice-President, Herbert Armstrong
Secretary-Treasurer.....D. G. Goodwin

Branch Office

910 Norris Bldg., Atlanta, Ga.
Phone Walnut 6341
Executive-in-Charge.....F. G. Storey

•

THE CLEMENTS COMPANY, INC.

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

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....A. West

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COMPTON ADVERTISING, INC.

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

Officers

President .....Richard Compton
Executive Vice-President.....Trell Yocum
Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush, Alfred Stanford, Robert Holbrook, Chauncy Landon, Gordon Aymar, Craig Davidson.
Vice-President-Director of Radio, John E. McMillin
Radio Time Buyers.....William Maillefert, Frank B. Kemp

Branch Offices

Gwynne Bldg., Cincinnati, O.
Manager.....Robert Marsh
Assistant Manager.....Mary Wright
221 N. La Salle St., Chicago, Ill.
Phone State 8747

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalou Soap, Duz), Wheatena Corp.

•

COOLIDGE ADVERTISING CO.

308-315 Insurance Exchange, Des Moines, Ia.
Phone 3-5195
AAAA — ABP — ANPA — PPA — APA

Officers

President .....Paul Blakemore
Vice-President .....Henry Kroeger
Production Manager.....Robert H. Morgan

COWAN & DENGLER, INC.

527 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer.....Ralph Bain
Production Manager.....Henry J. Griffin
Office Manager.....William Erichs

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

•

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500
AAAA - ABP — ANPA — PPA
APA — NOAB

Officers

President.....A. W. Seiler
Executive Vice-President, Secretary-Treasurer.....C. T. McElroy
Vice-President.....H. T. Dyson, C. W. Faude, A. J. Spoerl
Director of Radio.....Holland Engle
Assistant Director of Radio.....L. Mahar

Radio Accounts Placed—Knapp-Monarch Co., Dr. L. D. LeGear Medicine Co., Condon Bros., Plankinton Packing Co., Sperry Candy Co., John Graf Co.

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Radio Director.....M. E. Blackburn

Radio Accounts Placed Moody Bible Institute, Wheeling Steel Corp.

•

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
AAAA — 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. Kinsella

Radio Account Placed—The Coca-Cola Co.

•

JIMM DAUGHERTY, INC.

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

Officers

President-Time Buyer..James M. Daugherty
Service Director.....Joseph E. Schmitt

Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis.

•

DOE-ANDERSON ADVERTISING AGENCY

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

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson, Rolo L. Headen

Radio Accounts Placed — Free & Peters, Inc., Radio Station WAVE, Radio Station WHO, Radio Station WDAY, Radio Station WDBJ.

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Phone Harrison 8612

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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., The National Refining Co.

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714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317
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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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Radio Continuity Writers....Helen Phillips, Bernard Dougall

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, White Laboratories, Lever Bros. (Lifebuoy).

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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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Comptroller .....Lee O'Pry
Director of Radio.....Joe L. Killeen
Radio Continuity Writers...Roy M. Schwarz, Joe L. Killeen, Martha Dulin

Radio Account Placed—Wesson Oil & Snowdrift Sales Co., Louisiana Power & Light Co., Southern Cotton Oil Co., Godchaux Sugars, Inc.

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Radio Account Executives.....Robert Loew, Mary M. O'Neil

Radio Accounts Placed—Netherland Dairy, Central New York Independent Super-Markets, Keepsake Diamond Rings.

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Radio Accounts Placed—A. K. Sulton, Inc., McCoy's Service Stations, T. W. Garner Food Co.

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Radio Continuity Writers.....H. E. Bessom, Edward R. Young, Daniel J. Ford, Jr.

Radio Accounts Placed—Dnrkee Mower Co., Page & Shaw Candy, Cranberry Canners, Inc., Cold Spring Brewing Co.

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Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio, Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Independent Packing Co., L. & N. Rwy., Stokely Bros. & Co., Union Biscuit Co., T. M. Sayman Products Co.

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Branch Offices

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Phone Trinity 8446

Manager.....Don Breyer

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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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Phone Madison 6750
Manager.....J. L. McQuigg

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Space Buyer.....Florence A. Neighbors
Radio Accounts Placed — Consolidated Book Publishers, Inc., Eisendrath Glove Co., H. P. Golver Co., Goldenrod Ice Cream Co., Alfred Johnson Skate Co., Old Rose Distributing Co., Pendleton-Palmer House, Porter Furniture Co., Strans Securities Co.

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Branch Office

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Phone Superior 9055
Vice President-Manager, Chicago Office, Lew Valentine
Radio Directors.....Will C. Grant, Lew Valentine, Allan C. Anthony, James Shelby
30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-4485
Manager.....John C. Morrow
Radio Accounts Placed—Vanette Hosiery Mills, Mars, Inc.

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Production Director.....Melford Brodie
Radio Department.....Michael Gore
Account Executives.....John J. Gronfein, Michael Gore
Radio Accounts Placed—Graceland Management Corp., Restland Management Corp., Federal Life & Casualty Insurance Co.

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Office Manager.....H. S. Kenyon
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Radio Account Placed—Philco Radio and Television Corp.

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Secretary.....George V. Strong
Media Director.....F. H. Anderson

Branch Office
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Phone MUrray Hill 2-5248
Radio Accounts Placed—Bayuk Cigars Inc., General Baking Co., J. S. Ivins' Sons Inc., Packers Tar Soap Inc.

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JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232

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Radio Director.....M. Rodgers

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Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

Branch Office
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Radio Accounts Placed—Dow Drug Co., Kroger Grocery & Baking Co., Carter Coal Co.

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Director of Radio.....Robert G. Jennings

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9 Rockefeller Plaza, New York
Phone Columbus 5-6135
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co.

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Director of Radio.....Gordon Ross
Radio Producers & Continuity Writers, Gordon Ross, Edward Prager, Roland Brave, Nat C. Wildman

Branch Offices
444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager.....Nat C. Wildman
Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc., Arrow Beer, Jests, Inc., Laco Products, Inc.

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Art Director.....R. B. Foley
Secretary.....Helen M. Little
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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.

•

RAYMOND KEANE ADVERTISING AGENCY

501 Railway Exchange Bldg., Denver, Colo.
Phone, TAbor 7166

Officers

Owner-Manager.....Raymond Keane
Partner.....Ethel N. Hines
Space Buyer.....R. L. Graffi
Radio Production.....Wesley Battersea

•

KELLY, NASON, INCORPORATED

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6300
ABP ANPA — PPA

Officers

President .....John C. Kelly
Treasurer .....James R. P. Nason

www.americanradiohistory.com

Secretary .....Frank J. Herel
Media Director .....Joseph Burland
Radio Accounts Placed—Hotel Seymour, Grace Line, Inc., All American Brands Inc., 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.....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., Democratic Campaign Committee.

•

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
Director of Radio.....Tyler Davis
Radio Accounts Placed—Charles B. Knox Gelatine Co.

•

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.....A. E. Maier
Radio Accounts Placed—The Mennen Co., The Bathasweet Co.

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-3435

Officers

President-Radio Time Buyer...A. A. Klinger
Vice-President.....E. A. Tenner
Secretary.....E. French
Radio Production.....Emory Ellis

Radio Accounts Placed — Madison Long Island Personal Loan Co., Madison Finance Co. of N. J., Servus Clothes, United Shoe Exchange, Wucker Furniture Co., Wholesale Utilities, Purepar Corp., Klizmoth Corp., Flemex Corp.

•

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis, Minn.
Phone Bridgeport 7701
ANPA — PPA

Officers

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. A. Sarles, Elizabeth B. Reeves, Helen A. Brown
Secretary.....K. P. Torgerson
Treasurer.....C. L. Greenwood
Radio Director.....Lloyd Griffin
Director of Media & Research, Dr. A. R. Root
Spot Commercial Production..Brad Robinson
Network Commercial Production, Russell Neff

Branch Office
925 Chanin Bldg., New York, N. Y.
Phone MUrray Hill 4-3982

Radio Account Placed — General Mills, Inc.

•

ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis, E. J. Owens, Sam D. Fuson
V-P in Charge of Radio..Charles F. Gannon
Assistant Radio Director.....Louis E. Dean
Script Buyer.....Alan Ward
Radio Time Buyers.....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., Florida Citrus Commission, General Motors Corp.

www.americanradiohistory.com

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, Ohio
Phone Main 6579
ANPA - PPA

Officers

President-Treasurer.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice-President.....Fred P. Stasbower
Production Manager.....Robert O. Fishel

•

LAUESEN & SALOMON

520 North Michigan Ave., Chicago, Ill.
Phone Superior 0738
ABP — ANPA — PPA

Executives

A. M. Salomon
Wendell Walker
F. P. Wagener

Radio Accounts Placed -Foley & Co.

•

LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1742
PPA

Officers

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt

Radio Account Placed — Remington-Rand, Inc., American Writing Machine Co.

•

LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202
PPA

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

•

CY LELAND, INC., ADVERTISING

Trinity Bldg., Fort Worth, Texas
Phone 3-3949

Officers

President-Radio Director.....Cy Leland, Jr.
Vice-President.....M. R. Smith, Jr.
Secretary-Treasurer.....C. J. Leland, Sr.

Radio Accounts Placed — Bewley Mills, Ridglea Development Co., McCulloch Insurance Agency.

•

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.....Jay Clark
Radio Producers.....Blayne Butcher, Jay Clark, William Robson

Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.
Phone CRestview 1-5206
Executive-in-charge of Radio. William Robson

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Lehn & Fink, Tidewater Associated Oil Co.

•

ADDISON LEWIS & ASSOCIATES

1114 Foshay Tower, Minneapolis, Minn.
Phone ATlantic 6235
ABP — ANPA — PPA

Officers

Owner.....Addison Lewis
Space Buyer.....Margie M. Anderson
Production Manager.....Loraine Wilson
Radio Director.....John D. Finley
Account Executives.....Edward Grubb, James A. Quint, Harvey R. Kruse, John D. Finley

Radio Accounts Placed—Med-O-Vapo Co., General Management 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

www.americanradiohistory.com

Space Buyer.....B. B. Biederman
Radio Accounts Placed — Langendorf United Bakeries, Nestle's Milk Products, Inc.

•

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-8800
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Laurence M. Lloyd
Vice-President-Treasurer.....Robert S. Hotz
Secretary.....R. S. Pierrepont, Jr.
Vice-Presidents.....Charles F. Pietsch, Colby M. Chester 3rd, Daniel Topping
Space Buyer.....Frank Leiss
Production Manager.....William T. Kaleb
Director of Radio.....Robert S. Hotz
Account Executives.James B. Dillingham, Jr., Harvey Volkmar, William W. Prout
Radio Accounts Placed—Fidelio Brewery, Inc., National Graphite Co.

•

LORD & THOMAS

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6600
AAAA — ANPA — ABP — PPA

Officers

Chairman of the Board....Albert D. Lasker
First Vice President-General Manager, Edward Lasker
Vice President-Manager.....Leonard Masius
Vice-Presidents.....Thomas M. Keresey, Emerson Foote, Walter C. Krause
Vice-President & Radio Director, Thomas A. McAvity
Radio Time Buyer.....John Hymes
Script Buyer.....Frank Wilson

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
Executive Vice-President....John F. Whedon
Vice-Presidents.....R. R. Faryon, Howard A. Jones, Leo H. Rosenberg
Vice-President-Treasurer..William R. Sachse
Radio Time Buyer.....Jack Laeunmer
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265
Manager.....Norman W. Morrell
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Vice President-Manager.....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Vice President-Manager.....Fairfax M. Cone

Radio Accounts Placed—American Tobacco Co., Pepsodent Co., Petrolenm Advisers Inc., Union Oil Co., California Fruit Growers Exchange, J. A. Folger & Co., Southern Pacific Co., Sunnyvale Packing Co., Associated Hotels of the West, Lindsay Ripe Olives, Safeway Stores, Inc., Armonr & Co., Roos Bros., Tidewater Associated Oil Co., Pabst Sales Co.

•

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....A. B. Dicus, S. V. Horton
Director of Radio.....Evelyn Stark
Radio Accounts Placed — Northwestern Yeast Co., Omar, Inc., J. W. Marrow Mfg. Co.

•

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
Broadcast Advertising Dept...C. M. Pasmore, M. Rosenfeld

Branch Office

901 Dominion Sqnare Bldg.,
Montreal, Que., Canada
Phone Plateau 9556
Office Manager.....E. H. H. Smith
Radio Accounts Placed—General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

•

MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-8300
ANPA — PPA — ABP

Officers

President.....W. A. P. John
Executive Vice President-Treasurer, James R. Adams
Vice President-Secretary.John R. MacManus
Vice-Presidents.....Harvey G. Luce, R. A. Brewer
General Manager.....Leo A. Hillebrand
Media Director.....Elmer W. Froehlich

www.americanradiohistory.com

Branch Office
711 W. Olympic Blvd., Los Angeles, Calif.
Phone Richmond 0191
Executive-In-Charge.....F. A. Berend
105 Montgomery St., San Francisco, Calif.
Executive-In-Charge.....Edward Scharet
Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Altes Brewing Co., Boydell Paint & Varnish Co., Dow Chemical Co., LaChoy Food Products, Inc., Simple Simon Products, Champion Spark Plug Co.

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MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP APA

Officers
Owner.....Arthur M. Holland
Continuity Director.....Ray Freedman
Radio Writers.....Hal Tate, Maury Cliffer, Ray Freedman
Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Rubin's Apparel, Clinton Watches, Lamm Co.

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DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.
Phone Liberty 1122
ANPA — ABP — APA - PPA

Officers
President .....David Malkiel
Secretary .....Martha Brest
Account Executives.....Harry Lane, Alfred Black, Martin Kadis
Radio Accounts Placed—I. J. Fox Co., Babi-Juice Oranges, Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theatres, Inc., Gordon Mfg. Co., Paramount Baking Co., Lincoln Oil Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, L. P. Rogers & Sons, Steuben's Restaurant, Canadian Ace Ale.

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MARSCHALK & PRATT, INC.

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 6-2022
ANPA — PPA — ABP — APA — ABC — AAAA — NOAB

Officers
President.....Harry C. Marschalk
Secretary.....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, Bennett Kolb, Eric Crosby, E. T. Clark
Radio Accounts Placed—Standard Oil Co. of N. J., Congress Cigar Co.

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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
Vice-President-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., Coromalt Co., International Salt Co., Cheramy Perfumes.

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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
Radio Director.....Ed Wilhelm

Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge.....W. Ray Baker
1260 Boston Ave., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge.....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
Vice-President.....L. J. Sholty
Radio Accounts Placed—General Electric Co., H. J. Heinz Co., Gillette Saftey Razor Co.

www.americanradiohistory.com

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 5-7000
AAAA — ANPA — PPA — ABP

Officers

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Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack Taylor, R. W. St. Hill.
Secretary-Treasurer and In-Charge of Radio, John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....Robert W. Tannehill
Program Directors.....Stuart D. Ludlum, Margaret E. Jessup, Lillian Steinfeld, T. F. Gannou, William J. Reddick

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Acting Manager.....R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone Randolph 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.....August J. Bruhn
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach, R. H. Cochran, F. H. McCrea, C. E. Persons
Skinner Bldg., Seattle, Wash.
Phone Main 7459
Manager .....Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager .....Vernon Churchill
10 Pryor St., Atlanta, Ga.
Manager.....Robert H. Scott
Liberty Bank Bldg., Dallas, Texas
Manager.....D. S. Gillean

Radio Accounts Placed—New York: Chesebrough Mfg. Co., Consolidated Edison Co., Crowell Publishing Co., Edelbrau Beer, Ford Deal Advertising, Ford Motor Co., Grnen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco., Inc., Standard Brands, Inc., Standard Oil Co. of Latin America, Valentine Paint Co.

San Francisco: Anglo California National Bank, Bordens Associated Companies, Borden Co. (Manufactured Products Division), California Packing Corp., California Walnut Growers, Dwight Edwards Co., Fisher Flouring Mills, Ford Dealer Advertising, W. P. Fuller & Co., General Brewing Corp., Northwestern Electric Co., Pacific Gas & Electric Co., Pacific Power & Light Co., Palace Hotel Co., Portland Gas & Coke Co., Standard Oil Co. of Calif., Yosemite Park & Curry Co., Los Angeles & Suburban Gas Companies.

Chicago: Standard Oil Co. of Nebr., Standard Oil Co. of Ind., Ford Motor Co.

Atlanta: Ford Branches, Ford Dealer Advertising.

Denver: Ford Motor Co., Great Western Sugar Co., Industrial Federal Savings & Loan Assn.

Cleveland: Ford Motor Co., Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co., National City Bank.

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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—W. H. Barber Co., Breezy Point Lodge, Conrad Fur Co., Central Cooperative Livestock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros, Jewelers, The Mackwin Co., Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Tom Moore Coca-Cola Bottling Co., The Roycraft Co., G. Thomas Stores. Milk Foundation of Minneapolis, The Peavey Co., McConnon & Co.

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McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago, Ill.
Phone State 5060

Officers

President.....William D. McJunkin
Executive Vice-President.....Gordon Best

www.americanradiohistory.com

Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Dade B. Epstein, James W. Egan
Manager, Radio Dept.....Sam Bartlett
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C Mottershead
Radio Accounts Placed—The Better-Speech Institute of America, Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenmer Bros., Carson, Pirie, Scott & Co., Benson & Rixon, Jewel Food Stores, Frank Fehr Brewing Co., Andes Candies, Feltman & Curme Shoe Stores, State Street Council.

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McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA — PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director, James A. McFadden
Vice-President.....Earl B. Thomas
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-2058
Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363
Radio Accounts Placed—Sealtest, Inc.

•

A. McKIM, LTD.

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, J. J. Gallagher, D. E. Longmore, A. N. McIntosh, J. D. Pearce, J. W. Thain
Montreal Manager.....W. T. Brace
Radio Director.....Don Henshaw

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager.....D. E. Longmore
Electric Railway Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....A. Brown

ARTHUR MEYERHOFF CO.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA

Officers

President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn

Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151
Manager.....George Taylor
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin
Radio Director.....Nelson A. Shawn
Radio Account Placed—Wm. Wrigley Jr. Co., Santa Catalina Island Co.

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C. L. MILLER COMPANY

521 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-1010
ANPA — PPA

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart

Branch Office

35 East Wacker Drive, Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products Refining Co., Curtis Candy Co., Blue Channel Corp., Keeley Brewing Co., Cooter Brokerage Co.

•

DAN B. MINER CO.

250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP

Officers

President.....Dan B. Miner
Treasurer.....M. R. Sweeney
Vice-Presidents.....J. C. Morse, Isabel Moses, Fred W. Meyer
Director of Radio-Talent, Continuity & Script Buyer.....John Guedel
Radio Time Buyer.....Fred W. Meyer
Producer.....John Guedel

Radio Accounts Placed—Wilshire Oil Co., Coast Fishing Co., Forest Lawn Memorial Park, Western Auto Supply Co., Los Angeles Electrical League, Blecho Co., Los Angeles Downtown Shopping News, George Belsey, Globe Grain & Milling Co., Barbara Ann Baking Co.

www.americanradiohistory.com

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, Remy L. Hudson
V-P & Radio Director....Paul Holman Faust
Manager, Radio Department Dorothy L. Parsons

•

MITHOFF & WHITE

706 Martin Bldg., El Paso, Texas
Phone Main 4500
ABP — SAAA — AAAN

Officers

Partner-Manager of Radio Dept., Warren T. Mithoff
Partner.....Dan T. White, Jr.
Production Manager.....Gerald F. Perry

Radio Accounts Placed—El Paso Electric Co., The Borden Co., Gateway Club, El Paso National Bank, Purity Baking Co., Acme Laundry Co., Harry Mitchell Brewing Co.

•

EMIL MOGUL CO., INC.

625 Madison Avenue, New York, N. Y.
Phone ELdorado 5-1756

Officers

Radio Director.....Emil Mogul
Copy Chief.....Alfred Berger
Radio Time Buyer.....Helen Munroe

Radio Accounts Placed—Barney's Clothes, Inc., San Gabriel Wine Co., Trimount Clothing Co., Miller's Furniture Market.

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THE CHESTER C. MORELAND CO.

Times-Star Bldg., Cincinnati, Ohio
PPA — ABP — ANPA

Officers

President-Treasurer....Chester C. Moreland
Vice-Presidents.....Robert N. Gorman, Robert H. Ames
Vice President-Space Buyer, Bryce L. Schurman
Secretary.....Walter H. Strauss

•

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
Vice-President.....L. W. Hobson
General Manager.....R. E. Messer
Director of Radio.....J. W. Nelson
Continuity Director.....J. J. McCleery

Radio Accounts Placed—Folger Coffee Co., Planters Nut & Chocolate Co., White King Soap Co., Bireley's, Inc., Scotch Soap, Rodney E. Sprigg Co.

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H. C. MORRIS & CO., INC.

420 Lexington Ave., New York, N. Y.
Phone LExington 2-8650

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MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727
PPA

Officers

President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton, E. P. Anderson
Secretary and Treasurer.....J. P. Sawyer
Radio Director.....Richard Nicholls
Radio Time Buyer.....R. M. Dubois

Branch Offices

900 Market St., Wilmington, Dela.
211-15 Blackfriars Rd., London, S. E. 1

Radio Accounts Placed—Vick Chemical Co., M. J. Breitenbach Co.

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MOSS ASSOCIATES

415 Lexington Ave., New York, N. Y.
Phone VAnderbilt 6-2353
APA

Officers

Owner.....Joseph H. Moskowitz
Radio Director.....Hines Hachette

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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.....W. Raymond Fowler, Jr.

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone GRanite 8803

Manager.....Cecil Underwood

Radio Account Placed—S. C. Johnson & Son, Inc., Wieboldt Stores, Inc., Graft Cheese Co.

www.americanradiohistory.com

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., Liggett Drug Co., Frederick F. Lowenfels & Son, Joseph Martinson & Co., Melville Shoe Corp., Sears Roebuck & 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., Beech-Nut Packing Co.

•

O'DEA, SHELDON & CANADAY, INC.

400 Madison Ave., New York City
Phone PLaza 3-1670
AAAA

Officers

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

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MERRITT OWENS ADVERTISING AGENCY

112 Commercial National Bank Bldg.
Kansas City, Kans.
Phone Dr. 7250

•

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.....Frank H. Pamentel
Radio Account Placed—The Great Atlantic & Pacific Tea Co., John Wiley Jones Co., Fixt Products, Inc.

PECK ADVERTISING AGENCY, INC.

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

Officers

President.....Harry Peck
Secretary-Treasurer .....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers..Ralph Lieberman, Eva Monty, Geo. Glass

•

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone PLaza 5-1500
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 Producing Staff.....E. G. Sisson, Elisabeth Howard, John McClean, Jr.
Radio Writing Staff.....Cyril J. Mullen, Jack Finney, Donald Wallace, Howard Merrill, Beth Judson.

Radio Accounts Placed—The Procter & Gamble Co. (Chipso, Camay Soap, Dash), Bristol-Myers Co., Lady Esther, Inc., J. C. Penney Co.

•

PLATT-FORBES, INC.

386 Fourth Ave., New York City
Phone GAledonia 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

Radio Accounts Placed—Peter Paul, Inc., Oxo, Ltd.

•

R. J. POTTS & COMPANY

101 West 11th St., Kansas City, Mo.
Phone Victor 4433
APA — NOAB — ANPA — PPA
Continental Agency Network

Officers

President.....R. J. Potts

www.americanradiohistory.com

Vice-President.....J. B. Woodbury
Secretary-Treasurer .....Jerry McKee
Account Executives....Frank F. B. Houston, E. A. Warner, W. B. Hill

•

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA — APA — NOAB

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—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., Arcady Farms Milling Co., Bunte Bros., Glass Coffee Brewer Corp., Pioneer Life Insurance Co., Dave Minor Publishing Co., Mid-West Photo Service.

•

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

331 Madison Ave., 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-Director of Radio,
Chas. Dallas Reach
Vice-President.....Howard E. Sands
Secretary.....F. R. Risley

Branch Office

6 East 45th St., New York, N. Y.
Phone VAnderbilt 6-5924
Manager.....J. S. Little

Radio Accounts Placed—Cut-Rite Waxed Paper, R. B. Davis Sales Co., Koppers Co.-Minnesota Division.

•

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. Roberts
E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer.....B. L. Roberts
Radio Department .....N. S. Livingston
Radio Production.....C. E. Waddell

Radio Accounts Placed—Howard Clothes, Inc., Meseck Line, Federation Bank & Trust Co.

•

MORGAN REICHNER & CO., INC.

580 Fifth Ave., New York, N. Y.
Phone BRyant 9-6900
AAAA — NOAB — PPA — APA — ABP

Officers

President-Treasurer.....M. S. A. Reichner
Vice-President.....J. L. Livermore, Jr.
Secretary.....Harold A. Bowman

•

EMIL REINHARDT ADVERTISING AGENCY

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

Officers

Owner.....Emil Reinhardt
Art Director.....Robert Shelton

www.americanradiohistory.com

Space Buyer.....Mildred McMahon
Writers.....David Lane, Joseph Connor
Radio Accounts Placed—Kilpatrick Bakery Co., Mary Ellen's, Inc., J. L. Tuttle, Inc., Wood Brignettes, Inc.

•

C. E. RICKERD, INC.

550 Maccabees Building, Detroit, Michigan
Phone Temple 1-3636

Officers

President-Treasurer-Time Buyer, C. E. Rickerd
Executive Vice-President..James Dickson, Jr.
Vice-President.....Edward C. Parker
Secretary.....Fred B. Collier
Account Executive.....Howard O. Ward
Production.....Jeanette Welker

•

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
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., Williams Oil-O-Matic Heating Corp., Sun Oil Co., The Milwaukee Road, National Toilet Co., Kenton Pharmacal Co.

•

ROGERS & SMITH

714 Wholesale Merchants Bldg., Dallas, Tex.
Phone 7-1477
SAAA

Officers

Owner.....Herbert A. Rogers
Director of Radio.....Howard N. Smith

Radio Accounts Placed—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sarcger 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 Accounts Placed—Longines-Wittnauer Watch Co., Monarch Wine Co., Rum & Maple Tobacco Corp., Stewarts Credit Corp.

•

ROTH, SCHENKER & BERNHARD, INC.

737 N. Michigan Ave., Chicago, Ill.
Phone Whitehall 6030
ANPA — PPA — APA — NOAB

Officers

President.....Sydney M. Roth
Vice-President.....B. W. Schenker
Secretary.....Edgar Bernhard
Treasurer.....Harry Roth
Director of Radio.....A. E. Peters

•

CHARLES L. RUMRILL & CO.

361 East Ave., Rochester, N. Y.
Phone Stone 592
ABP

Officers

Partners.....Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer.....G. Grantly Wallington

Radio Accounts Placed—Radio Station WHAM.

•

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-6400
AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
Vice-President & Treasurer..W. B. Ruthrauff
Secretary.....Ralph Van Buren
V-P & Director of Radio...Lawton Campbell
Assistant.....S. Heagan Bayles
Business Manager.....Charles T. Ayres
Supervisor of Evening Programs Merritt W. Barnum
Supervisor of Daytime Programs Herschel Williams, Jr.
Asst. Supervisor of Daytime Programs Marguerite Dougherty

www.americanradiohistory.com

Production Directors.....Nate Tufts, Lee Cooley, John Loveton, Willard Tuttle
Commercial Writers.....Regina Morgan, Avery Giles, Vivian Washburn, Florence Miles, Robert Mann, Walter Mead, Neil O'Brien
Time Buyer.....T. C. Fisher

Branch Offices
360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625
Manager.....Paul Watson
Director of Radio.....Ros Metzger
Assistant Radio Director.....Arthur Trask
Executive-In-Charge of Production, Warren Johnson
Radio Producer, Daytime Shows, John Dennison
Radio Producer, Evening Shows, Paul Bia Gioni
Executive-In-Charge of Scripts, Catherine Haynie
Writers.....Baker Ostrin, Irene Small, Robert Gardner
Time Buyer.....Albert Callies
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980
Vice-President In Charge....Mathew J. Casy
812 Olive St., St. Louis, Mo.
Phone Main 0128
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Production Directors.....Crane Wilbur, Thomas Freebairn-Smith
Commercial Writer.....Edward Ettinger
712 Main St., Houston, Texas
Phone, Charter 4-1741
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
1216 Third Ave., Seattle, Wash.
Phone Main 6727

Radio Accounts Placed—American Tobacco Co., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., Gunther Brewing Co., Holland Furnace Co., Hyde Park Brewers Assn., Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros., Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc., Camphell Soup Co. (Franco-American Spaghetti), Emerson Drug Co., Jacob Ruppert Brewery.

•

SCHOLTS ADVERTISING SERVICE

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

Officers
Owner.....William G. Scholts
Radio Director.....Tom D. Scholts

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
Phone Dearhorn 1818
AAAA — ABP — ANPA — PPA

Officers
Partners.....Walter Schwimmer, R. J. Scott
Director of Radio.....N. E. Heyne

Radio Accounts Placed—Peter Fox Brew Co., Hirsch Clothing Co., Lea & Perrins, Inc., National Tea Co., Salerno-Megowen Biscuit Co., Mission Bell Wines, Studehaker Sales Co. of Chicago, Rudolph Wurlitzer Co., Thomas J. Webb Coffee Co., Walgreen Drug Co., Hudson Dealers of Cook County, Parker Bros. Evans Fur Co.

•

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., The Armand Co., Grove Laboratories, Inc.

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THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557
NCBA

Officers
General Manager.....T. H. Segall
Radio Director.....Frank Wright
Service Director.....Edward G. Lansdale
Production Manager.....Kenton S. Bates
Art Director.....Clifford Spooner

•

SHERMAN & MARQUETTE, INC.

Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 8000
ABP — ANPA — PPA — PRB
SAAA — SNPA

Officers
President .....Stuart Sherman

www.americanradiohistory.com

Vice-President and Treasurer.
Arthur Marquette
Secretary.....A. R. Steffen
Manager, Radio Dept.....Henry Selinger
Time Buyer.....C. E. Bonnesen
Radio Department Business Manager.
Evelyn Lyman

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Vel Washing Powder, Cashmere Bouquet Soap and Beauty Preparations, Super Suds, Klek, Crystal White Laundry Soap, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds); Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative).

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SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA — PPA

Officers

President.....Albert Seiffer
Secretary-Treasurer.....Marvin Small
Radio Accounts Placed—Arrid, Allcock's Porous Plasters, Vapex Inhalant.

•

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.

•

RAYMOND SPECTOR COMPANY, INC.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270
ANPA — PPA — ABP

Officers

President.....Raymond Spector
Vice-President.....Saul Flaum
Vice President-Radio Director.
David Chrisman
Secretary-Research Director..Horace Scherin
Director of Clients Service.
Leonard M. Leonard
Media Director.....Dan Rodgers
Radio Accounts Placed—Aspertane, Inc., Beverly Hills Memorial Park, Blackstone Products, Inc., Journal of Living, King David Memorial Park, Lone Ranger, Inc., Look, Inc., Maryland Baking Co., Modern Camera Exchange, Inc., Purity Products, Inc., Serutan Co., Universal Camera Corp.

STACK-GOBLE ADVERTISING AGENCY

8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — APA — ABC — NOAB

Officers

President & Treasurer.....E. R. Goble
Secretary.....A. E. Goble
Vice-President.....H. L. Hulsebus
Director of Radio.....Alden Goble

Branch Offices

400 Madison Ave., New York, N. Y.
Phone PLaza 3-7145
Vice-Presidents...R. A. Porter, J. A. Butler
Radio Accounts Placed—Swift & Co., Lewis-Howe Co.

•

JACK STARR-HUNT

San Juan de Letran 27-7, Mexico City, Mexico
Phone Eric. 12-81-20 and Mex. L-61-90

Officers

President.....Jack Starr-Hunt
Secretary.....Elana Arroyo
Treasurer.....Mrs. C. V. Zamora
Media.....Jorge Octavio Arroyo
Director of Radio.....Daniel Lundberg
Continuity.....E. Garcia de la Cadena

•

BARTON A. STEBBINS ADVERTISING AGENCY

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers

Owner.....B. A. Stebbins
Copy Chief.....J. L. Rogers
Director of Radio.....B. A. Stebbins
Time Buyer.....Arthur W. Gudelman

Branch Office

247 Park Ave., New York, N. Y.
Phone PLaza 3-8280
Manager.....William Arnold
Radio Accounts Placed—Signal Oil Co., Roman Meal Bread, Gordon Baking Co.

•

STERNFIELD-GODLEY, INC.

220 Broadway, New York, N. Y.
Phone BArclay 7-3030
ABP ANPA — PPA

Officers

President-In-Charge of Radio..Samuel Godley
Vice-President.....Earl R. Cotter
Secretary.....Frances C. Costello
Treasurer.....Samuel S. Sternfield
Space Buyer.....Philip Scheft

www.americanradiohistory.com

CHARLES R. STUART

625 Market St., San Francisco, Calif.
Phone Douglas 2438
ABP — ANPA — PPA — PACA

Officers

Owner.....Charles R. Stuart
Space Buyer.....Georgia Friedmann

Branch Office

1402 Park Central Bldg., Los Angeles, Calif.
Phone Tucker 2822
Manager.....Charles Levitt
Radio Accounts Placed—Bank of America.

•

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
Director of Radio.....Wm. E. Larcombe
Radio Producers and Continuity Writers.....George R. Marek, Kenneth Whatmore
Radio Accounts Placed—Smith Brothers, Inc., Seeman Bros., Inc., Benrus Watch Co., Freed Radio Corp.

•

THOMAS B. TATE, ADVERTISING

World Bldg., Tulsa, Okla.
Phone 4-0445

Officers

Owner-Space Buyer.....Thomas B. Tate

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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.....Gilbert Kinney
Assistant Secretary-Treasurer..Donald Foote
Assistant Secretary.....Edward Wilson
Assistant Treasurer.....Luther O. Lemon
Senior Vice-Presidents.....Gilbert Kinney, Henry T. Stanton, James W. Young
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, William G. Palmer, Samuel W. Meek, William C. McKeehan, Jr., Sidney W. Dean, Jr., Russell Pierce, Philip Richardson, Elwood Whitney.
Vice-President in Charge of Radio, John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer..Thomas D. Luckenbill

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Vice-President.....Daniel J. Danker, Jr.
Radio Talent Buyer.....Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf, Chester A. Foust
Radio Director.....B. W. Gnnn
Radio Time Buyer.....Margaret Wylie
100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Vice President-General Manager, Arthur C. Farlow
821 Second Ave., Seattle, Wash.
Phone Seneca 0655
General Manager.....Norton W. Mogge

Radio Accounts Placed — Atlantis Sales Corp., P. Ballantine & Sons; Calsodent Co., City Baking Co., Elgin National Watch Co., General Cigar Co., Grove Laboratories, Inc., Johns-Manville Corp., Kellogg Co., Kraft Cheese Co., Lamont Corliss & Co., P. Lorillard & Co., Lever Bros. Co., Northam Warren Corp., Northern Trust Co., Peniek & Ford, Ltd., Planters Peanut & Chocolate Co., Safeway Stores, Inc., Scott Paper Co., Seeck & Kade, Inc., Shell Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Tender Leaf Tea), Swift & Co., U. S. Playing Card Co., Washington State Apple Commission, Weco Products Co., J. B. Williams Co., Wine Advisory Board, William Wrigley Jr. Co.

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TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — NCBA

Officers

President.....F. L. Tomaschke

www.americanradiohistory.com

Secretary.....William M. Maxfield
V-P & Director of Radio..Wallace F. Elliott
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co.

•

W. I. TRACY, INC.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA — PPA — NOAB

Officers

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Treasurer.....George M. Pease
Account Executives.....F. W. Hobbs, A. S. Johansen, M. M. Fleischl, J. F. Donovan, F. S. Kent, W. I. Tracy, K. H. Thompson
Publicity Director.....Eleanor Beeson
Radio Accounts Placed—Wilbert Products Co., Rapinwax Paper Co., Taylor-Reed Corp., Mission Garden Co., John Opitz, Inc., Minwax Co., Senn Products Corp., Howard Inches Products Co.

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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 4-3690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA — ABC — NOAB

Officers

President.....J. M. Dawson
Executive Vice-President.Raymond P. Locke
Secretary-Director.....Monty Mann
Treasurer.....John H. Wellenkamp
Vice-President.....Manfred Darmstadter
Vice-President.....Joe Scheideler
Assistant Secretary-Treasurer...G. A. Mitten
Radio Dept.....Joe M. Dawson, Raymond P. Locke, J. J. Jeffries, Morris Hite, Jerry Moffett, Erle Racey, Cecil Widdifield
Radio Time Buyers.....H E. Hendrick, Emma Worthington, Monty Mann

Radio Accounts Placed—Dr. Pepper Associated Bottlers, Imperial Sugar Co., Garza Sheets, Bordon Co. of the Southwest, Mrs. Baird's Bread and Cakes, William Cameron Ideal Built-In Furniture, Dallas Grand Opera Association, International Milling Co., Lone Star Brewing Co., Great Western Garment Co., National Wool Growers Association, Neuhoff Packing Co., Continental Oil Co.

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VANGUARD ADVERTISING

19 East 48th St., New York, N. Y.
Phone, PLaza 3-4554
ABP

Officers

Owner.....J. M. Russakoff
Account Executives.....Jerry Albert, W. E. Tracy
Production Manager.....D. Flam

•

VANT SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore, Md.
Phone, Plaza 5280
AAAA — ABP — ANPA — PPA

Officers

President.....Wilbur Van Sant
Executive Vice-President & Treasurer, H. K. Dugdale
Vice-President-Copy Director...J. P. Daiger
Vice-President.....R. E. Daiger
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot
Radio Accounts Placed Manhattan Co., Sherwood Bros., Inc.

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WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
Phone State 7369

Officers

Director.....W. A. Wade
Space Buyer.....Edw. N. Nelson
Radio Time Buyer.....L. J. Nelson
Radio Producers.....W. E. Jones, P. C. Lund, Edward Simmons, Jeff Wade.
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson.

Radio Account Placed—Miles Laboratories, 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 Director.....William W. Rose
Radio Accounts Placed –American Fruit

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Growers, Inc., Clark Bros. Chewing Gum Co., Colonial Biscuit Co., Duquesne Brewing Co., Pennsylvania Rubber Co., Pittsburgh Coal Co., Spear & Co.

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WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
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
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, Ther 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., Star Launderers & Cleaners, Marshall Co.

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WEISS & GELLER, INC.

400 N. Michigan Ave., Chicago, Ill.
Phone, Delaware 1124
ANPA — PPA

Officers

President.....Edward H. Weiss
Secretary-Treasurer.....Max A. Geller
Media Director.....John Clayton

Branch Office

538 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 2-4640
Executive-In-Charge.....Max A. Geller
Media Director.....S. G. Alexander
Radio Accounts Placed—Axton-Fisher Tobacco Co., Fleming-Hall Corp.

•

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — ABP

Officers

Co-Partners.....Milton Weinberg, Bernard Weinberg.
Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino

Radio Accounts Placed—Flamingo Sales Co., Gaffers & Sattler, Globe Department Stores, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Thrifty Cut-Rate Drug Stores, Towne Talk Co.

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WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

Owner-Radio Director.....F. A. Wellman

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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
Assistant Directors.....R. U. Moore, Harold Weislow
Radio Producer.....Leroy Stewart
Assistant Radio Prodncer...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.

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WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

Officers

President.....E. E. Sylvestre
Manager.....R. W. Stafford
Radio Accounts Placed—Sperry Flour Co.

•

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766
ABP — ANPA — PPA

Officers

President.....Wells H. Barnett

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Vice-President.....A. C. Barnett
Secretary.....Phillips Taylor

Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725
Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

•

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA — PPA

Officers
President.....Ward Wheelock
Vice-Preisdent.....Carroll Rheinstrom
Vice-President.....R. K. Strassman
Secretary-Treasurer.....W. A. Dunn

Branch Offices
444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120
Vice-President .....Carroll Rheinstrom
Manager.....S. R. Gordon
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191
Radio Account Placed—Campbell Soup Co.

•

WORTMAN, BARTIN & CO.

381 Fourth Ave., New York, N. Y.
Phone MUrray Hill 4-2757

Officers
President.....E. B. M. Wortman
Vice-Presidents.....C. W. Barton, D. N. Wortman
Secretary.....M. V. Wall
Treasurer .....W. Wyler
Radio Director.....M. Prehn

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA — NOAB - ABC - ABP

Officers
Chairman of Board.....Raymond Rubicam
President .....Chester LaRoche
Vice-President-Chairman Plans Board.....Charles L. Whittier
Vice-President-Director of Media & Gen. Production....A. V. B. Geoghegan
Exec. Vice-Presidents.....Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes
V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director...Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research ...George Gallup
V-P & Art Director .....Vaughn Flannery
Vice-Presidents.....John E. Grimm, Jr., Louis N. Brockway, Curtis G. Pratt, Bryan Houston .....
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, Commercial Couy Bureau .....Joseph A. Moran
Manager, Station Relations Bureau.....Carlos A. Franco
Manager, Radio Publicity Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....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
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
Manager .....George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691
Vice-President-Canadian Manager.....Lorimer B. Slocum
V-P & Merchandising Director....E. D. Ring
Director of Media & Research.....L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347
Manager .....F. Goodman

Radio Accounts Placed—The Borden Company; Johnson & Johnson; Bristol-Myers Company (Ipana, Sal Hepatica, Minit Rub); General Foods Corp. (Calumet, Grape-Nuts and Grape-Nuts Flakes, Jell-O, Jell-O Puddings, Jell-O Ice Cream and Freezing Mix, LaFrance, Satina, Minute Tapioca, Postum, Sanka, Swans Down); Harold H. Clapp, Inc.; Drake Bakeries; Cummer Products (Energine, Molle); Gulf Oil Corporation; International Silver Company; Thomas H. Lipton, Inc.; R. H. Macy; Metropolitan Life Insurance Company; Rath Packing Company; Rit Products Corporation; Sanforizing Division of Cluett Peabody & Co.

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RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1st, 1941)

The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Fourth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: **Edwin Mullinax**
Birmingham News: **Turner Jordon**
Birmingham Post: **Jean Moyer**
Florence Herald: **M. B. Davnell, Jr.**
Montgomery Advertiser: **Bill Mahoney**
Southern Radio News (Birmingham): **Ormond Black**

•

ARIZONA

Arizona Farmer (Phoenix): **Les Mawhinney**
Arizona Record (Globe): **Ralph Herron**
Arizona Silver Belt (Miami): **Sam Kiamy**
Arizona Weekly Gazette (Phoenix): **Don Frederickson**
Bisbee Review: **Charles Modesette**
Douglas Dispatch: **Walter Zipf**
Phoenix Gazette: **Dan Crumley, R. W. Barry**
Phoenix Republic: **Frank Ross**
Popular Radio Programs (Tucson): **Connie Kelly**
Safford Daily News: **Jack Copeland**
Tucson Citizen: **Bill Wallace**
Tucson Star: **Al Welke**
Yuma Daily Sun: **Karl Allen**

•

ARKANSAS

Arkansas Democrat (Little Rock): **Evelyn Greene**
Arkansas Farmer (Little Rock): **Mrs. W. C. Pope**
Arkansas Gazette (Little Rock): **Inez Hale McDuff**
Blytheville Courier-News: **J. Graham Sudbury**
Cinemag (Paragould): **Orris Collins**
Fort Smith Tribune: **Gene Guthridge**
Hot Springs Sentinel Record-New Era: **Kent Rush**
Jonesboro Sun: **Fred Troutt**
Jonesboro Tribune: **Donald Murray**
Siloam Springs Daily Herald & Democrat: **Alf Perrine**

•

CALIFORNIA

Anaheim Bulletin: **L. Loudon**
Bakersfield Californian: **Ralph Kreiser**
Berkeley Gazette: **Helane Peters**
Fan Fare Magazine (San Francisco): **Helane Peters**
Fresno Bee: **A. J. Welter**
Fresno Guide: **Jim McCollum**
Fullerton News Tribune: **Paul Wright**
Hanford Sentinel: **J. E. Richmond, Walt Christie**
Hollywood Citizen-News: **Zuma Palmer**
Kern Herald (Bakersfield): **Paul Newell**
Long Beach Independent: **Wayne Parker**
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): **Jack Holmes**
Marysville Appeal Democrat: **Horace Thomas**
Merced Sun-Star: **Dan O'Neill**
Oakland Post Enquirer: **Richard Loomis**

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Oakland Tribune: Charles McIntosh
Orange Daily News: Tom Hart
Pasadena Independent: Bill Bird
Pasadena Post & Star News: Reginald Warren
Porterville Recorder: Homer Wood
Radio Life (Los Angeles): H. H. Hataway
Radio Time (Los Angeles): Ken Morgan, Vincent Vaughn
Riverside Daily Press: Earl W. Porter
Sacramento Bee: Ted Mandella
Sacramento Union: Kirt MacBride
San Bernardino Independent: Tom Wood
San Diego Union & Tribune-Sun: Maury Savage
San Francisco Call Bulletin: Bob Hall, Edward Romero, Tom Barca
San Francisco Chronicle: Gale Anderton, Sanford Paganucci, Don Knight, Herb Caen
San Francisco Examiner: Edward Murphy
San Francisco Life: J. Clarence Myers
San Francisco News: Emilia Hodell
Universal Radio Features Syndicate (Santa Ana): Tom E. Danson
San Jose Mercury Herald: Pearce Davies
San Jose News: Jack Wright
San Luis Obispo Telegram Tribune: J. R. Paulsen
Santa Ana Independent: A. B. Barry, Vic Rowland
Shopping News (Oakland-San Francisco): Tom Tyrell
Stockton News Advertiser: Edward Williamson
Stockton Record: Jack Bawden
Turlock Times: Bob Whiteside
Visalia Times-Delta: Click Relander
Watsonville Register - Parjaronian & Sun: Frank Orr
Whittier Reporter: Dick Crow

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COLORADO

Denver Daily Record-Stockman: Willard Simms
Denver Monitor: Carson Harris
Denver Post: Betty Craig, Kenneth Chappelow, Joseph A. McNee, Melvin Rupp
Rocky Mountain News (Denver): James Briggs, Mark Rousseau

•

CONNECTICUT

Bridgeport Post: Rocky Clark
Bridgeport Sunday Herald: Leo Miller
Bridgeport Time Star: Fred Thoms
Bristol Press: Charles Murray McCarthy
Connecticut Echo (New Haven): Carey Cronin, Michael J. Goode
Hartford Courant: Douglas B. Fellows, John Reitmeyer
Hartford Times: Harold B. Waldo, Ward Duffy
New Haven Register: John Day Jackson
Stamford Advocate: Leonard Massell
Waterbury Democrat: Jim Parker

•

DISTRICT OF COLUMBIA

Washington Herald & Times: Bill Frank
Washington News: Fred Comstock
Washington Post: Dick Coe
Washington Star: John Stepp, William Coyle

•

FLORIDA

Bradenton Herald: Nyna Herald
Daytona Beach Evening News: Rexetta Leonard
Florida Times Union (Jacksonville): Frances Bridges
Fort Lauderdale Daily News: W. B. Warnick, Jr.
Fort Lauderdale Times: Walter Day
Fort Myers News Press: Fran Daughtery
Jacksonville Journal: Jim Massey, G. V. Sanders
Lakeland Ledger: Harris Sims
Miami Herald: Marion Stevens
Miami News: Jimmie McLean
Ocala Evening Star: Bert Dosh
Ocala Morning Banner: Harris Powers
Panama City News-Herald: Toni Veverka
Panama City Pilot: Eddie Pierce
Sarasota Herald Tribune: Bill Coe
Southwest Floridian (Fort Myers): George Hosmer
St. Augustine Record: Nina Hawkins
St. Petersburg Independent: Bill Dunlap, Vivian Ahlsweh, Eric Parsons
St. Petersburg Times: Ogden Sharpknack, Dan Hall
Tampa Times: J. F. Smiley
Tampa Tribune: Harry Schaden, Gordon Grant

•

GEORGIA

Albany Herald: Jimmy Robinson
Albany Journal: John Crouch
Atlanta Constitution: Howell Jones
Atlanta Journal: Ernest Rogers
Augusta Chronicle: Bob Parks
Augusta Herald: Sam Moss
Chattahoochee Valley Times (West Point): Floyd Tiller
Columbus Free-Press: Frank Bunting
Columbus Ledger: Ben Vig
Dalton News: R. E. Hamilton

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Hartwell Sun: **Louis Morris**
Macon Broadcast: **Frank Young**
Macon News-Telegraph: **Donald McDonald**
Savannah Evening Press: **Kenneth Palmer**
Savannah Morning News: **Percy Miller**
Waycross Journal-Herald: **Jack Williams, Jr.**

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IDAHO

Blackfoot Daily Bulletin: **John Rider**
Boise Capital News: **Jewel Carpenter, Bill Wheeler**
Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**
Idaho Daily Statesman (Boise): **Robert McDevitt**
McCammon News, Downey Comet and Grace Herald: **R. N. Massie**
Pocatello Shopper News: **Jim Rutherford**

•

ILLINOIS

Aurora Beacon News: **John A. Corkery**
Aurora-Elgin Labor News: **Mr. Esnorff**
Chicago Herald-American: **Lorraine Nystrom, Ulmer Turner**
Chicago News: **Joseph Gorg**
Chicago Times: **Don Foster, Paul Damai**
Chicago Tribune: **Larry Wolters**
Coles County Press (Mattoon): **Frank Dennings**
Danville Commercial-News: **H. B. Keck**
Decatur Herald & Review: **E. O. McCann**
East St. Louis Journal: **Herbert Moore, Robert J. Boylan**
Elgin Courier-News: **Richard L. Lea**
Freeport Journal-Standard: **Grace L. Barnett**
Harrisburg Daily Register: **Alta Givans**
Illinois State Journal (Springfield): **Harry Moody**
Joliet Herald News: **Mavis Wenzell**
Marion Republican: **Homer Butler**
Moline Dispatch: **Jack Thompson, Fred Klann**
Movie-Radio Guide (Chicago): **Martin Lewis**
Peoria Journal-Transcript: **R. M. Shepherdson**
Peoria Star: **Golda Lauterbach, F. R. Oakley**
Rockford Register-Republic & Star: **William R. Traum**
Rock Island Argus: **Don Wright**
Tuscola Review: **Gene Dillener**
Waukegan News-Sun: **Ford Wilson**

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INDIANA

Anderson Herald: **Bill Toner**
Decatur Truth: **Arthur Holthouse**
The Clintonian (Clinton): **Beatrice Biggs**
Elkhart Truth: **Dan Albrecht**
Evansville Press & Courier: **John Bell, Theo Nadelstein, Clarence Kerlin**
Fort Wayne Journal Gazette: **Chester Brouwer**
Fort Wayne News-Sentinel: **Arthur Remmel**
Gary Times: **L. B. Snowden**
Goshen News-Democrat: **Herb Swartz**
Hammond Times: **Paul Dernai**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Robert G. Tucker, C. L. Kern**
Indianapolis Times: **James M. Thrasher, Tom Kennedy**
Lafayette Journal-Courier: **Dick Greenwood**
South Bend Tribune: **Ira Carpenter**
The Spectator (Terre Haute): **R. Tuttle**
Vincennes Post: **J. H. Rich**
Vincennes Sun Commercial: **George Byers**

•

IOWA

Cedar Rapids Gazette: **Earl Rieke**
Creston News-Advertiser: **W. E. Day**
Davenport Daily Times: **Tom O'Hearn, Rose Tart**
Davenport Democrat & Leader: **Ina Wickham**
Decorah Journal: **Justin Hammond**
Decorah-Posten: **Einar Lund**
Des Moines Register & Tribune: **Mary Little**
Dubuque Daily Tribune: **Carl Ochs**
Mason City Globe-Gazette: **H. B. Hook**
Ottumwa Daily Courier: **Jeannette B. Stein**
Ottumwa Free Press: **Thomas Keefe, Jr.**
Shenandoah Sentinel: **Paul Lange**
Sioux City Journal: **John Carey**
Sioux City Tribune: **John Kelly**
Waterloo Courier: **Velva Davis**

•

KANSAS

Allen County News (Iola): **Milford C. Langley**
Arma Record: **E. D. McElvain**
Bronson Pilot: **Lawrence Moore**
Coffeyville Journal: **Eleanor Kee**
Coffeyville Leader: **Roy Benedict**
Emporia Times: **May Clausen**
Hutchinson News Herald: **Jack Harris**
Kansas City Kansan: **C. E. Nohe, Ruth Kendall**
Lawrence Journal: **Robert Busby, Doff Simons**
Manhattan Mercury: **Fay Seaton**
McPherson Daily Republican: **W. J. Krehbeil**
Mulberry News: **Ernest Cattaneo**

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Osborne County Farmer: Charles E. Mann
Oswego Independent: W. A. Blair
Pittsburg Advertiser: A. C. Runyan
Salina Journal: Roy Bailey
Topeka Capital: E. D. Keilmann
Topeka State-Journal: Eileen Reinhardt
Weir City Spectator: Minnie A. Butler
Wichita Beacon: S. A. Coleman
Wichita Eagle: Randy Brown, Virgil Quinlisk

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KENTUCKY

Henderson Gleaner Journal: Walker Smith
Kentucky New Era (Hopkinsville): Dudley Taylor
Lexington Herald-Leader: Richard Ferguson, Charles G. Dickerson
Louisville Journal-Courier & Times: James Sheehy, Grady Clay
Owensboro Messenger & Inquirer; LeRoy Woodward, John Potter
Park City Daily News (Bowling Green): Alvis Temple

•

LOUISIANA

Lafayette Advertiser-Gazette: T. M. Callahan
New Orleans Item & Tribune: Edith Ballard
New Orleans States & Times-Picayune: Mercedes Mateu
Shreveport Journal: Fred Currie
Shreveport Times: R. K. Butcher, Pat White

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MAINE

Bangor Daily Commercial: B. M. Havey
Bangor Daily News: John O'Connell
Kennebec Journal (Augusta): Ruth Fossett
Lewiston Sun-Journal: Miss Mitchell
Le Massager (Lewiston): Miss LeBlond
Portland Press-Herald & Evening Express: Ruth Fossett, F. Erwin Cousins, Nathaniel E. Gordon
Portland Sunday Telegram: Guy Sinclair, Hal Cram
Waterville Morning Sentinel: Ruth Fossett

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MARYLAND

Baltimore News-Post & Sunday American: J. Hammond Brown
Baltimore Evening Sun: Harry Stewart
Baltimore Morning Sun: E. J. Chapman
Baltimore Sunday Sun: Harry Haller, Frances Hiss
Baltimore Home News: Howard Burman
Queen Annes Record (Centreville): Al Simon (1540 Broadway, N. Y. C.)
Cumberland Guide: Stanley Fields

•

MASSACHUSETTS

Attleboro Sun: Ethel MacDonald
Berkshire Evening Eagle (Pittsfield): Kingsley Rex Fall
Boston American & Record & Advertiser: Newcomb F. Thompson, Mr. O'Connell
Boston Globe: Elizabeth L. Sullivan
Boston Herald-Traveler: Alice Quinlan
Boston Post: Howard Fitzpatrick
Boston Transcript: Frederick W. Hobbs, Morris Hastings
Christian Science Monitor (Boston): Albert Hughes
Dalton Village Press: Frank W. Couch
Greenfield Union: Graydon Spragg
Lawrence Eagle & Evening Tribune: Sebastian Bartolotta
Lowell Courier-Citizen & Leader: Ethel K. Billings
Lowell Leader: Ethel K. Billings
Lowell Sun: Charles G. Sampas
New Bedford Mercury: Paul Williams
New Bedford Standard Times: John Dakin, Jr.
Newburyport News: W. E. Bartlett
Northfield Press: William Hoehn
Springfield News & Republican: Richard C. Fernald
Springfield Union: Henry P. Lewis, Violet Tiffany
Taunton Gazette: James N. Lincoln
Waltham Times: Bill Canady
Worcester Telegram: Joseph Dine
Worcester Sunday Telegram & Evening Gazette: Frederick L. Rushton, Don Williams

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MICHIGAN

Battle Creek Enquirer & News: Louis Sinclair
Bay City Democrat: Al Simon (1540 Broadway, N. Y. C.)
Detroit Free Press: Ruth Robinson, Frank Gill, Douglas Martin
Detroit News: Herschell Hart, Kenneth Manuel
Detroit Times: Wendell Parker, Pat Dennis, Maurie Walker
Detroit Times (Flint edition): Jim Kauffmann
Flint News-Advertiser: Irving Chimovitz
Flint Journal: Dave Hoff
Grand Rapids Press: George Zarafonetis
Grand Rapids Herald: Tom Molloy

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Shopping News (Grand Rapids): **Gordon Grill**
Grand Rapids Press: **Evelyn Husen**
Ironwood Times: **H. O. Somryson**
Lansing State Journal: **Jerry Root**
Muskegon Chronicle: **William Bowles**
Royal Oak Tribune: **Floyd Miller**
Saginaw News: **Leslie Wahl**

•

MINNESOTA

Duluth News-Tribune & Herald: **Nathan Cohen, Jim Watts**
Eveleth Clarion: **Eddie Coen**
Minneapolis Star-Journal: **George Grim, Elliot Tarbell, Jean Huck**
Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright, Katherine Reiter**
Moorhead News: **Ed Eastman**
Rochester Shoppers' News: **Frances Ferguson**
St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller, C. T. Peterson, Arnold Niemeyer**
Willmar Daily Tribune: **O. B. Auguston**
Winona Republican-Herald: **Gordon Closway**

•

MISSISSIPPI

Columbus Commercial Dispatch: **Birney Imes, Sr.**
Greenwood Commonwealth: **Bob Upshur**
Jackson Advertiser: **Charles R. G. Schimpf**
Summit Sun: **Charles W. McGehee**

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MISSOURI

Cassville Democrat: **John P. Ray**
Columbia Missourian: **E. A. Soderstrom**
Jefferson City News & Tribune: **Robert Baker**
Kansas City Journal: **Dorothy Milo, Mary Hamam, Bob Locke**
Kansas City Star: **H. Dean Fitzer, V. S. Batten**
Lamar Leader: **R. B. Dool**
Nevada (Mo.) News: **Paul W. Yancey**
North Side Community News (St. Louis): **H. E. Huneke**
Southside Journal (St. Louis): **Frank Bick**
Southwest City Republic: **Joe Taylor**
Springfield Newspapers, Inc.: **James Billings**
St. Joseph News-Press: **Prentis Mooney**
St. Louis Catholic: **David Dunne**
St. Louis County Leader (Clayton): **F. Cain**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**
Webster Groves News-Times: **R. W. Behmeyer**
Wellston Journal (St. Louis): **Arthur Donnelly**

•

MONTANA

Great Falls Tribune: **Lou Siniff**
Western News (Hamilton): **Miles Romney, Jr.**
Wolf Point Herald-News: **Fran Dolan**

•

NEBRASKA

The Nonpareil (Council Bluffs): **Louise Doty**
Fremont Tribune: **Lynn Fenstermacher**
Lincoln Star & Journal: **Bruce Nicoll**
Norfolk Daily News: **Art Thomas**
Omaha World-Herald: **Keith Wilson**

•

NEW HAMPSHIRE

Concord Monitor: **R. H. Keeler**
Laconia Evening Citizen: **Elwin Twombly**
Manchester Union: **Bill Thornton**
Somersworth Free Press: **Al Simon** (1540 Broadway, N. Y. C.)

•

NEW JERSEY

Asbury Park Press: **Miss Adams**
Atlantic City Press & Union: **Howard P. Dimon**
Bayonne Facts: **Don Marshall**
Bound Brook Chronicle News: **Irving J. Reimers**
Camden Argus: **William H. Jeffries**
Camden Courier-Post: **Marian Gibson**
South Jersey News (Camden): **Lawrence Casey**
East Orange Courier: **Stan Coe**
Jersey Observer (Hoboken): **Hannah Sullivan**
Jersey Journal (Jersey City): **C. J. Ingram**
Long Branch Daily Record: **Houston Brown**
Newark Evening News: **Hubert R. Ede**
Newark Star-Ledger: **Jack Shafer**
Newark Sunday Call: **Albert Edwin Sonn**
New Brunswick Home News: **Will Baltin**
Paterson Morning Call: **Seymour Greenwald**
Plainfield Courier News: **Kenneth White**

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Red Bank Daily Standard: John Barberio, Sid Wain
Red Bank Register: Thomas Brown
Somerville Messenger Gazette: G. Wallace Conover

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NEW MEXICO

Albuquerque Journal: Paul Weeks
Albuquerque Tribune: Janet Kromer
Duke City News (Albuquerque): Giles E. Wright
Radio Waves (Santa Fe): J. F. Pichler

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NEW YORK

Albany Times Union: Douglas Dahm
Binghamton Sun: Letitia Lyon
Batavia News: B. J. Brown
Brooklyn Eagle: Jo Ranson
Brooklyn Tablet: Pat Scanlon
Buffalo Courier-Express: Don Tranter
Buffalo News: Joseph Betzer, Joseph Haeffner
Canton Commercial Advertiser: Gerald Fitzgerald
Canton Plain Dealer: Atwood Manley
Elmira Advertiser: Charles Barber
Elmira Star Gazette: George McCann
Elmira Sunday Telegram: Ed Van Dyke
Ithaca Journal: Lou Pickering
Jamestown Evening Journal: Alfred Hill
Jamestown Post: Harold Swanson
Long Island Reporter (Queens): Ernest Kraemer
Middletown Times-Herald: Raymond J. Dulye
Newburgh News: Wesley McGinn
Associated Press (New York City): Charles Butterfield
Hudson Falls Record: Al Simon (1540 Broadway, N. Y. C.)
Jewish Day (New York City): Samuel Landau
Motion Picture Daily (New York City): Ed Greif
New York Enquirer: Paul Benson
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: T. R. Kennedy, Jr.
New York World Telegram: Alton Cook
P M (New York City): John McManus
Radio Guide (New York City): Wilson Brown
The Billboard: Paul Ackerman
The Chief (New York City): Sylvester Point
United Press (New York City): Webb Artz
Variety (New York City): Bob Landry
Niagara Falls Gazette: Bill Boles
North Shore News (Queens): Pete Dahlen
Ogdensburg Journal: Charles Cantwell
Olean Times-Herald: Arthur Wakelee
Plattsburgh Press: William Lynch
Plattsburgh Republican: T. M. Farrell
Poughkeepsie Sunday Courier: Ruth M. Shafer
Poughkeepsie Times-Herald & Evening Star: Oscar Junggren
Queens Evening News (Jamaica, L. I.): Larry Doyle
Rochester Democrat, Chronicle & Times Union: Donald Yerger
Rochester Abendpost: H. Stoll
Rochester Sun: Orville H. Allen
Schenectady Gazette: John Hume
Schenectady Union-Star: Al Dorn, Douglas Fowler
Syracuse Herald-Journal: Karel Vander Veer, Robert Hoffman
Syracuse Post-Standard: Jack Baker, John Grimes, Estella Hilligus
Syracuse Press: Louis Kosloff, Don Rich
Troy Times: Albert De Mers
Utica Observer-Dispatch & Press: W. T. McGurty
Watertown Times: Harold Johnson
Yonkers Herald Statesman: Jack De Simone

•

NORTH CAROLINA

Asheville Advertiser: Walter Goan
Durham Morning Herald: Fred Haney
Durham Sun: Wyatt Dixon
Elizabeth City Independent: George W. Haskett
Franklinton Post: Tex Davis
Goldsboro Herald: Robert Conroy
Greenville News Leader: David W. Mosier
Greenville Reflector: David J. Wichard
Hickory Record: Mary E. Willis
Kannapolis Independent: J. Moore
Mocksville Enterprise: Ollie McQuage
Rocky Mount Telegram: Vernon Secriest
Salisbury Evening Post: John Hardin, Ralph Roberts
Statesville Record: Al Simon (1540 Broadway, N. Y. C.)
Twin City Sentinel (Winston-Salem): Stu Rahh

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Wilmington Post: **Charles West**
Wilson Daily Times: **John Thomas**
Winston-Salem Journal: **Stu Rabb**

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NORTH DAKOTA

Bismarck Capital: **Charles Goodwin**
Bismarck Tribune: **William Moeller**
Fargo Forum: **Roy Johnson**
Jamestown Reminder: **Don Davis**
Jamestown Sun: **Urb Muenz**
Mandan Daily Pioneer: **Forrest Edwards**
Peoples' Opinion (Valley City): **I. J. Moe**
Shoppers' Guide (Fargo): **Bill Walker**
Stutsman County Record (Jamestown): **Eva Plunkett**
Valley City Times-Record: **Phil Marks**

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OHIO

Akron Beacon Journal: **Dorothy Doran**
Ashtabula Star Beacon: **Jack Gotshall**
Canton Repository: **Clifford Grass**
Cincinnati Enquirer: **Andrew Foppe**
Cincinnati Post: **Paul Kennedy**
Cincinnati Times-Star: **France Raine**
Cleveland Plain Dealer: **Robert S. Stephen**
Cleveland Press: **Norman Siegel**
Cleveland News: **Elmore Bacon**
Columbus Citizen: **Norman Nadel**
Columbus Dispatch: **Grant Dillman**
Ohio State Journal (Columbus): **Harold Eckert**
Conneaut New Herald: **James Mohan**
Dayton Journal-Herald: **Bob Maltby, Bob Cuinutte, A. S. Kany**
Dayton News: **Chuck Gay**
Geneva Free Press: **C. A. Bonsor**
Johnstown Independent: **Harold M. Manning**
Lima News: **Richard F. Moffat**
Marion Star: **Robert Byrd**
Middletown Journal: **Paul J. Day**
Painesville Telegraph: **Harold Johnson**
Portsmouth Times: **Carl Hess**
Salem News: **Ray L. Dean**
Springfield News: **Richard Walvert**
Springfield Sun: **Justin Henley**
Steubenville Herald Star: **Oral Flug**
Toledo Blade: **Richard Pheatt**
Toledo Times: **Chester Morton, Mitch Woodbury**
Washington Record-Herald: **Christine Surtzer**
Xenia Gazette: **Mildred Mason**
Youngstown Vindicator: **Caroline MacDonald**
Zanesville News: **Don Wiseman**

OKLAHOMA

Ada Evening News: **Paul Hnghes**
Enid News-Eagle: **Harold Baker**
Norman Transcript: **Ida Sloan**
Oklahoma City Oklahoman & Times: **Marshall Moore**
Shawnee Evening Star: **Jack Spencer**
Shawnee Morning News: **Harold Humphrey**
Radio Topics (Tulsa): **Glenn Condon**
Tulsa Tribune: **Bill Stevens**
Tulsa World: **Lee Earhart, Harry La Ferte**

•

OREGON

Albany Democrat-Herald: **Walter Coover**
Bend Bulletin: **Jim Brenton**
Coos Bay Times (Marshfield): **Red Hornish**
Eugene Morning News: **Arthur Prioux**
Eugene Register Guard: **William Tugman**
Grants Pass Courier: **A. E. Voorhies**
Kelso Publishing Co.: **Carlton Moore**
Portland Journal: **Lawrence Gilbertson**
Portland Oregonian: **William Moyes**

•

PENNSYLVANIA

Altoona Mirror: **Jack M. Rickabaugh**
Allentown Call-Chronicle: **Russ Worman**
Connellsville Courier: **James Driscoll, Jr.**
Donora Herald-American: **Russell Isminger**
Erie Dispatch-Herald: **C. B. Hollinger, A. J. White**
Erie Daily Times: **Charles Wells**
Franklin News-Herald: **Robert Davis, H. Jeanne Johnston**
Homestead Messenger: **Ida Ahlberg**
Johnston Democrat: **John Sheridan**
Johnstown Tribune: **Harry E. Hesselbein**
Latrobe Bulletin: **William S. Robbins**
Nanticoke Daily Press: **Al Simon (1540 Broadway, N. Y. C.)**
North East (Pa.) Breeze: **Forest Hopkins**
Olyphant Gazette: **Joseph F. Sroka**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Inquirer: **Frank Rosen**
Philadelphia News: **Raymond Gathrid**
Philadelphia Public Ledger: **George Opp**
Philadelphia Record: **George Lilley**
Pittsburgh Post-Gazette: **Vincent Johnson**
Pittsburgh Press: **Si Steinhauser**
Pittsburgh Sun-Telegraph: **Sam Kennedy**

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Radio Press (Philadelphia): Norman Jay
Scranton Scrantonian-Tribune: Alex Thomson
Sharon Herald: Harold Polonus
Sunbury Daily-Item: Reg Meraiden
Uniontown Evening Genius: Phil Connelly
Uniontown Morning Herald: James Chidester
Uniontown News Standard: George Gray
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

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RHODE ISLAND

Newport Herald: Frances Flannery
Newport News: Clifton Holman
Pawtucket Times: Frank Healy
Providence Journal & Bulletin: Ben Kaplan

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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, G. R. Buchannan
Columbia State: S. L. Latimer
Florence Morning News: Roy Graham
Florence Evening Star: J. A. Zeigler
Greenville News & Piedmont: James Dawson, Glenn Adams
Spartanburg Herald & Journal: Don West, S. S. Wallace

•

SOUTH DAKOTA

Brookings Register: C. H. J. Mitchell
Pierre Capital-Journal: Charles D. Anderson
Rapid City Graph-Ad: Carl Holmgren
Yankton Press & Dakotan: Fred H. Monfore

•

TENNESSEE

Chattanooga News-Free Press: Ralph Sanders
Chattanooga Evening Times: Warner Ray
Jackson Sun: James Elliott
Johnson City Press-Chronicle: Carl Jones, Jr.
Johnson City Times: James Quillan
Kingsport Times: Frank Rule
Knoxville Journal: Frank Larkin
Knoxville News-Sentinel: Glenn McNeil, Dick Golden
Memphis Commercial Appeal: Robert Gray
Memphis Press-Scimitar: Robert Johnson
Nashville Tennesean: Robert M. Seals
Nashville Banner: Milton Randolph

•

TEXAS

Abilene Reporter-News: Wendell Bedichek, Bruce Francis
Amarillo Globe & News: Wes Izzard, Dick Martin
Amarillo Times: Howard Arnberg, George May
Austin Tribune: Ray Brown, John Babcock
Austin American-Statesman: Bill Weeg, Ruth Lewis
Beaumont Enterprise: Merita Mills
Beaumont Journal: Eva Feinberg
Big Spring Herald: Bob Whipkey
Corpus Christi Chronicle: W. J. Light
Dallas Journal: Bill Fisher
Dallas News: Victor Davis, Fairfax Nesbitt
Dallas Times-Herald: Douglas Hawley
El Paso Herald-Post: R. A. Michael
El Paso Times: Ray Stover
El Continental (El Paso): Glenn F. Nichols
Fort Worth Press: Morris Boykin
Fort Worth Star-Telegram: Bill Potts, Thane Engle
Houston Chronicle: Mildred Stockard
Houston Post: Lois Cain
Houston Press: Tony Trapolino
Lamar County Echo (Paris): Lon Boynton
Midland Reporter-Telegram: Kathleen Eiland
News-Foto (San Angelo): Bob Reed
Odessa American: Mabel Bishop Kimball
Pampa News: Tex DeWeese
Pampa Press: Helen Montgomery
Paris News: Dub Furey
Port Arthur News: Grace Foote
San Angelo Standard Times: Dean Chenoweth

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San Antonio Express: **A. W. Grant, Ed Spill**
San Antonio Light: **Renwicke Carey**
San Antonio News: **Mary Louise Walliser**
San Saba News: **N. W. Trussell**
Sherman Daily Democrat: **W. E. Adkins**
Temple Daily Telegram: **C. Gresham**
Texarkana Gazette & News: **J. Q. Mahaffey**
Tyler Courier-Times: **T. Call**
Vernon Daily Record: **R. H. Nichols, W. D. Dixon**
Victoria Advocate: **Chester Evans**
Wichita Falls Daily Times: **Louis T. Hamlett**

•

UTAH

Iron County Record (Cedar City): **Morgan Rollo**
Ogden Standard Examiner: **Ethel G. Clark**
Provo Daily Herald: **Ernest Rassmussen**

•

VERMONT

Burlington Daily News: **Gilbert Hammond**
Waterbury Record: **Bill Picker**

•

VIRGINIA

Bristol Herald Courier: **Bob Loving**
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**
Petersburg Progress-Index: **Herb Turner**
Richmond News-Leader: **Elizabeth C. Norfleet**
Richmond Times-Dispatch: **James Birchfield, Norman Rowe**
Roanoke Times: **William Atkinson**
Roanoke World-News: **C. B. Thornton**
Suffolk News Herald: **W. H. Harry**

•

WASHINGTON

Aberdeen World: **Kenneth Schell**
Associated Country Newspapers (Spokane): **Margaret Porter**
Bremerton Daily News Searchlight: **Myra Spencer**
Centralia Chronicle: **Ray Edinger**
Chehalis Advocate: **Chapin Foster**
Clark County Sun (Vancouver): **Marion Sexton**
Grays Harbor Washingtonian (Hoquiam): **Murray Morgan**
Inland Empire News (Spokane): **Sherman Blake**
Longview Daily News: **Mary Kerr**
Metropolitan Record (Spokane): **Leo Secord**
Radio Review (Seattle): **Nick Hughes**
Raymond Advertiser: **W. A. Kennedy**
Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**
Seattle Star: **John Randolph Smith, Randy Scott**
Seattle Times: **Robert Heilman**
Spokane Daily Chronicle: **Wafford Conrad**
Spokane Spokesman-Review: **Byron Johnsrud**
Tacoma News Tribune: **Chas. B. Welch, Elmer Voegle, Jerry Warden**
Tacoma Times: **Joseph Mitchell**
Twin City News (Stanwood): **Raymond Horn**
Vancouver Columbian: **Elena Sbedico**
Walla Walla Union Bulletin: **H. Sherman Mitchell, R. W. Fisher**
Zillah Mirror: **John Roberts**

•

WEST VIRGINIA

Beckley Independent Observer: **Norman Stoken**
Bluefield Daily Telegraph: **Bill Blake**
Charleston Mail: **Mrs Absolom**
Charleston Gazette: **Major Beane**
Clarksburg Exponent: **George Clark**
Clarksburg Telegram: **Frank Carpenter**
Huntington Herald, Advertiser & Dispatch: **H. R. Pinckard, Jim Haworth, Gene Brown, William C. Esther**
Logan Banner: **Charlie Hilton**
Logan County News: **Judy Boone**
Williamson Mingo Republican: **Frank Sohn**

•

WISCONSIN

Janesville Gazette: **Ann Tenny**
Kenosha Evening News **Evelyn M. Johnston**
Madison Capital Times: **K. F. Schmitt**
Wisconsin State Journal (Madison): **William L. Doudna**
Madison Daily Cardinal: **Lyman Nordhoff**
Menominee Herald-Leader: **Gene Worth**

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Merrill Herald: W. B. Chilsen
Milwaukee Journal: Edgar Thompson
Milwaukee Evening Post: Elmer Krahn, A. C. Tews
Milwaukee Sentinel: Buck Herzog
Mosinee Times: F. F. Schweinler
Racine Journal-Times: Paul Fry
Shorewood Herald (Milwaukee): Mr. Murphy

•

WYOMING

Wyoming Eagle (Cheyenne): Irene Buhl
Wisconsin Rapids Tribune: James M. Felker
Wyoming Tribune (Cheyenne): Louis Phillips

•

ALASKA

Fairbanks Daily News-Miner: Georg Nelsson Meyers

•

TERRITORY OF HAWAII

Hilo Tribune Herald: Ken Beverley
Honolulu Star-Bulletin: Paul Findeisen
Maui News (Wailuku): Ez Crane, Jr., Bob Chatterton

•

ALBERTA

Cardston News: Jean Burton
Edmonton Bulletin: Jack Deprose
Edmonton Journal: Gordon MacCallum
MacLeod Gazette: H. T. Halliwell
Radio Flashes (Edmonton): H. G. Turner
The Mike (Grand Prairie): Gordon Cummings

•

BRITISH COLUMBIA

Vancouver News-Herald: Ralph Daly
Vancouver Province: Helen Walls
Vancouver Sun: William Newell, Ronald Rose
Victoria Daily Colonist: B. Fletcher
Victoria Times: N. Loudon

•

MANITOBA

Flin Flon Miner: Lois Avery
Flin Flon Times: Chris Thortensten
Winnipeg Free Press: Peter B. Whittall
Winnipeg Tribune: Denny Brown

NEW BRUNSWICK

Campbellton Graphic: Al Anslow
Campbellton Tribune: Harold Crockett
Dalhousie News: George Christie
St. John Telegraph Journal & Times-Globe: Christine A. Fewings

•

ONTARIO

Clinton News-Record: G. E. Hall
Dial Radio Magazine (Timmins): Dennis Braithwaite
Hamilton Spectator: Miss Brown
London Free Press: L. N. Bronson
Kincardine News: Arthur Rogers
Ottawa Citizen: C. Milne
Ottawa Journal: M. Taschereau
Le Droit (Ottawa): Y. Beriau
Owen Sound Sun-Times: M. Dulmadge
St. Catherines Standard: Don Smith
Seaforth Huron Expositor: A. Y. McLean
Stratford Beacon-Harald: T. J. Dolan, Miss L. W. Gibson
Sudbury Star: Bill Valentine
Teeswater News: V. A. Statia
The Echo (London): Harry G. Link
Timmins Press: Jack Marks
Toronto Globe & Mail: Charles Jenkins
Toronto Star: Louis Chambers, Jr., J. Annan
Toronto Telegram: James Hunter

•

QUEBEC

La Patrie (Montreal): M. Carbonneau
La Presse (Montreal): Jean Desnechaud
La Voix Populaire (Val D'Or): Lucien Godin
L'Illustration (Montreal): Marc Thibeault
L'Action Catholic (Quebec): Jean-Thomas Perron
Le Soleil & L'Evenement (Quebec): Renaude Lapointe, Jean Louis Gagnon, Germaine Bundock
Montreal Gazette: Thomas Archer
Montreal Herald: Owen Shannon
Montreal Standard: T. C. Gannon
Montreal Star: R. Haviland
Val D'Or Star: Earl Beattie

•

SASKATCHEWAN

Moose Jaw Times-Herald: Vic Mackie
Regina Post-Leader: Gaston J. Johnson
Western Spotlight (Moose Jaw): Mac McBride

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PUBLICATIONS

Covering the Field of Radio

TRADE—FAN—TECHNICAL—GENERAL

The Advertiser

MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., 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 and advertising fields.

•

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; Irwin Robinson, Managing Editor. 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.

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Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 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.

•

Bell Telephone Quarterly

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

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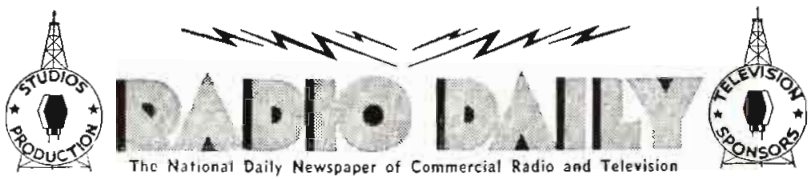

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The Billboard

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

•

Boxoffice

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

•

Broadcasting—Broadcast Advertising

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

•

Broadcast News

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

•

Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry G. Bunting; Advertising Manager, Van Asmus Bunting; Promotion Manager, R. J. Christopher; Radio Editor, A. C. Tisdahl. BRANCH OFFICE: 130 West 42nd St., New York, N. Y. Phone, LOngacre 3-4684. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material.

•

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, W. B. Hart; Manager, B. G. Newton; Advertising Manager, J. E. Gordon; 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. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, Hugh Travenner; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade 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 Rate Book

SEMI-ANNUALLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, Leo Lippman; Advertising, Hugh Trevenner. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Phone, Central 442 Commercial Broadcasting Rate Book is published in January and July and contains the rate cards of all Australian and New Zealand commercial broadcasting stations.

•

Commercial Broadcasting Yearbook of Australia

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay. Editor, Leo Lippman; Advertising, Hugh Travenner. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains prac-

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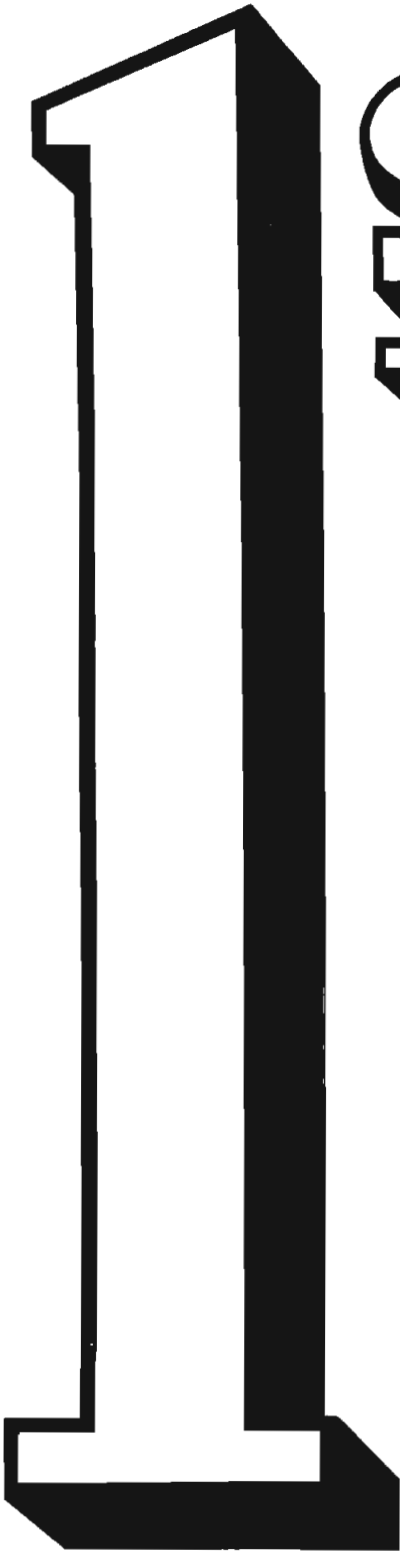

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tically all the information required by those interested in Australian broadcasting for reference purposes.

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Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, 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.

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Down Beat

TWICE MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 5540. President and Editor, Glenn Burrs; Business Manager and Secretary-Treasurer, Carl Cons; Advertising Manager, Tom Herrick; Auditor, R. V. Peters; Circulation Manager, Scott Payne. BRANCH OFFICES: Wellington Hotel, New York, N. Y., Ed Flynn; 1417 Georgia St., Los Angeles, Calif., Charles Emge. Down Beat publishes music news on a national basis covering professional and amateur musicians, radio and recording.

•

Editor and Publisher

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

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Education by Radio

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, 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 education, 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.

•

Electrical Communication

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

•

Electrical Digest

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Editor, J. Murray Muir; Assistant Editor, J. D. Welsh. Electrical Digest presents digests of leading articles on developments and progress in all electrical fields, including radio and communications. Content is edited from a technical standpoint for the benefit of electrical engineers and executives.

•

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

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Federal Communications Bar Journal

MONTHLY. C/o Percy H. Russell, Jr., 914 National Press Bldg., Washington, D. C. Publisher, Federal Communi-

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cations Bar Association; Editor-in-Chief, Percy H. Russell, Jr.; Associate Editors: Alan B. David, Stephen H. Fletcher, Frank U. Fletcher, Maurice M. Jansky, Joseph E. Keller, John W. Kendall, Harry P. Warner, Joseph F. Zias. This publication is a house organ for the Federal Communications Bar Association and contains news and information concerning the legal activities of the FCC as well as other radio legislative material.

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Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph 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.

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FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, Leonard Power. 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.

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General Radio Experimenter

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

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Heinl Radio News Service

2400 California St., Washington, D. C. Phone, Hobart 2400. 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 (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; Business Manager, A. J. Oliver; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Charles Spangler. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WIsconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

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Industrial Marketing

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

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International Short Wave Radio

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

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Listeners Digest (Scribner's Commentator Magazine)

MONTHLY. 654 Madison Ave., New York, N. Y. Phone, REpublic 4-4280. Editor and President, George T. Eggleston; Managing Editor, Biron Getze; Associate Editor, Edward T. Majeski; Radio Editor, George M. Moffett, Jr.; Editorial Assistant, Margaret Dreeland. Listeners Digest is a section (nearly half) of Scribner's Commentator. Editorial content consists of what the editors consider the best programs on the air, including speeches, dramas, scientific studies, humor and a selection of short quotations.

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Marketing

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

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SALES MANAGEMENT

The Magazine of Modern Marketing, 420 Lexington Ave., New York

www.americanradiohistory.com

Markets of America

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

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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 dance band and popular music fields, 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.

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Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, I. Yergin; 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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Movie-Radio Guide

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, M. L. Annenberg; General Manager, Ed. Zoty; Editor, Curtis Mitchell; Associate Editor, Martin Lewis; Advertising Manager, Harry Hayden; Western Editor, Evans Plummer; Eastern Editor, Wilson Brown; Circulation Manager, Gilbert Keene. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y., Phone, MUrray Hill 2-4690; 9059 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 18 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area for the week in advance; news and gossip stories and pictures of movie and radio artists; reviews, etc.

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Moving Merchandise

(Successor to Modern Advertising)

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.

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Music Trade Review

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

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The Music Trades

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

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Musical Advance

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

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Musical America

TWENTY TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0522. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. A. Swaab. BRANCH

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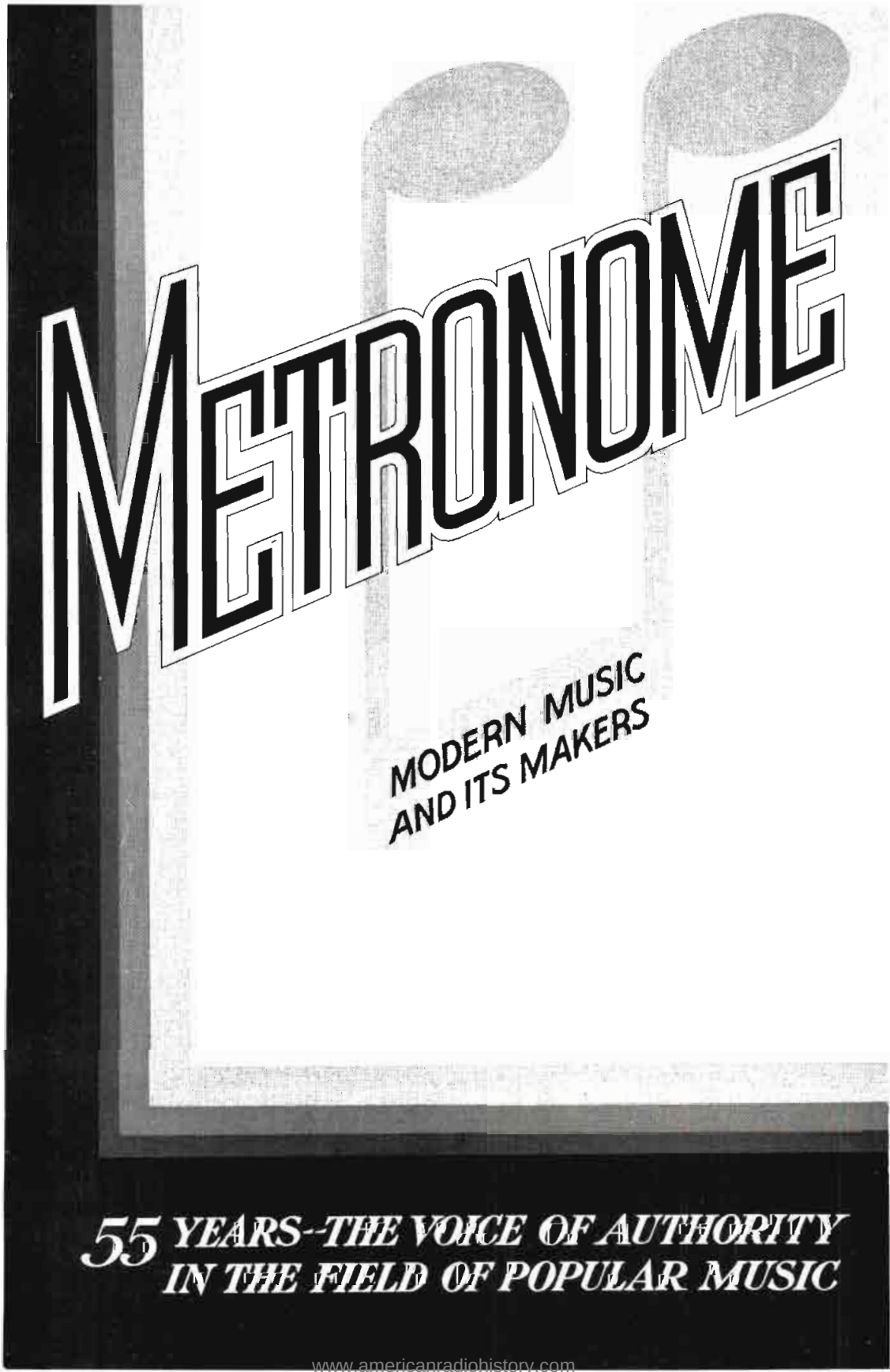

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OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

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Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 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.

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Musical Digest

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

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The Musician

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

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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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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.

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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.")

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Proceedings of I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; 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.

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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.

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Ques.-*What Don't You Know About Technical Radio?*

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There are mighty important developments taking place monthly in the Television field. These new announcements come from foreign countries as well as the United States. As accurately as possible, all the news from television laboratories is brought to you.

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Construction articles in RADIO-CRAFT show how to build test equipment. These include tube testers, analyzers, oscilloscopes, condenser analyzers, set testers, etc. Service Men are also posted on the new information released by test equipment manufacturers.

ELECTRONICS

With electronics so closely allied to radio, it has been necessary to publish in RADIO-CRAFT many of the recent important developments in this field. The application and design of many electronic devices, electronic musical instruments, relays and other instruments described.

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Amplifiers, in great variety—their construction, installation, operation and maintenance are accurately described in each issue. Whatever your Public Address problems, either mobile or stationery, RADIO-CRAFT will help you to solve them accurately.

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Thousands of set builders still find great pleasure in building receivers. You will find in RADIO-CRAFT complete construction details for building novel receivers. The sets vary in circuit design, number of tubes and method of operation.

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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

BI-MONTHLY. Emerson, N. J. 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; Editorial Director, W. W. Smith; Editor, R. Dawley. 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 W. Moss; Vice-President-Assistant Treasurer, C. Laury Botthof; Secretary, Albert W. Moss, Jr.; 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 OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

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Radio-Craft

MONTHLY. 20 Vesey St., New York, N. Y. Phone, REctor 2-9690. 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, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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Radio & Electrical Retailer of Australia

FORTNIGHTLY. 146 Foveaux St., Sydney, Australia. Phone FL 3054. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A 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, 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 News

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co.

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Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y.; General Manager, J. Fred Henry. 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 Reporter

DAILY. New York Herald-Tribune Bldg., New York, N. Y. LOngacre 5-2754. Editor, Harry B. Brooks. Radio Reporter is an individualized daily news letter, reporting news and views as heard over the radio on any subject ordered by subscribers. It specializes in coverage of commentators, debates, speeches, etc., and on matters pertaining to industry, business, politics, labor relations and similar topics. Other services include checking for individual mentions and recordings.

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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; Manager, Lee Robinson; 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 Review

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

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Radio Showmanship

MONTHLY. 11th at Glenwood, Minneapolis, Minn. Phone, BI. 6228. Publisher, Don Paul Nathanson; Managing Editor, S. H. Kaufman; Business Manager, William Huser; Field Editor, Norman V. Carlisle. Radio Showmanship is a medium of exchange bringing business men the promotion and program ideas of others in the same business field.

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Radio Technician

MONTHLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. Managing Editor, Oswald F. Mingay; Editor, J. R. Edward; Advertising, Colin Mingay. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. Radio Technician publishes radio service data and circuits of radio receiving sets.

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Radio-Telephone-Telegraph

NON-PERIODIC (approximately 125 issues a year). Department of Commerce, Washington, D. C. Phone, District 2200, Extension 2371. Chief, Electrical Division of the Bureau of Foreign & Domestic Commerce, John H. Payne; Editor, Lawrence D. Batson. BRANCH OFFICES: 33 offices of the Bureau of Foreign & Domestic Commerce in U. S. cities. Each issue of Radio-Ttelephone-Telegraph provides information for an individual foreign country with respect to (a) public and private services for the transmission and reception of intelligence by radio or other electrical means; (b) the companies, authorities, agencies providing such service; (c) and the commodities, apparatus and accessories utilized to accomplish that service. The principal services are, broadly aural and television broadcasting, radio and wired telephone, telegraph and facsimile, cable and aids to air and marine navigation.

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Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

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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 and Television Mirror

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

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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. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

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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.

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Radio Trade Annual and Service Manual

YEARLY. 146 Foveaux St., Sydney, Australia. Phone, FL 3054. 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. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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Radio Varieties Magazine

MONTHLY. 1056 West Van Buren St., Chicago, Ill. Phone, Mon. 8156. Publisher, F. L. Rosenthal; Editor, Wilton Rosenthal. Radio Varieties is national publication devoted exclusively to the "fan" interest in radio. It prints intimate stories and pictures about radio personalities.

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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; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Horton H. Heath; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; E. W. Ritter; Charles H. Taylor; Arthur F. Van Dyck; C. S. Anderson, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

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Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 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

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phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

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Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editor, R. G. Herzog; 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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Southern Advertising and Publishing

MONTHLY. 75 Third St., N. W., Atlanta, Ga. Phone, VErnon 6646. Editor-President, Ernest Abernethy; Business Manager, Charles Fram; Managing Editor, Ray Warwick. Southern Advertising and Publishing runs a regular monthly department of radio news, chiefly the activities of the business and advertising executives of southern broadcasting stations, plus some news of the networks that relate to southern advertisers or stations or are of special interest. Publication is read by southern radio executives, advertisers, agencies and newspapers.

Standard Rate and Data Service

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

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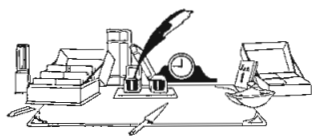

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Twelve Months.

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Very Rich.

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Along Different Lines.

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A Day In the Life of Ray D. O'Dollar

Floodlight And Searchlight

The Greeks Used a Wooden Horse.

A Guinea Pig Goes To Town.

Hollywood Moves East.

Hollywood Playhouse Program Folder.

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The Human Element In a Sheet of Steel.

Mutual Educational Bulletin

Mutual Marches On.

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Program Folio

"Put It In Quotes."

Some Think Them Sacred.

Study In Ups and Downs.

Take Your Choice.

We Suspect.

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PUBLIC SERVICE

Alma Kitchell's Briefcase.

Better To Perform.

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It Looks From Here.

Listening To Learn.

Meet Edward Weeks.

Music For Education.

NBC Interprets Public Service.

NBC Presents (Monthly).

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Radio Magic.

RCA Television.

Streamline Journal.

The Church In The Sky.

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Women, Children and Radio.

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Merchandising Your Radio Program.

Radio Families In The United States.

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Something Old, Something New.

Time Buying Function In Radio Advertising.

NBC RADIO-RECORDING DIVISION

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Hollywood Headliners.

NBC Thesaurus Portfolio of Recorded Programs.

NBC Thesaurus Program Service Bulletin.

NBC Thesaurus Sales Bulletin.

NBC Thesaurus Sales Manual.

NBC Syndicated Recorded Programs—Presentations: The Lone Ranger, Secret Agent K-7 Returns, Heart Throbs of the Hills, Listeners' Club, Betty and Bob, Carson Robison and His Buckaroos, Time Out, etc.

Two People With Millions of Friends (Betty and Bob).

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NBC Radio City Hollywood Studio Tour Booklet.

LISTENER AIDS

America's Town Meetings of the Air.

American Pilgrimage.

Citizens All.

Great Plays.

Handbook of Listeners' Aids.

Household Hints.

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Man and the World.

Pageant of Art.

Story Behind the Headlines

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THE TECHNICAL PROGRESS OF RADIO IN 1940

By
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THE year 1940 is particularly significant in the history of the broadcasting art due to the several major advances in technical phases of broadcasting and their application to the service of the public. In the standard broadcast service the ratification by all parties of the North American Regional Broadcasting Agreement, which provides for an orderly allocation of broadcast facilities between the North American countries, was the most important development. An increase in the number of stations authorized from 814 on January 1 to 882 on December 31, and a large increase in the number of directional antennas utilized by standard broadcast stations were the results of extensive technical planning of great importance to the industry. A high frequency broadcast service (FM broadcasting) which has been under development for a number of years made its advent as a service to the public employing wide band frequency modulation. Television, having been in the laboratory as the major developmental problem of the industry for some time, emerged with promise of a limited service to the public. The international broadcast service witnessed the advent of new rules which required increased transmitter power and the use of efficient directional arrays to concentrate the available energy in the desired direction and provide a more reliable service conveying American good will and better understanding to other portions of the world.

North American Regional Agreement

By far the most important development to effect the standard broadcast during 1940 was the ratification by Mexico on March 29 of the North American Regional Broadcasting Agreement, which made the Treaty valid. This Treaty is discussed in Mr. Gross' article, "A Review of International Affairs—1940," appearing in this RADIO ANNUAL. Although the Treaty would have been practically impossible of conclusion without the extensive use of directional arrays to provide mutual protection to the service of stations on shared channels, the number of such antennas increased rapidly during 1940 for reasons largely independent of the Treaty. These directional arrays make it possible to provide for a larger number of broadcast services without undue interference with existing services and in certain instances to concentrate service in desired densely populated areas. During the year the Federal Communications Commission issued 88 authorizations contemplating the installation of directional antennas at stations not so equipped previously, and on December 31, 1940, of the 882 broadcast stations in operation or authorized within the United States 186 were using or constructing directional radiating systems.

Last year there occurred the greatest increase in the use of directional radiating systems since the first such array was installed in 1932. There was also a greater increase in the number of standard broadcast stations than during any year since 1926.

New Standards of Good Engineering Practice

The application of the modifications in the Commission's rules and allocation practices incorporated in the new rules and the Standards of Good Engineering Practice, which became effective August 1, 1939, was responsible to a considerable extent for providing an increase in service of regional and local stations by permitting increases in night operating power and by permitting additional stations to be assigned to regional and local channels. The rules also provided for the operation of unlimited time secondary stations on certain of the clear channels. As most of these stations serve concentrated urban populations, all of these developments tended toward a greater preponderance of primary service and a larger choice of programs in the urban areas.

The demand for facilities, particularly in urban areas of the northeastern por-

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tion of the United States, has exceeded the supply of such facilities even though an increase was provided by the change in the rules. At the end of the year the Commission had pending before it several proposals which involve the operation of unlimited time secondary stations on clear channels which were each reserved by the rules for the exclusive use of one high powered broadcast station designed to provide secondary rural service at night. Millions of isolated rural and small community listeners remote from primary broadcast service are dependent for their broadcast service on these secondary signals. These proposals to duplicate the clear channels, all involve a further concentration of primary broadcast services in the urban areas, at the expense of, in most cases, the present service or future improvement of service to the sparsely settled rural areas. There was a significant trend toward licensing of regional stations (Class III-B) in small remote urban centers, but so far as rendering primary service to all of the rural areas, the merest dent was made in such areas. This whole matter has been the subject of extensive study and such documents as the report of the committee of the Commission which held hearings during June, 1938, and the majority and minority opinions of the Commission in connection with the application of Station WHDH for unlimited time shed much light upon the matter.

Technical Developments

Several other developments took place in the technical phases of station operation, which, although not directly realized by the listener, are well worth mentioning. Manufacturers further perfected the low temperature quartz crystal for automatic frequency control which will enable stations to operate in better compliance with the Commission's amended requirement which requires that all transmitters be able to maintain their assigned frequency within plus or minus 20 cycles after January 1, 1942, and that all new equipment which was installed subsequent to January 1, 1940, shall be capable of maintaining this tolerance. While for years the frequency maintenance of broadcast stations has been so good that no station even changed position on your dial (except due to defects in the receiver), the new frequency reduces interference that would otherwise result between stations on the same channel. Accompanying the improvements in automatic frequency control were improved frequency monitors for checking station operating frequencies as required by the rules. Inverse feed back or degenerative feed back was applied to a greater extent to broadcast transmitting equipment and it saw the first general application to the speech amplifier equipment in studios. The net result is an overall improvement in frequency response and a material reduction in audio harmonic distortion. This all means better fidelity of the program for those listeners who have receiving sets that compare in fidelity to the present transmitters.

A development of real importance to the high powered stations which heretofore employed one or more water cooled tubes with the attendant service requirements of the water cooling system, pumps, et cetera, was the perfection of high powered air cooled transmitting tubes.

A large number of stations employing directional antennas have installed phase monitors which enable operating personnel to maintain the adjustment of an array with much greater accuracy than was previously possible before the advent of these instruments. A general improvement has been noted in the technical efficiency of antennas accomplished through the installation of better ground systems, higher antenna structures, and the trend toward narrow base towers.

High Frequency Broadcast Service

The Commission recognized the utility of a high frequency broadcast service employing wide band frequency modulation, and, as a result of a hearing held during March, 1940, adopted rules establishing a high frequency broadcast service which became effective June 22, 1940. These rules establish forty 200 kilocycle channels (five channels for non-commercial educational stations) for a high frequency broadcast service in the band of 42,000 to 50,000 kilocycles. The rules involve an entirely new technical concept of the service of broadcast stations in that the service of all stations in a particular community will be approximately the same in so far as both signal intensity and area to which service is provided is concerned. The concept of trade areas has been introduced in order to tailor the service of the stations to a center of the population and the area tributary socially and economically to that center of population. In other words, the Commission is endeavoring to inte-

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grate the service provided by high frequency broadcast stations to fit the social and economic spheres of influence of the center of population in which the station is to be located. The fact that the service areas of all stations in a particular center of population will be practically co-extensive will eliminate from the elements of competition between such stations, many of the inequalities which exist between stations in the standard broadcast band by reason of large differences in coverage and signal intensity caused by differences in power, propagation, interference, et cetera.

The rules, however, provide for three general classes of high frequency broadcast stations to meet the requirements of three types of areas. Twenty-two channels were reserved for stations serving basic and limited trade areas with populations of more than 25,000 each. Six channels are allocated to stations with service areas containing less than 25,000 persons. Seven channels are allocated for the third class stations proposing to serve large rural areas of at least 15,000 square miles which cannot be conveniently provided with service by stations in limited or basic trade areas and to provide service under special circumstances to two or more limited or basic trade areas. This class of station is particularly effective where a high elevation above the surrounding area is available.

The technical requirements with respect to the equipment to be used by high frequency broadcast stations are such that the fidelity of transmission and potential reception, both as to distortion and frequency range, are well beyond the capabilities of any but the most expensive custom built broadcast receivers (none now available on the open market) to reproduce at the present time. Such operation will permit of and encourage the development and use of receiving equipment capable of the best fidelity of reproduction which the industry is capable of producing. Due to the sky wave propagation characteristics of the frequencies utilized by the high frequency broadcast stations, there will be no difference in the area which can be served during daytime or nighttime hours such as now exists with standard broadcast stations.

The use of wide band frequency modulation will permit of the operation of stations with lesser mileage separations than would be possible with amplitude modulation. This means many stations can be assigned the same channel.

Several manufacturers now make transmitters for the high frequency broadcast service which became available during the year. Shortly before the conclusion of the year the Commission held a conference in Washington for the purpose of standardizing the ratings and characteristics of the transmitting equipment for this new service.

On December 31, 1940, construction permits had been issued for 25 high frequency broadcast stations and the Commission had approximately 50 additional applications pending at the close of the year. That is, during the year 1940 all of the necessary steps from laboratory development to actual delivery of programs of a new adjunct to the radio service as an instrument of public benefit was an accomplished fact. Thus, the number of broadcast stations may be increased substantially, but unfortunately the service will not be principally to large rural areas and all existing receiving sets must have an expensive adaptor ($49.95 for a popular model) added to obtain the new service.

Television

Television, long heralded as the next important contribution of the radio industry to the technological society of today, encountered rather a stormy year. This problem child of broadcasting was at its best during 1940! Although it was much closer to being an established fact as a service to the public at the close of the year than on January 1, 1940, there are still problems to be encountered. As a result of extensive field tests made by several of the radio groups which have been engaged in the technical development a television, a committee of the Commission was appointed to investigate the service and coordinate the results of the field tests and the regulatory duty of the Commission. Their report proposed rules tentatively adopted by the Commission on December 22, 1939, permitting the introduction of a television broadcast service to the public on a limited commercial basis and providing for further research and development. The development would extend to both the technical phases of the art and the very important problems of program building. A hearing on these rules was held in Washington during January, 1940, and as a result thereof the Commission adopted rules providing for two classes of television

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broadcast stations, one of which would provide a program service for public consumption with provision for the licensee to be reimbursed (if there be a sponsor) for program expenses by commercial advertisers.

As a result of promotional activity in receivers using certain standards which the Commission believed to be detrimental to the future technical advances in the television broadcast art, as well as possible rapid obsolescence of receivers purchased by the public, these rules were set aside and a further hearing held on April 8, 1940. This hearing developed a detailed study of the question of engineering standards and the effect of television systems upon receivers, transmitters, present acceptance of television, obsolescence, and technical progress. The Commission then adopted rules embodying the principles arrived at pursuant to the April hearing (abolished the two classes of stations, eliminated limited commercial operation, restricted programming and intensified research on standards). As a result of the requirements for intense research on standards, the National Television Standards Committee was formed and charged with making a detailed study of the problems of a standard system of television transmission which should be adopted for service to the public. At the conclusion of the year it was anticipated that the report of this committee would be available during January 1941.

A significant development in the art of television has been the intricate work of the National Television Standards Committee. Also, a significant but complicating angle has been added by the development and demonstration by the Columbia Broadcasting System of a practical color television system. This system makes possible the reproduction within the home of a color picture having a very satisfactory range of colors throughout the visible spectrum and providing what appears to be greater detail in the reproduced picture than that possible with the conventional black and white system employing shades of gray to represent different colors and to provide contrast between obstacles being televised. This apparent improvement is possible without any accompanying increase in the frequency band required for the transmission of such pictures. The problem of sufficient light with color and the actual (but not apparent) loss of detail in the 6 megacycle channel are worthy of study. Certainly the value of color in television must not be sidetracked or lost.

In order to provide sufficient television channels to partially satisfy the demand for such facilities that was indicated at the hearings and by the applications filed with the Commission, it has been necessary to utilize the 6 mc channels above 160 mc. The limitation upon the amount of radio frequency power which could be generated by known methods at these frequencies was such that there was considerable hesitation on the part of the industry in accepting these high frequency television channels as being of value at this time. Consequently, the development during 1940 of transmitting tubes which make possible the generation of radio frequency power in sufficient amounts and with such efficiency that television or other transmission is possible outside of the laboratory is another significant advance.

Other developments include portable television pickup equipment carried in suitcase size units, the development of a new pickup tube having greater sensitivity than any previously available, and the electron microscope which is an offshoot of television development.

International Broadcast Service

International broadcast service during 1940 was affected mostly by technological changes intended to improve the signals provided by the stations in the foreign countries to which the services are directed. This improves the competitive position of these signals as compared to the services provided international broadcast stations in other countries. This effort has been directed particularly to the countries of South and Central America with which the United States is vitally concerned in the creation of good will from the standpoint of neighborliness, commerce, and national defense. The new rules require the use of not less than 50 kilowatts power and directional transmitting arrays to concentrate the energy in the desired directions so as to give the equivalent service of 500 kilowatts. This makes our stations in a

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position to compete favorably (in many cases better) in signal intensity than other countries. In the promotion of good will and understanding between the countries of the Western Hemisphere through the use of radio, the United States relies upon international broadcast stations operated by private organizations. These stations carry programs originated expressly for the international broadcast service or obtained from selected programs from domestic service. During the year an increased amount of stress was placed by the operating groups upon the preparation of unique programs designed for general and wholesome appeal to the listeners in the country to which the signals were directed. The manner in which the international broadcast service is conducted may have an important bearing upon the friendly relations between the American countries in the future.

Relay Stations

The year 1940 saw an increase to over 500 in the number of relay broadcast stations used for program pickup in the absence of wire lines and for mobile use to cover parades, athletic contests and other special events which are unique in their requirements. At the close of the year there was considerable interest in a new service employing frequency modulation to provide a high fidelity audio program link (to supersede wire lines of less fidelity) between studio and transmitter.

Facsimile

Interest which had been evidenced on the part of the licensees of the number of standard broadcast stations having special experimental authorizations for facsimile and the licensees of facsimile broadcast stations appears to have waned considerably and at the end of 1940 there was little activity in connection with a facsimile broadcast service to the public. The rules governing the high frequency broadcast service (FM) provide for the multiplex facsimile signals with the high frequency broadcast program providing the maximum frequency swing of plus and minus 75 kilocycles is maintained for the audio signal. However, there appeared to be certain technical problems with respect to this multiplex operation, particularly as concerned with the possibility of cross modulation (interference) between the facsimile and aural programs in receivers designed to accept not more than a 150 kilocycle band and without regard to the future multiplex facsimile. These matters will have to be made the subject of laboratory and field investigation before a solution of this problem can be reached, but unless this problem is properly taken care of in the receiver design now, "it is later than you think" for multiplex facsimile.

Developmental Broadcast Stations

The licensees of developmental broadcast stations continue to use them in connection with the design of new equipment and improvement of existing transmitting equipment. One licensee of a new developmental broadcasting station is conducting experiments in connection with a "polyphase" system of broadcasting. This involves the use of a five element array and modulation of the signal is accomplished by placing the carrier on the center element and side bands on the four surrounding elements. This system offers possible economies in both equipment and power consumption, particularly for powers well above 50 kilowatts.

For the first time developmental broadcast authorizations were issued to recognized engineers for use in site surveys, thus eliminating the requirement that the broadcast licensee obtain special experimental authorization to conduct site surveys and permitting site surveys where necessity requires prior to the granting of an authorization for a standard broadcast station.

Our prediction is that 1941 will be a continuation of 1940 without abatement as to continued technical progress in broadcasting.

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BROADCAST APPLICATION PROCEDURE

A summary of the procedure in applying for a station in the broadcast services as followed by the Federal Communications Commission

Any person, firm, corporation, educational, or other group legally qualified may apply to the Federal Communications Commission for radio-broadcast facilities in any locality. Formal application for a standard broadcast station construction permit is submitted in duplicate direct to the Commission on Form 301, which is obtainable on request. Applicants for FM (frequency modulation) stations use Form 319, which applies to high-frequency broadcast stations.

Time Requirements

Each construction permit must specify a maximum of 60 days from date of grant thereof as the time within which construction of the station shall begin, and a maximum of 6 months thereafter as the time within which construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing in any particular case.

The time required for an application for a new broadcast station to go through the necessary routine varies with individual cases. In the case of a purely local station, where no interference is involved, the time can be as short as 4 to 6 weeks, providing that the application is accurately and completely filled out and all the required exhibits are appended. However, where interference and formal objection by other stations enter, a longer time is necessary.

Where the Commission, upon examination of a particular application, is unable to reach determination that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons having an interest in the matter are given opportunity to be heard. Under present procedure, after a hearing has been held the parties are permitted 20 days in which to file supporting statements. The Commission then issues its Proposed Findings of Fact and Conclusions, and the parties are allowed 20 days thereafter to file exceptions and to request oral arguments before final decision is rendered. In the event that no exceptions or requests for oral argument are received, the Commission issues an order adopting and making effective its proposed decision. This is the final determination unless there is litigation.

Equipment Tests

Upon completion of construction of a radio station the permittee is authorized to test the equipment for a period not to exceed 10 days. The inspector in charge of the district in which the station is located, as well as the Commission, are notified 2 days in advance of the beginning of equipment tests. When construction and equipment tests are completed, and after application for regular station operating license has been filed with the Commission (Form 302 for standard broadcast and Form 320 for high frequency broadcast) the permittee is authorized to conduct service or program tests for a period not to exceed 30 days, again advising the Commission and inspector in charge 2 days in advance of the beginning of such tests.

Broadcast stations are licensed for a period of 1 year. Requests for renewal of license are made on special forms.

The approximate cost of constructing a 100-watt standard broadcast station (the minimum power capable of rendering appreciable public service) is, roughly, between $5,000 and $8,500. High frequency (FM) stations cost somewhat more.

Public Interest Requirements

In the public interest, the Commission does not license stations to broadcast recordings exclusively.

Broadcast station licenses are denied corporations "of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives."

The Commission exacts no fee or other charge in connection with radio licensing. Unlike telephone and telegraph, a radio-broadcast station is not deemed a common carrier under the Communications Act. No standard tariffs apply. While certain specific prohibitions are imposed by the Act, the Commission is given no general censorship powers over broadcast programs.

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—ADMINISTRATIVE— PROCEDURE OF F.C.C.

A summary of the administrative procedure of the Federal Communication Commission reviewing its duties and activities, the administrative setup, departments and their functions.

Commission

The Federal Communications Commission is composed of seven Commissioners appointed by the President, subject to Senate advice and confirmation. The President also designates the Chairman. The normal term of a Commissioner is seven years. A Commissioner is not permitted to engage in any other business during such tenure. Under terms of the creative act, "not more than four Commissioners shall be members of the same political party."

The Commission functions as a unit in administrative matters. It retains direct supervision of all activities but delegates certain routine responsibilities. Committees, consisting usually of three members, have made special studies and supervised particular undertakings. A case in point was the report last June by such a committee which investigated chain broadcasting methods. As a result of two years of inquiry, this committee rendered a 13,000-page report. The latter was based upon more than 10,000 pages of testimony and nearly 800 exhibits, obtained largely through hearings which continued for 73 days.

The Commission normally holds at least two en banc meetings each week. On Tuesdays it acts on various matters relating to radio, and telegraph and telephone. At such time the Commission considers—

Applications for construction permits for new stations or modifications of existing construction permits or licenses involving changes in frequency, power, transmitter and studio sites, or change in name of licensee.

Applications for voluntary or involuntary control of company or corporation holding license.

Petitions for rehearing.

Dismissal of applications.

Retiring of applications to closed files.

Adoption of new rules or amendments to existing rules.

Suspension of amateur or operator licenses.

Authority to supplement existing facilities or telephone or telegraph companies.

Extension of temporary authority to common carriers to communicate with foreign countries.

Other common carrier matters, such as investigation and suspension of tariffs.

Admissions to practice.

On Wednesdays the Commission acts on docket cases, that is to say, cases which have been accorded public hearings. Where the Commission, upon examination of a particular broadcast application, is unable to determine that a grant will serve the public interest, the case is designated for formal hearing upon specific issues, and all persons interested are given opportunity to be heard. After a hearing has been held, "Proposed Findings of Fact and Conclusions" are issued by the Commission. The parties are allowed additional time in which to file exceptions and to request oral argument before final decision is made. If no exceptions or requests for oral argument are received, the Commission generally issues an order adopting and making effective its proposed decision. If exceptions are filed, the Commission may, after oral argument, affirm,

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modify, or reverse the proposed findings. This is the final determination unless there is a petition for rehearing or unless there is litigation.

Special Commission Board

Increased duties have caused the Commission to abandon its former practice of dispensing with en banc meetings for a month in summer. During vacation and at any time when a quorum of the Commission is not present the Commission continues to function under Administrative Order No. 3, effective last July, which contains these provisions:

"Whenever the Chairman or Acting Chairman of the Commission shall determine a quorum of the Commission is not present, he is authorized to place the following provisions in effect for the period during which a quorum of the Commission is not present:

"(1) There is hereby assigned and referred to a Board consisting of all members of the Commision present and able to act, all work, business, or functions of the Federal Communications Commission arising under the Communications Act of 1934, as amended, except that portion of the work, business, or functions of the Federal Communications Commission assigned and referred to the respective Boards and individual Commissioners as provided in Administrative Order No. 2, as amended; **Provided, however,** that this authority shall not extend to investigations instituted upon the Commission's own motion or, without consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by the Communications Act of 1934, as amended.

"(2) The Board created by subparagraph (1) acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it, and in respect thereof shall have all the jurisdiction and powers conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by said Board in respect to any matters so assigned or referred shall have the same force and effect, and may be made, evidence and enforced in the same manner as if made, or taken by the Commission.

"(3) Any party affected by any order, decision or report of said Board may file a petition for rehearing by the Commission, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, and every such petition shall be passed upon by the Commission."

Commissioners

In addition to en banc meetings, the Commissioners individually preside at particular hearings when designated to do so by the Commission. Each month the Commissioners, in rotation, are allocated other specific duties. These assignments are changed, thus permitting each Commissioner to be directly informed on various phases of Commission activity, at the same time conserving the principal portion of each Commissioner's time for consideration of matters involved in action by the Commission as a whole. In any month one Commissioner will act upon applications for requests for special temporary broadcast authorizations. Another will consider motions or petitions in cases designated for formal hearing, final disposition of which is, of course, reserved for the Commission as such.

Such authorization is covered by the following part of Administrative Order No. 2, which went into effect last year:

"A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission, and those requesting change or modification of a final order made by the Commission; **provided,** however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; **provided further** that when one or more members of the Commission have been designated to preside at a hearing such

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Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; **provided further** that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

"Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission."

Departments

In considering all types of cases the Commission is aided by recommendations of its technical and administrative units. The staff consists of four departments:

The Law Department handles litigation and the legal aspects of licensing, regulation, and general administration, including legislation, rule-making and international matters, and conduct of investigations.

The Engineering Department attends to the engineering phases of the various services, and their regulation, supervises the field staff, participates in international and governmental conferences, and conducts technical research.

The Accounting, Statistical, and Tariff Department looks after accounting regulation, tariff analysis and rate regulation, and compiles statistics pertaining to these and other Commission functions.

The Secretary's Office has charge of matters of internal administration, handles the issuance of licenses, maintains records, and is responsible for supplying official copies of the Commission's order and decisions.

Rules Committee

The heads of these departments meet regularly, on Thursdays, as a Committee on Rules to consider proposals for new or revised rules and regulations, or changes in administrative procedure. This Committee can initiate such study or make comment or recommendation upon matters referred to it by the Commission. The Committee on Rules has functioned actively since 1937, and has done much to coordinate administrative procedure.

Administrative Board

In 1940 Commission work was further expedited by creation of an Administrative Board, consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary. This board is authorized to pass upon routine detail in accordance with rules and policies previously established by the Commission. Administrative Order No. 2, as revised last July, gives the Administrative Board authority to "determine, order, certify, report or otherwise act upon" the following matters:

"(a) All applications for the Coastal, Marine Relay, Aviation, Emergency and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

"(b) Upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

"(c) Upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

"(d) Upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; ap-

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plications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; and requests for authorization to rebroadcast under the provisions of Section 3.94 of the Rules and Regulations;

"(e) Upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

"(f) All applications or requests for emergency and renewal exemptions from the provisions of Section 352 (b) of the Act;

"(g) Upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) Applications for existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

"(h) Upon requests for inspection of records under provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure."

Actions taken by the board are reported in writing each week to the Commission at its regular meeting. Applications or requests for special temporary standard broadcast authorizations are referred to the board for recommendation and reference to a Commissioner designated to act in such matters.

The same order which created this board (Administrative Order No. 2) further speeded procedure by allowing the Secretary, Chief Engineer, and Chief Accountant to handle specific matters. Its particular provisions with respect to these officials follow:

Secretary

"The Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act, upon:

(a) all applications for operator licenses or renewals thereof; and

(b) all applications for amateur and ship stations or renewals thereof; and

(c) all applications for aircraft station licenses or renewals thereof where the applicant is or has been the holder of a station license within the preceding year;

"The Secretary of the Commission is hereby designated to enter the appropriate final order of the Commission in all cases involving applications for radio station authorizations in which proposed findings and conclusions of the Commission have been issued pursuant to the provisions of Section 1.231 of the Commission's Rules of Practice and Procedure and in which no exceptions have been filed within the time prescribed in said section."

Chief Engineer

"The Chief Engineer of the Commission is hereby designated to determine and act upon all applications and requests and to make appropriate order in letter form for the signature of the Secretary of the Commission in the following matters:

(a) temporary operation without specified items of equipment, or with temporary, substitute or auxiliary equipment:

(1) operation without an approved frequency monitor;

(2) operation without an approved modulation monitor;

(3) operation without thermometer in automatic temperature control chamber;

(4) operation without antenna ammeter, plate voltmeter or plate ammeter;

(5) operation with substitute ammeter, plate voltmeter or plate ammeter;

(6) operation without temporary antenna system;

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(7) operation with auxiliary transmitter as main transmitter;

(b) operation with new or modified equipment pending repair of existing equipment, or pending receipt and action upon a formal application;

(c) where formal application is not required, application for new or modified equipment or antenna system;

(d) change of specifications for painting and lighting antenna towers where formal application is not required;

(e) operation to determine power by direct method during program test period;

(f) relocation of transmitter in same building;

(g) operation with reduced power or time under Sections 3.57 and 3.71;

(h) approval of types of equipment as to compliance with outstanding rules and standards;

(i) all authorizations for equipment and program tests, or extensions thereof, where it appears that compliance has been had with the terms of the construction permit;

(j) denial of requests for equipment and program tests where specifications of construction permit have not been met;

(k) withdrawal of authorizations for equipment and program tests where subsequent to the issuance of the original authorizations it appears that the terms of the construction permit have not been met;

(l) extensions of time within which to comply with technical requirements specified in authorizations, orders and rules or releases of the Commission;

(m) representations of compliance with technical requirements specified in authorizations, orders, rules or releases (except formal applications);

(n) operation with licensed, new or modified equipment at a temporary location with a temporary antenna system in case of an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating at the licensed location;

(o) all authorizations for special operation necessary to facilitate equipment, program and service tests or to comply with technical requirements specified in authorizations, orders, rules or releases."

Chief Accountant

"The Chief Accountant of the Commission is hereby designated to determine, order, certify, report or otherwise act upon:

(a) administration, interpretation and application of regulations promulgated by the Commission pursuant to Section 220 of the Act, relating to accounts, records, and memoranda to be kept by carriers subject to the jurisdiction of the Commission;

(b) applications for extensions of time in which to file annual, monthly, and special reports required by the Commission pursuant to Section 219 of the Act;

(c) administration, interpretation and application of orders or rules of practice and procedure promulgated by the Commission relating to financial and statistical data of standard broadcast stations and broadcast networks or chains, including applications for extensions of time in which to file financial and statistical statements and reports.

(d) all matters arising in connection with the administration of tariff regulations promulgated by the Commission pursuant to Section 203 of the Act, and in connection with the administration of this section in so far as it relates to the modification of requirements thereof or made pursuant thereto, as authorized in particular instances by subsection (b) thereof, and to the rejection of tariffs as authorized by subsection (d) thereof;

and, where appropriate in carrying out the foregoing, to make orders in letter form for the signature of the Secretary of the Commission."

Procedure

The procedure under which hearings are conducted and the administrative and adjudicative processes leading up to final decisions have been revised in the interests of public convenience as well as smoother Commission functioning. From the standpoint of internal administration,

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these changes have vastly simplified and expedited the decision process. This speeding up has not been at the sacrifice of complete and deliberate consideration of every element of the various type of proceedings the Commission is called upon to decide. On the contrary, the standards of "fair play" in reaching administrative determinations, as laid down by the courts, have been fully met.

Some of the outstanding practice and procedure changes may be mentioned briefly. The Communications Act requires that the Commission grant radio authorizations without hearing if it is able to determine from the information before it that the authorization would serve public interest, convenience and necessity. Formerly such grants were made, in broadcast cases, subject to the right of interested parties to file protests within a 30-day period. The previous policy had been to require the holding of hearings in virtually all such cases, which frequently involved needless expense to the parties without disclosing information of a substantial character not already known to the Commission. Under present practice, when the Commission is satisfied from the information before it that a grant is warranted, it proceeds to authorize the issuance of the license, which grant is final rather than conditional in its terms. The rules fully protect the interests of persons other than the applicant by providing for the filing of petitions for reconsideration within a 20 day period.

Formerly it was the practice of the Commission to include in the issues upon which hearings were to be held, not only those matters on which the Commission entertained doubt, but issues which required affirmative proof of all items contained in the applications. As a result the task of preparation for hearings was rendered extremely burdensome, hearings were unnecessarily prolonged by the applicant's tedious proof of many facts not really in controversy. The Commission now undertakes the burden of determining and specifying limited issues in hearing cases, which are actually controversial in character and on which the results of the hearing must turn.

In yet another direction, the Commission has improved its practice in connection with the issues involved in hearings. It frequently happens that there are any one of several grounds on which it appears from initial examination of the application that a denial must result. Some of these grounds would necessarily result in the introduction of a great deal of testimony and documentary evidence if included among the issues to be heard. In order to save time and money, both for the applicant and the Commission, effort is now made to eliminate issues which would unnecessarily complicate the hearing.

Under its former rules the Commission permitted any party to intervene if his petition disclosed a "substantial interest in the subject matter." Furthermore, the Commission designated as parties to its hearings those persons shown by its records to have some potential interest, whether or not such persons were known to have an intention to appear. The effects of the complete freedom of intervention and of the automatic inclusion of various persons as parties to the proceeding were the unnecessarily prolonged discussion of non-controversial issues and the unnecessary multiplication and accumulation of evidence on relevant issues, due to the cross examination to which witnesses were subjected by the various parties. The Commission's rules now require all parties who desire to appear in opposition to an application to file petitions to intervene, by means of which their interests may be tested, and parties are required to make a showing that the requested intervention will be in the public interest. The Commission also makes provision for the filing and consideration by any of the parties of motions for enlargement of the issues, a further safeguard for the protection of interests of applicants and other parties.

Motions Docket

In 1939 the Commission made provision or the holding of oral argument on all interlocutory motions, pleadings and matters of procedure which arise in cases pending before it. Previously, these motions were disposed of by the Commission without opportunity for argument, and thus without a full opportunity for parties in interest who might wish to oppose the relief sought to make a contest and have an adjudication based on a full showing of the nature of their interests. These interlocutory matters are now placed on a Motions Docket presided over by an individual Commissioner, which is called Friday of each week. Provision has also been made for the disposition in chambers of emergency motions, after proper notice to all parties.

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F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1941

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:

Two copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

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.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be re-

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newed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the 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:

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

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for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations:

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) Other radio services. In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities,

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and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf 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, 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, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatns 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

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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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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	43700, 44300	5000 w	Special
Central Broadcasting Co Mitchellville, Iowa	W9XC	1000	1000 w	A3
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, and various frequencies between 116050 and 161775, 162000-168000 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A-2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.
Natl. Broadcasting Co., Inc. Area of New York, N. Y.	W10XR	Same as above	100 w	A1, A2, A3, A4, A5 & Special A5 on frequencies above 162000 kcs.
University of Connecticut Storrs, Conn.	W1XCS	39540, 139960, 300000-400000 C.P. 26300, 139960, 300000-400000	250 w C.P. 1000 w	A3 & Special C.P. A3 & Special with multiplexed facsimile

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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 26,600 kilocycles, for broadcasting by International Agreement). Such stations, are required to render a broadcast service which will reflect the culture of this country and promote international goodwill.

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Columbia Broadcasting System, Inc. Near Wayne, N. J. C. P. Brentwood, N. Y.	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw C.P. 50 kw
Columbia Broadcasting System, Inc. Brentwood, N. Y.	WCRC	6060, 11830, 15270, 17830, 21520	50 kw (C.P. only)
The Crosley Corp. Mason, Ohio	WLWO	6080, 9590, 11710, 15250, 17800*, 21650 *conditional	50 kw
General Electric Company South Schenectady, N. Y.	WGEA	6190, 9550, 15330, 21500, 21590	25 kw C.P. 50 kw
General Electric Company South Schenectady, N. Y.	WGEO	6190, 9530, 15330	100 kw
General Electric Company San Francisco, Calif.	KGEI	6190, 9530, 15330 S.A. 9670	20 kw C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WRCA	9670, 21630 C.P. 9670, 17780	35 kw C.P. 50 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	WNBI	6100, 17780 S.A. 11890 C.P. 6100,21630	35 kw C.P 50 kw
WCAU Broadcasting Company Newtown Square, Pa.	WCAB	6060, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa. C. P. Hull, Mass.	WPIT	6140, 9570, 11870, 15210, 17780, 21540	40 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15350, 17750	20 kw C.P. 50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUW	11730, 11790, 15130, 25600, 15350	20 kw
PENDING APPLICATION			
God's Bible School & College Cincinnati, Ohio	Unassigned	11710, 21610	60 kw

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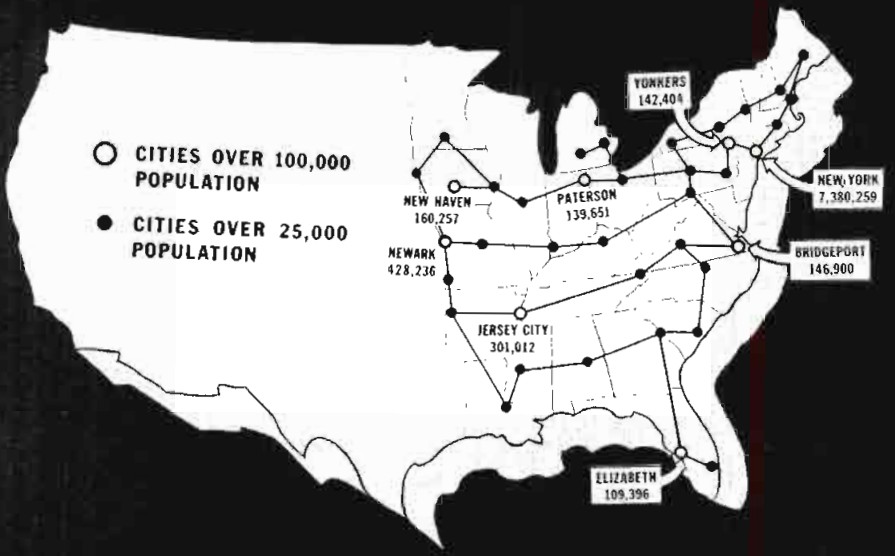
HERE'S THE COVERAGE MAP OF THE BASIC "ONE-STATION NETWORK"



WELL, maybe it is a little out of scale geographically. But WHN does reach into *seven* other cities—besides New York — of greater population than Charlotte, N. C., *thirty-one* others all greater than Ann Arbor, Mich., plus still *forty-eight* more cities each over 10,000 population. ★ These cities might well be scattered from coast to coast—but they're not. The "one-station network" delivers them all in a compact Primary Area that does *one-seventh* of the entire nation's buying. ★ Here you get not just America's largest city, but eighty-six other dynamic markets all at single-station cost. There is no greater value in advertising

WHN NEW YORK

1540 BROADWAY · BRYANT 9-7800
CHICAGO OFFICE · 360 NORTH MICHIGAN
AFFILIATED WITH LOEW'S THEATRES AND METRO-GOLDWYN-MAYER PICTURES

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A NATION WIDE RADIO ANALYSIS

OF THE

UNITED STATES CENSUS FIGURES OF 1940

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THE 1940 CENSUS AND ITS VALUE TO RADIO

By

ROBERT A. LITZBERG

Statistical Editor, Radio Annual

THE broadcaster's problem of determining the number of radio listeners in a given territory is well on its way to being solved for the next five or ten years through the decennial count of population and enumeration of basic business statistics conducted by the Bureau of Census last year. The 1940 census figures presented in the 1941 RADIO ANNUAL will be the basis for evaluating the potential markets of individual stations for probably the next ten years unless one of the various research organizations which have been experimenting on this subject evolves a new, practical and more accurate method of determining potential audiences than the one currently in use. The 1940 figures presented in this volume have been generally accepted by both advertising agencies and broadcasters as a basis for evaluating the potential audiences of broadcast stations. Included in the summaries, which are broken down into states and the counties within the states, are total population, families, radio homes and retail (food, drug and automotive stores and sales) statistics.

New 1940 Figures

Broadcasters who use field intensity surveys to define their population count in primary and secondary areas will necessarily have to revise their coverage data on the basis of the new 1940 figures. According to news releases of the Census Bureau a few general deductions may be made from preliminary population totals:

1. The past decade has witnessed a sharp decrease in the rate of population growth, amounting to only a 7 per cent increase.

2. The marked decline in the growth of the population in this country during the past decade is attributable to the virtual stoppage of immigration and the continued decline in the birth rate. (The stoppage of immigration, in time, if continued, may have a serious effect on "foreign language" broadcasters in metropolitan areas.)

3. The declining birth rate combined with a declining death rate is resulting in a constant increase in the average age of people. (This fact may have a slight effect in the future on type of products advertised via the airwaves.)

4. Greater relative percentage increases in population have occurred in southern states, particularly the South Atlantic states.

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5. The northern industrial states showed a rate of population increase considerably less than the national average.

6. The Pacific Coast had the largest percentage increase in population of any of the major geographic divisions of the United States during the past decade.

7. Large cities are now growing very slowly and some are even decreasing in size.

8. The character of large cities is changing; as a result of better communications and living conditions, people have been drawn from centers of population to suburban areas. (This fact, too, may change the type of product advertised via radio.)

Facts of Importance

In addition and in connection with the Population Census, other counts have been made by the Bureau. The broadcaster may find in them facts that will aid in telling his story to advertisers. Among these are:

1. The Housing Census, consisting of statistical data on the ages of homes, values, rentals, facilities and equipment, all of which are guides in studying the economic value and character of national, regional and local capacity and habits of buying. (This count will report the presence of radio receivers in individual dwellings.)

2. The Business Census, providing an exact measurement of each market in terms of retail sales, types of business, commodities, wholesale facilities, etc.

3. Census of Sales Finance Companies, showing how retail sales on an installment plan are financed by other than the retailer.

4. Census of Manufacturers (1939), consisting of statistical data on industry and broken down into 75 individual industries.

5. The Wholesale Census, consisting of a study of wholesale business.

6. The Retail Census, consisting of a study of retail trade.

7. The Census of Mines and Quarries, a study of minerals.

8. Census of Agriculture, consisting of statistical data about the farmer.

The 1940 population count takes on added significance as the result of the introduction by the FCC of a new method of allocating FM broadcast station licenses, on the basis of square miles and population served. The value of the data supplied by the Bureau of Census is based on the care and study which is used by the broadcaster in putting the statistics to his needs. RADIO ANNUAL presents on succeeding pages of this volume the more important statistics for use by time-buyer and broadcaster alike.

In using the data on succeeding pages several considerations must be kept in mind. First, if the counties within a state are totaled the sum will not always coincide with the presented state totals. This is occasioned by the fact that the Bureau of Census makes certain adjustments on its original tabulations to account for the possibility of error or unavoidable omission. (The adjustments are accomplished by distributing a total of 125,000 to the preliminary population figures throughout the entire country; the addition of 125,000 to the total of 131,409,881 will have little percentage effect on ninety-nine per cent of all market research and the only reason for mentioning the discrepancy is to inform those who may have occasion to total one of more states for their own purpose). Second, a few figures in the retail census are omitted because of their unavailability or because their release places certain businesses in an unfair competitive situation. (This is rare and occurs only in localities which are very small). Third, in order to present the data as compactly as possible, all money figures are given in thousands of dollars.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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ALABAMA

Population 2,832,961
Families 670,111
Radio Homes 376,330

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Autauga	20,994	4,974	2,330	37	$481	5	$65	37	$333
Baldwin	32,287	7,936	1,100	136	1,354	12	175	93	1,701
Barbour	32,711	7,664	3,870	92	728	10	118	56	959
Bibb	20,161	4,636	2,380	39	252	5	37	20	461
Blount	29,447	6,599	3,040	66	304	6	67	61	758
Bullock	19,801	4,687	2,280	103	154	3	76	20	302
Butler	32,632	7,209	3,670	120	765	7	124	48	737
Calhoun	63,276	14,525	8,840	266	3,013	22	432	105	2,727
Chambers	42,156	9,077	1,550	156	1,104	15	260	41	730
Cherokee	19,918	4,405	1,940	104	376	4	32	20	204
Chilton	28,263	6,599	3,070	75	628	7	118	61	979
Choctaw	20,205	4,555	2,200	59	140	2	*	18	312
Clarke	27,602	6,373	3,100	69	571	6	76	43	1,113
Clay	16,901	3,870	1,740	54	256	5	53	26	276
Cleburne	13,628	2,977	1,360	42	324	2	*	18	290
Coffee	31,983	7,306	3,570	128	689	9	127	78	1,009
Colbert	34,054	8,238	4,750	108	1,394	7	153	63	1,366
Conecuh	25,392	5,621	2,690	62	412	1	75	35	463
Coosa	13,496	2,972	1,370	29	173	6	32	30	†168
Covington	42,372	9,860	5,160	104	1,183	15	296	131	1,926
Crenshaw	23,632	5,554	2,610	83	421	7	73	28	469
Cullman	47,338	10,693	4,950	118	740	7	179	65	1,705
Dale	22,680	5,327	2,620	76	193	8	94	76	498
Dallas	55,283	13,765	7,500	179	1,760	9	362	80	2,098
DeKalb	43,069	9,885	4,580	88	410	7	124	71	1,060
Elmore	34,547	7,731	3,630	141	1,007	8	123	64	989
Escambia	30,665	6,785	3,640	98	842	9	144	79	1,954
Etowah	72,596	17,178	10,750	221	3,128	26	573	118	3,702
Fayette	21,648	4,921	2,280	43	406	6	64	33	659
Franklin	27,553	6,131	3,010	63	560	8	96	50	684
Geneva	29,171	6,602	3,140	76	457	12	133	63	734
Greene	19,269	4,722	2,170	24	124	3	63	14	†137
Hale	25,000	5,939	2,700	28	265	8	65	22	361
Henry	21,893	4,840	2,240	54	363	6	63	27	428
Houston	45,720	11,121	6,150	168	1,375	16	278	111	2,051
Jackson	41,895	9,110	4,250	121	787	7	129	17	750
Jefferson	458,956	118,787	85,500	1,390	25,748	185	1,047	601	27,336
Lamar	19,611	4,427	2,020	53	268	2	53	27	274
Lauderdale	45,449	10,641	5,700	130	1,464	11	193	72	1,376
Lawrence	27,878	6,234	2,740	73	439	3	31	26	†181
Lee	36,447	8,569	4,860	134	1,320	15	300	17	1,326
Limestone	35,606	8,004	3,800	95	632	7	131	44	682
Lowndes	22,602	4,936	2,190	62	242	4	13	18	†118
Macon	27,626	6,348	3,050	132	893	8	139	53	704
Madison	66,208	15,212	7,950	209	2,657	13	350	66	2,113
Marengo	35,980	8,630	4,120	110	679	6	112	37	727
Marion	28,720	6,240	2,940	36	215	7	67	58	716
Marshall	42,509	9,717	4,710	134	912	14	206	93	1,588
Mobile	141,498	35,787	24,450	701	9,122	55	1,978	271	7,359
Monroe	29,468	6,441	3,030	65	382	6	67	35	746
Montgomery	114,390	29,471	19,900	497	6,099	42	1,014	140	6,769
Morgan	47,757	11,764	6,710	157	1,602	16	284	89	2,628
Perry	26,716	5,927	2,750	77	650	5	92	19	489
Pickens	27,668	6,284	2,880	54	420	6	86	26	689
Pike	32,481	7,705	3,980	133	1,056	10	141	84	1,357
Randolph	26,924	5,793	2,800	49	320	6	72	39	520
Russell	35,786	8,572	4,300	163	916	10	82	41	717
St. Clair	27,320	6,269	3,140	80	645	7	93	45	1,141
Shelby	29,117	6,802	3,450	76	786	9	105	43	418
Sumter	27,289	6,391	2,960	40	265	7	64	29	644
Talladega	50,818	11,206	5,910	132	1,816	22	317	89	1,635
Tallapoosa	34,247	8,102	4,120	72	979	12	200	75	1,219
Tuscaloosa	75,995	17,462	9,950	247	3,043	16	581	85	3,212
Walker	64,186	14,366	7,800	143	1,689	13	259	68	1,715
Washington	16,185	3,564	1,760	65	369	—	—	28	270
Wilcox	26,259	5,959	2,710	63	246	4	55	22	†124
Winston	18,751	4,015	1,890	36	267	8	57	28	183
TOTAL STATE	**2,832,961**	**670,111**	**376,330**	**8,802**	**$93,910**	**833**	**$16,117**	**1,353**	**$105,811**

*Data unavailable. †Filling Station Sales only

All Money Values Are In Thousands ($000) of Dollars

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ARIZONA

Population	499,261
Families	130,020
Radio Homes	99,420

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Apache	24,076	5,192	3,460	20	$239	3	*	27	$456
Cochise	34,540	9,178	7,120	132	2,528	13	$330	100	2,587
Coconino	18,507	4,477	3,330	38	1,000	5	222	70	1,804
Gila	23,924	6,578	5,170	69	1,843	11	288	63	1,597
Graham	12,154	2,850	1,960	35	644	5	111	45	648
Greenlee	8,716	2,106	1,530	29	386	2	*	24	473
Maricopa	185,356	49,831	38,650	678	12,950	78	3,260	503	16,600
Mohave	8,552	2,640	1,860	33	1,119	3	122	53	1,040
Navajo	25,173	5,865	4,240	47	938	4	299	59	1,450
Pima	72,932	19,093	15,690	263	7,141	29	1,570	172	6,444
Pinal	28,825	6,876	4,790	97	1,647	12	310	92	1,417
Santa Cruz	9,541	2,384	1,920	36	702	4	110	22	559
Yavapai	26,266	7,802	5,960	100	2,270	15	406	105	2,443
Yuma	19,227	5,088	3,740	64	1,449	10	269	81	1,459
TOTAL STATE	**499,261**	**130,020**	**99,420**	**1,641**	**$34,856**	**194**	**$7,424**	**1,416**	**$38,977**

*Data unavailable.

ARKANSAS

Population	1,949,387
Families	494,716
Radio Homes	252,760

Arkansas	24,443	6,451	3,370	70	$959	8	$190	48	$1,375
Ashley	26,778	6,814	3,140	58	772	9	221	37	632
Baxter	9,796	2,520	1,110	43	175	4	52	26	191
Benton	36,111	10,046	4,800	108	964	21	283	106	1,392
Boone	15,954	4,209	2,160	59	590	7	159	59	982
Bradley	18,085	4,462	2,200	62	490	7	81	22	654
Calhoun	9,693	2,265	966	24	118	3	15	12	†00
Carroll	14,871	4,017	1,800	57	349	7	105	46	426
Chicot	27,453	7,368	3,420	99	974	8	123	33	529
Clark	24,414	6,113	2,980	71	726	10	160	60	946
Clay	28,373	6,935	3,100	97	552	11	126	46	446
Cleburne	13,127	3,187	1,380	64	245	4	45	17	283
Cleveland	12,570	2,915	1,190	45	275	3	29	9	60
Columbia	29,754	7,389	3,370	92	855	8	180	39	965
Conway	21,497	4,976	2,350	89	505	7	106	34	587
Craighead	47,169	11,553	5,900	167	1,542	19	310	92	2,287
Crawford	23,914	5,940	3,050	83	769	9	121	45	648
Crittenden	41,871	11,498	4,800	198	1,375	10	99	47	2,067
Cross	26,021	6,273	2,910	111	701	9	94	31	845
Dallas	14,461	3,558	1,800	74	573	6	67	20	829
Desha	27,150	7,139	3,470	80	825	5	111	28	395
Drew	19,907	4,971	2,330	66	717	7	123	39	626
Faulkner	25,871	6,349	3,140	92	598	7	120	61	946
Franklin	15,656	3,850	1,700	34	177	6	61	33	327
Fulton	10,260	2,547	1,060	26	98	3	20	12	†52
Garland	41,610	11,590	7,780	166	2,660	30	708	123	2,013
Grant	10,469	2,607	1,140	26	293	4	33	17	†188
Greene	30,187	7,360	3,030	129	905	12	148	33	673
Hempstead	32,792	8,070	3,930	112	791	9	180	47	1,718
Hot Spring	18,907	4,695	2,450	73	488	7	112	63	651
Howard	16,620	4,174	1,870	51	483	6	103	37	486
Independence	25,757	6,241	3,050	93	729	5	87	42	893
Izard	12,829	3,107	1,280	38	99	4	24	14	144
Jackson	26,359	6,397	3,040	76	806	7	155	37	681
Jefferson	65,068	17,800	9,700	306	2,595	16	414	114	3,731
Johnson	18,776	4,725	2,300	65	422	6	77	39	529
Lafayette	10,852	4,267	1,990	67	371	7	72	18	482
Lawrence	22,651	5,425	2,420	72	531	6	66	43	531
Lee	26,816	6,821	3,100	118	697	5	130	25	509
Lincoln	19,707	4,916	2,020	73	347	5	55	19	†156
Little River	15,928	4,083	1,790	48	358	6	75	19	†91
Logan	25,960	6,052	2,870	63	498	10	146	52	807
Lonoke	29,506	7,541	3,200	97	843	10	164	77	1,275
Madison	14,543	3,520	1,430	39	78	6	49	20	†55
Marion	9,467	2,326	990	36	114	2	*	12	62
Miller	31,637	8,297	4,650	136	1,390	6	188	51	2,227
Mississippi	80,148	19,711	9,420	318	2,622	31	550	111	4,351
Monroe	21,146	5,277	2,500	40	528	9	116	25	507

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Montgomery	8 875	2 221	990	31	145	2		21	103
Nevada	19 786	4 791	2 220	12	184	6	81	54	721
Newton	10,888	2 456	1 000	31	63	1	-	12	80
Ouachita	31 029	7 623	3 100	104	1,530	13	205	55	1,422
Perry	9 386	1 967	850	35	101	3	11	11	55
Phillips	15 919	12 680	6,560	163	3 073	12	257	34	1,390
Pike	11 788	2 950	1 330	18	300	5	33	30	†170
Poinsett	37,618	8 750	4 060	118	1 150	15	209	58	649
Polk	15 813	4 083	2 000	45	129	6	75	55	553
Pope	25 676	6 079	3 040	63	659	11	131	71	918
Prairie	15 300	3 779	1 670	35	284	2	65	30	215
Pulaski	156 153	42 151	31,100	757	9 151	74	2 322	324	13,772
Randolph	18 305	4 161	1,910	66	302	6	72	39	518
St. Francis	36 940	9,139	4 180	150	1 091	10	185	54	995
Saline	19 143	4 116	2,260	43	142	3	14	60	686
Scott	13 298	3 311	1 470	60	178	1	13	23	114
Searcy	12 169	2 598	1,160	39	120	5	51	22	202
Sebastian	62 657	16 745	11 100	251	3 289	28	815	150	1,764
Sevier	15 250	3 820	1 850	49	155	2	125	27	278
Sharp	11 173	2 892	1 210	43	105	5	18	28	183
Stone	8 596	1 985	810	16	54	1		6	23
Union	50 177	13 272	7 020	232	2 834	18	561	105	3 766
Van Buren	12 292	2 959	1 230	46	94	3	20	23	†102
Washington	41 097	11,157	6 050	132	1 322	15	352	101	1 980
White	37 147	9 153	4 100	118	903	15	166	83	1,071
Woodruff	22 112	5 315	2 350	81	664	9	124	34	195
Yell	20 963	5 088	2 200	61	141	11	75	40	481
TOTAL STATE	1,949,387	494,716	252,760	7,073	$62,523	701	$12,736	3,590	$78,135

†Data unavailable. ‡Pillan Station Sales only.

CALIFORNIA

Population	6,907,387
Families	2,130,997
Radio Homes	2,013,260

Alameda	506 190	162 826	154,220	2 118	$67 962	258	$9 331	1 121	$16 071
Alpine	319	100	100	1		—	—	1	
Amador	8 959	2 046	2 560	41	966	8	133	29	537
Butte	12 651	15 241	12 560	156	5,247	20	165	156	1,963
Calaveras	8 214	2 788	2 680	44	836	1	104	31	629
Colusa	9 272	2 855	2 760	36	971	5	150	19	1 051
Contra Costa	95 806	29 145	27 430	393	10 659	46	1,168	259	8 446
Del Norte	4 722	1 565	1 510	31	532	3	52	49	637
El Dorado	13 472	4,108	1 260	65	1 825	4	81	60	476
Fresno	178 574	50 242	17,800	779	18 826	69	2,218	558	19 481
Glenn	12 207	3 529	3 420	98	1 236	8	118	45	1 301
Humboldt	15 198	14 758	13 130	192	5 061	15	176	187	5 168
Imperial	59 651	15 010	11 220	191	5 832	22	724	202	6 881
Inyo	7,556	2 363	2 280	25	1 249	5	133	48	1 315
Kern	183 531	36 161	34 520	146	11 622	46	1 488	154	16 013
Kings	35 102	9 666	9 210	128	3 167	11	392	118	3 828
Lake	8 015	2 715	2 620	56	936	8	116	56	690
Lassen	11 163	1 291	1 150	15	1 620	5	190	44	1 532
Los Angeles	2 777 211	895 554	810 080	11 051	309 570	1 343	18,968	7,536	296 681
Madera	21 678	6 557	6 250	80	2,156	6	188	93	1 856
Marin	52,529	13,528	12 880	215	6 313	23	516	131	1 173
Mariposa	4 686	1 962	1 850	24	334	2		25	†141
Mendocino	21 775	7,697	7 310	101	2 371	11	191	132	2,115
Merced	16 935	12 891	12,350	141	1 386	17	537	185	4,526
Modoc	8 771	2 736	2 610	38	871	7	78	27	950
Mono	2 283	767	730	20				18	149
Monterey	52 816	20,458	19 580	261	8 353	12	1 200	256	8 633
Napa	28 111	7 714	7 370	85	2 863	11	365	95	2 119
Nevada	19 221	6 021	5 720	87	2 829	9	286	70	1,928
Orange	130 864	40 075	38 040	568	13,561	66	2 101	502	12 982
Placer	21 917	8 333	7 940	126	3 184	17	389	126	2,777
Plumas	11 595	3 508	3,110	92	1 125	8	259	49	554
Riverside	165 148	31 541	30 190	391	10 545	18	1,126	112	10,326
Sacramento	169 593	49 055	46 500	703	20 292	83	1 205	498	20 870
San Benito	11 597	3 188	3,330	10	1 101	5	121	36	1 031
San Bernardino	161 789	46 696	44 250	681	15 330	60	2 235	603	15 914
San Diego	289 453	90 583	85,150	1 223	29 119	139	1 697	824	26,301
San Francisco	629 554	206 523	191 000	3 336	87 087	371	14 664	730	16,946
San Joaquin	134 088	36 632	34 800	534	12 764	58	1,592	110	12 923
San Luis Obispo	33 115	10 117	9,740	151	3 050	19	111	167	3 916
San Mateo	109 298	33 789	31 760	455	11 923	46	1 345	309	11 069
Santa Barbara	68 207	20 807	19 500	261	9 551	31	1 227	261	8,101
Santa Clara	174 367	52 283	49 500	737	19 137	71	2 519	553	18,055
Santa Cruz	14 806	11 957	11 180	214	5 511	26	709	166	4,286
Shasta	28 754	8 963	8 510	119	3 217	9	396	111	4 043

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Sierra	3,033	1,074	1,040	14	297	2	*	7	*
Siskiyou	28,531	8,680	8,340	115	2,860	17	388	107	2,739
Solano	48,779	13,610	13,020	190	5,636	24	584	120	4,274
Sonoma	68,819	21,674	20,800	328	8,025	37	972	305	6,594
Stanislaus	74,935	21,888	20,990	296	7,493	33	924	309	9,126
Sutter	18,702	5,507	5,260	53	1,262	5	61	47	864
Tehama	14,347	4,510	4,310	64	1,428	6	189	67	1,518
Trinity	3,969	1,425	1,380	30	484	1	*	13	81
Tulare	106,285	29,480	28,100	314	9,161	30	950	361	8,533
Tuolumne	10,871	3,335	3,230	42	1,540	7	180	48	1,193
Ventura	68,833	18,861	18,010	258	7,289	30	789	237	6,801
Yolo	27,498	7,760	7,450	73	2,828	12	429	108	3,072
Yuba	16,998	4,985	4,740	85	2,935	8	367	73	†750
TOTAL STATE	**6,907,387**	**2,130,997**	**2,013,260**	**28,140**	**$784,293**	**3,283**	**$111,006**	**19,631**	**$693,174**

*Data unavailable. †Filling Station Sales only.

COLORADO

Population 1,123,296
Families 314,952
Radio Homes 254,900

Adams	23,391	5,709	4,190	60	$1,065	8	$119	94	$1,082
Alamosa	10,456	2,726	2,190	33	909	4	226	41	1,374
Arapahoe	32,171	9,018	7,320	95	2,761	11	355	114	2,212
Archuleta	3,803	968	680	19	127	2	*	8	†74
Baca	6,190	1,712	1,130	25	312	5	98	34	323
Bent	9,636	2,418	1,750	32	499	4	87	38	438
Boulder	37,447	11,329	9,310	151	3,334	18	620	174	3,371
Chaffee	8,094	2,390	1,960	28	867	6	121	51	933
Cheyenne	2,967	826	550	12	160	4	48	20	233
Clear Creek	3,780	1,165	930	15	469	4	77	21	326
Conejos	11,638	2,556	1,770	36	303	6	80	31	†251
Costilla	7,528	1,627	1,150	22	90	1	*	19	107
Crowley	5,380	1,403	970	19	296	3	48	21	360
Custer	2,268	677	460	7	133	3	17	9	70
Delta	16,564	4,488	3,190	46	980	9	185	59	1,165
Denver	318,415	96,294	87,400	1,354	32,073	236	9,348	775	33,533
Dolores	1,944	538	380	7	79	—	—	4	*
Douglas	3,101	1,053	730	13	178	2	*	32	†237
Eagle	5,329	1,500	1,090	25	432	4	73	23	156
Elbert	5,459	1,535	1,010	17	242	4	21	24	240
El Paso	53,709	16,189	13,950	251	5,434	40	1,411	225	5,933
Fremont	19,726	5,236	4,080	73	1,333	9	217	91	1,464
Garfield	10,566	3,044	2,170	25	737	8	218	51	1,081
Gilpin	1,617	580	450	13	135	1	*	5	40
Grand	3,547	1,022	750	23	332	9	127	38	446
Gunnison	6,180	1,761	1,340	19	433	6	96	15	421
Hinsdale	349	125	100	3	15	—	—	2	*
Huerfano	15,901	4,008	3,170	58	933	5	92	55	1,069
Jackson	1,778	528	360	10	189	1	*	15	†91
Jefferson	30,502	8,814	6,480	95	1,735	11	297	124	2,068
Kiowa	2,787	820	550	19	142	2	*	17	†122
Kit Carson	7,499	2,005	1,330	23	342	5	134	45	686
Lake	6,877	2,001	1,600	18	703	3	176	21	623
La Plata	15,454	4,108	3,150	45	1,110	7	170	53	1,303
Larimer	35,440	10,567	8,530	154	3,097	16	572	176	3,649
Las Animas	32,318	8,193	6,300	118	2,024	9	255	82	1,960
Lincoln	5,912	1,661	1,120	19	280	5	103	61	701
Logan	18,268	4,676	3,500	52	1,166	8	214	70	1,907
Mesa	33,770	9,156	6,950	115	2,531	13	357	93	3,081
Mineral	959	294	220	10	106	1	*	6	44
Moffat	5,090	1,543	1,060	23	447	2	*	25	477
Montezuma	9,705	2,465	1,720	21	420	5	139	25	666
Montrose	15,412	4,081	2,920	30	844	6	186	40	1,574
Morgan	17,181	4,371	3,220	48	1,208	11	234	85	1,674
Otero	23,489	6,420	5,040	91	1,829	13	353	102	1,792
Ouray	2,086	629	460	8	160	4	65	5	†58
Park	3,266	1,065	740	23	277	2	*	27	304
Phillips	4,948	1,394	980	20	366	5	81	33	450
Pitkin	1,660	569	420	8	100	2	*	5	42
Prowers	12,273	3,298	2,430	46	867	10	205	62	1,159
Pueblo	68,883	18,235	15,600	263	5,440	26	812	107	5,526
Rio Blanco	2,942	849	580	7	169	2	*	9	†84
Rio Grande	12,390	3,139	2,340	40	814	5	221	48	1,322
Routt	10,494	3,025	2,250	23	550	7	146	35	926

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Saguache	6,165	1,551	1,120	25	299	5	51	25	365
San Juan	1,428	387	300	5	123	2	*	6	63
San Miguel	3,643	1,034	740	18	273	2	*	7	†80
Sedgwick	5,215	1,390	980	12	426	4	83	26	522
Summit	1,744	668	520	8	115	1	*	10	66
Teller	6,450	2,007	1,550	25	687	5	85	25	368
Washington	8,268	2,206	1,420	27	337	2	*	28	253
Weld	64,041	16,568	12,050	186	3,781	38	637	246	5,602
Yuma	12,428	3,278	2,200	31	723	6	123	63	875
TOTAL STATE	1,123,296	311,952	251,900	1,117	$88,311	658	$19,867	3,911	$98,441

*Data unavailable. †Filling Station Sales only.

CONNECTICUT

Population .. 1,709,242
Families . . 446,717
Radio Homes 410,790

Fairfield	422,003	108,998	100,300	2,115	$51,104	228	$6,630	831	$35,512
Hartford	449,653	116,304	107,100	1,963	50,383	226	7,137	865	32,368
Litchfield	86,711	23,189	21,350	372	9,497	63	1,433	247	6,310
Middlesex	55,595	14,070	12,950	226	5,609	26	857	180	4,415
New Haven	483,328	127,562	117,500	2,746	52,817	288	7,939	1,031	34,872
New London	124,870	32,917	30,200	599	13,577	49	1,356	361	9,160
Tolland	31,806	8,489	7,680	123	2,195	6	145	121	1,823
Windham	56,146	15,188	13,710	261	5,276	20	446	192	4,269
TOTAL STATE	1,709,242	446,717	410,790	8,105	$190,518	896	$26,213	3,828	$128,729

DELAWARE

Population 266,505
Families 70,572
Radio Homes . . 60,700

Kent	34,356	9,672	7,800	203	$2,854	15	$263	160	$3,608
New Castle	177,923	45,947	40,800	1,039	20,469	77	2,478	344	16,361
Sussex	54,324	14,953	12,100	299	3,700	29	452	255	4,426
TOTAL STATE	266,505	70,572	60,700	1,541	$27,023	121	$3,193	759	$24,395

DIST. OF COL.

Population 663,091
Families .. 171,023
Radio Homes . .. 155,800

DISTRICT OF COLUMBIA	663,091	171,023	155,800	2,356	$88,062	328	$21,362	610	$61,013

FLORIDA

Population 1,897,414
Families 519,436
Radio Homes 354,980

Alachua	38,332	10,153	5,920	178	$2,337	20	$431	128	$3,396
Baker	6,519	1,503	790	24	118	1	*	17	†88
Bay	20,603	5,452	3,290	104	1,340	9	206	64	1,230
Bradford	8,670	2,109	1,070	40	407	3	58	33	389
Brevard	16,036	4,895	2,940	113	1,163	10	259	110	1,669
Broward	39,432	11,628	8,000	216	3,522	21	917	107	3,728
Calhoun	8,223	1,968	1,030	19	202	3	13	17	242
Charlotte	3,642	1,121	650	22	341	3	43	15	255
Citrus	5,844	1,697	940	25	374	5	86	24	†220
Clay	6,463	1,768	970	29	304	5	46	26	265
Collier	5,081	1,701	1,000	26	346	3	23	21	†122
Columbia	16,731	4,190	2,350	51	651	7	165	69	1,192
Dade	266,164	75,954	61,100	1,112	26,159	184	8,412	667	27,033
DeSoto	7,755	2,187	1,370	21	501	4	93	33	588

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Dixie	7,007	1,877	1,080	26	247	2	*	14	†153
Duval	210,680	55,128	44,100	799	16,604	103	4,010	395	18,911
Escambia	74,314	18,631	12,410	305	4,435	19	757	107	4,654
Flagler	3,004	941	520	16	128	1	*	23	†126
Franklin	5,982	1,598	950	34	316	4	71	10	186
Gadsden	31,372	6,502	2,960	92	941	12	192	54	1,709
Gilchrist	4,235	1,033	500	8	76	1	*	10	†62
Glades	2,747	826	430	6	84	1	*	5	†34
Gulf	6,926	1,769	1,010	28	246	5	65	13	†80
Hamilton	9,774	2,409	1,230	31	401	4	48	26	†121
Hardee	10,148	2,704	1,480	29	503	6	106	55	598
Hendry	5,191	1,719	930	19	249	3	54	13	424
Hernando	5,039	1,595	840	17	361	4	79	31	559
Highlands	9,181	2,504	1,680	46	667	6	150	38	919
Hillsborough	179,209	49,692	36,180	827	11,288	92	2,456	530	14,076
Holmes	15,402	3,445	1,640	34	153	3	58	25	147
Indian River	8,827	2,513	1,400	64	834	5	134	45	600
Jackson	34,412	8,110	4,000	63	519	10	174	68	1,466
Jefferson	12,068	2,865	1,460	38	250	4	30	32	397
Lafayette	4,425	1,037	520	15	124	2	*	8	†33
Lake	27,141	8,001	4,800	123	1,940	18	372	118	2,326
Lee	17,530	4,899	3,320	69	1,367	13	293	65	1,875
Leon	31,662	8,276	4,920	119	1,617	11	470	62	2,651
Levy	12,462	3,331	1,780	50	374	5	59	51	635
Liberty	3,750	942	510	15	35	1	*	9	38
Madison	16,210	3,936	1,930	54	442	8	96	39	681
Manatee	26,181	7,346	4,660	108	1,834	14	370	77	1,709
Marion	31,193	8,435	4,710	108	1,462	11	282	106	2,454
Martin	6,266	1,983	1,140	39	641	3	67	33	309
Monroe	13,892	3,978	2,770	68	807	7	110	37	509
Nassau	10,865	2,673	1,560	54	444	4	58	39	501
Okaloosa	12,876	3,024	1,550	62	400	4	70	28	605
Okeechobee	2,995	824	460	16	195	2	*	16	†187
Orange	69,776	20,364	14,620	318	5,681	41	1,396	249	9,027
Osceola	10,109	3,199	1,890	34	550	4	98	46	574
Palm Beach	79,091	23,733	17,300	428	8,195	60	1,618	234	7,950
Pasco	13,978	4,239	2,300	58	664	8	116	60	673
Pinellas	88,208	28,554	22,700	426	8,358	48	4,023	272	8,381
Polk	87,421	24,159	15,500	374	6,784	47	1,170	330	8,453
Putnam	18,625	5,358	3,160	78	1,071	11	167	79	1,285
St. Johns	19,876	5,616	3,920	104	1,554	14	297	72	1,591
St. Lucie	11,717	3,267	2,020	56	1,049	6	189	40	1,685
Santa Rosa	10,049	4,071	2,120	64	369	3	43	27	450
Sarasota	15,899	4,709	3,300	87	1,936	8	316	74	1,940
Seminole	22,226	6,233	3,950	124	1,586	13	191	73	1,412
Sumter	11,031	2,954	1,560	35	391	8	79	37	†246
Suwannee	17,083	4,106	2,080	77	596	6	128	39	680
Taylor	11,567	3,129	1,770	42	557	4	*	35	618
Union	7,069	1,240	630	22	147	3	29	15	†83
Volusia	53,113	16,052	11,320	280	4,627	39	1,102	224	5,099
Wakulla	5,455	1,357	730	28	175	2	*	17	86
Walton	14,173	3,313	1,780	54	410	4	78	32	562
Washington	12,277	2,911	1,480	31	227	4	55	26	304
TOTAL STATE	**1,897,414**	**519,436**	**354,980**	**8,084**	**$132,976**	**1,002**	**$32,742**	**5,494**	**$153,487**

*Data unavailable. †Filling Station Sales only.

GEORGIA

Population **3,123,723**
Families **750,633**
Radio Homes **396,240**

Appling	14,481	3,039	1,290	32	$382	3	$90	62	$470
Atkinson	7,093	1,591	720	22	148	3	22	14	88
Bacon	8,143	1,785	730	27	363	4	45	36	†162
Baker	7,334	1,654	610	19	43	1	*	6	45
Baldwin	24,232	3,995	2,100	89	824	5	159	28	838
Banks	8,719	1,927	680	27	86	—	—	9	33
Barrow	13,065	3,256	1,450	52	490	4	90	37	314
Bartow	25,232	5,837	2,710	70	805	8	121	46	1,089
Ben Hill	14,518	3,567	1,890	62	784	4	140	32	1,113
Berrien	15,345	3,487	1,390	39	564	5	78	51	471
Bibb	83,791	23,192	15,260	402	6,305	36	966	135	5,786
Bleckley	9,661	2,372	950	32	337	5	41	16	†98
Brantley	6,869	1,456	650	31	158	2	*	7	†45

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Brooks	20,189	4,603	1,960	57	580	5	85	31	506
Bryan	6,289	1,433	670	23	150	2	*	37	415
Bulloch	26,002	5,927	2,190	111	856	11	162	67	1,201
Burke	26,433	6,878	2,780	136	783	6	83	33	584
Butts	9,197	2,280	950	32	312	3	48	28	383
Calhoun	13,501	2,593	1,030	47	213	7	53	21	191
Camden	5,909	1,449	710	29	287	2		26	164
Candler	9,102	2,079	800	29	272	3	66	18	366
Carroll	31,161	8,160	3,170	168	936	10	159	65	1,096
Catoosa	10,829	2,592	1,110	40	296	1	*	32	192
Charlton	5,259	1,207	580	21	96	2		16	112
Chatham	116,803	31,704	22,250	745	9,659	32	1,162	191	2,764
Chattahoochee	15,107	556	270	6	31	—	—	5	30
Chattooga	18,522	4,708	1,900	38	548	5	91	25	159
Cherokee	20,155	1,674	2,010	60	387	5	64	34	369
Clarke	28,381	5,401	1,530	139	2,121	11	161	50	2,764
Clay	6,847	1,692	670	32	240	4	29	19	192
Clayton	11,651	2,781	1,160	10	220	2		31	139
Clinch	6,437	1,578	800	34	285	2		15	168
Cobb	38,250	8,991	4,880	127	1,489	14	305	101	1,521
Coffee	21,502	4,883	2,110	59	573	12	193	47	755
Colquitt	31,007	7,426	3,120	126	1,164	11	258	61	990
Columbia	9,422	2,174	820	39	157	3	7	8	332
Cook	11,883	2,763	1,180	30	366	5	69	13	181
Coweta	25,053	6,640	3,180	105	1,013	9	163	55	977
Crawford	7,128	1,558	550	38	134	1	*	11	68
Crisp	17,518	4,420	2,170	76	768	8	142	15	1,101
Dade	5,887	1,228	520	21	101	1	*	7	15
Dawson	1,179	965	320	24	24			2	26
Decatur	22,190	5,160	2,520	84	838	7	115	30	889
De Kalb	86,827	22,547	16,900	207	4,165	36	1,052	158	3,650
Dodge	21,017	4,772	1,970	83	610	5	127	35	515
Dooly	16,883	3,942	1,530	49	485	6	69	32	326
Dougherty	28,521	7,119	4,520	118	1,833	9	381	55	2,414
Douglas	10,018	2,320	930	44	319	3	58	17	354
Early	18,096	4,569	1,690	56	450	5	78	34	550
Echols	2,961	568	360	19	67		*	3	
Effingham	9,010	2,290	1,030	31	136	3	49	24	299
Elbert	19,692	4,704	2,120	92	720	5	118	51	587
Emanuel	23,502	5,591	2,210	111	810	9	92	80	1,094
Evans	7,390	1,749	760	35	303	3	65	19	367
Fannin	14,551	3,105	1,340	36	228	2	*	28	92
Fayette	8,171	1,841	690	30	162	2	*	11	178
Floyd	56,018	13,756	7,260	190	2,840	15	513	110	3,166
Forsyth	11,319	2,566	880	39	91	1	*	11	152
Franklin	15,023	3,113	1,320	80	188	6	60	28	474
Fulton	391,492	103,261	76,930	1,549	30,933	212	7,585	695	31,886
Gilmer	8,995	1,951	720	30	121	2		12	166
Glascock	4,554	989	480	13	53	—	—	11	154
Glynn	21,849	5,678	3,610	126	1,624	12	311	56	1,780
Gordon	18,110	4,369	1,770	59	571	5	100	35	718
Grady	19,630	4,523	1,950	55	160	5	96	21	958
Greene	13,701	3,216	1,890	26	321	6	95	33	432
Gwinnett	29,082	6,778	2,810	77	465	8	95	88	787
Habersham	14,782	3,389	1,520	55	169	4	86	51	605
Hall	34,842	8,094	3,990	153	1,597	8	241	83	2,432
Hancock	12,263	2,743	1,230	55	380	2	*	7	368
Haralson	14,102	3,486	1,410	41	321	6	89	21	433
Harris	11,434	2,615	1,070	35	113	2	*	16	377
Hart	15,416	3,453	1,260	54	256	3	*	26	198
Heard	8,531	1,896	650	17	78	1	*	5	
Henry	15,111	3,482	1,330	19	342	4	48	44	346
Houston	11,313	2,654	1,040	12	375	2		23	289
Irwin	12,930	2,772	1,580	40	455	2	*	12	120
Jackson	20,091	4,636	1,930	61	544	6	78	39	591
Jasper	8,762	2,165	920	39	199	5	42	16	221
Jeff Davis	8,533	1,901	810	22	303	2	*	23	299
Jefferson	19,231	4,646	1,860	63	419	6	78	39	571
Jenkins	11,839	2,893	1,180	56	158	3	57	20	314
Johnson	12,955	3,030	1,170	56	111	5	57	22	320
Jones	8,332	1,941	740	17	64	1	—	10	33
Lamar	10,090	2,486	1,190	39	515	3	65	23	1,158
Lanier	5,632	1,221	450	15	87	2	*	17	561
Laurens	33,715	7,853	3,360	116	1,177	9	151	67	1,257
Lee	7,838	2,011	760	19	61	1	*	10	186
Liberty	8,572	1,952	820	10	154	2	*	29	185
Lincoln	7,037	1,459	530	28	188	3	11	8	849
Long	1,064	948	100	17	80	2	*	9	139
Lowndes	31,851	7,610	4,180	139	1,668	16	351	75	2,021
Lumpkin	6,215	1,408	540	10	90	1		11	160
McDuffie	10,787	2,602	1,050	39	392	4	53	18	208
McIntosh	5,283	1,373	730	33	258	3	28	21	227
Macon	15,937	3,827	1,570	38	387	5	78	19	412
Madison	13,408	3,073	1,140	39	101	1	*	31	261
Marion	6,896	1,590	610	22	113	2	*	7	145
Meriwether	22,053	5,191	2,290	123	657	7	67	28	388

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Miller	10,000	2,174	800	40	262	3	43	15	†81
Mitchell	23,671	5,271	2,170	94	684	6	88	33	636
Monroe	10,835	2,501	1,070	48	427	3	87	17	415
Montgomery	9,668	2,054	840	30	137	5	28	15	†70
Morgan	12,531	3,046	1,240	26	271	4	59	24	345
Murray	11,142	2,358	870	13	76	2	*	21	236
Muscogee	75,183	19,478	13,050	364	5,707	34	920	116	5,278
Newton	18,590	4,498	2,080	61	611	6	101	51	755
Oconee	7,570	1,770	650	32	126	1	*	3	3
Oglethorpe	12,442	2,745	1,050	40	173	2	*	11	217
Paulding	12,842	2,800	1,030	31	231	2	*	15	260
Peach	10,375	2,561	1,290	42	390	5	75	18	679
Pickens	9,169	2,069	910	19	52	3	47	13	273
Pierce	11,794	2,582	1,080	43	577	5	87	27	†132
Pike	10,366	2,330	880	42	210	4	19	15	†69
Polk	28,466	6,469	3,420	87	1,275	8	199	34	1,084
Pulaski	9,822	2,491	1,020	37	404	4	72	19	454
Putnam	8,514	1,931	820	29	268	3	66	23	420
Quitman	3,433	742	280	10	42	1	*	9	55
Rabun	7,821	1,710	720	28	178	3	39	18	†105
Randolph	16,473	3,931	1,680	79	551	5	75	21	567
Richmond	81,851	21,035	14,050	408	5,494	26	967	130	4,823
Rockdale	7,696	1,831	760	37	308	3	67	17	174
Schley	5,031	1,127	420	17	100	2	*	12	†80
Screven	20,343	4,549	1,760	92	515	6	68	23	475
Seminole	8,483	1,903	750	34	312	3	72	15	202
Spalding	28,380	7,117	3,860	117	1,877	9	*	59	2,050
Stephens	12,972	2,971	1,430	35	478	2	*	34	693
Stewart	10,596	2,394	1,080	49	360	4	31	12	366
Sumter	24,608	6,301	2,980	97	1,242	12	189	61	1,059
Talbot	8,147	1,839	770	32	106	4	22	18	†74
Taliaferro	6,278	1,360	530	23	133	1	*	6	61
Tattnall	16,220	3,431	1,410	51	570	7	87	35	533
Taylor	10,774	2,466	990	39	302	3	38	22	†177
Telfair	15,145	3,431	1,470	58	388	10	100	44	586
Terrell	16,646	4,113	1,800	71	590	7	76	24	405
Thomas	31,179	7,776	3,970	131	1,348	15	317	85	1,391
Tift	18,287	4,533	2,170	93	1,053	10	182	69	1,239
Toombs	16,942	3,736	1,700	64	683	6	*	41	671
Towns	4,929	1,049	380	9	7	1	*	6	†8
Treutlen	7,631	1,622	630	26	141	2	*	8	†49
Troup	43,896	10,597	5,520	188	2,980	16	419	92	2,944
Turner	10,844	1,960	810	45	353	4	56	27	416
Twiggs	9,117	1,989	760	27	149	2	*	12	†72
Union	7,822	1,739	580	42	86	1	*	9	†44
Upson	25,078	5,863	2,940	80	1,250	7	228	44	1,129
Walker	31,097	7,307	3,540	130	1,478	8	218	48	863
Walton	20,807	4,949	2,080	52	653	5	100	41	642
Ware	27,903	6,709	4,180	130	1,678	13	388	87	2,549
Warren	10,717	2,394	920	31	218	3	62	14	220
Washington	24,222	5,705	2,340	94	642	8	125	28	511
Wayne	13,124	2,984	1,160	55	429	5	74	25	405
Webster	4,720	1,023	380	16	99	1	*	5	26
Wheeler	8,531	1,820	710	30	204	2	*	10	51
White	6,362	1,391	530	34	86	1	*	5	†27
Whitfield	26,114	6,055	3,040	99	1,549	7	230	73	1,543
Wilcox	12,753	2,878	1,100	41	275	7	51	19	161
Wilkes	15,085	3,608	1,540	75	498	5	*	19	404
Wilkinson	11,230	2,656	1,140	65	420	4	31	10	249
Worth	21,447	4,875	1,900	63	499	3	27	22	367
TOTAL STATE	**3,123,723**	**750,633**	**396,240**	**12,130**	**$110,006**	**1,109**	**$25,510**	**5,970**	**$141,532**

*Data unavailable. †Filling Station Sales only.

IDAHO

Population 524,873
Families 140,742
Radio Homes 111,880

Ada	50,105	14,359	12,100	139	$4,394	16	$834	133	$6,469
Adams	3,404	971	720	13	84	1	*	17	124
Bannock	34,450	8,456	7,150	113	2,987	12	520	106	3,132
Bear Lake	7,904	1,962	1,490	30	501	4	74	25	608
Benewah	7,322	2,113	1,640	21	518	3	45	15	222
Bingham	21,016	4,700	3,600	50	1,159	7	157	56	1,344

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Blaine	5 282	1,442	1,100	12	246	5	66	28	597
Boise	2,333	750	570	12	143	—	—	10	†22
Bonner	15,642	4,628	3,650	49	994	6	81	45	887
Bonneville	25,718	6,319	5 190	73	2,204	6	282	57	3,322
Boundary	5,897	1,655	1,280	20	519	2	*	24	445
Butte	1 862	504	400	7	108	1	*	9	122
Camas	1,361	369	270	5	101	1	*	6	†67
Canyon	40,833	11 355	9,100	98	2 471	14	496	124	3,813
Caribou	2,269	656	490	12	133	2	*	9	198
Cassia	14,556	3,493	2,680	10	884	5	101	51	1,191
Clark	1,004	275	200	8	65	—	—	4	†22
Clearwater	8,235	2,247	1 730	17	433	6	91	17	474
Custer	3,535	1,007	770	13	201	3	11	18	†116
Elmore	5,471	1,554	1,220	11	260	2	*	35	578
Franklin	10,233	2,354	1,860	18	496	5	68	36	712
Fremont	10,274	2,449	1,900	32	628	4	109	43	666
Gem	9.532	2,607	2 050	17	559	3	75	34	1,079
Gooding	9,217	2,417	1,800	16	435	4	81	38	1,044
Idaho	12,642	3,525	2,650	35	772	6	72	42	967
Jefferson	10,657	2,513	1,980	15	398	4	82	28	444
Jerome	9,877	2,499	1,860	15	620	5	95	39	1,007
Kootenai	22,225	6,727	5 400	71	1 774	10	214	79	1,418
Latah	18,785	5,383	4,230	50	1 343	11	266	54	1,313
Lemhi	6,497	1,891	1 430	19	599	2	*	25	516
Lewis	4,643	1 327	1,000	17	392	3	62	20	339
Lincoln	4,232	1,116	840	10	225	2	*	14	287
Madison	9,176	2,081	1,650	17	139	3	96	31	719
Minidoka	9,846	2 544	1,900	23	550	5	110	34	761
Nez Perce	18,841	5,670	4,700	79	1 819	7	262	60	2 764
Oneida	5,302	1,283	1,020	14	254	2	*	18	309
Owyhee	5,636	1,526	1 120	16	270	2	*	19	177
Payette	9,500	2,687	2,110	25	684	4	68	35	893
Power	4,003	1,038	780	9	191	1	*	20	161
Shoshone	21 176	6,065	5,030	63	2 519	9	255	54	1,944
Teton	3,598	813	610	11	98	4	58	17	186
Twin Falls	36,500	9,942	7,900	92	2 621	12	457	114	4,397
Valley	3,988	1 168	900	11	387	2	*	22	397
Washington	8,861	2,302	1,810	20	648	5	69	32	804
TOTAL STATE	**521,873**	**140,742**	**111,880**	**1,111**	**$37,055**	**214**	**$5,671**	**1,697**	**$47,310**

*Data unavailable. †Filling Station sales only

ILLINOIS

Population 7,897,241
Families 2,189,223
Radio Homes 1,985,710

Adams	65 303	18,633	16,320	252	$4,270	25	$698	158	$3,647
Alexander	25 866	7 232	6 220	90	1,187	14	204	13	1,366
Bond	14,526	4,328	3,580	44	771	5	56	49	1,091
Boone	15,197	4 374	3 750	43	1,301	6	80	53	1,188
Brown	8 055	2,466	1,950	22	349	4	45	35	350
Bureau	37 578	10,685	8 850	168	1,946	19	249	162	2,586
Calhoun	8 212	2 154	1 690	29	215	2	*	19	372
Carroll	17,994	5,312	4 450	54	1,257	9	98	71	1,009
Cass	16 410	4,728	3 990	74	1 216	7	135	65	980
Champaign	50,271	19,511	17 100	218	5,964	29	1,262	203	6,242
Christian	38,483	11,028	9 200	134	2 606	19	359	138	2,931
Clark	18,835	5,555	4 430	58	787	8	96	93	1,230
Clay	18,958	5 392	4 320	49	797	8	117	58	922
Clinton	22 916	5,991	4 820	64	821	6	57	60	795
Coles	38,513	11,232	9,730	161	2,504	13	366	118	3,842
Cook	4,049 331	1 124 319	1,051 800	19,860	331 129	2 160	51 339	4,050	227,620
Crawford	21,256	6,363	5,150	84	1 083	9	110	80	1,312
Cumberland	11,679	3,290	2 590	71	419	1	10	31	332
De Kalb	34,352	9 881	8,390	121	2 928	18	377	115	3,690
De Witt	18,252	5,261	1 390	69	1,345	7	165	68	1 411
Douglas	17 566	5,072	4 200	55	1 123	8	96	77	1,152
Du Page	102,779	27,429	25,200	326	9,842	41	1,392	247	8,416
Edgar	24,399	7 292	6 120	88	1,471	10	218	98	2,020
Edwards	8,962	2,724	2 200	26	208	3	26	36	582
Effingham	22,015	5,838	4 760	67	1 083	8	144	112	2,065
Fayette	29 092	7,815	6 220	86	1 450	10	256	98	2,244
Ford	14,975	4,335	3 560	48	994	9	144	68	1,428
Franklin	51,507	14,970	12,710	248	3 326	16	274	139	2 415
Fulton	44 644	13 186	10 970	156	2,782	19	355	157	2,926
Gallatin	11,406	3,155	2 520	30	293	6	35	34	404
Greene	20,291	5,746	4 700	73	1 167	6	115	49	877
Grundy	18,393	5 125	4,280	79	1 234	8	90	71	1,003
Hamilton	13,447	3,785	2,940	46	283	5	61	38	335
Hancock	26,276	8,088	6,500	100	1,277	12	151	110	1,368

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Hardin	7,673	2,035	1,630	39	279	4	32	14	118
Henderson	8,954	2,504	2,060	26	282	4	24	28	226
Henry	43,670	12,756	10,990	141	2,952	17	382	162	3,442
Iroquois	32,469	9,464	7,640	107	1,842	17	219	137	2,246
Jackson	37,868	10,793	9,070	144	2,201	14	250	137	3,115
Jasper	13,421	3,973	3,060	28	369	4	28	40	553
Jefferson	34,333	10,132	8,360	122	1,606	11	254	116	2,675
Jersey	13,625	3,941	3,240	56	728	5	104	29	685
Jo Daviess	20,008	5,997	4,940	74	1,130	10	125	62	795
Johnson	10,646	3,021	2,370	33	214	2	*	30	330
Kane	129,022	35,163	32,150	496	13,191	47	1,753	332	11,904
Kankakee	60,827	14,838	12,900	180	4,001	19	743	192	5,521
Kendall	11,069	3,289	2,650	26	585	5	66	34	560
Knox	52,065	16,279	14,290	211	3,875	18	677	172	4,286
Lake	124,728	34,376	31,250	403	12,528	48	1,864	324	11,191
La Salle	97,702	27,082	23,900	401	7,860	38	1,108	313	6,948
Lawrence	21,114	5,969	4,940	89	1,192	9	143	79	1,624
Lee	34,584	8,747	7,350	98	2,320	11	278	102	2,102
Livingston	38,864	10,191	8,400	117	2,235	15	284	140	2,601
Logan	29,382	7,328	6,160	113	1,566	13	214	105	863
McDonough	26,972	8,446	7,100	94	1,676	15	214	116	2,184
McHenry	37,189	12,810	10,860	160	3,403	25	428	139	3,339
McLean	73 897	21,587	18,700	286	5,995	32	869	245	5,901
Macon	84,683	24,859	22,200	331	7,220	30	1,087	257	8,762
Macoupin	46,255	14,359	11,990	170	3,013	20	260	150	2,247
Madison	148,917	41,567	37,400	631	11,773	55	1,358	378	11,882
Marion	47,918	14,011	11,760	176	3,672	16	666	164	5,207
Marshall	13,162	3,899	3,180	46	790	8	81	53	927
Mason	15,304	5,232	4,320	49	905	10	124	71	896
Massac	14,925	4,328	3,560	68	590	5	115	50	726
Menard	10,667	3,168	2,570	41	523	6	67	36	762
Mercer	17,652	5,371	4,330	61	763	7	72	65	963
Monroe	12,746	3,591	2,890	51	621	4	54	32	840
Montgomery	34,446	10,385	8,590	116	2,016	16	277	122	2,669
Morgan	36,311	9,720	8,250	127	2,111	10	375	95	3,292
Moultrie	13,466	3,910	3,130	42	608	5	55	46	664
Ogle	29,858	9,026	7,490	90	2,053	14	279	121	2,027
Peoria	152,925	43,876	39,700	597	14,801	66	2,314	318	14,036
Perry	23,427	6,719	5,600	86	1,361	11	191	79	1,485
Piatt	14,632	4,261	3,420	44	818	9	*	55	651
Pike	25,346	7,411	5,950	97	1,253	9	118	91	1,344
Pope	7,994	2,256	1,750	39	245	1	*	16	198
Pulaski	15,886	4,268	3,440	57	439	5	57	42	265
Putnam	5,284	1,516	1,210	19	241	1	*	22	†100
Randolph	33,356	8,261	7,810	90	1,624	11	153	83	1,302
Richland	17,109	4,964	4,090	56	861	5	136	63	1,171
Rock Island	113,170	31,789	28,900	465	9,359	44	1,319	257	8,526
St. Clair	165,915	46,979	42,100	726	11,747	86	1,661	374	10,923
Saline	37,438	10,674	8,880	132	1,935	16	316	109	2,214
Sangamon	117,754	33,186	29,650	444	9,713	47	1,967	299	9,600
Schuyler	11,431	3,275	2,590	49	568	4	40	40	557
Scott	8,163	2,372	1,910	30	413	2	*	24	†120
Shelby	26,257	7,696	6,140	87	1,079	12	100	92	1,219
Stark	8,881	2,562	2,060	31	496	4	65	41	453
Stephenson	40,608	11,059	10,090	149	3,378	15	487	111	2,855
Tazewell	58,344	16,250	14,090	232	4,040	17	491	180	3,322
Union	21,708	4,987	4,030	37	928	7	130	60	1,160
Vermilion	86,655	24,586	21,400	327	6,474	33	1,096	283	5,855
Wabash	13,706	3,934	3,310	60	952	5	87	47	1,099
Warren	21,279	6,259	5,230	72	1,422	9	218	88	1,811
Washington	15,803	4,493	3,580	45	511	6	50	55	682
Wayne	22,149	6,117	4,790	54	608	5	96	65	1,410
White	19,899	5,668	4,500	62	924	5	95	78	1,300
Whiteside	43,342	12,318	10,600	150	3,209	17	497	142	2,911
Will	112,995	28,883	25,450	437	8,626	41	1,256	278	6,304
Williamson	51,611	14,799	12,420	181	2,782	19	315	129	2,742
Winnebago	121,000	34,804	31,500	484	10,920	49	1,626	313	10,334
Woodford	18,969	5,252	4,230	55	1,121	10	114	74	1,716
TOTAL STATE	**7,897,241**	**2,189,223**	**1,985,710**	**33,903**	**$601,024**	**3,693**	**$109,291**	**15,599**	**$504,186**

*Data unavailable. †Filling Station Sales only.

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INDIANA

Population	3,427,796
Families	959,563
Radio Homes	840,280

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Adams	21,232	5,451	1,530	62	$904	7	$116	17	$1,641
Allen	154,833	42,269	38,400	713	12,796	80	2,387	416	13,387
Bartholomew	28,266	8,120	6,840	119	1,985	8	250	100	2,136
Benton	11,262	3,070	2,550	34	653	9	112	52	1,042
Blackford	13,758	3,931	3,330	54	876	6	181	49	870
Boone	22,016	6,632	5,510	64	1,236	10	227	86	1,567
Brown	6,187	1,617	1,310	29	218	1	*	14	143
Carroll	14,730	4,583	3,910	50	663	6	110	60	1,108
Cass	38,393	10,831	9,240	134	2,070	16	494	125	2,403
Clark	31,029	8,544	7,300	130	1,470	11	177	82	1,292
Clay	25,167	7,324	6,150	91	1,409	12	224	80	1,470
Clinton	28,300	8,231	7,010	96	1,916	12	342	105	2,358
Crawford	10,160	2,736	2,190	40	225	5	46	26	223
Daviess	26,100	7,080	5,900	113	1,108	8	178	73	1,224
Dearborn	22,623	6,441	5,430	80	1,246	9	187	68	1,135
Decatur	17,671	5,064	4,210	67	957	7	134	68	1,214
De Kalb	24,709	7,159	6,210	99	1,555	13	191	99	1,972
Delaware	74,925	21,705	19,300	287	5,499	29	1,024	193	5,933
Dubois	22,543	5,590	4,700	45	821	9	114	66	1,422
Elkhart	72,488	20,755	18,400	238	5,209	30	966	246	7,172
Fayette	19,395	5,452	4,760	79	1,317	10	229	43	1,258
Floyd	35,048	10,107	9,016	189	2,175	13	227	109	2,079
Fountain	18,302	5,361	4,480	62	1,180	11	156	76	1,668
Franklin	14,398	3,800	3,090	44	564	3	62	39	534
Fulton	15,941	4,621	3,780	58	766	7	102	71	898
Gibson	30,662	8,512	7,100	124	1,305	13	137	104	1,702
Grant	55,517	15,917	13,800	214	3,705	22	736	168	4,018
Greene	31,293	9,098	7,530	125	1,678	16	228	128	1,602
Hamilton	24,585	7,458	6,190	87	1,315	12	235	103	1,523
Hancock	17,242	5,269	4,380	79	982	8	132	75	1,334
Harrison	17,101	4,562	3,646	42	443	3	58	51	495
Hendricks	20,152	5,890	4,840	57	882	12	179	85	1,381
Henry	40,162	11,217	9,640	144	2,496	15	435	135	3,340
Howard	47,834	13,663	12,000	185	3,667	17	629	143	3,526
Huntington	29,842	8,526	7,290	132	1,865	12	368	105	1,854
Jackson	26,610	7,289	6,090	110	1,349	10	171	112	1,493
Jasper	14,829	3,806	3,120	47	758	6	99	59	955
Jay	22,487	6,339	5,030	77	1,117	8	148	91	1,691
Jefferson	19,905	5,314	4,360	79	855	4	170	83	955
Jennings	13,661	3,429	2,780	39	480	5	65	40	743
Johnson	22,448	6,514	5,480	79	1,356	12	243	89	1,683
Knox	13,865	12,315	10,690	195	2,682	21	431	170	2,939
Kosciusko	29,483	8,637	7,150	94	1,384	14	296	107	1,957
Lagrange	14,348	3,863	3,160	53	646	5	72	58	906
Lake	288,283	74,881	69,000	1,341	23,812	98	3,145	550	20,466
La Porte	63,658	16,696	14,900	232	5,611	17	624	200	4,665
Lawrence	35,556	9,728	8,360	110	1,935	12	340	93	1,668
Madison	88,092	25,276	22,170	342	6,167	35	1,187	280	6,019
Marion	156,669	130,677	120,750	1,855	38,049	299	11,846	901	41,833
Marshall	25,950	7,296	6,110	80	1,386	11	176	106	2,034
Martin	10,278	2,599	2,090	36	349	5	56	30	305
Miami	27,810	8,427	7,240	107	1,616	11	218	106	1,667
Monroe	36,348	9,959	8,710	115	2,513	9	453	109	3,293
Montgomery	27,267	8,253	6,980	110	1,829	15	323	109	2,182
Morgan	19,598	5,687	4,710	65	1,175	12	168	88	1,450
Newton	10,989	3,022	2,520	30	524	8	138	53	653
Noble	22,734	6,599	5,580	78	1,264	11	203	99	1,634
Ohio	3,764	1,119	910	16	196	1	*	12	146
Orange	17,199	4,525	3,930	71	1,033	9	121	50	778
Owen	12,158	3,462	2,840	36	560	6	62	48	856
Parke	17,353	5,038	4,160	67	897	10	110	89	1,096
Perry	17,765	4,534	3,850	84	764	7	109	48	625
Pike	17,025	4,762	3,930	91	810	3	72	52	974
Porter	27,697	7,657	6,640	114	1,851	12	327	128	2,196
Posey	19,164	5,437	4,480	65	832	7	105	61	950
Pulaski	12,057	3,218	2,660	34	418	6	76	52	820
Putnam	20,860	5,803	4,850	60	1,000	9	133	106	1,329
Randolph	26,726	8,083	6,720	99	1,587	13	239	111	1,873
Ripley	18,851	5,205	4,220	65	839	7	155	72	1,297
Rush	18,915	5,454	4,530	66	983	5	104	64	1,239
St. Joseph	161,967	44,038	40,380	662	13,327	65	2,199	391	12,967
Scott	8,071	2,549	2,050	29	396	4	53	34	369
Shelby	25,924	7,806	6,620	99	1,649	9	254	82	1,807
Spencer	16,209	4,414	3,680	15	155	6	56	60	607
Starke	12,147	3,445	2,820	47	748	5	52	59	1,006
Steuben	13,709	4,141	3,140	62	931	8	136	91	1,380
Sullivan	26,783	7,878	6,910	103	1,460	11	181	104	1,195
Switzerland	8,164	2,450	1,930	24	219	2	*	39	218
Tippecanoe	51,218	14,337	12,740	152	4,556	24	1,211	133	4,427
Tipton	15,106	4,412	3,660	47	838	7	116	57	881
Union	6,913	1,791	1,460	13	281	4	70	18	408

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Vanderburg	130,709	36,225	33,360	555	9,776	56	2,454	262	9,987
Vermillion	21,763	6,474	5,760	110	1,398	8	154	84	1,404
Vigo	99,467	30,018	26,690	511	8.643	52	1,511	292	8,038
Wabash	26,568	7,590	6,440	109	1,621	18	291	108	2,269
Warren	9,033	2,528	2,030	28	330	3	37	32	†172
Warrick	19,421	5,433	4,460	91	827	5	61	50	1,069
Washington	17,010	4,664	3,770	46	395	4	72	63	711
Wayne	59,059	16,457	14,510	220	4,142	22	802	164	4,547
Wells	19,104	5,535	4,520	54	1,009	6	134	64	1,497
White	17,114	4,883	4,060	52	951	9	193	90	1,285
Whitley	16,934	4,913	4,070	52	958	8	158	63	961
TOTAL STATE	**3,427,796**	**959,563**	**840,280**	**13,447**	**$230,975**	**1,521**	**$43,824**	**10,283**	**$249,511**

*Data unavailable. †Filling Station Sales only.

IOWA

Population **2,538,268**
Families **700,173**
Radio Homes **595,720**

Adair	13,179	3,768	2,980	59	$620	9	$112	59	$804
Adams	10,150	2,920	2,280	23	365	4	72	39	409
Allamakee	17,171	4,500	3,640	48	684	6	96	72	1,001
Appanoose	24,258	6,965	5,840	94	1,434	13	231	87	1,562
Audubon	11,803	3,225	2,540	46	651	7	74	32	685
Benton	22,847	6,439	5,310	88	1,456	12	162	94	1,857
Black Hawk	79,723	22,433	20,200	281	7,126	39	1,305	213	7,755
Boone	29,751	7,906	6,710	102	1,806	14	252	112	2,309
Bremer	17,935	4,938	3,980	47	871	8	140	68	1,552
Buchanan	20,971	5,345	4,360	60	910	12	124	86	1,264
Buena Vista	19,823	5,470	4,500	76	1,363	14	193	95	1,669
Butler	17,972	5,066	4,050	50	839	10	125	74	1,109
Calhoun	17,558	4,856	3,900	59	975	11	202	92	1,257
Carroll	22,754	5,705	4,720	58	1,275	13	158	81	1,979
Cass	18,566	5,454	4,540	99	1,258	10	186	85	1,908
Cedar	16,876	4,833	3,860	53	889	11	134	75	1,595
Cerro Gordo	43,812	11,687	10,400	146	3,268	18	703	144	4,219
Cherokee	19,261	4,596	3,810	53	1,124	10	184	67	1,350
Chickasaw	15,220	4,111	3,260	49	753	7	90	60	843
Clarke	10,272	3,057	2,480	24	510	4	58	45	593
Clay	17,755	4,895	4,050	57	1,067	8	260	79	2,297
Clayton	24,302	6,651	5,340	96	993	13	187	104	1,398
Clinton	44,669	12,456	10,900	224	3,681	19	444	144	3,574
Crawford	20,569	5,304	4,360	66	1,059	13	154	84	1,273
Dallas	24,587	7,164	5,950	79	1,761	15	264	112	2,050
Davis	11,123	3,192	2,500	30	422	7	76	35	714
Decatur	13,994	3,883	3,100	46	773	8	97	56	870
Delaware	18,476	4,900	3,980	48	770	9	150	65	1,153
Des Moines	36,768	10,869	9,750	169	3,391	19	631	96	3,231
Dickinson	12,171	3,295	2,650	60	833	7	149	71	1,088
Dubuque	63,704	15,624	14,050	238	4,524	24	509	145	4,694
Emmet	13,330	3,508	2,980	52	909	6	*	63	1,160
Fayette	29,134	7,915	6,650	89	1,524	13	234	95	1,999
Floyd	20,255	5,707	4,840	66	1,189	12	197	83	1,408
Franklin	16,203	4,430	3,660	35	831	7	98	72	1,436
Fremont	14,630	4,143	3,280	69	669	10	126	48	666
Greene	16,599	4,724	3,860	46	816	10	140	87	1,286
Grundy	13,514	3,694	2,930	33	567	7	136	61	1,166
Guthrie	17,216	4,891	3,900	75	999	10	126	87	955
Hamilton	19,902	5,371	4,460	55	1,226	13	181	80	1,508
Hancock	15,385	3,960	3,140	41	669	9	127	58	1,181
Hardin	22,505	6,295	5,290	81	1,565	14	239	118	2,223
Harrison	22,752	6,149	5,000	55	913	15	196	92	1,524
Henry	17,962	4,830	3,980	52	812	11	133	61	907
Howard	13,536	3,593	2,940	31	659	7	96	48	829
Humboldt	13,447	3,470	2,780	44	657	7	107	70	1,241
Ida	11,032	3,011	2,410	38	598	6	*	48	794
Iowa	17,011	4,679	3,710	53	843	8	141	50	1,320
Jackson	19,177	5,193	4,250	68	1,164	11	198	76	1,310
Jasper	31,454	8,815	7,430	70	1,575	15	310	111	1,873
Jefferson	15,749	4,543	3,840	60	911	9	160	65	1,080
Johnson	33,190	9,395	8,180	92	2,641	15	513	97	2,877
Jones	19,942	5,138	4,180	50	844	9	119	69	1,286
Keokuk	18,391	5,504	4,410	55	930	13	159	86	1,292
Kossuth	26,640	6,492	5,250	65	1,287	14	233	114	2,115

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Lee	41,002	11,374	10,250	175	2,721	18	465	109	2,649
Linn	88,928	26,382	23,590	359	6,973	49	2,039	256	8,358
Louisa	11,375	3,288	2,650	34	622	8	81	49	891
Lucas	14,542	4,183	3,480	46	911	8	115	49	†388
Lyon	15,366	3,777	3,000	40	593	7	101	70	763
Madison	14,522	4,215	3,390	56	828	9	127	48	978
Mahaska	26,454	7,067	6,450	67	1,307	10	293	102	1,607
Marion	26,828	7,206	6,010	72	1,655	9	181	101	1,734
Marshall	35,333	9,714	8,460	123	2,775	14	242	112	3,070
Mills	15,057	3,680	2,990	51	714	8	113	54	1,108
Mitchell	14,110	3,835	3,140	52	781	7	93	55	954
Monona	18,220	4,846	3,900	48	809	8	114	77	1,328
Monroe	14,542	3,957	3,250	45	769	5	76	64	†330
Montgomery	15,706	4,616	3,900	42	917	10	161	70	1,449
Muscatine	31,281	9,235	8,060	135	2,531	16	285	107	2,505
O'Brien	19,303	5,171	4,270	73	1,159	10	153	96	1,604
Osceola	10,609	2,698	2,140	26	587	5	66	37	850
Page	24,821	6,651	5,660	92	1,548	11	346	85	2,314
Palo Alto	16,142	3,996	3,210	50	869	9	133	75	1,166
Plymouth	23,477	6,012	4,910	46	1,090	10	181	84	1,533
Pocahontas	16,236	4,199	3,330	43	751	10	179	62	1,158
Polk	195,389	56,432	52,000	841	16,003	115	3,894	521	15,788
Pottawattamie	66,755	18,460	16,250	249	4,692	36	895	214	4,900
Poweshiek	18,747	5,377	4,440	44	1,291	11	189	79	1,505
Ringgold	11,139	3,270	2,580	22	394	4	73	40	574
Sac	17,635	4,762	3,920	54	818	11	147	82	1,256
Scott	84,660	24,137	21,850	311	8,001	39	1,212	163	7,255
Shelby	16,717	4,259	3,460	59	729	12	110	69	1,181
Sioux	27,211	6,647	5,320	80	1,043	15	199	97	1,597
Story	33,375	8,988	7,760	126	2,868	21	400	135	3,040
Tama	22,110	6,239	5,070	74	1,097	15	172	89	1,695
Taylor	14,268	4,182	3,330	63	586	10	122	56	644
Union	16,288	4,832	4,140	62	927	10	211	70	1,250
Van Buren	12,039	3,701	2,950	41	504	6	44	52	590
Wapello	44,217	12,810	11,280	139	3,391	20	644	121	2,798
Warren	17,691	5,061	4,120	93	855	7	104	111	1,122
Washington	20,028	5,747	4,750	50	976	10	213	73	1,552
Wayne	13,299	4,015	3,220	44	618	9	103	53	669
Webster	41,493	11,377	9,910	148	3,014	15	183	126	4,750
Winnebago	13,967	3,550	2,820	55	766	6	128	58	1,518
Winneshiek	22,255	5,806	4,720	63	1,063	9	137	74	1,278
Woodbury	103,450	28,366	25,500	376	8,529	37	1,788	315	8,920
Worth	11,431	3,008	2,370	32	515	9	76	43	619
Wright	20,036	5,423	4,550	61	1,220	12	215	77	1,430
TOTAL STATE	**2,538,268**	**700,173**	**595,720**	**8,737**	**$163,637**	**1,327**	**$28,873**	**8,992**	**$195,250**

*Data unavailable. †Filling Station Sales only

KANSAS

Population 1,801,028
Families 512,090
Radio Homes 379,160

Allen	19,837	6,181	4,520	71	$1,028	10	$139	79	$1,360
Anderson	11,636	3,396	2,200	50	444	9	100	61	761
Atchison	22,180	6,310	4,840	79	1,478	12	277	72	1,358
Barber	9,063	2,568	1,660	31	651	11	125	44	912
Barton	24,972	6,771	5,050	82	1,980	14	391	92	2,525
Bourbon	20,889	6,381	4,640	81	1,264	10	225	97	1,806
Brown	17,362	5,057	3,520	48	904	11	191	80	1,398
Butler	31,985	9,269	6,850	118	2,342	17	221	129	2,852
Chase	6,329	1,836	1,150	20	292	5	15	31	269
Chautauqua	9,227	2,685	1,720	29	367	9	98	38	722
Cherokee	29,805	8,652	6,410	120	1,670	15	235	125	1,594
Cheyenne	6,219	1,590	920	13	232	4	68	32	583
Clark	4,060	1,104	690	11	215	5	74	22	381
Clay	13,271	3,964	2,700	53	870	8	138	61	967
Cloud	17,228	5,041	3,900	53	1,021	12	209	79	1,315
Coffey	12,259	3,675	2,210	37	788	7	52	51	413
Comanche	4,409	1,245	800	15	284	4	63	22	257
Cowley	38,057	11,074	8,660	126	2,687	25	113	153	3,138
Crawford	44,092	13,573	10,320	226	3,179	21	515	181	3,032
Decatur	7,448	2,000	1,200	29	298	5	49	29	389
Dickinson	22,904	6,634	4,850	94	1,575	15	217	110	1,541
Doniphan	12,919	3,700	2,230	55	515	9	69	55	412
Douglas	25,136	7,918	6,160	95	1,960	14	411	92	2,420
Edwards	6,368	1,828	1,150	22	412	6	83	42	406
Elk	8,151	2,473	1,540	23	343	5	57	39	308
Ellis	17,030	3,926	2,730	39	1,063	6	159	61	1,412
Ellsworth	9,852	2,687	1,720	37	694	7	138	40	498
Finney	10,080	2,714	2,050	23	818	4	118	51	1,728
Ford	17,183	4,558	3,570	66	1,361	11	268	89	1,880

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Franklin	20,833	6,113	4,400	59	1,358	14	256	88	1,480
Geary	15,151	3,806	3,040	36	962	7	126	40	854
Gove	4,794	1,136	660	12	158	3	16	27	278
Graham	7,058	1,572	900	16	188	4	49	23	219
Grant	1,929	491	340	5	101	2	*	11	†81
Gray	4,766	1,194	710	12	215	3	44	25	259
Greeley	1,637	417	260	6	64	1	*	10	70
Greenwood	16,488	4,765	3,240	51	964	9	138	89	1,214
Hamilton	2,643	709	450	11	176	1	*	28	†192
Harper	12,043	3,479	2,330	44	836	9	172	57	997
Harvey	21,090	5,982	4,630	49	1,547	16	148	87	1,702
Haskell	2,086	541	320	4	95	3	35	10	146
Hodgeman	3,520	890	500	8	76	1	*	16	†60
Jackson	13,357	3,918	2,430	39	648	8	69	56	568
Jefferson	12,700	3,772	2,270	41	483	8	78	47	342
Jewell	11,939	3,594	2,070	38	485	7	80	43	537
Johnson	33,284	9,699	6,800	111	1,608	17	224	162	1,681
Kearny	2,519	671	410	6	90	2	*	14	112
Kingman	12,006	3,217	2,110	40	653	7	97	75	886
Kiowa	5,095	1,392	860	9	170	3	55	34	350
Labette	30,337	8,832	6,600	118	1,907	17	332	115	1,983
Lane	2,811	757	460	8	141	2	*	16	268
Leavenworth	40,060	9,321	7,290	119	1,837	21	400	96	1,916
Lincoln	8,328	2,305	1,370	22	253	5	42	29	325
Linn	11,951	3,057	2,100	37	467	7	93	56	571
Logan	3,686	962	600	18	216	3	38	27	188
Lyon	26,366	7,654	5,790	92	1,894	14	382	110	1,921
McPherson	24,662	6,674	4,620	67	1,559	13	337	101	1,807
Marion	18,926	5,202	3,320	50	805	10	119	87	1,403
Marshall	20,963	5,960	3,940	74	1,132	14	227	93	1,205
Meade	5,515	1,444	910	9	311	5	72	27	600
Miami	19,459	5,411	3,810	51	965	11	164	86	1,261
Mitchell	11,350	3,162	2,130	38	769	9	138	60	1,005
Montgomery	49,597	14,650	12,100	195	3,876	25	583	202	3,668
Morris	10,349	2,971	1,940	50	558	7	62	50	566
Morton	2,192	608	400	7	167	3	44	16	155
Nemaha	16,734	4,482	2,740	45	735	11	156	74	821
Neosho	22,197	6,553	4,790	69	1,481	9	208	93	1,572
Ness	6,851	1,777	1,080	22	280	8	57	32	270
Norton	9,813	2,702	1,740	30	555	6	99	32	524
Osage	15,103	4,619	2,820	44	734	9	90	73	793
Osborne	9,898	2,855	1,750	32	563	6	98	62	613
Ottawa	9,208	2,772	1,710	25	445	5	71	46	517
Pawnee	10,286	2,484	1,740	28	622	6	*	29	453
Phillips	10,439	3,053	1,820	32	578	10	82	61	585
Pottawatomie	14,011	3,859	2,370	42	692	10	131	73	1,251
Pratt	12,317	3,472	2,610	30	911	9	158	72	1,300
Rawlins	6,616	1,702	1,000	20	269	4	47	30	318
Reno	52,141	14,749	11,590	174	3,854	28	738	198	4,853
Republic	13,119	3,997	2,390	37	568	7	93	69	860
Rice	17,193	5,003	3,440	50	1,276	11	184	77	1,420
Riley	20,566	6,078	4,670	76	1,660	14	369	82	1,846
Rooks	8,398	2,354	1,430	28	438	6	63	42	507
Rush	8,280	2,169	1,330	31	400	8	78	39	523
Russell	13,636	3,705	2,340	43	843	11	104	70	1,007
Saline	29,486	8,383	6,880	114	2,562	18	532	120	2,878
Scott	3,704	986	630	10	205	2	*	19	213
Sedgewick	143,170	42,410	37,400	522	11,419	86	2,582	469	13,609
Seward	6,538	1,802	1,440	19	687	3	96	34	813
Shawnee	91,009	26,360	22,950	345	7,854	52	1,043	288	7,220
Sheridan	5,310	1,254	710	9	132	2	*	22	224
Sherman	6,390	1,730	1,260	14	428	2	*	40	741
Smith	10,577	3,181	1,860	32	569	8	98	62	509
Stafford	10,504	2,922	1,820	23	668	7	120	42	791
Stanton	1,441	365	220	9	83	2	*	8	†60
Stevens	3,193	850	510	8	194	2	*	17	191
Sumner	26,296	7,560	5,260	82	1,567	18	253	102	1,430
Thomas	6,485	2,176	1,390	17	427	5	120	49	668
Trego	5,821	1,462	840	20	253	3	49	32	288
Wabaunsee	9,215	2,601	1,540	24	348	8	51	39	467
Wallace	2,434	601	360	8	106	1	*	13	†84
Washington	15,887	4,593	2,700	42	485	10	95	71	612
Wichita	2,188	566	330	8	157	1	*	5	26
Wilson	17,704	5,233	3,670	54	1,094	12	153	75	886
Woodson	8,009	2,315	1,430	32	416	4	49	50	308
Wyandotte	144,869	40,617	36,500	677	10,261	76	1,991	356	9,885
TOTAL STATE	**1,801,028**	**512,090**	**379,160**	**6,207**	**$115,297**	**1,076**	**$20,998**	**7,346**	**$129,481**

*Data unavailable. †Filling Station Sales only.

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KENTUCKY

Population 2,845,627
Families 700,892
Radio Homes . . . 501,730

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Adair	18,560	1,353	2,580	72	$303	3	$49	21	$301
Allen	15,488	3,965	2,350	52	397	2	*	29	646
Anderson	8,907	2,404	1,480	34	427	2	*	21	385
Ballard	9,485	2,590	1,600	39	251	6	31	21	203
Barren	27,399	6,959	4,360	97	966	9	205	68	1,422
Bath	11,151	2,810	1,690	52	352	3	24	21	226
Bell	43,852	9,204	6,420	172	2,031	9	263	52	1,108
Boone	10,819	2,971	1,840	38	325	2	*	35	299
Bourbon	17,925	4,884	3,360	69	1,108	6	131	28	706
Boyd	45,937	10,927	9,240	216	3,024	10	627	81	2,770
Boyle	17,165	4,555	3,260	68	1,146	6	197	43	1,126
Bracken	9,395	2,553	1,570	40	357	4	44	25	†100
Breathitt	23,944	4,628	2,720	62	183	1	*	11	59
Breckinridge	17,739	4,504	2,740	96	444	5	59	36	348
Bullitt	9,049	2,443	1,520	27	204	2	*	19	265
Butler	14,368	3,387	1,980	89	149	2	*	14	†85
Caldwell	14,656	5,634	3,720	54	552	7	115	26	494
Calloway	19,024	5,203	3,210	58	698	6	117	47	576
Campbell	70,972	20,099	17,520	395	6,893	31	983	87	2,723
Carlisle	7,632	2,060	1,270	18	258	4	32	14	†78
Carroll	8,637	2,371	1,500	30	424	4	105	24	367
Carter	25,537	5,281	3,310	119	645	5	39	26	339
Casey	19,957	4,245	2,430	60	170	2	*	18	202
Christian	36,278	9,196	6,140	155	1,437	14	227	80	1,638
Clark	17,975	4,959	3,520	79	1,042	6	176	66	1,055
Clay	23,903	4,524	2,620	53	237	2	*	13	†66
Clinton	10,279	2,284	1,340	5	12	3	34	9	94
Crittenden	12,099	3,191	1,960	37	407	3	72	11	238
Cumberland	11,918	2,619	1,520	34	76	2	*	8	186
Daviess	52,138	13,541	9,790	220	3,080	25	689	98	2,849
Edmonson	11,411	2,301	1,360	40	60	2	*	13	192
Elliott	8,714	1,740	980	28	46	--	--	3	51
Estill	17,966	3,854	2,540	58	495	4	98	22	337
Fayette	78,883	21,115	17,310	291	6,423	28	1,943	118	7,000
Fleming	13,345	3,573	2,170	58	462	3	55	32	346
Floyd	53,002	10,560	6,870	221	1,687	4	71	43	562
Franklin	23,283	6,060	4,370	79	1,949	6	245	62	1,373
Fulton	15,415	4,075	2,740	91	1,068	6	*	40	860
Gallatin	4,296	1,188	730	13	111	2	*	13	145
Garrard	11,907	2,904	1,740	44	434	2	*	25	384
Grant	9,910	2,738	1,660	38	402	3	66	36	534
Graves	31,746	8,782	5,700	127	1,317	6	191	62	1,560
Grayson	17,532	4,332	2,570	70	243	5	51	23	269
Green	12,223	3,069	1,780	53	228	2	*	22	†119
Greenup	24,915	5,461	3,180	98	757	5	80	42	342
Hancock	6,801	1,780	1,070	29	174	1	*	15	189
Hardin	26,604	6,007	3,790	99	1,127	8	156	82	1,781
Harlan	75,253	15,832	11,100	187	2,658	12	265	50	2,105
Harrison	15,078	4,225	2,830	67	970	5	138	40	793
Hart	16,745	4,224	2,500	51	415	6	132	44	371
Henderson	26,998	7,431	5,110	91	1,472	11	208	56	1,219
Henry	12,232	3,339	2,050	31	432	7	84	27	280
Hickman	9,138	2,462	1,500	22	230	3	21	13	169
Hopkins	37,752	10,292	7,000	147	1,681	12	240	87	2,233
Jackson	16,336	3,252	1,870	24	63	2	*	12	†54
Jefferson	385,256	100,262	92,150	1,553	32,628	214	7,254	428	25,708
Jessamine	12,182	3,257	2,170	43	572	6	64	31	475
Johnson	26,602	5,552	3,480	84	656	2	*	27	753
Kenton	93,018	26,171	22,800	531	8,554	50	1,158	104	3,044
Knott	20,088	3,771	2,250	85	117	2	*	1	*
Knox	31,094	6,502	4,090	160	782	4	41	30	274
Larue	9,617	2,468	1,480	22	205	3	47	29	314
Laurel	25,537	5,450	3,280	100	516	4	64	37	667
Lawrence	17,291	3,745	2,220	101	381	2	*	11	†57
Lee	10,857	2,281	1,400	60	250	2	*	9	112
Leslie	14,979	2,752	1,570	47	69	1	*	4	52
Letcher	40,583	8,126	5,410	129	1,043	3	56	28	603
Lewis	15,674	3,698	2,220	74	356	2	*	17	229
Lincoln	19,852	4,614	2,810	91	511	5	45	49	547
Livingston	9,134	2,401	1,450	23	105	2	*	12	†43
Logan	23,339	5,224	4,510	76	786	7	128	36	814
Lyon	9,039	1,984	1,210	28	191	2	*	9	214
McCracken	48,830	13,474	10,310	207	3,407	27	825	98	3,692
McCreary	16,452	3,293	2,130	57	322	2	*	18	†131
McLean	11,435	2,989	1,850	31	262	7	52	21	207
Madison	28,536	7,158	4,660	94	1,120	8	261	60	1,382
Magoffin	17,496	3,437	2,000	117	281	1	*	1	*
Marion	16,573	3,813	2,440	35	519	3	60	26	465
Marshall	16,615	4,361	2,590	56	414	4	54	34	467
Martin	10,970	2,007	1,220	55	193	1	*	1	*
Mason	19,133	5,109	3,600	86	1,232	5	152	56	1,011

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Meade	8,810	2,186	1,300	33	158	3	18	21	408
Menifee	5,689	1,221	700	27	105	—	—	10	52
Mercer	14,618	3,918	2,570	44	524	7	124	43	714
Metcalfe	10,778	2,679	1,530	31	75	1	*	16	†61
Monroe	14,071	3,258	1,890	37	147	5	26	26	201
Montgomery	12,264	3,204	2,180	53	613	6	105	31	608
Morgan	16,823	3,568	2,070	84	141	1	*	14	238
Muhlenberg	37,525	9,130	6,030	106	1,049	7	93	43	980
Nelson	18,817	4,180	2,590	40	536	6	90	34	720
Nicholas	8,619	2,395	1,460	21	323	3	38	24	216
Ohio	24,413	6,308	3,920	98	434	11	91	32	397
Oldham	10,719	2,101	1,340	29	329	2	*	18	264
Owen	9,759	3,004	1,780	30	323	3	50	19	321
Owsley	8,960	1,886	1,070	18	47	—	—	3	13
Pendleton	10,386	2,797	1,690	41	425	4	35	29	331
Perry	47,740	9,372	6,260	132	1,117	8	221	35	1,090
Pike	71,120	13,985	8,030	338	1,656	8	137	72	1,799
Powell	7,692	1,646	990	34	89	—	—	14	†39
Pulaski	39,848	9,038	5,640	135	910	8	181	55	980
Robertson	3,421	915	540	16	135	1	*	7	†24
Rockcastle	17,157	3,700	2,230	38	255	3	25	41	153
Rowan	12,733	2,730	1,690	77	502	1	*	21	275
Russell	13,610	2,982	1,720	26	93	3	21	14	197
Scott	14,326	3,957	2,660	44	701	6	125	40	834
Shelby	17,770	4,785	3,120	41	816	6	134	39	1,027
Simpson	11,753	3,123	2,000	31	450	3	122	31	643
Spencer	6,858	1,850	1,100	17	166	1	*	9	†53
Taylor	13,589	3,401	2,050	49	387	3	61	38	555
Todd	14,227	3,719	2,270	56	455	6	64	28	†183
Trigg	12,682	8,131	4,810	23	273	3	51	25	†98
Trimble	5,601	1,438	890	16	49	1	*	11	53
Union	17,394	4,388	2,900	46	628	5	141	36	663
Warren	36,587	9,797	6,080	157	1,605	12	384	73	2,202
Washington	12,681	3,021	1,790	29	415	2	*	23	366
Wayne	17,172	3,733	2,200	43	260	2	*	18	312
Webster	19,164	5,353	3,530	57	548	11	117	43	491
Whitley	33,190	7,324	4,860	96	993	8	168	60	1,259
Wolfe	9,997	2,074	1,210	30	96	—	—	14	†32
Woodford	11,826	2,954	1,870	51	619	5	99	23	403
TOTAL STATE	**2,845,627**	**700,802**	**501,730**	**10,826**	**$126,418**	**871**	**$22,229**	**4,379**	**$106,878**

*Data unavailable. †Filling Station Sales only.

LOUISIANA

Population 2,363,880
Families 590,722
Radio Homes 354,950

Parish									
Acadia	46,372	10,997	5,940	201	$938	14	$240	72	$1,551
Allen	17,606	4,445	2,170	55	434	4	78	29	467
Ascension	21,212	5,177	2,460	106	490	6	91	30	774
Assumption	18,542	4,266	1,960	75	402	6	72	14	289
Avoyelles	39,264	9,428	4,040	218	767	13	210	69	1,292
Beauregard	14,855	3,700	1,890	52	441	5	50	49	568
Bienville	23,928	5,671	2,450	55	539	12	117	50	917
Bossier	33,060	8,321	3,800	95	951	7	164	49	1,743
Caddo	149,831	40,275	36,830	544	9,798	63	3,101	286	12,505
Calcasieu	55,813	14,574	8,460	247	3,191	21	460	127	4,329
Caldwell	12,061	2,880	1,290	19	117	4	78	22	441
Cameron	7,199	1,702	740	24	118	5	16	8	†51
Catahoula	14,626	3,493	1,510	34	206	4	52	19	197
Claiborne	29,792	7,023	3,260	88	801	8	216	56	1,024
Concordia	14,593	4,134	1,930	41	474	4	69	14	183
De Soto	31,780	7,893	3,580	112	807	8	157	29	1,063
East Baton Rouge	88,182	22,982	14,150	395	6,429	41	1,753	131	7,790
East Carroll	18,811	5,121	2,320	55	415	3	130	15	261
East Feliciana	18,034	3,263	1,430	52	258	6	46	15	274
Evangeline	30,682	7,085	3,230	126	418	3	27	29	†167
Franklin	32,382	8,007	3,330	78	704	10	152	31	612
Grant	16,007	3,899	1,760	62	412	3	49	37	601
Iberia	37,171	8,882	4,460	192	1,129	12	248	58	2,200
Iberville	27,681	7,009	3,470	126	918	11	118	33	773
Jackson	17,808	4,348	1,940	42	386	5	90	22	702
Jefferson	50,395	12,714	7,310	361	2,947	17	229	95	2,351
Jefferson Davis	24,233	6,015	2,920	75	918	9	172	43	1,045

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Parish	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Lafayette	44,026	10,304	5,540	215	914	17	169	58	2,178
Lafourche	38,631	8,628	4,060	145	1,008	10	214	57	1,666
La Salle	10,916	2,771	1,320	35	340	6	109	33	860
Lincoln	24,763	5,805	2,820	66	684	8	195	35	1,112
Livingston	17,815	4,266	1,830	78	484	4	38	20	353
Madison	18,483	5,029	2,390	69	793	4	130	17	579
Morehouse	27,525	7,200	3,500	82	711	9	149	30	1,178
Natchitoches	40,929	9,870	4,210	131	1,088	7	175	44	896
Orleans	192,282	182,765	111,100	2,832	31,395	290	9,023	509	22,940
Ouachita	59,115	15,800	10,150	271	3,638	24	786	104	1,752
Plaquemines	12,228	2,914	1,380	82	174	3	*	9	16
Pointe Coupee	23,992	5,761	2,520	126	556	6	57	25	836
Rapides	58,751	17,525	9,880	315	2,973	24	668	134	3,664
Red River	15,859	3,898	1,630	33	249	2	*	30	421
Richland	28,830	7,105	3,020	67	680	7	134	31	698
Sabine	23,570	5,576	2,470	80	423	6	132	34	542
St. Bernard	7,272	1,755	860	51	285	1	*	11	†87
St. Charles	12,318	2,892	1,410	73	501	6	71	24	297
St. Helena	9,546	2,206	910	21	48	1	*	6	38
St. James	16,597	3,785	1,810	85	506	7	56	18	310
St. John the Baptist	11,680	3,394	1,630	81	438	5	35	11	136
St. Landry	71,432	15,277	7,130	223	1,283	15	315	78	2,517
St. Martin	26,432	5,670	2,530	157	555	9	69	18	920
St. Mary	31,399	7,652	3,880	182	1,129	10	134	38	981
St. Tammany	23,633	6,051	3,190	121	1,028	12	174	45	940
Tangipahoa	45,693	11,312	5,660	163	1,105	18	356	84	1,588
Tensas	13,948	4,475	1,890	55	376	5	108	13	127
Terrebonne	35,913	8,144	4,050	190	1,459	11	316	49	1,804
Union	20,962	5,020	2,140	16	342	4	89	33	586
Vermilion	37,631	8,922	4,060	211	811	13	192	41	1,111
Vernon	19,118	4,755	2,250	58	601	2	*	38	625
Washington	34,543	8,411	4,690	123	1,235	12	290	41	1,328
Webster	33,665	8,430	4,110	105	1,021	16	274	65	1,754
West Baton Rouge	11,261	3,002	1,360	18	493	2	*	12	110
West Carroll	19,255	4,500	1,900	56	440	5	107	21	†125
West Feliciana	11,720	2,186	940	38	216	2	*	5	340
Winn	16,928	4,197	2,060	18	545	5	112	28	617
TOTAL STATE	2,363,880	590,722	351,950	10,300	$96,838	892	$23,075	3,299	$103,237

*Data unavailable †Filling Station Sales only

MAINE

Population 845,139
Families 209,661
Radio Homes 190,740

County									
Androscoggin	76,598	19,251	17,500	406	$8,112	24	$636	149	$5,784
Aroostook	93,804	19,595	17,600	326	5,106	33	714	286	4,963
Cumberland	145,514	36,001	33,100	696	16,699	77	2,125	401	12,731
Franklin	19,849	5,462	5,010	79	1,442	11	199	98	1,565
Hancock	32,148	9,333	8,560	251	3,774	18	333	109	2,259
Kennebec	77,214	19,225	17,100	405	7,273	35	858	212	5,872
Knox	26,833	8,195	7,410	175	2,915	16	247	121	1,943
Lincoln	16,164	4,862	4,470	95	1,523	8	176	82	1,415
Oxford	42,643	9,714	8,850	176	3,616	21	428	128	2,613
Penobscot	97,175	24,334	22,200	445	8,858	18	1,039	256	7,958
Piscataquis	18,414	5,086	4,690	67	1,486	15	201	68	937
Sagadahoc	19,004	4,466	3,980	106	1,978	8	202	58	1,435
Somerset	38,769	10,168	9,200	183	2,776	19	341	141	2,321
Waldo	21,039	5,926	5,260	114	1,560	7	165	101	998
Washington	37,588	10,008	9,000	252	3,052	16	240	162	2,007
York	82,383	18,038	16,340	357	9,056	31	886	292	5,096
TOTAL STATE	845,139	209,661	190,710	13333	$79,526	395	$8,715	2,702	$59,921

MARYLAND

Population 1,821,244
Families 462,591
Radio Homes 400,110

Allegany	88,229	21,549	18,100	425	$8,533	26	$978	204	$5,080
Anne Arundel	67,935	15,334	12,800	299	5,100	15	569	114	2,755
Baltimore	155,867	37,527	31,150	484	9,000	39	1,285	329	5,979
Baltimore City	854,111	225,952	205,500	6,235	96,218	470	15,012	788	49,747
Calvert	10,511	2,380	1,910	75	634	2	*	18	†95
Caroline	17,533	4,870	3,940	96	1,093	10	137	64	1,237
Carroll	39,002	9,056	7,340	140	1,886	13	273	94	1,946

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Cecil	26,357	6,228	5,070	106	1,876	8	114	78	1,395
Charles	17,644	3,825	3,050	80	823	2	*	28	853
Dorchester	27,935	7,270	5,700	193	1,962	8	186	62	1,203
Frederick	57,544	14,357	11,700	240	4,058	12	468	137	4,263
Garrett	21,890	4,857	3,920	69	771	5	68	49	1,739
Harford	34,831	8,361	6,800	126	2,128	11	304	72	2,185
Howard	16,924	3,866	3,130	84	1,186	3	80	61	1,699
Kent	13,419	3,749	2,990	90	1,088	7	137	51	719
Montgomery	81,444	20,934	17,480	240	6,295	19	1,080	101	6,406
Prince Georges	87,177	21,392	17,880	259	6,777	16	743	124	6,516
Queen Annes	14,474	3,905	3,160	69	735	5	70	44	582
St. Marys	14,637	3,087	2,490	116	984	1	*	26	654
Somerset	20,672	5,280	4,220	163	1,188	7	126	57	†321
Talbot	18,777	5,448	4,360	100	1,497	11	433	58	2,092
Washington	68,774	17,633	14,780	370	5,135	20	688	141	4,864
Wicomico	34,433	9,762	7,870	183	2,200	12	407	141	3,013
Worcester	21,393	5,969	4,770	118	1,348	8	172	75	1,869
TOTAL STATE	**1,821,244**	**462,591**	**400,110**	**10,360**	**$162,535**	**730**	**$23,399**	**2,961**	**$107,828**

*Data unavailable. †Filling Station Sales only.

MASS.

Population 4,316,721
Families 1,118,104
Radio Homes 1,031,130

Barnstable	36,916	11,032	10,400	232	$7,324	39	$895	189	$3,949
Berkshire	121,807	32,489	30,100	499	12,994	45	1,485	314	10,054
Bristol	365,092	96,075	87,800	2,131	36,070	160	4,231	637	19,571
Dukes	5,571	1,697	1,620	34	1,255	7	159	18	†272
Essex	497,399	134,235	123,800	2,945	57,354	222	6,901	843	27,773
Franklin	49,505	13,124	12,250	202	5,233	19	517	178	4,583
Hampden	331,609	87,175	80,500	1,636	36,729	153	4,909	661	24,489
Hampshire	72,423	17,848	16,550	331	6,926	30	813	206	5,163
Middlesex	971,186	243,958	224,700	4,488	103,933	499	13,003	1,435	51,562
Nantucket	3,289	987	910	19	733	4	132	5	**139
Norfolk	324,979	82,977	77,450	1,269	36,091	174	5,138	640	28,574
Plymouth	168,060	47,927	43,550	969	19,544	75	1,983	506	13,253
Suffolk	861,640	220,608	203,000	4,826	102,868	538	17,223	813	43,231
Worcester	502,856	127,972	118,500	2,342	57,315	187	5,962	951	31,386
TOTAL STATE	**4,316,721**	**1,118,101**	**1,031,130**	**21,923**	**$181,969**	**2,142**	**$63,351**	**7,396**	**$261,231**

†Filling Station Sales only. **Automotive Sales only.

MICHIGAN

Population 5,256,106
Families 1,382,738
Radio Homes 1,272,120

Alcona	5,450	1,411	1,240	26	$239	2	*	27	$393
Alger	10,138	2,489	2,200	37	772	5	$62	33	614
Allegan	41,768	11,721	10,330	166	2,625	17	324	167	2,961
Alpena	20,683	5,222	4,680	87	1,542	7	302	65	1,380
Antrim	10,946	2,958	2,640	30	578	7	83	43	†334
Arenac	9,208	2,360	2,070	26	430	2	*	53	871
Baraga	9,367	2,385	2,150	22	676	2	*	37	590
Barry	22,548	6,580	5,820	64	1,234	9	196	65	1,296
Bay	74,062	19,333	17,550	311	5,454	33	1,094	172	5,286
Benzie	7,775	2,202	1,990	35	572	5	111	37	499
Berrien	88,882	25,538	23,190	316	7,730	51	1,527	354	7,530
Branch	25,797	7,700	6,830	85	1,657	10	252	125	2,175
Calhoun	94,035	26,983	24,720	351	7,924	50	1,612	289	8,434
Cass	21,922	6,510	5,840	79	1,259	9	136	97	1,397
Charlevoix	12,943	3,516	3,120	62	965	7	125	65	920
Cheboygan	13,619	3,442	3,000	65	998	10	165	53	726
Chippewa	26,411	6,667	5,950	134	2,394	10	200	70	1,638
Clare	9,160	2,411	2,140	42	766	3	68	49	625
Clinton	26,666	7,262	6,380	60	1,228	10	247	118	2,013
Crawford	3,760	946	870	15	425	3	69	35	421

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Delta	33,713	8,722	7,910	123	2,295	12	274	94	2,201
Dickinson	28,678	7,474	6,640	112	1,855	7	149	79	1,854
Eaton	34,646	10,003	8,910	116	2,183	18	312	143	2,543
Emmet	15,746	4,209	3,770	56	1,478	7	204	67	1,605
Genesee	227,445	60,102	55,500	755	20,795	92	3,890	599	19,556
Gladwin	9,339	2,413	2,120	39	469	4	87	34	500
Gogebic	31,640	8,098	7,220	108	2,192	6	259	94	2,243
Grand Traverse	23,344	5,845	5,180	77	1,853	9	270	72	2,226
Gratiot	32,230	8,802	7,800	108	1,884	15	254	128	2,719
Hillsdale	29,011	8,547	7,560	95	1,425	10	166	132	1,666
Houghton	47,617	12,512	11,200	182	4,275	11	251	132	2,312
Huron	32,531	8,058	7,110	109	1,169	17	232	129	2,584
Ingham	130,178	36,777	34,800	417	11,391	70	2,381	358	12,065
Ionia	35,785	9,530	8,490	108	2,013	17	309	165	2,644
Iosco	8,519	2,324	2,090	40	621	6	119	33	595
Iron	20,253	5,220	1,710	69	1,667	7	148	62	1,188
Isabella	25,872	6,693	5,890	61	1,371	9	185	95	1,983
Jackson	92,158	24,401	22,400	340	7,137	49	1,278	264	7,675
Kalamazoo	99,932	27,424	25,250	351	8,714	53	2,042	289	9,455
Kalaska	5,146	1,363	1,210	14	219	1	*	15	4104
Kent	245,914	69,116	64,450	960	21,103	126	4,646	664	19,648
Keweenaw	3,924	1,065	990	12	407	--	—	11	79
Lake	4,794	1,440	1,280	32	244	1	*	27	186
Lapeer	32,106	7,393	6,530	81	1,550	11	220	132	2,446
Leelanau	8,408	2,143	1,890	46	496	3	45	34	255
Lenawee	53,714	14,558	13,230	191	3,806	20	375	198	4,370
Livingston	20,773	5,896	5,470	70	1,451	9	170	101	2,088
Luce	7,406	1,487	1,350	16	530	3	134	12	562
Mackinac	9,385	2,338	2,130	17	766	5	64	49	491
Macomb	107,428	27,551	25,190	303	7,622	36	1,043	315	7,962
Manistee	18,379	5,229	4,560	85	1,243	12	283	70	1,263
Marquette	46,689	12,011	10,870	173	4,285	11	356	123	2,784
Mason	19,249	5,445	1,820	56	1,149	11	180	75	1,154
Mecosta	16,842	4,566	4,010	50	805	6	165	80	1,172
Menominee	24,918	6,375	5,680	77	1,158	6	82	75	1,158
Midland	27,079	6,933	6,160	92	2,005	8	280	77	2,041
Missaukee	8,029	1,922	1,750	16	221	2	*	30	375
Monroe	57,673	15,123	13,700	231	3,699	11	116	192	3,964
Montcalm	28,561	8,363	7,350	122	1,842	21	291	152	2,331
Montmorency	3,839	970	860	20	187	3	55	19	294
Muskegon	94,264	25,728	23,740	366	8,717	36	1,327	251	6,422
Newaygo	19,253	5,272	1,670	68	954	6	108	55	958
Oakland	253,577	74,741	69,150	793	21,905	99	3,186	741	23,386
Oceana	14,794	4,135	3,650	50	892	5	84	57	817
Ogemaw	8,701	2,249	1,980	27	501	4	63	42	619
Ontonagon	11,360	2,942	2,630	39	791	5	40	39	458
Osceola	13,288	3,574	3,160	40	606	6	101	69	951
Oscoda	2,538	664	580	10	129	2	*	18	131
Otsego	5,793	1,373	1,230	24	119	2	*	41	658
Ottawa	59,376	16,047	14,580	191	4,010	23	678	194	4,666
Presque Isle	12,224	2,759	2,140	41	727	4	76	35	579
Roscommon	3,660	1,101	990	35	172	2	*	42	396
Saginaw	130,625	34,549	31,650	425	9,687	60	2,108	301	8,645
St. Clair	76,311	20,368	18,550	318	6,348	30	949	240	5,957
St. Joseph	32,103	9,501	8,570	117	2,392	18	338	167	3,760
Sanilac	30,340	7,971	6,990	88	1,487	19	228	129	2,295
Schoolcraft	9,605	2,366	2,080	33	750	3	101	38	804
Shiawassee	41,115	11,347	10,200	128	2,959	21	364	164	3,542
Tuscola	35,693	9,321	8,200	108	1,881	17	290	126	3,287
Van Buren	35,451	10,620	9,520	139	2,893	18	311	185	2,663
Washtenaw	80,634	22,214	20,480	359	8,216	45	1,805	250	8,361
Wayne	2,012,183	504,626	454,000	8,741	162,784	997	36,793	3,039	166,646
Wexford	17,955	4,879	4,320	61	1,204	8	248	80	1,529
TOTAL STATE	**5,256,106**	**1,382,738**	**1,272,120**	**20,217**	**$110,193**	**2,110**	**$77,765**	**13,668**	**$119,115**

*Data unavailable †Filling Station Sales only

MINNESOTA

Population 2,792,300
Families 726,391
Radio Homes 620,770

Aitkin	17,791	4,596	3,480	64	$544	4	$57	84	$733
Anoka	22,456	5,470	4,650	64	1,156	4	99	51	1,064
Becker	26,604	6,455	5,090	70	1,029	6	132	74	1,504
Beltrami	26,053	6,002	4,860	90	1,676	5	202	93	1,899
Benton	16,100	3,622	2,950	46	822	4	77	71	†659
Big Stone	10,415	2,572	2,090	38	645	2	86	51	992
Blue Earth	36,165	9,659	8,110	119	2,659	13	491	128	3,358
Brown	25,532	6,472	5,450	57	1,502	13	325	91	1,957
Carlton	24,165	6,055	4,950	52	1,018	6	128	90	1,444

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U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Carver	17,605	4,280	3,390	45	713	8	252	59	1,035
Cass	20,062	5,151	4,050	63	946	6	96	85	715
Chippewa	16,918	4,289	3,490	46	1,057	6	128	65	1,582
Chisago	13,124	3,639	2,830	46	687	6	90	66	841
Clay	25,329	6,261	5,210	69	1,711	8	176	76	1,996
Clearwater	11,122	2,788	2,120	32	386	3	56	31	398
Cook	2,996	793	660	20	260	1	*	17	†225
Cottonwood	16,119	3,986	3,110	26	539	9	143	53	1,200
Crow Wing	30,140	7,862	6,700	131	2,674	10	295	109	2,352
Dakota	39,668	9,579	8,270	129	2,530	12	328	119	3,767
Dodge	12,928	3,316	2,500	36	530	8	86	42	520
Douglas	20,366	5,280	4,180	55	1,082	9	180	92	1,280
Faribault	23,782	6,123	4,910	71	1,545	14	221	101	1,928
Fillmore	25,517	6,899	5,430	71	1,050	13	213	112	1,355
Freeborn	31,682	8,176	6,720	95	2,227	8	227	88	2,601
Goodhue	31,504	8,337	6,870	102	1,984	15	260	117	2,424
Grant	9,820	2,475	1,930	31	428	6	57	43	745
Hennepin	566,289	161,571	148,810	2,393	63,835	295	11,715	1,240	46,245
Houston	14,733	3,779	2,930	41	582	4	75	52	798
Hubbard	10,998	2,881	2,240	38	676	3	42	41	640
Isanti	12,926	3,088	2,390	37	605	4	104	47	862
Itasca	32,994	8,224	6,650	102	2,258	7	134	91	1,980
Jackson	16,877	4,204	3,230	37	744	5	109	58	848
Kanabec	9,666	2,496	1,870	21	366	3	58	26	573
Kandiyohi	26,484	6,305	5,130	76	1,408	6	170	105	2,275
Kittson	10,722	2,534	1,970	27	304	5	45	42	915
Koochiching	16,885	4,479	3,720	63	1,350	5	133	57	1,167
Lac qui Parle	15,484	3,713	2,870	26	619	6	106	66	878
Lake	6,929	2,085	1,820	43	685	2	*	25	†298
Lake of the Woods	5,843	1,499	1,170	27	303	2	*	15	120
Le Sueur	19,195	5,156	4,120	52	900	10	140	64	1,255
Lincoln	10,786	2,657	2,050	27	346	4	68	41	627
Lynn	21,522	5,343	4,360	58	1,268	10	193	87	2,120
McLeod	21,385	5,516	4,420	57	1,087	10	160	81	1,687
Mahnomen	8,053	1,780	1,400	18	290	2	*	17	325
Marshall	18,342	4,285	3,260	46	567	8	102	60	811
Martin	24,673	6,293	5,100	57	1,391	14	241	102	2,072
Meeker	19,268	4,765	3,720	51	1,014	7	*	77	1,219
Mille Lacs	14,785	4,132	3,210	35	557	6	108	77	1,399
Morrison	24,415	6,320	4,960	73	1,058	12	124	143	1,323
Mower	36,089	9,262	7,830	111	2,731	11	503	95	2,860
Murray	15,055	3,431	2,610	33	468	4	54	51	744
Nicollet	18,291	4,027	3,320	39	873	5	61	35	713
Nobles	21,223	5,264	4,250	53	1,136	7	171	70	2,199
Norman	14,674	3,594	2,740	39	557	5	64	43	893
Olmsted	42,613	10,241	8,740	96	2,841	14	887	105	3,671
Otter Tail	53,039	12,772	10,000	141	2,185	16	297	127	2,995
Pennington	12,900	3,184	2,610	36	881	4	134	35	1,220
Pine	21,447	5,489	4,180	53	750	5	88	93	1,247
Pipestone	13,782	3,419	2,410	41	604	7	101	63	1,418
Polk	37,719	9,167	7,340	117	2,126	13	359	115	2,161
Pope	13,517	3,325	2,570	39	597	5	76	54	601
Ramsey	310,431	86,236	80,720	1,247	36,686	143	5,526	628	27,836
Red Lake	7,411	1,693	1,310	19	215	1	*	25	255
Redwood	22,277	5,405	4,260	51	1,033	12	135	87	1,408
Renville	24,601	5,946	4,640	51	1,000	10	143	104	1,798
Rice	32,145	7,557	6,340	82	1,894	12	323	**86**	**1,930**
Rock	10,929	2,789	2,240	28	554	4	53	50	850
Roseau	15,074	3,601	2,730	37	517	5	111	50	664
St. Louis	206,391	56,513	51,200	895	20,898	75	2,564	519	15,216
Scott	15,573	3,676	2,920	49	613	9	120	71	1,065
Sherburne	10,451	2,346	1,820	22	423	2	*	53	750
Sibley	16,582	4,023	3,120	34	450	9	116	55	950
Stearns	67,203	14,305	11,990	171	3,611	22	542	244	4,153
Steele	19,657	4,968	4,160	36	1,098	7	187	51	1,364
Stevens	11,016	2,640	2,060	23	487	5	80	28	1,060
Swift	15,453	3,764	2,950	37	759	7	95	72	903
Todd	27,411	6,700	5,180	54	1,065	9	129	94	1,156
Traverse	8,275	2,032	1,580	23	343	3	51	29	520
Wabasha	17,644	4,589	3,750	50	789	9	107	63	1,135
Wadena	12,585	3,109	2,460	30	550	4	83	54	787
Waseca	15,202	3,937	3,200	29	639	6	149	64	1,155
Washington	26,390	6,834	5,750	94	1,723	6	215	83	2,083
Watonwan	14,017	3,576	2,890	31	858	7	146	63	929
Wilkin	10,526	2,453	1,930	34	640	4	77	32	436
Winona	37,746	9,978	8,720	136	3,146	11	424	102	2,878
Wright	27,477	7,101	5,520	84	1,075	14	179	121	1,714
Yellow Medicine	16,863	4,203	3,270	43	679	8	118	60	1,174
TOTAL STATE...	**2,792,300**	**726,391**	**620,770**	**9,261**	**$211,177**	**1,131**	**$32,994**	**8,396**	**$204,415**

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MISSISSIPPI

Population . . . 2,183,796
Families . . 537,359
Radio Homes . 228,090

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Adams	27,218	7,541	4,130	147	$1,544	11	$262	34	$1,209
Alcorn	26,865	6,710	3,100	123	965	7	115	55	1,470
Amite	21,885	4,947	1,700	88	377	4	52	18	332
Attala	30,502	6,961	2,540	80	862	9	129	39	860
Benton	10,426	2,371	780	36	95	3	4	8	221
Bolivar	67,565	18,132	6,580	307	2,941	24	327	59	1,573
Calhoun	20,968	4,919	1,760	79	182	8	40	28	402
Carroll	20,648	4,744	1,580	38	290	4	34	15	[illegible]113
Chickasaw	24,438	5,084	1,890	84	538	8	106	24	357
Choctaw	13,547	3,005	1,060	31	256	4	58	13	311
Claiborne	12,806	3,373	1,250	19	295	2		13	320
Clarke	20,602	4,777	1,880	60	398	5	73	21	407
Clay	19,019	4,704	2,046	77	612	5	71	22	516
Coahoma	48,321	13,476	5,640	191	1,708	17	263	56	2,257
Copiah	34,017	8,249	3,070	96	841	11	138	38	890
Covington	17,025	3,789	1,340	51	313	4	58	18	283
De Soto	26,731	6,678	2,230	84	368	3	*	24	576
Forrest	34,883	9,103	5,610	160	1,894	14	330	61	2,761
Franklin	12,495	3,047	1,180	45	190	3	41	11	136
George	8,702	1,941	740	34	261	3	56	12	409
Greene	9,513	2,042	860	22	235	4	57	13	†43
Grenada	19,044	4,499	2,020	52	511	6	106	25	915
Hancock	11,322	2,808	1,440	62	565	6	85	26	†171
Harrison	50,630	13,029	8,360	244	2,887	16	506	105	2,687
Hinds	107,038	29,956	18,350	333	5,585	45	1,396	153	7,232
Holmes	39,687	9,971	3,810	104	932	13	171	50	1,240
Humphreys	26,243	6,522	2,420	68	902	6	127	26	653
Issaquena	6,433	1,772	590	13	82	—	—	3	30
Itawamba	19,854	4,115	1,490	81	247	2	*	19	175
Jackson	20,593	5,165	2,650	82	1,004	6	151	34	573
Jasper	19,461	4,308	1,500	49	170	5	56	25	448
Jefferson	13,961	3,554	1,260	50	208	4	46	11	†71
Jefferson Davis	15,875	3,511	1,160	30	195	1	51	16	316
Jones	49,225	11,611	6,000	173	1,877	12	288	85	1,936
Kemper	21,876	4,545	1,660	68	174	5	56	12	†89
Lafayette	21,252	5,143	2,060	88	656	6	115	22	604
Lamar	12,028	2,861	1,200	25	205	5	59	23	98
Lauderdale	57,992	14,865	8,850	263	2,971	19	467	83	2,926
Lawrence	13,979	3,176	1,120	33	227	4	69	19	271
Leake	21,576	5,477	1,910	54	263	5	78	28	668
Lee	38,817	9,581	4,190	125	1,147	11	238	73	1,081
Leflore	53,370	13,972	5,960	195	2,421	13	367	52	2,692
Lincoln	27,588	6,535	2,820	100	933	8	170	32	929
Lowndes	35,231	8,842	4,300	166	1,247	10	267	50	1,646
Madison	37,654	8,865	3,430	100	909	9	108	34	932
Marion	24,003	5,618	2,150	89	922	5	*	19	657
Marshall	25,596	6,015	2,110	119	473	8	92	24	542
Monroe	35,600	8,893	3,540	130	1,041	9	147	42	1,571
Montgomery	15,698	3,732	1,580	36	451	1	59	30	478
Neshoba	28,001	6,295	2,370	15	332	4	160	25	619
Newton	24,137	5,511	2,020	62	521	8	110	36	671
Noxubee	25,456	6,012	2,110	74	539	6	114	21	540
Oktibbeha	22,143	5,051	2,090	60	708	5	135	30	599
Panola	34,456	8,250	2,890	93	1,102	10	168	43	1,169
Pearl River	19,426	4,641	2,220	82	589	5	73	38	833
Perry	9,298	2,078	830	21	128	4	23	9	137
Pike	34,911	8,630	4,280	140	1,078	15	235	65	1,535
Pontotoc	22,896	5,150	1,890	77	415	4	78	26	†113
Prentiss	20,933	4,982	1,740	71	541	6	99	29	497
Quitman	27,101	6,852	2,320	106	691	8	113	19	453
Rankin	27,876	5,661	2,070	84	556	6	60	37	460
Scott	23,137	5,212	1,960	62	511	8	98	35	941
Sharkey	15,427	3,939	1,360	47	422	4	70	19	532
Simpson	21,998	4,972	1,810	61	306	6	54	42	592
Smith	19,450	4,245	1,500	38	145	7	66	23	253
Stone	6,159	1,497	619	28	255	2	*	13	†115
Sunflower	60,219	14,689	5,240	206	1,882	15	221	61	1,842
Tallahatchie	34,130	8,589	2,960	81	836	9	90	32	562
Tate	19,322	4,688	1,600	66	586	6	64	21	311
Tippah	19,628	4,582	1,590	46	298	7	64	30	275
Tishomingo	16,969	3,950	1,160	16	335	4	11	29	297
Tunica	22,607	6,245	2,070	111	786	4	68	23	572
Union	21,771	5,116	2,160	112	608	5	110	20	464
Walthall	17,533	3,893	1,290	36	135	3	48	18	530
Warren	39,421	11,487	6,900	159	2,440	9	191	47	1,965
Washington	67,651	19,030	8,440	253	3,010	20	412	60	2,861
Wayne	16,921	3,701	1,380	49	233	3	30	17	453
Webster	14,160	3,323	1,170	49	363	3	54	23	477

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Wilkinson	15,954	3,795	1,420	82	325	7	149	16	473
Winston	22,747	5,054	2,000	56	422	5	77	23	756
Yalobusha	18,395	4,491	1,980	51	389	7	103	33	†227
Yazoo	40,088	10,076	2,740	92	827	12	303	26	1,208
TOTAL STATE	**2,183,796**	**537,359**	**228,090**	**7,423**	**$66,513**	**626**	**$11,463**	**2,724**	**$71,729**

*Data unavailable. †Filling Station Sales only.

MISSOURI

Population **3,784,664**
Families **1,065,653**
Radio Homes **818,620**

Adair	20,237	6,104	4,330	80	$1,284	6	$189	78	$1,323
Andrew	13,017	3,887	2,220	41	459	9	90	51	577
Atchison	12,899	3,595	2,120	20	460	9	106	41	884
Audrain	22,648	6,775	4,800	68	1,474	9	235	80	1,444
Barry	23,458	6,259	3,810	70	641	9	189	92	1,011
Barton	13,057	4,148	2,490	46	550	9	134	63	556
Bates	19,548	5,925	3,650	64	802	11	129	86	1,152
Benton	11,219	3,156	1,780	25	171	7	85	50	344
Bollinger	12,896	3,205	1,690	30	122	2	*	36	189
Boone	34,858	10,450	7,810	112	2,522	19	785	135	2,533
Buchanan	93,998	26,802	23,600	380	6,559	71	2,136	273	5,942
Butler	34,268	8,425	5,750	99	1,277	10	245	105	1,854
Caldwell	11,635	3,609	2,190	43	476	8	78	50	803
Callaway	23,065	5,810	3,510	47	828	6	113	79	1,103
Camden	8,934	2,404	1,360	27	135	6	53	48	†164
Cape Girardeau	37,749	9,817	7,280	109	2,122	22	546	120	2,978
Carroll	17,762	5,273	3,320	55	793	11	135	68	838
Carter	6,226	1,502	910	27	178	2	*	18	106
Cass	19,366	5,895	3,540	57	883	18	228	114	1,197
Cedar	11,681	3,481	1,950	52	309	6	114	47	431
Chariton	18,059	5,183	3,000	59	658	10	100	62	862
Christian	13,538	3,716	2,000	22	197	5	60	58	387
Clark	10,163	3,118	1,830	32	360	6	49	47	455
Clay	30,093	9,069	6,840	110	1,925	21	647	176	4,394
Clinton	13,263	4,069	2,770	51	708	7	112	64	942
Cole	34,856	8,275	6,770	99	2,315	17	646	103	2,610
Cooper	17,901	4,945	3,340	51	804	11	210	59	916
Crawford	12,606	3,359	1,890	29	308	8	102	47	621
Dade	11,253	3,267	1,810	29	271	7	65	41	325
Dallas	11,517	3,053	1,590	21	140	5	48	50	359
Daviess	13,383	4,122	2,380	36	460	8	103	53	570
De Kalb	9,746	2,953	1,680	38	343	8	53	53	374
Dent	11,760	3,140	1,760	35	336	5	86	79	555
Douglas	15,574	3,811	1,950	40	199	2	*	29	308
Dunklin	45,018	11,011	6,670	168	1,674	25	413	95	**2,523**
Franklin	33,911	9,190	6,070	96	1,370	17	230	156	2,023
Gasconade	12,397	3,358	2,060	34	549	5	45	57	641
Gentry	13,361	4,012	2,420	36	561	10	125	57	780
Greene	90,408	26,614	21,800	388	5,740	51	1,761	430	6,204
Grundy	15,617	4,888	3,460	54	715	10	220	56	864
Harrison	16,504	4,915	2,810	31	606	11	168	76	1,011
Henry	22,300	6,794	4,490	90	949	18	257	121	1,627
Hickory	6,535	1,889	1,010	25	135	6	11	29	†99
Holt	12,475	3,648	2,180	28	435	11	116	47	584
Howard	13,008	3,812	2,460	34	580	10	213	46	533
Howell	22,238	5,938	3,600	52	446	10	202	72	907
Iron	10,431	2,517	1,580	28	173	2	*	27	390
Jackson	476,566	143,371	130,200	1,806	41,675	336	16,141	1,085	36,285
Jasper	78,654	23,492	19,200	354	5,510	42	1,221	316	7,427
Jefferson	31,988	8,791	6,400	102	2,052	13	237	93	1,592
Johnson	21,408	6,356	4,060	64	961	14	244	81	1,382
Knox	8,873	2,724	1,570	35	403	5	59	39	331
Laclede	18,643	5,011	3,050	57	667	4	88	94	846
Lafayette	27,807	8,031	5,480	79	1,286	18	322	129	1,492
Lawrence	24,552	6,913	4,390	72	824	13	218	122	960
Lewis	11,391	3,638	2,250	42	470	10	80	58	677
Lincoln	14,383	4,379	2,570	34	403	8	64	54	949
Linn	21,337	6,508	4,670	65	1,022	19	309	96	1,556
Livingston	17,559	4,951	3,480	61	836	10	165	63	1,084
McDonald	15,736	4,169	2,270	43	292	11	100	68	586
Macon	21,404	6,595	4,120	76	989	14	179	84	1,765
Madison	9,636	2,507	1,660	33	342	4	76	38	437

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County	Popula-tion	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Maries	8 636	2,163	1,130	7	40	3	23	24	†86
Marion	30,665	9.395	7,670	142	2,320	22	422	105	2 299
Mercer	8,764	2,590	1,440	18	262	5	73	39	437
Miller	14,793	3 901	2,500	36	459	4	*	63	618
Mississippi	23,232	5,724	3 570	84	1 097	9	113	53	1 003
Moniteau	11 764	3,417	2,050	31	358	7	79	46	621
Monroe	13,162	4,083	2 370	26	651	9	111	49	683
Montgomery	12,434	3,778	2 290	38	188	8	80	69	605
Morgan	11 125	3,032	1,730	36	313	4	59	45	426
New Madrid	39,803	9 335	5 410	111	1,149	12	191	74	901
Newton	27,988	7,989	5 070	88	1,050	11	148	118	1 382
Nodaway	25,578	7 389	4 750	59	1,072	19	269	104	1 672
Oregon	13,302	3 320	1 860	39	253	5	58	33	448
Osage	12,361	2,984	1,670	32	221	3	29	33	291
Ozark	10,767	2,588	1 300	12	97	—	—	14	†45
Pemiscot	46,714	11,627	6,710	165	1 600	20	366	90	2,321
Perry	15,292	4,716	2 300	25	370	3	81	59	†310
Pettis	33 269	9,840	7,540	123	1,910	13	374	121	2 168
Phelps	17,507	1,853	3 170	52	837	9	211	76	866
Pike	18,314	5 744	3,800	61	972	11	131	83	1 143
Platte	13,868	4,122	2,460	56	496	9	92	54	694
Polk	19,924	1,785	3,670	59	458	12	96	99	1 028
Pulaski	10,772	2,926	1,530	31	256	8	73	66	501
Putnam	11,320	3,240	1,820	38	318	3	73	40	283
Ralls	10,035	2,958	1,730	18	244	4	58	33	262
Randolph	24,453	7,648	5,850	88	1 533	17	252	89	1,186
Ray	18,562	5,560	3 560	72	802	10	151	71	722
Reynolds	9 363	2,190	1 190	12	64	1	*	18	171
Ripley	12,594	3,103	1 740	37	323	4	73	30	315
St. Charles	25,621	6,792	4,970	81	1 265	8	123	105	1,661
St. Clair	12,727	3 788	2 130	33	265	7	71	57	352
St. Francois	35 946	8,851	6,530	133	2 119	18	322	114	2,319
St. Louis	272,707	73,211	60,500	915	23,033	118	3 980	733	18,131
St. Louis City	813 748	234,512	220,000	4 403	76 111	544	13 809	1 385	60 651
Ste. Genevieve	10,901	2,666	1,730	24	419	5	33	20	437
Saline	29 374	7,978	5,670	80	1,393	19	371	104	1 719
Schuyler	6 565	2,053	1,210	26	374	5	33	32	337
Scotland	8,551	2 629	1 500	26	370	5	59	33	479
Scott	30,386	7,711	5 450	110	1 497	18	318	119	1 588
Shannon	11,823	2 830	1 620	35	185	3	15	30	168
Shelby	11,209	3 545	2,130	30	528	12	63	60	646
Stoddard	33,019	8,023	4,710	102	1 007	14	145	61	860
Stone	11 302	2,911	1,580	27	100	4	38	30	117
Sullivan	13 671	3,954	2 240	46	457	8	91	55	367
Taney	10,308	2,755	1 600	39	304	8	66	50	269
Texas	19,810	5,161	2,770	10	293	10	97	62	745
Vernon	25,593	7,125	4 700	81	1,071	11	154	105	1,232
Warren	7,727	2,225	1 360	19	235	3	29	30	359
Washington	17,485	4,092	2 540	51	462	5	42	34	384
Wayne	12 799	3,114	1,780	31	157	4	19	38	†201
Webster	17,431	1 538	2,480	42	476	7	66	78	819
Worth	6,350	1,822	1 020	18	247	3	45	26	395
Wright	17 950	4,754	2,650	29	237	10	107	68	657
TOTAL STATE	**3,781,661**	**1,065,653**	**818,620**	**11,126**	**$235,315**	**2,171**	**855,216**	**11,171**	**$233,466**

*Data unavailable †Filling Station Sales only.

MONTANA

Population 559,456
Families 159,398
Radio Homes 128,480

Beaverhead	7 038	2,315	1,770	38	$882	4	$84	28	$1,022
Big Horn	10,407	2,508	1,800	30	675	3	59	28	767
Blaine	9,541	2,442	1,830	25	655	5	70	31	1 140
Broadwater	3,449	949	730	8	233	2	*	11	†113
Carbon	11,837	3,299	2,560	38	753	10	103	41	529
Carter	3,300	911	680	15	138	1	*	8	72
Cascade	41 877	12,383	10,800	157	4,648	16	694	112	5,246
Chouteau	7,108	2,040	1 520	19	313	3	50	18	608
Custer	10 397	2,959	2,560	35	1 042	5	189	29	1,193
Daniels	1 164	1 167	870	11	210	3	46	16	436
Dawson	8,593	2,269	1,870	22	568	4	60	30	821
Deer Lodge	15,407	4 064	3 590	62	1 808	5	131	21	966
Fallon	3,739	931	700	9	254	2	*	12	354
Fergus	14 087	4,071	3,230	55	1,223	8	141	58	1,440
Flathead	23,996	6,740	5,470	79	2,138	11	283	71	2,193
Gallatin	18,174	5,217	4,260	58	1,929	13	266	76	2,493
Garfield	2 644	756	560	13	93	1	*	10	†42
Glacier	8,994	2 383	1 820	19	639	3	119	32	1,228
Golden Valley	1.604	463	350	11	74	2	*	5	48

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Granite	3,392	1,195	920	12	363	2	*	17	324
Hill	13,143	3,398	2,790	52	1,470	6	209	36	1,297
Jefferson	4,583	1,211	930	15	344	3	55	17	†164
Judith Basin	3,638	1,026	720	16	178	3	17	17	†197
Lake	9,840	3,640	2,760	37	711	6	98	41	949
Lewis and Clark	21,721	6,806	5,880	83	2,556	10	357	60	2,818
Liberty	2,205	648	490	7	145	1	*	10	†109
Lincoln	7,850	2,359	1,810	21	573	4	62	31	496
McCone	3,786	1,010	750	9	132	2	*	8	†55
Madison	7,271	2,120	1,600	28	456	4	70	28	†292
Meagher	2,229	661	500	13	171	1	*	10	305
Mineral	2,134	731	570	15	117	2	*	16	130
Missoula	28,361	8,406	7,260	88	2,985	11	441	93	3,790
Musselshell	5,694	1,689	1,340	25	569	3	42	23	596
Park	11,490	3,432	2,900	45	1,148	7	149	45	1,302
Petroleum	1,141	334	250	4	55	—	—	6	48
Phillips	7,865	2,303	1,720	18	454	3	50	27	633
Pondera	6,712	1,803	1,370	24	627	4	84	22	571
Powder River	3,155	923	680	12	94	1	*	7	†94
Powell	6,153	1,861	1,530	17	508	3	82	22	600
Prairie	2,391	647	490	8	155	1	*	12	†81
Ravalli	12,965	3,772	2,850	33	834	9	111	38	1,053
Richland	10,192	2,629	1,907	30	708	4	89	23	691
Roosevelt	9,763	2,453	1,850	27	669	7	130	37	1,059
Rosebud	6,443	1,742	1,310	16	351	4	45	27	568
Sanders	6,523	1,950	1,480	20	315	4	54	25	278
Sheridan	7,741	2,006	1,500	23	315	4	69	13	307
Silver Bow	52,802	16,674	14,390	261	7,526	24	702	74	5,481
Stillwater	5,686	1,590	1,190	18	297	4	46	27	490
Sweet Grass	3,711	1,108	840	8	253	2	*	15	†174
Teton	6,893	2,006	1,500	26	490	5	85	24	667
Toole	6,776	1,961	1,510	28	690	5	67	30	940
Treasure	1,543	393	300	5	50	2	*	10	56
Valley	15,019	4,076	3,060	76	1,720	12	410	57	1,616
Wheatland	3,310	910	700	15	393	2	*	18	402
Wibaux	2,163	565	430	7	85	1	*	7	†24
Yellowstone	41,104	11,478	9,260	118	3,875	18	898	109	5,876
Yellowstone National Park	41	15	20	—	—	—	—	—	—
TOTAL STATE	**559,456**	**159,398**	**128,480**	**1,946**	**$50,657**	**285**	**$7,050**	**1,719**	**$56,260**

*Data unavailable. †Filling Station Sales only.

NEBRASKA

Population **1,315,834**
Families **360,255**
Radio Homes **291,850**

Adams	24,556	6,303	5,420	72	$1,738	13	$292	78	$2,159
Antelope	13,273	3,568	2,630	42	490	9	85	53	960
Arthur	1,045	269	190	3	25	1	*	3	*
Banner	1,403	362	250	3	21	1	*	5	*
Blaine	1,538	395	280	3	35	1	*	7	†44
Boone	12,015	3,117	2,290	33	562	10	85	46	701
Box Butte	10,657	2,905	2,450	35	975	6	181	39	972
Boyd	6,045	1,560	1,150	23	263	4	31	26	412
Brown	5,953	1,569	1,180	16	329	5	58	20	417
Buffalo	23,290	6,506	5,250	65	1,316	19	299	113	2,247
Burt	12,545	3,448	2,580	29	664	9	114	42	890
Butler	13,081	3,647	2,710	45	523	8	52	63	543
Cass	16,967	4,953	3,870	59	827	11	119	55	603
Cedar	15,123	3,732	2,740	30	684	10	103	45	742
Chase	5,201	1,421	1,050	22	308	3	75	25	767
Cherry	9,627	2,449	1,740	30	445	8	96	42	697
Cheyenne	9,464	2,430	1,950	27	689	6	129	47	1,092
Clay	10,417	3,154	2,380	38	344	9	57	49	482
Colfax	10,625	3,039	2,380	26	531	6	68	47	740
Cuming	13,560	3,468	2,560	28	539	8	112	39	879
Custer	22,397	6,126	4,570	67	1,521	19	234	99	1,504
Dakota	9,827	2,549	2,060	32	595	5	59	28	†218
Dawes	10,108	2,838	2,320	30	832	9	143	38	856
Dawson	17,887	4,958	3,840	42	1,278	14	281	81	2,383
Deuel	3,576	927	690	10	155	3	59	19	410
Dixon	10,407	2,763	2,060	29	411	7	62	34	407
Dodge	23,793	6,817	5,700	84	1,733	16	309	114	2,407
Douglas	248,923	68,331	62,550	867	25,294	140	4,674	500	18,973

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Dundy	5,110	1,354	990	14	180	2	*	21	380
Fillmore	11,396	3,315	2,440	31	538	7	144	34	436
Franklin	7,725	2,242	1,660	25	439	9	56	41	330
Frontier	6,413	1,801	1,310	22	215	6	38	25	343
Furnas	10,080	3,008	2,260	37	610	10	126	55	814
Gage	29,496	7,966	6,500	96	1,958	19	421	100	1,924
Garden	4,679	1,245	910	23	256	3	33	18	207
Garfield	3,114	893	670	17	168	2	*	13	259
Gosper	3,684	985	690	7	87	2		6	78
Grant	1,327	340	260	11	147	2	*	8	†86
Greeley	6,165	1,653	1,210	14	233	5	67	25	320
Hall	27,442	7,894	6,580	105	2,246	12	377	94	2,618
Hamilton	9,962	2,910	2,230	32	507	8	66	35	506
Harlan	7,130	1,995	1,480	19	315	4	37	27	250
Hayes	2,957	748	520	8	11	—	—	8	†85
Hitchcock	6,390	1,721	1,290	21	282	4	63	29	388
Holt	16,525	4,209	3,080	49	713	9	105	61	851
Hooker	1,253	341	220	6	52	1	*	4	*
Howard	8,414	2,317	1,700	32	368	6	30	35	365
Jefferson	15,547	4,503	3,620	54	991	10	188	65	1,118
Johnson	8,651	2,463	1,830	34	326	9	79	33	492
Kearney	6,840	1,952	1,410	19	472	5	58	23	215
Keith	8,332	2,160	1,620	27	568	4	95	47	1,452
Keyapaha	3,232	791	560	14	77	1	*	6	†22
Kimball	3,911	1,016	790	13	264	3	59	19	486
Knox	16,473	4,341	3,190	49	719	9	118	57	695
Lancaster	100,437	29,024	25,900	333	8,805	53	1,751	252	8,965
Lincoln	25,388	6,762	5,570	71	1,948	13	408	89	2,710
Logan	1,739	454	330	6	116	1	*	8	†8
Loup	1,578	456	330	7	*	1		7	†30
McPherson	1,115	317	230	5	*	--	--	—	--
Madison	24,237	6,477	5,330	75	1,552	13	230	109	1,749
Merrick	9,315	2,610	1,980	32	515	7	90	37	626
Morrill	9,425	2,308	1,710	30	610	5	120	39	445
Nance	7,651	1,945	1,440	15	397	5	47	25	366
Nemaha	12,779	3,691	2,860	41	776	7	199	46	699
Nuckolls	10,397	2,970	2,310	26	649	9	119	40	451
Otoe	18,969	5,400	4,310	70	1,215	12	196	81	1,338
Pawnee	8,198	2,349	1,730	22	329	6	112	38	423
Perkins	5,225	1,350	980	20	315	5	64	20	657
Phelps	8,148	2,496	1,990	30	649	6	102	40	836
Pierce	10,205	2,690	1,980	26	338	1	68	40	727
Platte	20,186	4,970	3,960	47	1,234	11	215	77	1,394
Polk	8,722	2,157	1,810	16	340	8	91	31	108
Redwillow	11,936	3,303	2,730	41	1,008	10	176	54	1,500
Richardson	19,136	5,281	4,190	54	1,142	13	256	61	1,483
Rock	3,966	1,012	730	13	127	2	*	20	286
Saline	14,994	4,615	3,580	41	847	11	173	56	884
Sarpy	10,829	2,610	1,980	20	283	4	24	32	539
Saunders	17,883	5,152	3,920	59	998	14	128	83	1,407
Scotts Bluff	33,875	8,160	6,890	98	2,506	16	546	103	3,974
Seward	14,159	4,042	3,090	57	761	6	82	69	805
Sheridan	9,858	2,686	2,010	37	683	5	138	15	1,187
Sherman	7,753	2,030	1,480	18	305	6	54	24	†202
Sioux	1,257	1,037	720	7	82	1	*	10	†40
Stanton	6,885	1,862	1,350	14	259	3	36	15	199
Thayer	12,253	3,441	2,590	36	703	13	121	52	688
Thomas	1,549	434	320	5	85	1	*	12	50
Thurston	10,253	2,443	1,800	20	304	6	79	21	†219
Valley	8,153	2,410	1,710	15	345	5	67	25	396
Washington	11,727	3,201	2,390	29	594	6	72	30	589
Wayne	9,867	2,656	1,960	20	506	4	51	32	626
Webster	8,093	2,366	1,760	26	450	5	56	31	679
Wheeler	2,168	528	380	5	49	1	*	8	43
York	14,850	4,303	3,420	40	876	8	150	50	1,032
TOTAL STATE	1,315,831	360,255	291,850	1,107	$88,681	818	$16,183	1,182	$96,829

*Data unavailable †Filling Station Sales only.

NEVADA

Population 110,014
Families 33,294
Radio Homes 31,620

Churchill	5,302	1,562	1,530	10	$429	3	$68	21	$598
Clark	16,347	4,829	4,430	37	2,081	8	370	85	2,056
Douglas	2,046	599	590	6	269	1	*	12	†89
Elko	10,844	3,241	3,060	39	1,096	4	173	50	1,574
Esmeralda	1,553	620	610	6	116	1	*	10	94
Eureka	1,361	461	450	7	141	--	—	8	*
Humboldt	4,745	1,395	1,350	13	519	2	*	25	601
Lander	1,745	583	570	9	216	1	*	12	293

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Lincoln	4,136	1,143	1,110	10	369	5	79	11	†134
Lyon	4,144	1,201	1,170	17	237	2	*	19	233
Mineral	2,327	777	760	12	228	1	*	9	†127
Nye	3,562	1,380	1,350	21	553	2	*	20	515
Ormsby	3,209	935	910	7	515	3	86	11	372
Pershing	2,768	866	850	5	181	1	*	12	†125
Storey	1,218	395	380	5	151	1	*	2	*
Washoe	32,366	10,027	9,410	109	4,684	14	*	104	†1,706
White Pine	12,341	3,280	3,090	25	1,547	4	235	22	1,345
TOTAL STATE...	**110,011**	**33,294**	**31,620**	**338**	**$13,332**	**53**	**$2,483**	**133**	**$15,445**

*Data unavailable. †Filling Station Sales only.

N. HAMPSHIRE

Population 491,524
Families 133,010
Radio Homes ... 121,630

Belknap	24,312	6,742	6,160	111	$2,918	11	$246	84	$2,006
Carroll	15,468	4,443	4,110	103	1,804	10	227	99	1,436
Cheshire	33,982	9,688	8,850	145	3,477	13	402	108	2,899
Coos	39,902	9,531	8,760	163	3,908	23	477	118	2,609
Grafton	44,292	12,242	11,240	157	4,637	26	841	207	4,319
Hillsborough	144,297	39,341	35,920	749	17,837	70	1,529	324	10,216
Merrimack	60,570	15,706	14,420	236	6,041	26	895	210	4,743
Rockingham	58,055	16,515	15,130	342	6,709	22	587	218	4,385
Strafford	43,516	11,832	10,630	220	5,052	17	432	110	3,354
Sullivan	25,322	6,970	6,410	88	2,434	10	271	60	2,183
TOTAL STATE...	**491,524**	**133,010**	**121,630**	**2,311**	**$54,817**	**228**	**$5,907**	**1,538**	**$38,150**

NEW JERSEY

Population 4,160,165
Families 1,098,284
Radio Homes ... 1,021,940

Atlantic	124,079	34,769	32,230	892	$16,826	80	$2,706	339	$6,528
Bergen	408,507	110,335	105,370	2,075	45,809	157	4,081	920	29,934
Burlington	96,836	24,793	22,740	508	8,835	36	823	266	6,626
Camden	255,867	67,542	62,610	1,471	26,169	127	2,569	476	17,817
Cape May	28,566	8,637	7,970	423	5,091	21	389	189	3,290
Cumberland	72,850	19,885	18,120	367	8,013	25	777	228	5,845
Essex	835,272	221,297	207,500	5,401	103,892	422	12,647	1,075	53,853
Gloucester	71,928	19,519	17,900	330	5,451	26	600	237	4,867
Hudson	649,798	173,196	160,500	4,650	75,567	298	7,265	631	24,542
Hunterdon	36,706	10,430	9,500	194	3,019	14	266	149	2,190
Mercer	197,124	48,520	44,600	1,204	23,229	76	*	374	14,822
Middlesex	216,909	53,995	50,000	1,374	22,727	66	2,453	491	15,054
Monmouth	160,212	43,914	40,400	1,006	21,663	84	2,699	494	14,165
Morris	125,268	31,681	29,450	622	13,924	47	1,413	361	9,620
Ocean	37,401	10,976	10,050	293	5,692	30	829	212	3,405
Passaic	309,270	83,919	77,700	2,168	38,291	130	3,548	504	19,100
Salem	41,704	11,296	10,160	212	3,579	10	394	143	3,301
Somerset	73,941	17,064	15,750	358	6,974	22	649	205	4,753
Sussex	29,506	8,115	7,380	150	2,883	11	257	129	3,133
Union	326,720	84,513	79,270	1,959	38,752	116	3,223	610	21,863
Warren	50,098	13,888	12,740	325	4,829	13	*	162	4,353
TOTAL STATE...	**1,160,165**	**1,098,281**	**1,021,940**	**25,982**	**$482,115**	**1,811**	**$50,581**	**8,195**	**$166,593**

*Data unavailable.

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NEW MEXICO

Population 531,818
Families 128,389
Radio Homes 78,910

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Bernalillo	69,315	18,082	13,650	302	$5,166	22	$1,166	182	$6,045
Catron	4,868	1,301	660	39	216	—	—	11	44
Chaves	23,834	6,126	4,460	107	1,463	11	257	90	2,508
Colfax	18,685	1,496	2,930	63	1,051	7	180	74	1,506
Curry	18,007	4,771	3,320	72	1,361	8	198	76	1745
De Baca	3,720	934	480	16	113	2	*	17	118
Dona Ana	30,374	7,262	4,140	108	1,176	6	192	78	1,508
Eddy	24,107	6,075	3,660	53	1,115	8	381	78	2,601
Grant	20,009	4,893	3,040	62	1,291	3	163	19	1,218
Guadalupe	8,600	1,902	1,020	31	229	5	90	11	489
Harding	4,344	1,053	520	9	67	5	26	16	3160
Hidalgo	4,802	1,242	670	19	449	2	*	11	703
Lea	21,142	5,709	3,000	61	1,028	13	285	92	2,044
Lincoln	8,504	2,130	1,120	48	232	6	75	38	509
Luna	6,536	1,705	1,200	22	375	4	*	19	686
McKinley	23,612	5,320	3,330	46	926	1	196	60	2,316
Mora	10,898	2,402	1,160	42	120	2	*	9	49
Otero	10,509	2,608	1,640	59	658	4	113	11	754
Quay	12,040	3,199	2,000	45	759	7	213	63	1,218
Rio Arriba	23,861	5,516	2,780	74	426	2	*	26	372
Roosevelt	14,509	3,627	2,020	53	682	9	124	38	921
Sandoval	13,783	3,200	1,620	51	220	4	31	14	78
San Juan	17,082	3,760	1,890	40	499	1	67	21	493
San Miguel	27,857	6,332	4,040	129	1,179	5	174	19	1,123
Santa Fe	30,573	6,888	4,980	100	2,230	6	342	59	2,295
Sierra	6,933	1,923	1,030	27	354	3	86	36	234
Socorro	11,399	2,681	1,440	46	358	3	68	45	169
Taos	18,442	3,897	2,030	67	119	3	74	31	376
Torrance	11,020	2,610	1,360	32	201	3	35	14	350
Union	9,068	2,344	1,320	50	519	5		43	572
Valencia	20,235	4,411	2,310	58	366	6	13	53	511
TOTAL STATE	531,818	128,389	78,910	1,931	$26,211	172	$5,216	1,567	$35,995

—Data unavailable *Filling Station Sales only.

NEW YORK

Population 13,179,112
Families 3,663,373
Radio Homes 3,105,680

Albany	220,886	62,817	58,600	1,379	$25,529	94	$2,663	443	$16,736
Allegany	39,497	11,190	9,990	150	3,041	19	325	140	2,990
Bronx	1,385,777	378,883	360,000	8,967	157,538	611	10,246	628	29,285
Broome	165,223	43,651	10,950	680	16,343	42	1,994	388	13,028
Cattaraugus	72,278	19,941	18,020	294	6,541	45	880	214	6,319
Cayuga	65,392	18,079	16,300	336	6,263	22	665	199	4,478
Chautauqua	123,154	35,912	32,600	631	14,520	13	1,184	342	9,180
Chemung	73,713	20,461	18,750	369	7,803	32	989	209	6,966
Chenango	36,116	10,297	9,150	144	3,279	17	258	171	3,248
Clinton	52,175	12,907	10,630	195	4,000	11	652	199	3,466
Columbia	41,366	11,753	10,600	235	3,963	15	258	203	3,017
Cortland	32,893	9,663	8,710	153	3,311	13	378	111	2,977
Delaware	40,851	11,446	10,210	179	3,183	22	382	216	4,410
Dutchess	118,413	28,195	25,910	559	15,035	50	1,444	325	9,911
Erie	597,179	208,822	193,600	4,447	81,683	339	9,313	1,367	52,845
Essex	33,890	8,622	7,350	135	3,542	19	381	165	3,214
Franklin	44,102	11,186	9,960	212	4,121	19	424	182	3,415
Fulton	48,725	14,645	13,380	225	5,282	20	502	144	4,192
Genesee	41,378	11,827	10,670	151	3,483	14	143	151	4,127
Greene	27,855	8,192	7,350	191	2,771	19	298	159	2,088
Hamilton	4,172	1,191	1,090	29	393	1	20	44	2279
Herkimer	59,401	16,399	14,700	270	5,135	28	167	212	4,136
Jefferson	82,936	23,160	20,930	116	7,483	30	811	209	6,987
Kings	2,660,479	711,694	668,500	18,801	289,634	1,487	22,015	1,306	67,129
Lewis	22,773	5,942	5,240	97	1,133	10	94	82	1,395
Livingston	38,435	9,543	8,580	151	2,708	16	291	171	3,497
Madison	39,657	11,363	10,150	171	4,126	18	445	154	4,231
Monroe	137,927	121,275	113,150	2,060	47,790	161	6,133	848	36,071
Montgomery	58,879	16,489	14,960	325	6,331	29	737	145	3,560
Nassau	104,888	108,187	101,650	1,879	58,133	205	5,823	1,080	39,977
New York	1,871,171	515,870	502,500	12,240	237,996	1,126	41,895	516	61,072
Niagara	158,749	42,091	38,400	748	16,181	60	1,897	334	12,081
Oneida	203,754	52,923	48,630	989	19,411	75	1,693	480	13,060
Onondaga	294,701	80,496	74,200	1,209	30,640	127	3,813	616	23,100
Ontario	55,115	14,867	13,880	242	5,067	18	476	178	4,343
Orange	139,479	37,219	34,050	760	16,193	76	1,720	422	13,508

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Orleans	27,708	7,996	7,120	118	2,225	11	165	94	1,637
Oswego	71,084	19,528	17,500	319	5,426	34	565	211	4,592
Otsego	45,875	13,506	12,100	207	4,267	18	481	193	3,857
Putnam	16,475	4,430	4,050	90	2,286	9	230	73	†376
Queens	1,291,314	371,728	352,500	6,934	160,552	698	13,044	1,164	56,798
Rensselaer	121,518	33,583	30,400	694	12,232	43	1,192	302	8,493
Richmond	171,215	43,183	40,550	1,010	18,950	86	1,602	228	8,254
Rockland	74,076	16,564	15,310	315	7,921	33	827	194	5,210
St. Lawrence	90,868	22,927	20,300	422	7,362	30	666	335	6,520
Saratoga	65,468	18,228	16,600	371	6,449	27	713	233	4,103
Schenectady	121,048	34,817	32,300	570	13,741	48	1,667	273	9,842
Schoharie	20,787	6,150	5,420	82	1,590	11	164	102	1,783
Schuyler	12,806	3,760	3,400	73	1,006	4	64	68	936
Seneca	23,652	6,056	5,350	93	1,546	9	132	80	1,516
Steuben	84,630	23,069	20,810	344	7,181	36	931	250	6,390
Suffolk	195,540	47,437	43,800	1,064	27,330	101	2,441	821	19,608
Sullivan	37,685	10,801	9,700	383	5,762	39	600	266	4,246
Tioga	26,958	7,860	6,950	105	2,069	14	168	108	1,488
Tompkins	42,212	12,224	11,050	175	4,580	13	517	130	3,651
Ulster	86,764	24,676	22,350	513	9,398	46	862	342	6,451
Warren	35,856	10,416	9,500	173	4,759	23	609	140	3,962
Washington	46,666	12,363	11,050	241	3,583	24	415	151	1,931
Wayne	52,669	15,043	13,400	184	3,685	20	350	154	3,872
Westchester	571,277	147,509	139,500	2,675	87,808	298	8,826	1,153	52,399
Wyoming	31,302	8,229	7,310	135	2,193	10	2 08	95	2,176
Yates	16,338	4,958	4,380	62	1,269	6	89	55	921
TOTAL STATE	13,479,142	3,663,373	3,405,680	77,358	$1,521,498	6,620	$159,637	20,106	$706,875

†Filling Station Sales only.

N. CAROLINA

Population **3,571,623**
Families **786,446**
Radio Homes **438,960**

Alamance	57,266	12,972	7,410	176	$3,130	20	$582	184	$4,436
Alexander	13,540	2,908	1,340	32	93	4	62	26	453
Alleghany	8,348	2,008	860	23	32	1	*	34	273
Anson	28,412	5,963	2,900	73	814	5	80	68	996
Ashe	22,622	4,893	2,120	74	111	2	*	37	466
Avery	13,552	2,779	1,280	39	98	1	*	25	†122
Beaufort	36,368	8,147	4,260	180	1,436	11	182	104	1,214
Bertie	26,196	5,361	2,450	66	384	5	59	78	968
Bladen	27,144	5,607	2,580	63	518	5	72	66	909
Brunswick	16,770	3,673	1,760	85	372	5	40	51	398
Buncombe	108,648	25,951	17,550	372	6,934	43	1,388	225	6,936
Burke	38,649	7,761	4,130	152	1,326	7	197	63	1,418
Cabarrus	59,331	13,282	7,400	200	3,257	15	517	154	3,935
Caldwell	35,799	7,638	4,120	135	1,199	7	193	86	1,780
Camden	5,439	1,271	580	42	136	1	*	10	55
Carteret	18,266	4,259	2,470	95	1,084	4	154	47	625
Caswell	20,061	3,917	1,700	21	179	2	*	58	†265
Catawba	51,635	11,635	6,540	149	2,031	15	319	143	3,097
Chatham	24,616	5,361	2,470	71	511	5	63	82	1,242
Cherokee	18,865	4,024	1,880	58	366	3	79	23	639
Chowan	11,569	2,535	1,390	42	423	3	65	22	381
Clay	6,401	1,403	620	21	36	1	*	5	29
Cleveland	58,028	12,460	6,810	142	1,786	12	284	118	2,373
Columbus	45,635	9,800	4,520	89	1,084	9	185	175	1,979
Craven	31,587	7,383	4,330	143	1,304	10	212	106	1,592
Cumberland	56,606	11,567	6,440	157	2,051	9	340	137	2,663
Currituck	6,685	1,664	770	28	110	1	*	29	135
Dare	5,881	1,457	780	53	258	1	*	24	169
Davidson	53,470	12,046	6,950	138	2,234	8	305	154	2,681
Davie	14,935	3,335	1,550	42	284	3	61	45	565
Duplin	39,770	8,675	3,950	154	878	9	133	94	1,050
Durham	79,735	19,823	15,000	321	4,682	29	1,029	177	6,051
Edgecombe	49,060	10,321	5,840	194	2,080	12	185	69	1,606
Forsyth	126,471	30,837	22,080	538	6,242	40	1,254	277	8,231
Franklin	30,380	6,511	2,960	89	611	7	128	66	592
Gaston	87,559	19,575	11,380	295	4,642	25	570	163	3,911
Gates	9,957	2,096	940	36	176	—	—	24	†135
Graham	6,407	1,305	610	16	21	2	*	6	*
Granville	29,333	6,188	3,060	80	713	6	167	63	1,049

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County	Popula-tion	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Greene	18 439	5,550	1 540	32	193	2		54	*293
Guilford	152 248	36 618	26 750	476	19619	51	1 863	388	11 769
Halifax	55 905	14 124	5 600	192	2 196	17	319	101	2,202
Harnett	11 231	9 200	1 520	111	1 139	10	253	136	1,547
Haywood	31 749	7 621	4 060	96	797	9	218	62	1 005
Henderson	26 049	6 305	3 410	66	1 232	8	221	83	1 713
Hertford	19 268	4 000	1 850	61	651	6	69	52	876
Hoke	15 073	2 917	1 290	24	211	2		34	*256
Hyde	7 859	1 711	800	54	107			16	106
Iredell	50 411	11 118	6 530	173	1 732	12	300	163	2 457
Jackson	19 352	3 903	1 850	11	280	2	*	31	611
Johnston	63 703	13 705	6 350	152	1 152	20	262	175	2 020
Jones	10 925	2 171	980	38	210	1		22	251
Lee	18 933	4 118	2 210	17	855	8	163	66	1 183
Lenoir	41 286	8 827	4 940	136	1 388	11	332	107	2 057
Lincoln	24 186	5 449	2 600	74	669	4	90	69	1 141
McDowell	23 101	5 018	2 510	54	685	7	138	68	963
Macon	15 894	3 489	1 610	65	736	3	73	21	562
Madison	22 165	4 816	2 130	67	797	4	57	52	546
Martin	26 094	5 432	2 510	59	691	4	106	88	1 169
Mecklenburg	119 791	35 402	25 820	161	9 030	58	2 338	285	12 034
Mitchell	15 955	3 586	1 540	38	121	3	15	19	193
Montgomery	16 281	3 581	1 710	51	582	6	69	41	883
Moore	30 848	6 723	3 410	79	1 263	11	207	95	1,360
Nash	55,691	11 296	6 530	150	2,013	15	166	126	1 865
New Hanover	47 749	11 801	8 550	265	3 086	15	739	170	3,342
Northampton	18 324	5 621	2 530	57	341	6	81	58	*286
Onslow	17 922	3 843	1 720	90	508	3	54	33	*313
Orange	23 001	5 210	2 730	64	870	7	150	60	1,152
Pamlico	9 777	2 176	1 060	49	239	—		12	93
Pasquotank	29 575	1 682	3 110	130	1 279	4	118	53	1,331
Pender	17 701	3 755	1 730	60	357	2		17	348
Perquimans	9 765	2 255	1,040	45	270	2		34	470
Person	25 009	5 113	2 500	63	633	5	132	57	856
Pitt	61 287	12 675	6 540	150	1 806	14	270	187	3,133
Polk	11 884	2 680	1 270	25	272	1	70	20	1172
Randolph	41 685	10 078	5 010	139	1 157	10	204	130	2,127
Richmond	36 957	7 911	4 300	100	1 377	6	137	59	1,295
Robeson	76 807	15 733	7 190	149	2,945	16	385	232	3 105
Rockingham	57 914	12 502	6 710	192	2 580	13	388	184	2 888
Rowan	60 019	16 302	9 740	192	3,466	17	620	187	4,104
Rutherford	45 562	9 958	5 080	104	1 208	10	193	111	1 965
Sampson	47 103	9 759	4 190	159	1 083	9	163	112	1 765
Scotland	23 281	4 918	2 500	66	878	9	117	61	827
Stanly	32 812	7 551	3 860	94	1 058	7	215	85	2 045
Stokes	22 647	4 854	2 270	61	237	2		16	*225
Surry	41 748	9 161	4 670	161	1 333	11	284	100	1 927
Swain	12 160	2 458	1 170	36	201	2		15	*192
Transylvania	12 229	2 667	1 320	31	129	3	99	11	391
Tyrrell	5,789	1 200	570	28	99	2		10	54
Union	39 113	8 155	4 200	140	962	9	167	85	1 360
Vance	29 949	6 978	3 350	111	1 101	9	222	75	1 037
Wake	160 167	24 750	14 950	379	4 855	15	1 508	256	8 795
Warren	23 052	4 523	2 060	53	372	4	55	55	664
Washington	12,381	2 604	1 260	38	342	3	15	28	126
Watauga	18 084	3 878	1 730	39	292	3	61	13	678
Wayne	58 264	12 021	6 860	161	1 802	16	321	203	3 041
Wilkes	42 917	9 054	4 290	149	729	9	141	87	1 575
Wilson	50 156	11 038	6 180	149	1 633	16	378	132	2 545
Yadkin	20 728	4 668	2 090	53	255	1	*	53	*282
Yancey	17 203	3 589	1 620	18	110	2		27	156
TOTAL STATE	**3,571,623**	**786,446**	**438,960**	**11,319**	**$129,153**	**915**	**$21,071**	**8,781**	**$172,181**

Not Available *Fifth Street Sales only

N. DAKOTA

Population	641,935
Families	152.039
Radio Homes	118.080

Adams	1 666	1 110	830	11	$213	3	$29	17	$335
Barnes	17 799	4 456	3 550	92	959	8	113	52	1 737
Benson	12 651	2 828	2 050	37	498	6	65	32	*191
Billings	2 540	569	410	8	61	—	—	2	
Bottineau	15 278	3 318	2 410	15	189	7	98	46	617
Bowman	8 862	1 961	750	21	231	1	54	24	338
Burke	7 646	1 890	1 450	31	334	6	52	28	369
Burleigh	22 332	5 541	4 750	59	1 580	7	391	58	2 704
Cass	52 112	13 336	12 100	168	3 850	20	694	131	5 967
Cavalier	13 888	3 121	2 280	35	476	8	100	46	619
Dickey	9,682	2 375	1 740	35	584	4	70	35	544

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Divide	7,083	1,872	1,360	19	305	4	45	15	244
Dunn	8,366	1,686	1,240	21	241	3	18	16	172
Eddy	5,744	1,363	990	13	284	4	48	23	478
Emmons	11,707	2,236	1,650	21	387	3	24	28	287
Foster	5,821	1,392	1,020	23	373	2	*	28	493
Golden Valley	3,486	895	630	15	276	3	22	16	223
Grand Forks	34,521	8,625	7,290	104	2,185	12	401	77	3,878
Grant	8,265	1,794	1,310	18	213	3	*	19	†150
Griggs	5,855	1,410	1,030	19	210	3	36	20	192
Hettinger	7,472	1,620	1,180	20	369	2	*	23	393
Kidder	6,689	1,505	1,100	16	142	1	*	31	258
La Moure	10,296	2,369	1,730	29	352	4	45	38	413
Logan	7,558	1,569	1,140	11	77	2	*	27	†206
McHenry	14,040	3,359	2,460	51	605	7	81	51	458
McIntosh	8,983	1,995	1,460	11	69	3	26	27	271
McKenzie	8,428	2,170	1,590	20	336	3	69	25	290
McLean	16,084	3,808	2,780	41	535	6	81	62	554
Mercer	9,603	2,028	1,480	13	123	3	44	28	469
Morton	20,155	4,486	3,520	52	948	7	186	54	1,112
Mountrail	10,483	2,679	1,960	37	360	5	79	41	602
Nelson	9,124	2,202	1,610	22	250	6	89	38	427
Oliver	3,853	828	600	8	48	1	*	6	23
Pembina	15,666	3,625	2,650	57	657	9	129	55	837
Pierce	9,145	2,000	1,460	15	289	2	*	29	491
Ramsey	15,588	3,728	2,970	48	1,030	6	149	57	1,474
Ransom	10,154	2,441	1,770	33	531	5	68	33	595
Renville	5,534	1,458	1,060	16	296	2	*	25	290
Richland	20,695	4,880	3,730	55	913	10	139	55	1,599
Rolette	12,282	2,676	1,950	25	398	4	72	32	630
Sargent	8,886	2,128	1,540	27	230	4	29	28	†196
Sheridan	6,633	1,482	1,090	16	112	2	*	18	129
Sioux	4,412	944	680	8	124	—	—	6	†47
Slope	2,921	752	550	10	69	—	—	4	30
Stark	15,397	3,397	2,700	29	759	6	143	35	1,025
Steele	6,149	1,438	1,040	12	260	3	21	19	214
Stutsman	22,480	5,155	4,150	56	1,139	8	158	75	1,861
Towner	7,196	1,762	1,300	19	309	5	63	28	**389
Traill	12,074	2,889	2,100	35	502	7	84	38	692
Walsh	20,766	4,547	3,450	47	790	9	159	56	1,039
Ward	31,878	8,140	6,800	103	2,187	11	508	107	3,060
Wells	11,186	2,681	1,960	31	451	5	76	48	550
Williams	16,236	4,306	3,350	53	866	8	129	57	1,391
TOTAL STATE	**641,935**	**152,039**	**118,080**	**1,786**	**$29,815**	**266**	**$5,213**	**1,992**	**$41,450**

*Data unavailable. †Filling Station Sales only. **Automotive Sales only.

OHIO

Population **6,907,612**
Families **1,894,897**
Radio Homes **1,748,870**

Adams	21,703	5,891	5,270	83	$943	8	$85	78	$759
Allen	73,280	20,239	18,630	297	5,413	35	933	201	5,846
Ashland	29,956	8,639	7,880	87	2,158	12	225	104	2,811
Ashtabula	68,436	19,427	17,790	279	5,894	23	493	234	5,843
Athens	46,142	12,304	11,150	202	3,298	15	349	134	2,953
Auglaize	27,921	7,894	7,070	113	1,713	12	163	95	1,727
Belmont	95,513	24,927	22,900	485	7,240	26	507	210	3,999
Brown	21,641	6,251	5,580	78	928	8	96	79	1,038
Butler	120,315	32,505	30,130	521	11,077	37	1,361	217	7,560
Carroll	17,105	4,615	4,190	59	782	5	64	84	1,013
Champaign	25,249	7,242	6,520	105	1,621	12	316	91	2,116
Clark	95,716	26,652	24,630	469	9,284	32	1,175	204	6,220
Clermont	34,118	9,726	8,890	167	2,158	14	206	113	1,863
Clinton	22,632	6,823	6,150	103	1,634	10	144	95	1,639
Columbiana	88,277	24,534	22,670	396	8,427	39	1,011	303	7,117
Coshocton	30,566	8,734	7,880	152	2,121	9	237	91	1,887
Crawford	35,565	10,365	9,470	148	2,637	14	*	113	2,691
Cuyahoga	1,216,529	336,569	316,370	6,316	125,562	600	19,692	2,015	84,461
Darke	38,785	11,143	9,950	138	2,287	14	350	141	2,439
Defiance	24,318	6,854	6,130	86	1,709	9	165	94	2,071
Delaware	26,733	7,449	6,670	99	1,536	7	*	114	1,859
Erie	42,878	11,961	10,980	186	3,835	24	667	119	3,370
Fairfield	48,386	13,292	12,100	185	3,389	16	362	144	2,967
Fayette	21,365	6,073	5,420	91	1,511	7	139	60	1,699

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County	Popula-tion	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Franklin	387,397	105,700	98,300	1,623	38,847	220	6,662	821	35,058
Fulton	23,582	6,296	6,110	76	1,544	9	168	97	2,177
Gallia	24,904	6,037	5,350	77	1,000	3	61	62	1,172
Geauga	19,398	5,152	4,640	47	1,116	6	100	72	1,192
Greene	35,866	9,784	8,920	115	2,411	11	307	91	1,972
Guernsey	38,645	10,989	9,940	181	2,488	10	250	138	2,090
Hamilton	620,053	180,536	168,360	3,129	68,635	361	10,165	1,013	13,897
Hancock	40,713	11,859	10,750	145	3,110	10	329	126	2,943
Hardin	27,007	7,966	7,150	101	1,793	12	226	94	1,605
Harrison	20,297	5,527	5,030	73	1,177	8	66	65	873
Henry	22,730	6,326	5,670	63	1,341	8	161	96	1,684
Highland	27,084	7,980	7,170	126	1,949	9	177	97	1,478
Hocking	21,489	5,730	5,180	72	1,264	5	122	73	1,184
Holmes	17,869	1,521	1,050	32	581	4	83	45	654
Huron	34,665	9,925	9,060	126	2,336	13	321	135	2,953
Jackson	27,996	7,077	6,200	106	1,791	9	142	69	1,518
Jefferson	98,025	24,570	22,890	460	8,729	31	1,124	203	6,023
Knox	30,932	9,158	8,340	103	2,005	8	251	111	2,367
Lake	48,488	13,883	12,996	180	5,092	15	625	164	4,210
Lawrence	16,682	11,422	10,330	206	2,414	8	202	92	2,165
Licking	62,111	18,298	16,720	275	5,116	19	550	193	4,414
Logan	29,572	8,628	7,890	133	2,104	13	159	111	2,107
Lorain	142,155	30,195	27,630	485	10,552	33	1,145	268	7,903
Lucas	342,184	96,044	89,420	1,335	34,131	154	5,900	663	28,817
Madison	21,828	5,446	4,910	72	1,628	7	138	73	1,591
Mahoning	240,127	59,039	55,080	941	22,140	82	2,423	472	19,523
Marion	44,932	12,708	11,690	177	3,588	16	465	128	3,006
Medina	32,857	9,303	8,480	127	2,414	10	293	132	3,729
Meigs	24,037	6,705	5,990	109	1,278	8	135	67	1,377
Mercer	25,338	6,637	5,930	81	1,313	9	133	92	1,717
Miami	52,537	15,085	13,790	204	1,306	16	584	159	4,107
Monroe	18,626	4,902	4,390	61	650	3	23	13	382
Montgomery	296,154	81,944	76,210	1,181	28,394	107	1,503	560	22,398
Morgan	14,227	3,975	3,560	40	597	5	51	40	568
Morrow	15,609	4,560	4,070	12	682	3	38	52	735
Muskingum	69,576	19,769	18,500	312	5,725	26	879	192	5,655
Noble	14,584	1,033	3,610	43	479	2	*	11	538
Ottawa	24,305	6,887	6,330	100	2,016	8	139	100	2,013
Paulding	15,600	4,408	3,980	63	836	8	81	64	1,306
Perry	31,049	8,349	7,620	126	1,908	8	151	89	1,716
Pickaway	27,862	6,947	6,180	100	1,431	7	138	79	1,147
Pike	16,108	3,909	3,500	79	689	3	29	40	550
Portage	16,598	12,796	11,700	149	3,510	10	315	142	3,525
Preble	23,326	6,561	6,080	91	1,456	8	107	86	1,546
Putnam	24,996	6,528	5,920	92	1,104	13	111	97	1,442
Richland	73,643	19,991	16,800	258	6,186	26	801	170	5,614
Ross	52,079	13,055	11,850	170	3,343	18	511	109	3,105
Sandusky	40,946	11,578	10,660	151	3,108	11	361	132	3,388
Scioto	86,560	21,620	19,980	385	5,823	26	677	186	4,612
Seneca	48,326	13,173	12,100	175	3,815	21	443	118	3,265
Shelby	26,045	7,015	6,320	120	1,810	10	188	83	1,788
Stark	234,002	61,924	57,590	919	21,812	76	2,622	572	18,514
Summit	335,978	91,343	85,040	1,369	34,153	110	1,566	739	26,033
Trumbull	131,191	33,561	31,110	463	11,181	40	1,146	334	8,219
Tuscarawas	68,698	18,700	16,700	284	5,478	26	537	233	5,084
Union	19,980	5,567	4,980	71	1,107	7	100	82	1,386
Van Wert	26,751	7,685	6,890	90	1,711	9	179	85	1,811
Vinton	11,874	2,958	2,660	39	391	2	*	27	270
Warren	29,991	8,248	7,440	113	2,012	10	193	97	1,687
Washington	43,462	12,155	11,050	155	2,379	12	307	142	2,705
Wayne	50,428	13,280	12,700	175	3,219	19	459	168	1,308
Williams	25,439	7,610	6,860	93	1,779	12	196	108	2,076
Wood	51,737	14,604	13,390	202	3,700	23	290	202	3,559
Wyandot	19,212	5,437	4,850	70	1,108	8	151	78	1,554
TOTAL STATE	6,907,612	1,891,897	1,718,870	29,612	$609,065	2,825	$83,003	16,175	$191,863

* Data unavailable.

OKLAHOMA

Population 2,336,434
Families 609,094
Radio Homes 450,390

Adair	15,717	3,620	2,340	12	$257	5	$75	33	$287
Alfalfa	14,121	3,957	2,600	33	566	12	175	59	724
Atoka	17,532	4,384	2,830	79	534	1	52	31	484
Beaver	8,643	2,350	1,500	22	300	2	*	39	296
Beckham	22,165	6,036	4,270	66	1,212	11	189	125	1,430
Blaine	18,520	4,852	3,190	54	829	13	189	81	1,152
Bryan	38,130	9,348	6,290	145	1,551	14	232	77	1,891
Caddo	41,541	10,471	7,000	107	1,862	22	305	154	2,210

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U. S. CENSUS DATA

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Canadian	27,311	6,950	5,010	66	1,432	10	269	113	1,918
Carter	43,221	11,244	8,300	193	2,222	18	476	143	2,033
Cherokee	20,885	4,908	3,120	57	431	5	99	35	594
Choctaw	28,354	6,992	4,650	73	750	8	124	60	827
Cimarron	3,655	1,022	670	13	197	3	31	23	306
Cleveland	27,727	6,858	5,200	61	1,484	16	434	85	1,280
Coal	12,805	3,145	2,070	35	356	4	42	32	405
Comanche	38,876	9,228	6,750	118	1,944	17	386	121	3,040
Cotton	12,884	3,367	2,180	35	424	6	65	54	711
Craig	20,669	4,879	3,280	56	633	6	90	69	1,262
Creek	55,408	14,569	10,600	194	2,926	26	485	194	3,212
Custer	23,054	6,060	4,260	68	1,228	12	258	109	1,900
Delaware	18,577	4,519	2,830	55	226	5	39	50	†147
Dewey	11,968	3,183	2,040	35	452	10	84	69	611
Ellis	8,447	2,354	1,540	17	320	7	65	38	577
Garfield	45,450	12,923	10,330	138	2,994	18	797	179	4,299
Garvin	31,115	7,700	5,140	152	1,242	18	226	104	1,313
Grady	41,114	10,760	7,600	140	1,657	19	347	145	2,264
Grant	13,120	3,813	2,480	41	673	10	126	55	569
Greer	14,540	3,670	2,540	52	722	8	109	58	†339
Harmon	10,013	2,576	1,730	26	253	5	67	34	456
Harper	6,452	1,738	1,130	19	280	5	63	32	247
Haskell	17,316	3,963	2,540	46	306	5	67	32	425
Hughes	29,106	7,003	4,880	73	1,025	13	204	73	983
Jackson	22,697	6,147	4,340	85	1,040	13	189	92	1,477
Jefferson	15,112	3,836	2,530	42	559	10	94	62	688
Johnston	15,996	3,920	2,560	44	378	9	58	43	329
Kay	47,040	13,218	10,490	145	3,473	22	786	172	4,093
Kingfisher	15,531	4,209	2,830	41	770	8	148	69	1,326
Kiowa	22,796	6,167	4,190	71	1,135	11	226	102	1,202
Latimer	12,376	2,979	1,990	49	262	4	*	29	297
Le Flore	45,945	10,963	7,310	148	1,157	15	168	101	1,298
Lincoln	29,513	7,722	5,100	86	850	17	149	79	1,052
Logan	25,192	7,042	5,050	82	1,287	16	265	92	1,771
Love	11,431	2,768	1,770	47	384	5	53	32	154
McClain	19,274	4,618	3,010	60	584	9	135	75	529
McCurtain	41,316	9,739	6,390	116	827	8	138	71	697
McIntosh	24,064	5,352	3,430	71	544	10	115	31	419
Major	11,935	3,187	2,040	37	401	5	69	64	628
Marshall	12,380	2,981	1,940	50	477	7	76	28	388
Mayes	21,672	5,422	3,500	95	508	12	165	79	794
Murray	14,539	3,334	2,370	69	575	9	129	53	726
Muskogee	65,965	16,991	12,810	269	3,103	30	851	187	3,842
Noble	14,815	4,066	2,850	43	701	10	123	66	915
Nowata	15,773	4,182	2,820	43	884	4	91	46	704
Okfuskee	26,254	6,261	4,200	80	795	13	131	81	813
Oklahoma	244,190	69,732	61,700	904	16,076	141	5,666	683	24,118
Okmulgee	50,075	12,932	9,540	192	2,608	21	416	150	2,844
Osage	41,306	10,745	7,750	128	2,353	20	352	164	2,795
Ottawa	35,736	9,938	7,260	142	1,999	17	343	96	1,723
Pawnee	17,358	4,577	3,200	53	759	9	129	69	696
Payne	35,774	9,858	7,360	134	2,396	17	416	164	2,765
Pittsburg	46,129	11,590	8,140	155	1,961	21	341	135	2,591
Pontotoc	39,714	10,138	7,290	168	2,050	21	430	114	3,384
Pottawatomie	54,358	14,089	10,550	245	2,517	34	674	167	3,823
Pushmataha	19,463	4,639	2,990	56	400	5	96	24	435
Roger Mills	10,731	2,844	1,800	42	293	7	32	35	378
Rogers	21,064	5,444	3,680	80	851	9	147	91	835
Seminole	60,516	15,046	10,960	235	3,144	26	576	179	5,014
Sequoyah	23,141	5,244	3,340	57	272	6	92	55	408
Stephens	31,073	8,013	5,760	106	1,532	11	293	130	1,820
Texas	9,884	2,742	1,820	33	573	7	155	64	1,288
Tillman	20,739	5,646	3,840	77	834	11	179	85	866
Tulsa	192,930	54,500	47,400	735	14,020	118	3,957	566	18,670
Wagoner	21,636	5,128	3,350	70	522	5	86	48	482
Washington	30,530	8,614	6,710	93	2,304	14	440	87	2,195
Washita	22,264	5,804	3,800	46	800	11	117	81	1,002
Woods	14,902	4,250	3,060	49	919	10	193	72	1,200
Woodward	16,243	4,035	2,880	39	1,018	10	163	71	1,716
TOTAL STATE	**2,336,434**	**609,094**	**450,390**	**7,921**	**$112,117**	**1,135**	**$25,700**	**7,490**	**$144,070**

*Data unavailable. †Filling Station Sales only.

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OREGON

Population . 1,089,684
Families .. 335,911
Radio Homes 320,780

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Baker .	18,259	5,394	5,110	58	$1,769	10	$271	69	$2,026
Benton . .	18 607	5,735	5 490	67	2,016	10	176	58	2,195
Clackamas .	56 846	17 595	17,100	177	3 611	20	165	169	3,396
Clatsop .	24 248	7,561	7 110	119	2 945	14	350	80	2 121
Columbia .	20,689	6,191	5 960	60	1 666	12	178	66	1 283
Coos .. .	32 341	10,055	9,560	157	3,593	16	109	97	3 115
Crook	5,510	1,583	1 540	14	476	3	87	11	308
Curry .	4,394	1,391	1 360	25	430	1	10	29	213
Deschutes . .	18,639	5,576	5 250	60	1 995	9	294	69	2 720
Douglas .	25 622	7 845	7 550	113	2 010	15	217	129	2 265
Gilliam	2 830	822	800	16	242	3	10	18	526
Grant	6 354	1,906	1 860	21	454	5	60	26	580
Harney . . .	5 358	1 494	1 420	13	548	3	81	22	602
Hood River	11,534	3 398	3 250	17	1 218	5	121	12	881
Jackson . .	35 843	11 296	10,800	118	3 341	13	150	136	3 306
Jefferson	2 039	622	600	9	125	2		7	351
Josephine	16 230	5,241	4 980	54	1 385	7	151	83	1 511
Klamath . . .	10,366	11 900	11 400	139	3 600	21	625	195	6 121
Lake	6,280	1,928	1 870	18	553	2		21	660
Lane	69,020	20,903	20 100	265	5 769	29	790	213	6,707
Lincoln . . .	14,157	4 643	1,530	89	1 373	9	106	88	1,060
Linn	30 465	9 162	8,840	92	1 756	15	228	106	2,103
Malheur	19,756	5,195	5 060	58	1 177	10	191	62	1 252
Marion ..	75,128	20 818	20 020	225	6 365	32	609	232	6 725
Morrow . . .	4 340	1 231	1,200	20	260	3	32	18	324
Multnomah	355 136	116,580	110 000	1 058	39 850	206	6 351	815	37 045
Polk	19 855	5 843	5 640	53	1 047	9	85	64	1,067
Sherman . . .	2,328	747	720	11	155	2		13	112
Tillamook .	12 200	3 771	3 620	70	1,039	8	162	58	1 015
Umatilla	25 979	7 458	7 190	89	2 011	16	342	104	2 729
Union .	17 672	5,318	5 090	81	1 576	9	250	56	1 729
Wallowa . .	7,618	2 172	2 110	31	581	1	71	18	516
Wasco .	13 178	3,935	3 760	49	1 353	9	197	66	2,049
Washington .	39,042	11 885	11,500	137	2 673	15	223	129	2 358
Wheeler . . .	2,961	885	860	7	76	2		12	130
Yamhill . .	26 289	7,833	7 510	89	1 871	16	273	100	2 209
TOTAL STATE	**1,089,681**	**335,911**	**320,780**	**1,107**	**$101,830**	**568**	**$11,085**	**3,115**	**$101,020**

*Data unavailable ◊Filling Station Sales only

PENNA.

Population 9,900,180
Families 2,514,736
Radio Homes 2,262,760

Adams .	39401	10 187	8,590	142	$1 848	12	$222	130	$2 093
Allegheny	1 107 570	359 856	331 800	6 274	142 194	618	20 113	1 639	71 495
Armstrong .	81 087	20,448	17 510	282	5 163	25	631	190	3,362
Beaver . .	156 993	58,439	34 900	646	11 292	53	1 360	419	7 667
Bedford	10,739	10,186	8 520	131	1 651	9	161	110	2 530
Berks .	241 860	63 693	57 420	1 854	21 990	87	2 239	519	17 081
Blair . . .	140,152	36,017	32,600	646	13 698	49	1 315	315	7 111
Bradford .	50 611	13,979	11 730	218	3 238	23	420	190	3,180
Bucks	107 658	28,109	24 100	556	7 992	39	710	270	5 517
Butler .	87,584	22,797	19 680	297	6 371	30	690	233	6 063
Cambria	214 200	18,736	42 900	833	11 312	51	1 148	375	10 857
Cameron	6 844	1 887	1 600	31	661	2		22	109
Carbon .	61 737	14,547	13 070	311	4 169	21	321	132	1,935
Centre . .	52 563	13 286	11 400	170	4 108	17	553	182	1 054
Chester .	135,183	33 070	28 870	562	10 818	64	1 639	378	10 022
Clarion .	38,341	9 714	8 260	127	2 511	13	191	127	2 447
Clearfield	92 006	22 589	19 310	358	6 289	23	497	243	3 896
Clinton	34 530	8 859	7 510	151	2,665	13	315	106	2 192
Columbia .	51,308	13 469	11 500	226	3 470	13	396	138	2 450
Crawford .	71 534	19 971	17 240	255	5,575	25	668	221	1 962
Cumberland	74 700	20 305	18 110	362	6 103	32	664	209	1 728
Dauphin . .	177 511	46 618	42 100	1 016	14 896	101	2 891	328	12 638
Delaware	310 172	80 097	73 800	1 220	20 748	182	5 041	185	18 223
Elk ..	34 233	8 019	6,960	139	2 602	11	304	76	1 638
Erie . .	177 115	47 962	43 100	1 037	15 302	49	1 514	160	12,979
Fayette	209 902	57 860	51 250	658	11 031	43	1 290	325	8 460
Forest .	5 792	1,563	1 330	14	231	1	*	26	268
Franklin	69 225	17,759	15 200	289	4 425	25	594	199	4 326
Fulton	10 668	2,609	2 120	45	821	3	11	43	114
Greene	11 663	11 022	9 340	113	2 212	8	156	153	1 137

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Huntingdon	41,744	10,400	8,850	181	2,629	11	170	127	2,592
Indiana	79,796	19,221	16,290	258	4,100	21	523	233	3,654
Jefferson	54,049	13,572	11,520	211	4,297	17	329	151	3,225
Juniata	15,338	3,979	3,340	80	798	6	35	47	660
Lackawanna	301,085	72,178	65,970	1,695	25,630	127	2,359	470	12,920
Lancaster	212,387	55,344	48,040	1,642	15,243	64	1,901	510	14,414
Lawrence	96,783	24,799	22,320	443	7,920	28	924	249	6,066
Lebanon	72,596	18,871	16,290	414	4,965	21	556	181	5,837
Lehigh	177,395	45,468	41,400	1,082	15,432	51	1,800	374	12,556
Luzerne	440,246	101,805	92,300	2,574	32,858	175	3,355	631	18,001
Lycoming	93,455	25,707	22,890	450	7,610	41	1,094	252	5,586
McKean	56,383	15,178	13,380	233	5,544	25	723	151	4,558
Mercer	100,957	25,779	22,800	434	8,417	36	948	291	7,038
Mifflin	42,946	10,900	9,540	205	3,199	14	398	116	2,391
Monroe	29,792	8,106	7,100	140	2,854	15	306	164	2,382
Montgomery	288,856	71,730	65,060	1,453	31,177	144	3,808	585	23,953
Montour	15,614	3,488	2,950	53	891	5	108	35	718
Northampton	169,028	43,111	38,860	1,017	16,312	62	1,952	341	9,453
Northumberland	126,540	31,543	28,050	641	8,826	45	1,187	266	5,958
Perry	23,214	6,216	5,250	103	1,134	7	76	73	989
Philadelphia	1,935,086	507,157	471,660	12,029	178,540	1,474	26,596	1,551	69,211
Pike	7,455	2,315	1,980	40	560	2	*	40	†249
Potter	18,260	5,050	4,230	68	1,102	8	112	77	1,302
Schuylkill	228,068	53,582	47,790	1,427	14,919	70	1,504	448	11,194
Snyder	20,197	5,346	4,500	71	710	6	78	64	797
Somerset	86,866	20,427	17,780	265	4,543	22	342	247	4,550
Sullivan	7,497	1,922	1,610	32	256	2	*	31	†147
Susquehanna	33,778	9,024	7,590	155	2,351	7	105	114	1,358
Tioga	34,980	9,563	8,050	123	2,088	13	115	119	2,078
Union	20,218	4,950	4,220	65	1,200	6	120	57	1,059
Venango	63,826	16,238	14,550	243	5,342	15	462	154	3,425
Warren	42,869	10,843	9,420	148	3,416	13	330	93	1,782
Washington	210,500	52,121	45,400	933	16,404	64	1,716	440	10,523
Wayne	28,852	7,814	6,580	114	2,029	11	181	107	1,249
Westmoreland	302,850	74,316	65,520	1,293	22,635	90	2,311	597	15,010
Wyoming	16,688	4,531	3,920	70	1,059	8	78	73	1,053
York	177,945	48,299	42,550	826	12,551	46	1,254	361	13,885
TOTAL STATE	**9,900,180**	**2,514,736**	**2,262,760**	**50,203**	**$830,646**	**1,450**	**$104,392**	**18,003**	**$520,696**

*Data unavailable. †Filling Station Sales only.

RHODE IS.

Population 713,346
Families 187,795
Radio Homes 173,450

Bristol	25,548	6,489	5,960	137	$2,067	10	$217	37	$988
Kent	58,311	15,303	14,100	320	5,496	24	526	163	3,440
Newport	46,696	12,013	11,100	224	6,052	21	624	82	2,659
Providence	550,298	145,091	134,100	2,773	58,122	307	9,037	993	34,756
Washington	32,493	8,899	8,190	175	4,106	15	507	134	2,687
TOTAL STATE	**713,346**	**187,795**	**173,450**	**3,629**	**$75,843**	**377**	**$10,911**	**1,409**	**$44,530**

S. CAROLINA

Population 1,899,804
Families 434,557
Radio Homes 222,170

Abbeville	22,931	5,400	2,530	77	$723	8	$110	62	$394
Aiken	49,009	12,165	6,050	224	1,782	15	237	159	1,927
Allendale	13,037	2,891	1,290	57	380	4	53	17	334
Anderson	88,688	20,726	10,390	287	3,606	25	623	226	3,285
Bamberg	18,635	4,182	1,880	65	598	9	87	39	961
Barnwell	20,135	4,788	2,090	88	582	7	92	43	421
Beaufort	22,038	4,937	2,400	120	799	4	66	29	776
Berkeley	26,828	6,381	2,830	130	596	3	61	24	587
Calhoun	16,306	3,592	1,510	86	539	4	52	23	606
Charleston	121,006	31,637	20,450	639	7,923	41	1,489	147	8,046
Cherokee	33,257	7,210	3,600	112	945	6	170	67	822
Chester	32,441	7,265	3,560	111	1,667	6	155	57	1,233

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Chesterfield	35,901	7,579	3,510	99	975	12	172	91	1,218
Clarendon	31,499	6,359	2,800	90	607	5	78	47	1,235
Colleton	26,175	6,129	2,730	96	689	5	117	64	940
Darlington	15,195	10,264	5,050	156	1,758	10	263	100	1,494
Dillon	29,844	6,215	2,790	80	907	8	129	55	1,024
Dorchester	19,936	4,139	2,160	85	699	8	108	55	777
Edgefield	17,887	1,034	1,730	81	530	5	88	24	418
Fairfield	24,165	5,262	2,350	69	731	6	100	28	657
Florence	70,057	15,499	7,990	240	2,341	21	494	151	4,427
Georgetown	26,329	6,024	3,050	145	1,340	8	226	42	1,229
Greenville	136,289	33,918	18,900	457	8,101	44	1,470	286	7,859
Greenwood	40,082	9,454	4,950	169	2,222	13	332	115	2,299
Hampton	17,463	4,111	1,880	43	235	6	53	41	420
Horry	51,795	10,693	4,560	158	1,822	13	384	132	2,122
Jasper	11,022	2,490	1,170	30	108	1	*	17	275
Kershaw	32,885	7,143	3,390	138	1,114	9	163	59	777
Lancaster	33,164	7,348	3,470	101	1,199	9	184	61	1,305
Laurens	44,271	10,161	1,950	134	1,747	13	256	105	1,540
Lee	21,652	5,289	2,440	107	800	4	*	43	998
Lexington	36,652	8,395	4,100	112	1,020	15	150	132	1,057
McCormick	10,369	2,264	930	43	231	1	*	14	171
Marion	30,129	6,579	3,330	87	1,199	9	267	72	1,201
Marlboro	33,129	7,233	3,330	97	1,129	9	136	65	1,112
Newberry	33,579	7,958	3,970	141	1,166	11	198	69	1,449
Oconee	36,385	8,086	3,610	101	1,064	10	143	82	1,137
Orangeburg	63,028	14,514	7,010	257	2,187	22	313	167	3,195
Pickens	37,114	8,298	3,980	112	1,251	11	236	88	1,402
Richland	112,381	23,964	15,820	458	6,390	41	1,435	178	8,701
Saluda	17,190	3,857	1,560	71	331	4	42	24	300
Spartanburg	128,442	29,608	16,010	367	5,377	25	948	250	6,037
Sumter	52,869	11,634	6,110	163	2,138	12	322	87	2,933
Union	31,648	7,015	3,560	91	1,164	10	164	54	971
Williamsburg	41,005	8,298	3,460	128	912	7	109	38	1,053
York	58,682	13,299	6,910	234	2,841	19	415	93	2,133
TOTAL STATE	1,899,804	431,555	222,170	6,966	$76,156	538	$12,816	3,822	$83,258

— Data unavailable

S. DAKOTA

Population 642,961
Families 165,113
Radio Homes 132,010

Armstrong	42	11	10	—	—	—	—	—	—
Aurora	5,383	1,411	1,060	15	$153	3	$41	26	$256
Beadle	19,554	5,205	4,410	56	1,486	7	183	78	1,535
Bennett	3,966	991	730	16	131	2	*	9	†67
Bon Homme	10,233	2,763	2,140	27	325	5	75	44	452
Brookings	16,157	4,240	3,430	43	929	9	121	57	1,370
Brown	29,727	7,710	6,600	98	2,007	17	310	105	2,803
Brule	6,199	1,672	1,280	25	333	4	92	35	481
Buffalo	1,815	436	320	5	59	—	—	2	*
Butte	7,996	2,145	1,660	37	638	5	106	51	1,032
Campbell	5,036	1,085	840	12	152	1	*	13	†78
Charles Mix	13,453	3,226	2,440	30	244	7	78	30	418
Clark	8,952	2,312	1,750	26	308	6	67	37	460
Clay	9,606	2,623	2,120	27	471	6	114	40	598
Codington	16,623	4,228	3,640	59	1,174	6	151	58	1,970
Corson	6,508	1,583	1,160	19	237	2	*	18	†152
Custer	5,995	1,701	1,360	28	414	2	*	38	608
Davison	15,271	4,178	3,700	68	1,086	8	261	79	2,218
Day	13,556	3,349	2,570	38	564	7	116	50	834
Deuel	8,478	2,029	1,540	26	210	4	29	28	279
Dewey	5,717	1,311	1,030	26	305	3	*	27	273
Douglas	6,343	1,581	1,200	11	113	3	30	33	284
Edmunds	7,799	1,826	1,390	11	259	4	47	24	282
Fall River	8,079	2,051	1,690	21	497	8	97	32	593
Faulk	5,162	1,329	1,010	23	206	3	66	26	213
Grant	10,543	2,658	2,060	30	454	5	74	37	428
Gregory	9,552	2,107	1,830	29	319	7	66	36	550
Haakon	3,506	1,002	760	14	181	3	64	16	†89
Hamlin	7,569	1,882	1,400	34	336	6	60	34	288
Hand	7,134	1,719	1,290	17	273	3	54	27	646
Hanson	5,380	1,360	1,030	9	123	2	*	15	†84
Harding	2,997	827	610	10	96	1	*	11	97
Hughes	6,566	1,970	1,690	17	584	3	116	32	899
Hutchinson	12,674	3,121	2,100	26	297	7	66	46	492
Hyde	3,110	789	610	11	131	2	*	12	†251
Jackson	1,950	553	420	9	69	2	*	25	242
Jerauld	4,729	1,271	980	17	144	3	40	22	317
Jones	2,508	694	520	8	68	1	*	14	†135

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Kingsbury	10,809	2,835	2,180	46	376	8	72	55	730
Lake	12,250	3,149	2,580	33	595	7	102	52	979
Lawrence	19,081	5,298	4,560	86	1,468	7	306	65	1,694
Lincoln	13,169	3,419	2,630	29	500	8	161	55	715
Lyman	5,039	1,266	960	19	168	3	16	31	†206
McCook	9,777	2,492	1,910	29	275	6	49	47	400
McPherson	8,354	1,874	1,420	12	134	3	28	30	258
Marshall	8,881	2,124	1,640	29	326	5	70	28	836
Meade	9,710	2,654	2,000	46	585	4	60	36	489
Meliette	4,111	956	710	7	40	1	*	14	96
Miner	6,838	1,789	1,360	23	190	5	64	27	293
Minnehaha	57,530	15,497	13,600	159	4,694	30	826	194	6,681
Moody	9,312	2,455	1,840	22	273	4	61	35	523
Pennington	23,738	6,669	5,720	99	2,272	11	529	110	4,122
Perkins	6,578	1,710	1,290	24	326	3	52	24	466
Potter	4,605	1,193	930	25	236	3	51	23	397
Roberts	15,858	3,800	2,890	47	518	5	75	52	775
Sanborn	5,745	1,573	1,200	22	177	5	40	25	†228
Shannon	5,362	1,180	880	9	166	1	*	5	43
Spink	12,527	3,190	2,520	46	691	6	84	62	768
Stanley	1,956	585	440	6	55	1	*	8	81
Sully	2,664	626	470	5	65	1	*	10	151
Todd	5,602	1,245	940	12	82	1	*	17	92
Tripp	9,922	2,468	1,870	27	251	5	64	48	934
Turner	13,259	3,545	2,700	42	484	10	103	62	498
Union	11,665	3,038	2,320	28	424	7	147	44	516
Walworth	7,263	1,773	1,480	22	412	6	93	24	540
Washabaugh	1,978	439	320	6	*	—	—	3	21
Washington	1,789	367	270	7	*	—	—	1	*
Yankton	16,687	3,895	3,180	29	744	6	165	62	1,127
Ziebach	2,868	704	520	11	91	1	*	5	†20
TOTAL STATE	**642,961**	**165,113**	**132,010**	**1,992**	**$32,118**	**330**	**$6,026**	**2,521**	**$47,075**

TENNESSEE

Population **2,915,841**
Families **713,853**
Radio Homes **478,730**

Anderson	26,500	5,976	3,920	77	$975	6	$162	34	$527
Bedford	23,149	6,161	3,720	71	982	9	154	33	1,205
Benton	11,962	2,993	1,700	47	442	5	52	20	318
Bledsoe	8,358	1,757	990	31	180	1	*	7	†78
Blount	40,883	9,496	6,100	134	1,813	8	243	47	1,416
Bradley	26,751	6,863	4,440	82	1,226	7	199	59	1,485
Campbell	31,086	6,716	4,550	82	1,243	4	99	38	716
Cannon	9,892	2,378	1,290	37	128	1	*	14	†92
Carroll	25,960	6,706	3,910	97	881	12	112	45	862
Carter	34,975	7,750	5,040	127	1,165	5	164	38	1,378
Cheatham	9,927	2,333	1,320	47	313	1	*	19	220
Chester	11,123	2,644	1,480	46	382	3	48	17	160
Claiborne	24,714	5,315	3,090	51	253	4	22	27	308
Clay	10,904	2,314	1,310	35	105	1	*	9	†47
Cocke	24,057	5,268	3,060	77	503	3	117	32	465
Coffee	19,045	4,631	2,790	73	805	5	123	48	651
Crockett	17,244	4,408	2,450	78	622	6	73	22	152
Cumberland	15,625	3,449	2,160	38	513	2	*	17	367
Davidson	257,411	67,075	53,550	1,000	20,006	147	4,154	440	18,984
Decatur	10,311	2,437	1,360	54	222	3	32	10	113
De Kalb	14,553	3,561	1,980	54	297	2	*	13	†95
Dickson	19,710	4,832	2,900	55	668	4	77	39	833
Dyer	34,946	9,020	5,570	88	1,440	13	258	46	1,881
Fayette	30,319	6,812	3,600	37	437	2	*	23	470
Fentress	14,553	2,890	1,810	27	77	1	*	11	†81
Franklin	23,862	5,529	3,360	51	546	9	95	37	774
Gibson	44,833	11,857	7,090	140	1,728	18	276	64	971
Giles	29,123	7,188	4,090	94	857	7	150	58	1,304
Grainger	14,369	3,233	1,750	32	145	1	*	13	†93
Greene	39,391	9,064	5,200	156	1,190	7	200	75	1,295
Grundy	11,534	2,573	1,760	22	105	1	*	14	†80
Hamblen	18,439	4,510	2,910	67	807	3	117	35	1,375
Hamilton	180,439	45,945	37,100	823	14,569	75	2,177	285	12,439
Hancock	11,186	2,339	1,230	7	32	1	*	6	†17
Hardeman	23,576	5,028	2,850	62	618	6	79	34	480
Hardin	17,793	4,108	2,320	53	376	2	*	19	374
Hawkins	28,517	6,408	3,600	128	810	7	70	33	595

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Haywood	27 693	6,536	3,600	75	831	2	110	28	783
Henderson	19,210	4,599	2,510	61	472	5	58	29	550
Henry	25,919	6 893	4,230	76	1 038	11	188	44	1 006
Hickman	14,868	3,391	2,050	60	253	3	37	18	285
Houston	6,427	1,512	890	17	104	2		9	170
Humphreys	12,420	2,960	1,770	35	356	3	56	12	287
Jackson	15,091	3,344	1 760	32	165	2		15	226
Jefferson	18 618	4 260	2,440	76	395	5	81	21	458
Johnson	12,980	2,817	1,590	21	96	3	39	16	69
Knox	178,929	44,218	34 700	726	13 096	60	2 232	251	12 511
Lake	11,230	3,043	1 760	19	561	1	74	12	200
Lauderdale	24,458	5,958	3 410	91	919	9	152	33	876
Lawrence	28,700	6,530	3,730	58	611	10	115	55	1 019
Lewis	5 849	1,312	830	15	144	1		11	65
Lincoln	27 232	6 664	3 830	72	783	5	158	11	899
Loudon	19,909	4 568	2 890	74	824	6	122	27	995
McMinn	30,625	7,376	4 760	25	1,212	9	180	59	1 190
McNairy	20,423	4,844	2,740	61	158	5	34	35	508
Macon	14,902	3,562	1,930	30	119	1		15	191
Madison	54,201	14,365	9,780	169	2 842	18	115	77	2 847
Marion	19,135	4,287	2 920	59	608	8	111	11	603
Marshall	16,042	4 259	2,540	55	712	5	116	23	709
Maury	40,347	10,376	6,510	170	2 031	12	313	53	1 675
Meigs	6,386	1,396	730	12	40	1		5	38
Monroe	24,272	5,341	3 040	35	486	7	99	35	115
Montgomery	33,346	8,274	5,030	152	1 141	9	266	53	939
Moore	1 096	1,033	560	5	11	1		5	21
Morgan	15,287	3,100	2,000	31	251	4	19	10	38
Obion	30,952	8,370	5,200	135	1 622	10	178	16	1 189
Overton	18,767	4,054	2,260	53	258	3	11	13	134
Perry	7,536	1,773	990	10	214	2		10	341
Pickett	6 212	1 283	700	12	60			2	
Polk	15,168	3,245	2,120	12	308	4	52	19	614
Putnam	26,163	6 035	3,610	87	742	7	71	53	850
Rhea	16,342	3 750	2 390	11	550	3	94	20	801
Roane	27 714	6,375	4,210	69	819	8	189	51	975
Robertson	29,048	7,172	4,260	109	1 192	12	215	53	861
Rutherford	33,618	8 325	5,030	130	1 502	6	205	57	1 747
Scott	15 943	3,348	2 190	39	258			11	381
Sequatchie	5 037	1 111	650	12	176	1		1	27
Sevier	23,121	5,035	2,830	53	111	2		21	513
Shelby	357 620	95,712	74 900	1 202	21 800	182	6 207	497	25 392
Smith	16,152	1,176	2,370	42	215	1	61	30	441
Stewart	13 549	3,049	1,730	12	253	2		8	135
Sullivan	69 172	16 076	11,200	249	3 803	13	526	59	1,027
Sumner	32 675	8,117	4 730	115	1 020	8	150	50	849
Tipton	25,814	6,771	3,750	95	1 018	6	131	25	621
Trousdale	6 113	1,542	860	15	210	2	*	8	110
Unicoi	12,130	3,051	2,070	64	322	2		13	351
Union	9,108	2,006	1 040	11	165	--		2	-
Van Buren	4 049	894	510	5	10	1		1	15
Warren	19 760	4,940	2,920	69	635	1	62	34	702
Washington	51 732	11 681	8 260	230	2 692	9	389	85	3 580
Wayne	13 637	3,081	1 790	59	200	3	23	15	139
Weakley	29,470	8,088	4,690	116	1 288	12	168	54	862
White	15 991	3,636	2,150	34	286	1	66	31	409
Williamson	25,252	6,053	3 520	101	913	6	124	33	759
Wilson	25,252	6 696	3 930	95	880	1	132	39	759
TOTAL STATE	**2,915,841**	**713,853**	**478,330**	**9,901**	**$135,211**	**921**	**$23,961**	**1,159**	**$132,031**

*Data unavailable †Filling Station Sales only

TEXAS

Population	6,111,821
Families	1,671,828
Radio Homes	1,137,210

Anderson	31 813	9,618	6 050	183	$1 807	15	$494	85	$1 583
Andrews	1 283	353	210	9	110	2		7	65
Angelina	32 188	8,507	5,260	110	1,713	13	421	66	1 858
Aransas	3,507	953	590	16	273	2		13	115
Archer	7 591	1 961	1 220	27	108	5	62	39	341
Armstrong	2,172	690	390	5	85	1		13	179
Atascosa	19,266	4 106	2,300	71	585	9	56	65	833
Austin	17,385	4 768	2 660	57	636	7	86	61	653
Bailey	6 317	1,588	860	31	100	2		23	385
Bandera	4,233	1,212	650	16	206	3	25	9	85
Bastrop	21 166	5,523	3 240	87	1 155	10	118	55	675
Baylor	7,756	2 022	1,300	25	125	5	92	55	139
Bee	16,163	4,993	2 510	76	983	6	225	78	1 576

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Bell	44,946	12,060	7,900	184	2,658	23	570	153	2,431
Bexar	337,557	84,497	69,000	1,456	23,096	152	4,397	734	23,432
Blanco	4,240	1,141	610	14	203	4	37	20	†138
Borden	1,396	342	180	1	*	1	*	2	*
Bosque	15,859	4,921	2,790	58	657	14	145	80	599
Bowie	50,244	13,422	8,590	259	2,687	20	533	105	3,119
Brazoria	26,951	6,594	4,050	73	1,517	14	253	73	2,241
Brazos	27,052	7,190	4,600	101	1,816	11	351	65	2,262
Brewster	6,456	1,616	1,130	29	407	3	102	26	551
Briscoe	4,056	1,069	610	17	250	4	60	26	151
Brooks	6,355	1,346	780	17	175	2	*	28	637
Brown	25,917	7,284	5,030	109	1,570	14	463	142	2,172
Burleson	18,380	4,672	2,570	78	792	6	91	33	425
Burnet	10,750	2,887	1,620	34	511	5	69	54	795
Caldwell	24,832	6,032	3,880	78	1,266	11	207	90	1,860
Calhoun	5,894	1,510	870	17	289	7	47	19	†186
Callahan	11,555	3,143	1,820	43	682	9	124	58	541
Cameron	81,227	19,625	13,500	517	3,724	32	662	203	4,970
Camp	10,280	2,665	1,550	53	375	5	90	22	350
Carson	6,563	1,757	1,090	18	372	9	120	32	696
Cass	33,492	8,102	4,330	87	909	13	222	64	1,783
Castro	4,625	1,133	620	17	240	3	42	17	†183
Chambers	7,495	2,091	1,240	31	458	6	80	24	428
Cherokee	43,986	10,580	6,240	172	1,972	19	398	96	1,940
Childress	12,147	3,316	2,250	43	960	8	233	55	†387
Clay	12,528	3,397	1,910	44	565	8	93	64	619
Cochran	3,734	873	480	14	193	3	33	12	†71
Coke	4,590	1,235	680	10	197	4	41	16	†94
Coleman	20,557	5,455	3,400	81	1,174	13	234	97	992
Collin	47,183	12,696	7,540	191	2,530	26	456	148	2,280
Collingsworth	10,328	2,723	1,640	43	742	5	126	33	†157
Colorado	17,802	4,720	2,720	65	895	8	158	63	1,306
Comal	12,315	3,341	2,360	58	784	5	113	53	†347
Comanche	19,244	5,291	2,960	52	492	10	*	68	674
Concho	6,191	1,570	870	22	303	4	70	37	402
Cooke	24,892	6,348	4,090	107	1,360	13	251	77	1,896
Corvell	20,225	5,126	2,890	81	957	7	100	71	†264
Cottle	7,080	1,901	1,180	30	487	5	99	28	522
Crane	2,755	780	520	11	293	4	52	12	†130
Crockett	2,811	719	450	9	207	2	*	11	454
Crosby	10,050	2,631	1,470	35	447	5	131	38	607
Culberson	1,734	449	290	5	97	2	*	21	330
Dallam	6,489	1,743	1,290	22	612	6	148	33	†303
Dallas	398,049	112,628	95,000	1,388	34,325	221	8,727	900	38,968
Dawson	15,350	4,005	2,420	71	1,073	10	261	57	1,058
Deaf Smith	6,049	1,602	940	19	474	4	138	22	902
Delta	12,862	3,345	1,850	47	549	5	86	22	397
Denton	33,807	9,233	5,810	138	2,033	20	442	126	2,764
De Witt	24,972	6,489	3,940	100	1,586	19	265	83	1,796
Dickens	7,864	2,006	1,110	31	477	4	148	26	783
Dimmit	8,419	1,904	1,160	28	365	4	62	19	†149
Donley	7,498	2,016	1,270	23	514	7	99	35	557
Duval	20,562	4,699	2,690	94	1,034	8	240	43	†304
Eastland	30,409	8,361	5,780	102	1,964	19	353	169	2,016
Ector	14,903	4,357	2,860	43	1,832	8	389	78	3,589
Edwards	3,081	777	440	14	145	2	*	10	†104
Ellis	47,721	12,919	8,250	223	2,994	27	459	186	2,517
El Paso	130,895	31,613	24,100	639	8,131	61	1,878	276	10,703
Erath	20,768	5,854	3,500	64	996	9	163	78	1,108
Falls	35,955	8,881	5,060	122	1,630	16	319	82	1,049
Fannin	41,027	11,004	6,290	165	2,021	26	426	124	1,366
Fayette	29,206	7,546	4,160	83	939	18	170	116	1,301
Fisher	12,825	3,273	1,800	38	610	5	99	46	420
Floyd	10,655	2,786	1,720	29	537	5	143	35	†469
Foard	5,237	1,386	800	17	288	4	65	28	416
Fort Bend	32,935	7,709	4,280	91	1,387	11	279	111	2,350
Franklin	8,378	2,262	1,210	34	270	2	*	13	†66
Freestone	21,125	5,434	3,150	62	754	12	193	66	987
Frio	9,207	2,134	1,280	43	340	4	62	26	†173
Gaines	8,114	2,212	1,220	24	536	5	172	44	866
Galveston	80,542	22,142	18,700	364	7,450	40	1,165	167	6,181
Garza	5,668	1,517	860	20	395	3	67	23	490
Gillespie	10,660	2,822	1,630	35	621	5	72	48	792
Glasscock	1,193	322	180	3	*	1	*	4	26
Goliad	8,796	2,086	1,150	23	245	3	57	29	347
Gonzales	26,061	6,268	3,570	100	1,018	9	122	70	972
Gray	23,847	6,776	5,020	84	2,404	14	611	100	3,286
Grayson	69,497	19,471	13,200	313	4,687	33	863	241	4,839
Gregg	57,945	16,263	10,100	257	5,232	38	1,069	198	6,888
Grimes	21,961	5,598	3,280	74	907	9	153	42	750

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Guadalupe	25,523	6,220	3,690	105	1,365	6	114	85	905
Hale	18,800	5,060	3,540	51	1,397	11	410	92	2,482
Hall	12,104	3,208	2,010	50	783	11	222	47	690
Hamilton	13,317	3,757	2,140	35	802	8	115	80	†375
Hansford	2,782	738	450	10	164	1	54	16	545
Hardeman	11,972	3,001	1,920	36	732	12	130	64	†389
Hardin	15,851	4,218	2,680	51	710	8	112	39	698
Harris	529,179	111,831	122,900	1,797	45,222	245	8,857	1,168	49,479
Harrison	50,889	12,733	7,960	196	2,402	16	447	95	2,453
Hartley	1,868	480	280	3	12	1	*	7	50
Haskell	14,908	3,980	2,310	12	801	12	220	63	†351
Hays	15,353	3,723	2,390	55	824	8	134	74	948
Hemphill	4,161	1,139	680	11	300	2		20	445
Henderson	31,813	8,071	4,600	122	1,341	18	300	77	1,530
Hidalgo	100,661	23,857	15,600	446	4,461	46	837	230	5,889
Hill	38,391	10,315	6,160	115	1,886	19	295	150	1,441
Hockley	12,681	3,166	1,760	42	693	8	156	12	614
Hood	6,675	1,812	900	26	364	4	28	30	223
Hopkins	30,202	8,001	4,600	112	1,271	11	277	90	1,494
Houston	31,123	7,712	4,310	101	1,108	11	225	55	954
Howard	23,950	5,536	4,150	89	2,021	18	*	91	3,198
Hudspeth	3,139	815	470	18	108	1	*	25	168
Hunt	48,717	13,298	8,120	205	2,656	26	804	177	3,133
Hutchinson	19,054	5,300	3,680	42	1,826	10	439	47	1,831
Irion	1,964	562	350	8	102	2	*	14	90
Jack	10,196	2,751	1,580	37	474	7	129	61	626
Jackson	11,710	2,844	1,580	44	600	4	80	29	554
Jasper	17,492	4,348	2,660	60	664	6	131	50	981
Jeff Davis	2,367	579	360	12	99	1	*	7	34
Jefferson	114,314	39,143	32,050	595	11,228	77	2,231	338	13,787
Jim Hogg	5,151	1,216	750	36	258	3	78	18	544
Jim Wells	20,222	4,715	2,900	68	930	8	247	69	1,583
Johnson	30,361	8,600	5,590	103	1,769	21	360	127	1,944
Jones	23,528	6,183	3,750	82	1,520	12	342	115	1,582
Kames	19,288	4,249	2,410	61	745	8	128	53	901
Kaufman	38,301	9,190	5,130	140	1,824	18	313	123	1,645
Kendall	5,075	1,506	850	22	288	1	50	33	511
Kenedy	700	131	80	1	*	—	—	1	*
Kent	3,408	870	480	15	165	2	*	14	129
Kerr	11,623	3,108	2,160	49	1,059	8	158	53	1,590
Kimble	5,066	1,374	790	24	341	4	53	21	398
King	1,065	267	140	5	89	—	—	3	24
Kinney	1,515	897	560	15	102	2	*	8	178
Kleberg	13,353	3,235	2,200	59	941	5	186	39	†346
Knox	10,085	2,556	1,460	39	609	11	181	49	445
Lamar	50,106	12,988	8,100	216	2,349	18	535	92	2,392
Lamb	17,615	4,562	2,660	65	1,142	16	290	64	1,340
Lampasas	9,257	2,673	1,680	45	649	6	124	38	†228
La Salle	8,001	1,895	1,160	34	302	4	53	27	364
Lavaca	25,468	5,811	3,380	72	742	7	109	77	772
Lee	12,745	3,039	1,660	41	389	9	75	39	451
Leon	17,731	4,447	2,390	71	566	14	114	66	637
Liberty	24,555	6,400	3,840	89	1,774	15	297	85	3,560
Limestone	33,780	8,848	5,130	161	1,647	17	300	89	1,142
Lipscomb	3,760	1,004	590	7	150	6	58	24	297
Live Oak	9,797	2,280	1,250	34	355	3	51	31	416
Llano	5,996	1,696	980	24	347	4	75	24	447
Loving	205	81	60	3	22	1	*	1	*
Lubbock	51,490	13,759	10,100	219	4,020	30	1,599	185	6,105
Lynn	11,923	3,079	1,690	33	779	5	153	44	862
McCulloch	13,216	3,500	2,190	49	881	11	194	101	1,251
McLennan	101,821	26,913	18,000	442	6,929	51	1,337	287	7,499
McMullen	1,371	365	200	8	62	1	*	5	23
Madison	12,036	3,052	1,630	31	800	5	82	39	794
Marion	11,151	2,863	1,600	58	450	4	104	30	466
Martin	5,558	1,374	760	23	283	2	*	19	†212
Mason	5,373	1,514	850	22	318	4	69	28	478
Matagorda	20,042	5,240	3,280	93	1,343	9	170	61	1,688
Maverick	10,369	2,166	1,520	54	505	6	102	22	467
Medina	16,103	3,877	2,200	43	422	7	91	42	471
Menard	4,514	1,222	710	20	346	3	80	15	492
Midland	11,719	3,325	2,590	19	1,056	8	319	45	2,133
Milam	33,133	8,227	4,740	114	1,295	14	170	85	1,216
Mills	7,946	2,150	1,180	24	384	4	63	44	369
Mitchell	12,368	3,347	2,150	53	807	8	149	60	976
Montague	20,416	5,428	3,280	65	997	14	209	95	1,144
Montgomery	23,065	6,013	3,540	78	1,661	9	165	61	1,234
Moore	4,433	1,202	710	13	308	3	76	20	474
Morris	9,806	2,406	1,320	36	303	6	97	18	284
Motley	1,995	1,330	750	19	239	4	66	24	361
Nacogdoches	31,971	8,707	5,110	156	1,881	14	395	79	2,317
Navarro	51,304	13,192	8,350	225	2,913	25	442	137	2,171
Newton	13,696	3,251	1,950	14	209	3	26	20	†125
Nolan	17,351	4,653	3,440	38	1,310	10	267	86	1,709
Nueces	92,714	24,107	1,730	497	7,287	45	1,422	237	10,174
Ochiltree	4,211	1,141	830	9	337	4	104	27	742

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Oldham	1,384	354	220	5	59	1	*	14	†110
Orange	17,365	4,607	3,200	68	967	8	*	48	1,068
Palo Pinto	18,417	5,009	3,300	90	1,094	12	275	95	1,143
Panola	22,539	5,358	2,840	68	710	5	102	44	560
Parker	20,497	5,576	3,380	92	1,082	9	175	92	1,060
Parmer	5,879	1,511	840	17	251	3	73	18	†397
Pecos	8,137	2,025	1,350	32	683	4	159	43	963
Polk	20,636	5,158	2,970	64	773	8	213	51	1,076
Potter	54,260	15,071	13,010	174	5,039	45	1,710	187	6,171
Presidio	10,851	2,186	1,430	39	529	5	87	23	651
Rains	7,334	1,800	940	19	104	3	28	15	†36
Randall	7,183	2,109	1,540	15	486	5	86	34	400
Reagan	2,025	568	370	8	201	3	64	13	†90
Real	2,425	665	390	12	103	3	20	7	56
Red River	29,771	7,490	4,150	118	1,076	12	235	54	908
Reeves	7,981	2,050	1,470	33	1,017	7	*	56	1,299
Refugio	10,224	2,614	1,570	47	776	8	157	31	910
Roberts	1,289	360	220	3	112	2	*	6	62
Robertson	38,391	6,291	3,560	105	1,043	16	203	47	948
Rockwall	7,051	1,953	1,110	28	366	5	76	28	288
Runnels	18,907	4,925	3,000	69	1,327	13	236	101	1,388
Rusk	51,008	12,974	7,040	220	2,684	29	618	137	3,839
Sabine	10,880	2,736	1,580	43	333	4	66	18	†106
San Augustine	12,452	2,923	1,600	50	551	3	71	18	393
San Jacinto	9,058	2,292	1,280	48	301	3	22	12	†55
San Patricio	28,876	7,126	4,160	97	1,907	16	403	94	2,224
San Saba	10,985	2,883	1,620	47	561	5	84	39	495
Schleicher	3,083	845	490	10	190	1	*	14	†132
Scurry	11,537	3,085	1,880	41	746	7	147	63	732
Shackelford	6,234	1,716	1,050	21	377	4	102	28	428
Shelby	29,224	7,385	4,130	114	1,101	11	226	77	1,169
Sherman	2,018	541	320	4	124	2	*	5	**102
Smith	69,020	18,050	11,350	275	3,975	41	1,229	203	5,267
Somervell	3,017	835	470	10	78	2	*	16	†58
Starr	13,305	3,554	1,520	108	197	7	50	22	144
Stephens	12,335	3,579	2,420	49	1,007	7	153	71	1,206
Sterling	1,404	398	230	8	92	1	*	9	158
Stonewall	5,586	1,380	750	14	173	4	61	19	†124
Sutton	3,974	1,023	630	18	224	3	65	14	†165
Swisher	6,488	1,780	1,030	20	387	5	149	33	725
Tarrant	225,588	64,550	53,550	866	17,361	116	4,568	678	20,279
Taylor	44,193	11,702	8,840	188	3,355	32	899	203	4,154
Terrell	2,858	752	470	14	157	3	38	12	250
Terry	11,133	2,862	1,560	42	801	5	188	40	897
Throckmorton	4,275	1,134	660	17	165	4	46	22	244
Titus	19,226	5,059	2,950	72	1,066	8	159	51	1,082
Tom Green	30,296	10,500	8,210	136	3,128	26	975	178	3,984
Travis	110,686	28,118	21,150	416	8,699	63	*	647	†2,921
Trinity	13,702	3,348	1,960	42	581	4	75	36	504
Tyler	11,922	2,931	1,760	34	256	4	31	33	621
Upshur	26,165	6,464	3,460	108	900	9	168	51	996
Upton	4,271	1,262	930	15	500	5	140	19	759
Uvalde	13,178	3,317	2,170	76	722	8	133	61	1,343
Val Verde	15,409	3,652	2,600	67	733	5	171	55	1,054
Van Zandt	31,143	7,992	4,360	105	1,229	15	210	90	1,329
Victoria	23,642	6,171	3,970	90	1,844	12	302	80	2,561
Walker	19,845	4,556	2,740	53	991	5	107	64	1,279
Waller	10,289	2,745	1,580	37	576	8	82	24	563
Ward	9,533	2,589	1,630	31	1,045	10	221	58	1,158
Washington	25,373	6,623	3,920	101	1,104	10	168	58	1,051
Webb	45,846	9,958	6,910	257	1,995	14	433	92	2,309
Wharton	36,133	9,307	5,440	84	1,984	18	353	94	2,295
Wheeler	12,385	3,235	2,040	48	876	10	188	57	994
Wichita	73,437	19,914	15,600	269	6,423	36	1,370	303	8,943
Wilbarger	20,462	5,473	3,620	74	1,426	13	330	90	1,704
Willacy	13,218	3,106	1,790	67	627	9	97	43	†242
Williamson	41,682	10,946	6,770	164	1,934	23	358	156	2,816
Wilson	17,066	3,865	2,140	50	360	8	82	61	537
Winkler	6,178	1,764	1,250	21	765	5	180	29	1,036
Wise	19,075	5,135	2,950	66	802	12	155	79	659
Wood	24,365	6,267	3,620	85	933	15	220	74	1,142
Yoakum	5,303	1,494	770	18	304	5	40	29	†159
Young	18,995	5,189	3,390	89	1,559	14	322	95	2,445
Zapata	3,916	865	500	34	44	1	*	5	14
Zavala	11,631	2,418	1,560	49	338	5	57	26	314
TOTAL STATE	**6,414,824**	**1,674,828**	**1,137,210**	**24,877**	**$103,189**	**3,319**	**$85,900**	**19,269**	**$163,920**

*Data unavailable. †Filling Station Sales only. **Automotive Sales only.

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UTAH

Population . . 550,310
Families 139,580
Radio Homes . 126,010

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Beaver	4,984	1,232	1,100	16	$143	2	*	17	$210
Box Elder	18,816	4,540	4,070	63	921	6	$131	79	1,428
Cache	29,789	7,151	6,510	80	1,599	9	284	88	2,340
Carbon	18,413	4,612	4,100	11	1,287	6	199	38	1,882
Daggett	564	131	120	3	21	—	—	—	—
Davis	15,371	3,712	3,320	33	749	1	59	42	789
Duchesne	8,044	1,957	1,770	15	242	3	53	27	294
Emery	7,059	1,642	1,450	9	98	3	31	19	172
Garfield	5,220	1,076	960	8	58	1	*	16	*115
Grand	2,063	523	460	5	79	1	*	9	*95
Iron	8,170	2,049	1,830	14	376	4	137	38	1,743
Juab	7,103	1,947	1,690	23	535	3	67	24	378
Kane	2,557	557	500	8	90	2	*	15	134
Millard	9,571	2,180	1,960	17	146	1	12	51	543
Morgan	2,610	630	570	5	49	2	*	11	205
Piute	2,203	543	490	3	6	1	*	13	107
Rich	2,023	495	450	6	41	—	—	8	54
Salt Lake	240,707	56,800	52,000	650	17,298	71	3,510	400	17,670
San Juan	1,745	906	800	10	86	—	—	6	*99
Sanpete	16,054	4,025	3,620	34	424	10	95	45	581
Sevier	12,104	2,962	2,630	34	423	8	98	42	965
Summit	8,694	2,198	1,840	35	346	3	36	39	495
Tooele	9,064	2,337	2,080	39	609	3	46	38	709
Uintah	9,886	2,230	2,000	24	270	3	77	29	454
Utah	57,437	13,690	12,190	134	2,609	22	543	160	4,161
Wasatch	5,691	1,399	1,260	14	122	2	*	23	384
Washington	9,156	2,116	1,900	12	385	4	44	44	548
Wayne	2,372	487	440	9	25	1	*	5	21
Weber	56,211	15,081	13,660	180	1,104	16	779	118	4,283
TOTAL STATE	550,310	139,580	126,010	1,558	$33,091	191	$6,121	1,435	$11,310

* Data not available. † Filling Station Sales only.

VERMONT

Population . . 359,231
Families . . . 92,432
Radio Homes . 82,540

Addison	17,928	4,523	4,000	68	$1,445	5	$113	67	$1,165
Bennington	22,219	6,137	5,550	113	2,295	12	236	96	1,636
Caledonia	24,240	6,565	5,810	90	2,120	11	237	101	2,199
Chittenden	50,996	12,683	11,440	233	5,100	18	557	117	3,875
Essex	6,483	1,677	1,500	22	409	5	50	30	*131
Franklin	29,595	7,370	6,530	90	2,268	12	256	85	1,410
Grand Isle	3,790	931	810	19	255	—	—	15	64
Lamoille	11,016	2,851	2,570	50	703	3	70	29	902
Orange	17,103	4,474	3,940	67	1,690	6	124	63	914
Orleans	21,703	5,461	4,750	94	1,468	12	218	85	1,516
Rutland	45,564	11,791	10,600	255	2,463	19	531	152	4,240
Washington	41,455	10,594	9,600	127	4,057	20	370	132	4,965
Windham	25,710	7,305	6,520	134	2,892	8	239	79	2,764
Windsor	37,766	10,091	8,970	154	3,534	18	361	137	3,679
TOTAL STATE	359,231	92,432	82,540	1,578	$32,099	119	$3,362	1,188	$29,039

† Filling Station Sales only

VIRGINIA

Population 2,677,773
Families 627,550
Radio Homes 413,180

Accomac	31,160	8,310	4,920	205	$1,372	10	$125	61	$611
Albemarle	44,015	10,762	7,080	157	3,266	15	695	104	3,302
Charlottesville	Independent City—included in county above								
Alleghany	29,240	6,548	1,900	160	2,091	8	338	82	1,819
Clifton Forge	Independent City—included in county above								
Amelia	8,498	1,928	990	29	121	2	*	31	254
Amherst	29,273	4,129	2,280	58	590	2	*	50	*329
Appomattox	9,012	2,049	1,070	24	115	2	*	29	735

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Arlington	90,300	24,770	18,910	223	9,450	34	1,683	114	6,971
Alexandria	Independent City—included in county above								
Augusta	55,860	12,764	8,220	179	2,904	13	525	172	3,681
Staunton	Independent City—included in county above								
Bath	7,174	1,738	1,000	21	236	1	*	17	†140
Bedford	29,698	6,831	3,760	74	700	5	84	79	964
Bland	6,725	1,424	770	8	47	1	*	10	†85
Botetourt	16,436	3,701	2,110	56	387	6	49	67	545
Brunswick	19,577	4,086	2,180	62	500	5	48	40	462
Buchanan	31,475	6,009	3,120	135	617	4	49	22	417
Buckingham	13,389	2,851	1,550	32	146	2	*	25	†86
Campbell	70,485	17,090	12,290	270	4,989	26	1,174	163	‡5,019
Lynchburg	Independent City—included in county above								
Caroline	13,945	3,025	1,590	72	402	1	*	25	379
Carroll	25,901	5,732	3,010	85	356	1	*	23	329
Charles City	4,275	881	490	16	55	—	—	1	*
Charlotte	15,842	3,348	630	38	220	4	34	35	221
Chesterfield	31,165	7,589	4,600	104	1,108	2	*	121	1,242
Clarke	7,158	1,733	970	27	395	3	79	33	346
Craig	3,765	907	490	18	153	1	*	10	†49
Culpeper	13,365	3,130	1,770	43	596	3	129	37	714
Cumberland	7,502	1,631	870	15	52	2	*	16	105
Dickenson	21,084	4,116	2,300	78	413	2	*	16	362
Dinwiddie	48,689	11,290	7,620	271	3,695	12	653	97	‡3,025
Petersburg	Independent City—included in county above								
Elizabeth City	34,743	9,141	6,910	121	2,151	13	289	49	‡1,889
Hampton	Independent City—included in county above								
Essex	6,091	1,420	740	53	312	2	*	29	257
Fairfax	40,668	8,568	5,180	80	1,479	3	53	89	1,651
Fauquier	21,162	4,915	2,750	65	962	7	122	57	1,191
Floyd	11,903	2,823	1,420	26	113	4	36	33	380
Fluvanna	7,086	1,663	850	32	181	3	21	15	†92
Franklin	25,841	5,510	2,880	57	467	5	67	85	695
Frederick	26,074	6,716	4,580	119	1,766	9	364	86	1,751
Winchester	Independent City—included in county above								
Giles	14,627	2,112	1,190	23	389	5	99	31	565
Gloucester	9,541	2,471	1,400	46	329	2	*	37	389
Goochland	8,560	1,701	910	34	92	—	—	19	†69
Grayson	21,903	4,952	2,710	32	353	4	71	57	1,459
Greene	5,181	1,113	580	10	39	—	—	18	†58
Greensville	14,866	3,124	1,730	44	612	4	71	37	541
Halifax	41,260	8,711	4,750	108	912	9	177	98	1,201
Hanover	18,490	4,170	2,290	78	903	2	*	62	942
Henrico	232,217	61,540	51,400	1,127	24,105	115	5,167	439	21,253
Richmond	Independent City—included in county above								
Henry	36,300	7,888	4,760	164	1,922	8	276	112	1,938
Martinsville	Independent City—included in county above								
Highland	4,872	1,078	570	6	19	—	—	19	84
Isle of Wight	13,377	3,122	1,780	71	506	3	32	35	524
James City	8,879	1,741	1,130	25	595	3	167	27	645
Williamsburg	Independent City—included in county above								
King and Queen	6,952	1,556	780	45	140	—	—	8	†32
King George	5,424	1,384	720	34	193	—	—	11	175
King William	7,897	1,897	1,060	28	326	2	*	22	475
Lancaster	8,782	2,169	1,240	49	343	2	*	33	393
Lee	39,296	8,225	4,700	72	484	4	73	26	330
Loudoun	20,451	4,762	2,720	74	1,135	8	177	44	973
Louisa	13,673	3,236	1,770	64	397	4	36	22	†153
Lunenburg	13,841	3,134	1,670	24	386	4	78	30	368
Madison	8,431	1,871	990	15	49	1	*	21	175
Mathews	7,055	1,913	1,030	27	185	12	*	31	275
Mecklenburg	31,724	6,954	3,700	77	869	14	140	112	1,710
Middlesex	6,671	1,737	930	49	302	1	*	21	†72
Montgomery	28,026	6,673	4,200	97	1,632	11	304	87	1,186
Radford	Independent City—included in county above								
Nansemond	34,113	8,164	5,110	219	1,606	7	‡238	71	‡2,136
Suffolk	Independent City—included in county above								
Nelson	16,241	3,422	1,840	70	292	1	*	29	†83
New Kent	4,089	944	540	21	84	—	—	8	†28
Norfolk	237,825	61,756	49,350	1,269	20,340	103	‡4,123	331	11,506
South Norfolk	Independent City—included in county above								
Norfolk	Independent City—included in county above								
Portsmouth	Independent City—included in county above								
Northampton	17,515	4,354	2,620	109	1,219	8	97	51	487
Northumberland	10,454	2,441	1,340	43	247	1	*	23	†119
Nottoway	15,538	3,450	1,990	57	792	6	148	44	812
Orange	12,641	2,965	1,700	51	695	5	115	33	594
Page	14,831	3,510	2,000	59	482	4	91	45	481
Patriek	16,614	3,518	1,780	56	169	1	*	31	†155

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County	Popula-tion	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Pittsylvania	94,431	21,110	12,810	271	$ 276	25	$99	208	$4,849
Danville	Independent City—included in county above								
Powhatan	5,609	1,168	620	27	110			16	$61
Prince Edward	14,931	3,409	1,980	13	195	5	*	49	925
Prince George	20,867	4,837	3,310	88	979	4	186	63	1,750
Hopewell	Independent City—included in county above								
Princess Anne	19,916	4,769	2,830	110	1,313	4	150	41	$414
Prince William	17,237	3,166	3,660	64	792	8	132	34	604
Pulaski	22,511	5,070	3,220	89	1,106	6	171	41	1,204
Rappahannock	7,199	1,561	820	23	139	1		19	139
Richmond	6,620	1,503	780	49	297	2		22	246
Roanoke	112,057	28,052	22,950	446	8,686	45	1,764	271	8,631
Roanoke	Independent City—included in county above								
Rockbridge	20,702	6,213	3,820	82	916	8	4286	82	$992
Buena Vista	Independent City—included in county above								
Rockingham	10,016	9,602	5,830	122	1,112	14	363	138	2,658
Harrisonburg	Independent City—included in county above								
Russell	26,626	5,399	2,980	46	256	3	39	17	180
Scott	26,977	5,792	3,020	78	256	1	40	16	466
Shenandoah	20,971	5,295	3,000	97	798	2	117	60	754
Smyth	28,844	5,746	3,320	111	901	6	117	59	910
Southampton	26,457	5,552	3,050	59	701	9	136	56	971
Spotsylvania	19,976	4,914	3,230	103	1,573	6	336	68	$2,117
Fredericksburg	Independent City—included in county above								
Stafford	9,598	2,116	1,150	50	264	—	—	18	*
Surry	6,186	1,194	830	31	155	1		19	$83
Sussex	12,489	2,713	1,490	47	310	5	54	34	429
Tazewell	41,305	8,766	5,300	123	1,462	10	417	52	1,313
Warren	11,343	2,690	1,580	34	626	5	125	19	768
Warwick	16,171	11,928	9,050	230	4,715	20	$685	18	$3,552
Newport News	Independent City—included in county above								
Washington	17,930	10,810	6,550	145	1,600	10	397	118	2,468
Bristol	Independent City—included in county above								
Westmoreland	9,591	2,290	1,240	52	293	3	35	12	365
Wise	52,412	11,066	6,860	149	1,752	15	257	66	1,769
Wythe	22,804	4,963	2,860	89	672	4	125	84	1,094
York	8,837	2,108	1,230	51	377	2		19	1156
TOTAL STATE	**2,677,773**	**627,550**	**113,180**	**10,215**	**$113,031**	**289**	**$26,116**	**5,928**	**$137,360**

*Data unavailable. †Filling Station Sales only. ‡Estimated.

WASHINGTON

Population 1,736,191
Families 534,237
Radio Homes 502,780

Adams	6,168	1,658	1,590	24	$405	1	$81	36	$714
Asotin	8,406	2,472	2,350	23	505	2	*	26	299
Benton	11,987	3,331	3,200	52	729	6	86	40	703
Chelan	34,406	10,352	9,860	105	3,318	18	680	130	3,528
Clallam	21,464	6,512	6,140	79	1,965	13	242	66	1,794
Clark	18,138	14,585	10,890	178	3,126	16	358	164	4,106
Columbia	5,540	1,621	1,530	20	354	2	*	20	320
Cowlitz	39,504	11,552	10,880	135	3,176	17	394	123	3,767
Douglas	9,522	2,545	2,150	25	369	1	*	29	516
Ferry	4,690	1,398	1,350	24	286	2	*	15	124
Franklin	6,297	1,871	1,760	21	647	4	82	31	660
Garfield	3,359	987	950	6	[illegible]	3	57	10	$111
Grant	14,517	4,652	4,460	68	1,674	12	232	85	1,441
Grays Harbor	51,901	16,312	15,450	260	5,805	27	597	172	5,356
Island	6,029	2,009	1,930	31	219	1	37	25	216
Jefferson	8,813	2,620	2,460	42	819	1	81	31	431
King	503,294	167,737	158,100	2,541	50,060	299	8,325	1,261	48,589
Kitsap	44,371	13,998	13,300	186	4,415	22	647	114	3,096
Kittitas	20,101	5,796	5,450	71	1,904	9	206	106	2,390
Klickitat	11,373	3,363	3,230	40	866	7	80	18	911
Lewis	40,998	12,122	11,530	153	2,946	17	357	155	3,153
Lincoln	11,343	3,282	3,150	13	887	10	154	62	1,329
Mason	11,606	3,631	3,130	67	1,073	4	126	38	769
Okanogan	24,619	5,286	5,050	68	1,235	17	245	84	1,710
Pacific	15,726	4,890	4,630	84	1,594	9	115	58	996
Pend Oreille	6,980	2,090	2,000	33	514	6	84	39	539
Pierce	175,651	55,124	52,100	855	16,407	73	2,077	513	15,716
San Juan	3,102	1,029	990	18	283	1	*	6	$52
Skagit	37,502	11,073	10,130	156	3,014	18	293	166	2,951
Skamania	4,621	1,410	1,350	18	248	3	21	22	213
Snohomish	88,441	27,402	26,050	354	7,651	36	845	305	6,961
Spokane	164,230	49,983	47,100	714	14,530	69	2,526	452	15,833
Stevens	18,645	5,540	5,330	56	1,971	10	121	60	932

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County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Thurston	36,895	11,590	10,910	143	3,291	16	519	138	3,150
Wahkiakum	4,256	1,263	1,220	12	215	1	*	11	79
Walla Walla	30,535	8,406	7,980	104	2,444	11	534	101	3,164
Whatcom	60,235	18,484	17,550	241	4,841	29	776	214	4,647
Whitman	27,192	7,834	7,450	92	2,188	20	391	109	2,562
Yakima	98,586	28,427	27,200	305	8,615	38	1,155	336	8,758
TOTAL STATE	**1,736,191**	**534,237**	**502,780**	**7,427**	**$154,116**	**860**	**$22,696**	**5,398**	**$152,664**

*Data unavailable. †Filling Station Sales only.

W. VIRGINIA

Population **1,901,974**
Families **445,686**
Radio Homes **336,670**

Barbour	20,061	4,882	4,000	58	$616	3	$48	39	$416
Berkeley	29,081	7,515	6,000	166	1,607	9	322	74	1,669
Boone	28,533	6,079	5,050	83	1,012	2	*	29	847
Braxton	21,563	4,648	3,770	45	414	4	73	28	534
Brooke	25,525	6,195	5,340	102	1,509	7	144	49	951
Cabell	97,389	25,057	22,150	454	6,542	47	1,315	149	6,823
Calhoun	12,455	2,604	2,110	21	153	1	*	18	376
Clay	15,208	3,056	2,500	27	302	1	*	13	†116
Doddridge	10,926	2,611	2,130	25	348	2	*	25	137
Fayette	80,674	17,869	14,850	164	2,954	16	379	81	2,978
Gilmer	12,043	2,706	2,200	18	320	2	*	24	†145
Grant	8,804	2,018	1,640	35	233	1	*	28	325
Greenbrier	38,432	8,670	7,150	115	1,703	9	183	75	1,537
Hampshire	12,962	2,972	2,420	67	456	2	*	39	551
Hancock	31,633	7,543	6,450	113	2,541	13	281	49	1,258
Hardy	10,810	2,293	1,870	33	159	4	27	15	379
Harrison	82,948	20,603	17,300	328	5,124	27	765	149	3,790
Jackson	16,385	3,932	3,190	38	279	3	54	34	587
Jefferson	16,752	4,100	3,390	77	674	7	101	46	717
Kanawha	195,404	46,712	39,500	726	13,464	71	2,036	263	10,669
Lewis	22,267	5,091	4,220	89	965	6	161	53	924
Lincoln	22,899	4,672	3,800	64	269	1	*	16	†83
Logan	67,756	14,123	11,680	164	2,066	8	318	73	2,640
McDowell	94,311	19,982	16,520	204	3,676	16	346	92	2,667
Marion	68,555	17,237	14,410	202	4,128	21	506	114	3,392
Marshall	40,145	9,475	8,060	175	2,363	13	188	82	1,104
Mason	22,214	5,227	4,220	89	693	2	*	34	333
Mercer	68,329	15,597	12,860	207	3,275	22	751	123	3,273
Mineral	21,286	5,458	4,550	95	1,206	6	85	49	899
Mingo	40,792	8,707	7,110	178	2,061	8	247	46	1,540
Monongalia	51,236	13,175	11,100	187	3,747	13	445	115	3,088
Monroe	13,567	2,978	2,400	54	321	2	*	27	385
Morgan	8,986	2,148	1,770	52	505	2	*	17	†83
Nicholas	24,072	5,078	4,050	48	752	2	*	35	411
Ohio	73,162	19,596	17,400	390	7,588	33	1,281	141	4,910
Pendleton	10,884	2,168	1,760	20	52	1	*	27	516
Pleasants	6,710	1,670	1,380	29	359	2	*	17	381
Pocahontas	13,917	3,054	2,500	45	441	2	*	35	408
Preston	30,396	7,096	5,830	86	1,022	6	81	75	951
Putnam	19,490	4,435	3,620	73	516	2	*	31	374
Raleigh	86,723	18,940	15,550	226	3,454	11	454	112	3,536
Randolph	30,166	6,846	5,560	84	1,448	6	216	70	1,556
Ritchie	15,387	3,880	3,180	48	443	4	67	36	506
Roane	20,780	4,434	3,600	57	557	2	*	32	740
Summers	20,406	4,676	3,870	54	741	2	*	25	469
Taylor	19,900	4,858	4,030	73	1,088	5	167	48	596
Tucker	13,169	3,023	2,510	57	502	3	45	20	336
Tyler	12,553	3,270	2,650	39	472	3	44	35	501
Upshur	18,347	4,577	3,720	58	746	3	109	39	750
Wayne	35,188	8,544	6,970	83	501	5	83	32	†162
Webster	18,075	3,785	3,100	22	333	3	52	15	†185
Wetzel	22,342	5,346	4,370	79	1,192	9	112	55	626
Wirt	6,471	1,562	1,260	11	35	2	*	12	96
Wood	62,366	16,732	14,500	281	4,513	16	706	136	3,147
Wyoming	29,782	6,179	5,100	61	787	4	89	22	786
TOTAL STATE	**1,901,974**	**445,686**	**336,670**	**6,379**	**$93,227**	**477**	**$12,889**	**3,118**	**$77,877**

*Data unavailable. †Filling Station Sales only.

www.americanradiohistory.com

WISCONSIN

Population 3,137,587
Families 823,929
Radio Homes 687,320

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Adams	8,441	2,251	1,590	26	$284	2	$*	22	$191
Ashland	20,692	5,235	1,280	70	1,698	8	174	57	1,319
Barron	31,062	8,541	6,390	77	1,297	14	250	133	2,290
Bayfield	15,447	4,096	2,940	37	713	5	92	39	557
Brown	82,952	20,140	15,200	301	6,975	41	1,095	189	7,281
Buffalo	16,088	4,104	2,930	48	540	6	78	49	744
Burnett	11,353	3,084	2,130	28	299	5	41	29	410
Calumet	17,595	4,373	3,150	51	656	8	120	50	1,108
Chippewa	40,602	9,595	7,330	123	2,007	12	205	102	2,207
Clark	33,903	8,542	6,000	93	1,248	12	155	85	1,292
Columbia	32,138	8,814	6,980	92	2,155	16	329	136	2,375
Crawford	18,325	4,533	3,120	41	666	4	77	65	915
Dane	130,307	35,326	29,960	450	12,326	75	2,580	354	11,372
Dodge	53,480	13,731	10,900	157	2,796	23	346	160	2,657
Door	18,936	4,937	3,550	72	953	6	122	61	1,288
Douglas	46,821	12,199	11,190	201	1,624	21	626	113	3,328
Dunn	27,320	6,633	4,950	76	959	6	110	72	1,290
Eau Claire	46,997	12,500	10,670	135	3,722	15	608	107	3,751
Florence	1,177	1,088	800	14	221	1		13	*65
Fond du Lac	62,278	16,348	13,610	234	1,852	28	980	147	4,242
Forest	11,767	2,697	2,050	30	505	3	46	28	427
Grant	40,611	10,837	8,140	118	2,246	16	267	141	2,781
Green	23,112	6,169	4,980	65	1,441	12	224	81	1,639
Green Lake	14,201	4,037	3,150	53	935	9	122	58	1,158
Iowa	20,559	5,432	3,940	57	857	12	99	70	831
Iron	10,040	2,572	2,030	47	850	3	44	29	*211
Jackson	16,554	4,190	2,960	47	804	6	85	68	1,054
Jefferson	38,795	10,818	8,780	118	4,610	19	385	136	3,295
Juneau	18,676	4,947	3,580	53	1,306	9	113	77	1,239
Kenosha	63,353	16,752	15,050	244	6,432	28	918	122	3,807
Kewaunee	16,661	4,261	3,070	43	513	5	71	52	616
La Crosse	59,613	15,873	13,800	207	5,845	20	589	126	3,900
Lafayette	18,673	4,854	3,520	61	983	8	93	65	1,301
Langlade	23,257	5,588	4,410	94	1,710	9	161	92	1,599
Lincoln	22,338	5,727	4,640	67	1,228	7	203	67	1,209
Manitowoc	61,421	15,848	13,210	237	5,238	21	158	146	4,222
Marathon	75,353	18,019	14,230	243	4,528	20	463	177	4,062
Marinette	36,096	9,098	7,230	102	2,209	10	127	96	1,798
Marquette	9,098	2,531	1,820	32	149	3	30	11	550
Milwaukee	765,480	209,688	194,900	3,231	83,756	116	11,908	1,173	55,681
Monroe	30,032	7,709	5,860	83	1,508	11	234	96	1,722
Oconto	27,046	6,539	4,850	86	1,215	8	87	85	1,071
Oneida	18,761	5,061	4,200	70	1,912	11	222	78	1,742
Outagamie	69,999	17,101	14,400	214	5,501	22	669	158	4,707
Ozaukee	18,982	4,999	3,860	62	1,240	6	111	60	1,480
Pepin	7,906	1,987	1,400	24	426	4	16	27	499
Pierce	21,447	5,800	4,070	67	1,056	9	122	76	1,882
Polk	26,197	6,834	4,780	49	733	11	191	92	1,616
Portage	35,692	8,205	6,500	108	2,326	9	305	95	2,048
Price	17,983	4,766	3,510	34	679	5	108	55	819
Racine	93,969	24,934	22,280	391	10,129	38	1,357	194	6,175
Richland	20,382	5,286	3,910	55	1,023	9	161	85	1,022
Rock	80,092	22,154	19,300	268	8,558	35	1,147	219	6,110
Rusk	17,703	4,135	3,210	44	865	4	93	57	965
St. Croix	24,815	6,342	4,660	81	1,168	11	176	82	1,401
Sauk	33,713	9,125	7,080	91	2,162	11	226	133	2,678
Sawyer	10,135	2,620	1,900	31	537	4	98	37	635
Shawano	31,881	7,824	5,550	104	1,163	10	158	109	1,703
Sheboygan	76,224	20,565	17,570	231	5,930	30	592	181	4,792
Taylor	20,103	4,928	3,150	41	642	4	70	42	837
Trempealeau	24,378	6,197	4,430	51	778	11	116	87	1,121
Vernon	29,909	7,762	5,590	78	1,296	9	180	93	1,289
Vilas	7,740	2,357	1,590	31	916	2	*	15	758
Walworth	33,024	9,472	7,560	145	3,391	19	454	111	3,156
Washburn	12,481	3,372	2,110	35	768	1	116	50	653
Washington	28,430	7,415	5,780	75	1,687	9	194	74	1,874
Waukesha	62,588	16,189	13,110	205	5,379	24	615	196	4,387
Waupaca	34,576	9,252	7,170	109	1,946	16	255	130	2,767
Waushara	14,153	3,911	2,780	37	392	6	97	66	794
Winnebago	80,439	21,769	19,130	321	7,788	31	989	180	5,342
Wood	44,476	11,143	9,010	108	4,198	13	576	105	3,127
TOTAL STATE	**3,137,587**	**823,929**	**687,320**	**10,805**	**$250,916**	**1,310**	**$31,176**	**7,917**	**$209,312**

*Data unavailable †Filling Station Sales only.

www.americanradiohistory.com

WYOMING

Population	250,742
Families	69,227
Radio Homes	55,520

County	Population	Families	Radio Homes	FOOD Stores	FOOD Sales	DRUG Stores	DRUG Sales	AUTOMOTIVE Stores	AUTOMOTIVE Sales
Albany	13,938	4,077	3,480	32	$1,540	5	$296	53	$2,109
Big Horn	12,928	3,311	2,580	38	937	7	184	64	1,317
Campbell	5,977	1,793	1,230	19	456	2	*	23	585
Carbon	12,512	3,724	3,090	35	1,425	8	234	70	1,807
Converse	6,609	1,943	1,440	20	584	5	91	43	822
Crook	5,447	1,491	1,020	24	247	3	34	21	†216
Fremont	16,113	4,352	3,370	51	1,087	8	196	77	1,674
Goshen	12,185	3,089	2,230	34	756	6	135	50	905
Hot Springs	4,657	1,440	1,170	15	406	3	100	19	399
Johnson	4,954	1,516	1,130	15	408	3	57	29	455
Laramie	30,143	8,270	7,100	100	2,956	17	782	105	4,067
Lincoln	10,263	2,552	2,050	36	532	7	117	48	857
Natrona	23,862	7,305	6,470	69	2,192	10	*	103	3,654
Niobrara	5,930	1,717	1,250	17	457	4	91	27	875
Park	10,970	3,055	2,360	24	759	7	207	56	1,538
Platte	7,987	2,220	1,690	27	564	5	137	45	1,031
Sheridan	19,199	5,435	4,450	101	1,820	8	312	84	†862
Sublette	2,772	816	570	5	*	3	39	18	**96
Sweetwater	19,384	5,587	4,730	60	2,055	8	281	62	2,121
Teton	2,500	705	520	10	255	2	*	20	315
Vinta	7,202	1,792	1,450	30	662	3	71	34	878
Washakie	5,879	1,442	1,080	11	485	4	91	10	598
Weston	4,941	1,428	980	22	433	5	74	32	623
Yellowstone Nat. Park (Part)	411	98	80	1	*	—	—	3	*
TOTAL STATE	**250,742**	**69,227**	**55,520**	**796**	**$21,091**	**133**	**$4,213**	**1,096**	**$29,778**

*Data unavailable. †Filling Station Sales only. **Automotive Sales only.

All Money Values Are In Thousands ($000) of Dollars

ADDITIONAL DATA COVERING RADIO FROM THE 1940 CENSUS WILL APPEAR REGULARLY IN RADIO DAILY AS OFFICIALLY RELEASED FROM WASHINGTON.

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DON LEE'S INCREASED FACILITIES MEAN

New Opportunities for Advertisers

NEW

STUDIOS

Don Lee's brand-new, $500,000. Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation

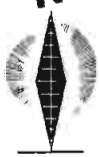
NEW

COVERAGE

Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station

**Latest figures show Pacific Coast population increased to nearly 10 million!*

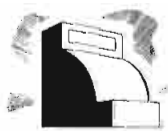
NEW



POWER

Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.

NEW



BUSINESS

Don Lee chalked up a 78% increase in regional business over last year . . . more than *twice* as *much* as *all other Pacific Coast networks combined*. Advertisers know Don Lee coverage pays—at the cash register

MUTUAL DON LEE BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

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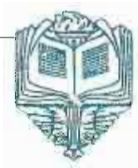

NETWORKS OF THE UNITED STATES

NATIONAL

REGIONAL

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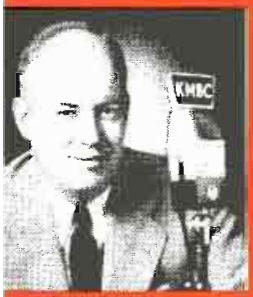
Personality plus!

ERLE SMITH
KMBC Newscaster

BEULAH KARNEY
Featured on KMBC Happy Kitchen

WALT LOCHMAN
KMBC Sportscaster



PHIL EVANS
Director of Farm Service

CAROLINE ELLIS—CBS and NBC
Author-Star of "Carolina's Golden Stars"

The way KMBC draws and holds listeners in this area is no accident. It's the planned result of a tested KMBC recipe.

Take a radio personality PLUS astute programming and smart production. Add plenty of promotion and publicity. PRESTO! The major audience is yours.

KMBC spends close to $200,000 annually on programs, production and talent. So solidly are big names built here that you'll find KMBC artists and features going great guns from coast to coast.

An established feature with the listening loyalty of the greatest audience—that's your best bet always. So you can't go wrong buying a "Personality Plus" on KMBC!

JUNE MARTIN
KMBC Food Scout

BONNIE KING—Featured with Bob Crosby, NBC coast-to-coast

TEXAS RANGERS
KMBC, CBS and Hollywood

RHYTHM RIDERS
Vocal-Instrumental stars, KMBC-CBS

BRUSH CREEK FOLLIES
CBS coast-to-coast each Saturday afternoon

KMBC of Kansas City

Free & Peters, Inc.

www.americanradiohistory.com

COLUMBIA BROADCASTING SYSTEM

WILLIAM S. PALEY

DURING the past year, as never before, radio has proved its ability to keep pace with history. In this way it has met its responsibility of bringing news of the world, speedily and impartially, to its listeners.

CBS added substantially to its list of affiliates during the year just ended, and led all other single networks in gross cumulative billings, reaching the $41,025,549 mark, an increase of 18.8 per cent. National defense, keynoting the majority of course dominate the broadcasting activity of 1940. Along these lines CBS will again carry its share of the job.

Included in the activity that highlighted the past year were the improved program standards, the establishment of an international division of affiliates; increased scientific discoveries; exploring of new frontiers in television, including the new color process; more than 11,000,000 new radio sets purchased by the public for homes and autos, an increase of 2,000,000 sets over the previous year, and now giving the U. S. approximately 52,000,000 radio sets in use throughout the 48 states.

News Activity

Reduced to barest statistics, CBS' news department completed 2,081 pick-ups from 19 European countries, 2 far east points and 5 Latin American points. These broadcasts included, in the main, coverage of the war in Europe, including actual descriptions of the bombings of Berlin, Paris and London and the blitzkrieg warfare that shook the entire world during 1940.

Presidential Election

1940 was the presidential year, and the highly-publicized third term issue was thoroughly covered. CBS presented 28 broadcasts from the Republican Convention and 16 from the Democratic conclave in Chicago. The commercial biz billed during the election period helped to boost network billings to a new all-time high. A five and one-half hour broadcast election eve was featured.

Serious Music

There were 1,320 broadcasts of serious music, totaling 530 hours of air time, heard over CBS facilities during the year. Of this figure, more than 1,200, or 475 hours, were sustaining, and 115 commercial, or 55 hours. The New York Philharmonic began its 11th year on CBS and aired 30 concerts.

Engineering

Construction was started on two new high fidelity 50,000 watt international broadcast stations near Brentwood, L. I. In conjunction with the two new stations, 8 antennas are being built exclusively for Latin America, capable of 15 different broadcasting combinations with either of the two stations.

Design and supervision of installing all audio facilities in the new CBS Building, including the design of a new control console which eliminates all equipment racks from the control room was completed.

Color Tele

Late in August the successful laboratory demonstration of color television was announced, a revolutionary development in the industry. The system was invented and developed by Dr. Goldmark, chief tele engineer of CBS.

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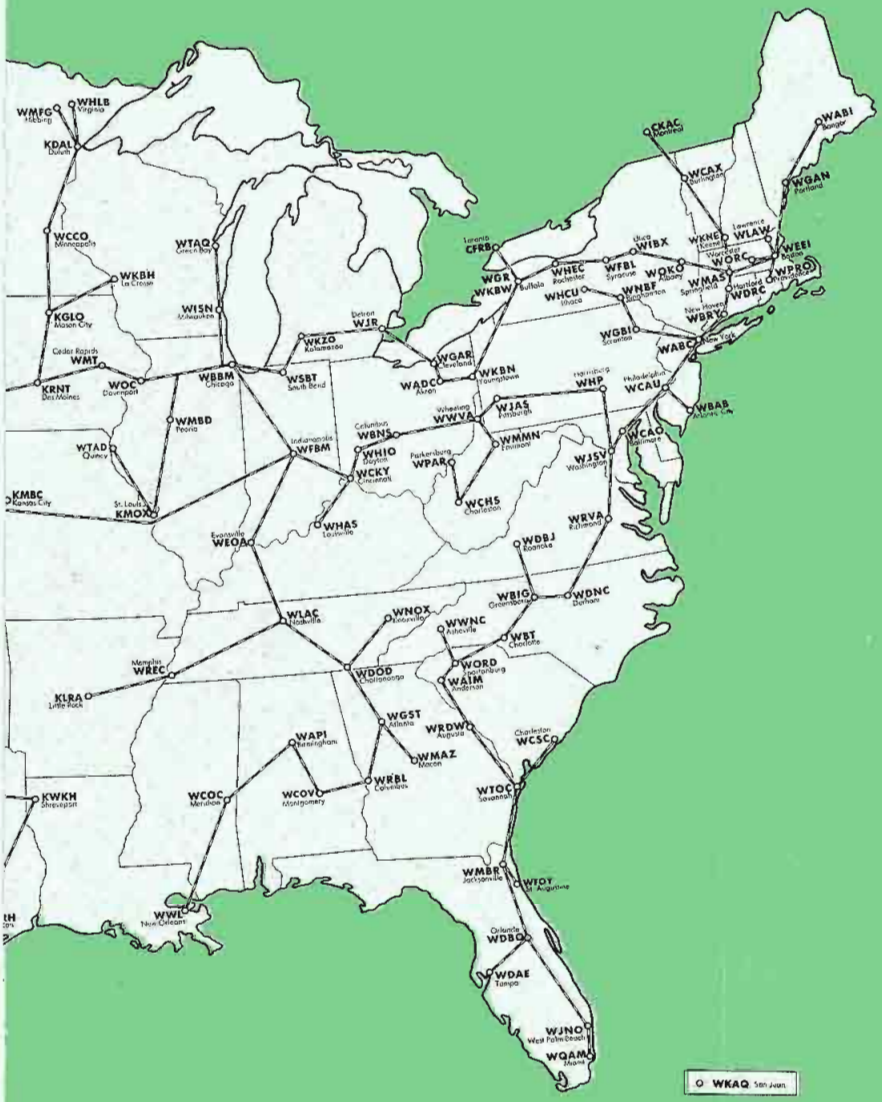
COLUMBIA BROAD

NETWORK FACILITIES
AS OF JAN 1st, 1941

www.americanradiohistory.com

CASTING SYSTEM



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COLUMBIA Broadcasting System

485 Madison Avenue, New York City
(Telephone number, WIckersham 2-2000)

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John J. Burns
Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart
Paul W. Kesten
Edward Klauber
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

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Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President and Director
Mefford R. Runyon..Vice-President and Director
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Vice-President in Charge of Station Relations
W. B. Lewis
Vice-President in Charge of Broadcasts
William C. Gittinger
Vice-President in Charge of Sales
Lawrence W. Lowman
Vice-President in Charge of Operations
H. Leslie Atlass.. .... Vice-President, Chicago
Harry C. Butcher....Vice-President, Washington
D. W. Thornburgh...Vice-President, Los Angeles
Frank K. White.....Treasurer
Jos. H. Ream....Secretary and General Attorney
Samuel R. Dean .....Assistant Treasurer
James M. Seward .....Assistant Treasurer
Arthur S. Padgett.. .....Auditor

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William J. Fagan.....Assistant Sales Manager
Torrence E. Danley..Acting Sales Service Manager
Howard Meighan
Eastern Sales Manager, Radio Sales
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Victor M. Ratner....Director of Sales Promotion
John Fox, Assistant to Director of Sales Promotion
Frank N. Stanton...Director of Market Research
J. K. Churchill,
Chief Statistician of Market Research
George Mateyo,
Assistant to Director of Market Research
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Manager of Program Promotion
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Douglas Coulter..Assistant Director of Broadcasts
Davidson Taylor...Assistant to Vice-President in Charge of Broadcasts
Gerald Maulsby.....Production Manager
Leroy Passman,
Assistant Director of Program Operations
William H. Fineshriber, Jr.,
Director of Music Division
James H. Fassett....Assistant on Serious Music
Alton M. Rinker.....Assistant on Light Music
Max Wylie.. ..... Director of Script Division
S. Mark Smith,
Assistant Director of Script Division
Francis C. Barton, Jr.. Director of Program Service
James F. Burke,
Assistant Director of Program Service
Paul W. White.....Director of Public Affairs
Robert S. Wood,
Assistant Director of Public Affairs
William J. Slocum, Jr.
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
Edmund Chester,
Director of Broadcasting to Foreign Countries
Elizabeth Tucker,
Director of Short Wave Programs

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Walter R. Pierson,
Manager of Sound Effects Division
Harriet Hess,
Supervisor of Program Typing Division
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
Theodore Weber..Assistant Director of Publicity
Michael J. Fish..Manager Photographic Division
John Denson.....News Editor
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
Henry M. Jackson,
Western Sales Manager, Chicago
Roger K. Huston...Manager, Los Angeles Office
Royal Penny.....Account Executive, Charlotte
Charles E. Morrin,
Account Executive, San Francisco

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....General Manager
George W. Allen.....Director of Programs
Theodore Weber....Director of WABC Publicity
Henry Grossman,
Eastern Division Operations Engineer & Chief Engineer of WABC
Jules Dundes.....Sales Promotion Manager

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
Robert N. Brown.....Program Director
Frank B. Falknor,
Central Division Operations Engineer & Chief Engineer of WBBM
J. V. McLoughlin..Accountant & Office Manager
James Kane,
Director of Publicity & Special Events
Urban Johnson.....Chief Sound Technician
Stuart Dawson.....Assistant Program Director
J. Oren Weaver.....News Editor
J. Kelly Smith,
General Sales Manager, Radio Sales
Henry M. Jackson,
Western Sales Manager, Radio Sales
King Park.....Sales Promotion Manager

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
Ann Gillis.....Director of Public Events
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Accountant
John Heiney.....Sales Promotion Manager
Paul Glynn.....Publicity Director
Lloyd W. Dennis, Jr.....Program Director

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons...Manager of Station WCCO
Carl Burkland.....Sales Manager
Hayle C. Cavanor (Mrs.).....Program Director
H. S. McCartney.....Chief Engineer
Emmett J. Heerdt, Jr.....Accountant
Robert L. Hutton, Jr.,
Sales Promotion & Publicity Manager
Alvin B. Sheehan.....Director of Artists Bureau

St. Louis

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX
Arthur Casey.....Assistant to Station Manager
K. W. Church.....Sales Manager
C. G. Renier.....Program & Production Director
Louis McC. Young.....Chief Engineer
James S. Johnson.....Sales Promotion Director
Jerry Hoekstra.Public Events & Publicity Director
Robert W. Carpenter.....Accountant

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

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Lester Bowman,
Western Division Operations Engineer & Chief Engineer of KNX
Nelson G. Pringle.....News Editor
Charles Vanda...Western Director of Programs
Fox Case,
Director of Special Events & Public Events
William E. Forbes,
Assistant to Mr. Thornburgh in charge of Columbia Management of Calif.
Russ Johnston.....Program Manager
Ben Paley.....Production Manager
Harry W. Witt.....Sales Manager
Hal Rorke.....Publicity Director
Roger Huston.....Manager, Radio Sales
Alan Cormack.....Traffic Manager

San Francisco Office

PALACE HOTEL

Arthur J. Kemp..Sales Manager, Pacific Network
Charles Morin...Account Executive, Radio Sales

Charlotte, N. C.

WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT
Royal E. Penny.....Sales Manager and Account Executive, Radio Sales
Edward De Gray.....Accountant
Chas. H. Crutchfield.....Program Director
James Beloungy.....Chief Engineer
William G. Carley....Director of Sales Promotion

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEI
Kingsley Horton.....Sales Manager
Lloyd G. del Castillo
Production Manager and Musical Director
Philip K. Baldwin.....Chief Engineer
John J. Murray.....Accountant
Dorothy Drake.....Publicity Director

Detroit

FISHER BLDG.

Alfred N. Steele.....Manager of Detroit Office
G. T. C. Fry.....Manager of Sales Promotion
Kenneth Krentel.....Manager of Research
H. A. Carlborg..Account Executive, Radio Sales

Foreign Staff

E. R. Murrow..Chief of European Staff—London
Larry Le Seuer.....London Correspondent
Joseph Congress.....Vichy Correspondent
William L. Shirer,
Central European Representative—Geneva
Harry Flannery.....Berlin Correspondent
Cecil D. Brown.....Rome Correspondent
Sigrid Roll.....Oslo Correspondent
David Anderson.....Stockholm Correspondent
Winston Burdette.....Belgrade Correspondent
Leigh White.....Budapest Correspondent
Betty Wason.....Athens Correspondent
Farnsworth Fowle.....Correspondent in Turkey
Edward Chorlian.....Cairo Correspondent
William J. Dunn,
Director of CBS Correspondents in the Far East
W. R. Wills.....Tokyo Correspondent
John Raleigh....Correspondent in Batavia, Java
Alexander Garcia..Correspondent in Havana, Cuba
Luis Alcivar,
Correspondent in Guayaquil, Ecuador
Jorge Mantillas..Correspondent in Quito, Ecuador
Jack Fendell. Correspondent in Bogota, Columbia
Franklyn Whaite,
Correspondent in Caracas, Venezuela
John Adams,
Correspondent in Rio de Janeiro, Brazil
Carlos Griffin..Correspondent in Santiago, Chile
Herbert Clark,
Correspondent in Buenos Aires, Argentina
Claude Guyant.....Correspondent in Lima, Peru
John Vebber,
Correspondent in Asuncion, Paraguay
Norman Stines, Jr.,
Correspondent in La Paz, Bolivia

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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MUTUAL BROADCASTING SYSTEM

W. E. MACFARLANE
President

THE Mutual Broadcasting System, cooperative network of the nation, began 1941 with the best prospects in its history. Mutual's sixth birthday was celebrated in 1940. There are a number of reasons why we are looking forward to its seventh anniversary on September 15, 1941. Growth is a matter of absorbing interest, be it the growth of an industry, a community, or of a great radio network. And Mutual is growing.

Four stations formed the Mutual Broadcasting System at its inception in 1934. In January, 1940, there were 118 MBS affiliates. At the dawn of 1941, there are 168—an increase of 50 in one year. Indications are that by the end of 1941, there will be 200 stations affiliated with Mutual.

Programs

Mutual and its major originating stations greet 1941 as a year of opportunity to provide outstanding programs covering the whole field of radio entertainment. Much was accomplished in 1940. Mutual became synonymous with good music. The Philadelphia orchestra, the Chicago Symphony, and the Chicago Opera were presented regularly, all on an exclusive basis.

Such stimulating shows as Double or Nothing and The Show of the Week originate in the WOR Playhouse. In Chicago Tonight is another contribution from the WGN audience studio. KHJ provides Adventures in Rhythm, California Melodies and the I Want a Divorce half-hour series.

In sports, Mutual again has options on exclusive broadcasts of the world series and national professional football championship game. New Year's Day brought exclusive Mutual broadcasts of the Cotton Bowl and East vs. West All-Star contests.

News Coverage

Space does not permit a thoroughgoing outline of the amplified news coverage, unique special events, and public service broadcasts in store for 1941 via Mutual. I should like to mention the exchange of programs with South American nations, which will be a Mutual feature in 1941. The series was begun last Christmas Day when a holiday program was piped to Mutual from Buenos Aires. Then on New Year's eve Mutual reciprocated by sending the music of Guy Lombardo to Argentina.

Discount Plan

The continuous expansion of the coast-to-coast network has assured the success of the Mutual Volume Discount Plan, which brings the advertiser a maximum listening audience at reduced rates. The sponsors of Raymond Gram Swing, Wythe Williams, Double or Nothing, Captain Midnight and other series use Mutual hookups of from 70 to 115 stations.

The new sales formula was one reason for the increase in annual Mutual billings. The figure for 1940 was $4,767,054—some 34 per cent above the 1939 total of $3,329,782. Exceeding the $5,000,000 mark is one of Mutual's goals for 1941.

Stations of the Mutual network in many instances are pioneering in the development of Frequency Modulation broadcasting. Of the three underwriters of the network, WOR and WGN each has been licensed to broadcast FM at this writing. The Don Lee network, a pioneer in AM and television, also has made application for an FM license.

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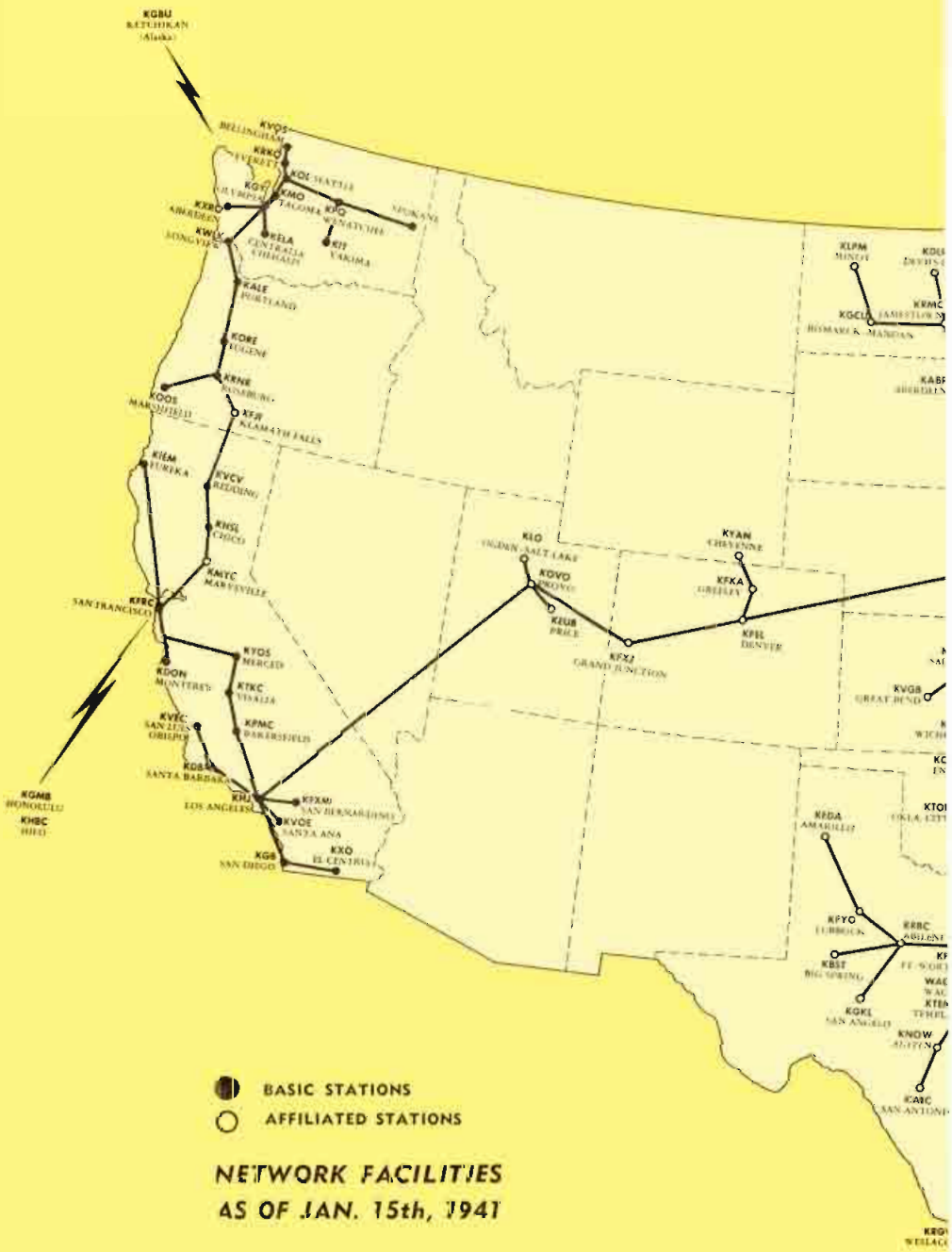
MUTUAL BROAD



NETWORK FACILITIES
AS OF JAN. 15th, 1941

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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
Executive Secretary-Treasurer... E. M. Antrim
General Manager.... Fred Weber
Sales Manager.... Edward W. Wood, Jr.
Auditor.... Miles E. Lamphiear

Staff

Publicity Director.... Lester Gottlieb
Sales Promotion Manager... Robert A. Schmid
Program Service Mgr.... Adolph Opfinger
Traffic Manager.... Andrew Poole
Legal Advisor.... Keith Masters
Midwestern Sales Promotion Coordinator, Don Pontius
Music Copyright Manager, Mrs. Jeanie Campbell
Sales Representative.... John R. Overall
Sales Representative.... Sidney P. Allen
Sales Representative.... Thomas Harker
Sales Representative.... Morris Mudge
Sales Representative.... Ade Hult
Sales Representative.... Howard Keefe
London and Foreign Representative, John S. Steele
Assistant London Representative... Arthur Mann
Berlin Representatives, Sigrid Schultz, John Dickson
Rome Representative.... Peter Tompkins

Branch Offices

Detroit.... Union Guardian Bldg.
Cincinnati.... Alms Hotel
Boston.... 21 Brookline Ave.
Cleveland.... Terminal Tower
Los Angeles.... Don Lee Bldg.
Washington.... 1627 K St., N. W.
San Francisco.... 1000 Van Ness Ave.
England.... Coulsdon, Surrey

Directors

E. N. Antrim — Alfred J. McCosker
Willett H. Brown — John Shepard III
H. K. Carpenter — Theodore C. Streibert
W. E. Macfarlane — Fred Weber
Lewis Allen Weiss

Operating Board

J. E. Campeau.... CKLW, Detroit-Windsor
H. K. Carpenter.... WHK-WCLE, Cleveland
William B. Dolph.... WOL, Washington, D. C.
Eugene O'Fallon.... KFEL, Denver, Colo.
John Shepard III.... The Colonial Network
Theodore C. Streibert... WOR, New York, N. Y.
Hulbert Taft, Jr.... WKRC, Cincinnati
Fred Weber.... General Manager
Lewis Allen Weiss.... Don Lee Network
Edward W. Wood, Jr.... Sales Manager
Frank P. Schreiber.... WGN, Chicago, Ill.

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NATIONAL BROADCASTING COMPANY

NILES TRAMMELL
President

THE year 1940 gave radio a remarkable opportunity to demonstrate the scope of its service to the American public by accurate and complete coverage of the European war and the selection of a President of the United States. These outstanding events found radio's news organizations operating at a new high in efficiency.

Of all events of the year, the presidential campaign was perhaps of the most intense interest to this country. Radio, operating as a free instrument of that democracy which gives it life and strength, made its facilities equally available to all political parties so that the issues of the campaign might be freely discussed and fully known.

Public Service

Evidence that the American system of broadcasting is continuing to render a wide national service is found in the large number of public service programs aired during 1940—an activity made possible only by the revenue from commercial programs.

American listeners, as well as those peoples within range of NBC's short wave programs received an accurate and complete picture of events throughout the world. NBC representatives in the capitals of belligerent nations, and in all news centers of this country, as well as the fine coverage by the American press associations, made this possible.

With the launching of the greatest peace-time defense program in history, the radio industry was ready to aid in every way possible the successful execution of the program. NBC has inaugurated several special series which relate to our defense activity and will extend its service in this field as public need indicates.

The interest of government and industry in cementing friendly relations with the Latin-American republics has long been shared by radio broadcasters. Continuing its leadership in this direction, NBC in 1940 increased its short wave schedule over stations WNBI and WRCA from 16 to 18 hours a day, and completed an arrangement whereby local stations in the twenty Latin-American countries can rebroadcast, without cost to them, all short wave programs originating with NBC.

International Shortwave

The International Division of the company also made outstanding progress in interesting sponsors in the Latin American markets. The first year of commercial operation ended on December 1.

Radio broadcasting revenue in general rose during 1940, with networks and individual stations alike reflecting an industry wide improvement. Both the NBC Red and Blue networks made substantial gains. But one of the most dramatic economic improvements of the entire industry was made by the Blue network which added many new commercial programs to its schedule.

Financial growth of the company was equalled by a substantial expansion of national coverage, including the addition of 40 stations, bringing the total affiliates of the Red and Blue Networks to 220 stations. In addition, 41 associated stations increased their ability to serve their respective communities through new transmitters, directional antennas and increased power. The Blue network strengthened its public service by the addition of a number of outlets in strategic sections of the country, particularly in the South and Southwest where 23 additional stations are now enjoying regular Blue Network service.

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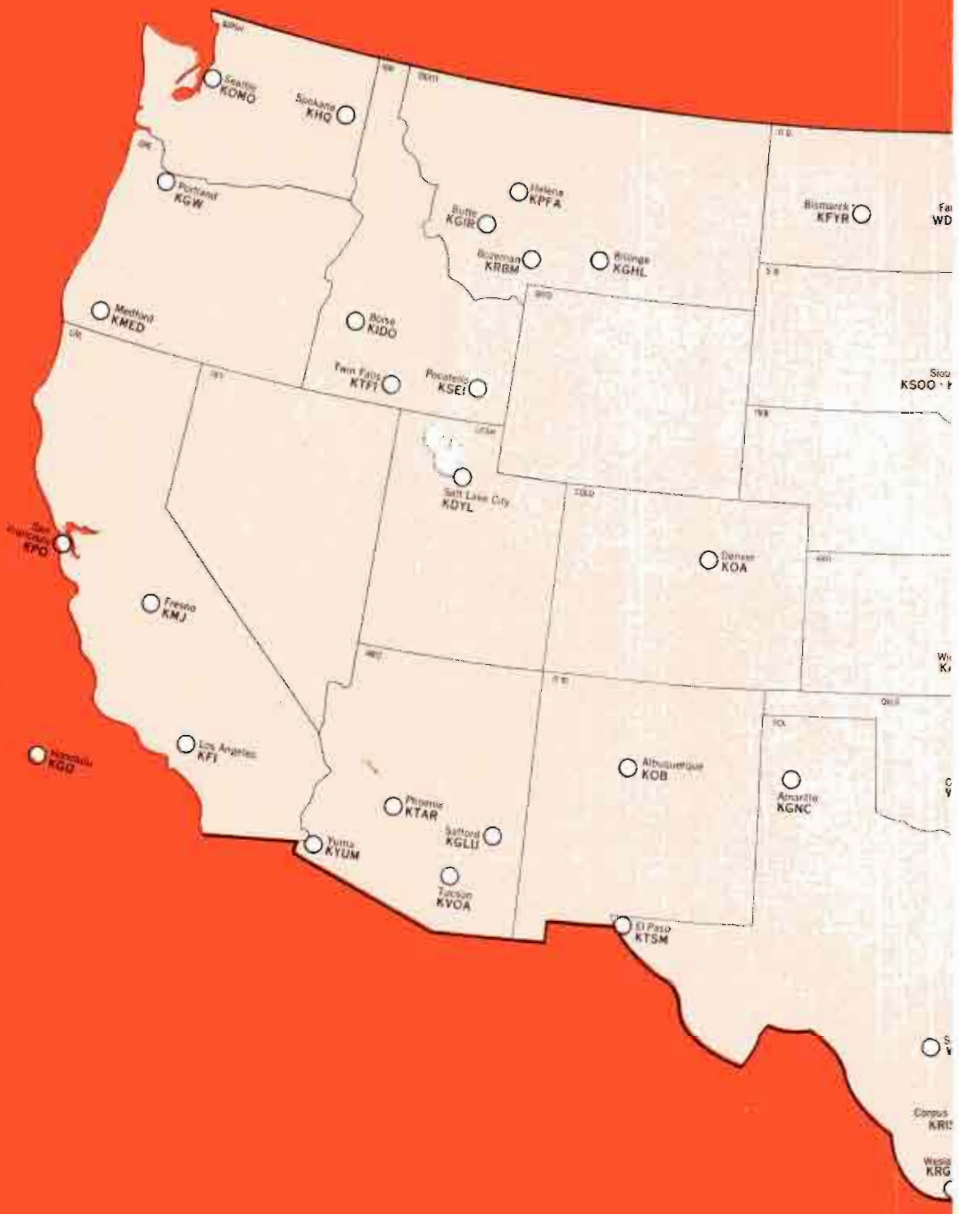
NATIONAL BROAD



RED NETWORK
AS OF JAN. 1st. 1941

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CASTING COMPANY

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NATIONAL BROAD

BLUE NETWORK
AS OF JAN. 1st, 1941

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ASTING COMPANY

www.americanradiohistory.com

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.
Cutler, Bertram
Dawes, Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Trammell, Niles

ADVISORY COUNCIL

Young, Owen D., Chairman

Angell, James R.
Belmont, Mrs. August
Coffin, Henry Sloan
Comstock, Ada
Damrosch, Walter
Farrell, Francis D.
Green, William
Harbord, James G.
Hutchins, Robert M.
Sarnoff, David
Smith, Alfred E.
Davis, John W.

Officers

Sarnoff, David . . . . . Chairman of the Board
Trammell, Niles . . . . . President
Mullen, Frank E., Vice-President & General Manager
Ashby, A. L. . . Vice-President & General Counsel
Egner, C. Lloyd . . . . . Vice-President
Engles, George . . . . . Vice-President
Gilman, Don E. . . . . Vice-President
Hanson, O. B. . . . . Vice-President
Hedges, William S. . . . . Vice-President
Kobak, Edgar . . . . . Vice-President
Mason, Frank E. . . . . Vice-President
Morton, Alfred H. . . . . Vice-President
Royal, John F. . . . . Vice-President
Russell, Frank M. . . . . Vice-President
Strotz, Sidney N. . . . . Vice-President
Witmer, Roy C. . . . . Vice-President
Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Horn, C. W. . . . . Assistant Vice-President
Nelson, A. E. . . . . Assistant Vice-President
Teichner, R. J. . . . . Assistant Treasurer
MacConnach, Lewis . . . . . Secretary
Pfautz, C. E. . . . . Assistant Secretary

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DEPARTMENTS AND DIVISIONS

Executive Offices

Trammell, Niles ..... President
Mullen, Frank E.
Vice-President & General Manager
Morgan, Clayland T. ..... Assistant to President
Angell, James Rowland,
Counselor for Public Service Programs

Continuity Acceptance Department

MacRorie, Janet ..... Editor
Kemble, Dorothy ..... Assistant Editor

Engineering Department

Hanson, O. B. ... Vice-President and Chief Engineer
Clarke, William A.,
Manager of Technical Services
Guy, R. F. ..... Radio Facilities Engineer
McElrath, George ..... Operating Engineer
Milne, George ..... Eastern Division Engineer
Morris, Robert M. ..... Development Engineer
Rackey, C. A. ... Audio & Video Facilities Engineer
Shelby, R. E. ..... Television Operations Engineer

General Service Department

Gilcher, Vincent J. .... Director of General Service
Dunn, Ashton ..... Personnel Manager
Lowell, Edward M.,
Manager of Building Maintenance Division
Martin, William G.
Manager of Guest Relations Division
Van Houten, D. B.,
Manager of Office Services Division

Information Department

Mason, Frank E. ..... Vice-President in Charge
Barnard, Anita .. Manager of Information Division
Kostka, William ... Manager of the Press Division

International Relations-Television-New Developments

Royal John F. ..... Vice-President In Charge
Development and Research
Horn, C. W. ... Assistant Vice-President In Charge
International Shortwave Department
Yandell, Lunsford P.
Executive manager of International Broadcasting
Television Department
Morton, A. H.
Vice-President in Charge of Television
Hutchinson, Thomas H.
Manager of Television Program Division
Kersta, Noran E.
Assistant to Vice-President in Charge of Television

Legal Department

Ashby, A. L. ... Vice-President & General Counsel
Butler, Franklin ..... Attorney
Graham, R. H. ..... Attorney-Hollywood
Grimshaw, I. L. ..... Attorney
Hennessey, P. J., Jr. ..... Counsel—Washington
Hurley, J. ..... Attorney—Washington
Ladner, Henry ..... Attorney
Leuschner, Frederick ..... Attorney—Hollywood
McDonald, J. A. ..... Attorney—Chicago
Myers, R. P. ..... Attorney
Swezey, Robert D. ..... Attorney

NBC Concert Service

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 .... Asst. to Vice-Pres. in Charge
Levine, Marks ..... Manager of Concert Division

NBC Radio Recording Department

Egner, C. Lloyd ..... Vice-President & Manager
Friedheim, Robert W. ..... Eastern Sales Manager
MacDonald, John H. ..... Business Manager
Parsons, Willis B. ..... Sales Promotion Manager
Thomas, Reginald ..... Program Director

Program Department

Strotz, Sidney N.,
Vice-President in Charge of Programs
Carlin, Phillips,
Red Network Program Manager
Hillpot, William .. Blue Network Program Manager
Brainard, Bertha,
Manager, Program and Talent Sales Division
Menser, Clarence L. . National Production Director
Almonte, J. de Jara ..... Night Program Manager
Belviso, Thomas H.
Manager, Music Library Division
Black, Frank ..... General Music Director
Chotzinoff, Samuel .... Manager of Music Division
Cuthbert, Margaret,
Director, Women's and Children's Programs
Dunham, Franklin
Director of Religious Broadcasts
Kelly, Patrick J. ..... Supervisor of Announcing
Kelly, N. Ray ..... Supervisor of Sound Effects
La Prade, Ernest ..... Director, Music Research
Miller, William Burke ..... Director of Talks
Preston, Walter G., Jr.,
Manager, Public Service Division
Roberts, Wilfred S.
Manager of Production Division
Schechter, A. A.,
Director of News and Special Events
Titterton, Lewis H. ..... Manager of Continuity
Wall, C. A. ..... Business Manager

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Sales Department

Blue Network

Kobak, Edgar..... Vice-President In Charge
James, E. P. H.....Sales Promotion Manager
Kiggins, Keith.....Sales Manager
Saudek, Robert ... Assistant To Sales Manager

Red Network

Witmer, Roy C. .....Vice-President In Charge
Brown, C. B..... ....Sales Promotion Manager
Showerman, I. E.....Eastern Sales Manager
Frey, George H. .....Sales Service Manager
Hitz, Edward R.,
Assistant To The Vice-President In Charge

Sales Traffic

Greene, F. Melville.....Sales Traffic Manager

Stations Department

Hedges, William S.
Vice-President in Charge of Stations
Norton, John H., Jr.....Assistant to
Vice-President in Charge of Stations

Facilities, Development and Research

Merryman, Philip I..... Co-Director
Lent, W. C.....Co-Director, Washington Office

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 Or Programmed Stations Department

Gregory, Sherman D..... .....Manager

National Spot and Local Sales Department

McConnell, J. V.
National Spot & Local Sales Manager
Roux, Willan C.
National, Spot & Local Sales Promotion Manager
Tilenius, William O. ....Assistant Manager
of Spot & Local Sales

Traffic Department

McClancy, B. F.....Traffic Manager

Managed Or Programmed Stations

Managed Or Programmed Stations
Station Managers

CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
DENVER, COLO.
Yoder, Lloyd C., Manager, Station KOA
SAN FRANCISCO, CALIF.
Nelson, A. E., Manager Stations KPO-KGO
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC WMAL

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.... . ...Budget Officer
Teichner, R. J... .. ..Assistant Treasurer

Central Division—Chicago

Merchandise Mart
Phone: Superior 8300

Kopf, H. C. ....Manager of The Central Division
Borroff, Edwin R.. Sales Manager—Blue Network
Boyd, Maurice M....Local & Spot Sales Manager
Carlson, Emmons C.
Sales Promotion and Advertising Manager
Chizzini, Frank ....Manager of Radio Recording
Cunningham, E. C.....Evening Manager
Drips, William E. .... Director of Agriculture
Fry, Kenneth D... .. Director of Special Events
Golder, Frank.....Program Traffic Supervisor
Herbuveaux, Jules.....Program Manager
Kaney, A. W.....Assistant to the Manager
Luttgens, Howard C....Central Division Engineer
McCluer, Paul... Sales Manager—Red Network
McDonald, J. A.....Attorney
Morton, Oliver.....Special Sales Representative
—Westinghouse Stations
Tilden, Louis E. .Sales Representative, Int'l Dept.
Murphy, William J.....Continuity Editor
Ray, William B.....Manager of Press Relations
Stirton, James L.,
Manager, Program and Talent Sales
Waller, Judith C.....Educational Director
Whalley, John F..... ....Business Manager
Wright, W. P.....Production Manager

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Western Division—Hollywood

Sunset Blvd. & Vine St.
Phone: Hollywood 6161

Gilman, Don E.....Vice-Pres. in Charge
Andrews, William...Manager of Guest Relations
Bock, Harold.....Manager of Press Relations
Dellett, F. V.....Auditor
Dixon, Sydney L...Sales Manager—Red Network
Frost, Lewis.....Assistant to Vice-President
Gale, Paul .....Traffic Supervisor
Graham, R. H...Attorney—Assistant to Leuschner
Leuschner, Frederick .....Attorney
McAndrews, Robert....Sales Promotion Manager
Moore, Tracy.....Sales Manager—Blue Network
Robb, Alex. S..Manager, Program and Talent Sales
Saxton, A. H.....Western Division Engineer
Schuetz, Robert..Manager of Recording Division
Swallow, John.....Program Manager
Williams, Wendell .....Continuity Editor

Washington, D. C.

14th St. & New York Ave.
Phone: Republic 4000

Russell, Frank M.....Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Barry, Charles..Night Supervisor WRC and WMAL
Coldenstroth, R. G.....Auditor
Dodge, John...Sales Manager WRC and WMAL
Hennessey, P. J., Jr.....Counsel
Hurley, John .....Attorney
Johnson, A. E.....Division Engineer
Knode, Thomas E.....In Charge of News, Press & Special Events
Shawn, Fred..Assistant Manager WRC and WMAL
Smith, Carleton E.,
Assistant Manager WRC and WMAL

Foreign Representatives

Archinard, Paul.....Vichy, France
Bate, Fred .....England
Jordan, Max .....Switzerland

Stations Owned and/or Managed and/or Programmed by the NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
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.
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 1941 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; WHBB, Selma.

COVERAGE

Primary area of the network comprises 29 counties in Alabama, whose total population in the 1940 preliminary population figures of the U. S. Census was announced at 2,830,285, an increase of seven per cent over 1930. Approximately 81 per cent of the radio homes in the state are in the network's primary area.

NATIONAL REPRESENTATIVE
Headley-Reed Co.

★

Arizona Broadcasting Co.

(ABC Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

President ..... R. B. Williams
Manager ..... Dick Lewis
Commercial Manager ..... J. R. Heath
Promotion Manager ..... K. M. Pennington

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KCRJ, Jerome; KWJB, Globe KYCA, Prescott.

BRANCH OFFICE
48 East Broadway, Tucson, Ariz.
Phone 3703
Executive In Charge ..... R. B. Williams

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) ..... John Merino
Manager (KSUN) ..... Carleton Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

COVERAGE

	Primary	Secondary
Population	209,220	251,570
Radio Homes	35,613	33,217

NATIONAL REPRESENTATIVE
John Blair Company

★

Arkansas Network

11th Floor, Union Life Bldg., Little Rock, Ark.
Phone: 2-1841-2 & Long Distance 224

PERSONNEL

Manager (KARK) ..... G. E. Zimmerman
Manager (KCMC) ..... Cliff Tatom
Manager (KUOA) ..... Storm Whaley
Manager (KOTN) ..... B. J. Parrish

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Manager (KFPW).....Dorothy A. Gibson
Manager (KBTM).....Jay P. Beard
Manager (KTHS).....John I. Prosser
Manager (KELD).....F. E. Bolls
Manager (WMC).....H. W. Slavick
Manager (WREC).....Hoyt B. Wooten

STATIONS

KARK, Little Rock; KCMC, Texarkana, Texas; KUOA, Siloam Springs; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; KTHS, Hot Springs; KELD, El Dorado; WMC, Memphis, Tenn.; WREC, Memphis, Tenn.

★

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.

COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

★

Blue Ridge Network

Hotel Greenville, Greenville, S. C.
Phone: Greenville 362

PERSONNEL

Manager.....B. T. Whitmire

STATIONS

WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.

REPRESENTATIVE

Weed & Company

★

California Radio System

708 Eye Street, Sacramento, Calif.
Phone: Main 5000

PERSONNEL

Vice-President .....G. C. Hamilton
General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego; KQW, San Jose.

COVERAGE

Network offers state coverage through the ten 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.

2223 Russ Bldg., San Francisco, Calif.
Phone: Exbrook 2093

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

★

Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.
Phone: Jackson 7626
Lincoln (Nebr.): Hotel Lincoln
Phone: 2-3214

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Manager, Lincoln Office.....Jud Woods
Chief Engineer.....Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

REPRESENTATIVE

Edward Petry & Co., Inc.

★

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Charge of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production..Linus Travers
V-P in Chg. of Engineering...Paul A. DeMars
Sales Manager.....W. W. Warner
Sales & Station Relations.....Gerald Harrison
Editor of Colonial Network News Service.....Leland Bickford
Director, Merchandising & Promotion.....Robert S. Mairfair
Director of Publicity.....Al Stephenson
Merchandising.....F. Carleton McVarish
Director of Special Events....Fred McLaughlin

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Chief Engineer.....Irving Robinson
Program Director.....Eleanor Geer
Sports Editor.....Jim Britt
Manager of Artist Bureau....Josephine White

BRANCH OFFICES
Crown Hotel, Providence, R. I.
Phone: Dexter 1500
Supervisor.....Malcolm S. Parker
Hotel Stratfield, New Haven, Conn.
Phone: 6-1121
Supervisor.....Judson LaHaye

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.; WELI, New Haven.

COVERAGE

	Evening	Daytime
Population	5,538,299	5,674,855
Radio Homes	1,274,009	1,305,019

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

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; WNLC, New London.

★

Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.
Phone: 3-7147

PERSONNEL

Vice-President.....J. O. Maland
Sales Manager.....Hale Bondurant
Program Director.....Harold Fair
Technical Supervisor.....Paul A. Loyet

STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. 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.

★

The Cowles Group

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
Manager (WNAX).....Robert R. Tincher
National Sales Manager.....H. T. Enns
Com. Manager (Des Moines)..Craig Lawrence
Com. Manager (Cedar Rapids).W. B. Quarton
Com. Manager (Yankton).....Phil Hoffman

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Waterloo-Cedar Rapids; WNAX, Yankton-Sioux City.

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

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood, Calif.
Phone: Hollywood 8111
San Francisco office: 1000 Van Ness Ave.

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PERSONNEL

V-P & General Manager....Lewis Allen Weiss
Assistant Manager.....Willet Brown
General Sales Manager....Wilbur Eickelberg
Program Director.....Van Newkirk
Production Manager.....James Burton
Publicity Director.....Mark Finley

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KFJI, Klamath Falls; 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

(Selling Group; not available as a network)

1420 Second Avenue, Columbus, Ga.
Phone: 4300
Atlanta Office: Henry Grady Bldg.
Phone Walnut 4377

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

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
International Radio Sales

★

Georgia Major Market Trio

Atlanta Office: Forsyth Bldg.
Phone: Walnut 8441
Macon Office: 211 Cotton Ave.
Phone: 3131-2
Savannah Office: 516 Abercorn St.
Phone: 2-127-8-9

PERSONNEL

General Manager (WGST).....C. H. Calhoun
General Manager (WMAZ).....E. K. Cargill
General Manager (WTOC)...Marjorie B. Willis

STATIONS

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

COVERAGE*

	Primary	Secondary
Population	2,058,532	2,023,064
Radio Homes	277,640	282,640

*Population is based on the 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE
The Katz Agency

★

Inter-City Broadcasting System

1657 Broadway, New York City
Phone: CIrcle 6-2200
Philadelphia Office: 35 S. 9th St.
Phone: Walnut 6800

PERSONNEL

General Manager.....Don S. Shaw
Assistants to General Manager...Jack Curtis, L. E. Roberts
Director of Sales.....Charles M. Stark
Publicity-Special Events Dir....Leon Goldstein
Program Manager.....Charles Capps
Musical Director.....Joe Rines
Continuity Director.....Raymond Sweeney
Sports & News Director.....Hal Janis
Chief Engineer.....Frank Marx

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; other stations and cities available on request.

COVERAGE

Linked together by A. T. & T. lines, the stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

REPRESENTATIVE
Virgil Reiter & Co. (West)

★

Intermountain Network

McIntyre Bldg., Salt Lake City, Utah

PERSONNEL

President.....Paul R. Heitmeyer

STATIONS

KLO, Ogden; KOVO, Provo; KEUB, Price.

REPRESENTATIVE
George P. Hollingbery Co.

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Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.
Phone: Harrison 1161

PERSONNEL

Sales Manager.....Don Davis
Program Co-Ordinator.....J. Nelson Rupard
Regional Sales Manager ...Bryan P. Murphy

EXECUTIVE COMMITTEE

K. W. Pyle (KFBI); R. J. Laubengayer (KSAL); K. W. Trimble (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

BRANCH OFFICE

1012 Baltimore, Kansas City, Mo.
Phone: Grand 0810
Executive in Charge.....Bryan P. Murphy

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

COVERAGE*

	Primary
Population	2,924,021
Radio Homes	830,440

*Population is based on 1930 Census; radio homes figure is based on 1938 Joint Committee Report.

REPRESENTATIVE

William G. Rambeau Co.

★

The Lone Star Chain

Medical Arts Bldg., Fort Worth, Texas
Phone: 3-1234
Dallas Office: c/o WFAA & KGKO

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

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-Treasurer.....George W. Trendle
Secretary-General Manager H. Allen Campbell
Vice-President.....John H. King

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; 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	549,520

*The primary area of the four stations combines the total of 86 counties in Minnesota, Wisconsin and Iowa; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

NATIONAL REPRESENTATIVE

Howard H. Wilson Co.

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Mountain & Plain Network

Albany Hotel, Denver, Colo.
Phone: Keystone 0178

PERSONNEL

Sales Manager.....Gene O'Fallon
Manager of Station Relations....Frank Bishop

STATIONS

KFEL, Denver; KFKA, Greeley, Colo.; KFXJ, Grand Junction, Colo.; KYAN, Cheyenne, Wyo.

★

New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.
Phone: ELdorado 5-6100

PERSONNEL

President.....Major E. M. Stoer
Managing Director-Sales Mgr...C. H. Hackettt
Manager .....Albert Grobe
Director of Publicity, News & Special Events.....Bernard Estes

STATIONS

WINS*, New York City; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo; WJTN, Jamestown; WTRY, Troy; WOLF, Syracuse; WKNY, Kingston.

*WINS is the New York City daytime outlet; choice of WHN or WMCA as the nighttime outlet.

COVERAGE

The New York Broadcasting System claims coverage of the entire state of New York with its total population equaling one sixth of the total for the United States.

NATIONAL REPRESENTATIVE
International Radio Sales

★

North Central Broadcasting System, Inc.

Commodore Hotel, St. Paul, Minn.
Phone: Dale 6595

PERSONNEL

President-General Manager.....John W. Boler
Vice-President.....Howard S. Johnson
Treasurer.....D. C. Shepard

STATIONS

WLOL, Minneapolis, Minn.; KATE, Albert Lea, Minn.;KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.

Northern Broadcasting & Publishing, Ltd.

Thomson Bldlg., Timmins, Ont., Canada
Phone: 500

PERSONNEL

General Manager.....Jack K. Cooke
Manager (CJKL).....Brian G. Shellon
Manager (CFCH) .....Cliff Pickrem

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val D'Or, Que.

BRANCH OFFICE

305 Victory Bldg., Toronto, Ont., Canada
Phone: 500
Manager.....J. Reg Beattie

★

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

1800 West Main St., Oklahoma City, Okla.
Phone: 3-8352

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary-Treasurer.....Kenyon M. Douglass
Managing Director.....Kenyon M. Douglass

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STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

NATIONAL REPRESENTATIVE
Arthur H. Hagg & Associates

★

Pacific Broadcasting Co.

914 Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Haymond
Tarffic Manager.....John K. Clarke
Auditor.....Paul F. Benton

STATIONS

Oregon: KALE, Portland; KFJI, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KWLK, Longview.

COVERAGE

Network outlets in each of the 9 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; WARM, Scranton; (Harrisburg, Scranton, Wilkes-Barre and Pittsburgh stations optional.

COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

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; WSNJ, Bridgeton, N. J.

★

South Central Quality Network

Address Individual Stations

PERSONNEL

Manager (WMC).....H. W. Slavick
Manager (WJDX).....Wiley Harris
Manager (WSMB).....H. Wheelahan
Manager (KARK).....G. E. Zimmerman
Manager (KWKH).....John C. McCormack
Manager (KTBS).....John C. McCormack

STATIONS

WMC, Memphis, Tenn.; WJDX, Jackson, Miss.; WSMB, New Orleans, La.; KARK, Little Rock, Ark.; KWKH, Shreveport, La.; KTBS, Shreveport, La.

★

The Southern Network

Radio Bldg., Walnut & Short Sts.
Lexington, Ky.
Phone 1721

PERSONNEL

President.....Gilmore N. Nunn
Vice-President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Production Manager.....Ted Grizzard
Chief Engineer.....Sanford Helt

STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.; WKRC, Cincinnati, Ohio.

REPRESENTATIVE
Burn-Smith Co., Inc.

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or

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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: 3-9363

PERSONNEL

President.....Ruth G. Roosevelt
Vice-President-Secretary-General Manager.....Harry A. Hutchinson
Vice-President-Treasurer....Gerald T. Stanley
Assistant General Manager....Gene L. Cagle
Merchandising Director.....L. R. Duffy
Program Director.....Helen Jane Behlke
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Dorothy Smith
Technical Supervisor.....Truett Kimzey

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon; KTEM, Temple; WRR, Dallas; KFYO, Lubbock; KFDA, Amarillo; KCMC, Texarkana; WACO, Waco.

★

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist Bureau Head.....James C. Keefe
Chief Engineer.....O. Robinson
Publicity Director.....Harold Miller

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
V-P in Chg. of Engineering...Paul A. DeMars
Editor of Yankee Network News Service.....Leland Bickford
Director of Merchandising & Promotion.....Robert S. Playfair
Director of Publicity.....Al Stephenson
Merchandising.....F. Carleton McVarish
Director of Special Events....Fred McLaughlin
Chief Engineer.....Irving Robinson
Sports Editor.....Jim Britt
Chief Meteorologist.....Salvatore Pagliuca
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, Vt.; WELI, New Haven, Conn.

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 (Bar) 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.

www.americanradiohistory.com

which egg is boiled?

Appearances are sometimes deceptive.

This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts. ★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.

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STATIONS

OF THE UNITED STATES

STANDARD STATIONS

NEWSPAPER OWNED STATIONS

MAJOR NETWORK AFFILIATIONS

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FOR MOVING DRUG AND GROCERY ITEMS THROUGH RETAIL OUTLETS BECAUSE IT CREATES INSTANT AND CONSTANT CONSUMER DEMAND!

"WLW is a powerful sales stimulator in our territory. Whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well stocked."

Geo. H. Kauffman, *Pres. & Sales Manager*
Kauffman-Lattimer Co., Wholesale Druggists
Columbus, Ohio

"WLW's powerful advertising is doing a most effective job for us. Due to the widespread consumer preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

G. B. Moxley, *President*
Kiefer-Stewart Co., Wholesale Druggists
Indianapolis, Indiana

"As an advertising medium in the movement of merchandise, WLW, the Nation's Station, is a powerful influence in this area and we feel that the opportunity of co-operating fills a definite merchandising need."

Elmer Brown, *General Manager*
Midland Grocer Co., Wholesale Grocers
Portsmouth, Ohio

"We feel that WLW is the most powerful influence for the quick turn-over of nationally advertised brands. Through WLW's resources we are able to keep our sales force informed of expected sales increases of the listening public's demand."

D. Sayre, *President*
Hagen-Ratcliff and Co., Wholesale Grocers
Huntington, W. Va.

WLW THE NATION'S *most Merchandise-able* STATION

REPRESENTATIVES:
NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue
SAN FRANCISCO—International Radio Sales

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INDEX OF THE
STANDARD STATIONS
OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles (as determined by North American Regional Broadcasting Agreement) —Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1450	250	575
KABR	Aberdeen, S. Dak.	1420	5000	556
KADA	Ada, Okla.	1230	250	525
KALB	Alexandria, La.	1240	250	431
KALE	Portland, Ore.	1330	5000	532
KAND	Corsicana, Tex.	1340	250	568
KANS	Wichita, Kans.	1240	250	426
KARK	Little Rock, Ark.	920	5000	351
KARM	Fresno, Calif.	1340	250	354
KASA	Elk City, Okla.	1240	250	525
KAST	Astoria, Ore.	1230	250	530
KATE	Albert Lea, Minn.	1450	250	457
KAWM	Gallup, New Mex.	1490	250	482
KBIX	Muskogee, Okla.	1490	250	527
KBIZ	Ottumwa, Ia.	1240	250	421
KBKR	Baker, Ore.	1490	250	530
KBND	Bend, Ore.	1340	250	530
KBPS	Portland, Ore.	1450	250	532
KBST	Big Spring, Tex.	1490	250	566
KBTM	Jonesboro, Ark.	1230	250	351
KBWD	Brownwood, Texas	1380	500	567
KCKN	Kansas City, Kan.	1340	250	425
KCMC	Texarkana, Ark.-Tex.	1450	250	577
KCMO	Kansas City, Mo.	1480	5000 d., 1000 n.	467
KCRC	Enid, Okla.	1390	1000	527
KCRJ	Jerome, Ariz.	1340	250	347
KDAL	Duluth, Minn.	1490	250	457
KDB	Santa Barbara, Calif.	1490	250	366
KDFN	Casper, Wyo.	1470	1000	604
KDKA	Pittsburgh, Pa.	1020	50000	543
KDLR	Devils Lake, N. Dak.	1240	250	512
KDNT	Denton, Tex.	1450	250	569
KDON	Monterey, Calif.	1240	250	360
KDRO	Sedalia, Mo.	1490	250	470
KDTH	Dubuque, Ia.	1370	1000	420
KDYL	Salt Lake City, Utah	1320	5000	580
KECA	Los Angeles, Calif.	790	5000	355
KELA	Between Centralia and Chehalis, Wash.	1470	1000	588
KELD	El Dorado, Ark.	1400	250	350
KELO	Sioux Falls, S. Dak.	1230	250	557

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KENO	Las Vegas, Nev.	1100	250	476
KERN	Bakersfield, Calif.	1110	1000	353
KEUB	Price, Utah	1150	250	580
KEVR	Seattle, Wash.	1100	250	590
KEX	Portland, Ore.	1190	50000	533
KEYS	Corpus Christi, Texas	1490	250	567
KFAB	Lincoln, Nebr.	780	10000	471
KFAC	Los Angeles, Calif.	1330	1000	357
KFAM	St. Cloud, Minn.	1150	250	461
KFAR	Fairbanks, Alaska	610	1000	605
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1450	250	601
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	426
KFBK	Sacramento, Calif.	1530	10300	361
KFDA	Amarillo, Tex.	1230	250	565
KFDM	Beaumont, Tex.	560	1000	566
KFDY	Brookings, S. Dak.	790	1000	556
KFEL	Denver, Colo.	950	5000	369
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n.	168
KFGQ	Boone, Ia.	1400	250	418
KFH	Wichita, Kansas	1330	5000	427
KFI	Los Angeles, Calif.	640	50000	357
KFIO	Spokane, Wash.	1150	100	591
KFIZ	Fond Du Lac, Wisc.	1150	250	598
KFJB	Marshalltown, Ia.	1230	250	420
KFJI	Klamath Falls, Ore.	1210	250	531
KFJM	Grand Forks, N. Dak.	1110	1000 d., 500 n.	512
KFJZ	Fort Worth, Tex.	1270	5000	571
KFKA	Greeley, Colo.	910	1000	371
KFKU	Lawrence, Kansas	1250	5000 d., 1000 n.	425
KFMB	San Diego, Calif.	1450	250	362
KFNF	Shenandoah, Ia.	920	1000 d. 500 n.	421
KFOR	Lincoln, Nebr.	1240	250	471
KFOX	Long Beach, Calif.	1280	1000	355
KFPL	Dublin, Tex.	1310	250	569
KFPW	Fort Smith, Ark.	1100	250	350
KFPY	Spokane, Wash.	920	5000	592
KFQD	Anchorage, Alaska	790	250	605
KFRC	San Francisco, Calif.	610	5000	363
KFRO	Longview, Tex.	1370	1000	573
KFRU	Columbia, Mo.	1100	250	166
KFSD	San Diego, Calif.	600	5000	362
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	358
KFUO	Clayton, (St. Louis) Mo.	850	5000	166
KFVD	Los Angeles, Calif.	1020	1000	357
KFVS	Cape Girardeau, Mo.	1100	250	166
KFWB	Los Angeles, Calif.	980	5000	357
KFXD	Nampa, Idaho	1230	250	399
KFXJ	Grand Junction, Colo.	1230	250	371
KFXM	San Bernardino, Calif.	1240	250	362
KFYO	Lubbock, Texas	1310	250	573
KFYR	Bismarck, N. Dak.	550	5000	511
KGA	Spokane, Wash.	1510	10000	592
KGB	San Diego, Calif.	1360	1000	363
KGBU	Ketchikan, Alaska	930	500	606
KGBX	Springfield, Mo.	1260	5000	470

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGCU	Mandan, N. Dak.	1270	1000 d., 500 n.	512
KGCX	Wolf Point, Mont.	1480	1000	472
KGDE	Fergus Falls, Minn.	1230	250	457
KGDM	Stockton, Calif.	1130	1000	367
KGEK	Sterling, Colo.	1230	250	373
KGER	Long Beach, Calif.	1390	1000	355
KGEZ	Kalispell, Mont.	1340	250	472
	.....Conditional	1460	1000	
KGFF	Shawnee, Okla.	1450	250	529
KGFI	Brownsville, Tex.	1490	250	567
KGFJ	Los Angeles, Calif.	1230	250	358
KGFL	Roswell, New Mex.	1400	250	482
KGFW	Kearney, Nebr.	1340	250	474
KGFX	Pierre, S. Dak.	630	200	556
KGGF	Coffeyville, Kans.	690	1000	422
KGGM	Albuquerque, N. Mex.	1260	1000	481
KGHF	Pueblo, Colo.	1350	500	373
KGHI	Little Rock, Ark.	1230	250	352
KGHL	Billings, Mont.	790	5000	471
KGIR	Butte, Mont.	1370	5000	471
KGIW	Alamosa, Colo.	1450	250	368
KGKB	Tyler, Tex.	1490	250	577
KGKL	San Angelo, Tex.	1400	250	575
KGKO	Fort Worth, Tex.	570	5000	571
KGKY	Scottsbluff, Nebr.	1490	250	476
KGLO	Mason City, Ia.	1300	1000	421
KGLU	Safford, Ariz.	1450	250	349
KGMB	Honolulu, Hawaii	590	5000	606
KGNC	Amarillo, Tex.	1440	5000 d., 1000 n.	565
KGNF	North Platte, Nebr.	1460	1000	475
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	423
KGO	San Francisco, Calif.	810	10000	363
KGU	Honolulu, Hawaii	760	2500	606
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	472
KGW	Portland, Ore.	620	5000	533
KGY	Olympia, Wash.	1240	250	589
KHAS	Hastings, Nebr.	1230	250	474
KHBC	Hilo, Hawaii	1230	250	606
KHBG	Okmulgee, Okla.	1240	250	528
KHJ	Los Angeles, Calif.	930	5000	358
KHQ	Spokane, Wash.	590	5000	592
KHSL	Chico, Calif.	1290	1000 d., 500 n.	354
KHUB	Watsonville, Calif.	1340	250	368
KICA	Clovis, New Mex.	1400	250	481
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	398
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	398
KIDW	Lamar, Colo.	1450	250	371
KIEM	Eureka, Calif.	1480	1000 d., 500 n.	354
KIEV	Glendale, Calif.	870	250	355
KINY	Juneau, Alaska	1460	1000	605
KIRO	Seattle, Wash.	710	10000	590
KIT	Yakima, Wash.	1280	1000	594
KITE	Kansas City, Mo.	1590	1000	467
KIUL	Garden City, Kans.	1240	250	423
KIUN	Pecos, Tex.	1400	250	574
KIUP	Durango, Colo.	1400	250	371
KJBS	San Francisco, Calif.	1100	500	363

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KJR	Seattle, Wash.	1000	10000	590
KLAH	Carlsbad, New Mex.	1240	250	481
KLBM	La Grande, Ore.	1450	250	532
KLCN	Blytheville, Ark.	1320	100	350
KLO	Ogden, Utah	1430	5000	579
KLPM	Minot, N. Dak.	1390	1000	513
KLRA	Little Rock, Ark.	1420	5000	352
KLS	Oakland, Calif.	1310	1000	360
KLUF	Galveston, Tex.	1400	250	571
KLX	Oakland, Calif.	910	1000	360
KLZ	Denver, Colo.	560	5000	369
KMA	Shenandoah, Iowa	960	5000 d., 1000 n.	421
KMAC	San Antonio, Tex.	1400	250	575
KMBC	Kansas City, Mo.	980	5000	467
KMED	Medford, Ore.	1440	1000	532
KMJ	Fresno, Calif.	580	5000	355
KMLB	Monroe, La.	1230	250	432
KMMJ	Grand Island, Nebr.	750	1000	473
KMO	Tacoma, Wash.	1360	5000	592
KMOX	St. Louis, Mo.	1120	50000	468
KMPC	Beverly Hills, Calif.	710	5000	353
KMTR	Los Angeles, Calif.	570	1000	358
KMYC	Marysville, Calif.	1450	250	359
KMYR	Denver, Colo.	1310	250	370
KNEL	Brady, Tex.	1490	250	567
KNET	Palestine, Tex.	1450	250	574
KNOE	Munroe, La.	1420	250	432
KNOW	Austin, Tex.	1490	250	566
KNX	Los Angeles, Calif.	1070	50000	358
KOA	Denver, Colo.	850	50000	370
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	531
KOAM	Pittsburg, Kans.	810	1000	426
KOB	Albuquerque, New Mex.	1030	50000	481
KOBH	Rapid City, S. Dak.	1400	250	556
KOCA	Kilgore, Tex.	1240	250	572
KOCY	Oklahoma City, Okla.	1340	250	528
KODL	The Dalles, Ore.	1230	250	531
KOH	Reno, Nev.	630	1000	476
KOIL	Omaha, Nebr.	1290	5000	475
KOIN	Portland, Ore.	970	5000	533
KOKO	La Junta, Colo.	1400	250	371
KOL	Seattle, Wash.	1300	5000 d., 1000 n.	590
KOMA	Oklahoma City, Okla.	1520	5000	527
KOME	Tulsa, Okla.	1340	250	529
KOMO	Seattle, Wash.	950	5000	591
KONB	Omaha, Nebr.	1490	250	475
KONO	San Antonio, Tex.	1400	250	575
KOOS	Marshfield, Ore.	1230	250	532
KORE	Eugene, Ore.	1450	250	531
KORN	Fremont, Nebr.	1400	250	473
KOTN	Pine Bluff, Ark.	1490	250	352
KOVC	Valley City, N. Dak.	1490	250	513
KOVO	Provo, Utah	1240	250	580
KOWH	Omaha, Nebr.	660	500	475
KOY	Phoenix, Ariz.	550	1000	347
KPAB	Laredo, Tex.	1190	250	573

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Tex.	1250	500	575
KPDN	Pampa, Tex.	1340	250	574
KPFA	Helena, Mont.	1240	250	472
KPHO	Phoenix, Ariz.	1230	250	348
KPLC	Lake Charles, La.	1490	250	432
KPLT	Paris, Tex.	1490	250	574
KPMC	Bakersfield, Calif.	1600	1000	353
KPO	San Francisco, Calif.	680	50000	365
KPOF	Denver, Colo.	910	1000	370
KPOW	Powell, Wyo.	1230	250	604
KPPC	Pasadena, Calif.	1240	250	361
KPQ	Wenatchee, Wash.	1490	250	593
KPRC	Houston, Tex.	950	5000	572
KQV	Pittsburgh, Pa.	1410	1000	545
KQW	San Jose, Calif.	740	5000	366
KRBA	Lufkin, Tex.	1340	250	573
KRBC	Abilene, Tex.	1450	250	565
KRBM	Bozeman, Mont.	1450	250	471
KRE	Berkeley, Calif.	1400	250	353
KRGV	Weslaco, Tex.	1290	1000	578
KRIC	Beaumont, Tex.	1450	250	566
KRIS	Corpus Christi, Tex.	1360	1000	568
KRJF	Miles City, Mont.	1340	250	472
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	359
KRKO	Everett, Wash.	1400	250	589
KRLC	Lewiston, Idaho	1490	250	399
KRLD	Dallas, Tex.	1080	50000	568
KRLH	Midland, Tex.	1450	250	573
KRMC	Jamestown, N. Dak.	1400	250	512
KRMD	Shreveport, La.	1340	250	434
KRNR	Roseburg, Ore.	1490	250	534
KRNT	Des Moines, Iowa	1350	5000	419
KROC	Rochester, Minn.	1340	250	461
KROD	El Paso, Tex.	600	1000 d., 500 n.	569
KROW	Oakland, Calif.	960	1000	360
KROY	Sacramento, Calif.	1240	250	362
KRRV	Sherman, Tex.	910	1000	577
KRSC	Seattle, Wash.	1150	1000	591
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	425
KSAL	Salina, Kans.	1150	1000	426
KSAM	Huntsville, Tex.	1490	250	572
KSAN	San Francisco, Calif.	1450	250	365
KSCJ	Sioux City, Ia.	1360	5000	422
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	469
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	399
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	365
KSL	Salt Lake City, Utah	1160	50000	581
KSLM	Salem, Ore.	1390	1000	534
KSO	Des Moines, Iowa	1460	5000 d., 1000 n.	419
KSOO	Sioux Falls, S. Dak.	1140	5000	557
KSRO	Santa Rosa, Calif.	1340	1000	367
KSTP	St. Paul, Minn.	1500	50000	462
KSUB	Cedar City, Utah	1340	250	579
KSUN	Lowell, Ariz.	1230	250	347
KSWO	Lawton, Okla.	1150	250	527
KTAR	Phoenix, Ariz.	620	5000	348

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTBC	Austin, Tex.	1150	1000	566
KTBS	Shreveport, La.	1480	1000	434
KTEM	Temple, Tex.	1400	250	577
KTFI	Twin Falls, Idaho	1270	1000	400
KTHS	Hot Springs National Park, Ark.	1090	50000	350
KTKC	Visalia, Calif.	920	1000	367
KTMS	Santa Barbara, Calif.	1250	1000	367
KTOH	Lihue, Hawaii	1490	250	607
KTOK	Oklahoma City, Okla.	1400	250	528
KTRB	Modesto, Calif.	860	250	360
KTRH	Houston, Tex.	1320	5000 d., 1000 n.	572
KTRI	Sioux City, Ia.	1150	250	422
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	576
KTSM	El Paso, Tex.	1380	500	569
KTSW	Emporia, Kans.	1400	250	423
KTUC	Tucson, Ariz.	1400	250	349
KTUL	Tulsa, Okla.	1430	5000	529
KTW	Seattle, Wash.	1250	1000	591
KUIN	Grants Pass, Ore.	1310	250	531
KUJ	Walla Walla, Wash.	1420	1000	593
KUOA	Siloam Springs, Ark.	1290	5000	352
KUSD	Vermillion, S. Dak.	920	500	557
KUTA	Salt Lake City, Utah	570	1000	582
KVAK	Atchison, Kans.	1450	250	422
KVAN	Vancouver, Wash.	910	250	593
KVCV	Redding, Calif.	1230	250	361
KVEC	San Luis Obispo, Calif.	1230	250	366
KVFD	Fort Dodge, Ia.	1100	250	420
KVGB	Great Bend, Kans.	1400	250	423
KVI	Tacoma, Wash.	570	5000	593
KVIC	Victoria, Texas	1310	250	578
KVNU	Logan, Utah	1230	250	579
KVOA	Tucson, Ariz.	1290	1000	349
KVOD	Denver, Colo.	630	1000	370
KVOE	Santa Ana, Calif.	1190	250	366
KVOL	Lafayette, La.	1310	250	432
KVOO	Tulsa, Okla.	1170	50000	529
KVOR	Colorado Springs, Colo.	1300	1000	368
KVOS	Bellingham, Wash.	1230	250	588
KVOX	Moorhead, Minn.	1310	250	461
KVRS	Rock Springs, Wyoming	1400	250	604
KVSF	Santa Fe, N. M.	1310	250	482
KVSO	Ardmore, Okla.	1210	250	525
KVWC	Vernon, Tex.	1190	250	578
KWAL	Wallace, Ida.	1450	250	400
KWAT	Watertown, S. D.	1210	250	557
KWBG	Hutchinson, Kans.	1450	250	423
KWEW	Hobbs, New Mexico	1490	250	482
KWFC	Hot Springs, Ark.	1310	250	350
KWFT	Wichita Falls, Tex.	620	5000 d., 1000 n.	579
KWG	Stockton, Calif.	1230	250	367
KWIL	Albany, Ore.	1240	250	530
KWJB	Globe, Ariz.	1310	250	462
KWJJ	Portland, Ore.	1080	500	533
KWK	St. Louis, Mo.	1380	5000	469
KWKH	Shreveport, La.	1130	50000	433

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KWLC	Decorah, Iowa	1240	250	419
KWLK	Longview, Wash.	1400	250	589
KWLM	Willmar, Minn.	1340	250	462
KWNO	Winona, Minn.	1230	250	463
KWOC	Poplar Bluff, Mo.	1340	250	468
KWOS	Jefferson City, Mo.	1340	250	466
KWSC	Pullman, Wash.	1250	5000	589
KWTO	Springfield, Mo.	560	5000	470
KWYO	Sheridan, Wyoming	1400	250	605
KXA	Seattle, Wash.	770	1000	591
KXL	Portland, Ore.	1450	250	534
KXO	El Centro, Calif.	1490	250	354
KXOK	St. Louis, Mo.	630	5000	469
KXOX	Sweetwater, Tex.	1240	250	577
KXRO	Aberdeen, Wash.	1340	250	588
KXYZ	Houston, Tex.	1470	1000	572
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	365
KYAN	Cheyenne, Wyo.	1400	250	604
KYCA	Prescott, Ariz.	1490	250	348
KYOS	Merced, Calif.	1080	250	359
KYSM	Mankato, Minn.	1230	250	458
KYUM	Yuma, Ariz.	1240	250	349
KYW	Philadelphia, Pa.	1060	50000	539
WAAB	Boston, Mass.	1440	1000	440
WAAF	Chicago, Ill.	950	1000	401
WAAT	Jersey City, N. J.	970	1000	479
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	250	435
WABY	Albany, N. Y.	1400	250	482
WACO	Waco, Tex.	1450	250	578
WADC	Tallmadge, (Akron) Ohio	1350	5000	515
WAGA	Atlanta, Ga.	1480	1000 d.,500 n.	391
WAGE	Salina, N. Y.	620	1000	500
WAGF	Dothan, Ala.	1400	250	344
WAGM	Presque Isle, Maine	1450	250	437
WAIM	Anderson, S. C.	1230	250	552
WAIR	Winston-Salem, N. C.	1340	250	511
WAJR	Morgantown, W. Va.	1230	250	596
WAKR	Akron, Ohio	1590	1000	515
WALA	Mobile, Ala.	1410	5000	345
WALB	Albany, Ga.	1590	1000	391
WAML	Laurel, Miss.	1340	250	465
WAOV	Vincennes, Ind.	1450	250	417
WAPI	Birmingham, Ala.	1070	50000	343
	Condional	1170		
WAPO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	558
WARD	Brooklyn, N. Y.	1430	500	484
WARM	Scranton, Pa.	1400	250	547
WASH	Grand Rapids, Mich.	1300	5000	454
WATL	Atlanta, Ga.	1400	250	391
WATN	Watertown, N. Y.	1240	250	504
WATR	Waterbury, Conn.	1320	250	376
WATW	Ashland, Wisc.	1400	250	598
WAVE	Louisville, Ky.	970	5000	429
WAWZ	Zarephath, N. J.	1380	1000	480
WAYX	Waycross, Ga.	1230	250	397
WAZL	Hazleton, Pa.	1450	250	538
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	418
WBAB	Atlantic City, N. J.	1490	250	478
WBAL	Baltimore, Md.	1090	50000	437
WBAP	Fort Worth, Tex.	820	50000	571

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WBAX	Wilkes-Barre, Pa.	1240	250	549
WBBC	Brooklyn, N. Y.	1430	500	484
WBBL	Richmond, Va.	1210	250	586
WBBM	Chicago, Ill.	780	50000	403
WBBR	Brooklyn, N. Y.	1330	1000	484
WBBZ	Ponca City, Okla.	1230	250	528
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	449
WBEN	Buffalo, N. Y.	930	5000	485
WBHP	Huntsville, Ala.	1230	250	344
WBIG	Greensboro, N. C.	1470	5000	507
WBLK	Clarksburg, W. Va.	1400	250	595
WBIR	Knoxville, Tenn.	1210	250	560
WBLJ	Dalton, Ga.	1230	250	394
WBML	Macon, Ga.	1240	250	395
WBNS	Columbus, Ohio	1460	5000 d., 1000 n.	519
WBNX	New York, N. Y.	1380	5000	489
WBNY	Buffalo, N. Y.	1460	250	486
WBOC	Salisbury, Md.	1490	250	440
WBOW	Terre Haute, Ind.	1230	250	417
WBRB	Red Bank, N. J.	1210	250	480
WBRC	Birmingham, Ala.	960	5000	343
WBRE	Wilkes-Barre, Pa.	1310	250	549
WBRK	Pittsfield, Mass.	1310	250	447
WBRY	Waterbury, Conn.	1590	5000	376
WBRW	Welch, W. Va.	1310	250	597
WBT	Charlotte, N. C.	1110	50000	506
WBTA	Batavia, N. Y.	1190	250	483
WBTH	Williamson, W. Va.	1490	250	597
WBTM	Danville, Va.	1400	250	583
WBZ	Boston, Mass.	1030	50000	441
WBZA	Boston, Mass.	1030	1000	411
WCAD	Canton, N. Y.	1250	500	487
WCAE	Pittsburgh, Pa.	1250	5000	545
WCAL	Northfield, Minn.	770	5000	461
WCAM	Camden, N. J.	1310	500	479
WCAO	Baltimore, Md.	600	1000 d., 500 n.	438
WCAP	Asbury Park, N. J.	1310	500	478
WCAR	Pontiac, Mich.	1130	1000 d	455
WCAT	Rapid City, S. Dak.	1230	250	557
WCAU	Philadelphia, Pa.	1210	50000	541
WCAX	Burlington, Vt.	1230	250	582
WCAZ	Carthage, Ill.	1080	250	401
WCBA	Allentown, Pa.	1470	1000	535
WCBD	Chicago, Ill.	1110	5000	403
WCBI	Columbus, Miss.	1400	250	463
WCBM	Baltimore, Md.	1100	250	438
WCBS	Springfield, Ill.	1450	250	412
WCBT	Roanoke Rapids, N. C.	1230	250	510
WCCO	Minneapolis, Minn.	830	50000	459
WCED	Du Bois, Pa.	1230	250	536
WCFL	Chicago, Ill.	1000	10000	403
WCHS	Charleston, W. Va.	580	5000	595
WCHV	Charlottesville, Va.	1450	250	583
WCKY	Cincinnati, Ohio	1530	50000	516
WCLE	Cleveland, Ohio	610	500	517
WCLO	Janesville, Wisc.	1230	250	599
WCLS	Joliet, Ill.	1340	250	410
WCMI	Ashland, Ky.	1310	250	427
WCNC	Elizabeth City, N. C.	1100	250	506
WCNW	Brooklyn, N. Y.	1600	500	481
WCOA	Pensacola, Florida	1370	1000 d., 500 n.	387
WCOC	Meridian, Miss.	910	1000	465
WCOL	Columbus, Ohio	1230	250	519
WCOP	Boston, Mass.	1150	500	443
WCOS	Columbia, S. C.	1100	250	552
WCOU	Lewiston, Me.	1240	250	435
WCOV	Montgomery, Ala.	1210	250	345
WCPO	Cincinnati, Ohio	1230	250	516
WCRW	Chicago, Ill.	1240	250	403
WCSC	Charleston, S. C.	1390	1000	552
WCSH	Portland, Maine	970	5000	437
WDAE	Tampa, Florida	1250	5000	389

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAF	Kansas City, Mo.	610	5000	407
WDAN	Danville, Ill.	1490	250	409
WDAK	West Point, Ga.	1340	250	398
WDAS	Philadelphia, Pa.	1400	250	541
WDAY	Fargo, N. Dak.	970	5000	512
WDBC	Escanaba, Mich.	1490	250	453
WDBJ	Roanoke, Va.	960	5000	587
WDBO	Orlando, Fla.	580	5000	386
WDEF	Chattanooga, Tenn.	1400	250	559
WDEL	Wilmington, Delaware	1150	5000	378
WDEV	Waterbury, Vt.	550	1000	582
WDGY	Minneapolis, Minn.	1130	5000 d.,1000 n.	459
WDLP	Panama City, Fla.	1230	250	387
WDMJ	Marquette, Mich.	1340	250	455
WDNC	Durham, N. C.	1490	250	506
WDOD	Chattanooga, Tenn.	1310	5000	559
WDRC	Hartford, Conn.	1360	5000	375
WDSM	Superior, Wisc.	1230	250	603
WDSU	New Orleans, La.	1280	5000	433
WDWS	Champaign, Ill.	1400	250	401
WDZ	Tuscola, Ill.	1050	1000	412
WEAF	New York, N. Y.	660	50000	489
WEAN	Providence, R. I.	790	5000	550
WEAU	Eau Claire, Wisc.	1070	5000 d., 1000 n.	598
WEBC	Duluth, Minn.	1320	5000	457
WEBQ	Harrisburg, Ill.	1240	250	410
WEBR	Buffalo, N. Y.	1340	250	486
WEDC	Chicago, Ill.	1240	250	403
WEED	Rocky Mount, N. C.	1450	250	510
WEEI	Boston, Mass.	590	5000	441
WEEU	Reading, Pa.	850	1000	547
WELI	New Haven, Conn.	960	1000	376
WELL	Battle Creek, Mich.	1400	250	449
WEMP	Milwaukee, Wisc.	1340	250	600
WENR	Chicago, Ill.	890	50000	405
WENY	Elmira, N. Y.	1230	250	487
WEOA	Evansville, Ind.	1400	250	413
WERC	Erie, Pa.	1490	250	536
WEST	Easton, Pa.	1400	250	536
WESX	Salem, Mass.	1230	250	448
WEVD	New York, N. Y.	1330	1000	491
WEW	St. Louis, Mo.	770	1000	469
WEXL	Royal Oak, Mich.	1340	250	456
WFAA	Dallas, Tex.	820	50000	568
WFAM	South Bend, Ind.	1230	250	417
WFAS	White Plains, N. Y.	1246	250	504
WFBC	Greenville, S. C.	1330	5000	553
WFBG	Altoona, Pa.	1340	250	535
WFBL	Syracuse, N. Y.	1390	5000	503
WFBM	Indianapolis, Ind.	1260	5000	415
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1420	1000	550
WFDF	Flint, Mich.	910	1000	453
WFEA	Manchester, N. H.	1370	5000	477
WFIG	Sumter, S. C.	1340	250	555
WFIL	Philadelphia, Pa.	560	1000	541
WFHR	Wisconsin Rapids, Wisc.	1340	250	603
WFLA	Tampa, Fla.	970	5000 d., 1000 n.	390
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, Ohio	1450	250	524
WFNC	Fayetteville, N. C.	1370	250	507
WFOR	Hattiesburg, Miss.	1400	250	464
WFOY	St. Augustine, Fla.	1240	250	387
WFPG	Atlantic City, N. J.	1450	250	478
WFTC	Kinston, N. C.	1230	250	509
WFTL	Fort Lauderdale, Fla.	1400	250	381
WFTM	Fort Myers, Fla.	1240	250	381
WFVA	Fredericksburg, Va.	1290	250	583
WGAC	Augusta, Ga.	1240	250	393
WGAL	Lancaster, Pa.	1490	250	538
WGAN	Portland, Me.	560	5000	487
WGAR	Cleveland, Ohio	1480	5000 d., 1000 n.	518

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGAU	Athens, Ga.	1310	250	391
WGBB	Freeport, N. Y.	1240	250	487
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	113
WGBI	Scranton, Pa.	910	1000 d., 500 n.	548
WGBR	Goldsboro, N. C.	1400	250	507
WGCM	Gulfport, Miss.	1210	250	464
WGES	Chicago, Ill.	1390	1000 d., Sun. 500 n.	405
WGGA	Gainesville, Ga.	1210	250	395
WGH	Newport News, Va.	1310	250	584
WGIL	Galesburg, Ill.	1100	250	409
WGKV	Charleston, W. Va.	1490	250	595
WGL	Fort Wayne, Ind.	1450	250	411
WGN	Chicago, Ill.	720	50000	405
WGNC	Gastonia, N. C.	1450	250	507
WGNY	Newburgh, N. Y.	1250	250	488
WGOV	Valdosta, Ga.	1450	250	397
WGPC	Albany, Ga.	1450	250	391
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	186
WGRB	Grand Rapids, Mich.	1230	250	453
WGRC	New Albany, Ind.	1400	250	416
WGRM	Grenada, Miss.	1210	250	463
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	393
WGTC	Greenville, N. C.	1190	250	508
WGTM	Wilson, N. C.	1340	250	510
WGY	Schenectady, N. Y.	810	50000	500
WHA	Madison, Wisc.	970	5000	599
WHAI	Greenfield, Mass.	1210	250	445
WHAL	Saginaw, Mich.	980	500	456
WHAM	Rochester, N. Y.	1180	50000	499
WHAS	Louisville, Ky.	840	50000	131
WHAT	Philadelphia, Pa.	1310	250	543
WHAZ	Troy, N. Y.	1330	1000	503
WHB	Kansas City, Mo.	880	1000	168
WHBB	Selma, Ala.	1490	250	316
WHBC	Canton, Ohio	1230	250	516
WHBF	Rock Island, Ill.	1270	5000	411
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	480
WHBL	Sheboygan, Wisc.	1330	1000 d., 500 n.	602
WHBQ	Memphis, Tenn.	1400	250	561
WHBU	Anderson, Ind.	1240	250	413
WHBY	Appleton, Wisc.	1230	250	598
WHCU	Ithaca, N. Y.	870	1000	488
WHDF	Calumet, Mich.	1100	250	151
WHDH	Boston, Mass.	850	1000	441
WHDL	Olean, N. Y.	1150	250	497
WHEB	Portsmouth, N. H.	550	1000	478
WHEC	Rochester, N. Y.	1160	1000 d., 500 n.	499
WHFC	Cicero, Ill.	1450	250	108
WHIO	Dayton, Ohio	1290	5000	520
WHIP	Hammond, Ind.	1520	5000	414
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	591
WHIZ	Zanesville, Ohio	1210	250	524
WHJB	Greensburg, Pa.	1420	250	507
WHK	Cleveland, Ohio	1420	5000	518
WHKC	Columbus, Ohio	640	500	519
WHKY	Hickory, N. C.	1400	250	508
WHLB	Virginia, Minn.	1400	250	162
WHLD	Niagara Falls, N. Y.	1290	1000	197
WHLN	Harlan, Ky.	1450	250	127
WHLS	Port Huron, Mich.	1150	250	456
WHMA	Anniston, Ala.	1450	250	313
WHN	New York, N. Y.	1050	5000 d., 1000 n.	191
WHO	Des Moines, Ia.	1040	50000	419
WHOM	Jersey City, N. J.	1180	1000 d., 500 n.	179
WHOP	Hopkinsville, Ky.	1230	250	429
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	537
WHUB	Cookeville, Tenn.	1100	250	559
WHVN	Holyoke, Mass.	1400	250	445
WIBA	Madison, Wisc.	1310	5000	600
WIBC	Indianapolis, Ind.	1070	5000 d., 1000 n.	415
WIBG	Glenside, Pa.	990	1000	537
WIBM	Jackson, Mich.	1450	250	454

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WIBU	Poynette, Wisc.	1240	250	602
WIBW	Topeka, Kans.	580	5000	425
WIBX	Utica, N. Y.	1230	250	504
WICA	Ashtabula, Ohio	970	1000	515
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	373
WIGM	Medford, Wisc.	1490	250	600
WIL	St. Louis, Mo.	1230	250	469
WILL	Urbana, Ill.	580	5000	412
WILM	Wilmington, Del.	1450	250	377
WIND	Gary, Ind.	560	5000	414
WING	Dayton, Ohio	1410	5000	520
WINN	Louisville, Ky.	1240	250	429
WINS	New York, N. Y.	1000	1000	491
WINX	Washington, D. C.	1340	250 & 50-amp.	378
WIOD-WMBF	Miami, Fla.	610	5000	383
WIP	Philadelphia, Pa.	610	5000	543
WIRE	Indianapolis, Ind.	1430	5000	415
WIS	Columbia, S. C.	560	5000	553
WISE	Asheville, N. C.	1400	250	505
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	416
WISN	Milwaukee, Wisc.	1150	5000	601
WITH	Baltimore, Md.	1230	250	439
WIZE	Springfield, Ohio	1340	250	523
WJAC	Johnstown, Pa.	1400	250	538
WJAG	Norfolk, Nebr.	780	1000	474
WJAR	Providence, R. I.	920	5000	551
WJAS	Pittsburgh, Pa.	1320	5000	545
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	381
WJBC	Bloomington, Ill.	1230	250	401
WJBK	Detroit, Mich.	1490	250	451
WJBO	Baton Rouge, La.	1150	5000	432
WJBW	New Orleans, La.	1230	250	433
WJBY	Gadsden, Ala.	1240	250	344
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	464
WJEJ	Hagerstown, Md.	1240	250	440
WJHL	Johnson City, Tenn.	910	1000	560
WJHO	Opelika, Ala.	1400	250	346
WJHP	Jacksonville, Fla.	1240	250	455
WJIM	Lansing, Mich.	1160	20000	407
WJJD	Chicago, Ill.	1240	250	594
WJLS	Beckley, W. Va.	1240	250	602
WJMC	Rice Lake, Wisc.	1450	250	454
WJMS	Ironwood, Mich.	1230	250	390
WJNO	West Palm Beach, Fla.	1230	250	415
WJOB	Hammond, Ind.	1340	250	410
WJPF	Herrin, Ill.	1340	250	463
WJPR	Greenville, Miss.	760	50000	451
WJR	Detroit, Mich.	1230	250	346
WJRD	Tuscaloosa, Ala.	1500	50000	378
WJSV	Washington, D. C.	1240	250	488
WJTN	Jamestown, N. Y.	1240	250	515
WJW	Akron, Ohio	770	50000	493
WJZ	New York, N. Y.	620	5000	607
WKAQ	San Juan, Puerto Rico	870	5000	453
WKAR	East Lansing, Mich.	1360	1000	385
WKAT	Miami Beach, Fla.	1490	250	420
WKBB	Dubuque, Ia.	1410	5000	599
WKBH	La Crosse, Wisc.	570	1000 d., 500 n.	524
WKBN	Youngstown, Ohio	1230	250	537
WKBO	Harrisburg, Pa.	1490	250	417
WKBV	Richmond, Ind.	1520	50000	487
WKBW	Buffalo, N. Y.	1490	250	455
WKBZ	Muskegon, Mich.	1450	250	395
WKEU	Griffin, Ga.	970	5000 d., 1000 n.	390
WKGA	Tampa, Fla.	1450	250	499
WKIP	Poughkeepsie, N. Y.	1400	250	416
WKMO	Kokomo, Ind.	1290	5000	477
WKNE	Keene, N. H.	1490	250	488
WKNY	Kingston, N. Y.	1240	250	548
WKOK	Sunbury, Pa.	1150	250	539
WKPA	New Kensington, Pa.	1400	250	560
WKPT	Kingsport, Tenn.	550	5000 d., 1000 n.	517
WKRC	Cincinnati, Ohio			

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WKRO	Cairo, Ill.	1490	250	401
WKST	New Castle, Pa.	1280	1000	538
WKWK	Wheeling, W. Va.	1400	250	597
WKY	Oklahoma City, Okla.	930	5000	528
WKZO	Kalamazoo, Mich.	590	1000	454
WLAC	Nashville, Tenn.	1510	50000	563
WLAG	La Grange, Ga.	1210	250	395
WLAK	Lakeland, Fla.	1340	250	383
WLAP	Lexington, Ky.	1450	250	429
WLAV	Grand Rapids, Mich.	1340	250	453
WLAW	Lawrence, Mass.	680	5000	416
WLB	Minneapolis, Minn.	770	5000	159
WLBC	Muncie, Ind.	1310	250	416
WLBJ	Bowling Green, Ky.	1310	250	427
WLBL	Stevens Point, Wisc.	930	5000	603
WLBZ	Bangor, Me.	620	1000 d., 500 n.	435
WLEU	Erie, Pa.	1150	250	536
WLLH	Lowell, Mass.	1400	250	446
WLNH	Laconia, N. H.	1310	250	477
WLOF	Orlando, Fla.	1230	250	386
WLOG	Logan, W. Va.	1230	250	596
WLOK	Lima, Ohio	1240	250	521
WLOL	Minneapolis, Minn.	1330	1000	459
WLPM	Suffolk, Va.	1150	250	587
WLS	Chicago, Ill.	890	50000	407
WLTH	Brooklyn, N. Y.	1130	500	493
WLVA	Lynchburg, Va.	1230	250	584
WLW	Cincinnati, Ohio	700	50000	517
WMAL	Washington, D. C.	630	5000	378
WMAM	Marinette, Wisc.	570	250	600
WMAN	Mansfield, Ohio	1100	250	521
WMAQ	Chicago, Ill.	670	50000	107
WMAS	Springfield, Mass.	1450	250	448
WMAW	Worcester, Mass.	1230	250	448
WMAZ	Macon, Ga.	940	5000	396
WMBC	Detroit, Mich.	1400	250	451
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	110
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)	1380	5000 d.,1000 n.	585
WMBG	Richmond, Va.	1150	250	466
WMBH	Joplin, Mo.	1110	5000	408
WMBI	Chicago, Ill.	1110	5000	408
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	383
WMBS	Uniontown, Pa.	590	1000	549
WMC	Memphis, Tenn.	790	5000 d., 1000 n.	561
WMCA	New York, N. Y.	570	5000 d., 1000 n.	493
WMDF	Greenwood, S. C.	1450	250	555
WMEX	Boston, Mass.	1510	5000	443
WMFD	Wilmington, N. C.	1400	250	510
WMFF	Plattsburg, N. Y.	1340	250	199
WMFG	Hibbing, Minn.	1210	250	458
WMFJ	Daytona Beach, Fla.	1150	250	380
WMFR	High Point, N. C.	1230	250	508
WMGA	Moultrie, Ga.	1400	250	396
WMIN	St. Paul, Minn.	1400	250	162
WMJM	Cordele, Ga.	1490	250	394
WMMN	Fairmont, W. Va.	920	5000	595
WMOB	Mobile, Ala.	1230	250	345
WMOG	Brunswick, Ga.	1490	250	394
WMPC	Lapeer, Mich.	1230	250	155
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	561
WMRC	Greenville, S. C.	1450	250	553
WMRN	Marion, Ohio	1490	250	521
WMRO	Aurora, Ill.	1280	250	400
WMSD	Muscle Shoals City, Ala.	1450	250	346
WMSL	Decatur, Ala.	1400	250	344
WMT	Cedar Rapids, Ia.	600	5000	118
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	477
WMVA	Martinsville, Va.	1450	250	584
WMWH	Augusta, Ga.	1150	250	393
WNAB	Bridgeport, Conn.	1150	250	373
WNAC	Boston, Mass.	1260	5000	443
WNAD	Norman, Okla.	690	1000	527

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WNAX	Yankton, S. D.	570	5000	558
WNBC	New Britain, Conn.	1410	5000 d., 1000 n.	375
WNBF	Binghamton, N. Y.	1490	250	484
WNBH	New Bedford, Mass.	1340	250	447
WNBZ	Saranac Lake, N. Y.	1320	100	500
WNEL	San Juan, Puerto Rico	1320	5000	607
WNEW	New York, N. Y.	1280	5000	493
WNLC	New London, Conn.	1490	250	376
WNOE	New Orleans, La.	1450	250	433
WNOX	Knoxville, Tenn.	990	5000 d., 1000 n.	560
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Tex.	1200	50000	476
WOC	Davenport, Ia.	1450	250	418
WOCB	Hyannis, Mass.	1240	250	445
WOI	Ames, Ia.	640	5000	418
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	379
WOLF	Syracuse, N. Y.	1490	250	501
WOLS	Florence, S. C.	1230	250	553
WOMI	Owensboro, Ky.	1490	250	431
WOMT	Manitowoc, Wisc.	1240	250	600
WOOD	Grand Rapids, Mich.	1300	5000	454
WOPI	Bristol, Tenn.	1490	250	558
WOR	New York, N. Y.	710	50000	495
WORC	Worcester, Mass.	1310	1000	448
WORD	Spartanburg, S. C.	1400	250	555
WORK	York, Pa.	1350	1000	550
WORL	Boston, Mass.	950	1000	445
WOSU	Columbus, Ohio	570	1000	519
WOV	New York, N. Y.	1130	10000	497
WOW	Omaha, Nebr.	590	5000	475
WOWO	Fort Wayne, Ind.	1190	50000	414
WPAB	Ponce, Puerto Rico	1370	1000	607
WPAD	Paducah, Ky.	1450	250	431
WPAR	Parkersburg, W. Va.	1450	250	596
WPAT	Paterson, N. J.	930	1000	480
WPAX	Thomasville, Ga.	1240	250	397
WPAY	Portsmouth, Ohio	1400	250	521
WPEN	Philadelphia, Pa.	950	5000	543
WPER	DeLand, Fla.	1340	250	380
WPIC	Sharon, Pa.	790	1000	548
WPID	Petersburg, Va.	1240	250	585
WPRA	Mayaguez, Puerto Rico	790	2500 d., 1000 n.	607
WPRO	Providence, R. I.	630	5000	551
WPRP	Ponce, Puerto Rico	1520	5000 d., 1000 n.	607
WPTF	Raleigh, N. C.	680	50000	500
WQAM	Miami, Fla.	560	1000	385
WQAN	Scranton, Pa.	910	1000 d., 500 n.	548
WQBC	Vicksburg, Miss.	1390	1000	465
WQDM	St. Albans, Vt.	1420	1000	582
WQXR	New York, N. Y.	1600	10000	495
WRAK	Williamsport, Pa.	1400	250	549
WRAL	Raleigh, N. C.	1240	250	509
WRAW	Reading, Pa.	1340	250	547
WRBL	Columbus, Ga.	1230	250	394
WRC	Washington, D. C.	980	5000	380
WRDO	Augusta, Me.	1400	250	434
WRDW	Augusta, Ga.	1490	250	394
WREC	Memphis, Tenn.	600	5000	563
WREN	Lawrence, Kans.	1250	5000 d., 1000 u.	425
WRGA	Rome, Ga.	1490	250	396
WRJN	Racine, Wisc.	1400	250	602
WRLC	Toccoa, Ga.	1450	250	397
WRNL	Richmond, Va.	910	1000	586
WROK	Rockford, Ill.	1440	1000 d., 500 u.	411
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	561
WRR	Dallas, Tex.	1310	5000	569
WRUF	Gainesville, Fla.	850	5000	381
WRVA	Richmond, Va.	1140	50000	586
WSAI	Cincinnati, Ohio	1360	5000	517
WSAJ	Grove City, Pa.	1340	250	537

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WSAM	Saginaw, Mich.	1230	250	156
WSAN	Allentown, Pa.	1170	1000	535
WSAR	Fall River, Mass.	1480	1000	115
WSAU	Wausau, Wisc.	1160	250	603
WSAV	Savannah, Ga.	1310	250	396
WSAY	Rochester, N. Y.	1210	250	500
WSAZ	Huntington, W. Va.	930	1000	596
WSB	Atlanta, Ga.	750	50000	393
WSBC	Chicago, Ill.	1240	250	408
WSBT	South Bend, Ind.	960	500	417
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	345
WSGN	Birmingham, Ala.	1310	250	343
WSIX	Nashville, Tenn.	1210	250	563
WSJS	Winston-Salem, N. C.	600	1000	511
WSKB	McComb, Miss.	1230	250	465
WSLB	Ogdensburg, N. Y.	1400	250	497
WSLI	Jackson, Miss.	1450	250	461
WSLS	Roanoke, Va.	1190	250	587
WSM	Nashville, Tenn.	650	50000	563
WSMB	New Orleans, La.	1350	5000	133
WSNJ	Bridgeton, N. J.	1210	250	479
WSOC	Charlotte, N. C.	1210	250	506
WSOO	Sault Ste. Marie, Mich.	1230	250	456
WSOY	Decatur, Ill.	1310	250	409
WSPA	Spartanburg, S. C.	950	1000	555
WSPB	Sarasota, Fla.	1450	250	389
WSPD	Toledo, Ohio	1370	5000	524
WSPR	Springfield, Mass.	1270	500	118
WSTP	Salisbury, N. C.	1490	250	510
WSTV	Steubenville, Ohio	1310	250	523
WSUI	Iowa City, Ia.	910	5000 d., 1000 n.	420
WSUN	St. Petersburg, Fla.	620	5000	389
WSVA	Harrisonburg, Va.	550	1000	584
WSVS	Buffalo, N. Y.	1100	250	487
WSYB	Rutland, Vt.	1490	250	582
WSYR	Syracuse, N. Y.	570	1000	503
WTAD	Quincy, Ill.	930	1000	410
WTAG	Worcester, Mass.	580	5000 d., 1000 n.	449
WTAL	Tallahassee, Fla.	1310	250	389
WTAM	Cleveland, Ohio	1100	50000	518
WTAQ	Green Bay, Wisc.	1360	5000	599
WTAR	Norfolk, Va.	790	5000	585
WTAW	College Station, Tex.	1150	1000	567
WTAX	Springfield, Ill.	1210	250	112
WTBO	Cumberland, Md.	820	250	439
WTCM	Traverse City, Mich.	1400	250	456
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	461
WTEL	Philadelphia, Pa.	1310	250	543
WTHT	Hartford, Conn.	1230	250	375
WTIC	Hartford, Conn.	1080	50000	375
WTJS	Jackson, Tenn.	1390	1000	559
WTMA	Charleston, S. C.	1250	1000	552
WTMC	Ocala, Fla.	1490	250	385
WTMJ	Milwaukee, Wisc.	620	5000	601
WTMV	East St. Louis, Ill.	1490	250	409
WTNJ	Trenton, N. J.	1310	500	480
WTOC	Savannah, Ga.	1290	5000 d., 1000 n.	397
WTOL	Toledo, Ohio	1230	250	523
WTRC	Elkhart, Ind.	1340	250	113
WTRY	Troy, N. Y.	980	1000	503
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	387
WVFW	Brooklyn, N. Y.	1430	500	485
WWDC	Washington, D. C.	1400	250	380
WWJ	Detroit, Mich.	950	5000	152
WWL	New Orleans, La.	870	50000	434
WWNC	Asheville, N. C.	570	1000	585
WWNY	Watertown, N. Y.	1300	500	501
WWRL	Woodside, N. Y.	1600	500	505
WWSW	Pittsburgh, Pa.	1490	250	547
WWVA	Wheeling, W. Va.	1170	50000	597
WXYZ	Detroit, Mich.	1270	5000	452

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STATIONS BY CITIES

• 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	M
Aberdeen, Wash.	KXRO	M
Abilene, Texas	KRBC	M
Ada, Okla.	KADA	M-NB
Akron, Ohio (Tallmadge)	WADC	C
	WAKR	NB
	WJW	M
Alamosa, Colo.	KGIW	
Albany, Ga.	WALB	
	WGPC	
Albany, N. Y.	WABY	NB-M
	WOKO	C
Albany, Oregon	KWIL	M
Albert Lea, Minn.	KATE	M
Albuquerque, N. M.	KGGM	C
	KOB	NB-NR
Alexandria, La.	KALB	
Allentown, Pa.	WCBA	
	WSAN	NB-NR
Altoona, Pa.	WFBG	NR
Amarillo, Texas	KFDA	M
	KGNC	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	NB
Asbury Park, N. J.	WCAP	
Asheville, N. C.	WISE	NR
	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
	WFPG	
Auburn, N. Y.	WMBO	
Augusta, Ga.	WGAC	NB
	WMWH	
	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
	WITH	
Bangor, Me.	WABI	C
	WLBZ	NB-NR-M
Batavia, N. Y.	WBTA	
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	
Big Spring, Tex.	KBST	M
Billings, Mont.	KGHL	NB-NR
Binghamton, N. Y.	WNBF	C-M
Birmingham, Ala.	WAPI	C
	WBRC	NR
	WSGN	NB-M
Bismarck, N. D.	KFYR	NB-NR
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	NB
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	NB-NR
Brady, Texas	KNEL	

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City and State	Call Letters	Major Network
Bridgeport, Conn.	WICC	NB-M
	WNAB	
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	NR
Brookings, S. D.	KFDY	
Brooklyn, N. Y.	WARD	
	WBBC	
	WBBR	
	WCNW	
	WVFW	
Brownsville, Texas	KGFI	
Brownwood, Texas	KBWD	
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
Cairo, Ill.	WKRO	
Calumet, Mich.	WHDF	
Camden, N. J.	WCAM	
Canton, N. Y.	WCAD	
Canton, Ohio	WHBC	M
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KLAH	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	
Cedar Rapids, Iowa	WMT	M-C
Centralia-Chehalis, Wash.	KELA	M
Champaign, Ill.	WDWS	
Charleston, S. C.	WCSC	C
	WTMA	NR
Charleston, W. Va.	WCHS	C
	WGKV	NR-NB
Charlotte, N. C.	WBT	C
	WSOC	NR-M
Charlottesville, Va.	WCHV	
Chattanooga, Tenn.	WAPO	NB-NR
	WDEF	M
	WDOD	C
Cheyenne, Wyo.	KFBC	NB
	KYAN	M
Chicago, Ill.	WAAF	
	WBBM	C
	WCBD	
	WCFL	NR
	WCRW	
	WEDC	
	WENR	NB
	WGES	
	WGN	M
	WJJD	
	WLS	NR
	WMAQ	NB
	WMBI	
	WSBC	
Chico, Calif.	KHSL	M
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	C
	WCPO	
	WKRC	M
	WLW	NB-NR
	WSAI	NB
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	NB
Columbia, S. C.	WCOS	NB
	WIS	NR
Columbus, Ga.	WRBL	C
Columbus, Miss	WCBI	
Columbus, Ohio	WBNS	C
	WCOL	NB-NR
	WHKC	M
	WOSU	
Cookeville, Tenn.	WHUB	
Cordele, Ga.	WMJM	
Corpus Christi, Tex.	KEYS	
	KRIS	NB-NR-M
Corsicana, Texas	KAND	
Corvallis, Ore.	KOAC	
Cumberland, Md.	WTBO	
Dallas, Tex.	KRLD	C
	WFAA	NR
	WRR	M
The Dalles, Ore.	KODL	
Dalton, Ga.	WBLJ	
Danville, Ill.	WDAN	
Danville, Va.	WBTM	M
Davenport, Iowa	WOC	NB
Dayton, Ohio	WHIO	C
	WING	NR-NB
Daytona Beach, Fla.	WMFJ	NB
Decatur, Ala.	WMSL	M
Decatur, Ill.	WSOY	
Decorah, Iowa	KWLC	
De Land, Fla.	WPER	
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	M
Dodge City, Kans.	KGNO	
Dothan, Ala.	WAGF	
Dublin, Texas	KFPL	
Du Bois, Pa.	WCED	

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City and State	Call Letters	Major Network
Dubuque, Ia.	KDTH	
	WKBB	NB
Duluth, Minn.	KDAL	C
	WEBC	NB-NR
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	M
Eau Claire, Wis.	WEAU	NB-NR
El Centro, Calif.	KXO	M
El Dorado, Ark.	KELD	
Elizabeth City, N. C.	WCNC	
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	
Elmira, N. Y.	WENY	M
El Paso, Tex.	KROD	C
	KTSM	NB-NR
Emporia, Kans.	KTSW	M
Enid, Okla.	KCRC	M-NB
Erie, Pa.	WERC	
	WLEU	NB
Escanaba, Mich.	WDBC	
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	NB
Flint, Mich.	WFDF	NR
Florence, S. C.	WOLS	M
Fond du Lac, Wis.	KFIZ	
Fort Dodge, Ia.	KVFD	
Fort Lauderdale, Fla.	WFTL	
Fort Myers, Fla.	WFTM	
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	M
Gainesville, Fla.	WRUF	
Gainesville, Ga.	WGGA	
Galesburg, Ill.	WGIL	
Gallup, N. M.	KAWM	
Galveston, Texas	KLUF	
Garden City, Kans.	KIUL	
Gary, Ind.	WIND	C
Gastonia, N. C.	WGNC	NB
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	M
Grand Rapids, Mich.	WASH	
	WGRB	
	WLAV	M
	WOOD	NB-NR
Grants Pass, Ore.	KUIN	
Great Bend, Kans.	KVGB	M
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	M
Green Bay, Wisc.	WTAQ	C
Greenfield, Mass.	WHAI	M
Greensboro, N. C.	WBIG	C
Greensburg, Pa.	WHJB	
Greenville, Miss.	WJPR	
Greenville, N. C.	WGTC	
Greenwood, Miss.	WGRM	NB
Greenville, S. C.	WFBC	NR
	WMRC	M
Griffin, Ga.	WKEU	
Grove City, Pa.	WSAJ	
Gulfport, Miss.	WGCM	
Hagerstown, Md.	WJEJ	M
Hammond, Ind.	WHIP	
	WJOB	
Harlan, Ky.	WHLN	
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	NR-NB-M
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WTHT	M
	WTIC	NR
Hastings, Nebr.	KHAS	
Hattiesburg, Miss.	WFOR	NR
Hazleton, Pa.	WAZL	M
Helena, Mont.	KPFA	NB-NR
Herrin, Ill.	WJPF	
Hibbing, Minn.	WMFG	C
Hickory, N. C.	WHKY	NB
High Point, N. C.	WMFR	NB
Hilo, Hawaii	KHBC	C-M
Hobbs, N. M.	KWEW	
Holyoke, Mass.	WHYN	
Honolulu, Hawaii	KGMB	C-M
	KGU	NB-NR
Hopkinsville, Ky.	WHOP	
Hot Springs, Ark.	KTHS	NB
	KWFC	M
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
	WISH	
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	
Ithaca, N. Y.	WHCU	C
Jackson, Mich.	WIBM	NB
Jackson, Miss.	WJDX	NR
	WSLI	NB
Jackson, Tenn.	WTJS	M
Jacksonville, Fla.	WJAX	NR
	WJHP	NB
	WMBR	C
Jamestown, N. Y.	WJTN	NB
Jamestown, N. D.	KRMC	M
Janesville, Wisc.	WCLO	
Jefferson City, Mo.	KWOS	M
Jerome, Ariz.	KCRJ	
Jersey City, N. J.	WAAT	
	WHOM	
Johnson City, Tenn.	WJHL	NB
Johnstown, Pa.	WJAC	NR
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	
Joplin, Mo.	WMBH	
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	C
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	M
Kilgore, Texas	KOCA	
Kingsport, Tenn.	WKPT	NR

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City and State	Call Letters	Major Network
Kingston, N. Y.	WKNY	
Kinston, N. C.	WFTC	
Klamath Falls, Ore.	KFJI	M
Knoxville, Tenn.	WBIR	M
	WNOX	C
	WROL	NB-NR
Kokomo, Ind.	WKMO	
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	C
Lafayette, La.	KVOL	
LaGrange, Ga.	WLAG	
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	
Lakeland, Fla.	WLAK	NR
Lamar, Colo.	KIDW	
Lancaster, Pa.	WGAL	NB-NR-M
Lansing, Mich.	WJIM	NB
Lapeer, Mich.	WMPC	
Laredo, Tex.	KPAB	
Las Vegas, Nev.	KENO	
	KFUN	
Laurel, Miss.	WAML	NR
Lawrence, Kans.	KFKU	
	WREN	NB
Lawrence, Mass.	WLAW	C
Lawton, Okla.	KSWO	
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	M
	KLRA	C
Logan, Utah	KVNU	
Logan, W. Va.	WLOG	
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
	KMPC	C
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	NR
	WHAS	C
	WINN	NB
Lowell, Ariz.	KSUN	
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	M
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	M
Macon, Ga.	WBML	M
	WMAZ	C
Madison, Wisc.	WHA	
	WIBA	NB-NR
Manchester, N. H.	WFEA	NB-NR-M
	WMUR	
Mandan, N. D.	KGCU	M
Manhattan, Kans.	KSAC	
Manitowoc, Wisc.	WOMT	
Mankato, Minn.	KYSM	NR-NB
Mansfield, Ohio	WMAN	
Marion, Ohio	WMRN	
Marquette, Mich.	WDMJ	
Marrinette, Wisc.	WMAM	
Marshalltown, Ia.	KFJB	
Marshfield, Ore.	KOOS	M
Martinsville, Va.	WMVA	
Marysville, Calif.	KMYC	M
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
McComb, Miss.	WSKB	
Medford, Ore.	KMED	NB-NR
Medford, Wisc.	WIGM	
Memphis, Tenn	WHBQ	
	WMC	NR
	WMPS	NB-M
	WREC	C
Merced, Calif.	KYOS	M
Meridian, Miss.	WCOC	C
Miami, Fla.	WIOD	NR
	WQAM	C
Miami Beach, Fla.	WKAT	NB
Midland, Texas	KRLH	
Miles City, Mont.	KRJF	
Milwaukee, Wisc.	WEMP	NB
	WISN	C
	WTMJ	NR
Minneapolis, Minn.	WCCO	C
	WDGY	M
	WLB	
	WLOL	M
	WTCN	NB
Minot, N. D.	KLPM	M
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	NB-NR
	WMOB	M
Modesto, Calif.	KTRB	
Monroe, La.	KMLB	
	KNOE	
Monterey, Calif	KDON	M
Montgomery, Ala.	WCOV	C
	WSFA	NR-NB
Moorhead, Minn.	KVOX	M
Morgantown, W. Va.	WAJR	
Moultrie, Ga.	WMGA	
Muncie, Ind.	WLBC	
Muscle Shoals City, Ala.	WMSD	
Muskegon, Mich.	WKBZ	
Muskogee, Okla.	KBIX	M-NB
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	M
New Kensington, Pa.	WKPA	
New London, Conn.	WNLC	M
New Orleans, La.	WDSU	NB
	WJBW	
	WNOE	M
	WSMB	NR
	WWL	C
Newport News, Va.	WGH	M
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	NR
Norman, Okla.	WNAD	
Northfield, Minn.	WCAL	
North Platte, Neb.	KGNF	
Oakland, Calif.	KLS	
	KLX	
	KROW	
Ocala, Fla.	WTMC	NB
Ogden, Utah.	KLO	NB-M
Ogdensburg, N. Y.	WSLB	

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City and State	Call Letters	Major Network
Oklahoma City, Okla.	KOCY	
	KOMA	C
	KTOK	NB-M
	WKY	NR
Okmulgee, Okla.	KHBG	
Olean, N. Y.	WHDL	NB
Olympia, Wash.	KGY	M
Omaha, Nebr.	KOIL	C-M
	KONB	
	KOWH	NB
	WOW	NR
Opelika, Ala.	WJHO	
Orlando, Fla.	WDBO	C
	WLOF	NB
Ottumwa, Iowa	KBIZ	NB
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	
Paterson, N. J.	WPAT	
Pawtucket, R. I.	WFCI	
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
	KPHO	
	KTAR	NB-NR
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	M
Pittsfield, Mass.	WBRK	M
Pittsburg, Kans.	KOAM	NB-NR
Pittsburgh, Pa.	KDKA	NB
	KQV	
	WCAE	NR-M
	WJAS	C
	WWSW	M
Plattsburg, N. Y.	WMFF	NB
Pocatello, Ida.	KSEI	NB-NR
Ponca City, Okla.	WBBZ	
Ponce, Puerto Rico	WPAB	
	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	M
Poughkeepsie, N. Y.	WKIP	NB
Powell, Wyo.	KPOW	
Poynette, Wis.	WIBU	
Prescott, Ariz.	KYCA	
Presque Isle, Me.	WAGM	
Price, Utah	KEUB	M
Providence, R. I.	WEAN	NB-M
	WJAR	NR
	WPRO	C
Provo, Utah	KOVO	M
Pueblo, Colo.	KGHF	NB
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	
Racine, Wisc.	WRJN	
Raleigh, N. C.	WPTF	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
Rice Lake, Wisc.	WJMC	
Richmond, Ind.	WKBV	
Richmond, Va.	WBBL	
	WMBG	NR
	WRNL	NB
	WRVA	C-M
Roanokc, Va.	WDBJ	C
	WSLS	M
Roanoke Rapids, N. C.	WCBT	NB
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	NB
Rome, Ga.	WRGA	
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	M
Safford, Ariz.	KGLU	NR-NB
St. Albans, Vt.	WQDM	
St. Augustine, Fla.	WFOY	C
St. Cloud, Minn.	KFAM	NB-NR
St. Joseph, Mo.	KFEQ	
St. Louis, Mo.	KMOX	C
	KSD	NR
	KWK	M
	KXOK	NB
	WEW	
	WIL	
St. Paul, Minn.	KSTP	NR
	WMIN	
St. Petersburg, Fla.	WSUN	NB
	WTSP	
Sacramento, Calif.	KFBK	NB
	KROY	C
Safford, Ariz.	KGLU	NB-NR
Saginaw, Mich.	WHAL	
	WSAM	
Salem, Mass.	WESX	
Salem, Ore.	KSLM	M
Salina, Kans.	KSAL	M
Salina, N. Y.	WAGE	
Salisbury, Md.	WBOC	
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	
	KONO	
	KTSA	C
	WOAI	NR
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFMB	
	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	

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City and State	Call Letters	Major Network
Sarasota, Fla.	WSPB	
Sault Ste. Marie, Mich.	WSOO	
Savannah, Ga.	WSAV	NR
	WTOC	C
Schenectady, N. Y.	WGY	NR
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WARM	M
	WGBI	C
	WQAN	
Seattle, Wash.	KEVR	
	KIRO	C
	KJR	NB
	KOL	M
	KOMO	NR
	KRSC	
	KTW	
	KXA	
Sedalia, Mo.	KDRO	
Selma, Ala.	WHBB	M
Sharon, Pa.	WPIC	
Shawnee, Okla.	KGFF	M-NB
Sheboygan, Wisc.	WHBL	
Shenandoah, Ia.	KFNF	
	KMA	NB
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.	WORD	C
	WSPA	
Spokane, Wash.	KFIO	
	KFPY	C
	KGA	NB
	KHQ	NR
Springfield, Ill.	WCBS	NB
	WTAX	
Springfield, Mass.	WBZA	NB
	WMAS	C
	WSPR	M
Springfield, Mo.	KGBX	NB-NR
	KWTO	
Springfield, Ohio	WIZE	NR-NB
Sterling, Colo.	KGEK	
Steubenville, Ohio	WSTV	M
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	NB
Tacoma, Wash.	KMO	M
	KVI	C
Tallahassee, Fla.	WTAL	
Tallmadge, Ohio (Akron)	WADC	C
Tampa, Fla.	WDAE	C
	WFLA	NR
	WKGA	
Temple, Texas	KTEM	M
Terre Haute, Ind.	WBOW	NB-NR
Texarkana, Tex.	KCMC	M
Thomasville, Ga.	WPAX	
Toccoa, Ga.	WRLC	
Toledo, Ohio	WSPD	NR
	WTOL	NB
Topeka, Kans.	WIBW	C
Traverse City, Mich.	WTCM	
Trenton, N. J.	WTNJ	
Troy, N. Y.	WHAZ	
	WTRY	
Tucson, Ariz.	KTUC	C
	KVOA	NB-NR
Tulsa, Okla.	KOME	M-NB
	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
Valdosta, Ga.	WGOV	
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.	WINX-WJSV	C
	WMAL	NB
	WOL	M
	WRC	NR
	WWDC	
Waterbury, Conn.	WATR	M
	WBRY	C
Waterbury, Vt.	WDEV	
Watertown, N. Y.	WATN	
	WWNY	
Watertown, S. D.	KWAT	
Watsonville, Calif.	KHUB	
Wausau, Wisc.	WSAU	
Waycross, Ga.	WAYX	
Welch, W. Va.	WBRW	
Wenatchee, Wash.	KPQ	M
Weslaco, Texas	KRGV	NB-NR-M
West Palm Beach, Fla.	WJNO	C
West Point, Ga.	WDAK	M
West Lafayette, Ind.	WBAA	
Wheeling, W. Va.	WKWK	
	WWVA	C
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	NB-NR
	KFBI	M
	KFH	C
Wichita Falls, Tex.	KWFT	C
Wilkes-Barre, Pa.	WBAX	M
	WBRE	NB-NR
Williamson, W. Va.	WBTH	
Williamsport, Pa.	WRAK	
Willmar, Minn.	KWLM	
Wilmington, Del.	WDEL	NR
	WILM	M
Wilmington, N. C.	WMFD	NB
Wilson, N. C.	WGTM	
Winona, Minn.	KWNO	M
Winston Salem, N. C.	WAIR	M
	WSJS	NR
Wisconsin Rapids, Wisc.	WFHR	
Wolf Point, Mont.	KGCX	
Woodside, N. Y.	WWRL	
Worcester, Mass.	WMAW	
	WORC	C
	WTAG	NR
Yakima, Wash.	KIT	M
Yankton, S. Dak.	WNAX	C
York, Pa.	WORK	NB-NR-M
Youngstown, Ohio	WFMJ	NB
	WKBN	C
Yuma, Arizona	KYUM	NR-NB
Yuma, Arizona	KYUM	
Zanesville, Ohio	WHIZ	NB-NR
Zarephath, N. J.	WAWZ	

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IMPORTANT NOTICE
REGARDING THE LISTING OF THE
882 STATIONS THAT FOLLOW

Compilation

In presenting the following list of stations, exacting effort has been made, to produce a compilation which would intelligently reflect the transition after frequency and power revisions went into effect as per North American Regional Broadcast Agreement, March 29, 1941. The listing of power, particularly, presented a problem, and it was only after a consensus of opinion from time buyers, station representatives and broadcasters, that the use of the new frequency and power figures was decided upon.

Power-Frequencies

While it is mandatory that all stations coming within the realm of the Havana Treaty agreement switch to the newly assigned frequency as of March 29, 1941, new power grants are less stringent in rule as to when they shall be carried out. Inability to obtain suitable equipment, in many cases due to priority national defense orders, means that broadcasters will have to stagger their dates throughout the year. In every case however new frequencies, and power to which the station is entitled, is listed.

Coverage

Coverage data for respective stations has been supplied by the outlets to the extent of approximately 95 per cent of the total. The remaining five per cent has been compiled from the most authoritative sources available. Radio Annual, however, does not assume responsibility for market data supplied by stations or compiled from other sources. All coverage data listed in connection with outlets whose power is subject to change, is based on the lower wattage and not on the future increase.

U. S. Census

As an additional service to both time-buyer and broadcaster, U. S. Census for 1940 for all states and counties, also the District of Columbia, is available in this edition of Radio Annual. For all practical purposes and intents these figures may be considered final since any further changes contemplated by the Census Bureau cannot exceed one per cent. To further enhance the value of the Census to the industry, a cross index has been devised. This will be found at the head of each page listing stations by states.

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KGBX

SPRINGFIELD, MO.

Now

5000 Watts

FULL TIME

Now a basic supplementary of both networks of

RED **NBC** BLUE

RALPH FOSTER, General Manager

National Representative, John E. Pearson, 360 N. Michigan, Chicago

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ALABAMA

Population 2,832,961 — Number of Radio Homes 376,330

Number of Families 670,111 — Auto Registrations 331,860

For 1940 Census data, please turn to page 242

WHMA

ANNISTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 Watts. OWNED BY: Harry M. Ayers. OPERATED BY: J. Allen Brown. 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. (114 hours weekly). NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Harry M. Ayers
General Manager.....J. Allen Brown
Commercial Manager.....A. Lynne Brannen
Program Director.....Edwin Mullinax
Artists' Bureau Head.....John Cram
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: 1940 U. S. Census; station survey.

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. (1170 Kc. Temporarily) POWER: 50,000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. PHONE: 3-8116. STUDIO ADDRESS: 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON AIR: 5:30 a.m. to 11:30 p.m.; Sundays, 8:00 a.m. to 11:30 p.m. (123½ hours weekly). NEWS SERVICE: United Press.

Personnel

Owners' Representative.....P. O. Davis
General Manager.....Thad Holt
National Sales & Promotion Manager.....H. H. Holthouser
Program Director-Chief Announcer.....Lionel Baxter
Production Manager.....Stuart Mims
Publicity Director.....Mary Bennett
Musical Director.....Clo McAlpin
Chief Engineer.....N. S. Hurley

Coverage

Population—Primary	1,141,968
Radio Homes— "	155,620
Population—Secondary	901,391
Radio Homes— "	100,770

Source: Hooper-Holmes Field Survey.

Representative

Radio Sales

WBRC

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 960 Kc. POWER: 5000 Watts. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: 2400 Arkadelphia Road, Birmingham. TIME ON THE AIR: 6:00 A.M. to 11:30 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

BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts. OWNED BY: R. B. Broyles Co. OPERATED

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BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel; Dixie Carleton Hotel. PHONE: 3-1121. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P. M., 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
Production Manager ..... Bill Terry
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

DECATUR—EST. 1935

MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: Mutual Savings Life Bldg. PHONE: 802-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 12:00 midnight; Sundays, 7:45 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: United Press.

Personnel

President-General Manager ..... M. K. Vickrey
Vice-President ..... Clarence Calhoun, Jr.
Secretary-Treasurer ..... Bryan McAfee
Sales & Promotion Manager ..... D. L. Sims
Commercial Manager ..... Kyle Frazier
Program-Production Director ..... John Boggess
Chief Announcer ..... Joe Gannon
Musical Director ..... John Boggess
Chief Engineer ..... Hudie Brown

Coverage

	Daytime	Evening
Population—Primary	175,370	75,000
Radio Homes— "	24,000	16,000
Population—Secondary	487,961	....
Radio Homes— "	92,220	....

Mail survey (station); U. S. Census.

Representative

Headley-Reed Company

WAGF

DOTHAN—EST. 1932

FREQUENCY: 1400 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: Headland-Alabama Highway. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager ..... Julian C. Smith
Commercial Manager ..... Fred Moseley
Program Director-Chief Announcer ..... Samuel Hall
Publicity Director ..... Carl Shellgrove
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

MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK

FREQUENCY: 1240 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.

Personnel

President ..... B. H. Hopson
Station Manager ..... J. W. Buttram
Chief Engineer ..... William Pigg

Representative

Sears & Ayer.

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WBHP

HUNTSVILLE—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's

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Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Mgr.....W. H. Pollard

WALA

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, unlimited license). OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Near 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 Lewis
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

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: S. B. Quigley. OPERATED BY: S. B. Quigley. BUSINESS ADDRESS: 600 St. Louis St. Belmont 2581. STUDIO ADDRESS: 600 St. Louis St. TRANSMITTER LOCATION: 600 St. Louis St. TIME ON THE AIR: 7:00 A. M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner-Manager.....S. B. Quigley
Commercial Manager.....F. E. Busby
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.

WCOV

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2 Montgomery St. PHONE: Cedar 3301-2. STUDIO ADDRESS: Exchange Hotel. PHONE: Cedar 1126. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 6:30 A.M. to 12:00 midnight (125½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....G. W. Covington, Jr.
Executive Secretary.....Evelyn B. Robinson
Sales Manager.....R. B. Raney
Program-Musical Director.....Weston Britt
Publicity Director.....John C. Hughes
Chief Announcer.....Wallace Beecham
Chief Engineer.....James Brewer

Coverage

Population—Primary	104,310
Radio Homes— "	23,180
Population—Secondary	191,565
Radio Homes— "	42,570

Source: Station estimate.

Representative

Sears & Ayer

WSFA

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

(Red & Blue)

FREQUENCY: 1440 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 12:00 midnight. NEWSPAPER AFFILIATION: Montgomery Advertiser. 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.

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WMSD

MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: 620 East Second St. PHONE: 181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press.

Personnel

General Manager.....Joe Van Sandt
Program-Musical Director.....James Connolly
Chief Announcer.....George Martin
Chief Engineer.....Maurice McKinney

Coverage

	Daytime	Evening
Population—Primary	134,561	75,000
Radio Homes— "	13,500	8,500
Population—Secondary	222,000	102,000
Radio Homes— "	21,600	10,200

Source: Station estimate.

Representative

Sears & Ayer

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WJHO

OPELIKA—EST. 1940

FREQUENCY: 1400 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: 1400 Auburn Road. PHONE: 750-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (107 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....J. H. Orr
Program Director.....Hugh Webb
Production Manager.....Kenneth Vance
Chief Announcer.....Mal Richards
Chief Engineer.....R. B. Wilds

Coverage

Population—Primary	186,000
Radio Homes— "	97,876
Population—Secondary	500,000
Radio Homes— "	....

Source: Station estimate.

Representative

Associated Radio Sales

WHBB

SELMA—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 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 10:00 P.M. (unlimited). NEWS SERVICE: Transradio Press.

Personnel

President.....B. H. Hopson
Vice-President-Station Mgr.....Julien Smith, Jr.
Chief Engineer.....Sidney Spencer

Coverage

Population—Primary	174,000
Radio Homes— "	25,600

Source: Station estimate.

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WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4464-3600. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....J. L. Doss
Commercial Manager.....J. Ed Reynolds
Program-Musical Director Wilhelmina Quarles
Production Manager-Chief Announcer.....Alfred Owens
Chief Engineer.....Fred James

Coverage

	Daytime	Evening
Population—Primary	365,000	190,000
Radio Homes— "	78,000	38,000
Population—Secondary	525,000	210,000
Radio Homes— "	92,000	54,000

Source: Station estimate.

Representative

Headley-Reed Company
(for Alabama Network)

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ARIZONA

Population 499,261 — Number of Radio Homes 99,420

Number of Families 130,020 — Auto Registrations 135,000

For 1940 Census data, please turn to page 243

K W J B

GLOBE—EST. 1938

ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: Globe. PHONE: 41. STUDIO ADDRESS: Hotel Globe. TRANSMITTER LOCATION: 1 mile south of Globe. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. (14 hours daily). NEWS SERVICE: United Press.

Personnel

Owner-Manager.....Bartley T. Sims
Sales Manager.....Gordon Dennis
Program Director-Chief Announcer.....Chester Doll
Publicity Director.....Emma Henderson
Musical Director.....Elgin McCarty
Chief Engineer.....Arthur Turnrose

Coverage

Population—Primary	55,000
Radio Homes— "	13,745

K C R J

JEROME—EST. 1930

ARIZONA BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: 811 Main St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (92 hours weekly). NEWS SERVICE: Transradio Press TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Della Tovrea Stuart
Manager.....Howard Kuhn
Program Director.....Marian Kuhn
Chief Announcer.....Charles Bennett
Chief Engineer.....D. E. Towne

Coverage

	Daytime	Evening
Population—Primary	102,200	50,020
Radio Homes— "	16,160	12,500
Population—Secondary .	103,700	2,000
Radio Homes— " .	25,340	500

Source: Station Survey.

Representative

Paul H. Raymer Co.

K S U N

BISBEE-DOUGLAS—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell Station, Bisbee. PHONE: Bisbee 9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: between Bisbee and Douglas. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....James S. Matteo
Station & Commercial Mgr...Carleton W. Morris
Sales Manager.....Gerald O'Brien
Program Director.....Esther Morris
Production Manager.....Melvin Cody
Publicity Director.....William Cody
Chief Engineer.....John G. Gould

Coverage

	Daytime	Evening
Population—Primary	40,000	24,000
Radio Homes— "	9,000	6,000
Population—Secondary .	80,000	30,000
Radio Homes— " .	18,000	8,000

Source: Station survey; 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: 550 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

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Station Manager .....Fred A. Palmer
Chief Announcer .....Joe Dana
Program Director .....Jack Williams
Publicity Director.....Les Mawhinney
Musical Director.....Alfred Becker
Chief Engineer.....Robert Thompson

Coverage

Population—Primary	190,200
Radio Homes— "	32,770
Population—Secondary	250,500
Radio Homes— "	33,000

Source: CBS Listener and Dealer Study.

Representative

John Blair & Company

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K P H O

PHOENIX—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reese. OPERATED BY: M. C. Reese. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 3-3197. STUDIO ADDRESS: 2323 Buckeye Rd. TRANSMITTER LOCATION: 2323 Buckeye Rd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (126 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Executive Manager.....M. C. Reese
Station Manager.....J. C. Sweeney
Sales Manager.....F. M. Markley
Commercial Manager.....Sheron Stanford
Program Director.....Howard Seitz
Chief Engineer.....F. Belcher

Coverage

Population—Primary	120,000
Population—Secondary	192,000

•

K T A R

PHOENIX—EST. 1922

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 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: 36th St. & Thomas Rd. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and C. P. MacGregor.

Personnel

President .....Sam Kahan
General Manager.....Dick Lewis
Commercial Manager.....J. R. Heath
Assistant Commercial Manager...J. E. Miller
Program Director.....J. Howard Pyle
Production Manager.....James Creasman
Sales Promotion Manager....K. M. Pennington
Artists' Bureau Head.....Faye Meyerson
Publicity Director.....Francis Connolly
Chief Announcer.....A. C. Anderson
Musical Director.....Paul Giroux
Sports Editor.....Myron Drake
Traffic Manager.....Harper Miller
Drama Director.....Milton Sacks
Chief Engineer.....A. C. Anderson

Coverage

Population—Primary	400,000
Radio Homes— "	60,000
Population—Secondary	95,000
Radio Homes— "	19,000

Source: U. S. Census 1930; Joint Committee: 1940 Census Estimate.

Representative

Paul H. Raymer Company

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K Y C A

PRESCOTT—EST. 1939

ARIZONA BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Southwest Broadcasting. BUSINESS ADDRESS: East Gurley St. PHONE: 244. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 103 hours weekly. NEWSPAPER AFFILIATION: Arizona Republic & Gazette. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager.....Albert Stetson
Program Director.....Mucio Delgado
Production Manager.....Rex Bowan
Publicity Director.....Laura Marston
Chief Announcer.....Fred Blackburn
Musica Director.....Art Willcox
Chief Engineer .....Norman H. Dewes

Coverage

Population—Primary	26,000
Radio Homes— "	3,500
Radio Homes—Secondary	2,200

Source: Station estimate.

Representative

Paul H. Raymer Co.

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KGLU

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. PHONE: Safford 15. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (111 hours weekly) NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Safford Daily News. TRANSCRIPTION SERVICES: Standard Radio.

Personnel

President.....Louis F. Long
General Manager.....Paul Merrill
Program Director.....Norman Harrington
Chief Announcer.....Lester McBride
Musical Director.....Alberta Hunt
Chief Engineer.....August Brieske

Coverage

Population—Primary	25,000
Radio Homes— "	5,000
Population—Secondary	45,000
Radio Homes— "	10,000

Representative

Paul H. Raymer Co.

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KTUC

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Tucson Broadcasting Co. OPERATED BY: Tucson Broadcasting Co. BUSINESS ADDRESS: Box 390. STUDIO ADDRESS: 142 S. 6th Ave. PHONE: 5800. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. (17 hours daily) NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Ralph W. Bilby
Station Manager.....John C. Merino
Sales Manager.....Victor Gillard
Program Director.....Mac C. Matheson
Chief Announcer.....Tom Hotchkiss
Musical Director.....Keith Loftfield
Chief Engineer.....Clifford Livingston

Coverage

	Daytime	Evening
Population—Primary	75,000	55,000
Radio Homes— "	9,700	8,500
Population—Secondary .	60,000	45,000
Radio Homes— " .	8,300	7,800

Source: Joint Committee.

KVOA

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 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 11:00 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICES: United Press, International News Service 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.

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KYUM

YUMA—EST. 1940

NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: 19th Avenue & First St. PHONE: 88. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus

Personnel

President.....John H. Huber
Station Manager.....G. E. Akers
Commercial Manager.....George D. Smirl
Program Director-Chief Announcer .....Clark Watterson
Publicity Director.....Crystal Thomas
Musical Director.....Irene Belzer
Chief Engineer.....L. B. Shaw

Coverage

	Daytime	Evening
Population—Primary	75,000	25,000
Population—Secondary .	50,000	....

Source: Station survey.

Representative

Paul H. Raymer Company

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ARKANSAS

Population 1,949,387 — Number of Radio Homes 252,760

Number of Families 494,716 — Auto Registrations 252,744

For 1940 Census data, please turn to page 243

K L C N

BLYTHEVILLE—EST. 1923

FREQUENCY: 1320 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Railroad & Walnut Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

President.....Fred O. Grimwood
Station Manager.....Cleo Garner
Sales Manager.....Algie Biship
Chief Announcer.....Melvin Unger

Coverage

Population—Primary	190,700
Radio Homes— "	32,000
Population—Secondary	256,000
Radio Homes— "	60,000

Source: Engineering survey; Joint Committee.

K E L D

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1400 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 10:00 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.....Ewing Canaday
Chief Engineer.....John Riley

Representative

Joseph Hershey McGillvra.

K F P W

FORT SMITH—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Albert Pike & Kelly Highway. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (104 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....John A. England
Station Manager.....Dorothy A. Gibson
Commercial Manager.....Jimmie Barry
Chief Announcer.....Bill Slates
Musical Director.....Afton Blake
Chief Engineer.....D. W. Hoisington

K W F C

HOT SPRINGS—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Clyde E. Wilson and Howard A. Shuman d b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: 819½ Central Ave. PHONE: 413, 412. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

Station Manager.....Howard A Shuman
Commercial Manager.....Frank Rough
Program Director-Chief Announcer.....Jack J Wolever
Production Manager.....Ward Hatcher
Musical Director.....Doc Warren
Chief Engineer.....James Beall Eschwege

K T H S

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1090 Kc. POWER: 50,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., PHONE: 1160. STUDIO ADDRESS: 135 Benton St. PHONE: 887. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Chairman, C of C. Radio Board..Lewis Brenner
General Manager.....John I. Prosser

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Program Director.....Ewald Kockritz
Director of Women's Program.....Hazel Jacobs Konig
Chief Engineer .....J. Clinton Norman

Coverage

	Daytime	Evening
Population—Primary	147,600	248,489
Radio Homes— "	20,740	33,140
Population—Secondary .	989,245	1,078,256
Radio Homes— " .	118,400	152,100

Source: Field intensity survey and mail analysis.

Representative

John Blair & Co.

K B T M

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Jay P. Beard. OPERATED BY: Regional Broadcasting Co. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 589. STUDIO ADDRESS: Same. PHONE: 866. TRANSMITTER LOCATION: State College Airport. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (112 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....J. P. Beard
Program Director.....Martha Jean Booker
Production Manager.....Veda Beard
Chief Announcer.....Franklin Metzner
Chief Engineer.....J. C. Warren

Coverage

	Daytime	Evening
Population—Primary	150,117	100,078
Radio Homes— "	34,911	23,274
Population—Secondary .	334,506	223,004
Radio Homes— " .	77,792	51,862

Source: Mail response survey; Joint Committee.

K A R K

LITTLE ROCK—EST. 1931

NBC (Southwest Red)

ARKANSAS NETWORK

SOUTHCENTRAL QUALITY GROUP

FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Union Life Bldg. PHONE: 2-1841; LD-224. STUDIO AD-

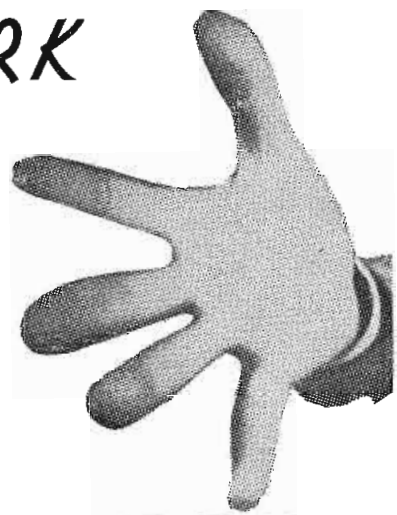
★ ARKANSAS MARKET!

★ REACH THE

through KARK

LITTLE ROCK, ARKANSAS

With 5,000 watts day and night from RCA DeLuxe Transmitter—KARK is the NBC Red outlet for Arkansas, and the *only* NBC *full-time* station in the state. 890 Kc., in the center of the dial where it counts. (920 Kc. after reallocation). In the Arkansas market, KARK has the listeners!



Member of
South Central Quality Network:
KARK, WMC, KWKH, KTBS, WSMB, WJDX

KARK LITTLE ROCK ARKANSAS

Arkansas Radio and Equipment Co.
Ed Zimmerman, Vice-President and General Manager

NATIONAL REPRESENTATIVES:
EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT
ST. LOUIS LOS ANGELES
SAN FRANCISCO

www.americanradiohistory.com

DRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. 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-Musical Director ..... Paul Godt
Publicity Director ..... Gene Weil
News Editor ..... Henry Orbach
Chief Engineer ..... Dan Winn

Coverage

	Daytime
Population—Primary	965,056
Radio Homes— "	133,155
Population—Secondary	1,874,476
Radio Homes— "	254,800

Source: Field intensity measurements.

Representative

Edward Petry & Company

•

K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1230 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, C. P. MacGregor.

Personnel

Manager ..... R. G. Terrill
Program Director ..... Dorothy Weise
Chief Engineer ..... W. O. Van Dusen

•

K L R A

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 5000 watts. 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. Vinsonhaler
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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K O T N

PINE BLUFF—EST. 1934

FREQUENCY: 1490 Kc. POWER: 250 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
Chief Engineer ..... J. R. Whitworth

Coverage

	Daytime	Evening
Radio Homes—Primary	40,800	27,000

Source: Station Estimate.

•

K U O A

SILOAM SPRINGS—EST. 1923

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. PHONE: 28. TRANSMITTER LOCATION: Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset (98 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Programs, NAB Bureau of Copyrights.

Personnel

President ..... Richard Hodges
Station Manager ..... Storm Whaley
Chief Engineer ..... J. L. Miller

Coverage

Population—Primary	444,376
Radio Homes— "	71,100
Population—Secondary	990,120
Radio Homes— "	201,900

Source: Mail response survey.

Representative

Furgason & Walker, Inc.

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CALIFORNIA

Population 6,907,387 — Number of Radio Homes 2,013,260

Number of Families 2,130,997 — Auto Registrations 2,770,000

For 1940 Census data, please turn to page 244

K E R N

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. PHONE: 978. TRANSMITTER LOCATION: Ming & Oak St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Guy C. Hamilton
Station & Sales Mgr.....Robert L. Stoddard
Program-Publicity Director.....Walt Lynn
Production Manager-Chief Announcer.....Paul Bartlett
Chief Engineer.....Verne Shatto

Coverage

Population—Primary	135,000
Radio Homes— "	28,000
Population—Secondary	200,000
Radio Homes— "	47,000

Source: Station estimate.

Representative

Paul H. Raymer Co.

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1600 Kc. POWER: 1000 watts. 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, NBC Thesaurus.

Personnel

Presldent.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin
Chief Announcer.....C. C. Sturm
Chief Engineer.....L. P. Jarvis

Coverage

Population—Primary	200,000
Radio Homes— "	53,600

Source: Field intensity survey.

K R E

BERKELEY—EST. 1922

FREQUENCY: 1400 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 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station & Commercial Mgr....Arthur Westlund
Program Director.....Don Hambly
Musical Director.....Harrold S. Hawley

Coverage

Population—Primary	1,650,000*
Population—Secondary	407,000*

* Estimate.

Source: Field intensity survey and mail analysis; U. S. Department of Commerce.

K M P C

BEVERLY HILLS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 5000 watts. OWNED BY: G. A. Richards. OPERATED BY: KMPC, Inc. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: CRestview 6-6211; BRadshaw 2-4411. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: 1481 East 81st. 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. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus, Davis & Schwegler.

Personnel

President.....G. A. Richards
Vice-President.....Leo Fitzpatrick
Vice-President.....John Patt
Vice-President-General Manager..Leo B. Tyson
Sales Manager.....Robert O. Reynolds
Program Director.....Alan Cameron
Production Manager.....Arthur Faust
Sales Promotion Manager.....Bill Anderson
Chief Announcer.....Jack Stafford
Musical Director.....Rex Corey
Chief Engineer.....Roger Love

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Coverage

Population—Primary 2,690,600
Radio Homes— " 829,228
Source: Field survey; U. S. Census; Joint Committee.

Representative

A. K. Bucholz (Chicago)
Lloyd Venard (New York)

K H S L

CHICO—EST. 1935
MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 4th & Broadway. PHONE: 237-8. STUDIO ADDRESS: 4th & Broadway. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Sunday (118 hours weekly). NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Horace Thomas
Vice-President.....Hugh McClung
Secretary-General Mgr. .....M. F. Woodling
Chief Announcer.....Orel Phillips
Musical Director.....Earl Wright
Chief Engineer .....Emory P. Milburn

Coverage

	Daytime	Evening
Population—Primary	307,717	298,640
Radio Homes— "	103,662	100,634
Population—Secondary	47,702	43,300
Radio Homes— " ..	16,054	15,588

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: 1490 Kc. POWER: 250 watts. OWNED BY: 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.

K I E M

EUREKA—EST. 1933
MUTUAL—DON LEE

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 43. PHONES: 93 and 94. STUDIO ADDRESS: Vance Hotel. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Lang-Worth.

Personnel

Station Manager.....Wm. B. Smullin
Commercial Manager.....Donald Telford
Production Manager-Chief Announcer, Charles P. Corbin
Musical Director.....James Fasullo
Religious Director ..Rev. Charles H. Hudson
Office Manager.....George E. Thomson
Traffic Manager. .....Beatrice Stuart
Education Director.....Earl Roberts
Engineers.....Alvar Olson, Charles Baker

Coverage

	Daytime	Evening
Population—Primary	58,783	45,420
Radio Homes— "	17,080	14,240
Population—Secondary ..	137,678	120,000
Radio Homes— " .	38,550	34,000

Source: Mail analysis.

K A R M

FRESNO—EST. 1937
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: George Harm Estate. OPERATED BY: George Harm Estate. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (124 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Mrs. George Harm
Acting Station Manager..William W. Gardner
Sales and Sales Promotion Manager, Don C. Robbin
Publicity Director.. ... ...Dean Metcalf
Chief Announcer. .....Milton Cook
Musical Director.. .. ..Jack Clawson
Program Director .. ..Dick Wegener
Chief Engineer ....John Scales

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Coverage

Population—Primary	344,000
Radio Homes— "	104,243
Population—Secondary	630,291
Radio Homes— "	185,086

Representative

Joseph Hershey McGillvra
Edward S. Townsend Co. (Pacific Coast)

K M J

FRESNO—EST. 1922

NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 3-6277; Transmitter, 4-2400. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ventura and Fowler. TIME ON THE AIR: 6:00 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.

K I E V

GLENDALE—EST. 1932

FREQUENCY: 870 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

K F O X

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1280 Kc. POWER: 1000 watts. 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 11:00 P.M NEWS SERVICE: United Press TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

Personnel

President .....Hal G. Nichols
Commercial Manager..Lawrence W. McDowell
Publicity Director.....John T. Hughes
Chief Engineer.....Lawrence W. McDowell

Coverage

	Daytime	Evening
Population—Primary	*880,000	*1,010,000
Radio Homes— "	500,000	561,000
Population—Secondary	*25,000	*25,000
Radio Homes— "	9,600	9,600

* Families.
Source: Station estimate.

Representative

Walter Biddick Co.

K G E R

LONG BEACH—EST. 1925

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: Consolidated Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 435 Pine Ave. STUDIO ADDRESS: 435 Pine Ave.; 643 S. Olive, Los Angeles. TRANSMITTER LOCATION: San Francisco St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager .....John A. Dobyns
Business Manager .....Tom Hunter
Sales Manager.....Don Alderman
Program Director.....Helene Smith
Public Relations Manager.....Lee Wynne
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.

K E C A

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 790 Kc. POWER: 5000 watts. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

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(Photo by *Fairchild Aerial Surveys, Inc.*)

K F W B, Hollywood's own station, carries *more local business than any other station* in the greater Los Angeles area—this is as it should be:—

★ ***BECAUSE*** Warner Bros.' experienced staff of directors, writers and merchandising men have created high rating local shows available for your sponsorship;

★ ***BECAUSE*** K F W B's staff is available to produce, direct and merchandise your advertising campaign to help create greater audiences —more sales;

★ ***BECAUSE*** K F W B has the largest studio facilities on the west coast—studios with capacities ranging from 450 to 3,000 seats. This affords the local advertiser a *real opportunity to merchandise his show;*

★ ***BECAUSE*** K F W B's 5,000 Watts day and night gives it signal strength that adequately covers the greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states;

★ ***BECAUSE*** K F W B's position on the dial places it right in the center of the greatest activity.

• • •

WARNER BROS.

KFWB

LOS ANGELES, CALIF.

Harry Maizlish, Gen. Mgr.

5833 Fernwood Avenue

HOLLYWOOD, CALIF.

www.americanradiohistory.com

2951 Moynier Lane, Culver City. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....Earle C. Anthony
General Manager.....Harrison Holliway
Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Musical Director.....Claude Sweeten
Production Manager.....John I. Edwards
Sales Promotion Manager.....E. Pederson
Publicity Director.....Bernard M. Smith
Editor .....Jose Rodriquez
Auditor .....Ernest Felix
Special Events Supervisor..Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Chief Engineers .....Curtis Mason,
H. L. Blatterman

Coverage

Population-Primary 3,154,380
Radio Home- " 896,830
Source: Station estimate

Representative

Free & Peters, Inc.

K F A C

LOS ANGELES—EST. 1932

FREQUENCY: 1330 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: 168 hours weekly. 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.....Edith Reeback
Traffic Manager.....Lucile Blake
Record Librarian.....Don Otis
Chief Engineer.....H. W. Anderson

Coverage

	Daytime	Evening
Population—Primary ...	3,000,000	1,150,000
Radio Homes— " ...	851,210	500,000

Source: Station survey.

K F I

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: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President.....Earle C. Anthony
General Manager.....Harrison Holliway
Sales Manager.....Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
News Editor.....Jose Rodriquez
Publicity Director.....Bernard M. Smith
Sales Promotion Manager.....E. Pederson
Auditor .....Ernest Felix
Special Events Supervisor..Jimmy Vandiveer
Continuity Editor.....Volney Cunningham
Musical Director.....Claude Sweeten
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.

K F V D

LOS ANGELES

FREQUENCY: 1020 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 Cattaraugua St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset, 10:00 P.M. to 6:00 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

K F W B

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 980 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, Culver City. TIME ON THE AIR: 130 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President.....L. J. Halper
Station Manager .....Harry Maizlish

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Commercial Manager.....Jack O. Gross
Chief Announcer.....Harry Hall
Production Manager.....Manning Ostroff
Promotion Dept., Dave Davidson, William Ray
Musical Director.....Leon Leonardi
Chief Engineer.....Harry Myers

Representative
Paul H. Raymer Co.

K F S G

LOS ANGELES—EST. 1923

FREQUENCY: 1150 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. PHONE: Exposition 1141. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. 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 7:00 P.M. to 12:00 Midnight (29½ hours weekly).

Personnel

President.....Aimee Semple McPherson
Station Manager.....Phil Kerr
Chief Engineer.....Myron Kluge

K G F J

LOS ANGELES—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 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: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Manager.....Ben S. McGlashan
Assistant Manager.....H. Duke Hancock
Program Director.....Thelma Kirchner

Coverage

	Daytime	Evening
Population—Primary	500,000	1,000,000
Radio Homes— "	300,000	800,000
Population—Secondary	150,000	400,000
Radio Homes— "	75,000	200,000

Source: Station estimate.

Representative
Cox & Tanz

K H J

LOS ANGELES—EST. 1923

MBS—DON LEE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: Hollywood 8111. STUDIO LOCATION: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 AM. to 12:00 Midnight (Sunday) NEWS SERVICE: International News Service. Associated Press. 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.....Dave Rose
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

K M T R

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. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....Victor E. Dalton
General Manager.....Kenneth O. Tinkham
Musical Director.....Salvatore Santaella
Chief Technician.....Carrol Hauser

Representative
Burn-Smith Co.

K N X

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1070 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

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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
Assistant Manager, North California Office, Charles S. Morin
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
KNX-Sales Promotion Manager, Edwin W. Buckalew
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: 1150 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: 5:30 A.M. to 7:45 P.M. and 12:00 Midnight to 2:00 A.M. except Fridays and Sundays; Fridays, 7:45 P.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 10:00 A.M., 12:30 P.M. to 3:00 P.M. and 4:15 P.M. to 7:00 P.M. NEWS SERVICE: International News Service

Personnel

General Manager.....John A. Driscoll
Studio Manager & Program Director Howard R. Bell
Publicity Director.....Marcia Conrad
Musical Director.....Salvatore Santaella

Coverage

Population—Primary	*798,847
Population—Secondary	*753,450

*Families

Source: Los Angeles Chamber of Commerce.

K M Y C

MARYSVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: State Theater Bldg., 515 E St. PHONES: 2080-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverside Ave., 2 miles north of Marysville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Saturdays, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Marysville Appeal-Democrat. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Horace Thomas
General Manager.....Hugh McClung
Station Manager.....Walter Conway
Commercial Manager.....Carl Winther
Sales Promotion Manager....Paul McConnell
Program-Musical Director.....Robert Hambly
Production Manager-Publicity Director, William Mathews
Chief Engineer.....Leon Stauffer

Coverage

Population—Primary	54,450
Radio Homes— "	13,350
Population—Secondary	110,219
Radio Homes— "	30,350

Source: U. S. Census; Joint Committee; Mail response analysis and field strength survey.

Representative

John Blair & Co.

K Y O S

MERCED—EST. 1936

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1080 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 Sun-Star. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President .....Hugh McClung
Station Manager.....David S. Ballou
Commercial Manager.....Kenneth Gorsuch
Program Director.....Charles Kinsley, Jr.

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Publicity Director.....Viola Geary
Chief Engineer.....Erwin Dold

Coverage

Population—Primary 88,161
Population—Secondary 365,321
Source: Station estimate.

Representative

John Blair & Co.

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KTRB

MODESTO—EST. 1934

FREQUENCY: 860 Kc. POWER: 250 watts. OWNED BY: KTRB Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 495. 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.

Personnel

General Manager.....William H. Bates, Jr.
Commercial Manager.....Doug McCreary
Program Director.....Cecil Lynch
Chief Engineer.....Wayne Bethold

Coverage

Population—Primary 250,000
Population—Secondary 2,000,000
Source: Station estimate.

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KDON

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl St. 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 11:00 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
Publicity Director.....Bob Pinkerton
Chief Engineer.....Omer Wright

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: 1310 Kc. POWER: 1000 watts. 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
Program Director.....C. de Costa
Publicity Director.....Mary Dorr
Chief Engineer.....R. C. Butler

Coverage

	Daytime	Evening
Population—Primary	1,096,112	1,555,245
Radio Homes— " ...	186,342	236,924
Population—Secondary .	2,050,927	2,213,004
Radio Homes— " .	296,515	313,329

Source: Station survey.

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KLX

OAKLAND—EST. 1922

FREQUENCY: 910 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

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KROW

OAKLAND—EST. 1925

FREQUENCY: 960 Kc. POWER: 1000 watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 464—19th St. PHONE: Glencourt 6774. SAN FRANCISCO OFFICE and STUDIO ADDRESS: Bellevue Hotel. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: 167¼ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

President.....W. I. Dumm
Vice-President-General Manager.....Philip G. Lasky

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Program Director.....Keith Kerby
Production Manager.....Scott Weakley
Publicity Director.....Don Logan
Musical Director.....Edward House
Chief Engineer.....C. E. Downey

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: 1240 Kc. POWER: 250 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. TRANSCRIPTION SERVICE: Standard Radio.

KROW

★

"THE HOME-INTEREST STATION OF THE GREAT OAKLAND-SAN FRANCISCO METROPOLITAN AREA."

★

RADIO CENTER BUILDING
19th and Broadway
Oakland, California

Philip G. Lasky, General Manager

Represented Nationally by Free and Peters, Inc.

Personnel

Station Manager.....Frank M. Veale
Chief Announcer .....Vincent Parsons
Program-Musical Director.....Leon Hill
Production Manager.....Raymond Wylie
Chief Engineer .....N. V. Parsons

Coverage

	Daytime	Evening
Population—Primary	344,000	344,000
Population—Secondary ..	625,000	625,000

Source: Chamber of Commerce.

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K V C V

REDDING—EST. 1936

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 1230 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Horace E. Thomas
Station Manager.....Frank H. Coffin
Commercial Manager.....Harold Winther
Program Director.....Orville Burda
Chief Engineer.....John Boren

Coverage

Population—Primary	55,160
Radio Homes— "	18,383
Population—Secondary	23,087
Radio Homes— "	6,021

Source: Chamber of Commerce; Joint Committee; Mail analysis.

Representative

John Blair & Company

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K F B K

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1530 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

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Sales Manager ..... Leo Ricketts
Publicity Director ..... J. Cieloha
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

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 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. (132½ hours weekly). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner ..... Royal Miller
Station Manager ..... Will Thompson, Jr.
Sales Manager ..... D. E. Lundy
Sales Promotion Manager ..... Elton Rule
Program Director ..... Ann Farrar
Production Manager ..... Bert Barry
Chief Announcer ..... Bob Tutt
Musical Director ..... Garland Schuler
Director of Women's Programs, Evangeline Baker
Chief Engineer ..... Milton Cooper

Coverage

Population—Primary	375,000
Radio Homes— "	104,700
Population—Secondary	145,000
Radio Homes— "	42,000

Source: Mail response analysis.

Representative

Edward S. Townsend Co.

•

K F X M

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1240 Kc. POWER: 250 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: 990 Colton Ave. 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 ..... Maury A. Vroman
Publicity Director ..... George A. Burns
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 M B

SAN DIEGO—EST. 1940

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Worcester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Pacific Square. PHONE: Main 2114. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1124 S. 34th St. TIME ON THE AIR: 118 hours weekly.

Personnel

President ..... Warren B. Worcester
Sales Manager ..... Mr. Heitfeld

•

K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 5000 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
Program-Publicity 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

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K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1360 Kc. POWER: 1000 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 (124 hours weekly). NEWS SERVICES: Associated Press, United 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.....James Dillon
Publicity Director.....David Titus
Chief Announcer.....Gene Ericson
Musical Director.....George Bacon
Chief Engineer.....Verne Milton

Coverage

	Daytime	Evening
Population—Primary	280,000	280,000
Radio Homes— "	75,334	75,334

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. 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, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....Thomas S. Lee
Station Manager.....William D. Pabst
Commercial Manager.....Ward D. Ingrim
Program Director.....Ben Harkins
Production Manager.....Mel Venter
Sales Promotion Manager.....Gary Kreidt
Chief Announcer.....Bob Bence
Sales-Traffic Manager.....Enes Canata
Publicity Director.....Pat Kelly
Musical Director.....Cy Trobbe
Chief Engineer.....Ernest G. Underwood

Coverage

	Daytime	Evening
Population—Primary	2,554,209	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: 810 Kc. POWER: 10000 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

Station Manager.....A. E. Nelson
Sales Promotion Manager.....Gene Clark
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
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: Field intensity survey and mail response analysis.

Representative

National Broadcasting Co., Inc.

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K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1100 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. and Sunday) 10:00 P.M. to local sunset the following day; Saturday, 11:30 to local sunset the following day. NEWS SERVICE: United

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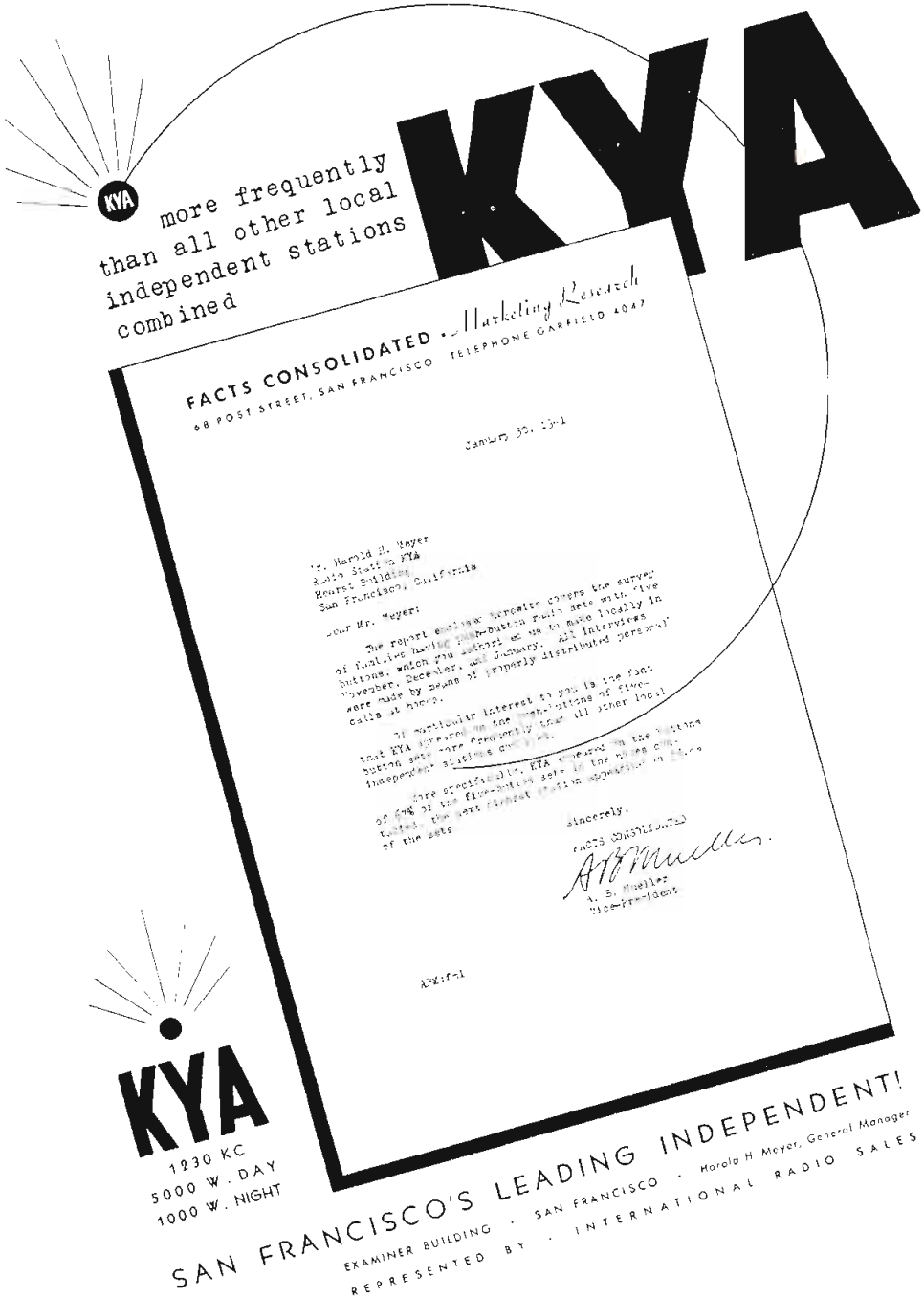

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Press, International News Service, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, NAB Library, C. P. MacGregor.

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

KPO

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

Station Manager.....A. E. Nelson
Sales Promotion Manager.....Gene Clark
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
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: Field intensity survey and mail response analysis.

Representative

National Broadcasting Co., Inc.

KSAN

SAN FRANCISCO—EST. 1925

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Golden Gate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....S. H. Patterson
Station Manager.....Lou Keplinger
Program Director.....Lee Goldsmith
Publicity Director.....Jean Anderson
Chief Announcer.....Charles Cooper
Chief Engineer.....Mel Williams

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.

KSFO

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 Jesse 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: Lang-Worth.

Personnel

President.....W. I. Dumm
General Manager.....Lincoln Dellar
National Sales Manager.....Haan J. Tyler
Program Director.....Clifton Howell
Director of Public Relations.....R. W. Dumm
Sales Promotion Manager....Jack P. Cowden
Chief Announcer.....Ken Craig
Traffic Manager.....I. V. Newlin
Publicity Director.....Marie Houlihan
Musical Director.....Dick Aurandt
Chief Engineer .....R. V. Howard

Coverage

	Daytime	Evening
Population—Primary	2,181,800	2,076,700
Radio Homes— "	.643,120	611,970
Population—Secondary ..	482,300	132,600
Radio Homes— " ..	99,070	23,700

Source: Joint Committee; county auditor's estimate (1939).

Representative

Edward Petry & Co.

KYA

SAN FRANCISCO—EST. 1926

FREQUENCY: 1260 Kc. POWER: 5000 watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas

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2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Call-Bulletin. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President . . . . . C. B. McCabe
General Manager . . . . . Harold Meyer
Program Director . . . . . Reiland Quin
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.

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K Q W

SAN JOSE—EST. 1912

MUTUAL—DON LEE

FREQUENCY: 740 Kc. POWER: 5000 watts. OWNED BY: Pacific Agricultural 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, Calif. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, C. P. MacGregor.

Personnel

President . . . . . Ralph R. Brunton
General Manager . . . . . C. L. McCarthy
Sales Manager . . . . . H. O. Fiebig
Production Manager . . . . . Dick Ellers
Sales Promotion and Program Manager, Ray Lewis
Musical Director . . . . . Fred Ruegg
Chief Engineer . . . . . C. V. Davey

Coverage

	Daytime	Evening
Population—Primary	2,834,542	2,834,542
Radio Homes "	545,870	545,870

Source: Joint Committee; Chamber of Commerce; field intensity survey.

Representative

Reynolds-Fitzgerald, Inc.

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (119½ hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner . . . . . Christina M. Jacobson
Manager . . . . . Les Hacker
Sales Manager . . . . . Joe Shuttleworth
Program Director . . . . . Aram Rejebian
Chief Announcer . . . . . William Barton
Chief Engineer . . . . . Earl Travis

Representative

John Blair & Co.

•

K V O E

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 307 North Broadway. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. PHONE: 4900. 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
Vice-President . . . . . C. P. MacGregor
Sales Manager . . . . . Puck Wendling
Production Manager . . . . . Wallace S. Wiggins
Merchandising & Promotion Manager . . . . . Vic Rowland
Chief Engineer . . . . . Wallace S. Wiggins

Representative

John Blair & Company

•

K D B

SANTA BARBARA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEMS

FREQUENCY: 1490 Kc. POWER: 250 watts. 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

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AIR: 6:45 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Earl Pollock
Production Manager & Chief Announcer.....Bob Perry
Sales Manager.....Arthur Manuel
Chief Engineer.....Walter Radtke

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.

K T M S

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO.
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: De La Guerra Plaza; Ventura, Calif. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 6:45 A.M. to Midnight; (Sunday) 8:00 A.M. to Midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....Charles A. Storke

Coverage

	Daytime	Evening
Population—Primary	138,958	138,958
Radio Homes— "	34,450	34,450

Source: U. S. Census.

Representative

Paul H. Raymer Co.

K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1350 Kc. POWER: 1000 watts. OWNED BY: E. L. Finley. OPERATED BY: Wilt Gunzendorfer. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: Press Democrat Bldg. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Santa Rosa 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
Program Director.....Gordon Brown
Production Manager-Chief Announcer, Larry Hays
Publicity Director.....Mike Pardee
Chief Engineer.....Howard McCauley

Coverage

Radio Homes—Primary.....139,410
Based on 250 Watts:
Source: Station survey.

K G D M

STOCKTON—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. BUSINESS ADDRESS: 40 S. California St. PHONE: 44551. STUDIO ADDRESS: 515 E. Market. TRANSMITTER LOCATION: Highway 99, S.E. TIME ON THE AIR: 5:45 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....E. Smith
Program Director.....Donald J. Ralph

K W G

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 2-2727. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 6:00 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.....Lester Jacobson
Chief Engineer.....Russell Bennett

Representative

Paul H. Raymer Company

K T K C

VISALIA—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 920 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

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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. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager.....Chas. A. Whitmore
Station Manager.....Chas. P. Scott
Sales Manager.....Milliard Kibbe
Program-Musical Director.....Jerry Irwin
Production Manager.....Ken Aitken
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

KHUB

WATSONVILLE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John P. Scripps. OPERATED BY: E. W. Slusser. BUSINESS ADDRESS: Atkinson Lane. PHONE: 1700-1. STUDIO ADDRESS: Atkinson Lane. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Watsonville Register-Pajaronian. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John P. Scripps
Station Manager.....E. W. Slusser
Commercial Manager.....George Barringer
Program-Publicity Director.....Eddie Calder
Chief Announcer.....Morry Bertsch
Musical Director.....Nana Taylor
Chief Engineer.....Farrel Buckley

Coverage

	Daytime	Evening
Population—Primary	50,000	30,000
Population—Secondary	20,000	

Representative

Walter Biddick Co.
Forjoe & Co.

COLORADO

Population 1,123,296 — Number of Radio Homes 254,900

Number of Families 314,952 — Auto Registrations 362,000

For 1940 Census data, please turn to page 245

KGIW

ALAMOSA—EST. 1929

FREQUENCY: 1450 Kc. POWER: 250 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: 7:00 A.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner.....E. L. Allen

KVOR

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1300 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.

Personnel

President.....E. K. Gaylord
Station Manager.....Dudley Tichenor
Program Director.....Elaine Clemons
Musical Director.....Duane Osborn
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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K F E L

DENVER—EST. 1923

MUTUAL

MOUNTAIN & PLAIN NETWORK

FREQUENCY: 950 Kc. POWER: 5000 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: 5350 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M., daily; 7:00 A.M. to 12:30 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler, C. P. MacGregor.

Personnel

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Commercial Manager.....Holly Moyer
Program and Sales Promotion Manager, Don McCraig
Production Manager-Chief Announcer, Herb Trackman
Chief Engineer.....Charles Hastings

Coverage

	Daytime	Evening
Population—Primary	526,445	526,445
Radio Homes— "	124,600	110,000
Population—Secondary ..	323,300	526,445
Radio Homes— " ..	150,000	124,600

Source: Mail analysis.

Representative

John Blair & Company

•

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts. 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: S. Franklin at Hamden, Englewood, Colo. TIME ON THE AIR: 5:00 A.M. to 1:05 A.M.; Sunday, 6:30 A.M. to 12:00 Midnight (138 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

K F E L

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Personnel

President.....E. K. Gaylord
Station Manager.....Hugh B. Terry
Program Director.....Arthur Wuth
Production Manager.....Derby Sproul
Promotion Director.....R. C. Groffman
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

Coverage

	Daytime	Evening
Population—Primary ...	953,265	708,400
Radio Homes— "	204,641	156,068

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

K M Y R *

DENVER—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. 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 O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 850 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: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 1:00 A.M. (135 hours weekly). NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President, General Electric....Charles Wilson
President, National Broadcasting.
Niles Trammell
General Manager.....Lloyd E. Yoder
Assistant Manager.....Robert H. Owen
National Spot Sales Manager.
James R. MacPherson
Local Sales Manager.....A. W. Crapsey
Production Manager.....John B. Lyman, Jr.
Publicity Director.....Don Martin
News Editor.....Albert Orrick
Auditor-Office Manager.....Dale L. Newbold
Traffic Manager.....H. M. Loucks
Musical Directors.
Milton Shrednik, Chester Smith
Program Director.....Clarence C. Moore
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— " ..	104,400	625,700

Source: NBC Airea method of field strength measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

K P O F

DENVER—EST. 1928

FREQUENCY: 910 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.

(Non-Commercial Sttaion.)

K V O D

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OP-

STATION

K V O D

DENVER

Takes great pleasure in

announcing the appointment of

WEED AND COMPANY

as its National Representative.

☆

NBC Affiliate 630 Kilocycles

www.americanradiohistory.com

ERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TIME ON THE AIR: 18½ hours daily; Sundays, 17 hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, C. P. MacGregor.

Personnel

President and General Manager....W. D. Pyle
Station & Commercial Manager....T. C. Ekrem
Program Director.....J. E. Finch
Sales Dept.....Con Hecker
Publicity Director .....B. H. Stanton

Coverage

	Daytime	Evening
Population—Primary	1,091,043	682,227
Radio Homes— "	229,430	151,430
Population—Secondary ..	227,437	134,983
Radio Homes— " ..	45,245	27,366

Source: U. S. Census; Joint Committee.

Representative

Weed & Co.

K I U P

DURANGO—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 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 10:00 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
MOUNTAIN & PLAIN NETWORK

FREQUENCY: 1230 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. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Rex Howell
Commercial Manager.....Chas. Howell
Traffic and Publicity Manager....Alice Barber
Chief Engineer.....Fred Mendenhall

Coverage

Population—Primary	18,321
Radio Homes— "	13,204

Source: Field strength measurements.

K F K A

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM
MOUNTAIN & PLAIN NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. 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: 90 hours weekly. NEWS SERVICE: United Press.

Personnel

President-Station Manager.....Francis Price
Program Director.....Dorothy Baldwin
Production Manager.....Charles W. Lang

Coverage

	Daytime
Population—Primary	983,170
Radio Homes— "	230,180

Source: U. S. Census; Joint Committee.

Representative

Furgason & Walker, Inc.

K O K O

LA JUNTA—EST. 1937

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: La Junta. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Leonard E. Wilson

K I D W

LAMAR—EST. 1932

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: The Lamar Broadcasting Co. OPERATED BY: Lamar Broadcasting Co. 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. and 9:30 P.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

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DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September, 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

WTIC 50,000 WATTS

A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

www.americanradiohistory.com

Personnel

General Manager.....C. R. Anderson

•

K G H F

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.
(BLUE & RED)

FREQUENCY: 1350 Kc. POWER: 500 watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: Pueblo Savings & Trust Co. Bldg. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 87. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner.....Curtis P. Ritchie
Station Manager.....J. H. McGill
Commercial Manager.....Maxson I. Bevens
Program Director.....Fred Amos

Representative

Howard H. Wilson Co.

•

K G E K

STERLING—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 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.

CONNECTICUT

Population 1,709,242 — Number of Radio Homes 410,790

Number of Families 446,717 — Auto Registrations 480,000

For 1940 Census data, please turn to page 246

W I C C

BRIDGEPORT (New Haven)—EST. 1926

NBC-MBS-YANKEE AND
COLONIAL NETWORKS

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave., Boston, Mass. STUDIO ADDRESS: 1241 Main St., Bridgeport. PHONE: 6-1121. 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. AFFILIATED with Yankee Network Artists' Bureau.

Personnel

President.....John Shepard 3rd
Station Manager.....Joseph Lopez
Supervisor, New Haven Studios.....Judson LaHaye
Sales Manager.....Norman Whittaker
Publicity Director and Program Director.....Florence Ballou
Musical Director.....Gus Meyers, Jr.
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 N A B *

BRIDGEPORT—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: Bridgeport. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

Owner.....Harold Thomas

*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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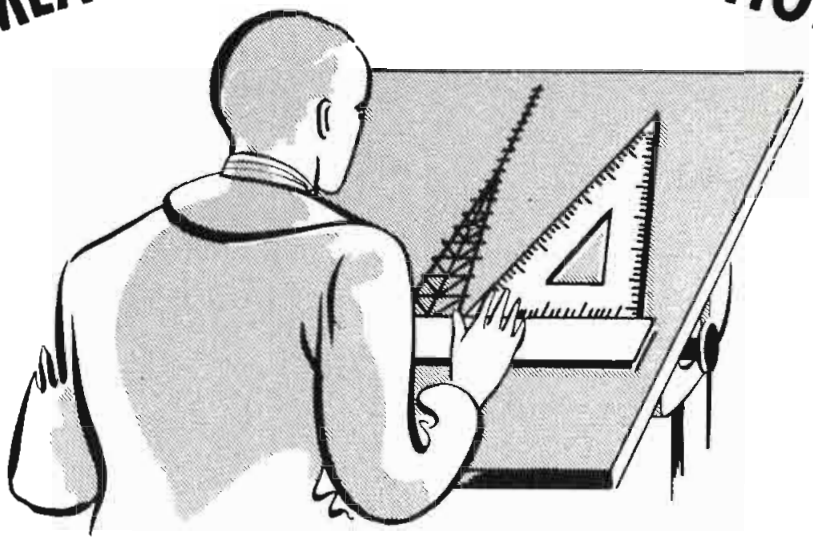
MEASURING A RADIO STATION

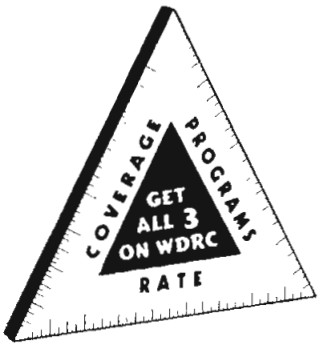


Choosing a radio station for "spot" business can be a measured procedure — as exact as a geometric formula.

To crystallize the formula, we give you a triangle. On one side, you have *coverage.* On the other, *programs.* And on the base of the triangle, *rate.*

When you take all three factors into consideration, you inevitably get the right answer—and the right station.

In the Hartford Area—Connecticut's Major Market—the triangle has a very pointed story. You get *all three*—on WDRC.



WDRC

CONNECTICUT'S PIONEER BROADCASTER

5,000 WATTS 18 HOURS DAILY
BASIC CBS FOR CONNECTICUT

www.americanradiohistory.com

WDRC

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts. 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); 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press TRANSCRIPTION SERVICE: Associated.

Personnel

President and Station Manager ..... Franklin M. Doolittle
Commercial & Advertising Manager ..... Wm. F. Malo
Program Director ..... Walter B. Haase
Publicity Director ..... Jack Zaiman
Chief Announcer ..... Ray Barrett
Musical Director ..... Sterling V. Couch
Chief Engineer ..... Italo Martino

Coverage

Population—Primary	548,109
Radio Homes— "	341,959

Source: Station survey.

Representative

Paul H. Raymer Co.
Robert C. Foster (Boston)

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WTHT

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 2-0237. 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. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

President ..... Francis S. Murphy
Station Manager ..... Cedric W. Foster
Commercial Manager ..... C. Glover Delaney
Program Director ..... Laureat H. Martineau
Publicity Director ..... Bob Martineau
Chief Announcer ..... Jack Lloyd
Musical Director ..... Charlotte Kaufman
Chief Engineer ..... Richard K. Blackburn

Coverage

Population—Primary	350,000
Radio Homes— "	87,000
Population—Secondary	250,000
Radio Homes— "	62,000

Source: Field intensity measurements.

Representative

J. P. McKinney & Son

WTIC

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1080 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
Program Director ..... Thomas C. McCray
Publicity Director ..... G. Malcolm-Smith
Musical Director ..... Moshe Paranov
Chief Engineer ..... J. C. Randall

Coverage

Population—Primary	2,573,810
Radio Homes— "	597,600
Population—Secondary	1,230,120
Radio Homes— "	289,490

Source: Field intensity measurements and mail response analysis; U. S. Census.

Representative

Weed & Company
(See Page 372)

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WNBC

NEW BRITAIN-HARTFORD—EST. 1935

NBC—BLUE

FREQUENCY: 1410 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 54 Pratt St., Hartford. PHONE: 7-9131. STUDIO ADDRESS: 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 ..... F. V. Goldstein
General Manager ..... Richard W. Davis
Program Director ..... Ralph Kanna
Commercial Manager .. Laurence C. Edwardson
Publicity Director ..... Milton Berkowitz
Chief Announcer ..... Jack Lacy
Traffic Manager ..... Crean Patterson
Chief Engineer ..... Rogers B. Holt

www.americanradiohistory.com

Coverage

	Daytime	Evening
Population—Primary ...	501,100	421,000
Radio Homes— "	124,200	104,450
Population—Secondary ..	1,008,500	626,100
Radio Homes— " .	248,510	156,680

Source: Mail response analysis and field intensity survey.

Representative

Headley-Reed Company

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WELI

NEW HAVEN—EST. 1935

MBS-YANKEE & COLONIAL NETWORKS
CONNECTICUT BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 1000 watts. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. (119 hours weekly). 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
Program Director.....Charles H. Wright
Production Manager.....Robert Fleming
News Editor.....William Dukeshire
Publicity Director.....Vincent E. Palmeri
Musical Director.....Marion Reynolds
Chief Engineer.....J. Gordon Keyworth

Coverage

Population—Primary	1,095,088
Radio Homes— "	262,090
Population—Secondary	818,351
Radio Homes— "	165,990

Source: Field strength measurements.

Representative

William G. Rambeau Co.

•

WNLC

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY: 1490 Kc. POWER: 250 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: 8:00 A.M. to Midnight. MAINTAINS ARTISTS BUREAU.

Personnel

President ..... R. L. Morey
Station Manager.....G. J. Morey
Commercial & Advertising
Manager.....Ivon B. Newman
Program Director-Artists' Bureau Head.
Len Stevens
Publicity Director-Chief Announcer.
Ted Hodge
Musical Director.....Richard Benvenuti
Chief Engineer.....Francis C. Garufy

Coverage

	Daytime	Evening
Population—Primary	142,090	142,090
Radio Homes— "	35,516	35,516
Population—Secondary .	32,240	
Radio Homes— " ..	8,059	

Source: Field intensity measurements (based on 100 watts); U. S. Census.

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WATR

WATERBURY—EST. 1934

MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1320 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..... ..... Foy Clark
Musical Director.....Edith Lacci
Chief Engineer.....John Burke

Coverage

	Daytime	Evening
Population—Primary	178,813	178,813
Population—Secondary ..	268,298	268,298

Source: Field intensity measurements.

Representative

Gene Furgason & Co.

•

WBRY

WATERBURY-NEW HAVEN
EST. 1934

CBS

FREQUENCY: 1590 Kc. POWER: 5000 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. STUDIO ADDRESSES: Same. TRANSMITTER LOCATION: Prospect, Conn. TIME ON THE AIR: 111 hours weekly. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

www.americanradiohistory.com

Personnel

President.....W. J. Pape
Station Manager.....E. J. Frey
Program Director.....Jack Henry
Commercial Manager....Murray L. Grossman
Publicity Director.....E. Christy Erk
Chief Announcer.....Walter Howard
Musical Director.....Waldo S. Newbury
Manager, New Haven.....Harry DeVorken
Program Director, New Haven, Scott Buckley

Coverage

Population—Primary	572,988
Radio Homes— "	97,494
Population—Secondary	276,026
Radio Homes— "	56,813

Source: Field intensity survey.

Representative

Joseph Hershey McGillvra

DELAWARE

Population 266,505 — **Number of Radio Homes 60,700**

Number of Families 70,572 — **Auto Registrations 70,600**

For 1940 Census data, please turn to page 246

WDEL

WILMINGTON—EST. 1922

NBC (Basic Red)
MASON-DIXON GROUP

FREQUENCY: 1150 Kc. POWER: 5000 watts. 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 Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
Program Manager.....Harvey Smith
Publicity Director.....Robert Roberts

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.

Any Time is *Profitable* Time on

WDEL

1120 KC. — 1000 WATTS
(*C. P. 5000 Watts*)

NBC BASIC RED NETWORK—
Covers Delaware, parts of Maryland, New Jersey, Penna.

● Careful network and local programming assures our many advertisers a large audience in this rich sales territory. Evidence of sustained listener interest—more than 44,000 program letters received in 1940.

www.americanradiohistory.com

WILM

WILMINGTON—EST. 1922

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 820 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 Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
Program Manager.....Robert Kelly
Publicity Director.....Henry Sholly

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.

DISTRICT OF COLUMBIA

Population 663,091 — Number of Radio Homes 155,800
Number of Families 171,023 — Auto Registrations 173,100

For 1940 Census data, please turn to page 246

WINX

WASHINGTON, D. C.—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts with 50-watt synchronized amplifier. OWNED BY: Lawrence J. Heller. OPERATED BY: Lawrence J. Heller. BUSINESS ADDRESS: 8th and Eye Sts., N. W. PHONE: Republic 8000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Lawrence J. Heller
Station Manager.....Reggie Martin
Sales Manager.....Helen K. Mobberley
Program Director.....Frank Owen
Production Manager...Anson S. Carpenter, Jr.
Sales Promotion Manager....Jack B. Creamer
Chief Announcer.....Sam Lawder
Musical Director.....Bob Callahan
Chief Engineer.....Ralph E. Cannon, Jr.

Representative

Radio Advertising Corp.

WJSV

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 50,000 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) 6:00 A.M. to 1:00 A.M. (Sunday) 7:30 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.....Paul Glynn
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

WMAL

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 5000 watts. OWNED BY: M. A. Leese Radio Corp. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO AD-

www.americanradiohistory.com

DRESS: Same. TRANSMITTER LOCATION: 712 Eleventh St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWSPAPER AFFILIATION: Evening Star Newspaper, Inc. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth, Standard Radio, Associated.

Personnel

Vice-President.....Frank M. Russell
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales & Advertising Manager..John H. Dodge
Sales Promotion Manager.....J. M. Dinwiddie
Production Supervisor.....Ross Filion
Musical Director.....Morgan Baer
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.

WOL

WASHINGTON, D. C.—EST. 1928

MUTUAL BROADCASTING SYSTEM—
FREQUENCY: 1260 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: 24 hours daily; Sunday, 6:30 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth, Standard Radio, 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

	Daytime	Evening
Population—Primary	1,029,453	838,153
Radio Homes— "	221,580	186,470

Source: Field intensity survey; U. S. Census; Joint Committee.

Washington's Only 24-Hour Station!

WOL

1000 Watts, 1260 Kilocycles Unlimited Time
MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA
1627 K Street, Northwest, Washington, D. C.
MEtropolitan 0010

SIXTEENTH DECENNIAL CENSUS OF UNITED STATES
—1940—
RADIO HOMES
½ millivolt contour.....256,452
WOL Base Daytime Hour Rate.....$90.00
Cost Per M Radio Homes.....35
. . . LOWEST IN WASHINGTON!
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM
National Representatives: INTERNATIONAL RADIO SALES

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W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 980 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, Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, Associated, 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
Sales Promotion Manager.....J. M. Dinwiddie
Production Supervisor.....Ross Filion
Musical Director.....Morgan Baer
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.

W W D C

WASHINGTON, D. C.—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts with 100-watt amplifier. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Capitol Broadcasting Co. BUSINESS ADDRESS: 1000 Connecticut Ave., N. W. PHONE: National 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 61 Pierce St., N. E. BOOSTER LOCATION: East-West Highway, Montgomery County, Md. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly).

Personnel

President .....Stanley H. Horner
General Manager.....Edwin M. Spence

FLORIDA

Population 1,897,414 — Number of Radio Homes 354,980
Number of Families 519,436 — Auto Registrations 495,000

For 1940 Census data, please turn to page 246

W M F J

DAYTONA BEACH—EST. 1935

NBC-BLUE

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ agnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

Personnel

Owner .....W. Wright Esch
Station Manager.....Billee B. Esch
Program Director.....Ray Clancy
Chief Engineer.....W. K. Ellenwood
Chief Engineer.....W. K. Ellenwood

Coverage

Population—Primary	198,895
Radio Homes— "	37,844
Population—Secondary	305,381
Radio Homes— "	58,183

Source: Field intensity survey; Joint Committee; U. S. Census.

W P E R *

DE LAND—EST. 1941

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Tropical Broadcasting Co. OPERATED BY: Tropical Broadcasting Co. BUSINESS ADDRESS: De Land. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Carl E. Raymond
Vice-President.....V. M. Fountain
Secretary-Treasurer.....W. H. Acree

*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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WFTL

FORT LAUDERDALE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Tom M. Bryan. OPERATED BY: WFTL Broadcasting Co. BUSINESS ADDRESS: 2700 South Andrews Ave. PHONE: 1300-1 and 1799. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

Personnel

Owner & Operator.....Tom M. Bryan
General Manager.....R. M. Tigert
Assistant Manager.....Perry N. Bryan
Program-Publicity Director...William M. Johns
Chief Announcer.....Marion Moore
Chief Engineer.....Francis Carroll

Coverage

	Daytime	Evening
Population—Primary	125,000	60,000
Radio Homes— "	40,000	10,000
Population—Secondary ..	175,000	65,000
Radio Homes— " ..	50,000	12,000

Source: Field strength survey.

WFTM

FORT MEYERS—EST. 1939

FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: 51 East 1st St. PHONE: 818. STUDIO ADDRESS: 51 East 1st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager, William E. Benns, Jr.
Commercial Manager....Mrs. W. E. Benns, Jr.
Program Director.....Margaret Williams
Publicity Director.....Joe Ellis
Chief Announcer.....Boyd Wood
Musical Director.....Barbara Brady
Chief Engineer.....Lewis Shea

Coverage

	Winter	Summer
Population—Primary	94,250	86,500
Population—Secondary ..	82,200	75,300

WRUF

GAINESVILLE—EST. 1928

FREQUENCY: 850 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: 6:30 A.M. to sunset at Denver, Colo.; Sunday, 7:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

Director .....Garland Powell
Assistant to Director...Charles W. Dudley, Jr.
Commercial Manager.....Francis Kearney
Publicity Director.....Sam Founts
Office Manager.....John L. Berry
Production Manager.....Alvin Flanagan
Musical Director.....Elizabeth Tew
Chief Engineer.....Dean Joseph Weil

Coverage

	Daytime
Radio Homes—Primary.....	29,614
Radio Homes—Secondary.....	137,878

Source: Field intensity survey.

Representative

Burn-Smith Company

WJAX

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSI-

WJAX
JACKSONVILLE, FLORIDA
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BROADCASTING
STATION
NBC
RED NETWORK
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930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 5-5821
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast

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NESS 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) 8:00 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

•

W J H P

JACKSONVILLE—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1320 Kc. POWER: 250 watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: 500 Laura St. PHONE: 57610. STUDIO ADDRESS: 500 Laura St. TRANSMITTER LOCATION: Read and Alamo St. TIME ON THE AIR: 18 hours daily. NEWSPAPER AFFILIATION: Jacksonville Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John H. Perry
Station Manager.....H. G. Wells, Jr.
Sales Manager .....I. M. Koger
Program Director.....James W. Young
Publicity Director.....Speed Veal
Chief Announcer.....Jack Rathbun
Musical Director.....Fred Maurie
Chief Engineer.....B. Hayford

Representative

John H. Perry Associates

•

W M B R

JACKSONVILLE—EST. 1933

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1400 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
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.

•

W L A K

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1211. STUDIO ADDRESS: Shore Acres, East Lime St. PHONE: 2127. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President.....J. E. P. Marchant
Station Manager.....Bert Arnold
Sales Manager.....D. M. Brown
Commercial Manager.....James H. Jones
Program Director.....Gordon Fletcher
Musical Director.....Elvan B. Wilson
Chief Engineer.....Powell Hunter

Coverage

	Daytime	Evening
Population—Primary	101,000	101,000
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.

•

W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 610 Kc. POWER: 5000 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: 79th St., Biscayne Bay. 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, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

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AND

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1360 Kilocycles **WKAT** 1000 W. Day and Night

MIAMI BEACH, FLORIDA

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Personnel

President.....D. J. Mahoney
Secretary-Treasurer.....Ross A. Reeder
Station Manager.....Arch Robb
Commercial Manager.....S. A. Vetter
Promotion Manager.....Frank Jaffe
Production Manager.....Charles Green
Musical Director.....Clark Fiers
Chief Engineer.....Milton C. Scott Jr.

Coverage

Population—Primary	450,753
Radio Homes— "	138,000
Population—Secondary	79,711
Radio Homes— "	21,348

Source: Joint Committee; 1940 U. S. Census.

Representatives

George P. Hollingbery Co.
Harry S. Cummings, Jacksonville and Atlanta

•

W Q A M

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	420,861
Radio Homes— "	93,350
Population—Secondary	471,758
Radio Homes— "	104,350

Source: Field intensity survey.

Representative

John Blair & Co.

•

W K A T

MIAMI BEACH—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 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
Sales Manager.....A. Campbell
Business Manager.....A. Wampler
Publicity Director.....O. Revelle
Musical Director.....Betty Lee Taylor
Engineers.....Tom Magee, Arthur Smith

•

W T M C

OCALA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Anthony and Henry Sts. PHONE: 128. TRANSMITTER LOCATION: I Broadcast Place. TIME ON THE AIR: Unlimited License: actual, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....John T. Alsop, Jr.
General Manager.....Hal Davis
Commercial Manager.....Helen Davis
Program Director.....Lester Weil
Production Manager.....Ethel London
Artists' Bureau Head-Musical Director, Charles Beresford, Jr.
Chief Announcer.....Al Jennings
Chief Engineer.....Bradley Overton

Coverage

	Daytime
Population—Primary	45,576
Radio Homes— "	10,112

Source: Station survey.

Representatives

John H. Perry Associates

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WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 watts. 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. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairville, Fla. TIME ON THE AIR: (daily) 6:30 A.M. to 12:05 A.M.; (Sunday) 7:00 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.....Charles Batchelder
Program Director.....Ralph Rogers
Musical Director.....Walter D. Kimble
Artists' Bureau Head.....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

WLOF

ORLANDO—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Hazelwood, Inc. OPERATED BY: Hazelwood, Inc. BUSINESS ADDRESS: P. O. Box 1272. STUDIO ADDRESS: Angebilt Hotel. PHONE: 2-1061. TRANSMITTER LOCATION: Orlando. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (121 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager, George A. Hazelwood
Commercial-Program Manager, John VanCronkhite
Publicity Director.....Tom Sawyer
Chief Announcer.....Bob Caffey
Chief Engineer.....W. Dod Daniel

A Blanket in Florida?

SURE! WDBO ORLANDO

RADIO BLANKET OF THE SUN EMPIRE

5000 Watts—DAY & NIGHT—580 Kcs.

1/2 FLORIDA AREA BUYING POWER POPULATION

Lowest Cost Response—Tops in Florida Radio Power

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Coverage

	Daytime	Evening
Population—Primary	90,000	78,000
Population—Secondary ..	275,543	135,000

Source: Chamber of Commerce.

•

WDLP

PANAMA CITY—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: First and Mercer Sts. PHONE: 777. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily; 102 hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....P. A. Roll
Station Manager.....Braden Ball
Commercial Manager.....Fred RaBell
Program-Musical Director.....Fred Phillips
Chief Engineer.....Eddie Pierce

Coverage

	Daytime	Evening
Population—Primary	50,000	20,000
Radio Homes— "	10,000	7,500
Population—Secondary ..	200,000	70,000
Radio Homes— "	75,000	50,000

Source: Mail response survey; U. S. Census.

Representative

John H. Perry Associates

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WCOA

PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY
FLORIDA STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: San Carlos Hotel. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Ridge. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. (18 hours daily; 125 hours weekly). NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....John H. Perry
General Manager.....Irving F. Welch
Commercial Manager.....Bill Helie
Program Director.....Virgil Evans
Sales Promotion Manager.....James Larkin
Publicity Director.....Charles Sullivan
Continuity Director.....Dorothy Eastman
Musical Director.....Ray Rogers
Chief Engineer.....Bert Mead

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

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WFOY

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

ST. AUGUSTINE—EST. 1936

FREQUENCY: 1240 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: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press.

Personnel

President-Station Manager..Glenn Marshall, Jr.
Sales Manager.....Frank King
Commercial Manager.....John H. Cummins
Program Director.....Winifred Hill
Chief Engineer.....Pat Bernhard

Coverage

Population—Primary	25,902
Radio Homes— "	20,488
Population—Secondary	113,721
Radio Homes— "	89,839

Representative

Paul H. Raymer Co.

•

WTSP

ST. PETERSBURG—EST. 1939

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. 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. (17½ hours daily; 14½ hours Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Nelson Poynter
General Manager.....Ovelton Maxey
Program Director.....Coburn Gum

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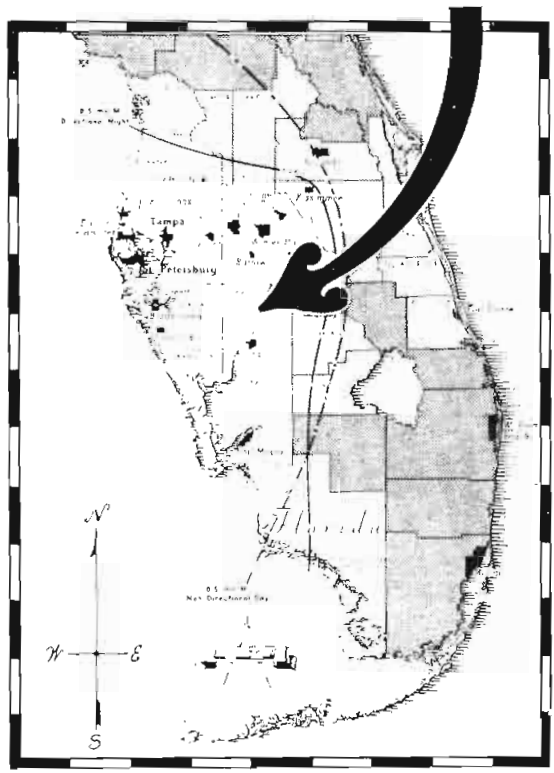

Engineering field measurements by McNary and Chambers, Sept. 1940

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W S U N

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LOUIS J. LINK, General Manager

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NEW YORK CHICAGO SAN FRANCISCO

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Continuity Director.....Tommy Tucker
Chief Announcer.....Jack Swift
Chief Engineer.....Garvin Combs

Coverage

Population—Primary	64,638
Radio Homes— "	17,420
Population—Secondary	205,988
Radio Homes— "	40,100

Source: Field intensity survey.

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WSUN

ST. PETERSBURG—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: City of St. Petersburg. OPERATED BY: City of St. Petersburg. BUSINESS ADDRESS: Municipal Pier. PHONE: 4747. STUDIO ADDRESS: Municipal Pier. TRANSMITTER LOCATION: Bayview-Clearwater, Fla. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Station Manager.....Louis J. Link
Sales Manager.....Jerry Wigley
Program Director-Chief Announcer, Fred Daiger
Production Manager.....Maurice Hayes
Public Relations Director.....Joe Frohock
Director of Women's Activities....Ruth Clark
Musical Director.....Edith Ginn
Sales Promotion Manager....Genevieve Burke
Chief Engineer.....Tom Herrin

Coverage

Population—Primary	460,691
Radio Homes— "	82,730
Population—Secondary	198,763
Radio Homes— "	34,790

Representative

International Radio Sales

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WSPB

SARASOTA—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESS: City Island. PHONE: 2541. 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, World Broadcasting System.

Personnel

President-Station Manager.....Frank S. Lane
Vice-President.....Ken Flenniken
Treasurer.....S. C. Hutcheson
Commercial Manager.....Fred Temple

Coverage

Radio Homes—Primary.....	61,520

WTAL

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Florida Capitol Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 989. STUDIO ADDRESS: Thomasville Highway. PHONE: 2160, 2161-W. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (117 hours weekly). NEWSPAPER AFFILIATION: Highlands County Pilot, Scenic Highlands Sun (Avon, Fla.). MAINTAINS ARTISTS' BUREAU. TRANSCRITION SERVICE: Lang-Worth.

Personnel

President .....Gilbert Freeman
Station Manager.....William C. Wyatt
Program Director.....Mildred E. Williams
Chief Engineer.....William A. Snowden, Jr.

Coverage

	Daytime	Evening
Population—Primary	100,000	25,000
Radio Homes— "	32,000	10,000
Population—Secondary .	350,000	
Radio Homes— " ..	125,000	

Source: Mail and telephone analysis.

Representative

Adams & Adams

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WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 5000 watts. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: 114 N. Franklin St. 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. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....David E. Smiley
Vice-President.....Ralph Nicholson
Station Manager .....L. S. Mitchell
Program Director.....Kenneth W. Skelton
Publicity Director.....J. F. Smiley
Musical Director.....M. E. Plattner
Chief Engineer.....William Pharr Moore

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

Paul H. Raymer Co.

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WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

ORANGE NETWORK

FREQUENCY: 970 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: Tampa H 1828; Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 6:45 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
Local Sales Manager.....Melvin A. Meyer
Artists' Bureau Head.....Frank Grasso
Program Director.....Paul Jones
Publicity Director.....Ronnie Rogers
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell

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TEST

NEXT SUMMER'S merchandising and advertising plan NOW . . . in Palm Beach.

WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

Coverage

Population—Primary	561,000
Radio Homes— "	111,000
Population—Secondary	515,000
Radio Homes— "	83,500

Source: Station survey.

Representative

John Blair & Co.

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WKGA*

TAMPA—EST. 1941

FREQUENCY: 940 Kc. POWER: 5000 watts, d.: 1000 watts, n. OWNED BY: The Tribune Company. OPERATED BY: The Tribune Co. BUSINESS ADDRESS: Tribune. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Tampa Tribune.

Personnel

Chairman of Board.....John S. Bryan
President-Treasurer.....S. E. Thomason
Vice President-Secretary.....J. S. Mims
Assistant Secretary.....George O. Webb

* 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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WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 3638-9. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Laura O'Brien
General Manager.....Stephen Willis
Program Director.....Vernon Crawford
Chief Engineer.....John Moore

Coverage

Population—Primary	80,000
Radio Homes— "	16,000

Source: Station survey.

Representative

Weed & Company

www.americanradiohistory.com

GEORGIA

Population 3,123,723 — Number of Radio Homes 396,240

Number of Families 750,633 — Auto Registrations 503,599

For 1940 Census data, please turn to page 247

WALB*

ALBANY—EST. 1941

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Herald Publishing Co. OPERATED BY: Herald Publishing Co. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 2½ miles north of Albany on Dixie Highway. TRANSMITTER LOCATION: Albany. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Albany Herald.

Personnel

President .....H. T. McIntosh
General Manager.....Edward J. Lord

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WGPC

ALBANY—EST. 1934

FREQUENCY: 1590 Kc. POWER: 250 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: Gillionville Rd. (2 miles west of Albany). TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....A. T. Spies
Program Director.....Jerry Winters
Production Manager-Publicity Director, Billie Poole
Chief Engineer.....O. E. Johnson

Coverage

Population—Primary	460,500
Radio Homes— "	31,875
Population—Secondary	480,349
Radio Homes— "	22,172

Source: U. S. Census; station estimate.

Representative

International Radio Sales

WGAU

ATHENS—EST. 1938

FREQUENCY: 1340 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. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager-Chief Engineer.....M. C. Gorman
Program Director.....Bill Evans

WAGA

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: Liberty Broadcasting Corp. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George B. Storer
General Manager.....Don Ioset
Sales Manager.....Maurice C. Coleman
Program Director.....Howard Donahoe
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.

Representative

John Blair & Co.

WATL

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. W. Woodruff, Trustee as Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 26 Cain St., N. W. 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: World Broadcasting System, Davis & Schwegler, Lang-Worth.

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THE ATLANTA JOURNAL STATION

WSB

ATLANTA, GEORGIA

In Southern Ohio IT'S WHIO DAYTON

POWER
PROGRAMS
PUBLICITY

In Florida IT'S WIOD MIAMI

THE Sales VOICE OF THE SOUTH

50,000 WATTS — NBC-RED — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

www.americanradiohistory.com

Personnel

President.....J. W. Woodruff
Sales Promotio nManager.....James Knight
Program-Musical Director.....Ken Keese
Production Manager.....Allen Parks
Publicity Director.....Barney Oakes
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

International Radio Sales

W S B

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 750 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Biltmore Hotel. PHONE: Hemlock 1045. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:30 A.M. to 12:30 P.M.; Sunday, 7:00 A.M. to 12:00 Midnight. NEWS PAPER AFFILIATION: Atlanta Journal. NEWS SERVICE: Associated Press, United ress. TRANSCRIPTION SERVICE: C. P. Macgregor, Lang-Worth.

Personnel

Manager.....J. Leonard Reinsch
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Production Manager.....Marcus Bartlett
Sales Promotion Manager.....Loris S. Myers
Artists' Bureau Head.....John Lair
Publicity Director.....Elmo Israel
Farm Director.....Bill Prance
Musical Director.....Earl Landis
Chief Engineer.....C. F. Daugherty

Coverage

	Daytime	Evening
Population—Primary	1,567,500	1,836,700
Radio Homes— "	247,500	249,830
Population—Secondary ..	3,170,400	9,730,700
Radio Homes— " ..	399,530	1,370,100

Source: NBC area survey; Consumer Market Data Hand Book.

Representative

Edward Petry & Company

W G A C

AUGUSTA—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Twin States Broadcasting Co. OPERATED BY: Twin States Broadcasting Co. BUSINESS ADDRESS: Augusta. PHONE: 2-2692-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sand Bar Ferry Road. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12 midnight. NEWSPAPER AFFILIATION: Augusta Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....F. Frederick Kennedy
General Manager.....J. B. Fuqua
Program Director.....John W. Watkins
Chief Engineer.....William Nungesser

Coverage

	Daytime	Evening
Population—Primary	120,000	80,000
Radio Homes— "	25,000	20,000

Source: Field intensity survey.

Representative

Headley-Reed Co.

W G S T

AUGUSTA—EST. 1940

COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO

FREQUENCY: 920 Kc. OWER: 5000 watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Forsyth Bldg. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....C. H. Calhoun
Treasurer.....P. J. Wilhite
National Sales-Promotion Manager,
Frank Gaither
Program Director.....John Fulton
Production Director.....Don Naylor
Publicity Director.....Mike Clarke
Musical Director.....Lola Wallace
Chief Engineer.....Ben Akerman

Coverage

Population—Primary	705,977*
Radio Homes— "	112,270*

Source: Field intensity measurements based on 0.5 milivolt signal.

Representative

The Katz Agency

W M W H *

AUGUSTA—EST. 1941

FREQUENCY: 1450 Kc. POWER: 250 Watts. OWNED BY: W. Montgomery Harrison. OPERATED BY: W. Montgomery Harrison. BUSINESS ADDRESS: Augusta.

*Station was licensed to operate under a construction permit at time of going to press.

www.americanradiohistory.com

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2-8805. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... Arthur Lucas
Station Manager ..... W. R. Ringson
Sec. & Treas. ..... F. J. Miller
Program Director ..... Charles Walters
Sales Manager ..... Thurston Bennett
Publicity Director ..... J. Marion Harman
Musical Director ..... Paul Reed
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.

W M O G

BRUNSWICK—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Coastal Broadcasting Co. OPERATED BY: Coastal Broadcasting Co. BUSINESS ADDRESS: Brunswick. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brunswick. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... Alma W. King
General Manager ..... Kenneth E. White
Program Director ..... Leon Lloyd
Chief Announcer ..... Tom Gilchrist
Chief Engineer ..... Herman Lange

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Columbus Broadcasting Co., 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: 6:00 A.M. to 11:00 P.M.; Sundays, 8:00 A.M. to 11:00 P.M. 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.
Sales Manager ..... James Davenport
Chief Announcer Program Director, Jack Gibney

Coverage

Population—Primary	500,000
Radio Homes— "	44,100
Population—Secondary	200,000
Radio Homes— "	21,000

Source: Mail response analysis.

Representative

International Radio Sales

W M J M

CORDELE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Cordele Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Transco.

Personnel

Business and General Manager, J. J. Mangham, Jr.
Station-Commercial Manager . . Harry G. Clark
Program Director ..... Ellen M. Stewart
Chief Engineer ..... Noel Martin

W B L J

DALTON—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Dalton Broadcasting Corp. OPERATED BY: Dalton Broadcasting Corp. BUSINESS ADDRESS: Kenemer Bldg. PHONE: Dalton 684. STUDIO ADDRESS: Kenemer Bldg. TRANSMITTER LOCATION: River Bend Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (112 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... Baxter Roach
Secretary-Treasurer . . . . . W. V. Williams
General Manager ..... Don Spencer
Program Director-Artists' Bureau Head, Bill Davies
Publicity Director ..... Jack McCoy
Chief Engineer ..... W. Roberts

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WGGA*

GAINESVILLE—EST. 1941

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Harry Estes, Austin Dean and L. H. Christian d/b as Gainesville Broadcasters. OPERATED BY: Gainesville Broadcasters. BUSINESS ADDRESS: Gainesville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Gainesville Eagle.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WKEU

GRIFFIN—EST. 1934

FREQUENCY: 1450 Kc. POWER: 250 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

Sears & Ayer, Inc.

WLAG*

LA GRANGE—EST. 1941

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: La Grange Broadcasting Co. OPERATED BY: La Grange Broadcasting Co. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: La Grange News.

Personnel

President.....Roy C. Swank
Vice President-Secretary.....Willis J. Davis
Treasurer.....Arthur E. Edge, Jr.

*Station was licensed to operate under a construction permit at time of going to press.

WBML

MACON—EST. 1940

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Middle Georgia Broadcasting Co. OPERATED BY: Middle Georgia Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 2728. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Eighth and Cherry Sts. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

$14,000,000 in defense projects within ten miles—military Strategists know

A GOOD MARKSMAN ALWAYS AIMS AT THE CENTER OF HIS TARGET!!

Concentrate your pattern in
MIDDLE GEORGIA
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WBML

"In Beat with the Heart of Georgia"

UNITED PRESS
News of the Hour on the Hour

MACON, GEORGIA
MUTUAL BROADCASTING SYSTEM
REPRESENTATIVES: INTERNATIONAL RADIO SALES

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Personnel

President.....Ernest D. Black
General Manager.....Robert R. Feagin
Business Manager.....Charles W. Pittman
Sales Promotion Manager.....Pat Padgett
Program Director.....Earl J. Pudney
Chief Announcer.....Sid Willard
Musical Director.....Mary Hester Richardson
Chief Engineer.....David Bain

Coverage

	Daytime	Evening
Population—Primary	300,000	150,000
Radio Homes— "	50,200	13,860
Population—Secondary ..	450,000	200,000
Radio Homes— " ..	72,400	15,000

Source: Station survey.

Representative

International Radio Sales

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. 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, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer.....Wilton E. Cobb
Commercial Manager.....Frank Crowther
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

Coverage

Population—Primary	180,371
Radio Homes— "	23,748
Population—Secondary	524,864
Radio Homes— "	59,649

Source: Field intensity survey.

Representative

The Katz Agency

WMGA

MOULTRIE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Moultrie. PHONE: 999. 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.....John F. 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.

Representative

F. Lacelle Williams

WRGA

ROME—EST. 1929

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 6589. 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; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

Personnel

President..... John W. Quarles
Station Manager-Treasurer....Happy Quarles
Sales Manager.....Price Selby
Commercial Manager.....Mather Payne
Program Director.....Jimmy Kirby

WSAV

SAVANNAH—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WSAV, Inc. OPERATED BY: WSAV, Inc. BUSINESS ADDRESS: Liberty National Bank Bldg. PHONE: 5600 and 3-4554. STUDIO ADDRESS: Liberty National Bank Bldg. TRANSMITTER LOCATION: President St. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

President .....Arthur Lucas
General Manager.....Harben Daniel
Commercial-Sales Promotion Manager, N. W. Brandon
Program-Musical Director....Electa Robertson
Production Manager.....Robert Eisenman
Publicity Director.....Ganus Scarborough
Chief Engineer.....Meredith Thompson

Coverage

	Daytime	Evening
Population—Primary ...	166,776	123,479
Radio Homes— " ...	33,356	24,696

Source: Field intensity measurements and mail response analysis; 1940 U. S. Census.

Representative

George P. Hollingbery Co.

www.americanradiohistory.com

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 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. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

Personnel

President .....W. T. Knight, Jr.
Treasurer-Station Manager..Marjorie B. Willis
Program Director.....Fred P. Pfahler, Jr.
Production-Publicity.....William B. Smart
Musical Director.....Dwight J. Bruce
Chief Engineer.....James Reynolds Donovan

Coverage

	Daytime	Evening
Population—Primary	322,600	431,800
Radio Homes— "	35,980	45,940
Population—Secondary ..	802,700	543,100
Radio Homes— " ..	183,300	125,800

Source: CBS Listener Study.

Representative

The Katz Agency, Inc.

WE'RE "ON THE SPOT"!!

Where new sales records are being made!

•

Where a greater, richer audience is being served better by the new WTOC

•

Where modernized promotion, merchandising, and publicity activities really serve clients

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IN SAVANNAH

SALES ARE UP
POPULATION IS UP
BUYING POWER IS UP

•

WTOC

CBS • 5000 WATTS • 1290 KC.

United Press News • Member Major Market Trio • Columbia's "Voice of the Coastal Empire"

•

(For Proof of Above Statements Consult Nearest "KATZ" Man)

WPAX

THOMASVILLE—EST. 1934

FREQUENCY: 1240 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.

Personnel

Station Manager.....H. Wimpy

•

WRLC*

TOCCOA—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: R. G. LeTourneau. OPERATED BY: R. G. LeTourneau. BUSINESS ADDRESS: Toccoa. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner.....R. G. LeTourneau

*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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WGOV

VALDOSTA—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. D. Rivers. OPERATED BY: E. D. Rivers. BUSINESS ADDRESS: East Park Ave., Lakeland Highway. 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: World Broadcasting System, Transco.

Personnel

Business and General Manager,
J. J. Mangham, Jr.
Program Director.....Harry L. Grimes
Chief Engineer.....David S. Traer

Coverage

Population—Primary	244,386
Population—Secondary	500,000

Source: Station survey.

•

WAYX

WAYCROSS—EST. 1936

FREQUENCY: 1230 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.

www.americanradiohistory.com

Personnel

President ..... Jack Williams
Station Manager-Chief Engineer, John J. Tobola
Commercial Manager ..... Jack Harder
Program Director ..... Martha Jane Folsom

Coverage

Population—Primary	303,815
Population—Secondary	404,834

Source: Station survey.

WDAK

WEST POINT—EST. 1940

MUTUAL BROADCASTING SYSTEM
ALABAMA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Valley Broadcasting Co. OPERATED BY: Valley Broadcasting Co. BUSINESS ADDRESS: General Tyler Hotel Bldg. PHONE: 173 and 193. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager ..... L. J. Duncan
Program Director ..... Thomas Phillips
La Grange Studio Manager .... Richard Ellis
Chief Announcer ..... Perry Elliott
Chief Engineer ..... James L. Williams

Coverage

	Daytime	Evening
Population—Primary	225,000	52,000

IDAHO

Population 524,873 — Number of Radio Homes 111,880

Number of Families 140,742 — Auto Registrations 160,500

For 1940 Census data, please turn to page 249

KIDO

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1380 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. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager ..... C. G. Phillips
Commercial Manager .... Richard G. McBroom
Program Director—Chief Announcer, Billy Phillips
Production Manager ..... Roy Civille
Publicity Director ..... Boyd Braithwaite
General Office Manager ..... Bonnie Scotland
Traffic Manager ..... Catherine Scotland
Sales Promotion Manager ..... Clete Lee
Musical Director ..... Vern Moore
Chief Engineer ..... Harold Toedtemeier

Coverage

	Daytime	Evening
Population—Primary ...	120,800	247,500
Radio Homes— "	31,000	52,300
Population—Secondary ..	150,200	308,000
Radio Homes— " .	38,700	65,000

Source: Mail analysis survey.

Representative

John Blair and Company

KID

IDAHO FALLS—EST. 1928

FREQUENCY: 1350 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 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager, J. W. Duckworth
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

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KRLC

LEWISTON—EST. 1935

FREQUENCY: 1400 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) 12:15 P.M. to 7:15 P.M. (100 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Wike
Commercial Manager.....R. A. Klise
Chief Engineer.....Milton MacLafferty

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

John Blair & Co.

KFXD

NAMPA—EST. 1922

FREQUENCY: 1230 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 10:00 P.M.; Sundays, 8:30 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

•

KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 930 Kc. POWER: 1000 watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960.

KIDO

Boise

NBC *Red and Blue*

IDAHO'S

Metropolitan Station

Serves

46%

of Idaho's Total

Retail Sales

JOHN BLAIR & CO., Nat. Reps.

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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: Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice Pres.-Gen. Manager...Henry H. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

Coverage

Population—Primary	164,443
Radio Homes— "	33,730

Representative

Furgason & Walker, Inc.

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K T F I

TWIN FALLS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 1270 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: 6:30 A.M. to 11:00 P.M.; Sundays, 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President.....O. P. Soule
Vice Pres.-Gen. 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 ...	96,342	84,228
Radio Homes— "	16,900	14,600
Population—Secondary ..	168,203	56,783
Radio Homes— "	49,830	11,700

Source: U. S. Department of Commerce; Joint Committee; U. S. Census of Business.

Representative

Furgason & Walker
Homer O. Griffith (Pacific Coast)

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K W A L

WALLACE—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: 319 Civic Center Bldg. PHONE: 330. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wallace. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 10:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

General Manager.....Clarence Berger
Station Manager.....William M. Bruner
Program Director.....Ethel Clayton
News Editor.....Mel Sayre
Chief Engineer.....William M. Bruner

Coverage

	Daytime	Evening
Population—Primary	25,000	28,000
Radio Homes— "	4,800	5,000
Population—Secondary ..	*30,000	*35,000
Radio Homes— " ..	*5,200	*5,900

*Includes primary count.

Source: Station survey; 1940 U. S. Census.

ILLINOIS

Population 7,897,241 — Number of Radio Homes 1,985,710

Number of Families 2,189,223 — Auto Registrations 1,930,000

For 1940 Census data, please turn to page 250

W M R O

AURORA—EST. 1938

FREQUENCY: 1280 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: North Aurora. 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
Commercial Manager.....Vincent G. Cofey
Program Director-Chief Announcer, Robert Carlton
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

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Coverage

Population—Primary 1,000,000
Population—Secondary 2,300,000
Source: U. S. Census; field intensity measurements.

WJBC

BLOOMINGTON—EST. 1934

FREQUENCY: 1230 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.

Personnel

President and Station Manager, A. M. McGregor
Commercial Manager.....Hugh L. Gately
Program Director-Artists' Bureau Head, Don Glasgow
Chief Announcer.....Stanley Lantz
Chief Engineer.....Ted Bailey

Coverage

Population—Primary 401,700
Radio Homes— " 95,150
Population—Secondary 593,300
Radio Homes— " 142,290
Source: U. S. Census; station survey.

Representative

Cox & Tanz

WKRO*

CAIRO—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Oscar C. Hirsch. BUSINESS ADDRESS: Cairo. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner.....Oscar C. Hirsch
*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WCAZ

CARTHAGE—EST. 1921

FREQUENCY: 1080 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.....Bob Compton
Station Manager.....John Palmer

WDWS

CHAMPAIGN—EST. 1937

FREQUENCY: 1400 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: 950 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: 1001 Exchange Ave. 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, Standard Radio

Personnel

President.....Ward A. Neff
General Manager.....William E. Hutchinson
Commercial Manager.....Arthur F. Harre
Program Director.....Bradley R. Eidmann
Production Manager-Publicity Director, Rodney O. Daly
Musical Director.....James Kozak
Chief Engineer.....Carl Ulrich

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.

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It's Been Going on For Years

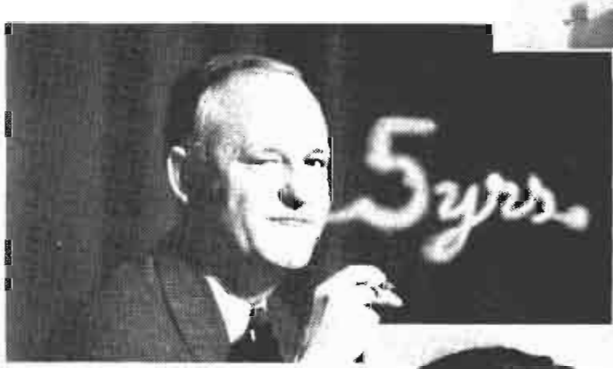
. . . in America's second market

One-third of WBBM's current local clients have had contracts with us during an average of eight years.

In their time on WBBM several of these sponsors have risen to first in their field.

The reason is simple. Since 1925 WBBM has been the dominant station for over ten million listeners who spend billions* annually This market, and our coverage of it, makes WBBM one of America's most economical advertising buys. Is *your* advertising worth an "eight-year run"?

* WBBM listeners spend five billion, Printers' Ink November 29, 1940



A new 52-week contract starts WBBM into its third year of filling shoes for Thom McAn. For an inside answer on how WBBM starts sales cash-registering home, ask any McAn dealer in Chicago

Two surveys have revealed that dealers in general prefer WBBM advertising by a 30% margin

Sold first in the Chicago market, Marvel cigarettes quickly secured complete distribution WBBM was the only advertising medium used The program pattern WBBM created is now successfully opening and holding other markets for Marvels Today, after five years on WBBM, Marvel cigarettes are the top sellers in the ten-cent class

Evans Furs are starting their eleventh year with WBBM From a modest beginning Evans has become the nation's largest exclusive furrier.

Specifically for your product . . WBBM has the skill to shape a fast-selling program. A program that can single-handedly sell . . . and keep sold . . . America's second largest market.

50,000 watts · Chicago

WBBM is owned and operated by the Columbia Broadcasting System.

Represented by RADIO SALES, New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.

WBBM sells more people in America's second market.

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WBBM

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 780 Kc. POWER: 50,000 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, Associated 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 ..... King Park
Program Director ..... Robert N. Brown
Sales Manager ..... J. Kelly Smith
Western Division Publicity Director, James J. Kane
Artists' Bureau Head ..... Robert Hafter
News Editor ..... J. Oren Weaver
Office Manager ..... John V. McLoughlin
Musical Director ..... Caesar Petrillo
Chief Engineer ..... Frank B. Falknor

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

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WCBD

CHICAGO

FREQUENCY: 1110 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: Associated Music Publishers.

Personnel

President ..... Gene T. Dyer
Station and Commercial Manager ..... Joseph Rudolph
Chief Engineer ..... Edward J. Jacker

WCFL

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1000 Kc. POWER: 1000 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: Downers Grove, Ill. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 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

	Daytime	Evening
Population—Primary	6,612,458	9,678,601
Radio Homes— "	1,616,950	2,353,990
Population—Secondary ..	3,066,143	
Radio Homes— "	899,186	

Source: Field intensity measurements.

Representative

The Katz Agency

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WCRW

CHICAGO—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 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.

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WEDC

CHICAGO—EST. 1926

FREQUENCY: 1240 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: 77 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... Emil Denemark
Manager ..... Frank J. Kotnour
Sales Promotion Manager ..... Don F. Lavery
Program Director ..... Al La Valle
Musical Director-Artists' Bureau Head, William P. Brady

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to the SPOT ADVERTISER *and his* ADVERTISING AGENCY

All other factors being equal, your program will have more listeners on WGN than on any other Chicago station.

This was true for:

Red Cross Program	May 26, 1940
National Democratic Convention	June 18, 1940
Willkie Acceptance Speech	August 17, 1940
Community Chest Appeal	October 20, 1940
President's Address to Congress	January 6, 1941

May we show you the facts?

WGN—the first station in Chicago and the first Chicago station in the Middle West.

Buy WGN and reach more buyers!

50,000 watts **WGN** INC. 720 kilocycles

Eastern Sales Office
Norman Boggs
220 E. 42nd St.
New York, N. Y.

441-445 North Michigan Avenue
Chicago, Illinois

Member of The Mutual Broadcasting System

Pacific Coast Office
Paul H. Raymer Co.
Los Angeles
San Francisco

www.americanradiohistory.com

Supervising Engineer...Edward M. Ziolkowski
Chief Engineer.....C. K. Frisk

Coverage

	Daytime	Evening
Population—Primary	5,375,620	5,156,493
Radio Homes— "	1,343,905	1,289,123
Population—Secondary ..	1,460,922	
Radio Homes— "	365,231	

Source: Field intensity survey.

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WENR

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 890 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.....Niles Trammell
Manager, Central Division.....Harry C. Kopf
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
Production Manager.....Wynn Wright
Sales Manager.....M. M. Boyd
Continuity Editor.....William Murphy
Business Manager.....John F. Whalley
Musical Director.....Roy Shield
Educational Director.....Judith Waller

Coverage

	Daytime	Evening
Population—Primary 10,910,000		11,147,500
Radio Homes— "	2,667,600	2,713,600
Population—Secondary .	6,285,900	21,798,400
Radio Homes— "	530,800	851,800

Source: Field intensity measurements and mail response analysis.

Representative

National Broadcasting Co., Inc.

WGES

CHICAGO—EST. 1924

FREQUENCY: 1390 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: Associated Music Publishers.

Personnel

Station Manager .....Gene T. Dyer
Commercial Manager .....M. B. Arbeiter
Chief Announcer .....Peter Bradley
Publicity Director.....Arnold Hartley
Musical Director .....Irma Gareri
Chief Engineer .....George Bush

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WGN

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: 2½ Miles Southeast of Schaumberg, Ill. TIME ON THE AIR: 5:30 A.M. to 1:30 A.M.; Sundays, 8:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. Robert R. McCormick
Managing Director.....W. E. Macfarlane
Coordinator.....Frank P. Schreiber
Commercial Manager...William A. McGuineas
Program Director.....William A. Bacher
Sales Promotion Manager....Ben H. Berentson
Publicity Director.....Bruce Dennis
Special Events Director.....Tom Foy
Talent Division Head.....Noel B. Gerson
Concert Division Head.....Austin Wilder
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers

Coverage

Population—Primary 12,946,334
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)

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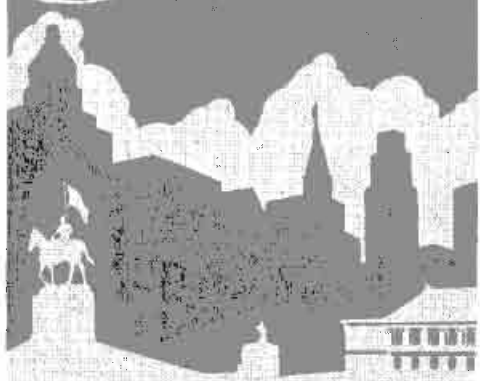
11 Million

ANOTHER year, another million! In 1940, listeners sent WLS 1,058,032 letters, making it 11 million in 11 years—a million letters a year for 11 consecutive years—the period WLS has been under its present management.

It all adds up to this: the WLS audience is a responsive audience and loyal—loyal to the fine programs of WLS and to the advertisers who present them . . . and that means—

WLS GETS RESULTS!



THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President* GLENN SNYDER *Manager*

National Representatives:
JOHN BLAIR & COMPANY

WLS
CHICAGO

KOY 550 KC.
PHOENIX
CBS Affiliate

And In Arizona—
FIRST on the dial;
FIRST with listeners;
FIRST in Results for Advertisers

National Representatives: JOHN BLAIR & COMPANY

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WJJD

CHICAGO—EST. 1932

FREQUENCY: 1160 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 230 N. Michigan Ave. PHONE: State 5466-7. STUDIO ADDRESS: 230 N. Michigan Ave. 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.....H. Leslie Atlass
Commercial Manager.....H. P. Sherman
Program Manager.....J. L. Allabough, Jr.
Studio Supervisor.....Tom Dunlop
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)

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WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 890 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: Elmhurst, 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.....Niles Trammell
Manager, Central Division.....Harry C. Kopf
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.....William Murphy

"HITCH YOUR WAGON TO A STAR"

The constantly improved effectiveness of WJJD programming will in 1941 include the play by play baseball broadcast with . . .

PAT FLANAGAN

for over 13 years Chicago's leading sports announcer. In this period by survey Mr. Flanagan has by a wide margin led the field in popularity.

•

WJJD

20,000 WATTS
CHICAGO

"The Nation's Largest Independent Station"

•

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

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Production Manager.....Wynn Wright
Sales Manager.....M. M. Boyd
Business Manager.....John F. Whalley
Program Manager.....Jules Herbuveaux
Advertising and Sales Promotion Manager, Emmons C. Carlson
Musical Director.....Roy Shield
Educational Director.....Judith Waller

Coverage

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes— "	3,436,200	2,998,500
Population—Secondary .	10,209,300	23,101,000
Radio Homes— "	660,300	1,279,200

Source: Field strength surveys and mail response analysis.

Representative

National Broadcasting Co., Inc.

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WIND

CHICAGO

(For station listing see Gary, Ind.)

WMBI

CHICAGO—EST. 1926

FREQUENCY: 1110 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. PHONE: Michigan 1570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD (40 to 50 hours weekly).

Personnel

Vice-President.....H. Coleman Crowell
Program Director...Rev. Wendell P. Loveless
Publicity Director.....Russell Hitt
Chief Engineer.....A. P. Frye

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WSBC

CHICAGO—EST. 1925

FREQUENCY: 1240 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: Associated Music Publishers.

Personnel

President.....Gene T. Dyer
Station Manager.....John A. Dyer
Chief Announcer.....John Steadman
Publicity Director.....S. S. Shulman
Musical Director.....Dean Remick
Chief Engineer.....Ed Jacker

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WHFC

CICERO—EST. 1926

FREQUENCY: 1450 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. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. W. Hoffman
Manager.....M. E. Clifford
Chief Announcer.....M. Hartman
Musical Director.....D. Volkow
Chief Engineer.....E. P. Hayes

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WDAN

DANVILLE—EST. 1938

FREQUENCY: 1490 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: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes
Station Manager.....Francis A. Higgins
General Sales Manager.....Guy Kitchen
Assistant General Sales Manager.Ward White
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

FREQUENCY: 1340 Kc. POWER: 250 watts. 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; Sundays, 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President.....F. W. Schaub
General Manager.....Merrill Lindsay
Program Director.....Bern Enterline
Artists' Bureau Head.....Ishmael Leveall
Publicity Director.....J. William McElvain
Musical Director.....E. C. Deffenbaugh
Chief Engineer.....M. H. Stuckwish

Coverage

	Daytime	Evening
Radio Homes—Primary..	104,570	20,370
Radio Homes—Secondary	102,430	——

Source: Field strength measurements (primary); mail response analysis (secondary).

Representative

Sears & Ayer, Inc.

WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

WTMV

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1490 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: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President-Station Manager.William H. West, Jr.
Commercial and Sales Promotion Manager, Carlin S. French
Program Director.....George T. Case
Chief Announcer.....Fred Moegle
Musical Director.....Doyle Blackard
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.

Representative

Sears & Ayer, Inc.

WGIL

GALESBURG—EST. 1938

FREQUENCY: 1400 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: Unlimited license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager.....Howard A. Miller
Commercial Manager.....Virgil Schmit
Program Director.....Rol Laughner
Chief Announcer.....Bill Traylor
Chief Engineer.....Gerald Foster

Coverage

Population—Primary	350,000
Radio Homes— "	100,000

Source: Station survey.

Representative

Sears & Ayer

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W E B Q

HARRISBURG—EST. 1923

FREQUENCY: 1240 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 10:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
Commercial Manager.....Lindle Moore
Sales Promotion Manager.....Jay Warren
Production Manager.....Bob Franz
Program Director.....Virginia Crane
Chief Announcer-Artists' Bureau Head, Lindle Moore
Musical-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.

W J P F

HERRIN—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. PHONE: 382. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Orville W. Lyerla
Station Manager.....Charles R. Cook
Commercial Manager.....E. L. May
Program Director-Chief Announcer, Fred Reinhardt
Chief Engineer.....Lynton Lemond

Representative

Sears & Ayer, Inc.

W C L S

JOLIET—EST. 1926

FREQUENCY: 1340 Kc. POWER: 100 watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 4761. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. Highway No. 6. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sundays, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated.

Personnel

President.....Walter Ashe
Station Manager.....Robert M. Holt
Sales Manager.....D. W. Craig
Program Director.....Jack Sharp
Chief Announcer.....Scott Dilworth
Chief Engineer.....David Maltby

Coverage

Population—Primary	153,600
Radio Homes— "	34,900
Population—Secondary	800,600
Radio Homes— "	164,100

Source: Field intensity survey; Joint Committee; U. S. Census.

Representative

Sears & Ayer, Inc.

W M B D

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 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: 5:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

Personnel

President and Manager.....Edgar L. Bill
Commercial Manager.....Charles C. Caley
Program Manager.....Gene Trace
Promotion Manager.....C. Russell Ehresman
Director, Women's Activities, Jessica McFarland
Continuity Director.....Chester Miller
Chief Announcer.....Brooks Watson
Business Manager.....Paul Scherer
Artists' Bureau Head.....Milton Budd
Musical Director.....Jack Lyon
Chief Engineer.....Ted Giles

Coverage

Population—Primary	610,011
Radio Homes— "	141,320

Source: Field intensity measurements and mail response analysis; U. S. Census.

Representative

Free & Peters, Inc.

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 1,000 watts. OWNED BY: Illinois Broadcasting Corp.

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OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 363. STUDIO ADDRESS: Same; and Hannibal, Mo. TRANSCRIPTION LOCATION: 3 miles south of Quincy. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. 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.....Jack Sexton
News Editor.....William H. Sohm
Chief Engineer.....Francis Wentura

Coverage

Population—Primary 1,291,523
Radio Homes— " 315,500
Source: Station survey.

Representative

International Radio Sales

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WROK

ROCKFORD—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1440 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 12:00 midnight. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ruth Hanna Simms
Managing Director.....James Rodgers
General Manager.....Walter Koessler
Sales Promotion Manager....William R. Traum
Program Director.....John Dixon
Chief Announcer-Artists' Bureau, Maurice P. Owens
Continuity Director.....Marjorie Hilliard
Musical Director.....Florence L. Shugars
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

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1270 Kc. POWER: 5000 watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: 1800 Third Ave. PHONE: 918 and 919. STUDIO ADDRESSES: 1800 Third Ave., 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: Standard Radio, Lang-Worth.

Personnel

President.....John W. Potter
General Manager.....L. C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Ivan Streed
Publicity Director.....Don Wright
Sales Promotion Manager.....Ted Arnold
Chief Announcer.....J. Woodrow Magnuson
Musical Director.....Lucia Thompson
Chief Engineer.....R. J. Sinnett

FACTS

About **ROCKFORD!**

The Nation's Second Machine Tool City!

298 Busy Factories!

1940 Building Permits Over $2,000,000!

Location of Camp Grant—Scene of a $10,000,000 Construction Program!

This $150,000,000 Market in Northern Illinois and Southern Wisconsin Effectively Served By:

WROK ROCKFORD, ILLINOIS

MUTUAL NETWORK AFFILIATE

National Representatives: HEADLEY-REED CO.

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Coverage

	Daytime	Evening
Population—Primary	1,663,580	665,600
Radio Homes— "	401,610	166,650

Representative

Howard H. Wilson Co.

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WCBS

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 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: Associated Press. TRANSCRIPTION SERVICE: World Transcription Service. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harold L. Dewing
Vice-President.....A. W. Shipton
Secretary.....L. G. Pefferle
Commercial Manager.....Jack Heintz
Musical Director.....John Geil
Production Manager.....John Midgely
Sales Promotion Manager.....Carroll Neeld
Publicity Director.....Bob Gregory
Chief Engineer.....Richard L Ashenfelter

Coverage

	Daytime	Evening
Population—Primary	955,402	246,327
Radio Homes— "	226,790	76,416

Source: Field intensity survey; U. S. Census.

Representative

Sears & Ayers, Inc.

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WTAX

SPRINGFIELD—EST. 1930

FREQUENCY: 1240 Kc. POWER: 100 watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 117 S. 5th St. PHONE: 2-4441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: INS. TRANSCRIPTION SERVICE: Associated.

Personnel

President and Manager.....Jay A. Johnson
Program Director.....Bob Kay
Chief Engineer.....Edward Ring

Coverage

	Daytime	Evening
Population—Primary	250,000	250,000
Radio Homes— " ...	60,000	60,000
Population—Secondary ..	223,400	223,400
Radio Homes— " ..	52,870	52,870

Source: Station survey.

Representative

The Foreman Co.

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WDZ

TUSCOLA—EST. 1920

FREQUENCY: 1050 Kc. POWER: 1000 watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Store Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Store Bldg. TRANSMITTER LOCATION: Intersection of U. S. Highways No. 36 and 45. 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.....Walter Schafer
Program Director-Artists' Bureau Head, Frank Jennings
Production Manager.....Curt Poulton
Musical-Publicity Director...Herbert L. Johnson
Chief Announcer.....Fran Booton
Continuity Director.....Kent Saunders
Chief Engineer.....Mark C. Spies

Coverage

Population—Primary	1,158,049
Radio Homes— "	280,930

Source: Field intensity measurements.

Representative

Howard H. Wilson Co.

•

WILL

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. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

Director.....Jos. F. Wright
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 3,427,796 — Number of Radio Homes 840,280
Number of Families 959,563 — Auto Registrations 1,002,320

For 1940 Census data, please turn to page 252

WHBU

ANDERSON—EST. 1923

FREQUENCY: 1240 Kc. POWER: 250 watts. 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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-General Manager.....L. M. Kennett
Commercial Manager.....John R. Atkinson
Program Director.....L. M. Shrayer
Production Manager.....J. B. Burton
Chief Engineer.....Wayne Reeves

Coverage

Population—Primary	905,000
Radio Homes— "	238,000

Source: Field intensity measurements.

Representative

Sears & Ayer, Inc.

WTRC

ELKHART—EST. 1931

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: 216 S. Second St. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. PHONE: 948. TRANSMITTER LOCATION: One mile south of Elkhart on Route No. 19. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 11:00 A.M. to 9:00 P.M. (100 hours weekly). 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
Production Manager.....Paul Upson
Chief Engineer.....Kenneth Singleton

Coverage

	Daytime	Evening
Population—Primary	342,000	216,000
Radio Homes— "	68,500	48,000
Population—Secondary ..	145,000	105,000
Radio Homes— " ...	27,000	22,500

Source: Field intensity survey; U. S. Census.

Representative

Tenney, Woodward & Conklin, Inc.

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 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. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Secretary-Treasurer and General Manager, Clarence Leich
Station Manager.....Martin L. Leich
Program Director.....Pat Roper
Chief Engineer.....John B. Caraway, Jr.

Coverage

	Daytime	Evening
Population—Primary	259,200	139,300
Radio Homes— "	60,760	34,100
Population—Secondary ..	325,900	109,100
Radio Homes— " ..	69,470	24,660

Source: CBS Mail Count Study; U. S. Dept. of Commerce.

Representative

Weed & Co.

WGBF

EVANSVILLE—EST. 1925

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 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.; TRANSMITTER LOCATION: Burkhart Road. PHONE: 3-7011. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United 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.

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W G L

FORT WAYNE—EST. 1924

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1450 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: 925 S. Harrison. TRANSMITTER LOCATION: Junction of Highways No. 30 and No. 33. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Vice-President . . . . . Walter Evans
Station Manager . . . . . J. B. Conley
Commercial Manager . . . . . Frank V. Webb
Auditor . . . . . Kenneth Foellinger
Sales Promotion Mgr. . . . . Jack O'Mara
Program Director . . . . Franklin A. Tooke
Production Director . . . . . Carl Vandagrift
Chief Announcer . . . . J. Howard Ackerley
Musical Director . . . . . Jeane Brown
Women's Program Director . . . . . Jane Weston
Farm Program Director . . . . . Jim Conway
Chief Engineer . . . . . Robert G. Duffield, Jr.

Coverage

Population—Primary	300,798
Radio Homes— "	70,429

Source: Mail response analysis and field strength measurements.

Representative

National Broadcasting Co.

W O W O

FORT WAYNE—EST. 1925

NBC BASIC BLUE

FREQUENCY: 1190 Kc. POWER: 50000 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 of Routes Nos. 30 and 33, 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 . . . . . J. B. Conley
Commercial Manager . . . . . Frank V. Walsh
Auditor . . . . . Kenneth Foellinger
Program Manager . . . . . Franklin Tooke
Sales Promotion Mgr. . . . . Jack O'Mara
Chief Announcer . . . . . J. Howard Ackley
Women's Program Director . . . . . Jane Weston
Production Director . . . . . Eldon Campbell
Farm Program Director . . . . . Jim Conway
Musical Director . . . . . Jeane Brown
Chief Engineer . . . . . Robert G. Duffield, Jr.

Coverage

	Daytime	Evening
Population—Primary	2,072,350	2,292,070
Radio Homes— "	507,390	556,870
Population—Secondary	4,014,600	2,465,760
Radio Homes— "	969,760	606,630

Source: NBC Airea method of circulation ascertainment.

Representative

National Broadcasting Co.

W I N D

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 220 N. Michigan Ave., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Black Oak, Ind. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President . . . . . Ralph L. Atlass
Manager . . . . . E. S. Mittendorf
Sales Manager . . . . . John T. Carey
Program Director . . . . . Brooks Connolly
Director of Public Relations . . . . Al Hollender
Musical Director . . . . . Bob Atcher
Chief Engineer . . . . . Ken Shirk

Coverage

Population—Primary	8,506,156
Radio Homes— "	1,886,405

Source: Field intensity measurements.

Representative

The Foreman Co.

W H I P

HAMMOND—EST. 1937

FREQUENCY: 1520 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., Chicago, Ill. PHONES: Webster 3234 and Plaza 4300. STUDIO ADDRESSES: 5935 S. Hohman Ave., Hammond; and 25 E. Jackson Blvd., Chicago, Ill. TRANSMITTER LOCATION: 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: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

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Personnel

President-General Manager.George F. Courrier
Managing Director.....Doris Keane
Program Director.....Elmer Herkner
Production Manager.....Emmett Jackson
Chief Announcer.....Ralph Eddy
Musical Director.....Reinhardt Elster
Chief Engineer.....H. V. Fitzcharles

Coverage

Population—Primary	5,537,000
Radio Homes— "	1,729,000
Population—Secondary	1,661,000
Radio Homes— "	337,500

Source: Station survey.

WJOB

HAMMOND

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: O. E. Richardson and Fred L. Adair. OPERATED BY: O. E. Richardson and Fred L. Adair. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: 9800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Douglas Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

Station Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Program Director.....W. R. Bean
Sales Promotion Manager.....Stanley Davis
Chief Announcer.....Howard Dunovan
Musical Director.....Joseph Gibbs Spring
Chief Engineer.....John Felthouse

Coverage

Population—Primary	2,242,453	519,046
Radio Homes— "	606,091	280,000
Population—Secondary	3,500,000	1,200,000
Radio Homes;— "	900,000	400,000

Source: Station survey.

Representative

Associated Radio Sales

WFBM

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....H. M. Bitner, Sr.
Station Manager.....Lester W. Lindow
Publicity Director.....A. Herbert Green
Office Manager.....Harry M. Bitner, Jr.
Chief Announcer.....H. J. Pierson
Program Director.....F. O. Sharp
Musical Director.....Walter H. Reuleaux
Chief Engineer.....Harold Holland

Coverage

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

Representative

The Katz Agency

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Indianapolis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. G. Wall
Vice-President Genl. Mgr.....C. A. McLaughlin
Program Director.....Robert Longwell
Production Manager.....John Burns
Musical Director-Artists' Bureau Head, Lester Huff
Chief Announcer.....William Schingle
Continuity Director.....John Byrnes
Traffic Manager.....Rosemary Horn
Chief Engineer.....Harry Adams

Coverage

Population—Primary	997,195
Radio Homes— "	262,690

Source: Field intensity measurements and mail response analysis; 1930 U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL

FREQUENCY: 1430 Kc. POWER: 5,000 watts. OWNED BY: Indianapolis Broadcasting, Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI 1541-2-3. STUDIO ADDRESS: Claypool Hotel. 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.

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Personnel

President ..... Eugene C. Puliam
Business Manager ..... Rex Schepp
Secretary-Treasurer ..... N. G. Mason
Sales Promotion Manager .. Lawrence Hammer
Program Director ..... J. P. Mason
Publicity Director ..... Eugene S. Pulliam
Public Relations Director ..... Walter A. Shead
Chief Announcer-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.

WISH*

INDIANAPOLIS—EST. 1941

NATIONAL BROADCASTING CO.

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Capitol Broadcasting Corp. OPERATED BY: Capitol Broadcasting Corp. BUSINESS ADDRESS: Indianapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Indianapolis, Warren Township. TIME ON THE AIR: Unlimited license.

Personnel

President ..... G. Bruce McConnell
Treasurer ..... Edward H. Harris
Vice-President ..... Alvin R. Jones
Station Manager ..... W. W. Behrman
Commercial Manager ..... R. E. Bausman

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WKMO*

KOKOMO—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Kokomo Broadcasting Corp. OPERATED BY: Kokomo Broadcasting Corp. BUSINESS ADDRESS: 400 North Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Morgan & Ohio Sts. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Commercial Manager ..... Dr. Charles K. Boyajian
Station Manager ..... Les Ryder
Production Manager ..... Budd Hibbs
Artists' Bureau Head ..... Katheleen Wilson
Chief Announcer ..... Charles Boyajian, Jr.
Chief Engineer ..... Wilbur Nongesser

Representative

Cox & Tanz

*Station was licensed to operate under a construction permit at time of going to press.

WLBC

MUNCIE—EST. 1926

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 4404. 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: Associated Music Publishers.

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

Forjoe & Co. (New York)

WGRC

NEW ALBANY (LOUISVILLE, KY.) EST. 1926

MUTUAL BROADCASTING SYSTEM
SOUTHERN NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Elsby Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Elsby Bldg., New Albany; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTING 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, Standard Radio, Lang-Worth.

Personnel

President and Manager ..... S. A. Cisler
Commercial Manager ..... J. Porter Smith
Business Manager ..... C. L. Harris
Musical Director ..... Isabel Schroeder
Chief Engineer ..... H. W. Hathaway

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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

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WKBV

RICHMOND—EST. 1926

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: 225 North 8th St. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....William O. Knox

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WFAM*

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: 225 West Colfax Ave.

*Station is to give up its license as of March 29, 1941.

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WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 960 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: 7:00 A.M. to 12:00 midnight; Sundays, 8:00 A.M. to 12:00 midnight. 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

TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1230 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: Same. 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

President.....Alvin Eads
Auditor .....Martha Turner
Program Director.....Leo Baxter
Production Manager.....George Jackson
Continuity Chief.....Ruthmary Morton
Chief Announcer.....Marold Ross
Chief Engineer.....Stokes Gresham, Jr.

Coverage

Population—Primary	317,196
Radio Homes— "	78,293
Population—Secondary	573,511
Radio Homes— "	136,815

Source: Field intensity measurements; Joint Committee.

Representative

Weed & Co.

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WAOV

VINCENNES—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Vincennes Newspapers, Inc. OPERATED BY: Vincennes Newspapers, Inc. BUSINESS ADDRESS: Grand Hotel. STUDIO ADDRESS: Grand Hotel. PHONE: 787-8. TRANSMITTER LOCATION: U. S. Highway No. 41. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Vincennes Sun Commercial. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Howard N. Greenlee
Station Manager.....Victor H. Lund
Commercial-Sales Promotion Manager, John Carl Jefry
Program Director-Chief Announcer, Carl Erickson
Publicity Director.....Frank Burger
Chief Engineer.....Claude Harris

Coverage

	Daytime	Evening
Population—Primary	70,000	40,000

Source: Station estimate.

Representative

George P. Hollingbery Co.

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WBAA

WEST LAFAYETTE—EST. 1922

FREQUENCY: 920 Kc. POWER: 5000 watts d.; 1000 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). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager, Program Director ..... Gilbert D. Williams
Asst. Program Director ..... Fred L. Conger
Chief Engineer ..... Ralph R. Townsley

IOWA

Population 2,538,268 — Number of Radio Homes 595,720
Number of Families 700,173 — Auto Registrations 785,299

For 1940 Census data, please turn to page 253

WOI

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: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Director ..... W. I. Griffith
Assistant Director ..... A. G. Woolfries
Chief Announcer ..... Robert Miles
Editor ..... Rod Holmgren
Continuity Director ..... Mrs. Blair Converse
Musical Director ..... Tolbert McRae
Chief Engineer ..... Louie L. Lewis

(Non-Commercial Sation)

KFGQ

BOONE

FREQUENCY: 1400 Kc. POWER: 250 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

(Non-Commercial Station)

WMT

CEDAR RAPIDS, WATERLOO—EST. 1922

CBS-MUTUAL
THE COWLES GROUP

FREQUENCY: 600 Kc. POWER: 5,000 Watts. 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, Lang-Worth.

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
Sales Promotion Manager ..... Leo F. Cole
Program-Musical Director ..... Douglas B. Grant
Production Manager ..... Benne Alter
Publicity Director ..... L. Von Linder
Chief Announcer ..... Bert Puckett
Chief Engineer ..... Charles F. Quentin

Coverage

Population—Primary	3,315,822
Radio Homes— "	778,680

Source: Field strength survey.

Representative

The Katz Agency

WOC

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 2-3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 18 hours daily; 15 hours, Sundays (123 hours weekly). NEWS

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SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President ..... Col. B. J. Palmer
Vice-President ..... Dave Palmer
General Manager ..... J. Buryl Lottridge
Sales and Sales Promotion Manager, L. O. Fitzgibbons
Program Director ..... Charles Freburg
Publicity Director ..... Jack Paulsen
News Editor-Chief Announcer ..... Bill Voss
Traffic Manager ..... Paul Clark
Musical Director ..... Pat Maynard
Chief Engineer ..... Allan Richter

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.

KWLC

DECORAH—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: 600 Leiv Eiriksson Drive. PHONE: 690. STUDIO ADDRESS: C. K. Preus Auditorium. TRANSMITTER LOCATION: Larsen Hall. TIME ON THE AIR: Daytime license (35 hours weekly).

Personnel

Director ..... Evelyn Steele
Production Manager ..... Robert E. Lee
Music Director ..... Professor T. H. Nickel
Chief Engineer ..... O. M. Eittreim

(Non-Commercial Station)

KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1350 Kc. POWER: 5000 watts. 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: Southeast of Des Moines. TIME ON THE AIR: 127½ hours weekly. 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
Publicity Director ..... Mary Little
Chief Announcer ..... Dale Morgan
Musical Director ..... Dick Teela
Chief Engineer ..... Paul Huntsinger

Coverage

Population—Primary	843,104
Radio Homes— "	200,750

Source: U. S. Census; Joint Committee.

Representative

The Katz Agency

KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS

FREQUENCY: 1460 Kc. POWER: 5000 watts. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: 715 Locust St. PHONE: 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of Des Moines. TIME ON THE AIR: 132 hours weekly. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio.

Personnel

President ..... Gardner Cowles, Jr.
General Manager ..... Luther Hill
Assistant General Manager and Commercial Manager ..... Craig Lawrence
National Sales Manager ..... Ted Enns
Program Director ..... Ed Linehan
Sales Promotion Manager ..... Wayne Welch
Publicity Director ..... Mary Little
Chief Announcer ..... Dale Morgan
Musical Director ..... Dick Teela
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: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

www.americanradiohistory.com

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

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Telegraph Herald. OPERATED BY: Telegraph Herald. BUSINESS ADDRESS: Dubuque. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Dubuque, Ill. NEWS AFFILIATION: Dubuque Telegraph Herald.

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WKBB

DUBUQUE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1490 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, NBC Thesaurus.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Program Director.....Gleason E. Kistler
Musical Director-Chief Announcer, Vaughn Gayman
Publicity Director.....Sig Fritschel
Chief Engineer.....Leonard Carlson

Coverage

	Daytime	Evening
Population	379,549	
Radio Homes	85,517	40,140

Representative

International Radio Sales

KVFD

FORT DODGE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 3761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 102 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Edward Breen
Commercial Manager.....Charles A. Kennedy
Program Director.....Nick Bame
Chief Engineer.....Jack Duncan

Coverage

Population—Primary	469,619
Radio Homes— "	109,214

WSUI

IOWA CITY

FREQUENCY: 910 Kc. POWER: 50000 watts, d.; 1000 watts, n. OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 2111-237. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 80 hours weekly. NEWS SERVICE: Associated Press.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production.....Prof. H. Clay Harshberger
Staff Announcer.....William Sener
Chief Engineer.....S. J. Ebert

(Non-Commercial Station)

KFJB

MARSHALLTOWN—EST. 1923

FREQUENCY: 1230 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 10:00 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.....Wayne Peak

Coverage

Population—Primary	385,293
Radio Homes— "	88,418
Population—Secondary	215,296
Radio Homes— "	58,842

Source: Mail response analysis.

Representative

Furgason & Walker

www.americanradiohistory.com

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 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
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 B I Z

OTTUMWA—EST. 1941

FREQUENCY: 1240 Kc. POWER: 100 watts. OWNED BY: J. D. Falvey. OPERATED BY: J. D. Falvey. BUSINESS ADDRESS: Ottumwa. Phone: 5480. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager.....J. D. "Jack" Falvey
Commercial Manager.....J. R. Livingston
Program-Musical Director.....Stan Corley
Production Manager-Publicity Director, James Downey
Chief Announcer.....Bill Ballagh
Chief Engineer.....Wayne Hatchett

Coverage

	Daytime	Evening
Population—Primary	163,000	48,500
Radio Homes— "	41,160	10,235

Source: Station survey: Joint Committee.

K F N F

SHENANDOAH—EST. 1924

FREQUENCY: 920 Kc. POWER: 1000 watts, d.; 500 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.....John Nicholson
Commercial Manager.....E. C. Woodward
Chief Engineer.....George Crocker

Coverage

Population—Primary	1,267,512
Radio Homes— "	264,630
Population—Secondary	1,142,149
Radio Homes— "	250,000

Source: 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: 960 Kc. POWER: 5000 watts, d.; 100 watts, n. OWNED BY: May Broadcasting Co. OPERATED BY: May Broadcasting Co. BUSINESS ADDRESS: Lowell and Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 4:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Earl E. May
Station & Commercial Mgr.....J. (Cy.) Rapp
Program Director.....Fred Greenlee
Sales Promotion Manager.....Owen Saddler
Artists' Bureau Head.....Clifford Cross
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

Free & Peters, Inc.

www.americanradiohistory.com

KSCJ

SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 watts. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas St. PHONE: 57993. 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

President . . . . . William H. Sammons
Station Manager . . . . . Eugene T. Flaherty
Program Director . . . . . Elizabeth Sammons
Chief Announcer . . . . . Charles Sebastian
Musical Director . . . . . Everett Timm
Chief Engineer . . . . . S. C. Dier

Coverage

Population—Primary	1,189,871
Radio Homes— "	40,000
Population—Secondary	1,688,810
Radio—Homes— "	200,000

Source: Field intensity measurements: U. S. Census.

Representative

George P. Hollingbery Co.

KTRI

SIOUX CITY—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Sioux City Broadcasting 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
Artists' Bureau Head . . . . . Bernie Marr
Publicity Director . . . . . Vincent Skaff
Chief Announcer . . . . . Norman Schmeling
Chief Engineer . . . . . Carleton Gray

Coverage

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes— "	101,430	101,430

Source: Field intensity measurements.

Representative

Furgason & Walker, Inc.

KANSAS

Population 1,801,028

Number of Radio Homes 379,160

Number of Families 512,090

Auto Registrations 576,000

For 1940 Census data, please turn to page 254

KVAK

ATCHINSON—EST. 1939

FREQUENCY: 1450 Kc. POWER: 250 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. TRANSCRIPTION SERVICES: C. P. MacGregor.

Personnel

Owner & Director . . . . . Carl Latenser

KGGF

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 5000 watts. OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Eighth & Elm Sts. PHONE 147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner . . . . . Hugh J. Powell
General Manager . . . . . Melvin Drake
Commercial Manager . . . . . R. G. Patterson

www.americanradiohistory.com

Program Director-Chief Announcer, Dick Campbell
Publicity Director.....Eleanor Kee
Musical Director.....Ozzie Osborne
Chief Engineer.....J. S. Jaminet

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

K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1370 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: 7:00 A.M. to 2:00 P.M. and 4:00 P.M. to 10:00 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.....Ralph Hickman

Representative

Arthur H. Hagg and Associates

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 613 Merchant. PHONES: 153 and 154. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Emporia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....S. B. Warren
Station Manager.....K. W. Trimble
Commercial Manager.....Henry Ellenberger
Production-Sales Promotion Manager, Robert Brenner
Program Director.....Larry Simms
Chief Engineer.....Paul H. Daniels

Coverage

Population—Primary	293,733
Radio Homes— "	58,130

Representative

Sears & Ayer, Inc.

K I U L

GARDEN CITY—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666. STUDIO ADDRESS: 404 N. Main. PHONE: 999. 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 (103 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler.

Personnel

President.....F. D. Conard
Station Manager.....Al Pyatt
Chief Announcer-Musical Director, Dick Hamilton
Chief Engineer.....Virgil E. Creig

Coverage

Population—Primary	833,097
Radio Homes— "	23,620
Population—Secondary	238,890
Radio Homes— "	68,881

Source: Station survey.

Representative

Cox and Tanz

K V G B

GREAT BEND—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Helen Townsley. OPERATED BY: Helen Townsley. BUSINESS ADDRESS: Cork Bldg. PHONE: 1080. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles of Great Bend on Highway No. 281. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; 8:00 A.M. to 6:00 P.M., Sundays. NEWS SERVICE: Transradio Press, Associated Press

Personnel

Owner.....H. T. Townsley
General Manager.....Clem Morgan
Musical Director.....Ray Beals
Program Manager.....Dave Wilson
Chief Engineer.....Leo Legleiter

Coverage

Radio Homes—Primary	30,000
Radio Homes—Secondary	23,000

Source: Field survey.

K W B G

HUTCHINSON—EST. 1935

FREQUENCY: 1450 Kc. POWER: 100 watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 East Avenue A. PHONE: 5202. STUDIO ADDRESS: Same. TRANSMIT-

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TER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....W. B. Greenwald

KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

FREQUENCY: 1340 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 11:00 P.M. NEWSPAPER AFFILIATIONS: The Kansas City Kansan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, Radio, NBC Thesaurus.

Personnel

President .....W. A. Bailey
Vice-President-General Manager .....Ellis Atteberry
Sales Promotion Manager.....Jack Jones
Program Director.....John Drake
Director of Publicity.....Ruth Kendall
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—EST. 1924

FREQUENCY: 1250 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

WREN

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1250 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, 6:30 A.M. to 3:00 P.M. and 3:30 P.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Verl Bratton
Promotion Director.....John Bondeson
Chief Announcer.....Millard Ireland
Chief Engineer.....Carl Bliesner

Coverage

Population—Primary 3,699,476
Radio Homes— " 771,200

Source: Field intensity measurements; U. S. Census; Joint Committee.

Representative

George P. Hollingbery Co.

KSAC

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: Shares time with WIBW.

WIBW

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. 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); 6:00 A.M. to midnight (Sunday) (114½ hours weekly). NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Ben Ludy
Publicity Director.....Charles Hill
Artists' Bureau Head.....Maudie Shreffler
Dramatics Director.....Art Holbrook
Chief Engineer.....Karl Troeglen

Coverage

Population—Primary	1,920,500	642,600
Radio Homes— "	361,980	130,990
Population—Secondary ..	6,819,100	4,126,200
Radio Homes— " ..	1,300,100	768,900

Source: CBS Listeners and Dealers.

Representative

Capper Publications, Inc.

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KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 810 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: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service.

Personnel

President.....E. Victor Baxter
Station Manager.....R. E. Wade
Sales & Promotion Manager.....J. A. Schell
Program Director.....Bruce Robertson
Publicity Director.....Don Taylor
Chief Announcer.....Bob Gadberry
Musical Director.....Leota Helm
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

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

FREQUENCY: 1150 Kc. POWER: 1000 watts. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: 201 West Iron. PHONES: 100, 101 and 423. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: West State St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight (125 hours weekly). NEWSPAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....R. J. Laubengayer
Station Manager.....Owen Balch
Program Director.....Sidney Tremble
Musical Director.....Al Thompson
Chief Engineer.....N. E. Vance, Jr.

Coverage

Population—Primary	569,525
Radio Homes— "	114,360

Source: Field intensity measurements.

Representative

The Katz Agency

KANS

WICHITA— EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1240 Kc. POWER: 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.....Herb Hollister
General Manager.....Jack Todd
Program Director.....Jack Laffer
Musical Director.....Raymond Shelly
Chief Engineer.....L. F. Heithecker

Coverage

	Daytime
Population—Primary	347,885
Radio Homes— "	74,472

Source: Field intensity measurements; Joint Committee.

Representative

International Radio Sales

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KFBI

WICHITA—EST. 1923

MUTUAL BROADCASTING SYSTEM
—KANSAS STATE NETWORK

FREQUENCY: 1070 Kc. POWER: 5000 watts, d. (C.P. 1000 watts, n.). OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: First and Market Sts. PHONES: 2-1447, 4-6452. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. and Broadway. TIME ON THE AIR: 6:00 A.M. to sunset, Pacific Time (C.P. 125 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President.....H. K. Lindsley
Station Manager.....K. W. Pyle
Commercial Manager.....Fred L. Allen
Program Director.....Coleman Ashe
Sales Promotion Manager.....Clarence Rupp
Local Sales Manager.....Leroy C. Stokely
Chief Announcer.....Les Jarvies
Musical Director.....Frank Chiddin
Chief Engineer.....G. H. Johnstone

Coverage

Population—Primary	1,010,900
Radio Homes— "	199,700
Population—Secondary	1,669,000
Radio Homes— "	383,600

Source: Mail response analysis.

Representative

Howard H. Wilson Company

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K F H

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Bldg. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Bldg. TRANSMITTER LOCATION: R. F. D. No. 3, 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
National Sales & Promotion Manager.....Clark A. Luther
Business Manager.....P. S. Clark
Program Director.....Vernon E. Reed
Chief Engineer.....Amos C. Dadisman

Coverage

Population—Primary	1,700,000
Radio Homes— "	300,000

Source: Mail response analysis and field intensity survey.

Representative

Edward Petry & Co.

KENTUCKY

Population 2,845,627 — Number of Radio Homes 501,730
Number of Families 700,892 — Auto Registrations 462,600

For 1940 Census data, please turn to page 256

W C M I

ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1340 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. Phone 2-8358; Ohio, Phone 678; Radio Center, Huntington, W. Va. TRANSMITTER LOCATION: 48th Street and Ohio River. 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.

Personnel

President.....Gilmore Nunn
Station & Sales Manager....Robert MacKenzie
Treasurer-Business Manager..Warren G. Davis
Program Director.....Richard F. Westerkamp
In Charge of Huntington Studio.....Bert Georges
In Charge of Ironton Studio.....Harold Marler

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

W L B J

BOWLING GREEN—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Bowling Green Broadcasting Co. OPERATED BY: Bowling Green Broadcasting Co. BUSINESS ADDRESS: Fairview and Lehman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M.; Sunday, 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager...Rayburn R. Rose
Program Director-Sales Promotion Manager, J. P. Turner
Chief Engineer.....Earl Jaego

Coverage

Population—Primary	167,715
Radio Homes— "	23,550

W H L N*

HARLEN—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Blaufox Radio Co., Inc. OPERATED BY: Blaufox Radio Co., Inc. BUSINESS ADDRESS: Harlen, Ky. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Combs Blanford
Secretary-Treasurer.....John F. Fox
Vice-President.....Richard B. Helms

*Station was licensed to operate under a construction permit at time of going to press.

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WHOP

HOPKINSVILLE—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: Taylor Bldg. PHONES: 1025, 1026. STUDIO ADDRESS: 1½ miles northwest of Hopkinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President.....Pierce E. Lackey
Station Manager.....Hecht S. Lackey
Commercial Manager.....F. Ernest Lackey
Program Director.....Mary Ellis
Chief Engineer.....Benson Arwood Smith

Coverage

	Daytime	Evening
Population—Primary	160,000	50,000
Radio Homes— "	29,540	10,000
Population—Secondary ..	175,000	
Radio Homes— "	45,639	

Source: U. S. Census; Joint Committee.

WLAP

LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut and Short Sts. PHONE: 1721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main and 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
Treasurer.....Warren G. Davis
Station Director.....Ted Grizzard
Program Director.....George Jesse
Chief Engineer.....Sanford Helt

Coverage

	Daytime	Evening
Population—Primary	306,078	189,620
Radio Homes— "	70,280	47,452
Population—Secondary ..	491,058	299,510
Radio Homes— " ..	116,921	70,672

Source: Field intensity survey; U. S. Census.

*Based on 250 watts, daytime and 100 watts, evening; station now operating 250 watts, full time.

Representative

John H. Perry Associates

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 970 Kc. POWER: 5000 watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Wabash 6543. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: near Jeffersonville, Ind. 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, Lang-Worth.

Personnel

President.....Geo. W. Norton, Jr.
Station Manager.....Nathan Lord
Commercial Manager.....James F. Cox
Program Director.....George Patterson
Chief Announcer.....H. Burt Blackwell
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

Coverage

	Evening
Population—Primary	953,180

Source: Station survey.

Representative

Free & Peters, Inc.

WINN

LOUISVILLE—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Tyler Hotel. PHONE: Wabash 6791. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license (124 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President .....D. E. Kendrick
Station Manager.....Morris Hicks
Commercial Manager.....G. F. Bauer
Program and Musical Director..M. K. McCarten
Sales Promotion Manager..Charles Pettinger
Chief Engineer.....Al Rutherford

Coverage

	Daytime	Evening
Population—Primary	782,469	505,963
Radio Homes— "	168,780	117,790
Population—Secondary ..	*1,157,712	*763,242
Radio Homes— " ..	*240,080	*163,260

*Total Area.

Source: Radio Daily Major Market Survey.

Representative

Plug Kendrick, 309 West Jackson Blvd., Chicago, Ill.

WGRC

LOUISVILLE

(See New Albany, Ind.)

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WHAS

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★

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★

Basic C.B.S. 50,000 Watts. Represented Nationally By Edw. Petry & Co.

LOUISVILLE

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WHAS

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 840 Kc. POWER: 50,000 watts. OWNED BY: Courier-Journal & Louisville Times Co. OPERATED BY: Same. BUSINESS ADDRESS: Third and Liberty Sts. PHONE: Wa. 2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 2, Anchorage, Ky. (near Eastwood, Ky.). TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday (140 hours weekly). NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press, International News Service. 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
Sales Promotion Manager.....Neil D. Klein
Production Manager.....T. Dudley Musson
Office Manager.....J. H. Callaway
Agricultural Coordinator.....John Merrifield
Librarian .....Edward Barret
Musical Director.....Robert Hutsell
Publicity Director.....John H. Hoagland
Technical Advisor.....Orrin W. Towner

Coverage

Population—Primary	5,039,828
Radio Homes— "	1,185,900

Source: Field intensity measurements.

Representative

Edward Petry & Company

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WOMI

OWENSBORO—EST. 1938

FREQUENCY: 1490 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: 7:00 A.M. to 10:35 P.M. 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
Production Manager.....Marshall Bruner
Sales Promotion Manager.....Malcolm Greep
Musical Director.....Lee C. Meredith
Chief Engineer.....W. W. Binford

Coverage

Population—Primary	157,407
Radio Homes— "	29,670
Population—Secondary	367,442
Radio Homes— "	76,610

Source: Field intensity survey; Joint Committee.

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WPAD

PADUCAH—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: Taylor Bldg. PHONE: 4100. STUDIO ADDRESS: Taylor Bldg. TRANSMITTER LOCATION: 9th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

Personnel

President & Genl. Mgr.....Pierce E. Lackey
Sales Manager.....Prewitt Lackey
Program Director-Chief Announcer, Gene Peak
Musical Director.....Ernest Pell
Chief Engineer.....C. G. Sims

Representative

Cox & Tanz

LOUISIANA

Population 2,363,880 — Number of Radio Homes 354,950
Number of Families 590,722 — Auto Registrations 370,631

For 1940 Census data, please turn to page 257

KALB

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd and Jackson Sts. PHONE: 65. STUDIO ADDRESS: 3rd and Jackson Sts. TRANSMITTER LOCATION: Upper 3rd St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (105 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth, Standard Radio.

www.americanradiohistory.com

Personnel

President.....Walter H. Allen
General Manager .....C. Edly Rogers
Sales Manager.....Edgar Cappellini
Program Director.....Gordon Loudon
Musical Director.....John Pegues Kelley
Chief Engineer.....Jesse R. Sexton

Coverage

	Daytime	Evening
Population—Primary	116,119	61,266
Radio Home— "	19,354	10,211
Population—Secondary ..	375,000	100,000
Radio Homes— " ..	50,000	15,000

Source: Mail response survey; Joint Committee.

WJBO

BATON ROUGE—EST. 1934

NATIONAL BROADCASTING CO.

FREQUENCY: 1150 Kc. POWER: 5000 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 6060. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Rd. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President.....Chas. P. Manship, Jr.
Vice Pres. & Genl. Mgr.....H. Vernon Anderson
Secretary-Treasurer...Charles P. Manship, Sr.
Production Supervisor.....Ralph H. Sims
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

LAFAYETTE—EST. 1935

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336. STUDIO ADDRESS: Evangeline Hotel. PHONE: 2062. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (87 hours weekly). NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Morgan Murphy
Station Manager.....Geo. H. Thomas
Commercial Manager.....R. A. Escudier
Program Director-Chief Announcer..A. B. Craft
Publicity Director.....Lela A. Turner
Chief Engineer.....Clovis L. Bailey

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

LAKE CHARLES—EST. 1935

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: Majestic Hotel. 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: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. B. Lanford
Station Manager.....C. R. Porter
Commercial Manager.....F. C. Carroll
Chief Engineer.....E. C. Moses

KMLB

MONROE—EST. 1930

LOUISIANA NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321. STUDIO ADDRESS: Frances Hotel. PHONE: 4771. TRANSMITTER LOCATION: Millhaven Rd. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Lang-Worth.

Personnel

President-General Manager....J. C. Liner, Jr.
Program-Musical Director.....Melba Henry
Chief Engineer.....O. L. Morgan

Coverage

Population—Primary	98,800
Radio Homes— "	12,384
Population—Secondary	132,000
Radio Homes— "	13,656

Source: Field intensity measurements.

KNOE*

MUNROE—EST. 1941

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KNOE, Inc. OPERATED BY: KNOE, Inc. BUSINESS ADDRESS: Munroe. 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.

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WDSU

NEW ORLEANS—EST. 1923

NBC-BLUE

FREQUENCY: 1280 Kc. POWER: 5000 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.

Personnel

President ..... Joseph H. Uhalt
General Manager ..... P. K. Ewing

Representative

John Blair & Co.

WJBW

NEW ORLEANS—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: Jung Hotel. STUDIO ADDRESS: Jung Hotel. TRANSMITTER LOCATION: 3617 Bruxelle St. TIME ON THE AIR: Unlimited license. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager ..... C. C. Carlson

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 1387. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 5:00 A.M. to 1:05 A.M. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press, Associated 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
Publicity Director ..... B. G. Robertson
Chief Engineer ..... W. E. Antony

Coverage

Population—Primary	2,346,512
Radio Homes— "	324,840

Source: Station survey.

Representative

The Branham Company

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM
LOUISIANA NETWORK

FREQUENCY: 1450 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 ..... James Gordon
Station Manager ..... James Hunter
Program Director ..... Hubert J. Grant
Educational Director ..... Benet F. Cain
Chief Engineer ..... C. E. Davidson

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

WSMB

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1350 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. TRANS-AIR: 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 ..... M. Sandi
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

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WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: Loyola University. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kenner, La. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight.

Personnel

General Manager.....W. H. Summerville
Commercial Manager.....A. Louis Read
Program Manager.....Henry Dupre
Auditor.....A. J. Cummings
Production Manager.....Ed Hoerner
Publicity Director.....Leon Adams
Musical Director.....Pinky Vidacovich
Chief Engineer.....J. D. Bloom, Jr.

Representative

The Katz Agency

KRMD

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. 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. (111 hours weekly). NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....R. M. Dean
Station Manager.....G. V. Wilson
Commercial Manager.....David Wilson
Program Director-Chief Announcer, Les Carmichael
Director of Women's Programs.Elizabeth Alford
Chief Engineer.....R. M. Dean

Coverage*

Population—Primary	111,784
Radio Homes— "	29,000

*Secondary area adds an additional 50-mile radius covering an additional 280,000 persons.

Source: Mail response survey; U. S. Census.

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.
SOUTHCENTRAL QUALITY NETWORK

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 1387. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. PHONE: 7-4295. 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 and Publicity Director.B. G. Robertson
Chief Engineer.....C. H. Maddox

Coverage

Population—Primary*	414,320
Radio Homes— "	59,520

*Includes portions of secondary area.

Source: Mail response analysis.

Representative

The Branham Company

MAINE

Population 845,139 — Number of Radio Homes 190,740
Number of Families 209,664 — Auto Registrations 210,500

For 1940 Census data, please turn to page 258

WRDO

AUGUSTA—EST. 1932

NBC—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1400 Kc. POWER: 250 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

BANGOR—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. TIME ON THE AIR: 116 hours weekly. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....F. B. Simpson
Station Manager.....R. M. Wallace
Program Director.....Maurice Dolbier
Artists' Bureau Head-Musical Director, Harold Dorr
Chief Announcer.....R. O. Marcoux
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.

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WLBZ

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: 7:00 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

LEWISTON—EST. 1938

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1240 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 Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). NEWSPAPER AFFILIATION: Le Messenger (French daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Jean B. Couture
Manager.....John C. Libby
Program Director.....Elden Shute, Jr.
Office Manager.....Oscar Normand
Chief Announcer.....Varner Paulsen
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.

MAINE'S TWIN CITY STATION

W-C-O-U

LEWISTON-AUBURN

(MUTUAL—YANKEE—COLONIAL)

THE WCOU MARKET IS MAINE'S FIRST MARKET

1ST—PER CAPITA BUYING POWER

1ST—NUMBER OF WAGE EARNERS

1ST—SIZE OF PAY ROLLS

1ST—PRODUCT VALUES

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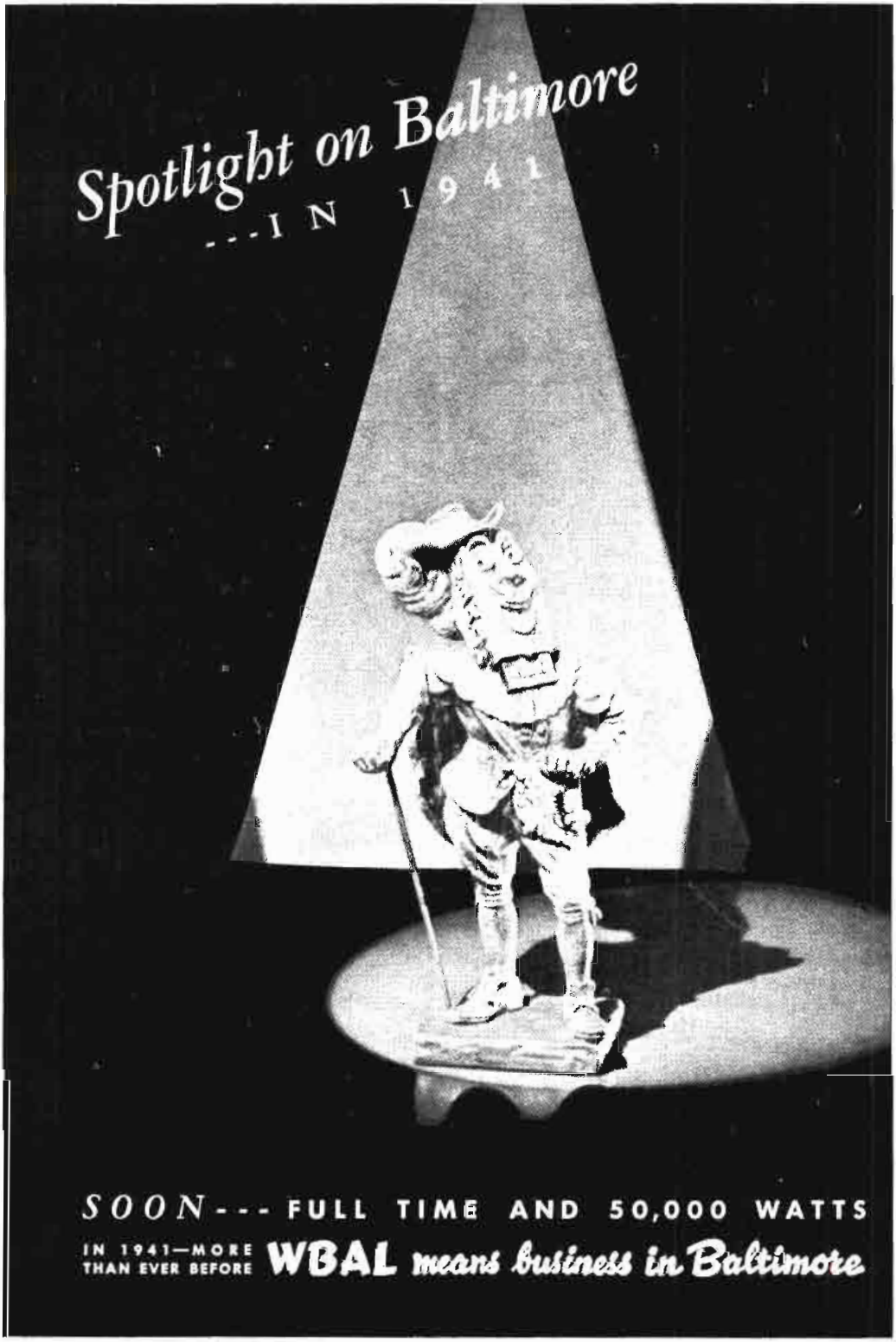

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WCSH

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 970 Kc. POWER: 5000 watts. 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

President.....Adeline B. Rines
Supervisor.....George F. Kelley, Jr.
Station Manager.....Linwood T. Pitman
Program Director.....Albert W. Smith
Sales Promotion Manager...Frederick W. Cole
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.

WGAN

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Columbia Hotel. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverton Section, Portland. TIME ON THE AIR: Unlimited license (122 hours weekly). NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Treasurer.....Guy P. Gannett
General Manager.....Creighton E. Gatchell
Program Manager.....Richard E. Bates
Chief Engineer.....Rodger D. Hodgkins

Coverage

	Daytime*	Evening*
Population—Primary	658,500	———
Radio Homes— "	159,720	137,720
Population—Secondary ..	341,500	———
Radio Homes— " ..	85,375	76,190

*Station estimate based on new wattage.

Representative

Paul H. Rayner Co.

WAGM

PRESQUE ISLE—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 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: Same. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:00 P.M. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....R. W. MacIntosh
Commercial Manager-Chief Engineer,
L. E. Hughes

Coverage

Population—Primary	80,000
Radio Homes— "	14,600

Source: Station survey

MARYLAND

Population 1,821,244 — Number of Radio Homes 400,110

Number of Families 462,591 — Auto Registrations 446,713

For 1940 Census data, please turn to page 258

WBAL

BALTIMORE—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1090 Kc. POWER: 50,000 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) 6:00 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.

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Personnel

Station Manager.....Harold C. Burke
Commercial Manager ...Leslie H. Peard, Jr.
Program Manager.....Paul Girard
Sales Promotion Manager.....John G. Mayer
Musical Director.....Ruffino Iula
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

WCAO

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 7220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:30 A.M.; (Sunday) 8:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Lewis M. Milbourne
Vice-President-General Manager, L. Waters Milbourne
Treasurer.....Melvin W. Woods
Secretary.....Clarence W. Miles
Program Director.....Gordon A. Scheihing
Recording Director.....George L. Filling
Chief Announcer.....William J. O'Toole
Musical Director.....John Varney
Chief Engineer.....Martin L. Jones

Coverage

	Daytime	Evening
Population—Primary	1,108,578	1,108,578
Radio Homes— "	229,370	229,370
Population—Secondary	7,148,977	5,655,327
Radio Homes— "	1,365,140	1,124,620

Source: Station survey.

Representative

Paul H. Raymer Co.

WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: North Ave. at Harford. PHONE: University 8400. 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: Langworth, NAB Library.

Personnel

President and Commercial Manager.....John Elmer
Vice-President.....J. Purdon Wright
Treasurer.....J. Lawrence Schanberger
Station Manager.....Geo. H. Roeder
Program Director.....Michael Murray
Publicity Director.....E. Frank Thomas
Musical Director.....Jack Rohr
Chief Engineer.....G. Porter Houston

Representative

Foreman & Co.

WFBR

BALTIMORE—EST. 1922

NBC (RED)

MARYLAND COVERAGE NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 watts. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS:

WCBM

Baltimore, Md.

Affiliated with the

Mutual

BROADCASTING SYSTEM

COVERS America's Seventh Largest Market at a lower cost per thousand potential buyers addressed.

WCBM — Baltimore, Md.

John Elmer, *President*

Geo. H. Roeder *General Manager*

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10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. 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
Merchandising Manager.....Wall Mathews
Program Director.....Bert Hanauer
Musical Director.....Jos. Imbroglio
Chief Engineer.....Wm. Q. Ranft

Coverage

Population—Primary	1,450,000
Radio Homes— "	265,000
Population—Secondary	1,000,000
Radio Homes— "	200,000

Source: Field intensity measurements and mail analysis.

Representative

Edward Petry & Co., Inc.

WITH*

BALTIMORE—EST. 1940

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: The Maryland Broadcasting Co. OPERATED BY: Maryland Broadcasting Co. BUSINESS ADDRESS: 7 East Lexington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

Personnel

President.....Thomas G. Tinsley, Jr.
Secretary-Treasurer....Louise McClure Tinsley

*Station was licensed to operate under a construction permit at time of going to press and no other information was available.

WTBO

CUMBERLAND—EST. 1928

MARYLAND COVERAGE NETWORK

FREQUENCY: 820 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: Commercial Bank Bldg. PHONE: Cumberland 299. STUDIO ADDRESS: Commercial Bank Bldg. 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-Treasurer.....L. E. Pamphilon
Secretary.....Chas. Z. Heskett
Commercial Manager.....Edward H. Allen
Program Director.....Stewart W. Phillips
Production Manager.....Peg Lynch
Chief Announcer.....Willis Conover
Chief Engineer.....Charles Ray Sine

Coverage

Population—Primary	357,000
Radio Homes— "	54,000
Population—Secondary	262,000
Radio Homes— "	45,000

Source: Mail response survey.

Representative

International Radio Sales

WFMD

FREDERICK—EST. 1936

MARYLAND COVERAGE NETWORK

FREQUENCY: 930 Kc. POWER: 500 watts OWNED BY: Monocacy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg.; Gobrecht Bldg., Hanover, Pa.; West Main St., Westminster, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Look!

Cumberland's the Shopping Center for miles around.

Nearest other Shopping Centers are over 100 miles away!

★ ★ ★

You can't afford to leave out this rich market.

WTBO

CUMBERLAND, MD.

Nat'l Reps.: INTERNATIONAL RADIO SALES

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Personnel

Vice-President and General Manager, A. V. Tidmore
Commercial and Promotion Manager, John Carnaghan
Program Director-Chief Announcer, R. L. Longstreet
Musical Director-Artists' Bureau Head, Winston Shipley
Chief Engineer.....John A. Fels

Coverage

Population—Primary	476,567
Radio Homes— "	82,250
Population—Secondary	576,210
Radio Homes— "	155,540

Source: Mail response survey.

WJEJ

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Hagerstown Broadcasting Co. OPERATED BY: Hagerstown Broadcasting Co. BUSINESS ADDRESS: Franklin Court. STUDIO ADDRESS: Franklin Court. PHONE: 2322. TRANSMITTER LOCATION: Carroll Heights. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (18 hours daily). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Dr. Arthur L. Blessing
Secretary-General Manager..Grover C. Crilley
Commercial Manager.....Clarence Myers
Program Director-Chief Announcer, W. H. Paulsgrove
Musical Director.....Charles Cassel
Chief Engineer.....G. Harolad Brewer

Coverage

	Daytime	Evening
Population—Primary	348,000	261,000
Radio Homes— "	67,190	50,403
Population—Secondary	565,000	423,850
Radio Homes— "	184,040	138,030

Source: Field strength measurements; Joint Committee.

Representative

International Radio Sales

WBOC

SALISBURY—EST. 1940

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Peninsula Broadcasting Co. OPERATED BY: Peninsula Broadcasting Co. BUSINESS ADDRESS: Salisbury. PHONE: 2480 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Salisbury. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:30 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John W. Downey
Vice-President.....William F. Allen
Secretary.....Albert W. Ward
Treasurer.....John T. Holt
General Manager.....Charles J. Truitt
Chief Engineer.....Edward J. Hagert

MASSACHUSETTS

Population 4,316,721 — Number of Radio Homes 1,031,130
Number of Families 1,118,104 — Auto Registrations 918,994

For 1940 Census data, please turn to page 259

WAAB

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1440 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: International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
Executive Secrtary to President..Robert Bartley
Vice-President in Charge of Station Operations.....R. L. Harlow
Vice-President in Charge of Sales and Production.....Linus Travers
Vice-President in Charge of Engineering, Paul A. DeMars
Sales Manager.....Wm. Warner
Merchandising and Promotion Director, Robert A. Playfair

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Merchandising .....F. Carleton McVarish
Special Events.....Fred McLaughlin
Program Director.....Eleanor Geer
Production Director.....George Steffy
Production Supervisor.....Charles Curtin
Editor of News Service.....Leland Bickford
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson

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.

•

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 1030 Kc. POWER: WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ — Hull, WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....Geo. H. Bucher
Station Manager.....W. C. Swartley
Assistant Manager.....Charles S. Young
Sales Promotion Manager...Harry D. Goodwin
Program Manager.....John F. McNamara
Production Manager.....John H. Wright
Chief Announcer.....Robert E. White
Sales Manager.....Frank R. Bowes
Publicity Director.....Marjorie L. Spriggs
Musical Director.....Airner Rakov
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.

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 590 Kc. POWER: 5000 watts. 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: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....H. E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager...David S. Garland
Production Manager.....L. G. Del Castillo
Publicity Director.....Dorothy Drake
Chief Announcer.....C. H. Dickerman
Musical Director.....C. R. Hector
Chief Engineer.....P. K. Baldwin

Coverage

Population—Primary	4,927,500
Radio Homes— "	1,097,120
Population—Secondary	2,393,500
Radio Homes— "	545,570

Source: CBS Market Research Division.

Representative

Radio Sales

•

WHDH

BOSTON—EST. 1929

FREQUENCY: 850 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: 6:30 A.M. until sunset in Denver; Sundays, 8:45 A.M. until sunset in Denver. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Associated.

Personnel

General Manager.....Ralph G. Matheson
Assistant General Manager..John J. Matheson
Program Director.....Alice J. Friend
Musical Director.....Kenneth Wilson
Chief Engineer.....Donald Wise

Coverage

Population—Primary	5,850,000
Radio Homes— "	1,303,180
Population—Secondary	1,857,000
Radio Homes— "	353,490

Representative

George Watson (New York)

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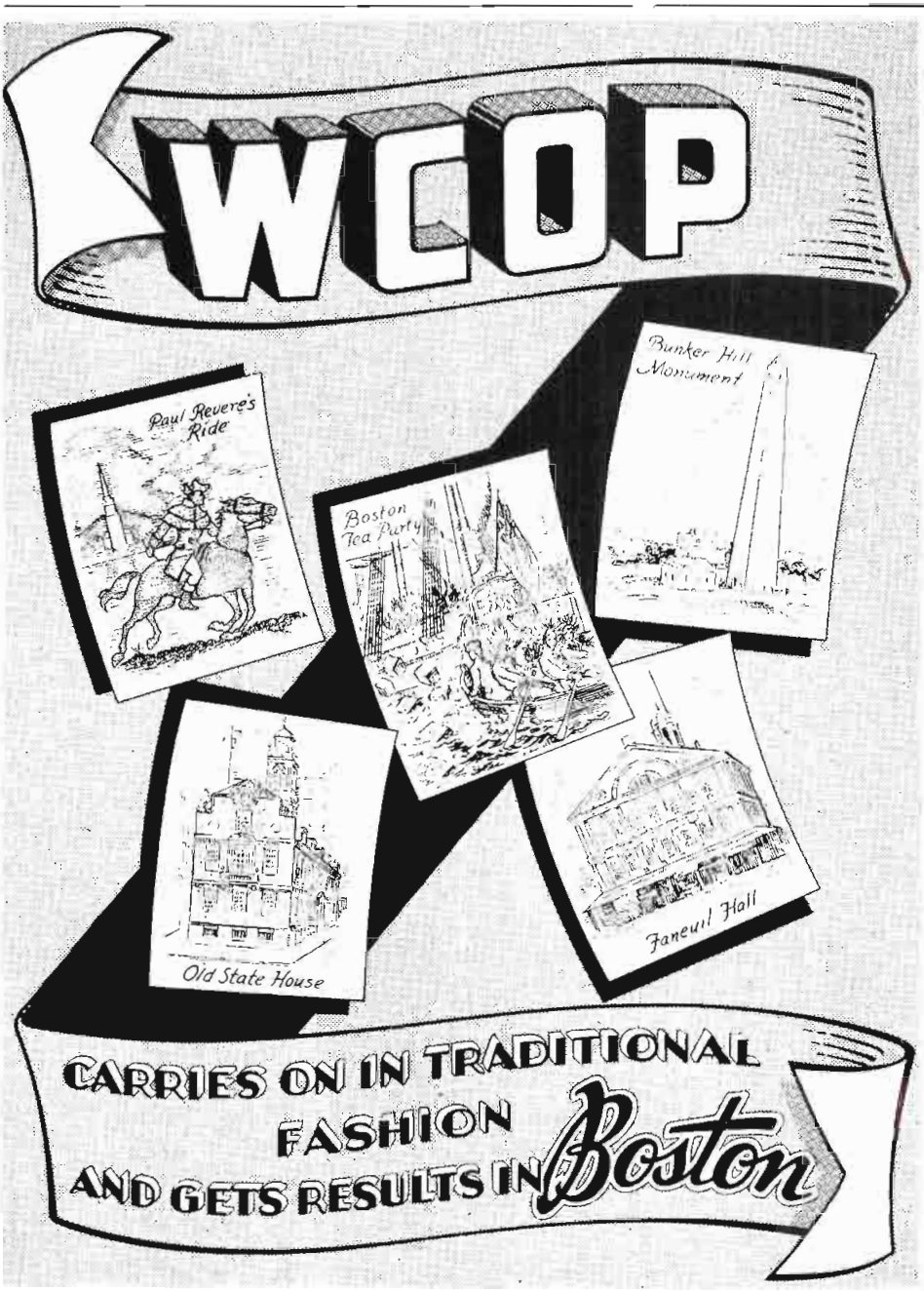

• • • MASSACHUSETTS BROADCASTING CORP.
STUDIOS and OFFICES COPLEY PLAZA HOTEL
COMMONWEALTH 1711 BOSTON, MASSACHUSETTS

National Representatives
New York Chicago HEADLEY-REED COMPANY Detroit Atlanta

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WCOP

BOSTON—EST. 1935

FREQUENCY: 1150 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: Unlimited license. MAINTAINS ARTISTS' BUREAU. NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Harold A. Lafount
General Manager.....A. N. Armstrong, Jr.
Production Manager.....Mary E. Thatcher
Public Relations Director..John K. Gowen, 3rd
Chief Announcer.....Morton Blender
Artists' Bureau Head.....Eleanor Kane
Musical Director.....Sidney P. Reinherz
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.

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WMEX

BOSTON—EST. 1934

FREQUENCY: 1510 Kc. POWER: 5000 watts. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Commonwealth 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Quincy, Mass. TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

Personnel

President-Program Director.....John E. Reilly
Station Manager.....Alfred J. Pote
Sales Manager.....S. A. Wasser
Commercial Manager.....W. S. Pote
Office Manager.....Marie Mason
Publicity Director.....Vivienne Cameron
Musical Director.....Alexander Thiede
Chief Engineer.....William M. Smith

Coverage

Population—Primary	1,850,000
Radio Homes— "	426,000
Population—Secondary	2,716,000
Radio Homes— "	625,000

Source: Field intensity measurement: Mass. Decennial Census; Joint Committee.

Representative

Joseph Hershey McGillvra

•

WNAC

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1260 Kc. POWER: 50000 watts. 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: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated, Davis & Schwegler.

Personnel

President.....John Shepard, 3rd
Executive Secretary to President.Robert Bartley
Vice-President in Charge of
Station Operations.....R. L. Harlow
Vice-President in Charge of
Sales and Production.....Linus Travers
Vice-President in Charge of Engineering,
Paul A. DeMars
Merchandising and Promotion Director,
Robert S. Playfair
Merchandising.....F. C. McVarish
Special Events.....Fred McLaughlin
Sales and Station Relations...Gerald Harrison
Program Director.....Eleanor Geer
Production Director.....George Steffy
Production Supervisor.....Charles Curtin
News Editor.....Leland Bickford
Artists Bureau Head.....Josephine White
Publicity Director.....A. J. Stephenson
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson

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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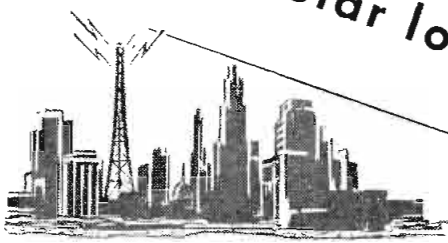
C. E. Hooper Survey shows the 920 club on WORL, as Boston's most popular local program



"The 920 CLUB on WORL is Boston's overwhelming favorite local program"—so was the finding of C. E. Hooper, Inc., nationally known radio research organization, when a survey was made January 28-29, 1941 in the Boston area.

The 920 CLUB received more votes than the total of the next three local programs combined.

For maximum results in one of the nation's richest markets WORL's 920 CLUB offers national advertisers Boston's biggest participating program.

920 KILOCYCLES *Boston, Mass.* **1000 WATTS**

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WORL

BOSTON—EST. 1926

FREQUENCY: 950 Kc. POWER: 1000 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. NEW SERVICE: United Press.

Personnel

President.....Harold A. Lafount
General Manager.....George Lasker
Publicity Director.....Stephen Manookian
Program-Musical Director.....Robert N. Perry
Chief Engineer.....Melvin Stickles

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

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 102 S. Main St. PHONE: Fall River 450-1. STUDIO ADDRESS: 102 S. Main St. PHONE: 2787. TRANSMITTER LOCATION: 20 Walker St., Somerset, Mass. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 Midnight; (Sunday) 8:00 A.M. to 12:00 Midnight (115 hours weekly). NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager..Wm. T. Welch
Secretary and Assistant Treasurer, Philly J. Maurettie
Program Director.....Josephine Y. Welch
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

GREENFIELD—EST. 1938

MUTUAL—YANKEE & COLONIAL NETWORKS

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. PHONE: 4-3-0-1. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....John W. Haigis
Manager.....James L. Spates
Commercial Manager.....C. D. Barradale
Program-Musical Director..Warren Greenwood
Production and Sales Promotion Manager, Hal Goodwin
Publicity Director.....Ken Houseman
Artists' Bureau Head-Chief Announcer, Robert S. Findlay
Chief Engineer.....James L. Spates

Coverage

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes— "	10,630	7,095
Population—Secondary	209,407	.....
Radio Homes— "	47,370	.....

Source: Field intensity measurements.

Representative

Joseph Hershey McGillvra

•

WHYN*

HOLYOKE—EST. 1941

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Hamden-Hampshire Corp. OPERATED BY: Same. BUSINESS ADDRESS: Holyoke, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hadley, Mass. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Holyoke Transcript-Telegram, Northampton Hampshire Gazette.

Personnel

President.....William Dwight
Commercial Manager.....Patrick J. Montague
Treasurer.....Minnie R. Dwight
Manager.....Charles N. DeRose

*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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WOCB

HYANNIS, CAPE COD—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Harriet M. Alleman and Helen W.

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MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: West Yarmouth, Mass. STUDIO ADDRESS: West Yarmouth, Mass. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....H. M. Alleman
Commercial Manager..... A. A. Newcomb
Program Director..... ....A. H. Flint
Sales Promotion Manager.....Rodney Merrill
Chief Engineer.....Ralph Lawton

WLAW

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 680 Kc. POWER: 5000 watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: River Road, Andover, Mass. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Standard Radio.

Personnel

President.....A. H. Rogers
General Manager.....Irving E. Rogers
Sales Manager.....David M. Kimel
Business Manager.....David G. Jones
Program Director.....John D. Maloy
Publicity Director.....William M. Noble
Chief Engineer.....George A. Hinckley

Coverage

	Daytime	Evening
Population—Primary		1,874,000
Population—Secondary	2,671,000	

Source: Field intensity survey.

Representative

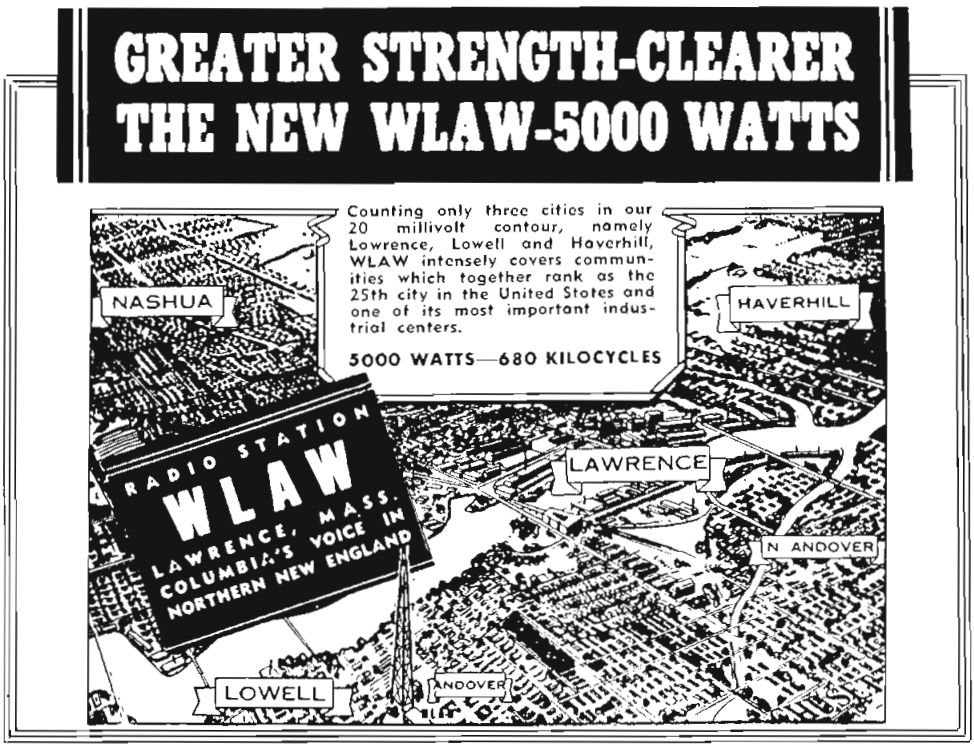
The Katz Agency

WLLH

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1400 Kc. POWER: Lowell, 250 watts. 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: 6:25



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A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, International News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth.

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.

WNBH

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 588 Pleasant St. PHONES: 3-3447, 3-0246. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Crow Island, Fairhaven, Mass. 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
Chief Engineer.....Clyde Pierce

WBRK

PITTSFIELD—EST. 1938

MUTUAL—COLONIAL & YANKEE NETWORKS

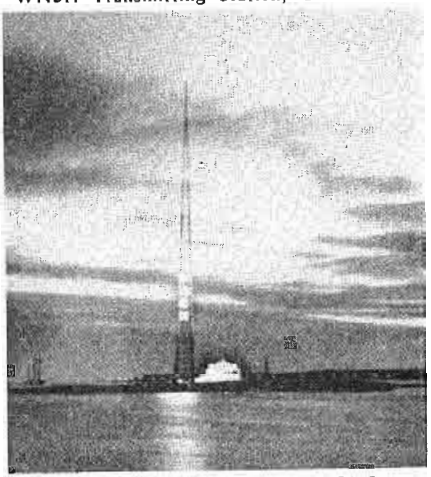
FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. PHONES: 2-1553-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East St. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner.....Harold Thomas
Local Manager.....Levon Thomas
Commercial Manager.....Bruff W. Olin
Program Director.....Bernie Adams

"Position Is Everything"

WNBH Transmitting Station, Crow Island



"An old sand bar of the sea gives birth to a miracle of the air"

250 Watts Day and Night on a small island is equivalent to 750 Watts power elsewhere, due to water conduction.

•

This added and improved coverage is available at the 250 Watt advertising rates.

•

Reaching 300,000 people daily makes WNBH of New Bedford, Mass. a better buy for your advertising dollar.

•

RADIO STATION WNBH NEW BEDFORD, MASS.

Member Yankee Network

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WESX

SALEM—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: North Shore Broadcasting Co. OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St.; 341 Union St., Lynn. PHONES: Salem 5670; Lynn 5-1435. STUDIO ADDRESSES: Same. 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, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Charles W. Phelan
General Manager.....Van D. Sheldon
Commercial Manager .....Robert C. Taylor
Program Director.....Marjorie Leadbetter
Chief Engineer.....Richard I. Hammond

Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— "	91,000	76,000
Radio Homes—Secondary	125,000	———

Sources: Department of Commerce; Field strength measurements.

Representative

William G. Rambeau Co.

•

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 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: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....A. S. Moffat
General Manager.....A. W. Marlin
Program Director.....F. Turner Cooke
Musical Director.....Paul Pelletier
Chief Engineer.....Earl G. Hewinson

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.

•

WSPR

SPRINGFIELD—EST. 1936

MBS—YANKEE—COLONIAL NETWORKS

FREQUENCY: 1270 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 12:00 Midnight. 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 Engineer.....A. R. Bradley

Coverage

	Daytime	Evening
Population—Primory . . .	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.

•

WMAW*

WORCESTER—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts with 3 100-watt amplifiers at Auburn, Whitinsville and Marlborough, Mass. OWNED BY: C. T. Scherer Co. OPERATED BY: Same. BUSINESS ADDRESS: Worcester.

Personnel

President.....Frank F. Butler
Vice-President.....W. Robert Ballard

*Station was licensed to operate under a construction permit at time of going to press.

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WORC

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 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.

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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

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. 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: 6:30 A.M. to 12:00 Midnight (121½ hours weekly). NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram. NEWS SERVICE: Associated Press, United Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General Manager ..... George F. Booth
Director ..... Edward E. Hill
Assistant Director ..... Robert W. Booth
Commercial Manager ..... George H. Jaspert
Local Sales Manager ..... Dorothy Robinson
Chief Announcer ..... Hollis Wright
Publicity Director ..... Frederick L. Rushton
Program Director ..... William T. Cavanagh
Musical Director ..... Onell Smith
Chief Engineer ..... Hobart H. Newell

Coverage

	Daytime	Evening
Population—Primary	1,014,000	764,564
Radio Homes— "	245,626	159,030

Source: Field intensity measurements; U. S. Census.

Representative

Edward Petry & Co., Inc.

MICHIGAN

Population 5,256,106 — Number of Radio Homes 1,272,120

Number of Families 1,382,738 — Auto Registrations 1,187,000

For 1940 Census data, please turn to page 259

WELL

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Federated Publications, Inc. OPERATED BY: Enquirer-News Co. 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; Sundays, 9:00 A.M. to Midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press, United 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

Representative

Burn-Smith Co.

WBCM

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: Bay City 7551 and Saginaw 2-2171. STUDIO ADDRESS: Wenonah Hotel. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:30 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 ..... James E. Davidson
General Manager ..... H. A. Giesel
Sales Promotion Manager ..... A. F. Huebner
Program Director ..... Jack D. Parker
Production Manager ..... Russ Lyon
Musical Director ..... Lionel DeRemer
Chief Engineer ..... Ralph H. Carpenter

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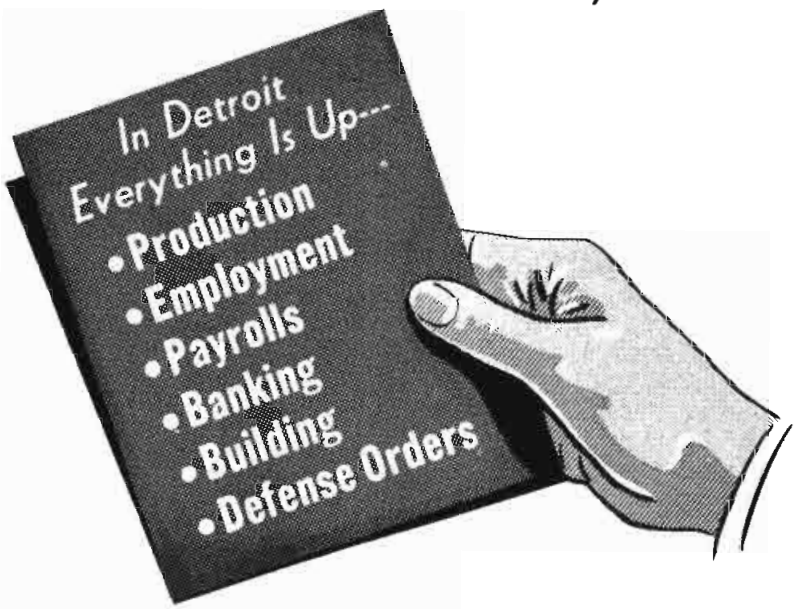
—"and Remember, Detroit is Now in its 3rd Year of Important Business Gains



For 20 Years, WWJ, America's Pioneer Radio Station, has been First in Listener Interest in the Great Detroit Market.

WWJ

National Representatives

George P. Hollingbery Company

New York · Chicago · Atlanta

San Francisco · Los Angeles

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Coverage

	Daytime	Evening
Population—Primary	106,319	64,218
Radio Homes— "	26,575	16,057
Population—Secondary ..	559,463	408,367
Radio Homes— " ..	139,866	162,692

Source: Field intensity measurements; 1930 U. S. Census.

Representative

George P. Hollingbery Co.

WHDF

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Community Bldg., Houghton, Mich. PHONE: Houghton 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Community Bldg., Houghton. 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, Standard Radio.

Personnel

General Manager.....John W. Rice
Commercial Manager.....Albert W. Payne
Program Director.....Earl Nordeen
Technical Supervisor.....George L. Burgan

Coverage

Population—Primary	51,541
Radio Homes— "	11,760
Population—Secondary	20,727
Radio Homes— "	4,010

Source: Signal strength survey; Joint Committee.

Representative

Bogner & Martin

WJBK

DETROIT—EST. 1928

FREQUENCY: 1490 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.....Ethel Berman
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

Coverage

Population—Primary	1,999,000
Radio Homes— "	480,900

Source: Field intensity measurements.

WJR

DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM FREQUENCY: 760 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: Trenton, Mich. TIME ON THE AIR: 5:30 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: 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 F. Uridge
Secretary-Treasurer.....P. M. Thomas
Publicity Director.....Neal Tomy
Program Director.....Norman White
Chief Announcer.....Franklin C. Mitchell
Musical Director.....Samuel Benavie
Chief Engineer.....M. R. Mitchell

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.

WMBC

DETROIT—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: John L. Booth Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward Ave. and Eaton Tower Bldg. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (134 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager.....John L. Booth

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Vice-President.....W. W. Booth
Secretary.....Hugh M. Gray
Station Manager.....Edythe Fern Melrose
Program-Publicity Director.....Fred Knorr
Chief Announcer.....Charles Farrell
Musical Director.....Herbert Mertz
Chief Engineer.....Edward Clark

Coverage

Population—Primary	1,999,000
Radio Homes— "	480,900
Population—Secondary	2,242,000

Source: Field intensity measurements.

Representative

Furgason & Walker

CKLW

DETROIT

(See Windsor, Ont., Canada)

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)
FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 615 W. Lafayette Blvd. PHONE: Randolph 2000. STUDIO ADDRESS: 624-30 W. Lafayette Blvd. 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: Lang-Worth, Standard Radio.

Personnel

General Manager.....W. J. Scripps
Assistant General Manager.....E. L. Tyson
Sales Manager.....Harry Bannister
Sales Promotion Manager.....Jake Albert
Musical Director.....Mischa Kottler
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.

(See Page 450)

WXYZ

DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)
FREQUENCY: 1270 Kc. POWER: 5000 watts. OWNED BY: King-Trendle Broadcasting Corp.

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OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: 15505 Joy Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President-Treasurer.....George W. Trendle
Vice-President.....John H. King
Secretary-General Manager, H. Allen Campbell
Commercial Manager.....Harry Sutton, Jr.
Advertising and Sales Promotion Manager, Charles C. Hicks
Studio Supervisor.....H. Earl Noore
Chief Announcer.....Roy Gardner
Publicity Director.....Felix Holt
Musical Director.....Benny Kyte
Chief Engineer.....Roy Gardner

Coverage

	Daytime	Evening
Population—Primary	2,945,474	2,287,329
Radio Homes— "	683,111	524,070

Source: Field intensity survey.

Representative

Paul H. Raymer Co.

•

W K A R

EAST LANSING—EST. 1922

FREQUENCY: 870 Kc. POWER: 5000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 600. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday.

Personnel

Station Manager.....Robert J. Coleman
Chairman, Radio Committee....R. J. Baldwin
Chief Engineer.....Norris Grover

Coverage

Population—Primary	4,160,000
Radio Homes— "	955,760

Source: Joint Committee.

•

W D B C *

ESCANABA—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Delta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Escanaba. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWPAPER AFFILIATION: Marquette Mining Journal.

Personnel

President.....Joe J. Clancy
Vice-President.....George F. Perrin
Secretary-Treasurer.....Gordon H. Bozek

*Station was licensed to operate under a construction permit at time of going to press.

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W F D F

FLINT—EST. 1922

NBC—BLUE
MICHIGAN RADIO NETWORK

FREQUENCY: 910 Kc. POWER: 1000 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: E. Bristol Rd. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 Midnight, (Sunday) 8:00 A.M. to 12:00 Midnight. NEWS SERVICES: International News Service and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Frank D. Fallain
Station Manager.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Publicity Director.....R. V. Osgood
Chief Announcer.....Don Degroot
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain

Coverage

	Daytime	Evening
Population—Primary	564,200	943,750
Radio Homes— "	120,900	202,232
Population—Secondary ..	956,840	972,360
Radio Homes— " ..	204,857	208,286

Source: U. S. Census; Joint Committee; field intensity survey.

Representative

Burn-Smith Co.

•

W G R B *

GRAND RAPIDS—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Grand Rapids Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President .....Boyd K. Muir
Treasurer.....Harrison L. Goodspeed
Vice-President.....Angus D. Pfaff
Secretary.....Siegel W .Judd

*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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W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts.

www.americanradiohistory.com

OWNED BY: Leonard A. Versluis. OPERATED BY: Leonard A. Versluis. BUSINESS ADDRESS: Keeler Bldg., 6 Fountain St., N. E. PHONE: 6-5461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Owner.....Leonard A. Versluis
Station Manager.....Hy M. Steed
Merchandising Manager.....Roy C. Kelley
Sales Promotion Manager.....King C. Bard
Publicity Director.....Pat Hannagan
Traffic Manager.....Kathryn Mordo
Chief Announcer.....John Marshall
Musical Director.....Lew Srubman
Chief Engineer.....Lauren Bergeron

WOOD-WASH

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)
MICHIGAN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 5000 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: Associated Program Service.

Personnel

President.....George W. Trendle
Station and Sales Manager, Stanley W. Barnett
Merchandising Manager.....Paul Eichhorn
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.

WJMS

IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Upper Michigan-Wisconsin Broadcasting Co. OPERATED BY: Same. 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 10:00 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

Personnel

Vice-President and General Manager, Noel C. Ruddell
Commercial Manager.....Richard Hasbrook
Program and Musical Director.....Harry Wills
Chief Engineer.....R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	95,978	60,000
Radio Homes— "	24,289	15,000
Population—Secondary	66,783	45,000
Radio Homes— "	16,691	11,250

Source: U. S. Census; Mail analysis.

Representative

Bogner & Martin

WIBM

JACKSON—EST. 1925

NBC—BLUE
MICHIGAN RADIO NETWORK

FREQUENCY: 1450 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. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Herman Radner
Vice-President and Station Manager.....Roy Radner
Program Director.....Willie Dunn
Sales Promotion Manager.....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.

Representative

Forjoe & Co.

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts. OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 6:00 A.M. to

www.americanradiohistory.com

12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program Director.....Merlin Stonehouse
Chief Engineer.....Edwin Rector

Coverage

Population—Primary	708,596
Radio Homes— "	176,350

Source: Field intensity survey; U. S. Census, 1930; Joint Committee.

Representative

Howard H. Wilson Co.

•

WJIM

LANSING—EST. 1934

NBC (BLUE)
MICHIGAN RADIO NETWORK

FREQUENCY: 1240 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
Sales Promotion Manager.....Omri S. Jones
Program Director.....Bob Innes
Publicity Director .....H. K. Finch

Coverage

	Daytime	Evening
Population—Primary	201,333	201,333
Radio Homes— "	46,306	46,306
Population—Secondary ..	175,867	175,867
Radio Homes— " ..	40,449	40,449

Source: Station survey.

•

WMPC

LAPEER—EST. 1926

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: The Liberty Street Gospel. OPERATED BY: Same. BUSINESS 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

WDMJ

MARQUETTE—EST. 1931

FREQUENCY: 1340 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: 8:00 A.M. to 10:00 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.

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WKBZ

MUSKEGON—EST. 1926

FREQUENCY: 1490 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, Associated, Lang-Worth, Davis & Schwegler.

Personnel

General Manager.....Grant F. Ashbacker
Chief Announcer.....Curt Flowers
Publicity Director.....W. R. Duchane
Artists' Bureau Head-Musical Director, Frank Lynn
Chief Engineer .....Geo. Krivitzky

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: 1130 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.

www.americanradiohistory.com

Personnel

President . . . . . George M. Stutz
General Manager . . . . . H. Y. Levinson
Program Director . . . . . Stanley Schultz
Commercial Manager . . . . . W. K. Bailey
Chief Engineer . . . . . Wiley Wenger

Coverage

Population—Primary 2,604,000
Radio Homes— " 576,700
Source: Field intensity survey; Joint Committee.

Representative

Radio Advertising Corp.

WHLS

PORT HURON—EST. 1938

FREQUENCY: 1450 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 St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

General Manager . . . . . Angus Pfaff
Sales and Sales Promotion Manager, Robert Mackin
Production Manager . . . . . Harmon L. Stevens
Musical Director . . . . . Lyle Patterson
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: 1340 Kc. POWER: 250 watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: 212 W. 6th St. PHONES: Elmhurst 6524 and Royal Oak 0815. 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
Business Manager . . . . . E. C. Thompson
Chief Engineer . . . . . Joseph L. McFarland

WHAL *

SAGINAW—EST. 1939

FREQUENCY: 980 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.

* Station was licensed to operate under a construction permit at time of going to press.

WSAM

SAGINAW

FREQUENCY: 1230 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Bay at Weiss St. PHONE: 26148. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 74½ hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President . . . . . Milton L. Greenebaum
Station Manager . . . . . Frederic Shaffmaster
Program Director . . . . . Stuart Sheill
Publicity Director . . . . . Bob Phillips
Chief Engineer . . . . . Harold McCullen

Coverage

	Daytime	Evening
Population—Primary . .	590,000	350,000
Radio Homes— " .	138,000	105,000
Population—Secondary .	130,000	80,000
Radio Homes— " .	31,000	17,000

Source: Field intensity survey; Joint Committee.

WSOO

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: 104 W. Portage Ave. PHONE: 2642. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 2. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Sundays, 9:30 A.M. to 9:30 P.M.

Personnel

General Manager . . . . . Stanley R. Pratt
Program Director . . . . . John W. Lozier
Commercial Manager . . . . . R. Y. Burnett

Representative

Joseph Hershey McGillvra

WTCM

TRAVERSE CITY—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Midwestern Broadcasting Co. OPERATED BY: Midwestern Broadcasting Co. BUSINESS ADDRESS: Anderson Bldg. PHONE: 1150 STUDIO ADDRESS: Same. TRANSMITTER

www.americanradiohistory.com

LOCATION: Elmwood Township, Mich. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager.....Les Biederman
Sales Manager.....Graham Keevil
Chief Engineer.....Drew McClay

MINNESOTA

Population 2,792,300 — Number of Radio Homes 620,770
Number of Families 726,391 — Auto Registrations 869,940

For 1940 Census data, please turn to page 260

KATE

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1450 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. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

Personnel

President and Station Manager....E. L. Hayek
Assistant Manager.....Warren C. Tidemann
Commercial Manager.....Tom H. Lathrop
Program Director.....Sherman Booen
Publicity Director.....Ernest Murray
Musical Director.....Helen Davis
Chief Engineer.....George Church

Coverage

Population—Primary	242,876
Radio Homes— "	51,570
Population—Secondary	548,630
Radio Homes— "	117,566

Source: Field intensity measurements and mail count.

KDAL

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1490 Kc. POWER: 250 watts. 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press-Radio Bureau. TRANSCRIPTION SERVICE. Lang-Worth, Davis & Schwegler.

Personnel

Station Manager.....Dalton LeMasurier
Commercial Manager.....A. H. Flaten
Publicity Director.....Ellis Harris
Program Director.....Gilbert Fawcett
Chief Engineer.....Robert A. Dettman

Coverage

	Daytime	Evening
Population—Primary	180,600	180,600
Radio Homes— "	38,950	38,950
Population—Secondary ..	135,400	142,400
Radio Homes— " ..	28,420	30,140

Source: CBS Listener Study.

WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
ARROWHEAD BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1320 Kc. POWER: 5000 watts. 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
Chief Engineer.....Charles Persons

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

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts.

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WCCO

now in its seventeenth year is the greatest advertising force in the Twin Cities and in the Northwest.

Among other things, it has:

50,000 WATTS WHERE IT COUNTS THE MOST

810 KILOCYCLES • MINNEAPOLIS-ST. PAUL

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales.

OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 7:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager..... C. L. Jaren

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.

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W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

FREQUENCY: 1240 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.

Personnel

President .....Morgan Murphy
Station Manager .....H. S. Hyett

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K Y S M

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1230 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: N. Mankato, top of Belgrade Hill. TIME ON THE AIR: Full time license. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....Ray E. Schwartz
Continuity Director.....Bess Lyman
Sales Promotion Manager....John F. Meagher
Program-Publicity Director.....Jack Hanssen
Musical Director..... .....Maurice Piche
Chief Engineer.....H. D. Kimberly

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Coverage

	Daytime	Evening
Population—Primary	311,165	311,165
Radio Homes— "	63,940	63,940

Source: Joint Committee.

Representative

Howard H. Wilson Co.

•

WCCO

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 830 Kc. POWER: 50,000 watts. 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 1:00 A.M. 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— " ..	608,750	572,540

Source: CBS Listener Study.

Representative

Radio Sales

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WDGY

MINNEAPOLIS-ST. PAUL—EST. 1923

NORTHLAND NETWORK

FREQUENCY: 1130 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 sunset, Mountain Standard Time (129½ hours weekly). NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

Owner and General Mgr.....Geo. W. Young
Commercial and Program Manager,
Wallace E. Stone
Office Manager.....Gertrude Faue
Accountant.....A. A. Conrad
Musical Director.....Carl Johnson
Chief Engineer.....George K. Jacobson

Coverage

Population—Primary	1,651,093
Radio Homes— "	346,950
Population—Secondary	310,030
Radio Homes— "	68,680

Source: 1940 U. S. Census; Department of Commerce.

Representative

William G. Rambeau Co.

•

WLB

MINNEAPOLIS—EST. 1924

FREQUENCY: 770 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Eddy Hall, University of Minnesota. PHONE: Main 8177, Extensions 419, 822 and 821. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. NEWS SERVICE: United Press.

Personnel

Manager.....Burton Paulu
Program Director.....J. Hirbert Swanson
Production Manager.....Reid Erekson
Chief Announcer.....Averill Berman
Musical Director.....Leland B. Sateren
Chief Engineer.....Francis J. Blitz

(Non-Commercial Station)

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WLOL

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1730 Hennepin Ave. STUDIO ADDRESS: 1730 Hennepin Ave., Minneapolis; Commodore Hotel, St. Paul. PHONES: At. 0406 and Mi 4043. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....John P. Devaney
General Manager.....Edward P. Shurick
Sales Manager.....Stan H. Haigh
Sales Promotion Manager.....E. Brautigann
Continuity Director.....Beatrice Leaman
Program Director.....Jerry Harrington
Chief Announcer.....James Payton
Musical Director.....Verne Rooney
Chief Engineer.....Ogden Prestholdt

Representative

Foreman Co.

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There must be a Reason

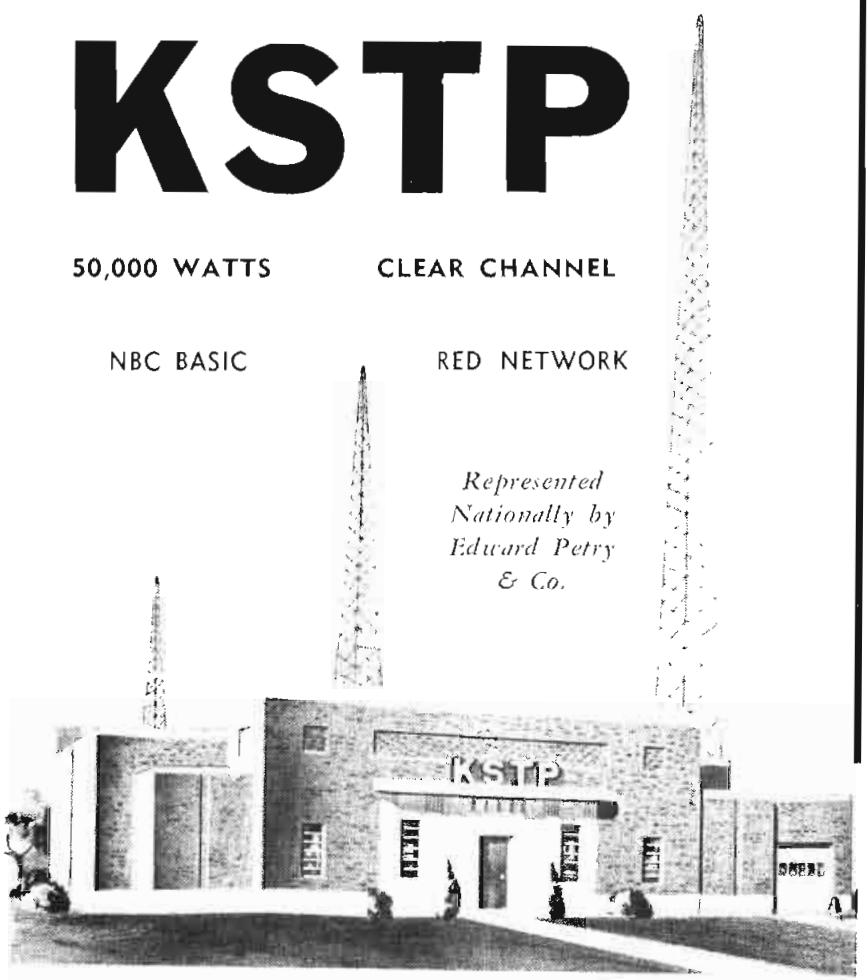
Nearly 400 of the nation's leading network, national spot and local advertisers—represented by more than 100 of the country's outstanding advertising agencies—chose to tell their sales messages in the Twin Cities' market in 1940 via KSTP.

KSTP

50,000 WATTS **CLEAR CHANNEL**

NBC BASIC RED NETWORK

Represented Nationally by Edward Petry & Co.



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WTCN

MINNEAPOLIS-ST. PAUL—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1280 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, Lang-Worth.

Personnel

President.....W. F. Johns
Station Manager ..... C. T. Haqman
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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KVOX

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 14th St. and 12th Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (12 1/2 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. K. Herbst
Station Manager.....M. M. Marget
Commercial Manager....Reinhart Steinley, Jr.
Program Director.....Frank Gillespie

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WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 770 Kc. POWER: 5000 watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College, Northfield. PHONE: 770. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WLB.

Personnel

Director.....Dr. Martin Hegland
Station Manager.....M. C. Jensen
Production Manager.....Alvar Sandquist
Musical Director.....O. R. Overby
Chief Engineer.....Amos Dicke

(Non-Commercial Station)

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KROC

ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5 STUDIO ADDRESS: 100 First Ave. Bldg. TRANSMITTER LOCATION: Crusade 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
Program Director.....La Vell Waltman
Production Manager-Chief Announcer,
Geral Wing
Publicity Director.....Cal Smith
Musical Director.....William Neville
Chief Engineer.....Fred C. Clark

Coverage

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	72,105	72,105
Population—Secondary ..	1,025,108	922,000
Radio Homes— " ..	149,301	.....

Source: U. S. Census; station survey.

Representative

Joseph Hershey McGillvra

•

KFAM

ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.
MINNESOTA RADIO NETWORK

FREQUENCY: 1450 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: Highway No. 152. 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.

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Personnel

General Manager.....Fred Schilplin

Coverage

Population—Primary	197,396
Radio Homes— "	37,180
Population—Secondary	1,238,312
Radio Homes— "	289,290

Source: Field intensity measurements.

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)
MINNESOTA RADIO NETWORK

FREQUENCY: 1500 Kc. POWER: 50,000 watts. OWNED BY: KSTP, Inc. OPERATED BY: KSTP, Inc. 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), 7:00 A.M. to 1:00 A.M. (Sunday). (132 hours weekly.) NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President-General Manager.Stanley E. Hubbard
Vice President-Assistant Manager.K. M. Hance
Sales Manager.....Ray C. Jenkins
Educational Director.....T. D. Rishworth
Program Director.....Corinne Jordon
Sales Promotion Manager.....Sam Levitan
Publicity Director.....Joseph O. Meyers
Chief Announcer.....Brooks Henderson
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh
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.
(See Page 460)

WMIN

ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1400 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.Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

Personnel

President and General Manager.....Edward Hoffman
Program-Publicity Director.....Marlyn Powell
Production Manager-Chief Announcer, Frank Devaney
Musical Director.....Lillian Jones
Chief Engineer.....Warren Fritze

Coverage

	Daytime
Population—Primary	825,000
Population—Secondary	1,025,000

Source: Chamber of Commerce.

WHLB

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM
ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: Duluth, Minn. STUDIO ADDRESS: Sixth Ave., South. PHONE: 2000. TRANSMITTER LOCATION: Sixth Ave., South. TIME ON THE AIR: 16½ hours daily. NEWSPAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. C. Bridges
Station Manager.....Barney Irwin
Program Director-Chief Announcer, Wayne C. Byers
Publicity-Educational Director...Norman Page
Sales Promotion Manager.....Bill Lofback
Artists' Bureau Head.....Billie Denison

Coverage

Population—Primary	82,043
Radio Homes— "	15,000
Population—Secondary	91,065
Radio Homes— "	15,956

Source: Station survey.

KWLM

WILMAR—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Lakeland Broadcasting Co. OPERATED BY: Lakeland Broadcasting Co. BUSINESS ADDRESS: Willmar. STUDIO ADDRESS: Willmar War Memorial Auditorium. PHONE: 1310. TRANSMITTER LOCATION: Foot Lake. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.

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NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Transco.

Personnel

President.....H. W. Linder
Station Manager.....Edgar Parsons
Chief Announcer.....Jack Lynch
Chief Engineer.....Verne Baumgartner

Representative

Associated Radio Markets

K W N O

WINONA—EST. 1938

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 3314 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press: NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....M. H. White
Treasurer.....H. R. Wieking
General Manager.....L. L. McCurnin
Sales Manager.....Bob Owen
Chief Announcer.....Ryan Halloran
Musical Director.....Margaret Johnson
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.

MISSISSIPPI

Population 2,183,796 — Number of Radio Homes 228,090
Number of Families 537,359 — Auto Registrations 249,705

For 1940 Census data, please turn to page 262

W C B I

COLUMBUS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Birney Imes, Sr. OPERATED BY: Birney Imes, Sr. BUSINESS ADDRESS: Commercial Dispatch Bldg. STUDIO ADDRESS: Gilmer Hotel. PHONE: 980, 1313. TRANSMITTER LOCATION: Tombigbee Bridge. TIME ON THE AIR: 108 hours weekly. NEWSPAPER AFFILIATION: Commercial Dispatch. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....Birney Imes, Jr.
Commercial Manager.....Walter G. Allen
Program Director.....W. E. Williams
Publicity Director.....Drew Shankle
Musical Director.....Annie Pearl Ferguson
Chief Engineer.....Robert Montgomery

Coverage

Population—Primary	535,000
Radio Homes— "	65,000

W J P R

GREENVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY: John R. Pepper. BUSINESS ADDRESS: 107 S. Poplar. PHONE: 1770. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North on Highway No. 1. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Owner.....John R. Pepper
Manager.....Paul Thompson
Program Director.....Bert Ferguson
Production Manager.....Barleu Ashley
Chief Engineers....Millard Perry, Ray Dickson

Coverage

	Daytime	Evening
Population—Primary	345,812	172,906
Radio Homes— "	37,753	18,877
Population—Secondary	165,000	82,500
Radio Homes— "	13,410	6,705

Source: Field intensity measurements.

Representative

Frank Baldwin

W G R M

GREENWOOD—EST. 1937

NBC-Blue—MISSISSIPPI NETWORK
FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 How-

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ard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leflore County. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....P. K. Ewing, Jr.
Program Director.....Ross Nelson
Production Manager.....Ray McGuire
Chief Engineer.....George Wilson

Coverage

Population—Primary	400,000
Radio Homes— "	68,000
Population—Secondary	500,000
Radio Homes— "	75,000

Source: State Census.

Representative

Sears & Ayer, Inc.

W G C M

GULFPORT—EST. 1929

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Hotel Markham. PHONE: Gulfport 1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: 22nd St. and 15th Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....P. K. Ewing
General Manager.....F. C. Ewing
Program Director.....Jack Reid
Production Manager.....H. C. Hill
Artists' Bureau Head.....V. M. Glass
Chief Announcer.....Harry Brown
Chief Engineer.....Kenneth Ervin

Coverage

Population—Primary	64,326
Radio Homes— "	14,212
Population—Secondary	169,306
Radio Homes— "	31,110

Source: Station survey.

Representative

Burn-Smith Co.

W F O R

HATTIESBURG—EST. 1924

FREQUENCY: 1400 Kc. POWER: 250 watts. 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.

Personnel

President and General Manager..C. J. Wright
Chief Engineer.....C. H. Dyess

Representative

Sears & Ayer, Inc.

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1300 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: 6:30 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.

Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising Manager.....Allen Lacy, Jr.
Program-Musical Director .Maurice Thompson
Publicity Director.....Ralph Maddox
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.

W S L I

JACKSON—EST. 1938

FREQUENCY: 1450 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: 6:45 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....G. W. Covington
Manager.....L. M Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales and Merchandising Manager, Maurice B. Wray
Chief Announcer-Publicity Director, Paul Wilson
Program-Musical Director.....George Philp
Production Manager.....Vassar Dubard
Chief Engineer.....Tommie Hubbard

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Coverage

	Daytime	Evening
Population—Primary	172,755	137,000
Radio Homes— "	28,500	26,000
Population—Secondary ..	65,000	30,000
Radio Homes— " ..	11,500	5,400

Source: Station survey.

Representative

Sears & Ayer, Inc.

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WAML

LAUREL—EST. 1935

NATIONAL BROADCASTING CO.
MISSISSIPPI NETWORK

FREQUENCY: 1340 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.

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WSKB

McCOMB—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel. STUDIO ADDRESS: McColgan Hotel, McComb; Whitworth College, Brookhaven; and Southwest Junior College Summit. 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 12:00 Midnight Saturdays; 6:00 A.M. to 10:00 P.M. Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Robert L. Sanders
General Manager.....George Blumenstock
Program Director.....Julia D. Blumenstock
Production-Publicity Director.....Joe Butler
Commercial Manager.....Howard Shannon
Artists' Bureau Head-Chief Announcer, Woody Ossof
Musical Director.....George Medaille
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.

Representative

Cox & Tanz

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WCOC

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 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

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WQBC

VICKSBURG

FREQUENCY: 1390 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: World Broadcasting System.

Personnel

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Engineer.....C. E. Drake

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MISSOURI

Population 3-784,664 — Number of Radio Homes 818,620
Number of Families 1,065,653 — Auto Registrations 922,000

For 1940 Census data, please turn to page 263

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 850 Kc. POWER: 5000 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. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Musical Director.....Virginia Bahn

K F U O

CLAYTON—EST. 1924

FREQUENCY: 850 Kc. POWER: 1000 watts. 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: Same. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press.

Personnel

Station Manager.....Herman H. Hohenstein
Production Manager-Chief Announcer, Elmer Knoernschild
Musical Director.....Hilmar Rosenberg
Chief Engineer.....Carl S. Meyer

K F R U

COLUMBIA—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th and Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th and Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 7:15 A.M. to 11:00 P.M. (110¼ hours weekly). NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press, Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Elzey Roberts
Vice-President.....John C. Roberts, Jr.
Station Manager.....C. L. Thomas
Program Director.....Guy Lowe
Commercial Manager.....J. W. Roth
Production Manager.....Harold Douglas
Sales Promotion Manager....Foster H. Brown
Artists Bureau Head.....Wm. Haley, Jr.
Musical Director.....Carl Stepp
Chief Engineer.....Robert Haigh

Coverage

Population—Primary	200,907
Radio Homes— "	42,080
Population—Secondary	137,135
Radio Homes— "	25,230

Source: Mail analysis survey; 1930 U. S. Census.

Representative

Weed & Co.

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONES: 5000, 4000, 3030. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 123 hours weekly. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....John J. Corrigan
Chief Engineer.....J. C. Haynes, Jr.

Coverage

Population—Primary	161,987
Radio Homes— "	30,450
Population—Secondary	302,123
Radio Homes— "	62,730

Source: Joint Committee; U. S. Census.

Representative

Sears & Ayer, Inc.

W M B H

JOPLIN—EST. 1933

FREQUENCY: 1450 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:

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13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library, Davis & Schwegler.

Personnel

President-Station Manager.....D. J. Poynor
Chief Announcer.....J. Chas. McIntire
Sales Manager.....W. H. Clark
News Editor.....Paul Stubblefield
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

K C M O

KANSAS CITY—EST. 1925

FREQUENCY: 1480 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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: 10th and Hardesty. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth.

Personnel

President.....T. L. Evans
General & Sales Manager.....Jack Stewart
Business Manager.....C. E. Breazeal
Program Director.....James Coy
News Editor.....James Munroe
Chief Engineer.....L. C. Sigmon

Coverage

Population—Primary 2,615,712
Radio Homes— " 602,568

Source: Station survey.

K I T E

KANSAS CITY—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Irving-Pitt Bldg., 816 Locust St. PHONE: Harrison 5818. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 86th and 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
Commercial Manager.....Robert S. Peyton

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 980 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, 7:00 A.M. to 12:03 A.M. NEWS SERVICE: Transradio press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, Lang-Worth, Station maintains own recording laboratory.

Personnel

President.....Arthur B. Church
Vice-President and Managing Director, Karl Koerper
Promotion Manager.....Frank Barhydt
Artists Bureau Head.....J. W. McConnell
Director of Research & Merchandising.....Mark N. Smith
Program Director.....Felix Adams
Director of Sales.....Sam H. Bennett
Director Natl. Program Sales...Geo. E. Halley
Studio Director.....Kenneth Krahl
News Editor.....Erle H. Smith
Farm Service Director.....Phil Evans
Educational Director.....Edwin Browne
Studio Director.....Kenneth Krahl
Chief Announcer.....Bert Lane
Musical Director.....P. Hans Flath
Technical Supervisor.....Ray Moler

Representative

Free & Peters, Inc.

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: Johnson County, Kansas. TIME ON THE AIR: 125 hours weekly. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICES: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station Manager.....H. Dean Fitzer
Assistant Manager.....V. S. Batton

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Sales ..... R. Gardner Reames
Program Manager ..... Harry J. Kaufmann
Chief Engineer ..... Joseph A. Flaherty

Coverage

	Daytime	Evening
Population—Primary	5,683,275	5,683,275
Radio Homes— "	979,113	979,113

Source: Field intensity measurements.

Representative

Edward Petry & Co.

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W H B

KANSAS CITY—EST. 1922

MUTUAL
KANSAS STATE NETWORK

FREQUENCY: 880 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 remote studios throughout 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.

Personnel

President ..... Donald Dwight Davis
Station Manager ..... John T. Schilling
Vice-President and Treasurer .... John F. Cash
Regional Sales Manager ..... Bryan Murphy

Representative

William G. Rambeau Co.

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K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: A. L. McCarthy, C. A. Tedrick and J. H. Wolpers. OPERATED BY: Same. BUSINESS ADDRESS: 1801 N. Main St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: Poplar Bluff American Republic. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager ..... P. H. Cunningham
Production Manager ..... William R. Tedrick
Chief Announcer ..... A. S. Parish
Musical Director ..... Lola Sechrest
Chief Engineer ..... Don Lidenton

Coverage

	Daytime	Evening
Population—Primary	114,742	76,498
Radio Homes— " ...	12,210	5,572
Population—Secondary .	336,644	
Radio Homes— " ..	41,450	

Source: Field intensity measurements and mail analysis; U. S. Census.

K F E Q

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 watts, d.; 500 watts, n. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 4-0813. 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.

Personnel

President-Treasurer ..... Barton 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.

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K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 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, Associated Press.

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
Director of Public Relations .... Arthur J. Casey
Production Manager ..... Rollie Williams
Chief Announcer ..... France Laux
Musical Director ..... Ben Feld
Chief Engineer ..... L. McComas Young

Coverage

	Daytime	Evening
Population—Primary	2,572,100	2,033,100
Radio Homes— "	581,200	475,650
Population—Secondary .	5,899,900	2,586,600
Radio Homes— " ..	1,232,950	510,680

Source: Market Research Division of CBS; U. S. Census.

Representative

Radio Sales

www.americanradiohistory.com

K S D

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.

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K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 5000 watts. 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.....Martin Bowin
Program Director.....John Tinnea
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

•

K X O K

ST. LOUIS—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 5000 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: Madison County, Ill. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio, Lang-Worth.

Personnel

General Manager.....John C. Roberts, Jr.
Sales Manager.....Clarence G. Cosby
Program Director.....Blaine Cornwell
News Editor.....Bruce Barrington
Publicity Director.....Dave Frederick
Continuity Editor.....Charles Barnhart
Musical Director.....Stanley W. Daugherty
Chief Engineer.....Art Rekart

Coverage

	Daytime	Evening
Population—Primary	3,416,300	1,607,154
Radio Homes— "	822,388	410,428

Source: Field intensity measurements; Dept. of Commerce; 1930 U. S. Census.

Representative

Weed & Co.

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W E W

ST. LOUIS—EST. 1921

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 221 N. Grand Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....Nicholas Pagliara
Program Manager.....Arthur T. Jones
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

Representative

Joseph Hershey McGillvra

•

W I L

ST. LOUIS—EST. 1922

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Missouri Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Grand and Lindell Blvds. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Grand and Lindell Blvds. TRANSMITTER LOCATION: 2601 Lindell Blvd. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:30 A.M., Saturdays; 8:30 A.M. to

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12:00 Midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Lang-Worth.

Personnel

President and General Manager ..... Lester A. Benson
Vice-President ..... Clarence W. Benson
Commercial Manager ..... David Pasternak
Program Director ..... Neil Norman
Sales Promotion Manager ..... 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.

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K D R O

SEDALIA—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. 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
Commercial Manager ..... Charles Lamm
Program-Musical Director ..... William Davis
Chief Announcer ..... Marvin Mueller
Chief Engineer ..... Thomas L. Yount

Coverage

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes— "	42,300	42,300
Population—Secondary	127,372	127,372
Radio Homes— "	24,950	24,950

Source: Mail response analysis; Joint Committee.

Representative

Howard H. Wilson Co.

•

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1260 Kc. POWER: 5000 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: 6:30 A.M. to Midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... T. W. Duvall
General Manager ..... Ralph D. Foster
Business Manager ..... C. Arthur Johnson
Promotion Manager ..... Carl S. Ward
Program Director ..... George Earle
Chief Engineer ..... Fritz Bauer
National Sales Manager ..... Lester Kennon
Local Sales Manager ..... Gordon Wardell
Chief Engineer ..... Fritz Bauer

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

John E. Pearson

(See Page 342)

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K W T O

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts (5:00 A.M. to local sunset); 1000 watts (5:00 to 6:00 A.M.). 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: NBC Thesaurus.

Personnel

President and Station Manager ..... Ralph D. Foster
Chief Announcer ..... Russ Davis
National Sales Manager ..... Lester Kennon
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

Source: U. S. Census; Joint Committee.

Representative

John E. Pearson

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MONTANA

Population 559,456 — Number of Radio Homes 128,480
Number of Families 159,398 — Auto Registrations 190,000

For 1940 Census data, please turn to page 264

K G H L

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts. 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

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. 1939

NATIONAL BROADCASTING CO.
Z-BAR NET

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Baxter Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Bozeman. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

Personnel

President.....R. B. MacNab, Jr.
Station Manager.....Pat M. Goodover
Sales Manager.....Rodney McArdle

Representative

Furgason & Walker, Inc.

K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO.
PACIFIC NORTHWEST COVERAGE GROUP
Z-BAR NET

FREQUENCY: 1370 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.

Personnel

Manager.....Ed. B. Craney
Sales Manager.....M. E. Dunn
Musical Director.....B. R. Sprague
Chief Engineer.....Fred Heister
Program Director.....Jack Boor

Representative

Furgason & Walker, Inc.

K F B B

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 4377. STUDIO ADDRESS: First National Bank

K G I R BUTTE

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FULL TIME STATION

★

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K P F A – K R B M

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BOX 1956 — BUTTE, MONTANA

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Bldg. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 6:55 A.M. to 11:15 P.M. (daily), 9:00 A.M. to 11:15 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
General Manager.....Joseph P. Wilkins
Sales Promotion Manager....William Wallace
Program Director.....John Alexander
News Editor.....LeRoy Mattingly
Publicity-Special Events Director, Deanne Flett
Office Manager.....Josie Weir
Sports Director.....Bill Tredway
Continuity Chief.....Dorothy Roberts
Musical Director.....Roscoe Kernan
Chief Engineer.....Wilbur Myhre

Coverage

Population—Primary	144,700
Radio Homes— "	31,560
Population—Secondary	121,000
Radio Homes— "	23,350

Source: Mail response analysis; CBS Listener Study; U. S. Census.

Representatives

Weed & Company
Walter Biddick Co. (Los Angeles & Seattle)

K P F A

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET

FREQUENCY: 1240 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 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: 1340 Kc. POWER: 250 watts (C.P. 1460 Kc.; 1000 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 R J F *

MILES CITY—EST. 1941

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Star Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: Miles City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Miles City Star.

Personnel

President.....Sarah M. Scanlon
Vice-President.....C. J. Zimmerman
Secretary-Treasurer.....W. F. Flinn

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 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 11:49 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President and Station Manager....A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
Comptroller.....Palmer Stetjen
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Richard Bartlett
News Editor.....Frank McIntyre
Chief Announcer.....Paul Aarnette
Program and Publicity Director.....James Alden Barber
Musical Director.....Margaret Castle
Merchandising Manager.....Marion Dixon
Women's Editor.....Dagmor Ann Weston
Traffic Manager.....Ernestine Flannery
Chief Engineer.....George Allison

Coverage

Population—Primary	135,200
Radio Homes— "	34,430
Population—Secondary	435,400
Radio Homes— "	110,200

Source: Station survey.

Representative

Burn-Smith Co.

K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1480 Kc. POWER: 1000 watts. OWNED BY: E. E. Krebsbach. OPERATED BY: E. E. Krebsbach. BUSINESS ADDRESS: Wolf Point. STUDIO ADDRESS: Westland Super Ser-

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vice Station. PHONE: 102. TRANSMITTER LOCATION: 2 miles east of Wolf Point. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, Davis & Schwegler.

Personnel

President .....E. E. Krebsbach
Station and Commercial Manager.....Milton J. Severson
Chief Announcer.....Eugene Bunker
Musical Director.....Skeets Shaw
Chief Engineer.....Harold Klimpel

Coverage

Population—Primary	51,375
Radio Homes— "	9,184
Population—Secondary	222,605
Radio Homes— "	26,533

Source: Field intensity measurements.

NEBRASKA

Population 1,315,834 — Number of Radio Homes 291,850
Number of Families 360,255 — Auto Registrations 418,500

For 1940 Census data, please turn to page 265

K O R N

FREMONT—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th and Broad Sts. STUDIO ADDRESS: 6th and Broad Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: Associated Press.

Personnel

President .....Arthur Baldwin
Legal Counsel.....Clark Standiford
Acting Station Manager.....John Palmquist
Sales Manager.....Warren Binkley
Program-Musical Director.....Fred Christenson
Chief Announcer.....Paul Boyer
Artists' Bureau Head.....Bob Irwin
Chief Engineer.....E. A. Blackburn

Coverage

Population—Primary	134,000
Population—Secondary	375,000

Source: Station estimate.

K M M J

GRAND ISLAND—EST. 1925

FREQUENCY: 750 Kc. POWER: 1000 watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 513½ 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
Commercial Manager.....William Martin
Program Director-Chief Announcer, Orie Kerwood
Chief Engineer.....Raymond E. Snoddy

Coverage

Population—Primary	782,738
Radio Homes— "	109,510

Representative

Howard H. Wilson Co.

KGFW

KEARNEY, NEBRASKA

•

87,530 Radio Families in central, southern and western Nebraska, the center of the white spot of the nation, listen regularly to . . .

KGFW

Their Local Station

•

Lloyd C. Thomas, *Gen. Mgr.*

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K H A S

HASTINGS—EST. 1939

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. PHONE: 1745. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 92½ hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... Henry Smith
Station Manager ..... Orville Rennie
Sales Manager ..... Earl McIntire
Program Director ..... Al Ray Brown
Chief Announcer ..... Russell VanDyke
Chief Engineer ..... Walter Ely

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K G F W

KEARNEY—EST. 1928

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 23541. STUDIO ADDRESS: Federal Annex Bldg. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager ..... Lloyd C. Thomas
Commercial Manager ..... E. Anson Thomas
Program Director ..... Paul Roscoe
Sales Promotion Manager ..... Kemper Wilkins
Production Manager ..... Lester Bashara
Publicity Director ..... Marjorie Mattson
Chief Engineer ..... Leland Gustafson

Coverage

Population—Primary	454,497
Radio Homes— "	87,140

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

(See Page 473)

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K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1110 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. 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, Standard Radio.

Personnel

President ..... Frank D. Throop
General Manager ..... Don Searle
National Sales Manager ..... Frank Pellegrin
Sales Promotion Manager ..... R. Bruce Wallace
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

Edward Petry & Co., Inc.

•

K F O R

LINCOLN—EST. 1924

MUTUAL BROADCASTING SYSTEM
CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Omaha National Bank Bldg., Omaha, Nebr. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

Personnel

President ..... Frank D. Throop
General Manager ..... Don Searle
National Sales Manager ..... Frank Pellegrin
Sales Promotion Manager ..... R. Bruce Wallace
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

Edward Petry & Co., Inc.

•

W J A G

NORFOLK—EST. 1922

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: 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

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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

Furgason & Walker, Inc.

K G N F

NORTH PLATTE—EST. 1930

FREQUENCY: 1460 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, Land-Worth.

Personnel

President and Station Manager.....W. I. LeBarron
Secretary-Treasurer.....V. J. LeBarron
Chief Engineer .....J. B. Eaves

Coverage

Population—Primary	468,800
Radio Homes— "	94,680

Source: Station survey and estimate.

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts. 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: 6:00 A.M. to Midnight, daily except Saturday and Sunday; 6:00 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, C. P. MacGregor, Standard Radio.

Personnel

President .....Frank Throop
General Manager.....Don Searle
National Sales Manager.....Frank Pellegrin
Program Director.....Cliff Johnson
Production Manager.....Harold Hughes
Sales Promotion 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

Edward Petry & Co.

K O N B *

OMAHA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: MSB Broadcasting Co. OPERATED BY: MSB Broadcasting Co. BUSINESS ADDRESS: 2170 Dodge St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Arthur Baldwin
Vice-President.....C. J. Malmsten
Vice-President.....John K. Morrison

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

K O W H

OMAHA—EST. 1922

NATIONAL BROADCASTING CO.

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

George P. Hollingbery Co.

W O W

OMAHA—EST. 1923

NBC (Basic Red)
NEBRASKA WIRELESS NETWORK

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:

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Webster 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, Lang-Worth.

Personnel

President.....De Emmet Bradshaw
Station Manager.....John J. Gillin, Jr.
Personnel Director.....William Ruess
Program Manager & Chief Announcer.....Harry Burke
Sales Promotion Manager...Howard Peterson
Production Manager.....Lyle DeMoss
Publicity Director.....Bill Wiseman
Director of News & Special Events.....Foster May
Musical Director.....Fred Ebener
Chief Engineer.....Wm. J. Kotera

Coverage*

Population—Primary and Secondary	3,465,000
Radio Homes—Primary and Secondary	700,330

* Based on mail return from counties in six states.

Representative

John Blair & Company

K G K Y

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1490 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
Program Director.....Bill Walter
Chief Engineer.....Harlan Morrison

Coverage

	Daytime	Evening
Population—Primary	53,358	53,358
Radio Homes— "	10,208	10,208
Population—Secondary	95,867	95,867
Radio Homes— "	18,365	18,365

Source: U. S. Census; Department of Commerce.

NEVADA

Population 110,014
Number of Families 33,294
Number of Radio Homes 31,620
Auto Registrations 44,300

For 1940 Census data, please turn to page 266

K E N O

LAS VEGAS—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Nevada Broadcasting Co. OPERATED BY: Nevada Broadcasting Co. BUSINESS ADDRESS: "The Meadows," P. O. Box 1696. STUDIO ADDRESS: "The Meadows." PHONE: 14. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Maxwell Kelch
Station Manager.....George Penn Foster
Commercial Manager.....John C. Strock

K O H

NBC—CALIFORNIA RADIO SYSTEM
RENO—EST. 1930

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 143 Stevenson St. PHONE: 5105-7. STUDIO ABDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Sparks, Nev. 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

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NEW HAMPSHIRE

Population 491,524 — Number of Radio Homes 121,630
Number of Families 133,010 — Auto Registrations 129,973

For 1940 Census data, please turn to page 267

WKNE

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Keene. STUDIO ADDRESS: Dunbar St. TRANSMITTER LOCATION: Stanhope St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Harry C. Wilder
Station and Commercial Manager.....Herman Steinbruch
Program Director.....Robert A. Freeman
Publicity Director.....Kaye Winters
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.

WLNH

LACONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: 653 Main St. 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: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Vernon Mason
General Manager.....Earle Clement
Sales Manager.....Alfred Tyler
Program-Musical Director...Sherwin Greenlaw
Chief Engineer.....Wilfred Ledoux

Coverage

Population—Primary	107,347
Radio Homes— "	27,836
Population—Secondary	162,463
Radio Homes— "	41,652

Source: Field intensity survey; U. S. Census.

Representative

Joseph Hershey McGillvra

WFEA

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1370 Kc. POWER: 5000 watts. 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.

Personnel

President.....Mrs. Henry P. Rines
Manager.....C. G. H. Evans
Commercial Manager.....Leslie F. Smith
Program Director.....David Shurtleff
Sales Promotion Manager.....Frederick Cole
Production Manager-Publicity Director, Steve Burke
Musical Director.....Alfred Engel
Chief Engineer.....Irving Mower

Coverage

	Daytime	Evening
Population—Primary	201,800	178,900
Radio Homes— "	47,550	41,500

Source: Mail response analysis.

Representative

Weed & Company

WMUR*

MANCHESTER—EST. 1941

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Radio Voice of New Hampshire, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Manchester. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Laconia Citizen.

Personnel

President.....Francis P. Murphy
Vice-President.....James J. Powers

*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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WHEB

PORTSMOUTH—EST. 1932

GRANITE STATE NETWORK
(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 750 Kc. POWER: 1000 watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lafayette Rd. PHONE: 2670-1. STUDIO ADDRESS: Lafayette Rd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset (72½ to 95¼ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager.....H. J. Wilson
Commercial Manager.....H. C. Wilson
Chief Announcer.....Win Bettinson
Chief Engineer.....Donald R. Stevens

Coverage

Population—Primary	123,563
Population—Secondary	2,502,404

Source: Field intensity survey; 1930 U. S. Census.

NEW JERSEY

Population 4,160,165 — Number of Radio Homes 1,021,940
Number of Families 1,098,284 — Auto Registrations 1,081,066

For 1940 Census data, please turn to page 267

WCAP

ASBURY PARK—EST. 1927

FREQUENCY: 1310 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
Technical Advisor.....Thomas F. Burley
Musical Director.....George Howard
Chief Engineer.....August McAllister

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.

Representative

Forjoe & Co.

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WBAB *

ATLANTIC CITY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Ohio and Atlantic Aves. PHONE: 5-1111. STUDIO ADDRESS: Convention Hall, Georgia Ave. and Boardwalk. TRANSMITTER LOCATION: Absecon Blvd. and Beach Thoroughfare. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Albert J. Feyl
Station Manager.....Norman Reed
Chief Announcer.....Ray Morgan
Chief Engineer.....Earle Godfrey

Coverage

Population—Primary	185,000
Radio Homes— "	47,250

Source: Station survey.

Representative

Headley-Reed Co.

•

WFPG

ATLANTIC CITY—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Neptune Broadcasting Corp. OPERATED BY: Neptune Broadcasting Corp. BUSINESS ADDRESS: Steel Pier. PHONE: 52188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same' TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEW SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager.....A. Harry Zoog
Commercial Manager.....E. E. Kohn
Program Director.....Ralf Brent
Artists' Bureau Head.....Joseph Stern
Publicity Director.....Ethel Rattay

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Chief Announcer.....Bob Lewis
Traffic Manager.....John Montgomery
Assistant Sales Manager.....Harry Howell
Continuity Director.....Joel Chesney
Musical Director.....Harold Stephens
Chief Engineer.....Blair K. Thron

Coverage

	Daytime	Evening
Population—Primary	175,000	130,000
Radio Homes— "	45,000	35,000
Population—Secondary ..	200,000	

Source: Mail response survey.

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W S N J

BRIDGETON—EST. 1937

QUAKER NETWORK

FREQUENCY: 1240 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. NEW YORK OFFICE ADDRESS: 1634 RCA Bldg., New York, N. Y. Phone: Circle 5-7270. 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.

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W C A M

CAMDEN—EST. 1926

FREQUENCY: 1310 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. 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.....Edwin Tucker
Musical Director.....E. Nelson Layman
Chief Engineer.....Marvin Seimes

Coverage

Population—Primary	2,696,919
Radio Homes— "	544,900
Population—Secondary	391,143
Radio Homes— "	82,400

Source: Station survey.

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W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 970 Kc. POWER: 1000 watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 4-3500; For Newark, N. J., Market 3-0383; For New York City, Rector 2-5878. STUDIO ADDRESS: 50 Journal Square. TRANSMITTER LOCATION: Belleville Turnpike, Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President and General Manager.....Paul H. LaStayo
Sales Manager.....A. B. Schillin
Program-Publicity Director.....Walter P. Kelly
Production Manager.....Gabrielle C. Haas
Artists' Bureau Head.....Jay Stanle
Chief Announcer.....Wat Watkins
Musical Director.....Fabe Nicholson
Technical Supervisor.....Frank V. Bremer
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.

(See Page 494)

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W H O M

JERSEY CITY—EST. 1930

FREQUENCY: 1480 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: PLaza 3-4204. STUDIO ADDRESS: 2870 Hudson Blvd., Jersey City, N. J.; 29 W. 57th St., New York City. PHONES: Jersey City, Journal Square 2-9595; New York, Plaza 3-4204. TRANSMITTER LOCATION: Jersey City, N. J. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION

www.americanradiohistory.com

SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Paul F. Harron
Station and Commercial Manager.....Joseph Lang
Program & Continuity Director.....West W. Willcox
Sales Promotion Manager.....J. M. Compter
Production Manager.....Thurston S. Holmes
Publicity Director.....Fred Coll
Musical Director.....Joseph DeLuca
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.

WHBI

NEWARK—EST. 1922

FREQUENCY: 1280 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

WPAT*

PATERSON—EST. 1941

FREQUENCY: 930 Kc. POWER: 1000 watts. OPERATED BY: North Jersey Broadcasting Co. OWNED BY: North Jersey Broadcasting Co. BUSINESS ADDRESS: National Union Bank of America Bldg. STUDIO ADDRESS: Paterson. TRANSMITTER LOCATION: Clifton, N. J. TIME ON THE AIR: Daytime license.

Personnel

President.....James B. Cosman
Vice-President.....Frank B. Falknor
Secretary-Treasurer.....Ela M. Cosman

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WBRB

RED BANK—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 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.....V. N. Scholes
Chief Announcer.....Frank Hamilton
Consulting Engineer.....Paul S. Woodland
Chief Engineer.....R. T. Marshall

Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— " ...	89,300	89,300

Source: U. S. Department of Commerce.

Representative

Forjoe & Company

WTNJ

TRENTON—EST. 1923

FREQUENCY: 1310 Kc. POWER: 500 watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 416 Bellevue Ave. 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. TRANSCRIPTION SERVICE: NAB Library, C. P. MacGregor, Standard Radio, Lang-Worth.

Personnel

Vice-President-General Manager....F. J. Wolff

Representative

Joseph Hershey McGillvra

WAWZ

ZAREPHATH—EST. 1931

FREQUENCY: 1380 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; 6:30 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
Program-Musical Director.....Orland Wolfram
Chief Engineer.....N. L. Wilson

(Non-Commercial Station)

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NEW MEXICO

Population 531,818 — Number of Families 128,389 — Number of Radio Homes 78,910 — Auto Registrations 120,491

For 1940 Census data, please turn to page 268

K G G M

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 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: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President....A. R. Hebenstreit
General Manager....Dale Robertson
Program Director....Robert Van Driel
Publicity Director....Elmer Fondren
Merchandising Manager....C. E. Redman
Chief Announcer-Musical Director, Joe Salsburg
Chief Engineer....Leonard Dodds

Coverage

	Daytime	Evening
Population—Primary	270,263	296,114
Radio Homes— "		29,920
Population—Secondary ..	159,367	113,616
Radio Homes— "		59,910

Source: Mail response analysis.

Representative

John Blair & Co.

K O B

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1030 Kc. POWER: 50,000 watts. OWNED BY: Albuquerque Broadcasting Co. OPERATED BY: Albuquerque Broadcasting Co. BUSINESS ADDRESS: 424 W. Gold Ave. PHONE: 4411. STUDIO ADDRESS: 424 W. Gold Ave. TRANSMITTER LOCATION: Alameda. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President....T. M. Pepperday
Manager....Frank Quinn
Program Director....Dorothy McCain
Chief Announcer....J. C. MacGregor
Women's Editor....Mary Hickox
Musical Director....Bud Nelson
Chief Engineer....Geo. S. Johnson

Coverage

Population—Primary	191,261
Radio Homes— "	28,770
Population—Secondary	354,234
Radio Homes— "	59,900

Source: Field intensity measurements and mail response analysis; U. S. Census; Joint Committee.

REPRESENTATIVE

The Katz Agency

K L A H

CARLSBAD—EST. 1936

FREQUENCY: 1240 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

Coverage

	Daytime	Evening
Population—Primary	80,500	62,300
Radio Homes— "	16,120	12,475
Population—Secondary ..	31,600	18,900
Radio Homes— " ..	6,320	3,782

K I C A

CLOVIS—EST. 1931

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: Fourth and Main. PHONE: 3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Clovis. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Associated.

Personnel

President and Station Manager....Chas. C. Alsup

Representative

Forjoe & Company

www.americanradiohistory.com

K A W M

GALLUP—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: Unlimited license.

Personnel

Station Manager ..... A. W. Mills

Representative

Cox & Tanz

K W E W

HOBBS—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager ..... W. E. Whitmore
Station Manager ..... Orland A. Foster

K G F L

ROSWELL—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 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: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

Personnel

Station Manager ..... W. E. Whitmore
Commercial Manager ..... John MacBoyle
Production Manager ..... Cecil Seavey
Chief Engineer ..... James Simpson

K V S F

SANTA FE—EST. 1934

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 759 Cerillos Road. PHONE: 2020. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... A. R. Hebenstriet
Station Manager ..... Ivan R. Head
Commercial Manager ..... J. C. McGrane
Program-Musical Director ... Paul McCallister
Chief Announcer ..... Rowland Barber
Chief Engineer ..... A. F. Schultz

Representative

John Blair & Co.

NEW YORK

Population 13,479,142 — Number of Radio Homes 3,405,680
Number of Families 3,663,373 — Auto Registrations 2,713,428

For 1940 Census data, please turn to page 268

W A B Y

ALBANY—EST. 1934

MUTUAL
NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1400 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: Standard Radio.

Personnel

General Manager ..... Harold E. Smith
Assistant Manager ..... Deuel Richardson
Sales Manager ..... Harry Goldman
Program Director ..... Johnny Lee
Musical Director ..... Carl H. Corey
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 & Son

www.americanradiohistory.com

WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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: 6:00 A.M. to 2:00 A.M. (140 hours weekly). NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth and NAB Library.

Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry L. Goldman
Musical Director.....Carl Miller
Chief Engineer.....O. A. Sardi

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 & Son

WMBO

AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1340 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 10:00 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.

WBTA

BATAVIA—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Batavia Broadcasting Corp. OP-

Blanket

THE *Albany-Troy-Schenectady* MARKET
with these PROVED PROFIT MAKERS

WOKO
1460 Kc. 1000 W.D. 500 W.N.
CBS Basic

WABY
1400 Kc. 250 Watt
FULL TIME
MUTUAL PROGRAMS

HAROLD E. SMITH, Pres. and Gen. Mgr. RADIO CENTRE ALBANY, N. Y.
REPRESENTED BY J. P. McKINNEY & SON
NEW YORK and CHICAGO

www.americanradiohistory.com

ERATED BY: Batavia Broadcasting Corp. BUSINESS ADDRESS: 90 Main St. PHONE: 716. STUDIO ADDRESS: 90 Main St. TRANSMITTER LOCATION: Cheek Road. TIME ON THE AIR: 16 hours daily; Sundays, 14 hours. NEWS SERVICE: United Press.

Personnel

President-Station Manager, Edmund R. Gamble
Sales Manager . . . . . Robert E. Newstead
Program Director . . . . . James E. Corbett
Director of Women's Programs,
Helen Gnowney Neville
Chief Announcer . . . . . William Winn
Chief Engineer . . . . . Carleton Greene

WNBF

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. 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) 6:30 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. (127 hours weekly). NEWS SERVICE: United Press.

Personnel

President . . . . . John C. Clark
General Manager . . . . . Cecil D. Mastin
Sales Manager . . . . . Harry Trenner
Advertising Manager . . Virginia Howe
Program Director . . . . . Elizabeth Mastin
Service Director . . . . . E. Ray McCloskey
Chief Announcer . . . . . Durwood Finch
Musical Director . . . . . Elizabeth Lamb
Chief Engineer . . . . . Louveer Stantz

Coverage

	Daytime	Evening
Population—Primary	483,200	328,200
Radio Homes— "	111,460	73,470
Population—Secondary . .	434,600	589,600
Radio Homes— " . .	94,780	132,770

Source: Mail response analysis.

Representative

John Blair & Company

WARD

BROOKLYN—EST. 1926

FREQUENCY: 1430 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: 583 Messerole St., Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager, Aaron Kronenberg
Commercial Manager-Publicity Director,
Helen Bernard
Program Director . . . . . William Margolis
Musical Director . . . . . Jeanette Fleischman
Chief Engineer . . . . . Abraham Haas

Representative

Crown Advertising Inc.

WBBC

BROOKLYN—EST. 1926

FREQUENCY: 1430 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: 1330 Kc. POWER: 1000 watts. OWNED BY: Watchtower Bible & Tract Society, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAin 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rossville, Staten Island. TIME ON THE AIR: Shares time.

Personnel

President . . . . . J. F. Rutherford
Manager . . . . . Andrew K. Wagner
Musical Director . . . . . Karl Klein
Chief Engineer . . . . . Ralph Leffler

(Non-Commercial Station)

WCNW

BROOKLYN—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INgersoll 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL.

Personnel

Owner-Chief Engineer . . . . . Arthur Faske
Commercial Manager . . . . . Elias I. Godofsky
Program Director . . . . . Roger Wayne
Local Sales Manager . . . . . Frank R. Clarke
Musical Director . . . . . Roger Wayne
Chief Operator . . . . . M. Goldberg

Coverage

Population—Primary	6,772,100
Radio Homes— "	1,692,140

Representative

Associated Radio Sales

www.americanradiohistory.com

WVFW

BROOKLYN

FREQUENCY: 1430 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi. 5-0313. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: 609 E. 57th St., Brooklyn. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH (31¾ hours weekly).

Personnel

President.....Harold J. Burke
Managing Director.....Salvatore D'Angelo
Chief Announcer.....Frank Daniels
Program-Musical Director.....Lillian Delson
Production Manager.....Charles Motta
Chief Engineer.....Hermann Florez

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WBEN

BUFFALO—EST. 1930

FREQUENCY: 930 Kc. POWER: 5000 watts. 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: Grand Island, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Lang-Worth.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Program Director-Chief Announcer.....Gene Wyatt
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.

NBC RED NETWORK

plus

BEST LOCAL PROGRAMS

WBEN

BUFFALO'S No. 1 STATION IN NEW YORK STATE'S No. 2 MARKET

LET US TELL THEM AND YOU'LL SELL THEM

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WBNY

BUFFALO—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. PHONE: Cleveland 3365. 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: Saturday, 7:00 A.M. to 2:00 A.M.; Sunday, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Owner and General Manager . . . . . Roy L. Albertson
Musical Director . . . . . Arthur Crosson
Chief Engineer . . . . . Thomas L. Vines

Coverage

Population—Primary	1,015,000
Radio Homes— "	239,300

Source: Field intensity measurements.

Representative

William G. Rambeau Co.

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.

WEBR

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WEBR, Inc. OPERATED BY: WEBR, Inc. 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: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President . . . . . Edward H. Butler
Vice-President . . . . . A. H. Kirchhofer
Station Director . . . . . C. Robert Thompson
Sales Manager . . . . . William Doerr, Jr.
Sales Promotion Manager . . . . Albert H. Zink
Program Director . . . . . Kay Burkhardt
Chief Announcer . . . . . Peter A. Krug
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.

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WGR

BUFFALO—EST. 1922

MBS-CBS

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: 6:00 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
Program Director . . . . . H. C. Rice
Sales Manager . . . . . John A. Bacon
Publicity Director . . . . . A. F. Busch
Chief Engineer . . . . . Karl B. Hoffman

Coverage

Population—Primary	1,282,000
Radio Homes— "	303,100
Population—Secondary	1,542,800
Radio Homes— "	367,500

Source: Mail response analysis.

Representative

Free & Peters, Inc.

www.americanradiohistory.com

W K B W

BUFFALO—EST. 1925

CBS-MBS

FREQUENCY: 1520 Kc. POWER: 50,000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: 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, Associated Music.

Personnel

Executive Vice-President.....I. R. Lounsberry
Program Director.....Herbert C. Rice
Sales Manager.....John A. Bacon
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.

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W S V S

BUFFALO—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: 666 E. Delavan Ave. PHONE: Humbolt 0666. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with WBNY.

Personnel

Principal.....Elmer S. Pierce
Station Director-Chief Engineer....W. C. Bieda
(Non-Commercial Station)

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W C A D

CANTON—EST. 1924

FREQUENCY: 1250 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO 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.....Leslie H. Jencks
Chairman of Committee on
Radio.....R. C. Ellsworth
Station Manager.....H. K. Bergman
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
(Non-Commercial Station)

W E N Y

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: 201 Baldwin St. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Schuyler Ave. 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 Telegram, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Director.....Dale L. Taylor
Sales Manager.....James M. Cleary
Commercial Manager.....Ernest F. Oliver
Program Director.....Hal M. Wagner
Production Manager.....Woodrow Ott
Publicity Director.....Glenn Williams
Chief Announcer.....John Newhouse
Office Manager.....Rita E. Hogan
Musical Director.....Harry Springer
Chief Engineer.....Perry Esten

Coverage

Population—Primary	138,351
Radio Homes— "	31,400
Population—Secondary	300,539
Radio Homes— "	68,259

Source: Field intensity survey.

Representative

J. P. McKinney & Son

•

W G B B

FREEPORT—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 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 Udell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Sales Promotion Manager.....Neal Seaman
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: U. S. and County Census.

www.americanradiohistory.com

WHCU

ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Cornell University. BUSINESS ADDRESS: Ithaca Savings Bank Bldg. PHONE: 3438. STUDIO ADDRESS: Ithaca Savings Bank Bldg. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World.

Personnel

Station Manager . . . . . Michael R. Hanna
Sales Manager . . . . . Lew Trenner
Program Director . . . . . Sidney Ten Eyck
Chief Engineer . . . . . True McLean

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

John Blair & Co.

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WJTN

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE) NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 7-151. 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, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . Jay E. Mason
Vice-President . . . . . Fred R. Ripley
Treasurer . . . . . Julius King
Secretary . . . . . Hugh V. N. Bodine
General Manager . . . . . Simon Goldman
Program Director . . Marshall B. Shantz, Jr.
Sales Promotion Manager . . . Alfred E. Spokes
Musical Director . . . . . John P. Lewis
Chief Engineer . . . . . Harold J. Kratzert

Coverage

	Daytime	Evening
Population—Primary	300,000	300,000
Radio Homes— "	74,490	74,490
Population—Secondary	330,000	
Radio Homes— "	72,010	

Source: Field intensity measurements.

Representative

Paul H. Raymer Company

WKNY

KINGSTON—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Kingston Broadcasting Corp. OPERATED BY: Kingston Broadcasting Corp. BUSINESS ADDRESS: Governor Clinton Hotel. STUDIO ADDRESS: Governor Clinton Hotel. PHONE: 4500. TRANSMITTER LOCATION: Ulster Township. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Station Manager, John R. McKenna
Commercial Manager . . . Leonard Bernard

Coverage

Population—Primary	274,398
Radio Homes— "	64,650
Population—Secondary	422,057
Radio Homes— "	104,240

Source: Mail response survey; U. S. Census; Joint Committee.

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WGNY

NEWBURGH—EST. 1933

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: WGNY Broadcasting Co. OPERATED BY: WGNY Broadcasting Co. BUSINESS ADDRESS: 161 Broadway. STUDIO ADDRESS: Newburgh; Poughkeepsie. TRANSMITTER LOCATION: Cochecton Turnpike. TIME ON THE AIR: Daytime Schedule. NEWSPAPER AFFILIATION: Poughkeepsie Sunday Courier. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . Merritt C. Speidel
Secretary . . . . . Harry S. Bunker
Treasurer & Director . . . Edward A. Chappell
Business Manager . . . W. Dale McLaughlin
Executive Manager-Program Director, H. W. Cassill
Commercial Manager . . . W. E. Dunkelbarger
Artists' Bureau Head . . . . Donald Grant
Publicity Director . . . . . Ruth M. Shafer
Chief Announcer . . . . . Richard Crans
Musical Director . . . . . Jack Stotesbury
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.

www.americanradiohistory.com

WABC

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: 485 Madison Ave.; 799 Seventh Ave.; 49 East 52nd St. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:15 A.M. to 1:00 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

General Manager.....Arthur Hull Hayes
Sales Promotion Manager.....Jules Dundes
Program Director.....George Allen
Sales Representative.....Jerome B. Harrison
Sales Representative.....Wilbur Edwards
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

WBNX

NEW YORK—EST. 1927

FREQUENCY: 1380 Kc. POWER: 5000 watts. 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 (91½ hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. L. Haskell
Vice-President-General Manager.W. C. Alcorn
Secretary & Commercial Manager.W. I. Moore
Production Manager.....Edw. Ervin
Program Director.....Frank Johnson
Publicity Office.....Davis-Leiber
Musical Director.....Fred Mendelsohn
Consult. Engineer.....H. L. Wilson

Coverage

Population—Primary	10,383,908
Population—Secondary	870,270

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: Port Washington, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

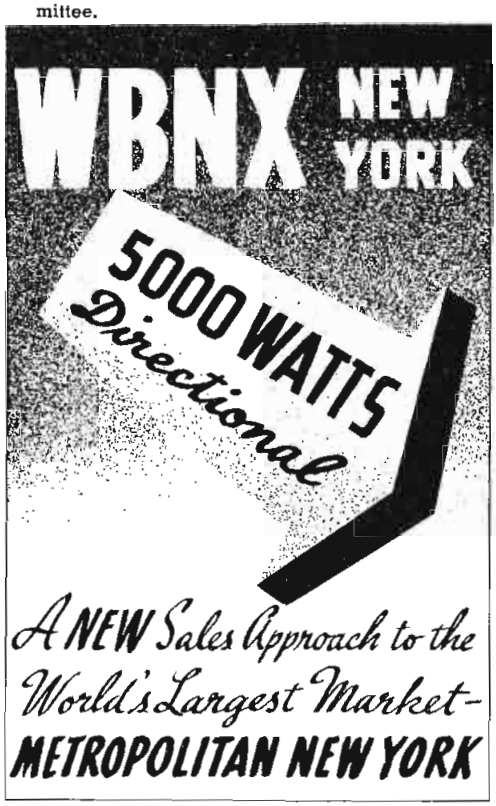
Personnel

See Network Listing

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.



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On June 1st, 1941, Station WINS will move to spacious modern quarters, with newly constructed studios and the very latest equipment, at 23-31 West Forty-Third Street.

. . . . .

WINS

NEW YORK

Effective March 29, WINS will broadcast on 1000 kilocycles

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WEVD

NEW YORK—EST. 1927

FREQUENCY: 1330 Kc. POWER: 5000 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.....David Niles
Program Director.....George Field
Musical Director.....Vladimir Heifez
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.

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WHN

NEW YORK—EST. 1922

FREQUENCY: 1050 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: 6:00 A.M. to 3:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

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
Sales Promotion Manager.....Robert G. Patt
Musical Director.....Don Albert
Chief Engineer.....Paul Fuelling

Coverage

	Daytime	Evening
Population—Primary	11,921,522	9,737,329
Radio Homes— "	2,970,460	2,677,830
Population—Secondary ..	702,920	1,748,287
Radio Homes— " ..	181,100	437,110

Source: 1930 U. S. Census; Joint Committee.

Representative

Chicago Office: 360 N. Michigan Ave.

WHOM

(See Jersey City, N. J.)

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WINS

NEW YORK—EST. 1924

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1000 Kc. POWER: 1000 watts. (C.P. 50,000 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: 7:00 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: World Broadcasting System.

Personnel

Station Manager.....Cecil H. Hackett
Sales Promotion Manager-Publicity Director.....Bernard Estes
Program Director.....Hazel Bower
Chief Announcer.....Bill Harding
Musical Director.....Louis Katzman
Production Manager.....Robert Cotton
Chief Engineer.....Paul Von Kunits

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

1000 WATTS—D
500 WATTS—N

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WNEW SELLS GOODS AT LOWEST COST

of any station claiming coverage of the metropolitan trading area

BECAUSE...

WNEW delivers twice the audience of any other New York independent station. (See Hooper-Holmes and other impartial surveys.)

WNEW delivers this audience at one-third the cost of any New York network station. (See Standard Rate & Data.)

Not a local station one minute and a chain station the next. Rather WNEW is a *local* station that thinks New York — acts New York — is New York. *24 Hours a Day!*

WNEW

1250 on your dial!

501 Madison Avenue, New York

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 watts • 1250 kilocycles • Nationally represented by John Blair & Company

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Coverage

Population—Primary	10,224,259
Radio Homes— "	1,115,212
Population—Secondary	9,590,479
Radio Homes— "	1,025,995

Source: Station survey; Joint Committee.

Representatives

International Radio Sales

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WJZ

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 770 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

See Network Listing

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.

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WLTH

NEW YORK—EST. 1926

FREQUENCY: 1430 Kc. POWER: 500 watts. OWNED BY: WLTH, Inc. OPERATED BY: WLTH, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-3939. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: Green and Provost, Brooklyn, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW); (28 hours weekly). TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President and General Manager.....Samuel J. Gellard
Program Director.....Norman H. Warembud
Production Manager-Publicity Director, Baron Kapelsohn
Sales Promotion Manager.....Edward J. May
Merchandising Manager.....Jacob Welt
Chief Engineer.....Clifton Foss

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

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Don S. Shaw
Director of Sales.....Charles Stark
Operations Manager.....Charles Capps
Artists' Bureau Head.....Charles Wilshin
Sales Promotion Manager.....Edwin Weisman
Chief Announcer.....Bob Carter
Publicity Director.....Leon Goldstein
Musical Director.....Joseph Rines
Chief Engineer.....Frank Marx

Coverage

Population—Primary	12,480,200

Source: Field intensity measurements.

Representative

Virgil Reiter & Co.

•

WNEW

NEW YORK—EST. 1934

FREQUENCY: 1280 Kc. POWER: 5000 watts. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSINESS 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. 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
Special Events and Publicity Director, Jack Banner
Production Head.....William McGrath
Chief Announcer.....John Jaeger
Chief Engineer.....M. J. Weiner
Musical Director.....Merle Pitt

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In The New York Market

DON'T MISS

WAAT

A DAYTIME FACTOR SINCE 1926

NOW serving the millions of residents in New York and New Jersey From . . . .

DAWN to DAWN!

U.P. & I.N.S. NEWS of the Hour--

EVERY HOUR . . . ON THE HOUR

One Of the Reasons this Station is

A "BEST BET" IN THE WORLD'S GREATEST MARKET . . . . . *Investigate!*

Represented by Rambeau

See Page 479

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Coverage

Population—Primary	11,803,680
Radio Homes— "	2,950,920
Population—Secondary	1,184,520
Radio Homes— "	296,130

Source: Station survey; Joint Committee.

Representative

John Blair & Co.

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WNYC

NEW YORK—EST. 1924

FREQUENCY: 830 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.....Jack Goodman
Musical Director.....Herman Neuman
Chief Engineer.....Isaac Brimberg

(Non-Commercial Station)

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WAAT

(See Jersey City, N. J., Page 479)

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WOR

NEW YORK—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.; and 1440 Broadway, New York, N. Y. 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) 6:00 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, United Press, Associated Press, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; WOR Electrical Transcription and Recording Service.

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Vice-President in Charge of Sales, Rufus C. Maddux
Sales Manager.....Eugene S. Thomas
Commercial Program Manager, Mitchell Benson
Production Manager.....Charles Godwin
Director of Publicity.....Jerry Danzig
Director of Special Features and News, Dave Driscoll
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein

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

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WQXR

NEW YORK—EST. 1934

FREQUENCY: 1600 Kc. POWER: 10000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 Fifth Ave. PHONE: Circle 5-5566. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Maspeth, Long Island. TIME ON THE AIR: Full Time License (99½ hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Vice-President in Charge of Sales, Hugh K. Boice
Sales Manager.....Robert M. Scholle
Program Director.....Eleanor N. Sanger
Production Manager-Chief Announcer, William D. Straus
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.

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New York's Fifth Ave Station!

EVERYONE KNOWS IT'S THE BEST BUY IN NEW YORK

In the world's greatest market, WOV's power and efficiency is a natural for producing more than satisfactory results.

By actual experience, shrewd advertisers and time buyers know the advantage WOV has in the vast Italo-American market. In addition to this market, WOV's new programming has resulted in reaching a greater American audience than ever before.

W O V

10,000 WATTS

1130 on your dial

OFFICES AND STUDIOS
730 FIFTH AVENUE, NEW YORK CITY
CIrcle 5-7979

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W O V

NEW YORK—EST. 1928

FREQUENCY: 1130 Kc. POWER: 10,000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 730 Fifth Ave. PHONE: BRyant 9-6080. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (118 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
Asst. Program Director.....John Schramn
Artists' Bureau Director.....Syd Leipzig
Chief Engineer.....Whitman N. Hall

Coverage

Population—Primary	8,557,725
Radio Homes— "	1,700,000

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W H L D

NIAGARA FALLS—EST. 1939

FREQUENCY: 1290 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. PHONE: 7250. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lockport Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Earl C. Hull
Commercial Manager.....Fin Hollinger
Program Director.....Ben Bezoff
Chief Announcer.....Larry Lawrence
Musical Director.....Ernie Whistler
Chief Engineer.....Dean Hiatt

Coverage

Population—Primary	2,425,338
Radio Homes— "	609,593
Population—Secondary	2,921,864
Radio Homes— "	723,175

Source: Mail response survey; U. S. Census.

Representative

Headley-Reed Co.

•

W S L B

OGDENSBURG—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting Co. BUSINESS ADDRESS: 2315 Knox St. PHONE: 500. STUDIO ADDRESS: 2315 Knox St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License (112 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Joseph R. Brandy
Station Manager.....Harold J. Frank
Sales and Sales Promotion Manager, Rudy Horst
Production Manager.....George Bingham
Publicity Director.....Dorothy Goodbout
Chief Announcer.....Ken Meyer
Musical Director.....Ted Jarvis
Chief Engineer.....Raymond E. Lafferty

*Coverage**

	Daytime	Evening
Population—Primary	177,328	177,328
Radio Homes— "	40,000	40,000
Population—Secondary ..	258,624	177,328
Radio Homes— " ..	58,680	40,000

*United States coverage only; does not include Canada.

Source: Station survey.

Representative

DeLisser-Boyd, Inc.

•

W H D L

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

FREQUENCY: 1450 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: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NBC Thesaurus.

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Sales Manager.....Rocco L. Tito
Sales Promotion Manager.....H. A. McCaul
Program Director-Artists' Bureau Head, Virgil Booth
Production Manager.....Fred Meyer, Jr.
Chief Announcer.....Arthur Hannes
Musical Director.....Elizabeth Brady
Chief Engineer.....Warren E. McDowell

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"THE STROMBERG-CARLSON STATION"

PRESTIGE

FIFTY thousand watt domination of the rich 43 county area it serves is not the only thing your WHAM radio dollar buys. Yours, too, is the prestige of the name of "Stromberg-Carlson" which for years has, to Western New Yorkers and the world, represented the finest in voice transmission and voice reception apparatus—telephone and radio. WHAM . . . owned and operated by the Stromberg-Carlson Telephone Mfg. Co. . . . 50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks . . . **National Representatives: George P. Hollingbery Co.**

WHAM

ROCHESTER, N. Y.

www.americanradiohistory.com

Coverage

Population—Primary	69,398
Radio Homes— "	16,900
Population—Secondary	105,671
Radio Homes— "	26,200

Source: Field signal measurements and mail response analysis; Joint Committee.

Representative

J. P. McKinney & Son

WMFF

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1340 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: Transradio 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
General Manager.....George F. Bissell
Commercial Manager.....Edward Furman
Program-Musical Director.....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.

WKIP

POUGHKEEPSIE—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Poughkeepsie Broadcasting Corp. OPERATED BY: Poughkeepsie Broadcasting Corp. BUSINESS ADDRESS: The Nelson House. PHONE: 6800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 P.M.; Sundays, 8:00 A.M. to 12:05 P.M. (118½ hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager....Richard E. Coon
Commercial Manager.....Frederic W. Ayer
Program Director.....William F. Cope
Chief Announcer.....Chester Santon
Chief Engineer.....Peter J. Prinz

Representative

Headley-Reed Co.

WHAM

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1180 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 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....Wesley M. Angle
Vice-President.....Edward A. Hanover
General Manager.....William Fay
Assistant Manager.....Jack Lee
Commercial Manager.....J. W. Kennedy, Jr.
Publicity Director.....Arthur Kelly
Program Director.....Chas. Siverson
Technical Supervisor.....Ken Gardner

Coverage

Population—Primary	3,607,424
Radio Homes— "	896,010

Source: U. S. Census; Joint Committee.

Representative

George P. Hollingbery Co.

WHEC

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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
Publicity Director.....Ross Woodbridge
Assistant Secretary.....Mary Carroll
Traffic Manager.....Elizabeth Gledhill
Chief Announcer.....Harry LeBrun
Musical Director.....Ken Sparnon

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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

WSAY

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1240 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. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Chief Engineer.....Gordon P. Brown
General Manager..... ....Mort Nusbaum
Sales and Sales Promotion Manager, Winston H. Thornburg
Publicity Director ....Harland Evans

FIRST IN ROCHESTER HEARTS!
IN ROCHESTER MINDS!
IN ROCHESTER EARS!

WSAY

(BASIC MUTUAL BROADCASTING SYSTEM)

Lowest cost of any advertising medium for complete coverage of the third largest market of the nation's richest state!

For choice news and spot availabilities, write, wire, or phone collect to

WSAY

ROCHESTER NEW YORK

Chief Announcer.... .. . .Ross Weller
Musical Director.. . . . .Betty Brown
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.

WAGE *

SALINA—EST. 1941

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: Sentinel Broadcasting Co. OPERATED BY: Sentinel Broadcasting Co. BUSINESS OFFICE: Salina. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President ....Frank C. Revoir
Vice-President..... .. William T. McCaffrey
Vice-President..... ... ...Alexis M. Muench

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WNBZ

SARANAC LAKE—EST. 1937

FREQUENCY: 1320 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: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President .....Carl F. Woese
General Manager.... ... W. H. Carpenter
Chief Engineer .....A. J. Kanze

Representative

George P. Hollingbery Co.

WGY

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO. (BASIC RED)

FREQUENCY: 810 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. 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.

www.americanradiohistory.com

Personnel

President.....Charles E. Wilson
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
Acting Sales Manager.....A. G. 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.

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WOLF

SYRACUSE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp. BUSINESS ADDRESS: Chimes Bldg. STUDIO ADDRESS: Chimes Bldg. PHONE: 2-7211. TRANSMITTER LOCATION: Kirkpatrick and Van Rensselaer Sts. TIME ON THE AIR: 6:45 A.M. to 2:00 A.M. (134½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Manager.....T. S. Marshall
Program Director.....L. W. Kaiser
Artists' Bureau Head-Traffic Manager, Wynne Parrish
Publicity Director-News Editor, Martin A. Burstein
Chief Announcer.....Hamilton Woodle
Musical Director.....Bob Riddle
Chief Engineer.....Laurence Reilly

Coverage

	Daytime	Evening
Population—Primary	378,060	254,997
Radio Homes— "	94,300	62,891

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

Radio Advertising Corp.

THE ONLY STATION

IN CENTRAL NEW YORK

BROADCASTING

1. NEWS EVERY HOUR, ON THE HOUR.
2. ASCAP, BMI, SESAC, PD MUSIC.
3. 19¾ HOURS PER DAY, AND
4. RATING OVER 3000 IN AUDIENCE RESPONSE EVERY WEEK.

250 WATTS
NON-DIRECTIONAL
1490 KC.

SYRACUSE
NEW YORK

www.americanradiohistory.com

WFBL

SYRACUSE

NOW . . .

5000 WATTS

DAY *and* NIGHT

Covers far more population and buying power than ever before

BETTER RECEPTION TO ALL POINTS

Here's what listeners tell us:

HAMILTON, N. Y. (45 miles away)
"Never been able to find a good station for Glenn Miller. Your power increase has solved my problem."

NORWICH, N. Y. (66 miles away)
"WFBL is now our best and clearest station. No interference."

WATERTOWN, N. Y. (72 miles away)
"Since you've increased your power your reception has much improved."

CLYDE, N. Y. (44 miles away)
"I really take pleasure in tuning WFBL now that your programs come in much clearer."

WFBL now is Syracuse and Central New York's MOST POWERFUL station, day and night! With this decided advantage of a five time increase in power, with top-flight air shows,* the new WFBL is a powerful approach for more sales in this established 4-Billion Dollar market.

WRITE today for complete data regarding WFBL's increased coverage, rates and time available

WFBL
SYRACUSE, N. Y.

**Member Basic Network*
Columbia Broadcasting System

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

www.americanradiohistory.com

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts. 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: 124 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....S. H. Cook
General Manager.....S. Woodworth
Vice-President.....Robert G. Soule
Vice-President and Sales Promotion Manager.....R. G. Soule
Commercial Manager.....Charles Phillips
Program Director.....George Perkins
Publicity Director.....Harvey Sanderson
Musical Director.....Thelma MacNeil Curren
Control Room Supervisor....Walter L. Stonger
Chief Engineer.....A. R. Marcy

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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W S Y R

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: 224 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
Publicity Director.....E. R. Vadeboncoeur
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

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W H A Z

TROY—EST. 1922

FREQUENCY: 1330 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

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W T R Y

TROY

NATIONAL BROADCASTING CO.

FREQUENCY: 980 Kc. POWER: 1000 watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same. PHONES: Troy 2100; Albany 2500. TRANSMITTER LOCATION: Boght Corners. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....Col. H. C. Wilder
Manager.....Fred R. Ripley
Commercial-Sales Promotion Manager, William A. Riple
Program Director....W. Woodbury Carter, Jr.
Publicity Director.....Cecil Walker
Chief Announcer.....Al Parker
Musical Director.....Tony Sharpe
Chief Engineer.....A. H. Chismark

Coverage

Population—Primary	437,000
Radio Homes— "	105,650
Population—Secondary	834,000
Radio Homes— "	208,520

Source: Station survey.

Representative

Paul H. Raymer Co.

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WIBX

UTICA—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1230 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: Marcy, N. Y. TIME ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. (128 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . Scott H. Bowen
Business Manager . . . . . E. K. Johnson
Program Director-Artists' Bureau Head. Elliott Stewart
Production Manager. . . . . Michael Carlo
Chief Announcer. . . . . Robert Mohaney
Public Relations. . . . . Michael R. Hanna
Merchandising Manager. . . Nathan W. Cook
Musical Director. . . . . Walter Griswold
Chief Engineer. . . . . J. T. Dowdell

Coverage

	Daytime	Evening
Population—Primary	223,500	223,500
Radio Homes— "	63,760	63,760
Population—Secondary	521,700	521,700
Radio Homes— "	138,710	138,710

Source: CBS Listener and Dealer Survey.

Representative

New York Office: Belmont Plaza Hotel
Chicago: Virgil Reiter & Co.

WATN *

WATERTOWN—EST. 1941

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Watertown Broadcasting Corp. OPERATED BY: Watertown Broadcasting Corp. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President . . . . . C. Harry Righter
Treasurer. . . . . Dean R. Richardson
Station Manager. . . . . Kirby Ayers
Commercial Manager. . . . . Dinny Dinsdale

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WWNY *

WATERTOWN—EST. 1941

FREQUENCY: 1300 Kc. POWER: 500 watts. OWNED BY: The Brockway Co. OPERATED BY: The Brockway Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime license. NEWPAPER AFFILIATION: Watertown Times.

Personnel

President-Treasurer. . . . . Harold B. Johnson
Chief Engineer. . . . . Paul Lee

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

WFAS

WHITE PLAINS—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 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: Shares time with WGBB and WBRB. NEWSPAPER AFFILIATION: Macy-Westchester Newspapers. NEWS SERVICE: County News Bureau, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President. . . . . J. Noel Macy
V-P-Managing Director. . . . . Frank A. Seitz
Treasurer . . . . . William Fanning
Secretary. . . . . Harold F. Lippold

WFAS

WESTCHESTER'S OWN STATION

More power PLUS increased time ADD up to more VALUABLE "across the board" TIME STATION WFAS is serving Westchester the richest county in the United States. Use it to put over your message.

WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives
HEADLEY-REED COMPANY
420 LEXINGTON AVENUE
NEW YORK CITY

www.americanradiohistory.com

Commercial Manager.....Anthony H. Francis
Program-Musical Director.....Ran Kaler
Director of Women's Programs,
Betty Patterson
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

WOODSIDE—EST. 1926

FREQUENCY: 1600 Kc. POWER: 500 watts. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEwtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part time schedule (75 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President-Station Manager, William H. Reuman
Commercial-Sales Promotion Manager,
Emil Dorer
Program Director.....Dud Conolly
Special Events Director.....Arthur Ford
Chief Engineer.....William H. Reuman
Office Manager.....Edith Dick
Production Manager and Musical Director,
Adolph Goebel

Coverage

	Daytime	Evening
Population—Primary	10,000,000	3,000,000

Source: Chamber of Commerce.

Representative

Forjoe & Co.

NORTH CAROLINA

Population 3,571,623 — **Number of Radio Homes 438,960**

Number of Families 786,446 — **Auto Registrations 591,450**

For 1940 Census data, please turn to page 269

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK
(WFBC-WKPT-WOPI-WISE)

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WISE Broadcasting Co. OPERATED BY: WISE Broadcasting Co. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. PHONE: 1213. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 121 hours weekly. NEWSPAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager.....Harold Thoms
Commercial Manager.....Baxter Barkley
Program Director.....Bernard Macy
Chief Engineer.....Ralph Kiibler

Coverage

Population—Primary	337,500
Radio Homes— "	54,843
Population—Secondary	500,500
Radio Homes— "	73,300

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; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....John E. Thayer
Program Director.....Robert B. Bingham
Assistant Program Director.....Mardi Liles
Promotion Manager.....Herman I. Mosely
Musical Director.....John Eversman
Chief Engineer.....Cecil Hoskins

Coverage

	Daytime	Evening
Population—Primary	321,212	214,982
Radio Homes— "	40,780	29,650
Population—Secondary ..	423,834	200,139
Radio Homes— " ..	56,052	24,170

Source: Field intensity measurement.

www.americanradiohistory.com

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1110 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-8833. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press.

Personnel

President.....Wm. S. Paley
Station Manager.....A. E. Joscelyn
Sales Manager.....Royal E. Penny
Sales Promotion Manager...William F. Carley
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Auditor.....E. J. DeGray
Chief Engineer.....J. J. Beloungy

Coverage

	Daytime	Evening
Population—Primary	2,698,100	971,400
Radio Homes— "	329,490	115,030
Population—Secondary	5,334,700	7,901,200
Radio Homes— "	599,230	968,640

Source: CBS Research Division.

Representative

Radio Sales

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WSOC

CHARLOTTE—EST. 1933

NBC-MBS

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts, d.; 100 watts, n. (C.P. 250 watts, n.). OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7138. STUDIO ADDRESS: Mecklenburg Hotel (C.P. 1925 N. Tryon St.). TRANSMITTER LOCATION: Same. 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
Program Director.....C. G. Hicks
Sales Promotion Manager.....Paul W. Norris
Chief Engineer.....L. L. Caudle

Coverage

Population—Primary	432,219
Radio Homes— "	131,181
Population—Secondary	923,123
Radio Homes— "	141,620

Source: Station survey and estimate; 1940 U. S. Census; Joint Committee.

Representative

Headley-Reed Co.

WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. PHONE: R-155. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight (121 hours weekly). NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. C. Council
General Manager.....J. F. Jarman, Jr.
Commercial Manager.....C. J. Woodhouse
Program Director-Artists' Bureau Head, Clay B. Daniel
Traffic Manager.....Paul Reed
Musical Director.....Robert Stratton
Chief Engineer.....R. A. Dalton

Coverage

	Daytime	Evening
Population—Primary	192,781	150,000
Radio Homes— "	32,871	25,871
Population—Secondary	247,900	176,000
Radio Homes— "	36,000	30,100

Source: Field intensity measurements; U. S. Census.

Representative

Howard H. Wilson Co.

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WCNC

ELIZABETH CITY—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. 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. PHONE: 1370. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Parsonage St., Extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Manager.....T. W. Aydlett
Commercial Manager.....J. E. Aydlett
Chief Announcer.....Louis Rigsbee
Program-Musical Director.....Paul Moyle
Chief Engineer.....Billy Rogers

Coverage

Population—Primary	488,379
Radio Homes— "	155,250

Source: Station survey.

www.americanradiohistory.com

W F N C

FAYETTEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: 114 Anderson St. PHONE: 4848. STUDIO ADDRESS: 114 Anderson St. TRANSMITTER LOCATION: Water St. TIME ON THE AIR: 84 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....W. C. Ewing
Commercial Manager.....H. E. Layman
Sales Promotion Manager.....C. D. Moore
Program Director.....Ted Ellis
Production Manager.....Z. V. Gwynn
Publicity Director.....Kate Southerland
Chief Announcer.....Marion Russell
Musical Director.....Bob Machat
Chief Engineer.....Frank Stewart

Coverage

Population—Primary	100,000
Population—Secondary	150,000

Source: Mail response analysis; Joint Committee.

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W G N C

GASTONIA—EST. 1939

FREQUENCY: 1450 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: Unlimited license. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Owner.....F. C. Todd
Manager.....Pat McSwain

Representative

Adams & Adams

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W G B R

GOLDSBORO—EST. 1939

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Raleigh Highway. PHONE: 1550. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Director.....A. T. Hawkins
Secretary-Treasurer.....V. G. Herring
Commercial Manager.....R. L. Zealy
Program-Musical Director.....Mrs. John Morris
Publicity Director-Chief Announcer, Harry G. Bright
Chief Engineer.....H. H. Lance

Coverage

	Daytime	Evening
Population—Primary	300,000	50,000
Radio Homes— "	40,000	7,000

Source: Joint Committee.

Representative

Associated Radio Sales

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W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 watts, 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: 6:00 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.

George P. Hollingbery Co.
Nat'l Reps.

ASK
EDNEY RIDGE
WBIG, GREENSBORO, N. C.
FOR
"COLD FACTS"!

5000 Watts, Day 1000 Watts, Night
Soon—5000 Watts, Unlimited

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Personnel

Station and Commercial Manager ..... Edney Ridge
Program Director ..... Faye Kenyon
Publicity Director .. Virginia Wilson McKinney
Musical Director ..... Margaret Banks
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.

W G T C

GREENVILLE—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: J. J. White. OPERATED BY: Greenville Broadcasting Co. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Falkland Highway; Louise Hotel, Washington, N. C. PHONE: 3182. TRANSMITTER LOCATION: Falkland Highway. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President ..... J. J. White
Station Manager ..... John F. Holbrook
Publicity Director-Artists' Bureau Head, Laurine D. Skinner
Chief Announcer ..... C. W. Gibbs
Musical Director ..... J. D. Simpson
Chief Engineer ..... W. G. Eberhart

Coverage

	Daytime	Evening
Population—Primary ..	54,466	44,100
Radio Homes— "	6,430	5,210
Population—Secondary .	340,697	54,466
Radio Homes— " ..	41,070	6,430

W H K Y

HICKORY—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Catawba Valley Broadcasting Co. OPERATED BY: Catawba Valley Broadcasting Co. BUSINESS ADDRESS: Hickory. PHONE: 1195. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 115 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... Carl V. Cline
Station-Commercial Manager. ..... W. T. Hix
Program Director .... James McLendon
Chief Engineer ..... E. S. Long

Coverage

	Daytime	Evening
Population—Primary ..	104,050	51,635
Radio Homes— " ...	10,575	5,680
Population—Secondary ..	438,671	
Radio Homes— " ..	49,685	

Source: Field intensity survey.

W M F R

HIGH POINT—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 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: Unlimited license. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, C. P. MacGregor.

Personnel

Station Manager ..... Ralph M. Lambeth
Commercial Manager ..... R. H. Whitlow

W F T C

KINSTON, NORTH CAROLINA

1230 Kc. 250 W

"The Worlds Foremost Tobacco Center"

W M V A

MARTINSVILLE, VIRGINIA

1450 Kc. 250 Wd. 100 Wn.

Completely and Effectively covering this rich market

Jonas Weiland, Mgr.

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WFTC

KINSTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
CAROLINA BROADCASTING SYSTEM
FREQUENCY: 1230 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.

Personnel

President.....Jonas Weiland
Commercial Manager.....Don Bell
Program Director.....Ray Woodard
Chief Engineer.....Glen Neuville

Coverage

	Daytime	Evening
Population—Primary	253,000	65,000

Representative

Burn-Smith Co.

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WPTF

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 680 Kc. POWER: 50,000 watts. OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 20 East Martin. PHONE: 3007-8-9. STUDIO ADDRESS: 20 East Martin. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: 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.....Henry Ross Nigrelli
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.

•

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM
CAROLINA BROADCASTING SYSTEM
FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 130 S. Salisbury St. PHONE: 6411. STUDIO ADDRES: 130 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....A. J. Fletcher
General Manager.....Fred Fletcher
Commercial Manager.....Frank Stearns
Continuity Editor.....Helen Townend
Publicity Director.....William M. Carpenter
Chief Announcer.....J. C. Clark
Musical Director.....William M. Parker
Chief Engineer.....Stanley Brown

Coverage

	Daytime	Evening
Population—Primary	394,500	125,000
Radio Homes— "	61,000	29,000

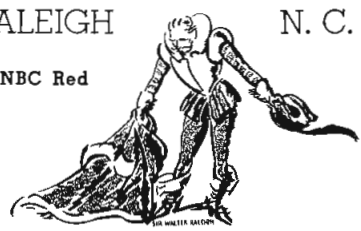
Source: Station survey.

Representative

Sears & Ayer, Inc.

RALEIGH N. C.

NBC Red



WPTF

50,000w

680 KC.

North Carolina's No. 1 Salesman

Exclusive National Representatives

FREE & PETERS, INC.

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WCBT *

ROANOKE RAPIDS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: J. Winfield Crew, Jr. OPERATED BY: J. Winfield Crew, Jr. BUSINESS ADDRESS: Roanoke Rapids. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner..... J. Winfield Crew, Jr.

*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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WEED

ROCKY MOUNT—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 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 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

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

Coverage

Population—Primary ...	225,246	55,000
Radio Homes— "	26,650	12,000

Source: Mail response analysis; U. S. Census.

•

WSTP

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1490 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.

Personnel

Manager .....John W. Shultz
Commercial Manager .....F. F. Patterson
Program Director..... ...Bob Van Camp
Chief Announcer.....Earl Caton
Chief Engineer.....James R. Yost

Coverage

Population—Primary	354,169
Radio Homes— "	44,810
Population—Secondary	1,015,745
Radio Homes— "	141,100

Source: Station survey; U. S. Census.

Representative

Radio Advertising Corp.

•

WMFD

WILMINGTON—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: Box 696. PHONE: 4840. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: Castle Hayne Rd. TIME ON THE AIR: 7:03 A.M. to 10:30 P.M.; Sundays, 10:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager.....R. A. Dunlea
Assistant Manager.....Julia M. Johnston
Program Director.....H. W. Lee
Production Manager.....Gene Stokes
Musical Director.....R. H. Bowden
Chief Engineer.....Gerald Dreger

Coverage

Population—Primary	90,000
Radio Homes— "	18,000
Population—Secondary	85,000
Radio Homes— "	18,000

Source: Station survey.

Representative

Burn-Smith Co.

•

WGTM

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: WGTM, Inc. OPERATED BY: 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.....Clinton Faris
Chief Announcer-Publicity Director, Billie Steadman
Musical Director.....Alberta Carr
Chief Engineer.....Bill Malone

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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

Sears & Ayer, Inc.

WAIR

WINSTON-SALEM—EST. 1937

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1340 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: Pepper Bldg. PHONE: 2-1133. STUDIO ADDRESS: Pepper Bldg. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

General Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Program-Musical Director.....Charles Keaton
Production Manager.....Rosser Fowlkes
Chief Engineer.....Earl Downey

Coverage

Radio Homes—Primary	111,610
Radio Homes—Secondary	275,270

Source: Mail response analysis.

Representative

International Radio Sales

WSJS

WINSTON-SALEM—EST. 1930

FREQUENCY: 600 Kc. POWER: 1000 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: NBC Thesaurus, Lang-Worth.

Personnel

President .....Gordon Gray
Station Manager.....N. L. O'Neil
Sales Manager.....Harold Essex
Program Director.....Johnny Miller
Chief Announcer.....Phil Cameron
Musical Director.....Elsie Tuttle
Chief Engineer.....Phil Hedrick

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.

Representative

Headley-Reed Co.

NORTH DAKOTA

Population 641,935 — Number of Radio Homes 118,080

Number of Families 152,039 — Auto Registrations 181,614

For 1940 Census data, please turn to page 270

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 468. 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. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager..P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program and Musical Director...W. R. Griffin
Publicity Director.....Mervin Clough
Chief Engineer.....Ivar Nelson

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.

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K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1240 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 10:00 P.M. (105 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager....Bert Wick
Program Director.....Merle Bjork
Musical Director.....Kermit Myhre
Chief Engineer.....Richard Moritz

Coverage

	Daytime	Evening
Population—Primary ..	95,407	95,407
Radio Homes— " ...	14,708	14,708
Population—Secondary ..	200,000	200,000

Source: Field intensity measurements.

W D A Y

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 970 Kc. POWER: 5000 watts. 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 AFFILIATION: Fargo Forum. NEWS SERVICE: Radio News Assn.; United Press, Fargo Forum.

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: 1440 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 10:00 P.M.; Sundays, 9:00 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
Program Director.....Helen La Velle
Chief Engineer.....Elwin J. O'Brien

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

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Jamestown Broadcasting Co. BUSINESS ADDRESS: Midland Bldg. PHONE: 100-358. STUDIO ADDRESS: Midland Bldg. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE. Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Wor'd Broadcasting System.

Personnel

President.....R. B. MacNab
Station Manager.....B. Harland Ohde
Program Director.....Verna Bekken
Chief Engineer.....Lloyd R. Amoo

Coverage

Population—Primary	238,620
Radio Homes— "	38,153
Population—Secondary	269,077
Radio Homes— "	43,566

Source: Mail survey; 1940 U. S. Census.

Representative

North Central Broadcasting System

K G C U

MANDAN—EST. 1925

FREQUENCY: 1270 Kc. POWER: 1000 watts, d.; 500 watts, n. 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: 5:30 A.M. to 10:00 P.M.; Sundays, 12:00 Noon to 7:00 P.M. (108 hours weekly). NEWS

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SERVICE: Transradio 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.....Arne E. Anzjon
Program-Musical Director.....Russ Kaber

Coverage

Population—Primary	107,583
Radio Homes— "	33,350
Population—Secondary	145,606
Radio Homes— "	18,940

Source: Station survey.

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K L P M

MINOT—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 watts. 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: Unlimited license. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
Station Manager.....Richard J. Schmidt
Commercial Manager.....E. H. Cooley
Promotion Manager.....Leslie Maurin

Representative

Furgason & Walker, Inc.

•

K O V C

VALLEY CITY—EST. 1936

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc BUSINESS ADDRESS: 312 Fifth Ave PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 90 hours weekly.

Personnel

President.....Milton Holiday
General Manager.....Robert E. Ingstad
Program Director.....William Weaver
Musical Director.....Arthur Lydell
Chief Engineer.....Stanley Guth

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: Mail count survey; U. S. Census.

Advertising Agency Executives Everywhere read Radio Daily Regularly

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THE RUBBER CAPITAL OF THE WORLD

WAKR

AKRON

LOCAL & NATIONAL ADVERTISERS ALREADY RECOGNIZE ITS SELLING POWER!

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

BASIC
N·B·C BLUE
1000 WATTS DAY & NIGHT

★

STUDIOS and OFFICES
Ground Floor
FIRST CENTRAL TOWER
AKRON, OHIO

***Represented by* INTERNATIONAL RADIO SALES**

New York
20 E. 57th St.

Chicago
326 W. Madison Ave.

San Francisco
Hearst Building

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OHIO

Population 6,907,612 — Number of Radio Homes 1,748,870

Number of Families 1,894,897 — Auto Registrations 1,992,000

For 1940 Census data, please turn to page 271

WADC

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1350 Kc. POWER: 5000 watts. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Meadowbrook 3211. STUDIO ADDRESSES: Talmadge; Akron. TRANSMITTER LOCATION: Rout No. 8 between Akron and Cleveland. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: Transradio Press.

Personnel

President-Station Manager...Allen T. Simmons
Sales Manager.....Fred Bock
Commercial Manager-Chief Announcer, R. B. Wilson
Program Director.....H. H. Hageman
Production Manager.....R. B. Wilson
Chief Engineer.....John Aitkenhead

Coverage

Population—Primary	2,219,696
Radio Homes— "	524,302
Population—Secondary	1,812,893
Radio Homes— "	437,655

Source: Field intensity measurements.

Representative

George P. Hollingbery Co.

WAKR

AKRON—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1590 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: First Central Tower. PHONE: Hemlock 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4½ miles south of Akron. TIME ON THE AIR: 132 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President-Station Manager....S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Sales Promotion Manager.....V. G. Berk
Program Director.....John T. Vorpe
Production Manager-Chief Announcer, Deane S. Long
Publicity Director.....Maguerite Petran
Chief Engineer.....Don Dayton

Coverage

Population—Primary and Secondary	718,000
Radio Homes—Primary and Secondary	178,620

Representative

International Radio Sales

WJW

AKRON—EST. 1932

MUTUAL BROADCASTING SYSTEM
OHIO NETWORK

FREQUENCY: 1240 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: 7:00 A.M. to 1:00 A.M. (127 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Station Manager.....Bill O'Neil
Commercial Manager.....R. L. Bowles
Program-Publicity Director.....Bill Griffiths
Artists' Bureau Head-Musical Director, Carl Ayers
Office Manager.....Lawrence Webb
Continuity Director.....Rae Carde
Chief Engineer.....Gerald Roberts

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

ASHTABULA—EST. 1937

FREQUENCY: 970 Kc. POWER: 1000 watts. OWNED BY: WICA, Inc. 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. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

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Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Commercial Manager.....R. C. Marvin
Program Director-Artists' Bureau Head, Walter W. Walrath
Production Manager-Chief Announcer, A. L. Newkirk
Musical Director.....Harold Leaman
Publicity Director.....T. F. Sigman
Chief Engineer.....George Gautney

Coverage

Population—Primary	601,650
Radio Homes— "	205,030
Population—Secondary	4,870,215
Radio Homes— "	1,081,450

Source: Field strength and mail response survey.

Representative

Ferguson & Walker, Inc.

WHBC

CANTON—EST. 1925

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 Market St. PHONE: 7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repositary (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Louis H. Brush
General Manager.....Felix Hinkle
Commercial Manager.....Bill Kirkendale
Program Director.....Robert Geis
Publicity Director.....Frank Grosjean
Chief Announcer.....Jack Nyatt
Musical Director.....James Winger
Traffic Manager.....Elizabeth Weeks
Chief Engineer.....Kenneth Sliker

Coverage

Population—Primary	746,858
Radio Homes— "	187,714
Population—Secondary	1,079,223
Radio Homes— "	257,500

Source: U. S. Census; Joint Committee; Department of Commerce.

Representative

Weed & Co.

WCKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1530 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, 5th and Walnut Sts. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M.; Sundays 8:00 A.M. to 2:00 A.M. (139½ hours weekly). NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager..L. B. Wilson
Sales Director.....Ford Billings
Promotion Manager.....Bev Dean
Program Director.....Rex Davis
Sales Promotion Manager...George H. Moore
Traffic Manager.....O. J. Fuller
Merchandising Director.....Thomas Mitchell
Publicity Director.....Elmer Dressman
Chief Announcer-Musical Director...Rex Davis
Chief Engineer.....C. H. Topmiller
Assistant Chief Engineer....Arthur H. Gillette

Coverage

Population—Primary	4,129,467
Radio Homes— "	850,060
Population—Secondary	2,289,100
Radio Homes— "	464,733

Source: Field strength and mail response survey.

Representative

Free & Peters, Inc.

WCPO

CINCINNATI—EST. 1922

FREQUENCY: 1230 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
New Editor.....Thomas McCarthy
Artists' Bureau Head.....E. Eppinger
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

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 (135 hours weekly). NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

General Manager.....Hulbert Taft, Jr.
Sales Manager.....H. E. Fast
Program Director.....Brad Simpson
Publicity and Special Events Director.....Margaret Maloney
Sales Promotion Director.....Harold Coulter
Educational Director.....Bernice W. Foley
Chief Announcer.....Lou Mason
Musical Director.....Ruth Lyons
Chief Engineer.....John Tiffany

Coverage

	Daytime	Evening
Population—Primary	1,920,000	1,049,600
Radio Homes— "	482,290	267,600
Population—Secondary ..	3,615,500	2,004,400
Radio Homes— " ..	947,590	550,390

Source: Field intensity measurements and mail response analysis.

Representative

The Katz Agency

WLW

CINCINNATI—EST. 1922

NBC (RED & BLUE)

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, Ohio. 20 hours daily; Sundays, 18 hours. NEWS SERVICES: Associated Press, 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.....J. E. Rudolph
Promotion Manager.....William Oldham
Program Director.....George C. Biggar
Director of Public Service Programs, Joseph Ries
Artists' Bureau Head.....William McCluskey
Chief Announcer.....Peter Grant
News Editor.....J. N. Bailey
Publicity Director.....Cecil Carmichael
Technical Supervisor.....R. J. Rockwell

Representative

Transamerican Broadcasting and Television Corp.

(See Page 320)

WSAI

CINCINNATI—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1360 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, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Powel Crosley, Jr.
Vice-President.....James D. Shouse
General Manager.....Dewey H. Long
Sales Manager.....A. S. Grinalds
Artists' Bureau Head.....George Biggar
Chief Announcer.....Peter Grant
Program Director.....Clair Shadwell
Production Manager.....Harold Carr
Publicity Director.....Cecil Carmichael
Musical Director.....William Stoess
Chief Engineer.....R. J. Rockwell

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; 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: Lang-Worth.

Personnel

President.....John S. McCarrens
Vice-President and Station Manager.....H. K. Carpenter
Assistant to Manager.....Robert D. Borland
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond

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Merchandising and Advertising Manager ..... Robert Greenberg
Continuity Director ..... Leslie Biebl
Production Manager ..... Al Llewelyan
Chief Announcer ..... Alun Jenkins
Publicity Director ..... Milton Hill
Artists' Bureau Head ..... Louis Rich
News Editor ..... Lee Otis
Musical Director ..... Willard Pott
Chief Engineer ..... E. L. Gove

Coverage

	Daytime
Population—Primary	3,114,600
Radio Homes— "	756,920

Source: U. S. Census; Joint Committee.

Representative

Radio Advertising Corp.

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WGAR

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 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: 7:00 A.M. to 1:00 A.M. (128 hours weekly). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

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
Sales Promotion Manager ..... Ellis VanderPyl
Public Relations Director ..... Maurice Condon
Program Director ..... Carl George
Production Manager ..... David Baylor
Chief Announcer ..... Wayne Mack
Artists' Bureau Head ..... Jack Paar
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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WHK

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1420 Kc. POWER: 5000 watts. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (125 hours weekly). NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President ..... John S. McCarrens
Vice President and Station Manager ..... H. K. Carpenter
Assistant to Manager ..... Robert D. Borland
Sales Manager ..... K. K. Hackathorn
Program Director ..... Russell Richmond
Merchandising and Advertising Manager ..... Robert Greenberg
Continuity Director ..... Leslie Biebl
Production Manager ..... Al Llewelyan
Chief Announcer ..... Alun Jenkins
Publicity Director ..... Milton Hill
Artists' Bureau Head ..... Louis Rich
News Editor ..... Lee Otis
Musical Director ..... Willard Pott
Chief Engineer ..... E. L. Gove

Coverage*

	Daytime
Radio Homes—Primary	2,983,800
Radio Homes— "	725,000

*Evening coverage figures were unavailable as station went to 5000 watts after December 1, 1940.

Source: Joint Committee.

Representative

Radio Advertising Corp.

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WTAM

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 1100 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, Associated Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President ..... Niles Trammell
Station Manager ..... Vernon H. Pribble
Sales Manager ..... Howard A. Barton
Publicity Director ..... Bob Dailey
Program Director ..... Hal Metzger
Production Manager ..... Fred Wilson
Office Manager-Auditor ..... Pearl Hummell
Musical Director ..... Lee Gordon
Chief Engineer ..... S. E. Leonard

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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: 1460 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.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, World Broadcasting System.

Personnel

President.....Robert H. Wolfe
Station Manager.....Richard A. Borel
Sales and Commercial Manager.....W. I. Orr
Program Director.....Jack Price
Musical Director.....Lowell Riley
Education Director.....Irwin A. Johnson
Promotion Manager.....Jim Yerian
Publicity Director.....Jerome R. Reeves
Chief Engineer.....Lester H. Nafzger

Coverage

	Daytime	Evening
Population—Primary	645,800	573,700
Radio Homes— "	148,990	136,990
Population—Secondary ..	2,297,200	761,100
Radio Homes— " ..	498,890	153,280

Source: Field intensity measurements; Joint Committee.

Representative

John Blair & Company

WCOL

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1230 Kc. POWER: 250 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: 125 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....K. B. Johnston
Station Manager.....Neal Smith
Production Manager.....Wallace Beavers
Program-Publicity Director...Edward Bronson
Chief Engineer.....Ernest Lowe

Coverage

Population—Primary	411,823
Radio Homes— "	98,500

Source: U. S. Census.

Representative

Weed & Co.

WHKC

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. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....John S. McCarrens
General Manager.....Carl M. Everson
Sales Manager.....Harry H. Hoessly
Program-Musical Director.....John Agnew
Production Manager-Artists Bureau Head, George L. Beebout
Publicity Director.....Fred Sample
Chief Announcer.....John Moses
Chief Engineer.....J. E. Anderson

Coverage

	Daytime	Evening
Population—Primary	1,997,970	1,997,970
Radio Homes— "	469,830	469,830

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 3148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press.

Personnel

President.....Howard L. Bevis
Station Director.....R. C. Higgy
Production Supervisor.....C. W. Pettegrew
Program Supervisor.....W. F. Heimlich

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Publicity Director.....H. H. Schellenger
Musical Director.....Ann Charles
Technical Supervisor....A. L. Hammerschmidt
(Non-Commercial Station)

WHIO

DAYTON—EST. 1935
(CBS-BASIC)

FREQUENCY: 1290 Kc. POWER: 5000 watts. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. (132½ hours weekly). NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....James M. Cox, Jr.
Manager.....James Le Gate
Commercial Manager.....D. A. Brown
Production Manager.....Richard Belt
Program Director.....Lester Spencer
Sales Promotion Manager.....John Newsock
Chief Engineer.....Ernest L. Adams

Coverage

	Daytime	Evening
Population—Primary	650,400	500,400
Radio Homes— "	141,170	113,430
Population—Secondary ..	4,531,500	2,139,300
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: 1410 Kc. POWER: 5000 watts. OWNED BY: Great Trails Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Shaker Road. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

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Personnel

President.....Charles Sawyer
General Manager.....Ronald B. Woodyard
Sales Promotion Manager.....James Cox
Production and Program Manager, Ranny Daly
Chief Announcer.....Jim Miles
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.

WLOK

LIMA—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Broadcasting Bldg., Toledo, Ohio. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George Storer
General Manager.....Ralph Elvin
Program Director-Artists' Bureau Head, Hugh Downs
Chief Announcer.....Crawford Taylor
Chief Engineer.....Russell Shettler

WMAN

MANSFIELD—EST. 1939

FREQUENCY: 1400 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 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....M. F. Rubin
Vice-President.....C. F. Burke
Secretary.....Marie W. Vandegrift
Treasurer.....W. M. O'Neil
General Manager.....Orville E. Field
Sales Manager.....I. D. Wallington
Program-Publicity Director.....Gwen Fields
Sales Promotion Manager.....Dave Francis
Chief Announcer.....Gene LaValle
Musical Director.....Earl Black
Chief Engineer.....Howard Jonard

Coverage

Population—Primary	175,076	105,000
Radio Homes— "	85,993	37,000
Population—Secondary ..	157,558	94,500
Radio Homes— " ..	77,403	33,300

Source: Station survey.

Representative

Headley-Reed Co.

WMRN

MARION—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Marion Broadcasting Co. OPERATED BY: The Marion Broadcasting Co. BUSINESS ADDRESS: WMRN Bldg. PHONE: 2516. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: N. Main St. TIME ON THE AIR: 7:00 A.M. to 10 P.M. (105 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Robert T. Mason
Station Manager.....Dale Robertson
Sales Manager.....Maurice Dunlap
Program-Publicity Director.....Russell Salter
Chief Engineer.....Robert Morrison

Coverage

Population—Primary	91,200
Population—Secondary	250,000

Source: Field intensity measurement.

WPAY

PORTSMOUTH—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1009 Gallia St. PHONE: 1010. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:30 A.M. to 7:00 P.M. NEWSPAPER AFFILIATION: Portsmouth Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....Chester B. Thompson
General Manager.....Ralph H. Patt, Jr.
Program Director.....William Aldridge
Chief Engineer .....Maurice Myers

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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WFMJ's Studio No. 1 during a broadcast by Horace Heidt. The studio seats 200.

WFMJ

has more listeners than any other station heard in the Youngstown area.* Advertisers will assure themselves of largest audiences by choosing this popular and enterprising station in one of the nation's largest steel-making districts where every plant is working at capacity and enlarging to meet defense demands.

*Survey by Hooper-Holmes Bureau

WFMJ

YOUNGSTOWN, OHIO

National Representatives: Headley-Reed Co.

New York ● Chicago ● Detroit ● Atlanta

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WIZE

SPRINGFIELD—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Radio Voice of Springfield, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 117 West High St. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE. Transradio Press. TRANSCRIPTION SERVICE: Standard Radio

Personnel

Vice President-Station Manager, Ronald B. Woodyard
Sales Manager.....Lou Boulette
Program Director.....William Ratcliff
Chief Engineer.....Arthur Martin

WSTV

STEUBENVILLE—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: The Valley Broadcasting Co. OPERATED BY: The Valley Broadcasting Co. BUSINESS ADDRESS: Exchange Realty Bldg. PHONE: 5200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Altamont Heights. 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: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....John J. Laux
Program Director-Artists' Bureau Head, John Merdian
Publicity Director.....James Dooley
Continuity Editor.....Val Senofsky
News Editor-Chief Announcer.....Al Gray
Chief Engineer.....Joseph Troesch

Coverage

Population—Primary 540,066
Radio Homes— " 115,655
Source: Radio Daily Major Market Study; Joint Committee.

WTOL

TOLEDO—EST. 1938

FREQUENCY: 1230 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., NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

First Choice by 56%

WTOL is the favorite station for newscasts by the decisive margin of 56% over the next most popular station heard in the Toledo area!

4302 personal interviews were completed by a recognized independent research organization and the above fact is quoted from the sworn statement of this authority.

Listener preference, coupled with WTOL's continued low rates offers advertisers a sensational advantage. Ask for availabilities next to news!

WTOL TOLEDO'S Friendly STATION

ARCH. SHAWD
Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

www.americanradiohistory.com

Personnel

President ..... Frazier Reams
Executive Vice-President ..... Arch Shawd
Program-Publicity ..... Allan Miller
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— "	338,000	336,000

Source: Mail Response analysis.

Representative

Radio Advertising Corp.

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 5000 watts. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Broadcast Bldg., 136 Huron St. PHONE: Adams 3175. STUDIO ADDRESS: Commodore Perry Hotel; Broadcast Bldg. TRANSMITTER LOCATION: Oregon Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays (131 hours weekly). NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President ..... George B. Storer
V.P.-Station Manager ..... J. Harold Ryan
Commercial Manager ..... E. Y. Flanigan
Program Director ..... Russell Gohring
Promotion Manager ..... Merrill N. Pheatt
Chief Engineer ..... William Stringfellow

Coverage

Population—Primary	1,203,574
Radio Homes— "	302,590
Population—Secondary	4,000,000
Radio Homes— "	1,000,000

Source: Station survey.

Representative

The Katz Agency

WFMJ

YOUNGSTOWN—EST. 1938

FREQUENCY: 1450 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, Lang-Worth, C. P. MacGregor.

Personnel

Manager ..... William F. Maag, Jr.
Program Director ..... Lee Bland
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.

(See Page 522)

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	1,670,000
Radio Homes— "	377,600
Population—Secondary	4,946,000
Radio Homes— "	1,119,700

Source: Field strength survey.

WHIZ

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.
OHIO STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 48-52 North Fifth St., Lind Arcade. PHONE: 644. STUDIO ADDRESS: 48-52 North Fifth St., Lind Arcade. TRANSMITTER LOCATION: Newark Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 10:00 P.M. (119 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

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Personnel

President.....Goerge Storer
Managing Director.....Stanton P. Kettler
Program Director and Assistant Manager, Allen L. Haid
Musical Director-Chief Announcer, James Minium
Chief Engineer.....Wm. Hunt

Coverage

	Daytime	Evening
Population—Primary	214,231	185,437
Population—Secondary ..	52,229	52,229
Population—Secondary ..	295,421	190,231
Radio Homes— " ..	59,221	59,221

Source: Mail response survey; 1940 U. S. Census; Consumer Market Data Handbook.

Representative

John Blair & Co.

OKLAHOMA

Population 2,336,434 — Number of Radio Homes 450,390
Number of Families 609,094 — Auto Registrations 588,109

For 1940 Census data, please turn to page 272

K A D A

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1230 Kc. POWER: 250 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.....James M. Griffith
Program Director.....J. B. Cahill
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

•

K V S O

ARDMORE—EST. 1935

FREQUENCY: 1240 Kc. POWER: 250 watts. 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.....Wilbrit Chaffin
Chief Announcer.....Paul Duncan
Musical Director.....Dolly Dutton
Chief Engineer.....J. H. Holmes

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.

•

K A S A

ELK CITY—EST. 1932

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: E. M. Woody. OPERATED BY: E. M. Woody. BUSINESS ADDRESS: Casa Grande Hotel. PHONE: 730. STUDIO ADDRESS: Casa Grande Hotel. TRANSMITTER LOCATION: Casa Grande Hotel. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. (86 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Program Director-Artists' Bureau Head, Johnny Carman
Publicity Director.....R. Jack Christy
Musical Director.....F. Leon Dean
Chief Engineer.....George Fenter

Coverage

	Daytime	Evening
Population—Primary	192,772	65,515
Radio Homes— "	32,649	11,010
Population—Secondary ..	399,508	166,443
Radio Homes— " ..	66,443	33,467

Source: Mail response and field intensity surveys; 1940 U. S. Census.

Representative

Cox & Tanz

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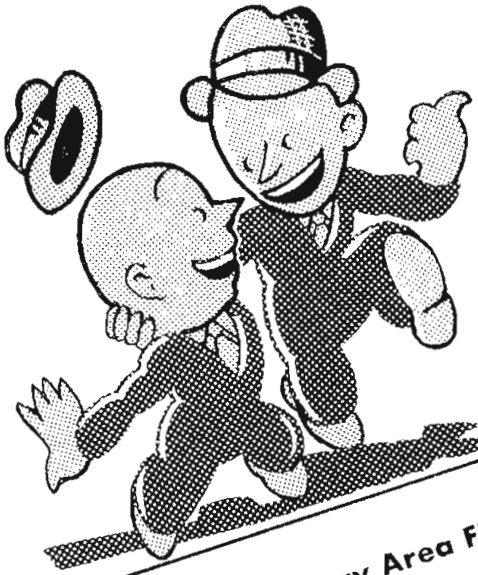
COME AND GET IT!..



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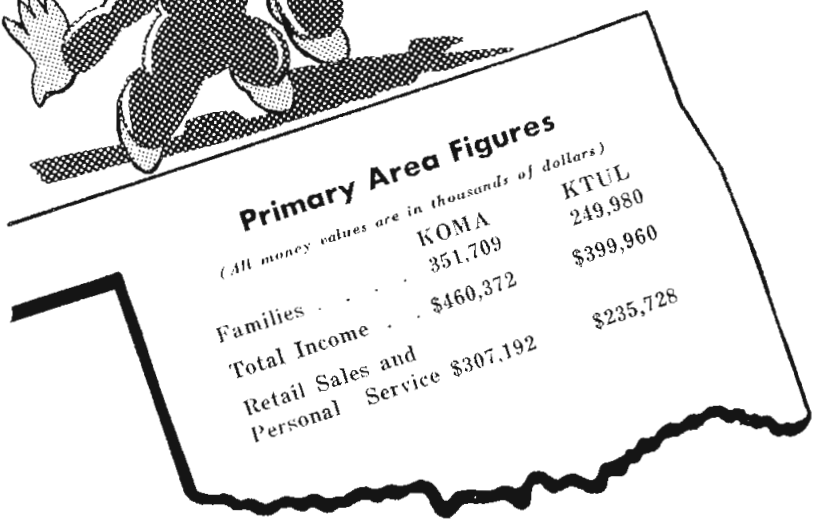

BOTH STATIONS

5000 WATTS DAY AND NIGHT

• CBS •

Oklahoma City **KOMA** *Tulsa* **KTUL**

FREE & PETERS, Inc., *Exclusive National Representatives*

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K C R C

ENID—EST. 1926

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 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.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Sales Promotion Manager.....H. P. Hale
Artists' Bureau Head.....Keith Painton
Publicity Director.....Harold Baker
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

Arthur Hagg & Associates

K S W O *

LAWTON—EST. 1941

FREQUENCY: 1120 Kc. POWER: 250 watts. OWNED BY: Willard Carver and Byrne Ross. OPERATED BY: Same. BUSINESS ADDRESS: Lawton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime license.

Personnel

Partner.....Willard Carver
Partner.....Byrne Ross

*Station was licensed to operate under a construction permit at time of going to press and no further informaion was available.

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1512. PHONE: 302. STUDIO ADDRESS: Barnes Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Muskogee Daily Phoenix, Muskogee Times-Democrat. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President.....Tam Bixby, Jr.
General Manager.....O. C. Benjamin
Program Director.....Mark Weaver
Chief Announcer.....Jack Black
Chief Engineer.....Lester Harlow

Coverage

Population—Primary	371,000
Radio Homes— "	53,000

Source: Mail response analysis.

Representative

The Branham Co.

W N A D

NORMAN—EST. 1922

FREQUENCY: 690 Kc. POWER: 1000 watts. OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Clyde Farrar

(Non-Commercial Station)

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM
OKLAHOMA METROPOLITAN LINE

FREQUENCY: 1520 Kc. POWER: 5,000 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 north of Oklahoma City. 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.

Personnel

President.....J. T. Griffin
Station Manager.....Neal Barrett
Commercial Manager.....Jack Howell
Director of Promotion.....Raymond Ruff
Program Director.....Jack Mitchell
Accountant.....Marie Green
Musical Director.....Paul Christenson
Chief Engineer.....M. W. Thomas

Coverage

Population—Primary	351,709*
Radio Homes— "	266,840

*Families.

Source: Mail response and field intensity survey; 1939 Consumer Market Data Handbook.

Representative

Free & Peters, Inc.

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KOCY

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1340 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: Same. TIME ON THE AIR: 115½ hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, C. P. MacGregor, Standard Radio.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial Manager.....Joe Bernard
Program Director.....Louis Hartman
Publicity Director.....Warren Moore
Chief Announcer.....Ted Andrews
Musical Director.....Francis Lester
Chief Engineer.....G. W. Brock

Coverage

	Daytime	Evening
Population—Primary	352,507	352,507
Radio Homes— "	72,511	72,511

Source: Field strength survey.

KTOK

OKLAHOMA CITY—EST. 1927

NBC-BLUE
MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Same. 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, Lang-Worth.

Personnel

President.....Harold V. Hough
Station Manager.....Kenyon M. Douglass
Program Director.....Harold Shreve
Production Manager-Publicity Director, Paul Buenning
Chief Announcer.....Dale Scott
Chief Engineer.....Bernard Tullius

Coverage

Population—Primary	561,010
Radio Homes— "	114,200

Source: Mail response survey; Joint Committee.

Representative

Arthur H. Hagg & Associates

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 930 Kc. POWER: 5000 watts. OWNED BY: Oklahoma Publishing Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower Hotel. PHONE: 3-4306. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 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); Chicago Daily News Foreign Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, C. P. MacGregor.

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....R. E. Chapman
Local Sales Manager.....E. L. Colbourn
Program Director.....Ray Buffum
Special Events Director.....Terry O'Sullivan
News Editor-Publicity Director.....Robert Eastman
Traffic Manager.....Daryl McAllister
Musical Director.....Allan Clark
Chief Engineer.....Herman Lovell

Coverage

	Daytime	Evening
Population—Primary	1,533,392	942,547
Radio Homes— "	314,842	146,401
Population—Secondary	401,500	
Radio Homes— "	68,900	

Source: Field strength survey; mail response analysis; U. S. Census; Joint Committee.

Representative

The Katz Agency

KHBG

OKMULGEE—EST. 1937

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: McCulloch Bldg. PHONE: 3646. STUDIO ADDRESS: McCulloch Bldg. TRANSMITTER LOCATION: 20th and S. Okmulgee Sts. TIME ON THE AIR: Unlimited license. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Manager.....Pat Buford
Secretary-Treasurer and Commercial Manager.....Lucille Buford
Chief Engineer.....J. H. Smith

Coverage

Population—Primary	158,000
Radio Homes— "	33,200
Population—Secondary	409,500
Radio Homes— "	82,000

Source: Station survey.

WBBZ

PONCA CITY—EST. 1928

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Estate of C. L. Carrell. OPERATED

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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.....Bob Latting

Coverage

Population—Primary 420,000
Radio Homes— " 65,400
Source: Station survey.

KGFF

SHAWNEE—EST. 1930

NATIONAL BROADCASTING CO.
MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1450 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

KOME

TULSA—EST. 1938

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM—
OKLAHOMA NETWORK

FREQUENCY: 1340 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. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Harry Schwartz
General Manager.....John M. Whitney
Commercial Manager.....Harold Grimes
Program Director.....Ken Linn
Sales Promotion Manager.....Ray E. Sollars
Chief Engineer.....James F. Manship

Representative

Arthur H. Hagg & Associates

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: National Bank of Tulsa Bldg. PHONE: 2-3191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route No. 8, Tulsa. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. T. Griffin
Vice President-General Manager.....Wm. C. Gillespie
Commercial Manager.....Lawson Taylor
Promotion & Publicity Director .....John Esau
Program Director-Artists' Bureau Head, Jack Hoffman
Production Manager.....Carlyle Stevens
Chief Announcer.....Eddie Lyon
Musical Director.....Lillian Smithline
Chief Engineer.....Nathan Wilcox

Coverage*

Population—Primary ..... 682,600†
Radio Homes— " ..... 138,424†
Population—Secondary ..... 1,321,374‡
Radio Homes— " ..... 297,300‡

*No evening figures available; station has been granted power increase.
†Within .5 Millivolt area.
‡Regular listening area.
Source: Field intensity measurements; Department of Commerce.

Representative

Free & Peters, Inc.
(See Page 526)

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1170 Kc. POWER: 50,000 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: 127 hours weekly. NEWS SERVICES: Interna-

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tional News Service, United Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... P. Q. Proctor
Vice President-General Manager ..... William B. Way
Commercial Manager ..... Willard Egolf
Promotion Manager ..... George Engleter
Program Director-Artists' Bureau Head, Edward C. Coontz
Chief Announcer ..... Lou Kemper
News Editor ..... G. Kenneth Miller
Continuity Editor ..... F. M. Randolph
Director of Women's Activities. Dorothy McCune
Musical Director ..... Joe O'Neill
Publicity Director ..... Allan Page
Chief Engineer ..... L. W. Stinson

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

OREGON

Population 1,089,684 — Number of Radio Homes 320,780
Number of Families 335,944 — Auto Registrations 396,126

For 1940 Census data, please turn to page 274

K W I L

ALBANY—EST. 1940

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Central Williamette Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Albany. STUDIO ADDRESS: 15th and Elm Sts. PHONE: 870. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17 hours daily. NEWSPAPER AFFILIATION: Albany Democrat-Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President ..... W. L. Jackson
General Manager ..... R. R. Cronise
Station and Commercial Manager, Chet Wheeler
Program Director-Chief Announcer, Ben T. Weaver
Chief Engineer ..... Paul W. Spargo

Coverage

Population—Primary	60,000
Population—Secondary	177,000

Source: Station survey; 1940 U. S. Census.

K A S T

ASTORIA—EST. 1935

FREQUENCY: 1230 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.

Personnel

President ..... M. R. Chessman
Station Manager ..... James C. Wallace
Commercial Manager ..... Frank E. Marrion

Representatives

Walter Biddick Co.

K B K R

BAKER—EST. 1939

FREQUENCY: 1490 Kc. POWER: 250 watts. 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 P.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 8:00 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner ..... Louis P. Thornton
Resident Manager ..... Ellwood W. Lippincott
Sales Manager ..... Fred H. Pelger

K B N D

BEND—EST. 1938

FREQUENCY: 1340 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 10:00 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

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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: 5000 watts, d.; 1000 watts, n. 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

(Non-Commercial Station)

KODL

THE DALLES—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Western Radio Corp. OPERATED BY: Western Radio Corp. BUSINESS ADDRESS: Scenic Drive. PHONE: 2300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 102 hours weekly. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager, V. Barney Kenworthy
Commercial and Sales Promotion Manager, Glenn Howell
Program Director-Chief Announcer, Marvin Johnson
Publicity Director.....Margaret Burnett
Chief Engineer.....Paul Walden

Coverage

	Daytime	Evening
Population—Primary	20,000	16,000
Radio Homes— "	96.2%	96.2%
Population—Secondary ..	80,000	25,000
Radio Homes— " ..	96.2%	96.2%

Source: Station estimate; Joint Committee.

KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frank L. Hill & C. G. Phillips. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Owner.....Frank L. Hill
Station Manager.....Glenn McCormick
Program-Publicity Director.....Day Foster
Chief Announcer.....Dolf James
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: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Redwood Highway. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Grants Pass Courier. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

Personnel

President.....A. E. Voorhies
Manager .....John G. Bauriedel
Production Manager.....Dick Thompson
Musical Director.....Harold Keibel
Chief Engineer.....Edward A. Malone

Coverage

	Daytime	Evening
Population—Primary	62,413	31,500
Radio Homes— "	17,770	8,600

Source: Mail response survey.

Representative

John Blair & Co.

KFJI

KLAMATH FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 250 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. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President .....J. A. Kincaid
Station & Commercial Manager..Geo. Kincaid

Representative

John Blair & Co.

www.americanradiohistory.com

K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Harold M. Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: 1120½ Adams Ave. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....H. M. Finlay
Chief Engineer.....John Kibby

Representative

Cox & Tanz
Walter Biddick Co. (Pacific Coast)

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K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1230 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
Sales Manager.....Mark DeLaunay
Program-Publicity Director..Francis Waterbury
Chief Announcer and Engineer,
Roger L. Spaugh

Coverage

Population—Primary	49,200
Radio Homes— "	12,700
Population—Secondary	114,000
Radio Homes— "	30,900

Source: Station survey.

•

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1440 Kc. POWER: 1000 watts. 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: United 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

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K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7203. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan. 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
Commercial Manager.....Ted Kooreman
Director of Commercial Relations,
Harry H. Buckendahl
Sales Manager.....Charles Couche
Program Director.....H. M. Swartwood, Jr.
Production Manager.....Ted W. Cooke
Publicity Director.....Lester Halpin
Chief 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.

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K B P S

PORTLAND—EST. 1923

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: LA 4195. 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

(Non-Commercial Station)

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K E X

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE FREQUENCY: 1190 Kc. POWER: 50,000 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) 6:00 A.M. to 12:30 P.M.; Sunday, 8:00 A.M. to 12:30 P.M. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul H. Connet
Traffic Manager.....Ralph Greer
Program Director.....H. Q. Cox
Artists' Bureau Head.....Stephen M. Janik
Sales Promotion Manager.....Paul H. Connet
Chief Announcer.....Donald M. Kneass
Musical Director.....Abe Bercovitz
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.

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K G W

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE FREQUENCY: 620 Kc. POWER: 5000 watts. 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) 6:00 A.M. to Midnight; (Sunday) 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU .

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul H. Connet
Traffic Manager.....Ralph Greer
Program Director.....H. Q. Cox
Artists' Bureau Head.....Stephen M. Janik
Musical Director.....Abe Bercovitz
Sales Promotion Manager.....Paul H. Connet
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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K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 970 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.....John Carpenter
Director of Commercial Relations, Harry Buckendahl
Program Director.....H. M. Swartwood, Jr.
Publicity Director.....Lester Halpin
Musical Director.....Joseph Sampietro
Technical Director.....Louis Bookwalter

Coverage

Population—Primary	828,600
Radio Homes— "	249,240
Population—Secondary	1,197,980
Radio Homes— "	342,280

Source: Station survey.

Representative

Free & Peters, Inc.
World Broadcasting System

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K W J J

PORTLAND—EST. 1927

FREQUENCY: 1080 Kc. POWER: 1000 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.

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Personnel

President . . . . . Wilbur J. Jerman
Secretary-Treasurer & General Manager . . . . . John C. Egan
Commercial Manager . . . . L. D. Henderson
Program Director . . . . . Gerald E. Speerstra
Production Manager . . . . . Frank Hemingway
Publicity Director . . . . . Sam Taylor
Musical Director . . . . . Eddie McElroy
Chief Engineer . . . . . W. J. Jerman

Representative

Cox & Tanz

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K X L

PORTLAND—EST. 1926

FREQUENCY: 1450 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, Davis & Schwegler.

Personnel

President and General Manager . . . . . T. W. Symons, Jr.
Commercial Manager . . . . . H. S. Jacobsen
Program Director . . . . . Stuart Hannon
Chief Engineer . . . . . Ralph Mifflin

Coverage

Population—Primary	438,500
Radio Homes— "	123,900

Source: Station estimate.

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K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1490 Kc. POWER: 250 watts. 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.

Personnel

President . . . . . Harris Ellsworth
General Manager . . . . . M. H. Pengra
Sales Manager-Chief Announcer . . . . Max Frye
Program-Musical Director . . . . Gilbert Walters
Production Manager . . . . . Bill Thomas
Chief Engineer . . . . . Henry Chandler, Jr.

Coverage

Population—Primary	80,843
Radio Homes— "	16,650

Source: Field intensity survey; U. S. Census.

K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1390 Kc. POWER: 1000 watts. 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: 6:30 A.M. to 11:30 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President-General Manager . . . . . H. B. Read
Sales Promotion Manager . Earle W. Headrick
Program Director . . . . . Herb Johnston, Jr.
Publicity Director . . . . . Clarice Allport
Chief Announcer . . . . . Thomas Nelson
Chief Engineer . . . . . Albert Jacobson

Coverage

Population—Primary	86,000
Radio Homes— "	17,000
Population—Secondary	100,000
Radio Homes— "	19,000

Source: Station survey.

Representative

John Blair & Co.

260

ISSUES
A YEAR
ON THE
DESKS OF
ALL RADIO
EXECUTIVES

RADIO DAILY

www.americanradiohistory.com

PENNSYLVANIA

Population 9,900,180 — Number of Radio Homes 2,262,760

Number of Families 2,514,736 — Auto Registrations 2,142,282

For 1940 Census data, please turn to page 274

WCBA-WSAN

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511. NEW YODK OFFICE: 30 Rockefeller Plaza, New York, N. Y. PHONE: CIrcle 7-0228. 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
Program Director.....George Y. Snyder
Production Manager.....George DePoe
Chief Engineer.....Wm. A. McCutcheon

Coverage

Population—Primary	343,859
Radio Homes— "	61,000
Population—Secondary	917,000
Radio Homes— "	300,000

Source: Mail response analysis.

WFBG

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE:

MASON DIXON RADIO GROUP

One of the Best "Spot Buys" in Radio
Every Station In A Good Market!

WDEL Wilmington, Del.
WORK York, Penna.
WGAL Lancaster, Penna.
WKBO Harrisburg, Penna.
WAZL Hazleton, Penna.
WEST Easton, Penna.
WILM Wilmington, Del.

Address: 8 West King Street, Lancaster, Pennsylvania

Represented Nationally—PAUL H. RAYMER CO.
New York • Chicago • San Francisco • Los Angeles

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6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief Engineer.....George Burgoon

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

Headley-Reed Co.

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WCED *

DU BOIS—EST. 1941

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Tri-County Broadcasting Co. OPERATED BY: Tri-County Broadcasting Co. BUSINESS ADDRESS: Du Bois. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Du Bois Courier Express.

Personnel

President .....H. T. Grey
Vice-President.....W. B. Ross
Secretary.....Jason S. Grey
Treasurer.....L. F. Mohney
Station Manager.....Ben Webster

*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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WEST

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1400 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 Executive.....Clair R. McCullough
Station 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.

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WERC *

ERIE—EST. 1941

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

Personnel

President.....Jacob A. Young
Secretary.....William P. Sengal
Treasurer.....B. Walker Sennett

*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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WLEU

ERIE—EST. 1935

NBC—(BLUE)
PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1450 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 AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 9:45 A.M. to 12:00 P.M. (119 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Leo J. Omelian
General Manager.... V. Hamilton Weir
Program Director..... ... James Hamilton
Publicity Director.....Raymond Boley
Chief Announcer.....Kenneth Weber
Musical Director.....Anthony Conti
Chief Engineer .....Harold Roess

Coverage

	Daytime	Evening
Population—Primary ...	400,000	250,000
Radio Homes— "	100,000	82,500

Source: Station survey.

www.americanradiohistory.com

WIBG

GLENSIDE—EST. 1925

FREQUENCY: 990 Kc. POWER: 1000 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: 7:00 A.M. to local 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
Production Manager-Musical Director, Douglas Arthur
Publicity Director.....Rupe Werling
Chief Engineer.....John H. Henninger

Coverage

Population—Primary	3,000,000
Radio Homes— "	691,000
Population—Secondary	5,500,000
Radio Homes— "	1,330,000

Source: Station survey.

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WHJB

GREENSBURG—EST. 1934

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: 7:30 A.M. to local sunset.

Personnel

President.....H. J. Brennen
Station Manager.....George J. Podeyn
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.

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WSAJ

GROVE CITY—EST. 1922

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: 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

President.....W. C. Ketler
Station Manager.....H. W. Harmon
Program Director.....Rea G. Walters
(Non-Commercial Station)

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WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 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
Sales Promotion-Publicity Manager.....Dick Redmond
Local Sales Representative....R. A. Maxwell
Production Director.....E. K. Smith
Chief Engineer.....R. S. Duncan

Representative

John Blair & Co.

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WKBO

HARRISBURG—EST. 1927

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1230 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 Executive.....Clair McCullough
Station Manager.....C. G. Moss
Program Director.....David Bennett

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.

www.americanradiohistory.com

WAZL

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1450 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 Executive ..... Clair R. McCullough
Station Manager ..... V. C. Diehm
Program Manager ..... Thomas Tito
Publicity Director ..... Kathryn Kahler

Coverage

	Daytime	Evening
Population—Primary	567,890	373,639
Radio Homes— " ...	116,813	71,015

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

Representative

Paul H. Raymer Company

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WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 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: 7:30 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

President ..... Walter W. Krebs
Station Manager ..... J. C. Tully
Program Director ..... J. P. Foster
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.

Representative

Headley-Reed Co.

WGAL

LANCASTER—EST. 1922

NBC (RED and BLUE)
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1490 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 Executive ..... Clair R. McCullough
Station 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

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WKST

NEW CASTLE—EST. 1938

QUAKER STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc., BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5030-5051. STUDIO ADDRESS: Cathedral Bldg., New Castle; Lawrence Ave., Ellwood; Westminster College, New Wilmington. TRANSMITTER LOCATION: Old Pittsburgh Rd. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... S. W. Townsend
Station Manager ..... A. W. Graham
Commercial-Sales Promotion Manager. Herbert S. Kirk
Publicity Director ..... Ray Wallace
Chief Announcer ..... Carl Bates
News Editor ..... Ken Eggleston
Chief Engineer ..... Robert Emch

Coverage

	Daytime	Evening
Population—Primary ..	922,791	352,013
Population—Secondary .	3,391,018	322,441

Source: U. S. Census; field intensity measurements.

www.americanradiohistory.com

WKPA

NEW KENSINGTON—EST. 1940

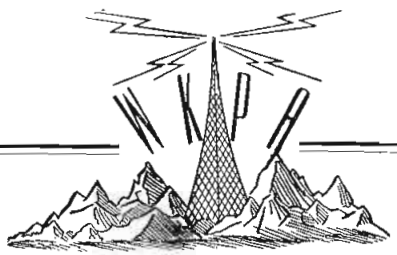
FREQUENCY: 1150 Kc. POWER: 250 watts. OWNED BY: Allegheny-Kiski Broadcasting Co. OPERATED BY: Allegheny-Kiski Broadcasting Co. BUSINESS ADDRESS: 810 Fifth Ave. PHONE: 3533. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gassmere Heights, East Deer Township. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....C. Russell Cooper
Station Manager.....Ed Kroen
Program Director.....Willard Fraker
Chief Announcer.....James Williams
Chief Engineer.....Henry Mattingly

Representative

Cox & Tanz



Allegheny-Kiski Broadcasting Co.
NEW KENSINGTON
PENNSYLVANIA
250 W.
•
Right in the Heart
of the
Rich Industrial
and
Commercial Area
•
U. P. News Service
WKPA
Nat. Rep. COX & TANZ

WIBG

PHILADELPHIA

(For station listing see Glenside, Pa.)

•

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1060 Kc. POWER: 50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. (137 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

WESTINGHOUSE RADIO STATIONS

President.....George H. Bucher
Vice-President.....Walter Evans
Manager of Broadcasting.....Lee B. Wailes
Assistant to Manager of Broadcasting, Joseph E. Baudino
Auditor.....Frank A. Logue
Advertising and Publicity Manager, George A. Harder
Program Supervisor.....Gordon Hawkins
Sales Manager.....Griffith Thompson
Director of International Shortwave Activities, F. P. Nelson
Assistant to Auditor.....Francis C. Davis

KYW PERSONNEL

Station Manager.....Leslie Joy
Program Manager.....James P. Begley
Sales Prom.-Advertising Manager L. B. Beeuwkes
Sales Manager.....B. A. McDonald
Publicity Director.....J. A. Aull
Plant Manager.....E. H. Gager
Auditor-Personnel Manager.....A. H. Bates

*Coverage**

*Station recently went to 50,000 watts and new coverage data was not available at time of going to press.

Representative

National Broadcasting Co.

www.americanradiohistory.com

WCAU

The only clear channel station covering the Philadelphia market.

50,000 watts in ALL directions

www.americanradiohistory.com

WCAU

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 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: Same. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 20 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager.....Dr. Leon Levy
Commercial Manager.....Alex Rosenman
Director of Programs.....Stan Lee Broza
Special Events and Promotion Manager, Joseph T. Connolly
Director of Copyrights.....Peggy Lowrey
Publicity Director.....Kenneth W. Stowman
Musical Director.....Joey Kearns
Technical Director.....John G. Leitch

Coverage

Population—Primary	5,037,000
Radio Homes— "	1,182,010
Population—Secondary	3,019,400
Radio Homes— "	642,620

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)

•

WDAS

PHILADELPHIA—EST. 1922

FREQUENCY: 1400 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. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Secretary-Treasurer & Commercial Manager .....A. W. Dannenbaum, Jr.
Program Director.....Harold Davis
Sales Promotion Manager.....Jerry Stone
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

*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.

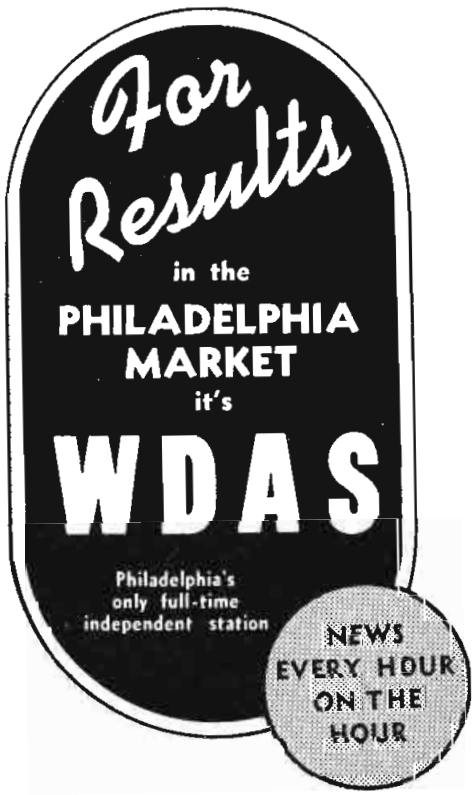
•

WFIL

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)
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: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated.



www.americanradiohistory.com

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66⅔% OF DAY & NIGHT

WRITE FOR

"NIGHT AND DAY"

A survey of radio listening habits in the Philadelphia area

As reported by C. E. HOOPER, INC.

WFIL

560 ON YOUR DIAL

NBC BLUE • KEY STATION QUAKER NETWORK

REPRESENTED BY EDWARD PETRY & CO., INC.

www.americanradiohistory.com

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger W. Clipp
Assistant General Manager.....Fred Dodge
Sales Manager.....John E. Surrick
Sales Promotion Manager...William E. Caskey
Program Director.....James Allen
Musical Director.....Norman Black
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.

WHAT

PHILADELPHIA—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Philadelphia Record. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Philadelphia Record. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....J. David Stern
General Manager.....Milton Laughlin
Program Director.....Sam Serota

WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

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: Bellmawr, N. J. 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
Production Manager.....Edward Wallis
Sales Promotion Manager.....Robert Horn
Director of Sports.....Stony McLinn
News Editor.....Edward Mayer
Musical Director.....Joe Frasetto
Technical Supervisor.....Clifford C. Harris

*Coverage**

Population—Primary 3,130,134
Radio Homes— " *1,784,546
Population—Secondary 4,305,478

* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

Representative

Radio Advertising Corp.

(See Page 544)

WPEN

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 1528 Walnut St. PHONE: Pennypacker 9490, Race 4006. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Arthur Simon
Program Director.....Thomas B. Smith
Musical Director.....Joseph Fransoza
Chief Engineer.....Charles Burtis

Coverage

No exact figures available at time of going to press.

(See Page 546)

WTEL

PHILADELPHIA—EST. 1925

FREQUENCY: 1340 Kc. POWER: 250 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

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 1020 Kc. POWER: 50,000 watts. OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. BUSINESS ADDRESS: 1619 Walnut St., Philadelphia. STUDIO ADDRESS: Grant Bldg. PHONE: Grant 4200. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. (117 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

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IT'S HUMAN TO AIR!

ESPECIALLY, MR. ADVERTISER

WHEN YOU HAVE THE

TREMENDOUS POTENTIAL AUDIENCE

OF

7,435,612

✓ —61.2% RENEWALS (in 1941)

✓ —MUTUAL BROADCASTING SYSTEM

✓ —24 HOURS A DAY

✓ —5,000 WATTS

NOW — A "MUST" BUY IN PHILADELPHIA

WIP

610 KILOCYCLES

Edward A. Davies
Sales Director

35 South Ninth Street
Phone: Walnut 6800

www.americanradiohistory.com

Personnel

President.....G. H. Bucher
General Manager.....James B. Rock
Sales Manager.....W. E. Jackson
Publicity Director.....John M. Cooper
Program Manager.....George Heid
Promotion Manager.....W. B. McGill
Office Manager.....D. F. Dickson
Chief Announcer.....Wilbur C. Sutherland
Traffic Manager.....G. Dare Fleck
News Editor.....Lloyd G. Chapman
Special Events Director.....Robert Shield

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— " ..	201,600	770,200

Source: NBC Statistical Department.

Representative

National Broadcasting Co.

KQV

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1410 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.....E. S. Wasser
Commercial & Advertising Manager.....R. M. Thompson, Sr.
Chief Announcer.....J. Herbert Angell
Publicity Director.....John Howard
Chief Engineer.....Walter W. McCoy

Coverage

Radio Homes— " 262,265
Source: Field intensity survey; Joint Committee.
Population—Primary 2,582,669
Radio Homes— " 582,218
Population—Secondary 1,120,550

Representative

William G. Rambeau Co.

WCAE

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1250 Kc. POWER: 5000 watts. 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.....Willard Schroeder
Sales Promotion Manager.....Jim Murray
Chief Announcer.....Bob Donley
Continuity Director.....Phil Davis
Production Manager.....Dave Olson
Program Manager.....R. Clifton Daniel
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz

Coverage

	Daytime	Evening
Population—Primary	2,720,494	2,602,669
Radio Homes— "	552,600	527,630
Population—Secondary ..	2,201,390	1,471,733
Radio Homes— " ..	455,960	298,920

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

International Radio Sales

WJAS

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 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: 1459 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.

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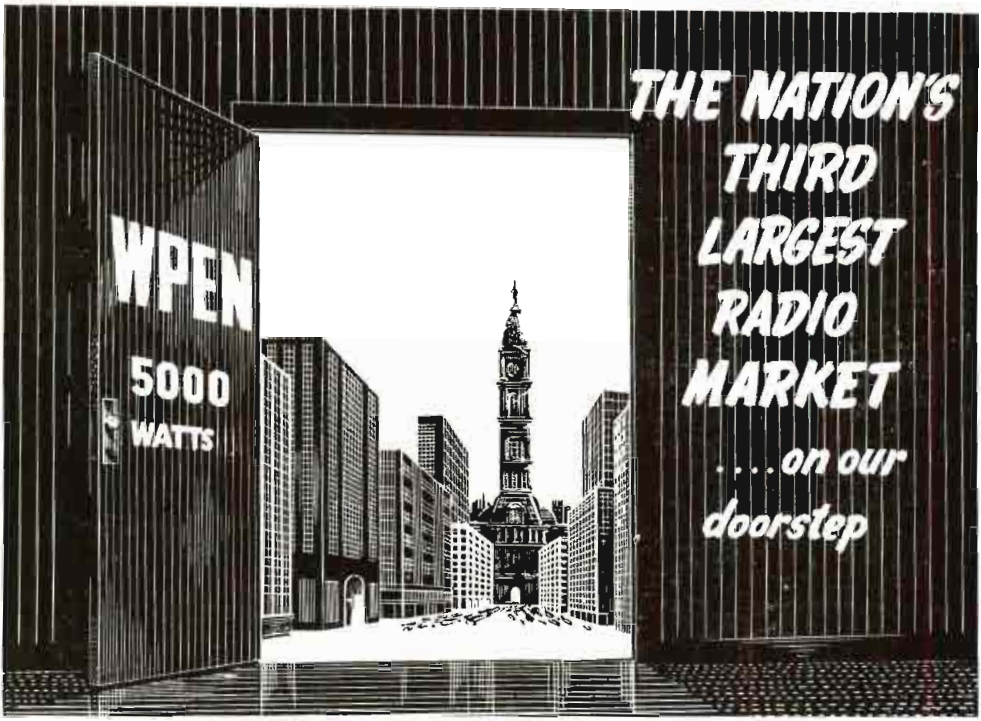

and a more powerful station to cover it

Philadelphia — the City of Homes — stands unique among America's metropolitan centers. More homes per square mile, more families listening for your message. Average American families who eat, sleep and BUY in Philadelphia. WPEN serves this market seven days a week, with family programs. Meet our families and their neighbors. Buy WPEN . . . Open the doors of Philadelphia — the City of Homes.

WM. PENN BROADCASTING CO.

WPEN

Atop: 1528 Walnut Street, Philadelphia
950 on your dial

www.americanradiohistory.com

WWSW

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp. 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: 24 hours daily. 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
Production Manager ..... John Davis
Artists' Bureau Head ..... Marie Wilk
Chief Announcer ..... Ray Schneider
Chief Engineer ..... Henry R. Kaiser

Coverage

	Daytime	Evening
Population—Primary	1,250,000	1,000,000
Radio Homes— "	361,000	345,000

Source: Field intensity survey.

Representative

Cox & Tanz

•

WEEU

READING—EST. 1931

NATIONAL BROADCASTING CO.

FREQUENCY: 850 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 ..... Robert Magee

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.

WRAW

READING—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 250 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 ..... Arthur W. Chafey

Representative

George P. Hollingbery Co.

•

WARM

SCRANTON—EST. 1940

MUTUAL BROADCASTING SYSTEM
QUAKER NETWORK
PENNSYLVANIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Union Broadcasting Co. OPERATED BY: Union Broadcasting Co. BUSINESS ADDRESS: Select Bldg. PHONE: 4-1148. STUDIO ADDRESS: Select Bldg. TRANSMITTER LO-

for HOT sales

USE

WARM

MUTUAL BROADCASTING SYSTEM

SCRANTON, PENN.

"the STATION that is LISTENED to in NORTHEASTERN PENNSYLVANIA."

www.americanradiohistory.com

CATION: 721 N. Blakely St., Dunmore, Pa. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager...Martin F. Memolo
Station Director.....Joseph Dobbs
Commercial Manager.....George Field
Program Director.....Hal Barton
Musical Director.....Edward Cusido
Chief Engineer.....Adolph Oschmann

Coverage

Population—Primary	922,384
Radio Homes— "	118,782
Population—Secondary	1,284,000
Radio Homes— "	284,000

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

Furgason & Walker, Inc.

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 910 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.....John Groller
Chief Announcer.....Bill Pierce
Chief Engineer.....Kenneth R. Cooke

Coverage

	Daytime	Evening
Population—Primary	868,805	833,287
Radio Homes— "	175,813	167,665
Population—Secondary	1,998,123	1,605,522
Radio Homes— "	418,562	332,465

Source: Field strength survey and mail response analysis.

Representative

John Blair & Co.

WQAN

SCRANTON

FREQUENCY: 910 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

(Non-Commercial Station)

WPIC

SHARON—EST. 1938

FREQUENCY: 790 Kc. POWER: 1000 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 4113. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 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	1,327,622
Radio Homes— "	309,350
Population—Secondary	5,433,221
Radio Homes— "	1,326,017

Source: Station survey; U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

WKOK

SUNBURY—EST. 1933

QUAKER NETWORK

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sunbury Broadcasting Co. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. H. Haddon
Secretary-Treasurer.....B. A. Beck
Station Manager.....Melvin Lahr
Chief Announcer.....Reg Merridew
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

www.americanradiohistory.com

Coverage

Population—Primary 141,146
Radio Homes— " 31,725
Source: Field intensity measurements based on 100 watts.

Representative

Cox & Tanz

WMBS

UNIONTOWN—EST. 1937
QUAKER NETWORK

FREQUENCY: 590 Kc. POWER: 1000 watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Fayette Title & Trust Bldg. PHONE: 800. STUDIO ADDRESS: Fayette Title Trust Bldg. TRANSMITTER LOCATION: Burgess Field. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press, International News Service. 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
Program Director.....Mary Lucius
Production Manager.....Louis R. Bennett
Chief Announcer.....Charles Underwood
Publicity Director.....Bill Fields
Musical Director .....Sullivan Sages
Chief Engineer .....Kenneth M. Meredith

Coverage

	Daytime	Evening
Population—Primary	3,271,936	1,417,382
Radio Homes— "	683,715	281,142

Source: Field intensity measurements; U. S. Census; Joint Committee.

WBAX

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: Northeastern Pennsylvania Broadcasters, Inc. BUSINESS ADDRESS: 141 So. Main. PHONE: 3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 7:00 A.M. to 3:00 A.M. (140 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Hal Seville
Sales and Sales Promotion Manager, Jones Evans
Commercial Manager.....Norman McHugh
Program Director-Chief Announcer, Ken Beghold
Production Manager.....Richard Mawson
Chief Engineer.....Robert Love

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: 1340 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: 142 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Station Manager.....Louis G. Baltimore
Commercial Manager.....S. R. Baltimore
Sales Manager.....A. C. Baltimore
Program Director.....Franklin D. Coslett
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: 1400 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. 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: World Broadcasting System, Standard Radio.

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

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Program Director.....Irving A. Berndt, Jr.
Office Manager.....Alys Kramer
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

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

FREQUENCY: 1350 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 Executive.....Clair R. McCullough
Station Manager.....Robert Gulick
Commercial Manager.....Harold Miller
Program Director.....Otis Morse
Publicity Director.....Wilhelmenia Hollinger

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 713,346 — Number of Radio Homes 173,450

Number of Families 187,795 — Auto Registrations 186,188

For 1940 Census data, please turn to page 275

WFCI

PAWTUCKET-PROVIDENCE

—EST. 1941

FREQUENCY: 1420 Kc. POWER: 1000 watts. OWNED BY: Pawtucket Broadcasting Co. OPERATED BY: Pawtucket Broadcasting Co. BUSINESS ADDRESS: 450 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lonsdale. R. I. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sundays, 9:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Chief Engineer.....Howard W. Thornley
Treasurer.....Frank F. Crook
Station Manager.....W. Paul Oury
Commercial Manager.....T. F. Allen

Coverage

Population—Primary	519,496
Radio Homes— "	121,450
Population—Secondary	327,187
Radio Homes— "	77,290

Source: Field intensity measurements; Joint Committee; U. S. Census.

WEAN

PROVIDENCE—EST. 1922

NBC-MBS-YANKEE & COLONIAL

FREQUENCY: 790 Kc. POWER: 5000 watts. 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
Program-Publicity Director.....Rose M. Powers
Production Manager.....Donald Morton
Musical Director.....Marion Thomas
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.

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WJAR

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Providence. 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.

Personnel

President.....Mortimer L. Burbank
Station Manager.....John J. Boyle
Chief Engineer.....Thomas Prior

Coverage

	Daytime	Evening
Population—Primary	1,155,016	884,387
Radio Homes— "	257,360	195,330
Population—Secondary ..	1,321,000	202,000
Radio Homes— " ..	297,000	45,000

Source: Field intensity survey based on 1000 watts power.

Representative

Weed & Co.

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: 15 Chestnut St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wampanoag Trail, East Providence. TIME ON THE AIR: 130½ hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....William S. Cherry, Jr.
Station Manager.....William T. Brush
Commercial Manager.....Harvey Carter
Program Director.....H. William Koster
Publicity Director.....Albert C. Rider
Musical Director.....Edwin F. Drew

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.

NEW in New England!

WFCI

• 1,000 WATTS—FULL TIME •

A Good Buy
in New England's
2nd Largest Market

PAWTUCKET BROADCASTING CO., INC.
Studios & Offices: 450 Main St.
PAWTUCKET RHODE ISLAND

• PROVIDENCE
• PAWTUCKET
• WOONSOCKET
• NEWPORT

and contiguous territory (R. I.—Mass.—Conn.) with a totol populotion of over

1,000,000

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SOUTH CAROLINA

Population 1,899,804 — Number of Radio Homes 222,170

Number of Families 434,557 — Auto Registrations 318,300

For 1940 Census data, please turn to page 275

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 250 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
Sales Promotion Manager ..... G. Paul Browne
Program-Musical Director ..... Dan Ferguson
Production Manager ..... George Crawford
Artists Bureau Head ..... Edith Hall
Publicity Director ..... Helen Hall
Chief Announcer ..... Bill Codding
Chief Engineer ..... Robert L. Easley

Coverage

	Daytime	Evening
Population—Primary	519,500	306,000
Radio Homes— "	57,090	30,810

Source: Station survey.

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts. 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: Windermere, S. C. TIME ON THE AIR: Sundays—8:00 A.M. to 12:00 Midnight; daily—6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager ..... J. M. Rivers
Program Director ..... Charles McMahon
Sales Manager ..... Roland Weeks
Program Director ..... Charles McMahon
Musical Director ..... Thomas L. Means
Publicity Director ..... Phil Sutterfield
Chief Engineer ..... J. M. Weaver

Coverage

Population—Primary	352,871
Radio Homes— "	40,000
Population—Secondary	123,899
Radio Homes— "	14,190

Source: Field intensity survey and mail response analysis.

Representative

Free & Peters, Inc.

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: Atlantic Coast Broadcasting Co. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: 134 Meeting St. PHONE: 2-2961. STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily; 16 hours, Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President ..... R. M. Manigault
Station Manager ..... William D. Workman, Jr.
Commercial Manager ..... W. P. Speight
Program Director ..... C. Wylie Calder
Director of Women's Programs, Meredith Smith
Musical Director ..... Kenneth Dent
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.

W C O S

COLUMBIA—EST. 1939

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 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: 230 Senate St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

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Personnel

President.....A. B. Langley
General Manager.....Roy A. Powell
Program Director.....J. Olin Tice
Publicity Director.....W. C. Bockman
Chief Announcer.....Hanirick
Musical Director.....Virginia Hook
Chief Engineer.....Charles A. Thoman

Coverage

Population—Primary	425,916
Radio Homes— "	76,450
Population—Secondary	301,656
Radio Homes— "	61,640

Source: Station survey.

Representative

International Radio Sales

WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts. 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—6:30 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.....W. Frank Hipp
Station Manager.....G. Richard Shafto
Commercial Manager.....J. D. Saumenig
Program Director.....Floyd D. Rodgers, Jr.
Production Manager-Publicity Director, Loren L. Watson, Jr.
Chief Announcer-Musical Director..Allyn Corris
Chief Engineer.....Scott Helt
Chief Control Engineer.....Herbert Eidson, Jr.

Coverage

	Daytime	Evening
Population—Primary	692,585	337,575
Radio Homes— "	76,140	38,859
Population—Secondary ..	1,040,817	569,067
Radio Homes— " ..	389,600	58,659

Source: Field intensity and mail response analysis.

Representative

Free & Peters, Inc.

WOLS

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1230 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: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

President-Station Manager.....O. Lee Stone
Commercial-Sales Promotion Manager, H. Russ Holt
Program Director.....Willard I. Miller
Chief Announcer.....R. O. Dorsey
Chief Engineer.....Robert M. Wallace

Coverage

Population—Primary	66,999

Source: Field intensity survey.

WFBC

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 watts. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 600. PHONE: 362-3. STUDIO ADDRESS: Poinsett Hotel. 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.

Personnel

President .....B. H. Peace, Jr.
Station Manager .....B. T. Whitmire
Commercial Manager.....W. H. Clews
Sales Promotion Manager.....Lee Parsons
Program Director.....Charles Batson
Production Manager.....Jim Reid
Musical and Publicity Director..James Dawson
Chief Engineer.....W. C. Etheredge

Coverage

	Daytime	Evening
Population—Primary	887,190	954,994
Radio Homes— "	92,100	96,100
Population—Secondary ..	954,994	1,596,501
Radio Homes— " ..	96,100	187,800

Source: U. S. Census.

Representative

Weed & Co.

WMRC

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Textile Broadcasting Co. OPERATED BY: Textile Broadcasting Co. BUSINESS ADDRESS: P. O. Box No. 1499. PHONE: 5730. STUDIO ADDRESS: 400 Mayberry St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 123 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

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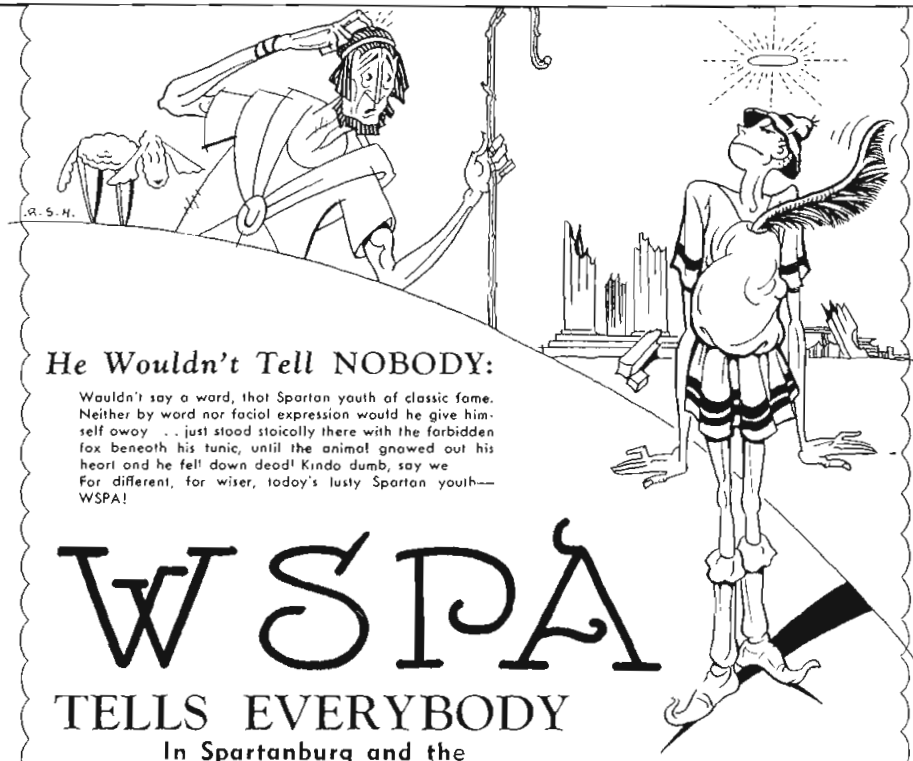

He Wouldn't Tell NOBODY:

Wouldn't say a word, thot Spartan youth of classic fame. Neither by word nor facial expression would he give himself owoy . . just stood stoically there with the forbidden fox beneath his tunic, until the animal gnawed out his heart and he fell down dead! Kindo dumb, say we For different, for wiser, today's lusty Spartan youth— WSPA!

WSPA

TELLS EVERYBODY

In Spartanburg and the Prosperous Piedmont Carolinas

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales. WSPA is a CBS regional station has a favorable frequency **5000 watts day** and **1000 watts night.** Within WSPA's primary area are 650,000 persons in the high wage bracket 72.9% white. Spartanburg, new home of U. S Army cantonment with 20,000 men representing a $1,000,000.00 monthly payroll . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is Schedule WSPA!

920 KC WSPA CBS

Established 1929
South Carolina's FIRST Radio Station

SPARTANBURG

SOUTH CAROLINA

HOWARD H. WILSON CO. . . . National Sales Representative

www.americanradiohistory.com

Personnel

President.....Robert A. Jolly
Station Manager.....Dan Crosland
Commercial Manager.....Alan Wanamaker
Program Director.....Glenn Adams
Chief Announcer.....Bill Hinn
Chief Engineer.....Edward Day

Coverage

Population—Primary	402,762
Radio Homes— "	50,610
Population—Secondary	250,124
Radio Homes— "	27,285

Source Station survey.

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WMDF *

GREENWOOD

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Grenco, Inc. OPERATED BY: Grenco, Inc. BUSINESS ADDRESS: Greenwood. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

* Station was licensed to operate under a construction permit at time of going to press

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WORD

SPARTANBURG—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Spartanburg Advertising Co. OPERATED BY: Spartanburg Advertising Co. BUSINESS ADDRESS: 155 South Liberty St. PHONE: 2901. STUDIO ADDRESS: 155 Liberty St. TRANSMITTER LOCATION: 2½ miles northeast of Spartanburg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. B. Taylor
Vice-President and General Manager, Walter J. Brown
Commercial Manager.....J. W. Kirkpatrick
Program Director-Chief Announcer, James Waldrop
Production Manager.....Roger Shaffer
Publicity Director.....T. E. Horton
Public Relations Director.....Chas. O. Hearon
Chief Engineer.....Ralph S. Bennett

Coverage

	Daytime	Evening
Population—Primary	125,000	45,000
Radio Homes— "	16,700	5,000
Population—Secondary	215,216	132,000
Radio Homes— "	28,000	17,100

Representative

Howard H. Wilson Co.

WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Spartanburg Advertising Co. OPERATED BY: Spartanburg Advertising Co. BUSINESS ADDRESS: 155 South Liberty St. STUDIO ADDRESS: 155 Liberty St. PHONE: 2900. TRANSMITTER LOCATION: 2½ miles northeast of Spartanburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....A. B. Taylor
Vice President-General Manager, Walter J. Brown
Commercial Manager.....Thad E. Horton
Production Manager.....Roger Shaffer
Program Director.....Sterling Wright
Artists' Bureau Head-Chief Engineer, Ralph S. Bennett
Public Relations Director....Charles O. Hearon

Coverage

Population—Primary	646,000
Radio Homes— "	79,270
Population—Secondary	835,600
Radio Homes— "	111,840

Source: U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

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WFIG

SUMTER—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Julius S. Brody. OPERATED BY: Julius S. Brody. BUSINESS ADDRESS: 39 Main St. PHONE: 39. STUDIO ADDRESS: 39 N. Main St. TRANSMITTER LOCATION: Highway 76. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner.....Julius S. Brody
Station Manager.....T. Doug Youngblood
Program Director-Chief Engineer, John Sherman
Musical Director.....Graham Caddell
Chief Engineer.....Rex Houser

Coverage

Population—Primary	128,031
Radio Homes— "	14,250
Population—Secondary	128,708
Radio Homes— "	17,975

Source: Station survey.

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SOUTH DAKOTA

Population 642,961 — Number of Radio Homes 132,010
Number of Families 165,113 — Auto Registrations 193,615

For 1940 Census data, please turn to page 276

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 5000 watts. 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: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press. 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-Publicity Director R. Thompson Mabie
Chief Announcer ..... E. L. Weeks
Chief Engineer ..... Delbert Hunt

Coverage

	Daytime	Evening
Population—Primary	254,044	117,744
Radio Homes— "	59,080	29,436
Population—Secondary	292,400	159,642
Radio Homes— "	68,000	39,913

Source: Field intensity measurements.

Representative

Weed & Co.

K F D Y

BROOKINGS—EST. 1923

FREQUENCY: 790 Kc. POWER: 1000 watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M. except Sundays (9 hours weekly).

Personnel

Station Manager ..... Jack Towers
Chief Engineer ..... W. H. Gamble

(Non-Commercial Station)

K G F X

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: 351. 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
Chief Engineer ..... Robert H. Dye
Population—Primary 227,086
Radio Homes— " 43,560
Population—Secondary 454,000
Radio Homes— " 87,000

Source: Mail response survey.

Cox & Tanz

K O B H

RAPID CITY—EST. 1936

FREQUENCY: 1400 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: 2½ miles east of Rapid City. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 5:00 P.M. (101 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President ..... C. A. Quarnberg
Vice-President-Managing Director, Robert J. Dean
Commercial Manager-Publicity Director, George E. Bruntlett
Program Director-Chief Announcer, Harry Turner
News Editor ..... Alvin Arnold
Director of Women's Programs, Myrtle Robinson
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.

www.americanradiohistory.com

WCAT

RAPID CITY—EST. 1921

FREQUENCY: 1230 Kc. POWER: 250 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. NEWS SERVICE: Associated Press (non-Commercial).

Personnel

President.....J. P. Connolly
Station Manager.....C. M. Rowe
Chief Announcer.....Roland Groethe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

(Non-Commercial Station)

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KELO

SIOUX FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1230 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; Sundays, 9:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President and Station Manager.....Joseph Henkin
Vice-President-Promotion Manager, S. Fantle, Jr.
Assistant Manager-Sales Director, George R. Hahn
Vice-President and Program Manager, Morton Henkin
Publicity Director.....Bill Rohn
Traffic Manager.....Evans Nord
Chief Engineer.....Max Staley

Representative

Howard H. Wilson & Co.

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KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 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, Standard Radio.

Personnel

President and Station Manager.....Joseph Henkin
Vice-President-Promotion Manager, S. Fantle, Jr.
Assistant Manager-Sales Director, George R. Hahn
Vice-President and Program Manager, Morton Henkin
Publicity Director.....Bill Rohn
Traffic Manager.....Evans Nord
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.

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KUSD

VERMILLION—EST. 1922

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSINESS ADDRESS: Union Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Science Bldg. TIME ON THE AIR: 17½ hours weekly.

Personnel

Student Director.....Ed LaGrave, Jr.
Chief Operator.....Kenneth Relf
Chief Engineer.....W. H. Jordan

(Non-Commercial Station)

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KWAT

WATERTOWN—EST. 1940

FREQUENCY: 1240 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: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

Personnel

Station Manager.....F. L. Bramble
Sales Manager.....Morris Wisott
Commercial Manager.....A. R. Kant
Program Director.....Dale E. Russell
Chief Announcer.....W. Lowell Pitt
Musical Director.....Dorothy Vadakin
Chief Engineer.....Sherrill Zimmerman

Coverage

Population—Primary	236,110
Radio Homes— "	76,618

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WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 443. STUDIO ADDRESS: Second and Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 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: Standard Radio, Lang-Worth.

Personnel

President.....Gardner Cowles, Jr.
Station Manager.....Robert R. Tincher
Commercial Manager.....Phil Hoffman
Program Director.....Arthur J. Smith
Sales Promotion Manager.....James G. Gies
Production Manager.....Herb Howard
Publicity Director.....Susan Taylor
Chief Announcer.....Arthur J. Smith
Musical Director.....Rex Hays
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

TENNESSEE

Population 2,915,841 — Number of Radio Homes 478,730

Number of Families 713,853 — Auto Registrations 421,400

For 1940 Census data, please turn to page 277

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

FREQUENCY: 1490 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 12:00 Midnight. (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager.W. A. Wilson
Commercial Manager.....Walter Pritchard
Artists Bureau Head.....Mary Abell
Program Director-Chief Announcer, Fey Rogers
Production Manager-Continuity Director, Harry S. Hudson
Publicity Director.....Bryn Mortenson
Chief Engineer.....Robert Smith

Coverage

	Daytime	Evening
Population—Primary	186,984	50,077
Population—Secondary .	506,108	...

Source: Station survey; U. S. Census; Joint Committee.

Representative

Burn-Smith Co.

WAPO

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1150 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. TRANSMITTER LOCATION: Rossville Blvd. TIME ON THE AIR: 126 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner.....W. A. Patterson
General Manager.....R. G. Patterson
Commercial Manager.....R. N. Krepps
Program-Publicity Director..Helen Patterson
Chief Announcer.....Bob Bosworth
Musical Director.....Jimmy Johnston
Chief Engineer.....B. B. Barnes

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Coverage

Population—Primary	167,500
Population—Secondary	110,700

Source: Station survey.

Representative

Headley-Reed Co.

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WDEV

CHATTANOOGA—EST. 1941

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Joe W. Engel. OPERATED BY: Joe W. Engel. BUSINESS ADDRESS: Volunteer Life Bldg. PHONE: 6-5664. STUDIO ADDRESS: Volunteer Life Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... Joe W. Engel
Station Manager ..... Fred Bugg
Commercial Manager ..... Ovelton Maxey
Program Director ..... Eugene Wilkey
Artists' Bureau Head ..... Rachel Morton
Chief Engineer ..... J. V. Sanderson

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WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hamilton National Bank Bldg. PHONE: 6-5117. STUDIO ADDRESS: Hamilton National Bank Bldg. TRANSMITTER LOCATION: Baylor School. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight (128½ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth.

Personnel

President-Station Manager, Norman A. Thomas
Commercial Manager ..... Carter M. Parham
Sales Promotion Manager ..... Clifford Bowers
Program Manager ..... D. W. McCurdy
Chief Announcer ..... Chuck Simpson
Musical Director ..... Bob Barrett
Chief Engineer ..... J. C. Vessels

Coverage

Population—Primary	669,867
Radio Homes— "	98,930
Population—Secondary	659,682
Radio Homes— "	89,510

Source: Mail response analysis and field intensity survey; Joint Committee.

Representative

Paul H. Raymer Company

WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHUB, Inc. OPERATED BY: WHUB, Inc. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS Cookeville. PHONE: 200. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Commercial Manager .. M. L. Medley
Station Manager ..... Bill Reeves
Artists' Bureau Head ..... Albert Brogdon
Publicity Director ..... Joe Mabry
Musical Director ..... Willene Huddleston
Chief Engineer ..... Charles R. Duke

Coverage

	Daytime	Evening
Population—Primary	108,661	65,196
Radio Homes— "	13,904	8,342
Population—Secondary	320,229	128,091
Radio Homes— "	71,162	28,464

Source: Station survey and estimate; U. S. Census; Joint Committee.

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WTJS

JACKSON—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 watts. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: 104-106 E. Baltimore St. PHONE: 3340. MAIN STUDIO ADDRESS: 104-106 E. Baltimore St. TRANSMITTER LOCATION: 2 miles south on Jackson Highway No. 45. OTHER STUDIOS: Union City, Milan, Humboldt, and Corinth, Miss. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Jackson Sun. NEWS SERVICE: United Press, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... C. E. Pigford
Station Manager ..... A. A. Stone
Sales and Sales Promotion Manager, A. B. Robinson
Program-Publicity Director ..... Leslie Brooks
Musical Director-Artists' Bureau Head, James Allen
Chief Announcer ..... Bill Winsett
Director of Women's Programs, Mrs. L. C. Merwin
Director of Religious Programs, Donald Haynes
Chief Engineer ..... B. C. Brummell

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Coverage

Population—Primary	286,422
Radio Homes— "	54,869
Population—Secondary	188,366
Radio Homes— "	41,922

Source: Mail response analysis and field intensity survey; U. S. Census.

Representative

The Branham Company

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WJHL

JOHNSON CITY—EST. 1938

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: WJHL, Inc. OPERATED BY: WJHL, Inc. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. and Bonny Kate Theater Bldg., Elizabethton, Tenn. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-Station Manager, W. Hans Lancaster
Business Manager.....W. Kenneth Matthews
Commercial Manager.....Ken Marsh
Program Director.....Henry Frick
Chief Engineer.....O. K. Garland

Representative

Radio Advertising Corp.

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WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
—BLUE RIDGE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Kingsport Broadcasting Co., Inc. OPERATED BY: Kingsport Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: East Kingsport. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Kingsport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. P. Edward, Jr.
Station Manager.....Jess Swicegood
Program Director.....Steve Douglas
Production Manager.....Haden Huddleston
Chief Engineer.....Gladman W. Upchurch

Coverage

	Daytime	Evening
Population—Primary	193,621	35,036
Radio Homes— "	29,060	6,540

Source: Station survey.

Representative

Weed & Company

WBIR *

KNOXVILLE—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: J. W. Birdwell. OPERATED BY: J. W. Birdwell. BUSINESS ADDRESS: Chamber of Commerce Bldg., 616 South Gay St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Knoxville. TIME ON THE AIR: 125 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager.....J. W. Birdwell
Commercial & Sales Promotion Manager.....John P. Hart
Program-Musical Director.....B. G. Barber, Jr.
Publicity Director.....Jean Doremus
Chief Announcer.....Joe Wheeler
Chief Engineer.....Edward W. McGinley

*Station was licensed to operate under a construction permit at time of going to press.

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WNOX

KNOXVILLE—EST. 1941

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 990 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. NEW YORK OFFICE: 230 Park Ave., New York, N. Y. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Anderson Road near Beverly. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Saturday, 5:00 A.M. to 1:00 A.M.; Sunday, 5:30 to 12:00 Midnight (133 hours weekly). NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Jack R. Howard
Vice-President-General Manager, R. B. Westergaard
Program Director.....Lowell Blanchard
Traffic Manager.....Walter Corning
Publicity Director.....C. B. Davis
Musical Director.....Jerry Collins
Cashier-Office Manager.....William Huggins
Chief Engineer.....J. B. Epperson

Coverage

	Daytime	Evening
Population—Primary	512,344	377,590
Radio Homes— "	75,840	57,560
Population—Secondary	724,423	491,652
Radio Homes— "	90,770	61,000

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

The Branham Co.

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WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 620 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holston Hills, 3 miles northeast of Knoxville. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sundays, 6:00 A.M. to 12:00 Midnight (132 hours weekly). NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....S. E. Adcock
Station Manager .....C. H. Frazier
Program Director.....John H. Reese
Chief Engineer .....Joe Wofford

Coverage

Population—Primary	580,000
Radio Homes— "	80,000
Population—Secondary	1,000,000
Radio Homes— "	150,000

Source: Field intensity survey and estimate; Department of Commerce; Joint Committee.

Representative

John Blair & Co.

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WHBQ

MEMPHIS—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station 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.....Gene Carr
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)

SOUTH CENTRAL QUALITY NETWORK

FREQUENCY: 790 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Memphis Publishing Co. OPERATED BY: Memphis Publishing Co. BUSINESS ADDRESS: Goodwyn Institute. PHONE: 8-7464. STUDIO ADDRESS: Goodwyn Institute. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 5:30 A.M. to 12:00 Midnight; Saturday, 5:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler, C. P. MacGregor.

Personnel

General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Local Sales Manager.....William H. Fielding
Chief Announcer.....Earl Moreland
Program Manager.....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

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WMPS

MEMPHIS—EST. 1925

NBC (BLUE)—MBS

FREQUENCY: 1460 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 (Scripps-Howard papers). TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

Personnel

President.....Jack R. 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.

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It's Results That Count!

What do you want your radio dollar to buy? Watts, towers, channels, talent . . . or results? If it's results you're after, then choose WSM!

Oh Yes, you'll get some watts . . . 50,000 of them (as many as any other station) on a clear channel with its large secondary. You'll get a tower, too . . . America's tallest.

But if you want results, study the above map. This is only one "success story" where a WSM advertiser got results . . . there are a lot more, and if it's *results* you're after, better send for them, today.

NASHVILLE, TENN. HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

www.americanradiohistory.com

WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 watts. 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: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

Owner-General Manager.....Hoyt B. Wooten

Coverage

Population—Primary	2,110,900
Radio Homes— "	348,500

Source: Field intensity survey.

Representative

The Katz Agency

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WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1510 Kc. POWER: 50000 watts. OWNED BY: J. T. Ward. OPERATED BY: WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 6-0161. 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, Lang-Worth, C. P. MacGregor.

Personnel

Owner.....J. T. Ward
Station and Sales Manager.....F. C. Sowell
Publicity Director.....Paul Oliphant
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

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WSIX

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1240 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: 18 hours daily; Sundays, 16 hours. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Associated Music Publishers, Davis & Schwegler.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.....Eugene S. Tanner
Program Director.....Roger N. Phillips
Publicity Director.....R. L. Chaudoin
Chief Announcer.....Joe H. Calloway, Jr.
Music Librarian.....Thomas J. MacWilliams
Chief Engineer.....B. E. Porter

Coverage

Population—Primary	265,525
Radio Homes— "	55,608
Population—Secondary	198,220
Radio Homes— "	32,711

Representative

Headley-Reed Co.

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WSM

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: Franklin, Tenn. TIME ON THE AIR: 127 hours weekly. NEWS SERVICE: International News Service; United Press (locally). TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

Executive Vice-President.....Edwin W. Craig
Station Manager.....Harry L. Stone
Local Sales Manager.....W. S. Dustin
Publicity Director.....Jack Harris
Program Director.....Jack Stapp
Artists' Bureau Head.....Ford Rush
Promotion Manager.....A. E. Gibson
Audience Relations Manager, George D. Hay
Musical Directors, Pietro Brescia, Beasley Smith
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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IT TAKES A

BIG LOOP

TO *Rope* TEXAS

For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York Chicago Kansas City San Francisco

www.americanradiohistory.com

TEXAS

Population 6,414,824 — Number of Radio Homes 1,137,210

Number of Families 1,674,828 — Auto Registrations 1,687,016

For 1940 Census data, please turn to page 278

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 6255 (for studio); 4030 (for transmitter). STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Ambler Ave. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (112 hours weekly). NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: United Press, from Texas State Network. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....M. B. Hanks
Vice-President & Managing Director.....Howard Barrett
General Manager.....Elliott Roosevelt
Secretary.....Athalene Gulley
Program Director-Artists' Bureau Head, Frank McIntyre
Chief Engineer.....Fred Hammond

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

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K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1230 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; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Ashland (Ky.) Independent. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

Personnel

President.....Gilmore N. Nunn
General Manager.....Earl R. Strandberg
Commercial Manager.....Howard Roberson
Program Director.....Harold Kimmell
Chief Announcer.....Leonard Johnson
Musical-Publicity Director.....Audre Lipscomb
Chief Engineer.....Howard Blaker

Coverage

	Daytime	Evening
Population—Primery	156,958	90,616
Radio Homes— "	35,611	18,000
Population—Secondary	244,885	61,100
Radio Homes— "	36,260	9,767

Source: U. S. Census; Joint Committee; mail response analysis.

Representative

John H. Perry Associates

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K G N C

AMARILLO—EST. 1924

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

FREQUENCY: 1440 Kc. POWER: 5000 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: Bellaire Park. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President.....O. L. Taylor
General Manager.....John Ballard
Assistant General Manager, Raymond Hollingsworth
Merchandising Manager.....James Stanberry
Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe

Coverage

Population—Primary	315,878
Radio Homes— "	58,960
Population—Secondary	562,933
Radio Homes— "	92,890

Source: Station survey; Joint Committee.

Representative

Howard H. Wilson Co.

(See Page 564)

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K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First and Tillery Sts. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. (114 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. M. Fentress
Station Manager.....Charles B. Meade
Program Director-Artists' Bureau Head, Pat Adelman
Publicity Director.....J. Mabel Clark
Chief Announcer.....Conrad Vernon
Musical Director.....Margaret Johnson
Chief Engineer.....James Lewis

Coverage

Population—Primary	240,000
Radio Homes— "	60,000
Population—Secondary	400,000
Radio Homes— "	100,000

Source: Station survey; U. S. Census.

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K T B C

AUSTIN—EST. 1939

FREQUENCY: 1150 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 hours; 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. B. Anderson
Station Manager.....Aubrey H. Escoe
Commercial Manager.....Charles Rider
Program Director.....Fred Caldwell
News Editor-Publicity Director..Merle McMurry
Director of Women's Programs...Irene Wayne
Chief Engineer.....Harry Slife

Coverage

Population—Primary	565,000
Radio Homes— "	187,000
Population—Secondary	885,000
Radio Homes— "	120,550

Source: Station survey: Joint Committee; 1940 U. S. Census.

K F D M

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: Beaumont. PHONE: 3882. STUDIO ADDRESS: Edson Hotel. TRANSMITTER LOCATION: Doucette and Grove Sts. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....C. W. Snider
General Manager.....C. B. Locke
Program Director.....Len Finger
Sales Promotion Manager.....Ed E. Carroll
Publicity Director.....Leon Taylor
Musical Director.....George W. Caldwell
Chief Engineer.....Leon Saye

Coverage

Population—Primary	972,629
Radio Homes— "	184,380

Source: Field intensity survey; U. S. Census; Joint Committee.

Representative

Howard H. Wilson Co.

•

K R I C

BEAUMONT—EST. 1939

FREQUENCY: 1450 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: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Mrs. J. L. Mapes
Station Manager.....Jack Neil
Sales Manager.....G. L. Kirk
Program Director.....Joe S. Trum
Chief Engineer.....Clements McDaniel

Coverage

	Daytime
Population—Primary	250,000
Radio Homes— "	71,400
Population—Secondary	500,000
Radio Homes— "	142,800

Source: Chamber of Commerce; station survey.

•

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Big Spring Herald Broadcasting

www.americanradiohistory.com

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: 16 hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Howard Barrett
General Manager.....Elliott Roosevelt
Station Manager.....Jack Wallace
Program-Musical Director.....Lou Palmer
Publicity Director.....Bill Parady
Chief Engineer.....J. B. Casey

Coverage

Population—Primary	120,600
Radio Homes— "	16,300
Population—Secondary	100,000
Radio Homes— "	15,400

Source: Joint Committee.

Representative

Texas State Network

•

K N E L

BRADY—EST. 1935

FREQUENCY: 1490 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).

Personnel

General Manager.....G. L. Burns
Commercial Manager.....John Sloane
Chief Announcer.....Norris Campbell
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

•

K G F I

BROWNSVILLE—EST. 1937

FREQUENCY: 1490 Kc. POWER: 250 watts. 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: 106 hours weekly.

Personnel

General Manager.....E. E. "Jack" Wilson
Commercial Manager.....Leonard W. Briggs
Publicity-Traffic Manager.....F. R. Wilson
Program Director.....Eloise Alexander
Chief Announcer.....Bill Simpson
Chief Engineer.....Willis Wilson

Representative

Cox & Tanz

•

K B W D *

BROWNWOOD—EST. 1941

FREQUENCY: 1350 Kc. POWER: 500 watts. OWNED BY: Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath d/b as Brown County Broadcasting Co. OPERATED BY: Brown County Broadcasting Co. BUSINESS ADDRESS: Brownwood. PHONE: 338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Brownwood Bulletin.

Personnel

President-Station Manager.....Wendell Mayes

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

•

W T A W

COLLEGE STATION—EST. 1921

FREQUENCY: 1150 Kc. POWER: 1000 watts (C.P. 1000 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. TIME ON THE AIR: Shares daytime hours with KTBC.

Personnel

Station Manager.....E. P. Humbert
Chief Engineer.....H. C. Dillingham

(Non-Commercial Station)

•

K E Y S *

CORPUS CHRISTI—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Earl C. Dunn and Charles Rossi d/b as Nueces Broadcasting Co. OPERATED BY: Nueces Broadcasting Co. BUSINESS ADDRESS: Corpus Christi. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Partners.....Charles Rossi, Earl C. Dunn

*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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KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

FREQUENCY: 1360 Kc. POWER: 1000 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. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....T. Frank Smith
Commercial Manager.....William Hewes

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.

•

KAND

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 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: 16½ hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Coverage

Population—Primary	*64,510
Radio Homes— "	39,030
Population—Secondary	*75,590
Radio Homes— "	49,310

*Families.

Source: Field intensity measurements; estimate.

•

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANSMITTER LOCATION: Garland. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. 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
Program Director.....Ruth Clem
Production Manager.....Roy George
Publicity Director.....Douglas Hawley
Chief Announcer.....J. W. Crocker
Musical Director.....Hyman Charninsky
Chief Engineer.....R. M. Flynn

Coverage

Population—Primory	3,276,943
Radio Homes— "	537,280
Population—Secondary	6,972,379
Radio Homes— "	1,155,260

Source: Field intensity measurements: 1940 U. S. Census.

Representative

The Branham Co.

•

WFAA

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Santa Fe Bldg. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Santa Fe Bldg. TRANSMITTER LOCATION: Near Grapevine, Texas. TIME ON THE AIR: WFAA-WBAP operated continuously 5:30 A.M. to Midnight (daily); 7:30 A.M. to Midnight (Sunday). NEWSPAPER AFFILIATION: The Dallas Morning News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. M. Dealey
Managing Director.....Martin Campbell
Station Manager.....Alex C. Keese
Sales and Promotion Manager..Irvin Gross
Program Director-Artists' Bureau Head, Ralph Nimmons
Publicity Director.....Norval Schneringer
Musical Director.....Karl Lampertz
Chief Announcer.....Hal Thompson
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.

(See Page 570)

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WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Municipal Bldg. PHONE: 3-6101. STUDIO ADDRESS: State Fair Grounds. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWS SERVICES: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director.....Charles B. Jordan
Commercial Manager.....Dale Drake
Program Director.....Pete Teddlie
Promotion-Merchandising Manager..Hal Smith
Program-Publicity Director and
Artists' Bureau Head.....Pete Teddlie
Production Manager-Chief Announcer,
Buddy Harris
Musical Director.....Murray Lambert
Chief Engineer.....D. J. Tucker

Coverage

	Evening
Population—Primary	2,400,412
Radio Homes— "	285,600

Source: Station survey.

KDNT

DENTON—EST. 1938

FREQUENCY: 1450 Kc. POWER: 250 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: 15½ hours daily. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Harwell V. Shepard
Sales Manager.....Herman Cecil
Program Director.....Bob Syler
Chief Engineer.....B. B. Honeycutt

Coverage

	Daytime	Evening
Population—Primary	714,000	75,000
Radio Homes— "	142,880	10,000

Source: Mail and telephone response analysis.

KFPL

DUBLIN—EST. 1924

FREQUENCY: 1340 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: Unlimited license.

Personnel

Owner.....C. C. Baxter

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: 2201 Wyoming St. PHONE: Main 2020. STUDIO ADDRESS: 2201 Wyoming St. TRANSMITTER LOCATION: Hemmett Blvd. TIME ON THE AIR: 121½ hours weekly. NEWSPAPER AFFILIATION: El Paso Times. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

Owner.....Dorrance D. Roderick
Station Manager.....Merle H. Tucker
Commercial Manager.....Larry A. Harris
Program-Musical Director.....H. Arthur Brown
Publicity Director.....William Jolesch
Chief Engineer.....Edward P. Talbott

Coverage

Population—Primary	172,559
Radio Homes— "	31,210

Source: Station estimate.

Representative

Howard H. Wilson Co.

KTSM

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1976. STUDIO ADDRESS: Paso Del Norte Hotel. PHONE: Main 3122. TRANSMITTER LOCATION: First Ave., near U. S. Highway No. 8. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Mrs. L. E. Bredberg
General Manager.....Karl O. Wyler
Sales Manager.....Willard E. Kline
Program Director.....Roy T. Chapman
Publicity Director.....Eric Munro
Chief Engineer.....E. L. Gemoets

Coverage

Population—Primary	153,000
Radio Homes— "	32,500
Population—Secondary	170,000
Radio Homes— "	37,000

Source: Station survey.

Representative

George P. Hollingbery Co.

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A Real Break for Timebuyers!

Three Stations

WFAA
50,000 Watts
800 kc.
NBC
Sharing Time with WBAP

KGKO
5,000 Watts
570 kc.
NBC

WBAP
50,000 Watts
800 kc.
NBC
Sharing Time with WFAA

Two Cities

DALLAS

FORT WORTH

One Centralized Management

GENERAL SALES OFFICE
UNDER DIRECTION OF
MARTIN CAMPBELL
BAKER HOTEL
DALLAS

It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

National Representatives { **WFAA-WBAP:** Edward Petry & Co., Inc.
KGKO: Free & Peters, Inc.

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K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1270 Kc. POWER: 5000 watts. OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: 1201 West Lancaster. STUDIO ADDRESS: 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122½ hours weekly). NEWS SERVICE: United Press.

Personnel

President .....Elliott Roosevelt
Secretary-Treasurer.....H. A. Hutchinson
General Manager.....Miss Jean Rabyor
Commercial Manager.....Fred L. Edwards
Program Director.....Helen Jane Behlke
Publicity Director.....Forest Clough
Musical Director.....George McCullough
Chief Engineer.....Ed L. Starnes

Coverage

Population—Primary	1,204,878
Radio Homes— "	240,600
Population—Secondary	1,468,700
Radio Homes— "	250,000

Source: Field intensity survey.

•

K G K O

FORT WORTH—EST. 1928

NBC—LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 watts. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts, Fort Worth; Santa Fe Bldg., Dallas. PHONES: Fort Worth 3-1234; Dallas 7-9631 and Central 1330. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight, daily; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram, Dallas Morning News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President .....Amon G. Carter
General Manager .....Harold V. Hough
Managing Director.....Martin Campbell
Station Manager.....George Cranston
Publicity Director.....Elbert Haling
Chief Announcer.....Frank Mills
Program Director.....Ed Lalley
Chief Engineer.....R. C. Stinson

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.

W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: Medical Arts Bldg. STUDIO ADDRESS: Same. 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. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager..George Cranston
Commercial Manager.....Jack Keasler
Program Director.....Ed Lally
Publicity Director.....Elbert Haling
Chief Announcer.....Frank Mills
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

Source: NBC Airea Study.

Representative

Edward Petry & Company

•

K L U F

GALVESTON—EST. 1922

FREQUENCY: 1400 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Geo. Roy Clough
Commercial and Sales Promotion Manager, C. V. Bracht
Program-Publicity Director.....H. D. Clough
Chief Engineer.....L. D. Clough

Coverage

	Daytime	Evening
Population—Primary	576,321	102,290

Source: Station survey.

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KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 950 Kc. POWER: 5000 watts. 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 (125 hours weekly). NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... W. P. Hobby
Station Manager ..... Kern Tips
Program Director ..... Jack McGrew
Publicity Director ..... Lois Cain
Musical Director ..... K. Burt Sloan
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: 1320 Kc. POWER: 5000 watts. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: 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

KXYZ

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. PHONE: Capitol 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 168 hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

Manager ..... T. F. Smith
Program Director ..... Charles Nethery
Chief Engineer ..... Gerald Chinski

Coverage

	Daytime	Evening
Population—Primary	820,581	800,539
Radio Homes— "	127,530	124,570
Population—Secondary	284,621	420,844
Radio Homes— "	51,380	65,730

Source: Mail response analysis; 1940 U. S. Census; Joint Committee.

Representative

The Branham Co.

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KSAM

HUNTSVILLE—EST. 1938

FREQUENCY: 1490 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: 7:00 A.M. to 5:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President ..... H. G. Webster
Station Manager ..... Kenneth Krug, Jr.
Program Director-Chief Announcer, James Jones
Chief Engineer ..... Jack Whitley

•

KOCA

KILGORE—EST. 1936

FREQUENCY: 1240 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.

Personnel

General Manager ..... Roy G. Terry

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K P A B

LAREDO—EST. 1938

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: P. O. Box 1120. STUDIO ADDRESS: 300 Loring Ave. PHONE: 1490. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Over 102 hours weekly.

Personnel

General Manager.....Mervel M. Valentine
Chief Announcer.....Dave Moody
Musical Director.....Adalaide Bunn
Chief Engineer.....Ed Schoeler

Coverage

	Daytime	Evening
Population—Primary	79,500	79,500
Radio Homes— "	15,081	15,081
Population—Secondary ..	45,300	20,000
Radio Homes— " ..	9,931	4,500

Source: Mail and phone survey; U. S. Census.

Representative

Forjoe & Company, New York

K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: P. O. Box 607. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: 1918 Marshall-Longview Road. TIME ON THE AIR: 6:30 A.M. to 11:05 P.M.; Sunday, 7:00 A.M. to 9:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor.

Personnel

President-General Manager....James R. Curtis

Coverage

	Daytime	Evening
Population—Primary	107,117	75,050
Radio Homes— "	26,779	18,762
Population—Secondary ..	240,937	93,267
Radio Homes— " ..	60,236	23,318

Source: Field intensity measurements.

Representatives

Forjoe & Co. (New York)
Ferguson & Walker, Inc. (Chicago)
Walter Biddick Co. (Los Angeles)
F. Lacelle Williams (Atlanta)

K F Y O

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 914 Avenue J. PHONE: 1700-1. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 110 hours weekly. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, C. P. MacGregor.

Personnel

President.....O. L. Taylor (Amarillo)
Station Manager.....DeWitt Landis
Sales-Publicity Manager.....Bruce Collier
Program Director-Artists' Bureau Head, R. B. McAlister
Production Manager-Chief Announcer, Wesley Youngblood
Musical Director.....Burnie Howell
Chief Engineer.....W. H. Terry

Coverage

Population—Primary	171,696
Radio Homes— "	22,510
Population—Secondary	49,173
Radio Homes— "	5,300

Source: Field intensity survey; Joint Committee.

Representative

Howard H. Wilson Company
(See Page 564)

K R B A

LUFKIN—EST. 1938

FREQUENCY: 1340 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. PHONE: 272. 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
Commercial Manager.....Richman Lewin
Chief Announcer.....William Pharr
Chief Engineer.....Earle Pettey

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 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: 6:00 A.M. to 12:00 Midnight (126 hours weekly). NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

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Personnel

Station Manager.... .....W. H. McCumber
Program Director.. .....C. A. Roark
Director of Women's Programs.Claudine Hogan
Publicity Director... . .....E. P. Helm
Chief Announcer..... . . .A. B. Kelley
Chief Engineer.... .....Robert Harmon

Coverage

	Daytime	Evening
Population—Primary ..	100,000	60,000
Radio Homes— " ..	30,000	22,000
Population—Secondary	156,000	100,000
Radio Homes— "	47,500	20,000

Source: Station estimate.

Representative

Cox & Tanz

K N E T

PALESTINE—EST. 1936

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. PHONE: 411. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strickland Park. TIME ON THE AIR: 106 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... .....Dr. Bonner Frizzell
Station Manager.... ....John Sullivan
Program Director..... .....Elizabeth Cage
Chief Announcer.... . .....Dennis Sullivan
Musical Director.....Leland Adams
Chief Engineer.. ..... C. H. Anglin

Coverage

Population—Primary	60,000
Radio Homes— "	8,000
Population—Secondary	75,000
Radio Homes— "	15,000

Source: Station estimate.

K P D N

PAMPA—EST. 1936

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: R. C. Hoiles. OPERATED BY: R. C. Hoiles. BUSINESS ADDRESS: Box 1701. PHONE: 1100. STUDIO ADDRESS: 212 N. Ballard. TRANSMITTER LOCATION: East of city limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (99½ hours weekly). NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President . ... R. C. Hoiles
General Manager..... .....H. E. Kreiger
Commercial Manager.. ....John Wells
Sales Promotion Manager. . ....Bill Browne
Program Director.... .....Ray Monday
Production Manager..... .....Elleta Bullard
Chief Announcer..... .....Bob Morris
Musical Director-Artists' Bureau Head, Ken Bennett
Chief Engineer.... ... .Herman Kreiger

Coverage

	Daytime	Evening
Population—Primary . . .	55,308	47,012
Radio Homes— " .	21,150	.....
Population—Secondary .	25,456	21,637
Radio Homes— "	7,055	.....

Source: Station survey; U. S. Census; Joint Committee.

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1490 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: 6:45 A.M. to 11:00 P.M. (113¾ hours weekly). NEWSPAPER AFFILIATION: Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President..... ....A. G. Pat Mayse
Station Manager.....Frank O. Meyers
Program Director.....David Crockett
Chief Engineer.....Weldon Jeffus

Coverage

Population—Primary	300,000
Radio Homes— "	60,000
Population—Secondary	150,000
Radio Homes— "	30,000

Source: Mail response analysis.

Representative

Texas State Network

K I U N

PECOS—EST. 1935

FREQUENCY: 1400 Kc. POWER: 250 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 10:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

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Personnel

Co-Owner-General Manager....Jack Hawkins
Co-Owner-Publicity Director....Barney Hubbs
Chief Announcer.....W. D. Martin
Musical Director.....Paul Cox
Chief Engineer.....Stanley Hall

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K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 watts. OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1500 Procter St. PHONE: 7458. STUDIO ADDRESS: 1515 Lakeshore Drive. TRANSMITTER LOCATION: 1500 Procter St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Carl Vaughan
Station Manager.....Glenn Hewitt
Program-Publicity Director....George Morrison
Artists' Bureau Head.....Marjorie Vickers
Chief Announcer.....Dusty Rhodes
Musical Director.....Jimmie Hart
Chief Engineer.....Joe Walters

Coverage

Population—Primary	574,000
Radio Homes— "	138,900
Population—Secondary	1,750,000
Radio Homes— "	337,230

Source: Station survey.

Representative

Radio Advertising Corp.

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K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 6715. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. (112½ hours weekly). NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....H. C. Ragsdale
Station Manager.....Lonnie Preston
Commercial Manager.....Ollie Cook
Sales Promotion Manager....Marlowe Preston
Program-Musical Director.....Lynn Bigler
Production Manager.....Harold Von Egger
Publicity Director.....Dorothy Kindred
Chief Engineer.....Frank M. Jones

Coverage

Population—Primary	83,824
Radio Homes— "	17,470
Population—Secondary	164,888
Radio Homes— "	12,320

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K A B C

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Alamo Broadcasting Co. OPERATED 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; 7:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press (via Texas State Network).

Personnel

President .....R. Early Wilson
Station Manager.....H. C. Harvey
Commercial Manager.....Waymond Ramsey
Program Director.....Jerry Lee Pecht

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.

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K M A C

SAN ANTONIO—EST. 1930

FREQUENCY: 1400 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.

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K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS:

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317 Arden Grove. PHONE: Fannin 5171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Manager . . Eugene J. Roth
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

Forjoe & Co.

KTSA

SAN ANTONIO—EST. 1927

CBS—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. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . O. L. Taylor
Station Manager . George W. Johnson
Sales and Assistant Station Manager, Charles Balthrope
Sales Promotion Manager . Lew Lacey
Program Manager . . William C. Bryan
Production Manager-Chief Announcer, Jack Mitchell
Publicity Director Jack Svhlichenmaier
Educational Director . Frances Scarborough
Musical Director . . Rex L. Preis
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.

(See Page 564)

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1200 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: 6:00 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: NBC Thesaurus, Lang-Worth.

Personnel

Pres. & General Manager Hugh A. L. Halff
Chairman of Board . G. A. C. Halff
Vice-President . . . . Ellis Chaney
Secretary . . . . . George Beaury
Sales Promotion & Merchandising Manager . . . . . Walter S. Zahrt
Program-Musical Director Dwight Bourn
Production Manager . . Monte Kleban
Educational Director Leona Bender
News Editor . Corwin Riddell
Chief Announcer . . . Pat Flaherty
Chief Engineer . . Fred Sterling

Coverage

	Daytime	Evening
Radio Homes—Primary	274,480	207,800
Radio Homes—Secondary	65,400	154,400

Source: Field strength survey; mail response analysis; Joint Committee.

Representative

Edw. Petry & Co., Inc.

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K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Sherman; Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: 1¾ miles north of Sherman. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Sherman Daily Democrat. NEWS SERVICE: United Press (via Texas State Network).

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick
Commercial Manager.....Orvin Franklin
Program Director-Chief Announcer, T. E. Perrin
Merchandising Manager.....C. Wells, Jr.
Denison Studio Manager.....B. V. Hammond
Musical Director.....Louise Cobbler
Chief Engineer.....T. E. Spellman

Coverage

Population—Primary	1,243,420
Radio Homes— "	247,470

Source: Station survey.

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K X O X

SWEETWATER—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. PHONE: 2341. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George Bennitt
Secretary-Treasurer & General Manager.....Russell Bennitt
Commercial Manager.....J. H. Hubbard

Coverage

Population—Primary	411,699
Radio Homes— "	45,700

Source: Mail response analysis.

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K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1400 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. (119 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Ruth Mayborn
General Manager.....Frank Mayborn
Station Manager.....Burton Bishop
Commercial Manager.....R. L. Kanatazar
Program Director.....Edwin Callaway
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: U. S. Census.

Representative

Texas State Network
Associated Radio Sales

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K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 832. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Henry Humphrey
General Manager.....Cliff Tatom
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.

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K G K B

TYLER—EST. 1931

FREQUENCY: 1490 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 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

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Personnel

President.....W. M. Roberts
Operator.....Jas. G. Ulmer
General Manager.....M. E. Danbom
Sales Promotion Manager.....Tom Shugart
Program Director-Chief Announcer....Al Hall
Musical Director.....Pauline Park
Chief Engineer.....John B. Sheppard

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.

K V W C

VERNON—EST. 1939
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1813 Wilbarger St. PHONE: 1048. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: 1 mile east of Vernon. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....R. H. Nichols
Station Manager.....Ernest Mobley
Sales Manager.....W. D. Dixon
Commercial and Sales Promotion Manager, W. J. Dickerson
Program-Musical Director.....Ray Whitworth
Production Manager-Chief Announcer, Bro. Mingus
Chief Engineer.....Herman Ridgway

Coverage

Population—Primary	208,940
Radio Homes— "	57,300
Population—Secondary	171,222
Radio Homes— "	47,420

Source: Station survey.

Representative

Texas State Network

K V I C

VICTORIA—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 watts. 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. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....Morris Roberts

W A C O

WACO—EST. 1922
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Life Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Life Bldg. TRANSMITTER LOCATION: Amicable Life Bldg. TIME ON THE AIR: 16 hours daily (112 hours weekly). NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....S. M. Richardson
Station Manager.....R. E. Lee Glasgow
Chief Announcer.....Bernard Helton
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.

K R G V

WESLACO—EST. 1926
NBC—(RED OR BLUE)
LONE STAR CHAIN

FREQUENCY: 1290 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: World Broadcasting System, Davis & Schwegler.

Personnel

President.....O. L. Taylor
Station Manager.....Ken Lowell Sibson
Assistant Manager.....Guy W. Bradford
Program Director.....Dick Watkins

Coverage

Population—Primary	383,909
Radio Homes— "	37,860

Source: Station survey.

Representative

Howard H. Wilson Co.

(See Page 564)

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KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: Harvey Snyder Bldg. PHONE: 4183. STUDIO ADDRESS: Kemp Hotel. TRANSMITTER LOCATION: 2½ miles northwest of Wichita Falls. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:00 P.M. (123 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President-Sales Manager.....Joe B. Carson
Station and Commercial Manager, Charles E. Clough
Program Director.....Claudine French
Publicity Director.....Leslie Pierce
Traffic Manager.....Bea Montgomery
Continuity Chief.....Bedford Furr
Chief Announcer.....Dick Nauman
Musical Director.....Lucille Crouch
Chief Engineer.....John Adams

Coverage

	Daytime	Evening
Population—Primary	3,832,217	889,429
Radio Homes— "	526,300	116,000

Source: Field intensity measurements; U. S. Census.

Representative

Paul H. Raymer Co.

UTAH

Population 550,310 — Number of Radio Homes 126,010

Number of Families 139,580 — Auto Registrations 137,875

For 1940 Census data, please turn to page 282

KSUB

CEDAR CITY—EST. 1937

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: Southern Utah Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 811. STUDIO ADDRESS: El Escalente Hotel. PHONE: 398. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Leland M. Perry
Station Manager.....Sherman T. Wright
Program-Musical Director.....Inez Corry
Chief Announcer.....Fenton Dalley
Chief Engineer.....Sherman T. Wright

Coverage

	Daytime	Evening
Population—Primary	18,000	7,500
Radio Homes— "	5,500	1,500

Representative

Cox & Tanz

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KVNU

LOGAN—EST. 1938

FREQUENCY: 1230 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: 7:00 A.M. to 10:00 P.M.; Sundays, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager .....Reed Bullen

Representative

Adams & Adams

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KLO

OGDEN—EST. 1924

NBC-MBS-INTERMOUNTAIN

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Ben Lomond, Ogden; McIntyre Bldg., Salt Lake City. PHONES: Ogden 84; Salt Lake City 4-1849. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kanesville, Utah. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....A. L. Glasmann
V.P.-General Manager.....Paul R. Heitmeyer
Assistant Manager.....Merrill J. Bunnell

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Sales Manager.....Sam Jones
National Advertising Manager..Socs N. Vratis
Program Manager.....Ethel G. Clark
Production Manager.....Mel Wright
Chief Announcer.....Hal Parkes
Chief Engineer.....W. D'Orr Cozzens

Coverage

	Daytime	Evening
Population—Primary	460,412	460,412
Radio Homes— " ...	112,300	112,300

Source: Field strength measurements; U. S. Census.

Representative

George P. Hollingbery Co.

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: E. Utah Broadcasting Co. OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager ...Jack Richards
Chief Engineer and Announcer, Owen J. Ford

Coverage

	Daytime	Evening
Population—Primary ...	22,000	30,000
Radio Homes— " ...	6,000	7,000
Population—Secondary .	20,000	25,000
Radio Homes— " ..	5,250	6,250

Representative

George P. Hollingbery Co.

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

FREQUENCY: 1240 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. PHONE: 1680. 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: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Clifton A. Talboe
Manager.....Arch L. Madsen
Sales Manager.....S. G. Carter
Commercial Manager.....Evelyn Hansen
Program Director.....Shirl Black
Publicity Director.....Jack Davies
Chief Engineer.....Arch L. Madsen

Coverage

	Daytime	Evening
Population—Primary ..	66,226	66,226
Radio Homes— " ...	15,269	15,269
Population—Secondary .	28,941	8,260
Radio Homes— " ..	6,943	1,961

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

K D Y L

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: 5-2991. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th West and 33rd South. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager. . S. S. Fox
Secretary-Treasurer.....L. A. Loeb
Commercial Manager.....W. E. Wagstaff
Program Director.....Emerson Smith
Production Manager.....George A. Provol
Artists' Bureau Head.....John M. Woolf
Publicity Director.....Charles S. Buck

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Chief Announcer.....Douglas C. Gourlay
Traffic Manager.....Craig Rogers
Continuity Editor.....George D. Snell
Musical Director.....By Woodbury
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

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K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: 5-4641. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (133 hours weekly). NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. 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
Secretary.....Joseph L. Wirthlin
Auditor.....Dan H. Vincent
Station Manager.....Ivor Sharp
Sales Manager.....E. J. Broman
Commercial Manager.....Lennox Murdoch
Production Manager.....Glenn Shaw
Chief Announcer.....Russell Stewart
Musical Director.....Gene Halliday
Technical Director.....Eugene G. Pack
Chief Engineer.....Willice E. Groves

Coverage

	Daytime	Evening
Population—Primary	844,000	1,690,800
Radio Homes— "	173,940	373,700
Population—Secondary ..	10,607,900	11,687,300
Radio Homes— "	2,458,400	2,619,600

Source: CBS Listening Area Study; Joint Committee.

Representative

Edward Petry & Co., Inc.

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KUTA

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: 29 S. State St. PHONE: 3-2737. STUDIO ADDRESS: 29 S. State St. TRANSMITTER LOCATION: 13th St. S. and 5th West. TIME ON THE AIR: 108 hours weekly. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager . . Frank C. Carman
Assistant Manager . . . . . William B. Sears
Program Director . . . . . Robert A. Hansen
Musical Director . . . . . Paul Alexander
Chief Engineer . . . . . Lyle Wahlquist

Coverage

	Daytime	Evening
Population—Primary	220,000	200,000
Radio Homes— "	47,660	47,660
Population—Secondary . .	30,000	50,000

Source: Field strength survey; Joint Committee.

Representative

Joseph Hershey McGillvra

VERMONT

Population 359,231 — Number of Radio Homes 82,540

Number of Families 92,432 — Auto Registrations 92,695

For 1940 Census data, please turn to page 282

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 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 12:00 Midnight; Sundays, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

Personnel

President-Treasurer . . . . . C. P. Hasbrook
Station Manager . . . . . Howard J. Perry
Program and Production Manager, H. B. Wight
Chief Engineer . . . . . James W. Tierney

Coverage

Population—Primary	246,700
Radio Homes— "	59,700

Source: Station survey.

Representative

Weed & Company

WSYB

RUTLAND—EST. 1930

FREQUENCY: 1490 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: Lang-Worth.

Personnel

President . . . . . P. Weiss
Station Manager . . . . . J. H. Weiss

WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1420 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 . . . . . T. F. Allen
Production Manager . . . . . Alec Coursey
Chief Engineer . . . . . Edward J. Regan

WDEV

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.

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BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Lloyd E. Squier
Commercial and Sales Promotion Manager, William D. Ricker
Program-Musical Director.....Mal Weaver
Chief Engineer.....Fred Hilsdale

Coverage

Population—Primary	307,847
Radio Homes— "	75,680
Population—Secondary	600,000
Radio Homes— "	150,000

Source: Mail response and field intensity survey.

Representative

Howard H. Wilson Co.

VIRGINIA

Population 2,677,773 — Number of Radio Homes 413,180

Number of Families 627,550 — Auto Registrations 487,900

For 1940 Census data, please turn to page 282

W C H V

CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1450 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: Richmond Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (110 hours weekly). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers, Lang-Worth.

Personnel

President-Station Manager.Charles Barham, Jr.
Secretary-Treasurer.....Mary Wyne
Sales Manager.....Walter Pegram
Program Director-Chief Announcer, Alden Aaroe
Traffic Manager.....Ed Hase
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

Forjoe & Company

W B T M

DANVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS
(WLVA-WBTM-WSLS)

FREQUENCY: 1400 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 12:05 A.M.; Sundays, 9:00 A.M. to 12:05 A.M. (123½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

President.....L. N. Dibrell
Vice-President.....Edward A. Allen
Station Manager.....James L. Howe
Commercial Manager.....John M. Croft
Publicity Director.....Rosbert S. Guyer
Traffic Manager.....R. W. Cuddy
Continuity Chief.....Peter Harkins
Music Librarian.....Earl Hotaling
Program Director.....W. P. Heffernan
Chief Engineer.....Harry W. Spencer

Coverage

	Daytime	Evening
Population—Primary	268,420	* 90,000
Radio Homes— "	33,870	*18,000

*Estimate

Source: Field intensity and mail response survey; U. S. Census; Joint Committee.

W F V A

FREDERICKSBURG—EST. 1939

FREQUENCY: 1290 Kc. POWER: 250 watts. OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericks-

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burg. TIME ON THE AIR: 6:30 A.M. to local sunset.

Personnel

General Manager.....Richard F. Lewis
Commercial Manager.....L. E. Smith

Representative

Burn-Smith Co.

W S V A

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Hotel Beverley, Staunton. PHONES: Harrisonburg 875; Staunton 647. TRANSMITTER LOCATION: Route No. 1. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frederick L. Allman
Secretary.....Helen K. Berry
General and Commercial Manager.....Chas. P. Blackley
Program Director.....Wendell Siler
Chief Announcer.....Charles Ballou
Continuity Director.....Helen S. Lynch
Chief Engineer.....U. L. Lynch

Coverage

Population—Primary	154,000
Radio Homes— "	21,560
Population—Secondary	503,000
Radio Homes— "	77,190

Source: Department of Commerce; mail response analysis.

Representative

Joseph Hershey McGillvra

W L V A

LYNCHBURG—EST. 1930

MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Leewood Addition. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE. Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Davis & Schwegler, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

Personnel

President.....Edw. A. Allen
Station Manager.....Philip P. Allen
Sales Manager.....Glenn E. Jackson
Sales Promotion Manager.....Carl Ogilvie
Program Director.....Eric F. Lund
Production Manager.....Claude Taylor
Chief Engineer.....Albert E. Heisen

Coverage

Population—Primary	186,000
Radio Homes— "	25,000

Source: Field intensity and mail response survey: U. S. Census; Joint Committee.

W M V A

MARTINSVILLE—EST. 1941

FREQUENCY: 1450 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: Thomas Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Martinsville Bulletin.

Personnel

Station Manager.....Jonas Weiland

(See Page 508)

W G H

NEWPORT NEWS—EST. 1928

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1340 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: Warwick Hotel, 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. NEWSPAPER AFFILIATON: Newport News Press, Newport News Times-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Raymond B. Bottom
V.P.-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, Kathleen Sawyer
Special Events Manager.....Frank Vann

Coverage

	Daytime	Evening
Population -Primary	320,900	320,900
Radio Homes— "	61,750	61,750
Population—Secondary	292,700	162,500
Radio Homes— "	19,600	10,000

Source: Mail response analysis.

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WTAR

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 5000 watts. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671. 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, Lang-Worth.

Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program & Musical
Director.....Henry Cowles Whitehead
Assistant Program Director.....Jeff Baker
Sports & Special Events
Director.....Blair Eubanks
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	626,404	368,382
Radio Homes— "	113,040	63,660
Population—Secondary ..	588,000	79,600
Radio Homes— " ..	108,000	8,900

Source: Field intensity measurements based on 1000 watts; 1940 U. S. Census.

Representative

Edward Petry & Co.

WPID

PETERSBURG—EST. 1940

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Sycamore St. PHONE: 1053. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 1:30 P.M. to 5:30 P.M. NEWSPAPER AFFILIATION: Petersburg Progress Index. NEWS SERVICE: Transradio Press.

Personnel

President.....R. B. Huber
Station Manager.....Lee Chadwick
Sales Manager.....E. B. Pickard
Sales Promotion Manager.....Richard Godsey
Program Director.....Ben Miller
Production Manager.....Frank Facenda
Chief Announcer.....Edward Burch
Chief Engineer.....Herb Powell

Coverage

Population—Primary	139,856
Radio Homes— "	27,518
Population—Secondary	418,883
Radio Homes— "	78,050

Source: Field intensity survey: Chamber of Commerce.

WMBG

RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1380 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 3301 West Broad St. PHONE: 5-8611. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staples Mill Road and Broad St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President & Station
Manager.....Wilbur M. Havens
Secretary.....C. H. Woodward
Treasurer.....Wilfred H. Wood
National Sales and Promotion Manager,
R. E. Mitchell

BUY SEVEN SPOTS FOR THE PRICE OF THREE

Seven 1 minute spots—night-time rate— on WMBG—the Red Network outlet in Richmond—cost $105.00—or $15.00 each. On the other leading Richmond Station three 1 minute spots—night-time rate—cost $105.00—or $35.00 each.

WMBG offers you the Red Network audience—5,000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Repr.—John Blair Co.

Basic Red Network Supplementary May Be Purchased Independent of Any Group

WMBG
RED NETWORK OUTLET - RICHMOND, VA.
JOHN BLAIR CO., REP.

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Chief Announcer.....Jack Hooper
Program Director.....Garnett Tate
Local Sales Manager.....Wm. Filer
Production Manager.....J. F. Skinnell
Musical Director.....J. Yellen
Chief Engineer.....Wilfred H. Wood

Coverage

	Daytime	Evening
Population—Primary	441,000	378,000
Radio Homes— "	98,900	91,200
Population—Secondary ..	290,000	288,000
Radio Homes— " ..	76,890	71,000

Source: Department of Commerce; Joint Committee.

Representative

John Blair & Co.

WRNL

RICHMOND—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 910 Kc. POWER: 1000 watts. 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: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Richmond News Leader, Richmond Times-Dispatch. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

SOMETHING TO CROW ABOUT!

We have moved to another swell spot on the dial . . . now located at **910** *Result St.; in Richmond, Va.*

WRNL

Personnel

President.....John Stewart Bryan
Vice-President.....Dr. D. S. Freeman
Secretary-Treasurer.....Tennant Bryan
Station Manager.....E. S. Whitlock
Production Manager.....G. Mallory Freeman
Assistant Production Manager..Newton Smyth
Artists' Bureau Head.....Graham Oliver
Chief Engineer.....Walter S. Selden

Representative

Edward Petry & Co.

WBBL

RICHMOND—EST. 1924

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Grace Covenant Presbyterian 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, 10:55 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

Personnel

Station Manager.....M. A. Sitton
Chief Engineer.....J. A. Steere

Coverage

	Daytime
Population—Primary	150,000
Radio Homes— "	50,000

Source: Station estimate.
(Non-Commercial Station)

WRVA

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1140 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: Edgeworth, Henrico County, Va. TIME ON THE AIR: 5:30 A.M. to Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Langworth, Davis & Schwegler.

Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Public Relations Director.....W. R. Bishop
Program Service Manager.....Irvin Abeloff
Publicity Director.....William L. Willis
Musical Director.....E. D. Naff
Special Events Production Manager.....Ira L. Avery
Chief Engineer.....D. C. Woods

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Coverage

	Evening
Population—Primary	1,215,880
Radio Homes— "	213,810

Source: Field strength measurements; mail response analysis; coincidental telephone surveys; U. S. Census.

Representative

Paul H. Raymer Company

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WDBJ

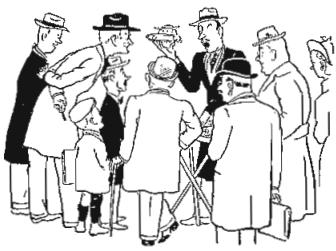
ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 960 Kc. POWER: 5000 watts. 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: Roanoke. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. P. Fishburn



How Ya Doin' in Roanoke?

Sidewalk salesmen have their points, but there's a far better way of getting attention for *your* product here in the rich, responsive Roanoke area! And that's via the air-waves of WDBJ! You see, this market of more than two-and-a-half million people (who spend over $400,000,000 at retail a year!) depends largely on WDBJ for *clear* radio reception!

If that sounds like wishful thinking, we'll be happy to send you the proof!

WDBJ ROANOKE, VIRGINIA

FREE & PETERS, Inc.

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Station Manager.....Ray P. Jordan
Commercial Manager.....Frank D. Kesler
Program-Publicity Director.....Jack Weldon
Production Manager.....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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WSLS

ROANOKE—EST. 1940

MUTUAL BROADCASTING SYSTEM
TRI-CITY STATIONS (WLVA-WBTM-WSLS)

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Roanoke Broadcasting Corp. OPERATED BY: Roanoke Broadcasting Corp. BUSINESS ADDRESS: Shenandoah Life Bldg. PHONE: 9227. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. (124 hours weekly). NEWSPAPER AFFILIATION: Roanoke Times-World. NEWS SERVICE: Transradio.

Personnel

President.....Paul C. Buford
Station Manager.....James H. Moore
Commercial Manager.....Frank E. Koehler
Program Director.....Fred C. Johnstone
Publicity Director.....Hunton Downs
Chief Announcer.....Joe Ripley
Musical Director.....John Kirk
Chief Engineer.....Philip Briggs

Coverage

	Daytime	Evening
Population—Primary	132,436	112,057
Radio Homes— "	25,219	22,120
Population—Secondary	220,828	163,941
Radio Homes— "	37,320	29,968

Source: Field intensity survey; 1940 U. S. Census; Joint Committee.

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WLPM

SUFFOLK—EST. 1940

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Suffolk Broadcasting Corp. OPERATED BY: Suffolk Broadcasting Corp. BUSINESS ADDRESS: 105 Bank St. STUDIO ADDRESS: 105 Bank St. TRANSMITTER LOCATION: Richmond Highway. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

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Personnel

President-Station Manager .... Fred L. Hart
Commercial Manager ..... Robert Wasdon
Program Director ..... Ken Given
Production Manager ..... Bill Brown
Publicity Director ..... Elizabeth Griggs
Sales Promotion Manager ... Margaretta Smith
Chief Announcer ..... Don Smith
Musical Director ..... Ken Beavers
Chief Engineer ..... Jack Siegal

Coverage

	Daytime	Evening
Population—Primary ...	150,000	80,000
Radio Homes— " ...	77,560	77,560
Population—Secondary	300,000	200,000

Source: Station survey.

Representative

Sears & Ayer, Inc.

WASHINGTON

Population 1,736,191 — Number of Radio Homes 502,780

Number of Families 534,237 — Auto Registrations 564,800

For 1940 Census data, please turn to page 284

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

PACIFIC BROADCASTING CO.

FREQUENCY: 1340 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); 8:30 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
Program Director ..... Edith Garrett
Production Manager ..... Art Lindsay
Publicity Director ..... Elmer Holmberg
Chief Announcer ..... W. M. McGoffin
Home Economics Director ..... Ruth Poindexter
News Editor ..... John Forbes
Musical Director ..... Stan Spiegle
Chief Engineer ..... W. M. McGoffin

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: 1230 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: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, C. P. MacGregor.

Personnel

President ..... Rogan Jones

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: 1470 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 12:00 Midnight. NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

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Personnel

General Manager.....J. Elroy McCaw
Commercial Manager.....Joseph Chytil
Sales Promotion Manager.....Sam Norin
Program Director.....Vincent Voegele
Chief Announcer.....Carl Tucker
Chief Engineer.....Arnold Werner

Coverage

Radio Homes—Primary	28,000
Radio Homes—Secondary	22,500

Source: Mail response analysis.

Representative

John Blair & Company
Romig Fuller (Seattle)

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K R K O

EVERETT—EST. 1922

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Everett Broadcasting Co. OPERATED BY: Everett Broadcasting Co. BUSINESS ADDRESS: 300 Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: Everett. 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

President-Station Manager.....Lee E. Mudgett
Commercial Manager.....W. F. Knehr
Program-Musical Director.....P. A. Mudgett
Musical Director.....Maynard Bordsen
Chief Engineer.....Floyd Steele

Coverage

Population—Primary	123,800
Radio Homes— "	33,900

Source: Mail response analysis.

Representative

John Blair & Co.

•

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Twin City Broadcasting Corp. OPERATED BY: Twin City Broadcasting Corp. BUSINESS ADDRESS: National Bank Commerce Bldg. PHONE: 1-500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: 6:55 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Art Campbell
Station Manager.....Ralph R. Bryan
Sales Manager.....Leonard Franklin
Commercial Manager.....Todd Atkinson
Program Director.....Ross Snyder
Production Manager.....Bill Cunningham
Publicity Director-Traffic Manager, Thelma Bryan
Musical Director.....Dorothy Atkinson
Chief Engineer.....Larry Curd

Coverage

Population—Primary	135,000
Radio Homes— "	33,000
Population—Secondary	102,347
Radio Homes— "	27,296

Representative

John Blair & Co.

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K G Y

OLYMPIA—EST. 1921 (non-Comm.) 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: Capitol Park Bldg. PHONE: 5000. STUDIO ADDRESS: Capitol Park Bldg. TRANSMITTER LOCATION: Capitol Park Bldg. 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-Station Manager.....Tom Olsen
Sales Manager.....J. Harris Dorr
Program Director.....Brockett Hiley
Production Manager.....Theresa K. Olsen
News Editor.....Sam Crawford
Chief Engineer.....John H. Thatcher

Coverage

Population—Primary	303,400
Radio Homes— "	86,300

Source: Mail response analysis.

Representative

Burn-Smith Co.

•

K W S C

PULLMAN—EST. 1921

FREQUENCY: 1250 Kc. POWER: 5000 watts. 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: 77½ hours weekly.

Personnel

President.....E. O. Holland
Station Manager.....Kenneth E. Yeend
Production Director.....Allen Miller
Chief Engineer.....Hugo L. Libby

(Non-Commercial Station)

www.americanradiohistory.com

KEVR

SEATTLE—EST. 1925

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Evergreen Broadcasting Corp. OPERATED BY: Evergreen Broadcasting Corp. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 2056. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 57 hours weekly. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Walter Wyckoff
Commercial Manager.....R. S. Diwnie
Program-Publicity Director.....A. B. Fuller
Chief Announcer.....J. J. Shawcroft

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KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 10,000 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: Vashon Maury Island, Chautauqua, Wash. 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
Assistant Business Manager....Loren B. Stone
Business Manager.....Loren B. Stone
Program Director.....Tommy Thomas
Sales Manager.....J. A. Morton
Chief Announcer.....Maurice Rider
Publicity Director.....Bill Mosher
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 (based on 1000 watts).

Representative

Free & Peters, Inc.

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KJR

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)
NORTHWEST TRIANGLE

FREQUENCY: 1000 Kc. POWER: 10000 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
Sales Promotion Manager....Charles A. Bailie
Public Relations Director.....Peter Lyman
Publicity Director.....Dick Keplinger
Chief Announcers..Homer Pope, Bennett Fisher
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: Mail and field intensity surveys; U. S. Census; Joint Committee.

Representative

Edward Petry & Co., Inc.

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KOL

SEATTLE—EST. 1922

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, C. P. MacGregor.

Personnel

Manager.....Archie Taft
Commercial Manager.....Oliver A. Runchey
Program Director.....Wheeler Smith
Publicity-Continuity Director.....Fair Taylor
Dramatic Director.....Arnold Morgan
Traffic Manager.....Grace Larsen
Musical Director.....Don Isham
Chief Engineer.....Perry Lind

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

Reynolds-Fitzgerald, Inc.

www.americanradiohistory.com

KOMO

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 950 Kc. POWER: 5000 watts. 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
Publicity News Director.....Dick Keplinger
Public Relations Director.....Peter Lyman
Sales Promotion Manager....Charles A. Bailie
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: Mail and field intensity surveys; U. S. Census; Joint Committee.

Representative

Edward Petry & Co., Inc.

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KRSC

SEATTLE—EST. 1926

FREQUENCY: 1150 Kc. POWER: 1000 watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 2939 Fourth St. PHONE: Main 0110. STUDIO ADDRESS: 2939 Fourth St. TRANSMITTER LOCATION: 2939 Fourth St. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, C. P. MacGregor, Associated Music Publishers, Davis & Schwegler.

Personnel

President.....P. K. Leberman
Station Manager.....Robt. E. Priebe
Commercial Manager.....R. C. Fuller
Program Director.....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.

Representative

Radio Advertising Corp.

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KTW

SEATTLE—EST. 1920

FREQUENCY: 1250 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 .....James S. Ross

(Non-Commercial Station)

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KXA

SEATTLE—EST. 1928

FREQUENCY: 770 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: Bigelow Bldg. TRANSMITTER LOCATION: S. Alaskan Way and Atlantic St. 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
Program Director.....J. Jackson Latham
Publicity Director.....Darwin Solseth
Chief Engineer.....Maurice M. McMullen

Representative

Burn-Smith Co.

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KFIO

SPOKANE—EST. 1922

FREQUENCY: 1150 Kc. POWER: 100 watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. PHONE: Main 3400. 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, Lang-Worth.

www.americanradiohistory.com

Personnel

President & Manager.....Arthur L. Smith
Commercial Manager.....B. E. Woolston
Program Director.....G. Longmeier
Chief Announcer.....Robert Plummer
Chief Engineer.....C. T. Strong

K F P Y

SPOKANE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 920 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. (106½ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Standard Radio, Davis & Schwegler.

Personnel

President.....T. W. Symons, Jr.
General Manager.....Arthur L. Bright
Program Manager.....R. W. Brazeal
Chief Announcer.....John L. Mallow
Musical Director.....James B. Clark
Chief Engineer.....George Langford

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 (based on 1000 watts).

Representative

The Katz Agency

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN

FREQUENCY: 1510 Kc. POWER: 10000 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

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	742,352
Radio Homes— "	186,322

Source: Mail analysis and field strength survey.

Representative

Edward Petry & Co., Inc.

K M O

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 5000 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 on Tacoma-Seattle Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:00 P.M. (123 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Davis & Schwegler; C. P. MacGregor.

Personnel

Owner-General Manager....Carl E. Haymond
Station Manager.....J. A. Murphy
Commercial Manager.....Roscoe A. Smith
Traffic Manager.....Jack Clark
Chief Announcer.....Charles Foll
Musical Director.....Marion Kay
Auditor.....Paul F. Benton
Program Director.....Dick Ross
Chief Engineer.....Joe Kolesar

www.americanradiohistory.com

Coverage

Population—Primary	253,235
Radio Homes— "	73,069
Population—Secondary	739,220
Radio Homes— "	213,260

Source: Mail response analysis; Joint Committee.

Representative

John Blair & Company
Romig C. Fuller & Associates (Washington)

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K V I

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211 (Tacoma); Ma. 1171 (Seattle). STUDIO ADDRESS: W. R. Rust Bldg., Tacoma; Olympic Hotel, Seattle. TRANSMITTER LOCATION: Vashon Island. TIME ON THE AIR: 6:00 A.M. to Midnight; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). NEWSPAPER AFFILIATION: Tacoma News Tribune. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Station Manager ..... Vernice Irwin
Commercial Manager ..... Earl T. Irwin
Sales Promotion Director ..... Elvin E. Evans
Program Director ..... Dorothy Doernbecher
Publicity Director ..... Vincent Daniel
Traffic Manager ..... Louise Receconi
Musical Director ..... Jane Powers
Chief Engineer ..... William Haase

Coverage

	Daytime	Evening
Population—Primary	1,327,500	980,900
Radio Homes— "	300,360	231,530
Population—Secondary	1,650,100	1,262,000
Radio Homes— "	358,800	282,420

Source: CBS Listening Study (based on 1,000 watts).

Representative

George P. Hollingbery Co.

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K V A N

VANCOUVER—EST. 1939

FREQUENCY: 910 Kc. POWER: 250 watts. OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Evergreen Hotel. PHONE: 150, 771. STUDIO ADDRESS: Evergreen Hotel. TRANSMITTER LOCATION: 2915 Fruit Valley Road. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Clark County Sun, Vancouver Sun. NEWS SERVICE: United Press. 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.

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K U J

WALLA WALLA—EST. 1928

FREQUENCY: 1420 Kc. POWER: 1000 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. (C.P. U. S. Highway No. 410 and Sudbury Rd.). TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Associated.

Personnel

President and General Manager ..... H. E. Studebaker
Assistant General Manager ..... G. S. Studebaker
Commercial Director ..... Jerry Jensen
Advertising Director ..... Norval Armes
Publicity Director ..... Birney Blair
Chief Announcer ..... Jimmie Nolan
Musical Director ..... Roy Dorr
Chief Engineer ..... Milton MacLafferty

Coverage

	Daytime	Evening
Population—Primary	60,000	100,000
Radio Homes— "	22,500	37,000
Population—Secondary	110,000	150,000
Radio Homes— "	35,000	67,000

Source: Field intensity survey; U. S. Census (based on 1000 watts).

Representative

John Blair & Co.

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K P Q

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY
PACIFIC BROADCASTING CO.

FREQUENCY: 1490 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: Transradio Press.

www.americanradiohistory.com

Personnel

President ..... Rogan Jones
Station and Commercial Manager ..... Cole Wylie
Chief Announcer ..... Pat Hayes
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: 1280 Kc. POWER: 1000 watts. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Davis & Schwegler.

Personnel

President ..... Carl E. Haymond
Resident Station Manager ..... J. A. Murphy
Commercial and Sales Promotion Manager, Harrison A. Miller
Program Director ..... William Murphy
Publicity Director ..... P. W. Wick
Chief Announcer ..... Charles Foster
Musical Director ..... Maryalyce Adkins
Chief Engineer ..... H. B. Murphy

Coverage

	Daytime	Evening
Population	210,000	168,900
Radio Homes	49,875	40,536

Source: Mail response analysis; 1940 U. S. Census.

Representative

John Blair & Company

WEST VIRGINIA

Population 1,901,974 — Number of Radio Homes 336,670

Number of Families 445,686 — Auto Registrations 295,510

For 1940 Census data, please turn to page 285

WJLS

BECKLEY—EST. 1939

FREQUENCY: 1240 Kc. POWER: 250 watts. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. PHONE: 2700. 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 8:30 P.M., Sunday (107½ hours weekly). NEWS SERVICE: Transradio Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

Personnel

Station Manager ..... Joe L. Smith Jr.
Assistant Manager ..... Charles Armentrout
Program Director ..... Kathryn Riddick
Chief Announcer ..... Jay O'Reilly
Auditor ..... V. Z. Cooper
Continuity Director ..... James Burke
Chief Engineer ..... Al Ginkle

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: 1930 U. S. Census; Joint Committee.

Representative

Associated Radio Sales

WHIS

BLUEFIELD—EST. 1928

FREQUENCY: 1440 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: 5:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... H. I. Shott
Manager ..... J. Lindsey Alley
Program Director ..... Stuart Odell
Production Manager ..... Barnes Nash
Artists' Bureau Head ..... Melvin Barnett
Publicity Director ..... Bill Blake
Chief Announcer ..... James Clark
Musical Director ..... Gibson Morrissey
Chief Engineer ..... P. T. Flanagan

www.americanradiohistory.com

Coverage

Population—Primary	559,295
Radio Homes— "	97,580
Population—Secondary	321,610
Radio Homes— "	51,550

Source: Mail response analysis.

Representative

The Katz Agency

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W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts. 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: 5:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Technical Advisor.....Odes E. Robinson
Program Director.....James C. Keefe
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: 1490 Kc. POWER: 250 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1016 Lee St. PHONE: 37-541. STUDIO ADDRESS: 1016 Lee St. TRANSMITTER LOCATION: Coal Branch Heights. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays (118 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President.....W. A. Carroll
Managing Director.....R. F. Sowers
Sales Promotion Manager...Charles Williams
Production Manager.....J. B. Matthews
Chief Announcer.....Alloy Gerard

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: 444½ West Pike St. PHONE: 3040. STUDIO ADDRESS: 444½ West Pike St. TRANSMITTER LOCATION: Glen Elk, Clarksburg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....John A. Kennedy
General Manager.....G. C. Blackwell
Program-Musical Director.....Don McWhorter
Chief Announcer.....Charles T. Snowdon
Bookkeeper.....Joy Wilfong
Chief Engineer.....C. S. Clemans

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.

•

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 920 Kc. POWER: 5000 watts. 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: 3:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. 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.....Joe Edison
Continuity Editor.....C. Swiger
Publicity Director.....Pat Moran
Musical Director.....Henry Gruner
Chief Engineer.....Roy Heck

www.americanradiohistory.com

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: 930 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 929½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 929½ 4th Ave. TRANSMITTER LOCATION: Burlington, Ohio. TIME ON THE AIR: Unlimited license. NEWSPAPER AFFILIATION: Huntington Herald-Dispatch, Huntington Advertiser. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager.....John A. Kennedy
Commercial Manager.....Mike Layman
Program Director.....William J. Adams
Chief Announcer.....Bob Drexler
Musical Director.....Frank Knutti
Chief Engineer.....Russell Banks

Coverage

Population—Primary	909,961
Radio Homes— "	184,766
Population—Secondary	1,363,610
Radio Homes— "	604,904

Source: Station survey; Chamber of Commerce.

WLOG

LOGAN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Kanada St. PHONE: 761. TRANSMITTER LOCATION: Kanada St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (102 hours weekly). NEWSPAPER AFFILIATION: Logan Banner. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Clarence H. Frey
General Manager.....C. E. Vann
Commercial and Sales Promotion Manager
Chief Announcer.....Fred Parsons
Musical Director and Director of Women's Programs.....Quinnelle Vann
Chief Engineer.....Bernard H. Bopp

Coverage

Population—Primary	67,756
Radio Homes— "	10,870

Source: Mail response survey.

WAJR

MORGANTOWN—EST. 1940

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: West Virginia Radio Corp. OPERATED BY: West Virginia Radio Corp. BUSINESS ADDRESS: 440-446 Spruce St. PHONE: 9488. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Ave. and Summers St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Morgantown Dominion-News and Post. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....H. C. Greer
Station Manager.....C. H. Murphey
Program Director.....Jon Goerss
Musical Director.....Elsie Thomas
Chief Engineer.....R. C. Spence

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting 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.....Audra Archer
Sales Manager.....Roland Marshall
Program Director.....Carl Loose
Musical Director.....Sarah L. Heermans Heck
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.

www.americanradiohistory.com

W B R W

WELCH—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: McDowell Service Co. OPERATED BY: McDowell Service Co. BUSINESS ADDRESS: 10 Riverside. PHONE: 818. STUDIO ADDRESS: 10 Riverside. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....J. W. Blakely
Station Manager.....Harold McWhorter
Program-Musical Director.....Joe J. Herget
Production Manager-Chief Announcer, Gordon Redding
Publicity Director.....Harold Haught
Chief Engineers...Tom Phillips, George Yazell

Coverage

Population	117,536*

*Radio equipped population.
Source: Station survey.

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W K W K *

WHEELING—EST. 1941

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Community Broadcasting, Inc. OPERATED BY: Community Broadcasting, Inc. BUSINESS ADDRESS: Wheeling. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

President.....Joe L. Smith
Vice-President.....Mary E. Meadows
Secretary-Treasurer.....Hulett C. Smith

*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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W W V A

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50000 watts. OWNED BY: West Virginia Broadcasting Corp. OPERATED BY: West Virginia Broadcasting Corp. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: 5:30 A.M. to between 8:30 P.M. and 2:00 A.M. daily; 7:00 A.M. to between 9:00 P.M. and 2:00 A.M., Sundays. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Production Manager.....Paul J. Miller
Program Director.....William L. Thomas
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

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W B T H

WILLIAMSON—EST. 1939

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Mountaineer Hotel Blck. PHONE: 1241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 104 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....G. W. Taylor
Station Manager.....Combs Blanford, Sr.
Program Director-Artists' Bureau Head, Eddie Wikehart
Publicity Director-Chief Announcer, Mark Williams
Sales Promotion Manager.....R. Taylor
Office Manager.....Alice Shein
Special Events Director.....H. Rhodes
Musical Director.....Freda Wikehart
Chief Engineer.....J. Francke Fox, Jr.

Coverage

	Daytime	Evening
Population—Primary	85,700	25,140
Radio Homes— "	16,800	6,250
Population—Secondary ..	135,150	28,300
Radio Homes— " ..	27,330	7,100

Source: Station estimate; 1930 U. S. Census.

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WISCONSIN

Population 3,137,587 — Number of Radio Homes 687,320

Number of Families 823,929 — Auto Registrations 832,780

For 1940 Census data, please turn to page 286

W H B Y

APPLETON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 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, Standard Radio.

Personnel

Managing Director.....Rev. James A. Wagner
Sales Manager.....Haydn R. Evans
Commercial Manager.....J. L. Gallagher
Chief Engineer.....George Merkle

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.

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W A T W

ASHLAND—EST. 1940

ARROWHEAD BROADCASTING SYSTEM
WJMS-WATW LINE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WJMS, Inc. OPERATED BY: Upper Michigan-Wisconsin Broadcasting Co., Inc. BUSINESS ADDRESS: Northern State Bank Bldg. PHONE: 1420. STUDIO ADDRESS: Northern State Bank Bldg. TRANSMITTER LOCATION: 1½ miles south of Ashland on Highway No. 13. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Vice President-General Manager, Noel C. Ruddell
Commercial Manager. ...John D. Hubbard, Jr.
Program Director.. ....Ruth Wright
Chief Engineer.....R. L. Johnson

Coverage

	Daytime	Evening
Population—Primary	50,000	40,000
Radio Homes— "	12,500	10,000
Population—Secondary ..	18,000	15,000
Radio Homes— " ..	5,000	4,000

Source: Mail response analysis; U. S. Census.

Representative

Bogner & Martin

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W E A U

EAU CLAIRE

FREQUENCY: 1070 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. PHONE: 6149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26th and Crescent. TIME ON THE AIR: 6:00 A.M. to Los Angeles sunset. NEWSPAPER AFFILIATION: Superior Evening Telegram, Eau Claire Leader. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....W. C. Bridges
Manager.....John J. Stack
Chief Announcer.....James J. Hulwi
Chief Engineer.....Charles B. Persons

Coverage

	Daytime
Population—Primary	600,000
Radio Homes— "	50,000

Source: Station Survey.

Representative

George P. Hollingbery Co.

•

K F I Z

FOND-DU-LAC—EST. 1922

FREQUENCY: 1450 Kc. POWER: 250 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 10:00 P.M.; Sunday, 6:00 A.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

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Personnel

President .....A. H. Lange
Station Manager.....Lucille Fairbanks
Sales .....William E. O'Brien
Chief Announcer.....Don Marshall
Chief Engineer.....Wendell S. Meyers

Coverage

Population—Primary	259,266
Radio Homes— "	49,750

Source: Mail response analysis; Joint Committee.

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 watts. 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: 6:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight (124 hours weekly). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Rev. James A. Wagner
Station Manager.....Haydn R. Evans
Sales Manager.....Bill Hines
Commercial Manager.....Val Schneider
Program Director.....Al Michel
Production Manager.....Johnnie Olson
Artists' Bureau Head.....D. E. Lent
Chief Announcer.....Stan Stewart
Musical Director.....Herman Daumler
Chief Engineer.....Wallace J. Stangel

Coverage

Population	548,422
Radio Homes	108,290

Source: CBS Listening Area Study.

Representative

Reynolds-Fitzgerald, Inc.

WCLO

JANESVILLE—EST. 1930

FREQUENCY: 1230 Kc. POWER: 250 watts. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2500. STUDIO ADDRESS: Same. TRANMITTER LOCATION: 3843 Oakhill Ave. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Sidney H. Bliss
General Manager.....James F. Kyler
Sales Promotion Manager, Charles W. Brannen
Production Manager.....Lyell Ludwig
Publicity Director.....Paul Ruhle
Program Director-Chief Engineer..Hester Kyler

Coverage

	Daytime	Evening
Population—Primary	61,081	61,081
Population—Secondary ..	280,000	280,000

Source: Department of Commerce.

WKBH

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 5000 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. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 120 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

Personnel

President and Station Manager.....Otto M. Schlabach
Commercial Manager.....Ed Cunniff
Chief Announcer.....Ray Plamadore
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 ..	587,500	646,400
Radio Homes— " ..	116,630	132,470

Source: CBS Listening Area Study.

Representative

Howard H. Wilson Co.

WHA

MADISON—EST. 1917 (as 9XM) 1922 (as WHA)

FREQUENCY: 970 Kc. POWER: 5000 watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. PHONE: Badger 580. 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
Program Director.....William G. Harley
Production Manager.....Gerald Gartell
Script Editor.....Joyce Jaeger
Public Relations Director.....H. A. Engel
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl

(Non-Commercial Station)

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WIBA

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1310 Kc. POWER: 5000 watts. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 110 East Main St. PHONE: Fairchild 8800. STUDIO ADDRESS: 110 East Main St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 6:30 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.

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WOMT

MANITOWOC—EST. 1926

FREQUENCY: 1240 Kc. POWER: 250 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
Population—Secondary	40,000	.....
Radio Homes— "	8,000	.....

Source: U. S. Census.

WMAM

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. PHONE: 570. STUDIO ADDRESS: 400 Wells St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunrise to local sunset, daily; 7:00 A.M. to local sunset, Sundays (77 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

President ..... W. E. Walker
General Manager ..... M. F. Chapin
Program-Musical Director ..... P. F. Skinner
Chief Announcer ..... Howard Emich
Chief Engineer ..... Werner Schwartz

Coverage

Population—Primary	179,690
Radio Homes— "	35,090

Source: Station estimate.

Representative

Reynolds-Fitzgerald, Inc.

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WIGM *

MEDFORD—EST. 1941

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: George F. Meyer. OPERATED BY: George F. Meyer. BUSINESS ADDRESS: Medford. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner ..... George F. Meyer
Station Manager ..... Waldemar C. Porsow
Chief Engineer ..... Nathan Williams

*Station was licensed to operate under a construction permit at time of going to press and reported that operations would not be started until May, 1941.

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WEMP

MILWAUKEE—EST. 1935

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 710 N. Plankinton Ave. TRANSMITTER LOCATION: 710 N. Plankinton Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight (122 hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President ..... Glenn D. Roberts
Station Manager ..... C. J. Lanphier
Program Director ..... Chas. La Force

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Sales Manager.....Ben Wolff
Chief Announcer.....Fahey Flynn
Publicity Director.....Conrad Rice
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.

Representative

Furgason & Walker, Inc.
(Wisconsin Broadcasting System only).

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WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1150 Kc. POWER: 5000 watts. OWNED BY: Heart Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: Public Service Bldg. 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. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....G. W. Grignon
Sales Promotion Manager.....Hugh O'Malley
Program Director.....Woods Dreyfus
Chief Announcer.....Alan Hale
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

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WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.
FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: The Journal Company. OPERATED BY: The Milwaukee Journal. BUSINESS

5,000 WATTS
DAY AND NIGHT
Awarded
WISN
MILWAUKEE
FIVE TIMES MORE POWER Day Time
TWENTY TIMES MORE POWER Night Time
CONTRACT NOW FOR WISN TIME AT PRESENT LOW RATES!
Represented by
INTERNATIONAL RADIO SALES

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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. NEWSPAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Associated, NBC Thesaurus.

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

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WIBU

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1240 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. 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

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WRJN

RACINE—EST. 1926

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1400 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: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....F. R. Starbuck
Secretary-Treasurer & General Manager.....Harry R. LePoidevin
Station & Commercial Manager.....Harold J. Newcomb
Program Director-Chief Announcer, H. S. Mann, Jr.
Publicity Director.....Ken Hegard
Chief Engineer.....F. Lee Dechant

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

Furgason & Walker, Inc.

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WJMC

RICE LAKE—EST. 1939

FREQUENCY: 1240 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: Unlimited license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....J. J. McGenty
Station Manager.....Denis McGinty
Commercial Manager.....Charles Hinz
Public Relations Director.....Dr. J. H. Wallis
Women's News Editor.....Mrs. L. Sherman
Home Economics Consultant..Vera MacDowell
Chief Announcer.....Del Florida
Musical Director.....Robert Yaeger
Agricultural Director.....Ingvald Hembre
Chief Engineer.....Ray Pearson

Coverage

Population—Primary	100,000
Radio Homes— "	25,000
Population—Secondary	25,000
Radio Homes— "	6,000

Source: Joint Committee.

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WHBL

SHEBOYGAN—EST. 1928

WISCONSIN BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. d.; 500 watts, n. OWNED BY: Press Publishing

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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 .....Wayne W. Cribb
Chief Announcer.....Clair Stone
Bus. Mgr.....H. H. Born
Publicity Director.....Glen James
Program & Musical Director.....M. J. Pape
Chief Engineer.....Herbert Mayer

Coverage

Population—Primary	264,930
Radio Homes— "	64,900
Population—Secondary	588,100
Radio Homes— "	143,200

Source: Field intensity and mail response surveys.

Representative

Howard H. Wilson & Co.

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WLBL

STEVENS POINT—EST. 1924

FREQUENCY: 930 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
(Non-Commercial Station)

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WDSM

SUPERIOR—EST. 1937

FREQUENCY: 1230 Kc. POWER: 250 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.

Personnel

Manager.....Robert D. Kennedy

WSAU

WAUSAU—EST. 1937

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 125 Third St. PHONE: 6521. STUDIO ADDRESS: 125 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:15 P.M. (119¼ hours weekly). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Program Director .....Donald R. Burt
Musical Director.....Vern Peterson
Chief Engineer .....Roland Richardt

Coverage

	Daytime	Evening
Population—Primary	113,245	70,160
Radio Homes— "	20,660	12,580
Population—Secondary ..	386,400	24,300
Radio Homes— " ..	68,720	8,090

Source: Mail response analysis; Joint Committee.

Representative

Reynolds-Fitzgerald, Inc.

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WFHR

WISCONSIN RAPIDS—EST. 1940

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED BY: William F. Huffman. OPERATED BY: William F. Huffman. BUSINESS ADDRESS: 141 West Grand Ave. PHONE: 1340. STUDIO ADDRESS: 141 West Grand Ave. TRANSMITTER LOCATION: 1500 Bonow Ave. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Program Director-Chief Announcer, Ernie Smith
Artists' Bureau Head.....Donald Blanchard
Director of Women's Programs, Virginia Lee
Chief Engineer.....Garth N. Bowker
Assistant Chief Engineer.....Victor Nickel

Coverage

	Daytime	Evening
Population—Primary	100,000	75,000
Population—Secondary ..	75,000	35,000

Source: Station survey.

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WYOMING

Population 250,742 — Number of Radio Homes 55,520

Number of Families 69,227 — Auto Registrations 86,200

For 1940 Census data, please turn to page 287

K D F N

CASPER—EST. 1930

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Program Director. . .....Marcus R. Nichols
Production Manager.....Byers Fleming
Publicity Director.....Harrison Brewer

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
Walter Biddick Co.

K F B C

CHEYENNE—EST. 1940

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Plains Hotel. PHONE: 4461. STUDIO ADDRESS: Plains Hotel. TRANSMITTER LOCATION: Third and Evans Sts. TIME ON THE AIR: 127½ hours weekly. NEWSPAPER AFFILIATION: Wyoming Eagle, Wyoming Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....S. H. Patterson
Vice-President.....Tracy S. McCraken
Station Manager.....William C. Grove
National Sales Manager.....Larry Bloom
Local Sales Manager.....C. E. Hopkins
Program Director.....Robert Youmans
Musical Director.....Del Brandt
News Editor.....Lee Karsen
Chief Engineer.....John Dawson

Coverage

	Daytime	Evening
Population—Primary	44,252	36,549
Radio Homes— "	5,000	7,000
Radio Homes—Secondary	7,000	10,000

Source: Station survey and estimate.

K Y A N

CHEYENNE—EST. 1940

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: J. Cecil Bott, Matilda Lannen and Nettie Bott, d/b as The Western Broadcasting Co. of Wyoming. OPERATED BY: Western Broadcasting Co. BUSINESS ADDRESS: 1500 East Fifth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....H. L. McCracken
Commercial Manager.....L. Peach

K P O W *

POWELL—EST. 1941

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Albert Joseph Meyer. OPERATED BY: Albert Joseph Meyer. BUSINESS ADDRESS: Powell. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

Personnel

Owner.....A. J. Meyer

*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

K V R S

ROCK SPRINGS—EST. 1938

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: 1307 Wyoming St. PHONE: 93. STUDIO ADDRESS: 1307 Wyoming St. TRANSMITTER LOCATION: 1307 Wyoming St. TIME ON THE AIR: 99 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....R. R. West
Station Manager.....H. L. McCracken
Sales Manager.....Harold Tannehill

www.americanradiohistory.com

Program Director.....Michael Reid
Chief Announcer.....Elmer Ellsworth
Chief Engineer.....Willard Easterly

K W Y O

SHERIDAN—EST. 1934

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: P. O. Box 727. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (95½ hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Keystone Broadcasting, Standard Radio.

Personnel

President.....R. E. Carroll
Station Manager.....Jack R. Gage
Sales Manager.....Herb W. Siebert
Program Director-Chief Announcer, James W. Carroll
Chief Engineer.....Bob Crossthwaite

Coverage

Population—Primary	40,995
Radio Homes—"	13,665
Population—Secondary	70,692
Radio Homes—"	18,851

Source: Station Survey.

Representatives

Sears & Ayer, Inc.
Homer Owen Griffith

TERRITORIES — POSSESSIONS

Alaska

K F Q D

ANCHORAGE—EST. 1924

FREQUENCY: 790 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: Anchorage Radio Club, Inc. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4111 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

General Manager.....W. J. Wagner
Program Director.....Ken Laughlin
Chief Operator.....L. Tate

Representative

Romig C. Fuller & Associates

K F A R

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. PHONE: East 380. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Farm Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. (13 hours daily). NEWSPAPER AFFILIATION: Fairbanks Daily News-Miner. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....A. E. Lathrop
Commercial Manager.....Wilson K. Foster
Program Director.....Alvin K. Bramstedt
Production Manager.....August Hiebert
Publicity Director.....Lincoln W. Miller
Musical Director.....Don Adler
Chief Engineer.....Stanton D. Bennett

Coverage

	Daytime	Evening
Population—Primary	35,000	50,000
Population—Secondary ..	45,000	60,000

Source: Field strength measurements; U. S. Census.

Representative

Gilbert A. Wellington

K I N Y

JUNEAU—EST. 1935

FREQUENCY: 1460 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597. PHONE: 197. SEATTLE OFFICE ADDRESS: 708 American Bank Bldg. 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 12:00 Midnight. NEWS SERVICE: Transradio Press, International News Service. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

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Personnel

Owner ..... Edwin A. Kraft
Station Manager ..... C. B. Arnold

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

•

K G B U

KETCHIKAN—EST. 1926

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 1000 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: Radio House-KGBU Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:00 A.M. to 12:30 A.M.; Sunday, 4:00 P.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

Personnel

President ..... James A. Britton
Station Manager ..... R. W. Britton
Musical Director ..... Bradley Starr
Chief Engineer ..... J. A. Britton

Coverage

	Daytime	Evening
Population—Primary	26,000	150,000
Radio Homes— "		60,000

Source: Mail response analysis and estimate.

Hawaii

K H B C

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1230 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 ..... Al Green
National Sales Manager ..... Henry C. Putnam

Coverage

Population—Primary	43,000
Population—Secondary	10,000

Representative

John Blair & Co.

•

K G M B

HONOLULU—EST. 1930

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Box 581. PHONE: 2323. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Same. 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.

Personnel

President-General Manager ..... J. Howard Worrall
Station Manager ..... Webley Edwards
National Sales Manager ..... Henry C. Putnam
Program Director-Chief Announcer. Leo Rumsey
Chief Engineer ..... Eugene T. Goldrup

Coverage

Population—Primary	423,332
Radio Homes— "	81,300

Source: Mail and telephone surveys; 1940 U. S. Census.

Representative

John Blair & Co.

•

K G U

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 760 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
Director of Natl. Advertising. .R. S. Thurston
Assistant Manager ..... Don O. Crozier

Representative

The Katz Agency

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KTOH

LIHUE—EST. 1940

FREQUENCY: 1490 Kc. POWER: 250 watts. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. PHONE: 261-361. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Ahokini, Kauai. TIME ON THE AIR: 16 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
Sales Manager.....Robert Barrington
Program Director.....William Parsons
Production Manager.....Clarence Ashman
Women's Editor.....Lorraine Fountain
Manager, Filipino Dept.....A. A. Abayalde
Manager, Japanese Dept.....T. Fukushima
Chief Engineer.....Robert Glenn

Coverage

	Daytime	Evening
Population—Primary	300,000	400,000
Radio Homes— "	50,000	70,000
Population—Secondary ..	.....	400,000
Radio Homes— "		70,000

Source: Radio Commission of Hawaii.

Representative

Homer Owen Griffith

Puerto Rico

WPRA

MAYAGUEZ—EST. 1937

FREQUENCY: 790 Kc. POWER: 2500 watts, d.; 1000 watts, n. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: McKinley Cor del Rio. PHONE: 269. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Anasco Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:00 P.M. to 10:15 P.M. NEWS SERVICE: Transradio

Personnel

President .....Andres Camara
Station Manager-Chief Engineer.Ralph P. Perry
Program Director.....P. R. Fermanintt
Chief Announcer .....Mario Acosta
Musical Director .....Celso Torres

Coverage

	Daytime	Evening
Population—Primary	500,000	300,000
Radio Homes— "	50,000	40,000

Source: Station survey.

WPAB

PONCE—EST. 1940

FREQUENCY: 1370 Kc. POWER: 1000 watts. OWNED BY: Portorican American Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Ponce. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

WPRP

PONCE—EST. 1934

FREQUENCY: 1520 Kc. POWER: 5000 watts, d.; 1000 watts, n. 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.

Personnel

General Manager.....Julio M. Conesa

WKAQ

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 5000 watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 3746. PHONE: 2014. NEW YORK OFFICE: c/o International Telephone & Telegraph Corp., 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 Press.

Personnel

President.....H. H. Buttner
Vice-President-Gen. Manager...John A. Zerbe
Commercial Manager.....Jose C. Irizarry

WNEL

SAN JUAN—EST. 1934

FREQUENCY: 1320 Kc. POWER: 5000 watts. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:15 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner-Operator.....Juan Piza
General Manager.....Gustavo Diaz
Commercial Manager.....Augustin Camunas
Chief Engineer.....William N. Greer

Coverage

Radio Homes—Primary	29,147
" " —Secondary	44,496

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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, 1941.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Ayers, Anniston.

The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News Co., Birmingham.

Dothan Eagle.....WAGF
Licensee—Dothan Broadcasting Co., Dothan, Ala.

Through stock ownership.....WSFA
Licensee—Montgomery Broadcasting Co., Montgomery.

ARIZONA

Arizona Republic, Phoenix Gazette, Arizona Weekly Gazette, through stock ownership. KYUM
Licensee—Yuma Broadcasting Co., Yuma, Ariz.

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.

Prescott Daily Courier.....KCRJ
Licensee—Central Arizona Broadcasting Co., Jerome, Ariz.

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.

Through stock ownership.....KMYC
Licensee Marysville-Yuba City Broadcasters, Inc., Marysville, Calif.

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.

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—Ernest L. Finley, Santa Rosa, Calif.

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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.

Through stock ownership.....KFKA
Licensee—The Mid-Western Radio Corp., Greeley, Colo.

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.

Through stock ownership.....WLAK
(Tribune Co.)
Licensee—Lake Region Broadcasting Co., Lakeland, Fla.

The Miami Daily News.....WIOD
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 Pictorial WKAT
Licensee — A. Frank Katzentine, Miami Beach, Fla.

Daytona Beach News & Journal.....WTMC
(News Journal Co.)
Licensee — Ocala Broadcasting Co., Ocala, Fla.

Panama City News-Herald.....WDLP
Licensee—Panama City Broadcasting Co., Panama City, Fla.

Pensacola News .....WCOA
Pensacola Journal
Licensee — Pensacola Broadcasting Co., Pensacola, Fla.

St. Petersburg Times.....WTSP
Licensee—Pinellas Broadcasting Co., St. Petersburg, Fla.

Highlands County Pilot.....WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broadcasters, Inc., Tallahassee, Fla.

Tampa Times .....WDAE
Licensee—Tampa Times Company, Tampa, Fla.

Tampa Tribune .....WFLA
Licensee—Florida West Coast Broadcasting Co., Tampa, Fla.

Tampa Tribune .....WKGA
Licensee—The Tribune Co., Tampa, Fla.

GEORGIA

Albany Herald .....WALB
Licensee — Herald Publishing Co., Albany, Ga.

Athens Banner-Herald .....WGAU
Licensee—J. K. Patrick Co., Athens, Ga.

Augusta Herald .....WGAC
Licensee—The Twin States Broadcasting Co., Augusta, 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.

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Gainesville Eagle ..... WGGA
Licensee—Harry Estes, Austin Dean & L. H. Christian d/b as Gainesville Broadcasters, Gainesville, Ga.

La Grange News..... WLAG
Licensee — La Grange Broadcasting Co., La Grange, Ga.

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 ..... WSOY
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.

Through stock ownership..... WFBM
Licensee -WFBM, Inc., Indianapolis, Ind.

Central Newspapers, Inc. (100%).... WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcasting, Inc., Indianapolis, Ind.

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.

Vincennes Sun Commercial..... WAOV
Licensee — Vincennes Newspapers, Inc., Vincennes, Ind.

IOWA

Des Moines Register & Tribune..... WMT
Licensee — Iowa Broadcasting Co., Cedar Rapids, Iowa.

Register & Tribune..... KRNT
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.

Register & Tribune..... KSO
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.

Director interested in The Davenport Democrat and Leader, Davenport, Iowa. WHO
Licensee—Central Broadcasting Co., Des Moines, Iowa.

Dubuque Telegraph-Herald..... KDTH
Licensee—Telegraph - Herald Co., Dubuque, Iowa.

Globe-Gazette ..... KGLO
Licensee — Mason City Globe Gazette Co., Mason City, Iowa.

The Sioux City Journal..... KSCJ
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.

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Kansas City Kansan.....KCKN
Topeka Daily Capital
(Capper Publications)
Licensee—KCKN Broadcasting Co.
Kansas City, Kans.

Salina Journal .....KSAL
Hays Daily News
Goodland Daily News
Hall City Times
Licensee—KSAL, Inc., Salina, Kans.

The Topeka Daily Capital.....WIBW
Kansas City Kansan
(Capper Publications)
Licensee—Topeka Broadcasting 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.

Lexington Herald .....WLAP
Licensee — American Broadcasting Corp. of Ky., Lexington, 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 Broadcasting Co., Lewiston, Maine.

Stockholders are interested in newspaper publishing. WGAN
Licensee — Portland Broadcasting System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting Co., Baltimore, Md.

MASSACHUSETTS

Holyoke Transcript-Telegram .....WHYN
Licensee—Hampden-Hampshire Corp., Holyoke, Mass.

Lawrence Daily Eagle.....WLAW
The Evening Tribune
Licensee—Hildreth & Rogers Co., Lawrence, Mass.

The Evening Standard Times.....WNBH
The Sunday Standard-Times
The Morning Mercury
Licensee—E. Anthony & Sons, Inc., New Bedford, Mass.

Worcester Telegram .....WTAG
Worcester Evening Gazette
Licensee—Worcester Telegram Publishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
(Federated Publications, Inc.)
Licensee — Federated Publications, Inc., Battle Creek, Mich.

Calumet News .....WHDF
Houghton Mining Gazette
Licensee — Upper Michigan Broadcasting Co., Calumet, Mich.

Grand Rapids Press, Flint Journal, Kalamazoo Gazette, Saginaw News, Jackson Citizen Patriot, Muskegon Chronicle, Bay City Times, Ann Arbor News (Booth Newspapers, Inc.) WMBC
Licensee — Michigan Broadcasting Co., Detroit, Mich.

The Detroit News.....WWJ
Licensee—The Evening News Association, Detroit, Mich.

Marquette (Mich.) Mining Journal..WDBC
Licensee — Delta Broadcasting Co., Escanaba, Mich.

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The Daily Mining Journal.....WDMJ
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

Columbus Commercial Dispatch.....WCBI
Licensee—Birney Imes, Columbus, Miss.

The Clarke County Tribune.....WCOC
Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.

The Vicksburg Evening 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
Licensee — KFEQ, Inc., St. Joseph Mo.

Poplar Bluff American Republic....KWOC
Licensee—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.

Post-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

Great Falls Tribune.....KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.

Miles City Star.....KRJF
Licensee—Star Printing Co., Miles City, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.

Hastings Daily Tribune.....KHAS
Licensee — Nebraska Broadcasting Co., Hastings.

Stockholders: Sidles Co., Lincoln 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.

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Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. KOIL
Licensee—Central States Broadcasting Co., Omaha, Neb.

Omaha World-Herald .....KOWH
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy Newspapers .....KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW HAMPSHIRE

Through stock ownership.....WMUR
Licensee—The Radio Voice of New Hampshire, Inc., Manchester, N.H.

NEW JERSEY

Atlantic City Press.....WBAB
Atlantic City Union
Licensee — Press Union Publishing Co., Atlantic City.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. KOB
Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex.

Pecos Enterprise, Peeos, Tex.....KLAH
Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.

Lexington (Ky.) Herald.....KICA
Licensee—Western Broadcasters, Inc., Clovis, 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.

Through stock ownership.....WBTA
Licensee—Batavia Broadcasting Co., Batavia, N. Y.

Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo, N. Y.

Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo, N. Y.

Elmira Star Gazette.....WENY
Elmira Advertiser
Licensee—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications
Elmira, N. Y.

Through stock ownership.....WJTN
Licensee—James Broadcasting Co., Jamestown, N. Y.

Through stock ownership.....WKNY
Licensee—Kingstou Broadcasting Corp., Kingston, N. Y.

Poughkeepsie Sunday Courier.....WGNY
Licensee—WGNY Broadcasting Co. Newburgh, N. Y.

Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Radio Fund, Inc., New York City.
Officers and directors are publishers.

American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New York, N. Y.

Paterson (N. J.) Morning Call.....WNEW
Licensee — WODAAM Corp., New York, N. Y.

Niagara Falls Gazette.....WHLD
Licensee — Niagara Falls Gazette Publishing Co., Niagara Falls.

Through stock ownership.....WSLB
Licensee—St. Lawrenee 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.

Watertown Times .....WWNY
Licensee—The Brockway Co., Watertown, N. Y.

Yonkers Herald-Statesman.....WFAS
(Westchester Newspapers, Inc.)
Licensee—Westchester Broadcasting Corp., White Plains.

NORTH CAROLINA

Asheville Daily News.....WISE
Licensee—WISE, Inc., Asheville.

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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.

Through stock ownership.....WHKY
Licensee—Catawba Valley Broadcasting Co., Hickory, N. C.

Salisbury Post.....WSTP
Stockholder with 39.33% interest is vice president and treasurer of a newspaper.
Licensee — Piedmont Broadcasting Co., Salisbury, N. C.

Winston-Salem 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
Licensee — Scripps-Howard Radio Inc., Cincinnati, Ohio.

Cincinnati Times Star .....WKRC
Licensee—Cincinnati Times Star Co., Cincinnati, Ohio.

The Cleveland Plain Dealer.....WHK
Licensee—United Broadcasting Co., Cleveland, Ohio.

The Cleveland Plain Dealer.....WCLE
Licensee—United Broadcasting Co., Cleveland, Ohio.

Columbus 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.

Through stock ownership.....WING
Licensee—WSMK, Inc., 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.

Through stock ownership.....WIZE
Licensee—Radio Voice of Springfield, Inc., Springfield, Ohio.

Youngstown Vindicator & Telegram..WFMJ
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—Oil Capitol Sales Corp., Tulsa, Okla.

OREGON

Albany Democrat-Herald.....KWIL
Licensee — Central Williamette Broadcasting Co., Albany, Ore.

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 Finlay, La Grande, Ore.

Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield, Ore.

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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 — News-Review Co., Roseburg, Ore.

PENNSYLVANIA

Allentown Call .....WCBA-WSAN
Chronicle & News
Licensee—Lehigh Valley Broadcasting Co., Allentown, Pa.
Stockholders interested in newspaper puhlications. 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 publicatious (Mason Dixon Radio Group, Inc.)
Licensee — WGAL, Inc., Lancaster Pa.
Through stock ownership.....WHAT
Licensee—Independence Broadcasting Co., Philadelpbia, 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 — Tbe Scranton Times, Scranton, Pa.
Sbaron Herald .....WPIC
Licensee — Sharon Herald Publishing Co., Sharon, Pa.
Sunbury Item .....WKOK
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.
Charleston News & Courier.....WTMA
Charleston Post
Licensee—Atlantic Coast Broadcasting Co., Charleston, 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

Britol Herald Courier.....WOPI
Bristol News Bulletin
Licensee—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.-Va.
Jackson Sun .....WTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenu.
Kingsport Times .....WKPT
Licensee—C. P. Edwards, Jr. & Howard Long d/b Kingsport Broadcasting Co., Kingsport, 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 Christi Times
San Angelo Standard
Licensee — Reporter Broadcasting Co., Abilene, Tex.

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Ashland Daily Independent (Ky)....KFDA
Through stock ownership.
Licensee—Amarillo Broadcasting Co., Amarillo, Texas.

Amarillo Globe & News.....KGNC
Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.

American Newspapers, Inc.....KNOW
Licensee—Frontier Broadcasting Co., Austin, Tex.

Beaumont Enterprise .....KRIC
Beaumont Journal
Licensee — KRIC, Inc., Beaumont, Texas.

Big Spring Herald.....KBST
San Angelo Standard
Corpus Cristi Caller
Corpus Christi Times
Sweetwater Reporter
Licensee—Big Spring Herald Broadcasting Co., Big Spring, Tex.

Brownwood Banner .....KBWD
Licensee—Brown County Broadcasting Co., Brownwood, Texas

Corpus Christi Caller-Times.....KRIS
(W. G. Kinsolving, publisher, 40% stockholder).
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.

Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.

Dallas News .....WFAA
Dallas Journal
Farm News (semi-weekly)
Texas Almanac
State Industrial Guide
Licensee—A. H. Belo Corp., Dallas, Tex.

El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.

Fort Worth Star-Telegram.....KGKO
Licensee—KGKO Broadcasting Co., Fort Worth, Tex.

Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.

Houston Post .....KPRC
Licensee—Houston 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
Licensee — Sweetwater Radio, Inc., Sweetwater.

Temple Telegram .....KTEM
Licensee—Bell Broadcasting Co., Temple, Tex.

Texarkana Gazette .....KCMC
Texarkana Daily News
Licensee — KCMC, Inc., Texarkana.

Vernon Daily Record.....KVWC
Licensee—R. H. Nichols, W. H. Wright & Stewart Hatch d/b as The Northwestern Broadcasting Co., Vernon, Texas.

American Newspapers, Inc.....WACO
Licensee—Frontier Broadcasting Co., Waco, Tex.

Amarillo Globe-News .....KRGV
Licensee — KRGV, Inc., Weslaco, Texas.
98.43% stockholder is also interested in Globe News Publishing Co.

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—Burling Daily News, Inc., Burlington, Vt.

VIRGINIA

Martinsville Bulletin .....WMVA
Licensee—William C. Barnes & Jonas Weiland d/b as Martinsville Broadcasing Co., Martinsville, Va.

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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 .....WPID
Licensee — Petersburg Newspaper Corp., Petersburg, Va.
Richmond News Leader.....WRNL
Licensee — Richmond Radio Corp., Richmond, Va.
Times-Dispatch .....WRTD
Licensee—The Times-Dispatch Radio Corp., Richmond, Va.
Roanoke Times .....WDBJ
World News
Licensee—Times World Corp., Roanoke, Va.
Through stock ownership.....WSLS
Licensee — Roanoke Broadcasting Corp., Roanoke, Va.

WASHINGTON

Longview Daily News.....KWLK
Licensee — Twin City Broadcasting Corp., Longview, Wash.
Coos Bay Times .....KVAN
(See KOOS)
Licensee — Vancouver Radio Corp., Vancouver.

WEST VIRGINIA

Beckley Post-Herald & Raleigh Register WJLS
Licensee—Joe L. Smith, Jr., Beckley, W. Va.
Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader
Licensee—Daily Telegraph Printing Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
(See WBLK and WPAR)
Licensee — Charleston Broadcasting Corp., Charleston, W. Va.
Clarksburg 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.
Logan Banner .....WLOG
Licensee—Clarence H. Frey & Robert O. Greever, Logan, W. Va.
Through stock ownership .....WAJR
Licensee—West Virginia Radio Corp., Morgantown, 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.
Wisconsin Rapids Tribune.....WFHR
Licensee—Wm. F. Huffman, Wisconsin Rapids, Wisc.

WYOMING

Wyoming Eagle & Wyoming State Tribune & Leader KFBC
Licensee—Frontier Broadcasting Co., Cheyenne, Wyo.

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 Island Publishing Co.....KTOH
Licensee—Garden Island Publishing Co., Lihue, T. H.

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NETWORK STATIONS

in

SYDNEY
HALIFAX
CHARLOTTETOWN
SACKVILLE
MONCTON
SAINT JOHN
FREDERICTON
NEW CARLISLE
RIMOUSKI
CHICOUTIMI
QUEBEC
MONTREAL
OTTAWA
KINGSTON
TORONTO
SUDBURY
NORTH BAY
KIRKLAND LAKE
TIMMINS
FORT WILLIAM
WINNIPEG
BRANDON
REGINA
WATROUS
MOOSE JAW
SASKATOON
PRINCE ALBERT
EDMONTON
CALGARY
LETHBRIDGE
KAMLOOPS
KELOWNA
TRAIL
VANCOUVER

COVER CANADA

CANADIAN BROADCASTING CORPORATION

COMMERCIAL DEPARTMENT

55 York Street, Toronto — 1231 St. Catherine St. W., Montreal

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CANADA

STATIONS

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NETWORKS

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NEWSPAPER-OWNED

STATIONS

www.americanradiohistory.com

CANADIAN
Broadcasting Corporation

Headquarters Office

Victoria Building, Ottawa, Ontario

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Mrs. Nellie McClung
Reverend J. S. Thomson, M.A., D.D.
Brigadier-General Victor Odlum

Personnel

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Assistant General Manager...Dr. Augustin Frigon (Montreal)
Chief Executive Assistant.....Donald Manson (Ottawa)
Treasurer .....Harry Baldwin (Ottawa)
Secretary.....R. P. Landry (Ottawa)
General Supervisor of Programs....E. L. Bushnell (Toronto)
Commercial Manager and Supervisor of Press and Information.. .....E. A. Weir (Toronto)
Assistant Commercial Manager....W. E. Powell (Toronto)
Commercial Manager, Quebec Division..... J. A. Dupont (Montreal)
Chief Engineer.....G. W. Olive (Montreal)
Supervisor of Station Relations.....J. R. Radford (Toronto)
Traffic Manager.....E. W. Jackson (Toronto)

OFFICES

Victory Building, Ottawa, Ontario
Keefer Building, Montreal, Quebec
55 York Street, Toronto, Ontario
1231 S. Catherine St., West, Montreal, Quebec

Regional Networks

Maritime

CJCB, Sydney, Nova Scotia
CHNS, Halifax, Nova Scotia
CFCY, Charlottetown, Prince Edward Island
CBA, Sackville, New Brunswick
CKCW, Moncton, New Brunswick
CHSJ, Saint John, New Brunswick
CFNB, Fredericton, New Brunswick

Quebec

CBM, Montreal, Quebec (English)
CBF, Montreal, Quebec (French)
CBV, Quebec City, Quebec
CBJ, Chicoutimi, Quebec
CJBR, Rimouski, Quebec
CHNC, New Carlisle, Quebec

Ontario

CBO, Ottawa, Ontario
CFRC, Kingston, Ontario
CBL, Toronto, Ontario
CKSO, Sudbury, Ontario
CFCH, North Bay, Ontario
CJKL, Kirkland Lake, Ontario
CKGB, Timmins, Ontario
CKPR, Fort William, Ontario

Prairie

CKY, Winnipeg, Manitoba
CKX, Brandon, Manitoba
CKCK, Regina, Saskatchewan
CBK, Watrous, Saskatchewan
CHAB, Moose Jaw, Saskatchewan
CFQC, Saskatoon, Saskatchewan
CKBI, Prince Albert, Saskatchewan
CJCA, Edmonton, Alberta
CFAC, Calgary, Alberta
CJOC, Letbridge, Alberta

British Columbia

CFJC, Kamloops, British Columbia
CKOV, Kelowna, British Columbia
CJAT, Trail, British Columbia
CBR, Vancouver, British Columbia

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STATIONS OF

CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 620.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	1070	50000	630
CBF	Montreal, Que.	690	50000	640
CBJ	Chicoutimi, Que.	1240	100	640
CBK	Watrous, Sask.	540	50000	644
CBL	Toronto, Ont.	740	50000	636
CBM	Montreal, Que.	940	5000	640
CBO	Ottawa, Ont.	910	1000	634
CBR	Vancouver, B. C.	1130	5000	627
CBV	Quebec, Que.	980	1000	641
CBY	Toronto, Ont.	1010	1000	636
CFAC	Calgary, Alta.	960	1000	623
CFAR	Flin Flon, Man.	1400	100	628
CFCF	Montreal, Que.	600	500	640
CFCH	North Bay, Ont.	1230	100	634
CFCN	Calgary, Alta.	1010	10000	624
CFCO	Chatham, Ont.	630	100	632
CFCT	Victoria, B. C.	1480	500	628
CFCY	Charlottetown, P. E. I.	630	1000	639
CFGP	Grand Prairie, Alta.	1340	250	625
CFJC	Kamloops, B. C.	910	1000	626
CFLC	Prescott, Ont.	1450	100	635
CFNB	Fredericton, N. B.	550	1000	629
CFOS	Owen Sound, Ont.	1400	100	634
CFPL	London, Ont.	1570	1000	634
CFPR	Prince Rupert, B. C.	1240	50	626
CFQC	Saskatoon, Sask.	600	1000	644
CFRB	Toronto, Ont.	860	10000	637
CFRC	Kingston, Ont.	1490	100	633
CFRN	Edmonton, Alta.	1260	1000	624

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB	Moose Jaw, Sask.	1220	1000	643
CHCK	Charlottetown, P. E. I.	1340	50	639
CHGB	St. Anne de la Pocatiere, Que.	1230	100	643
CHGS	Summerside, P. E. I.	1480	50	639
CHLN	Three Rivers, Que.	1450	100	643
CHLP	Montreal, Que.	1490	100	641
CHLT	Sherbrooke, Que.	1240	100	643
CHML	Hamilton, Ont.	900	1000	632
CHNC	New Carlisle, Que.	610	1000	641
CHNS	Halifax, N. S.	960	1000	631
CHRC	Quebec, Que.	1400	100	642
CHSJ	Saint John, N. B.	1150	1000	630
CHWK	Chilliwack, B. C.	1340	100	625
CJAT	Trail, B. C.	610	1000	627
CJBR	Rimouski, Que.	900	1000	642
CJCA	Edmonton, Alta.	930	1000	624
CJCB-CJCX	Sydney, N. S.	1270	1000	631
CJCJ	Calgary, Alta.	1230	100	624
CJCS	Stratford, Ont.	1240	50	635
CJGX	Yorkton, Sask.	1460	1000	645
CJIC	Sault Ste. Marie, Ont.	1490	100	635
CJKL	Kirkland Lake, Ont.	560	1000	633
CJLS	Yarmouth, N. S.	1340	100	631
CJOC	Lethbridge, Alta.	1400	100	625
CJOR	Vancouver, B. C.	600	1000	627
CJRC	Winnipeg, Man.	630	1000	629
CJRM	Regina, Sask.	980	1000	644
CKAC	Montreal, Que.	730	5000	641
CKBI	Prince Albert, Sask.	900	1000	644
CKCA	Kenora, Ont.	1450	250 d., 100 n.	633
CKCH	Hull, Que.	1240	100	640
CKCK	Regina, Sask.	620	1000	644
CKCL	Toronto, Ont.	580	1000	638
CKCO	Ottawa, Ont.	1340	100	634
CKCR	Kitchener, Ont. (Waterloo)	1490	100	633
CKCV	Quebec, Que.	1340	100	642
CKCW	Moncton, N. B.	1400	100	630
CKGB	Timmins, Ont.	1470	1000	636
CKLN	Nelson, B. C.	1450	100	626
CKLW	Windsor, Ont.	800	5000	638
CKMC	Cobalt, Ont.	1240	50	632
CKMO	Vancouver, B. C.	1410	100	627
CKNB	Campbellton, N. B.	1240	100	629
CKNX	Wingham, Ont.	1230	100	639
CKOC	Hamilton, Ont.	1150	1000 d., 500 n.	633
CKOV	Kelowna, B. C.	630	1000	626
CKPC	Brantford, Ont.	1380	100	632
CKPR	Fort William-Port Arthur, Ont.	580	1000	632
CKRN	Rouyn, Que.	1400	100	642
CKSO	Sudbury, Ont.	790	1000	636
CKTB	St. Catherines, Ont.	1230	100	635
CKUA	Edmonton, Alta.	580	500	625
CKVD	Val D'Or, Que.	1230	100	643
CKWX	Vancouver, B. C.	980	1000	628
CKX	Brandon, Man.	1150	1000	628
CKY	Winnipeg, Man.	990	15000	629

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ALBERTA

Population 789,000 — Number of Radio Licenses 93,900

Number of Families 160,000 — Auto Registrations 106,586

CFAC

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 960 Kc. POWER: 1000 watts. OWNED BY: South Western Publishers, Ltd. OPERATED BY: Taylor Pearson & Carson. BUSINESS ADDRESS: 1006 Southam Bldg. PHONE: Renfrew 1036-7. STUDIO ADDRESS: 1006 Southam Bldg. TRANSMITTER LOCATION: 6 miles east of Calgary. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Calgary Daily Herald. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....H. R. Carson
Station Manager.....V. F. Nielsen
Commercial Manager.....F. R. Shaw
Sales Promotion Manager.....J. N. Hunt
Program Director-Artists' Bureau Head, R. H. C. Straker
Chief Announcer.....A. Smith
Traffic Manager.....R. Meadows
Musical Director.....J. Toulson
Chief Engineer.....Earl C. Connor

Coverage

	Daytime	Evening
Population—Primary	250,000	350,000
Radio Homes— "	60,000	75,000
Population—Secondary ..	100,000	150,000
Radio Homes— " ..	25,000	35,000

Source: Station survey.

Representatives

All Canada Radio Facilities
Weed & Co.

NORTH OF THE 49th PARALLEL

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TWENTY-EIGHT of the leading Canadian radio stations form the "All-Canada" group. Spotting your programme over these stations assures dominant coverage of Canada's wealthy markets from coast to coast and in Newfoundland. There are audience figures to prove it.

During the last four years, improvements in Canadian station power and equipment have increased their physical coverage from 48% in 1936 to 80% in 1940. Only a small part of this territory is reached by U.S. stations.

Don't overlook this Canadian market. War conditions are increasing Canadian payrolls and sales potential. The All-Canada stations are ready to help with programme service and merchandising cooperation. Check us for available times and market information.

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MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
U.S.A. Representatives: WEED AND COMPANY

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CFCN

CALGARY—EST. 1922

FREQUENCY: 1010 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 11:00 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

Joseph Hershey McGillvra (U. S. and Montreal)
Jack Slatter (Toronto)
Inland Broadcasting Co. (Winnipeg)

CJCJ

CALGARY—EST. 1922

FREQUENCY: 1230 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, 9:00 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
Commercial Manager.....V. A. Thompson
Chief Engineer.....T. E. Snelgrove

CFRN

EDMONTON—EST. 1934

CBC

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. 1000 watts). OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 22101-5. 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, British United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Presidest.....H. F. Nielsen
Station Manager.....G. R. A. Rice
Commercial Manager.....D. Atkinson
Program Director.....S. S. Lancaster
Production Manager.....W. Sutton
Chief Announcer.....D. G. Hill
News Editor.....S. Ross
Musical Director.....R. Jacobs
Chief Engineer.....F. Makepeace

Coverage

Population—Primary 350,000
Radio Homes— " 58,000
Source: Station survey.

Representatives

Joseph Hershey McGillvra (U. S. A.)
Jack Slatter (Toronto and Montreal)
Inland Broadcasting Service (Winnipeg)

CJCA

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 930 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: 26131. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 123½ hours weekly. NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Gordon S. Henry
Assistant Manager.....Norman Botterill
Sales Manager.....W. Blake
Sales Promotion Manager.....Walter Dales
Program Director-Chief Announcer, Reo Thompson
Traffic Manager.....Esther Nairn
Musical Director.....R. Taylor
Technical Director.....Hastings McMahon

Coverage

Population—Primary 452,463
Radio Homes— " 76,276
Source: Population estimate.

Representatives

All Canada Radio Facilities Ltd.
Weed & Co.

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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. STUDIO ADDRESS: Extension Department. TRANSMITTER LOCATION: University Campus. TIME ON THE AIR: 12:15 to 3:00 P.M. and 5:30 to 8:00 P.M. except Saturday and Sunday.

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Studio Supervisor-Chief Announcer, Richard MacDonald
Secretary.....Alice Mary Carpenter
Chief Engineer.....John Wardlaw Porteous

*Station is installing a new 1000-watt transmitter and will be operated as a commercial station after installation.

CFGP

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1340 Kc. POWER: 250 watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. PHONE: 153. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: 6:45 A.M. to 8:30 P.M.; Sunday, 8:45 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTON SERVICE: Standard Radio.

Personnel

President-General Manager.....C. L. Berry
Program-Musical Director.....Jack Soars
Production Manager-Chief Announcer, Gordon Cummings
News Editor.....Mrs. N. Robinson
Chief Operator.....Bill Couch

Coverage

	Daytime	Evening
Population—Primary	80,000	85,000
Radio Homes— "	10,000	16,000

Source: Station estimate.

Representative

All Canada Radio Facilities, Ltd.
Weed & Co.

CJOC

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Lethbridge Broadcasting Co. OPERATED 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.....W. Watson
Station Manager.....A. H. Nicholl
Commercial Manager.....R. Buss
Program 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 Radio Licenses 92,100

Number of Families 164,680 — Auto Registrations 117,351

CHWK

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 1340 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: 115 hours weekly. NEWS SERVICE: Canadian Press.

Personnel

President and Station Manager.C. Casey Wells
Assistant Manager.....R. G. Wells
Musical Director.....Jack Bartindale
Chief Engineer.....Jack Pilling

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Coverage

Population—Primary	23,064
Population—Secondary	36,930

Source: Station survey.

Representatives

All Canada Radio Facilities
Weed & Co.

CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 1000 watts. OWNED BY: Kamloops Sentinel Ltd. 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.; Sunday, 8:00 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
A. D. R. Homersham
Sales and Promotion Manager. William McLeod
Program-Publicity Director ..... L. Irvine
Production Manager ..... F. Richards
Musical Director ..... B. P. Cuff
Chief Engineer ..... Arthur G. Miller

Coverage

Population—Primary	97,000
Radio Homes— "	24,000

Source: Field strength measurements and mail response analysis.

Representative

All-Canada Radio Facilities
Weed & Company

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: Box 1515. STUDIO ADDRESS: 206 Mill Ave. TRANSMITTER LOCATION: Okanagan Mission Rd. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing Director ..... J. W. B. Browne
Sales Manager ..... C. G. Elphicke
Program-Publicity Director ..... Mary E. Royle
Production Manager ..... B. A. Heeney
Chief Announcer ..... F. R. Halhed
Musical Director ..... R. E. Misener

Coverage

	Daytime	Evening
Population—		
Primary and Secondary	80,000	90,000
Radio Homes—		
Primary and Secondary	17,000	20,000

Source: Station estimate.

Representatives

All Canada Radio Facilities, Ltd.
Weed & Company

CKLN

NELSON—EST. 1939

CBC

FREQUENCY: 1450 Kc. POWER: 100 watts. OWNED BY: News Publishing Co., Ltd. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: P. O. Box 250. PHONE: 19. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager ..... Hume A. Lethbridge
Program Manager ..... George B. Lunn
Director of Women's Program,
Josephine G. M. Brown
Chief Engineer ..... Merion W. Brown

Coverage

Population—Primary	*8,500
Radio Homes— "	6,970
Population—Secondary	*12,500
Radio Homes— "	12,250

* Families.

Source: Dominion Reports; Nelson Daily News.

CFPR

PRINCE RUPERT

FREQUENCY: 1240 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.

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CJAT

TRAIL—EST. 1934

CBC

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 815 Victoria St. PHONE: 737. STUDIO ADDRESS: 815 Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (119 hours weekly). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....B. A. Stimmel
Manager.....A. J. Balfour
Commercial Manager.....N. A. Harrod
Program Director.....C. R. Smith
Chief Announcer.....R. Hartman
Chief Engineer.....E. C. Aylen

Coverage

Population—Primary	202,800
Radio Homes— "	27,800

Source: Station survey.

Representatives

Weed & Company
All-Canada Radio Facilities

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CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1130 Kc. POWER: 5000 watts. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Ottawa, Ont. STUDIO ADDRESS: Vancouver Hotel. PHONE: Marine 6121. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:25 A.M. to 12:00 Midnight. NEWS SERVICE: CBC News Bureau.

Personnel

Station Manager.....Ira Dilworth
Program Director.....Harold W. Paulson
Production Manager.....Ernest Morgan
Publicity Directory-Chief Announcer, W. J. Herbert
Director of Special Events.....Jack Peach
Traffic Manager.....Edward Pegg
Chief Engineer.....N. R. Olding

Coverage

	Daytime	Evening
Population—Primary	662,182	711,181
Radio Homes— "	122,019	124,891
Population—Secondary ..	23,141	33,266
Radio Homes— " ..	4,128	3,932

Source: Station survey.

Representative

Canadian Broadcasting Corp.

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 1000 watts. OWNED BY: CJOR, Ltd. OPERATED BY: CJOR, Ltd. BUSINESS ADDRESS: 846 Howe St. PHONE: Marine 6464. STUDIO ADDRESS: Hotel Grovesnor. TRANSMITTER LOCATION: Richmond, B. C. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 9;30 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....G. C. Chandler
Assistant Manager.....A. H. Chandler
Commercial Manager.....Don Laws
Publicity Director.....D. R. Baird
Program-Musical Director.....Wallie Peters
Chief Announcer.....Ross Mortimer
Women's Editor.....Gladys Hodge
Accountant .....L. Watkis
Chief Engineer.....H. B. Seabrook

Coverage

Population—Primary	551,000
Radio Homes— "	140,000

Source: Mail response analysis.

Representative

Joseph Hershey McGillvra

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CKMO

VANCOUVER—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1410 Kc. POWER: 100 watts. OWNED BY: Sprott-Shaw Radio Co. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Marine 1271. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 123½ hours weekly. NEWS SERVICE: Canadian Press; News-Herald. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....R. J. Sprott
Vice-President.....B. A. Arundel
Station Manager.....R. H. Wright
Commercial Manager.....J. Short
Chief Announcer.....P. Baldwin
Chief Engineer.....E. Rose

Coverage

Population—Primary	594,000
Radio Homes— "	145,248

Source: Station survey.

Representative

Radio Centre, Ltd.

www.americanradiohistory.com

CKWX-CKFX

VANCOUVER—EST. 1923

CBC (Secondary)

FREQUENCY: 980 Kc. POWER: 1000 watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Marine 3344. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island, B. C. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....A. Holstead
Commercial Manager.....Reg. M. Dagg
Program-Musical Director.....Fred C. Bass
Publicity Director.....Charles Morris
Chief Announcer.....W. Moyer
Continuity Editor.....Hester Atkins
Chief Engineer.....E. Ross MacIntyre

Coverage

Population—Primary	600,000
Radio Homes— "	150,000

Source: Mail response analysis and license figures.

Representatives

Weed & Company (U.S.)
All-Canada Radio Facilities, Ltd.

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CFCT

VICTORIA—EST. 1923

FREQUENCY: 1480 Kc. POWER: 500 watts. OWNED BY: G. W. Deaville. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: 620 View St. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Portage Inlet. TIME ON THE AIR: 50 hours weekly. NEWS SERVICE: Transradio Press.

Personnel

General and Commercial Mgr...G. W. Deaville
Sales Manager.....J. Bell
Program Director.....L. Matheson
Chief Engineer.....H. R. Hough

Representative

Associated Broadcasting Co.

MANITOBA

Population 727,000 — Number of Radio Licenses 86,500

Number of Families 154,680 — Auto Registrations 87,505

CKX

BRANDON—EST. 1928

CBC

FREQUENCY: 1150 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: Brandon. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sunday, 10:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press.

Personnel

Station Manager.....W. F. Seller
Chief Engineer.....C. E. R. Collins

Representatives

H. N. Stovin (Canada)
Joseph Hershey McGillvra (U. S. A.)

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CFAR

FLIN FLON—EST. 1937

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Arctic Radio Corp. OPERATED BY: Duke McLeod. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 110 hours weekly. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Duke McLeod
Program Director-Chief Announcer, Edward Farey
Chief Engineer.....Raymond Tate

Coverage

	Daytime	Evening
Population—Primary	12,000	18,000
Radio Homes— "	3,000	5,000
Population—Secondary	20,000	25,000
Radio Homes— "	5,000	7,000

Source: Station estimate.

Representatives

H. N. Stovin
Weed & Company

www.americanradiohistory.com

CJRC

WINNIPEG

CBC-Supplementary

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Transcanada Communications, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 92-266. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight (117 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....F. H. Elphicke
Commercial Manager.....P. H. Gayner
Sales Promotion Manager.....Hugh Newton
Publicity-Merchandising Director, N. R. Chamberlin
Program Director.....E. H. Houston
News Editor.....Ev Dutton
Musical Director.....W. Wilson
Chief Engineer.....Bert Hooper

Coverage

Population—Primary	612,000
Radio Homes— "	101,000

Source: Station survey.

Representatives

All Canada Radio Facilities, Ltd.
Weed & Company

CKY

WINNIPEG—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 990 Kc. POWER: 15000 watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Manitoba Telephone System. BUSINESS ADDRESS: Winnipeg. PHONE: 92191. STUDIO ADDRESS: Portage Ave., East. TRANSMITTER LOCATION: St. Francis Xavier. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commissioner of Telephones.....J. E. Lowry
Station Manager .....William Backhouse
Commercial Manager.....A. Messner
Program Director.....R. H. Roberts
Public Relations Director.....D. R. P. Coats
Chief Announcer.....W. Davidson
Musical Director.....P. H. Richardson
Chief Engineer.....W. A. Duffield

Coverage

Population—Primary	563,800
Radio Homes— "	107,800
Population—Secondary	145,500
Radio Homes— "	25,600

Source: Station survey.

Representatives

H. N. Stovin (Canada)
Joseph Hershey McGillvra (U. S. A.)

NEW BRUNSWICK

Population 451,000 — Number of Radio Licenses 53,700

Number of Families 95,957 — Auto Registrations 36,914

CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 100 watts. OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: Chateau Restigouche. 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: British United Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities, Ltd.

Personnel

Station Manager.....C. S. Chapman
Chief Engineer.....L. P. Paquet

Coverage

Population—Primary	65,000
Radio Homes— "	12,000
Population—Secondary	90,000
Radio Homes— "	15,000

Source: Station survey.

CFNB

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

www.americanradiohistory.com

A.M. to 12:00 Midnight. 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

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CKCW

MONCTON—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 3388. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President . . . . . J. L. Black
Station Manager . . . . . F. A. Lynds
Sales Manager . . . . . Clair Chambers
Program Director . . . . . Earl McCarron
Chief Engineer . . . . . J. G. White

Coverage

Population—Primary	140,274
Radio Homes— "	12,793
Population—Secondary	161,187
Radio Homes— "	14,714

Source: Station survey.

Representative

Joseph Hershey McGillvra

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CBA

SACKVILLE—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1070 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 12:15 A.M.; Sundays, 9:00 A.M. to 12:15 A.M. NEWS SERVICE: CBC News Bureau, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager . . . . . Gladstone Murray
Regional Representative . . . . . George Young
Program Division . . . . . W. J. O'Reilly
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.

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CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

FREQUENCY: 1150 Kc. POWER: 1000 watts. OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 14-16 Church St. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Coldbrook, N. B. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. 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
Commercial Manager . . . . . George Cromwell
Program Director-Artists' Bureau Head. deB. Holly
Publicity Director . . . . . Christine Fewings
Chief Engineer . . . . . J. G. Bishop

Coverage

Radio Homes—Primary	35,913

Source: Licensed Receivers.

Representative

Joseph Hershey McGillvra

www.americanradiohistory.com

NOVA SCOTIA

Population 556,000 — Number of Radio Licenses 66,200

Number of Families 117,872 — Auto Registrations 50,942

CHNS

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 960 Kc. POWER: 1000 watts. OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Broadcasting House, Tobin St. PHONE: B-8318. STUDIO ADDRESS: Broadcasting House; Lord Nelson Hotel. 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 L. Redmond
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	58,300
Radio Homes— "	5,600

Source: Field strength measurements.

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company

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CJCB - CJCX

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1270 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.....O. W. Loeb
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.

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CJLS

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.
MARITIME NETWORK

FREQUENCY: 1340 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.

www.americanradiohistory.com

ONTARIO

Population 3,760,000 — Number of Radio Licenses 447,500

Number of Families 797,872 — Auto Registrations 663,882

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 1380 Kc. POWER: 100 watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 49-51 Colborne St. 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: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....Evelyn Feely
Chief Engineer.....Clayton Anguish

Representative

A. L. Alexander

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CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: John Beardall. OPERATED BY: John Beardall. BUSINESS ADDRESS: William Pitt Hotel, Sixth St. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. (106½ hours weekly). NEWS SERVICE: Transradio Press.

Personnel

Owner-Manager .....John Beardall
Sales & Commercial Director.....P. A. Kirkey
Program Director .....Ross Wright
Chief Engineer .....Gordon Brooks

Coverage

Population—Primary	161,677
Population—Secondary	277,319

Source: Station survey.

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CKMC *

COBALT

FREQUENCY: 1240 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

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; 11:00 A.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
Commercial Manager.....Jack Downs
News Editor.....Clint Godwin
Chief Announcer.....Ralph Parker

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 (Canada)
Joseph Hershey McGillvra (U. S. A.)

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CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 900 Kc. POWER: 1000 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: 36 James Street, S. PHONE: 7-1539. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. C. Hardy
Manager.....Kenneth D. Soble
Program Director.....Norman Marshall

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CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1150 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: 7-4484. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Queen Elizabeth Highway. 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
Program Director-Artists' Bureau Head, J. Lyman Potts
Publicity Director-News Editor...D. A. Robbins
Women's Editor.....Bernice Burns
Sports Editor.....P. Le Sueur
Chief Announcer.....Werner Bartman
Musical Director.....Cyril Hampshire
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

CKCA

KENORA—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1450 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: 8:00 A.M. to 10:00 P.M.; Sunday, 10:00 A.M. to 10:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. W. Starratt
Station Manager.....Gerald F. Bourke
Commercial Manager.....Malcolm S. McLean
Chief Engineer.....William McLellan

Coverage

Population—Primary 18,900
Radio Homes— " 11,000
Population—Secondary 12,000
Radio Homes— " 4,500
Source: Station survey.

CFRC

KINGSTON—EST. 1923

CANADIAN BROADCASTING SYSTEM

FREQUENCY: 1490 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: Standard Radio.

Personnel

Business and Station Manager, James Annand
Chief Announcer.....Charles Miller
Chief Engineer .....Prof. H. S. Steward, M.S.

Coverage

Population—Primary 204,100
Radio Homes— " 46,600
Source: Station survey.

Representative

Weed & Co.

CJKL

KIRKLAND LAKE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dane, Ont. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 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
Program Director.....J. M. Garson
Chief Engineer.....Ed Ryan

Representatives

All-Canada Radio Facilities, Ltd.
Northern Broadcasting & Publishing, Ltd.
Weed & Company

CKCR

KITCHENER-WATERLOO—EST. 1926

FREQUENCY: 1490 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 2-1246; Waterloo 2-1132. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME

www.americanradiohistory.com

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.

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 1570 Kc. POWER: 1000 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

CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: Northern Broadcasting & Publishing. 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: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Timmins Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio. NBC Thesaurus.

Personnel

President .....R. H. Thomson
Station Manager.....Cliff Pickrem
Commercial Manager.....Hal Cooke
Publicity Director.....Jack Cooke
Chief Announcer.....Gord Smith
Musical Director.....J. McLaren
Chief Engineer.....Allen Taylor

Coverage

Population	45,857
Radio Homes	9,855

Representatives

All-Canada Radio Facilities, Ltd.
Northern Broadcasting & Publishing, Ltd.
Weed & Co.

CBO

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 910 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: 7:25 A.M. to 12:00 Midnight; Sunday, 7:45 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....W. C. Anderson
Senior Announcer.....G. E. Whittaker
Chief Engineer.....E. C. Stewart

CKCO

OTTAWA—EST. 1924

FREQUENCY: 1340 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, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated.

Personnel

Manager.....G. M. Geldert
Secretary .....Irene Becksted

Representative

Joseph Hershey McGillvra

CFOS

OWEN SOUND

FREQUENCY: 1400 Kc. POWER: 100 watts. OWNED BY: Grey & Bruce Broadcasting Co. OPERATED BY: Same BUSINESS ADDRESS:

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904 Second Ave., East. PHONE: 1940. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sydenham Township. TIME ON THE AIR: 7:45 A.M. to 1:30 P.M. and 5:00 to 9:45 P.M. (9¾ hours daily). NEWSPAPER AFFILIATION: Owen Sound Sun-Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Howard Fleming
Station Manager.....Ralph Snelgrove
Local Sales Manager.....Bill Hawkins
Program Director.....Denys Ferry
Chief Announcer.....Frank Radcliffe
Musical Director.....Marie Keenan
Chief Engineer.....Theodore Millen

Coverage

	Daytime	Evening
Population—Primary	58,000	37,000
Radio Homes— "	11,000	7,500
Population—Secondary ..	40,000	
Radio Homes— " ..	7,200	

Source: Bureau of Statistics; mail response analysis.

Representative

Joseph Hershey McGillvra

CFLC

PRESCOTT—EST. 1925

FREQUENCY: 1450 Kc. POWER: 100 watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 2:00 P.M. and 5:00 P.M. to 7:30 P.M. (7:00 P.M. on Saturday); 11:00 A.M. to 1:00 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....A. C. Halliday
Business Manager.....Maurice B. Mitchell

CKTB

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: E. T. Sandell. OPERATED BY: The Silver Spire Broadcasting Station, Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and Paul Sts. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to Midnight; (Sunday) 10:45 A.M. to Midnight (109¼ hours weekly). NEWS SERVICE: Transradio Press.

Personnel

President.....E. T. Sandell
Station Manager.....J. B. Mitchell
Program Director.....W. G. Adamson
Musical Director-Chief Announcer, W. G. Adamson
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

CJIC

S S MARIE—EST. 1934

CBC

FREQUENCY: 1490 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE 3500. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. TRANSMITTER LOCATION: Tarentorus Township. TIME ON THE AIR: 7:00 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
Chief Engineer.....S. C. Cusack

Coverage

Population	90,250
Radio Homes	17,705

Source: Mail analysis.

Representative

J. L. Alexander (Toronto)

CJCS

STRATFORD—EST. 1927

FREQUENCY: 1240 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 10:00 P.M. NEWS SERVICE: Local news and Transradio Press.

Personnel

Station Manager.....F. M. Squires
Commercial Manager.....S. E. Tapley
Program-Musical Director....C. W. Trethewey
Production Manager.....J. Haney
Publicity Director.....M. R. Dunseith
Chief Engineer.....J. Camden

Coverage

Population—Primary	140,000

Representatives

All-Canada Radio Facilities
Weed & Co.

www.americanradiohistory.com

CKSO

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.
ONTARIO REGIONAL

FREQUENCY: 790 Kc. POWER: 1000 watts. OWNED BY: Sudbury Daily Star. OPERATED BY: Sudbury Daily Star Publishers, Ltd. BUSINESS ADDRESS: 23 Elgin St. PHONE: 280. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....W. E. Mason
General Manager.....W. J. Woodill
Sales Promotion Manager.....William Stovin
Program Director and Chief Announcer, Howard Clark
Publicity Director.....R. T. Hill
Musical Director.....Bill Valentine
Chief Engineer.....J. McRae

Coverage

Population—Primary	148,568
Radio Homes— "	65,000
Population—Secondary	348,895
Radio Homes— "	125,000

Source: Field strength measurements.

CKGB

TIMMINS—EST. 1935

CBC

FREQUENCY: 1470 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting & Publishing. Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Thomson Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2½ miles west of Timmins. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....R. H. Thomson
Station Manager.....Jack K. Cooke
Sales Manager.....Rip Crotty
Commercial Manager.....Murray Morrison
Sales Promotion Manager.....R. A. Leslie
Program Director-Chief Announcer, Fred Darling
Production Manager.....Lloyd Monk
Artists' Bureau Head.....Sonya Barnett
Publicity Director.....Hal Lawrence
Musical Director.....Ted Earle
Chief Engineer.....W. K. Marks

Coverage

Population—Primary	62,004
Radio Homes— "	13,200
Population—Secondary	11,866
Radio Homes— "	2,525

Source: Station survey.

Representative

Northern Broadcasting & Publishing, Ltd.

CBL

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 55 York St. PHONE: Adelaide 5771. STUDIO ADDRESS: 805 Davenport Rd. PHONE: Kenwood 9411. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:15 A.M. to 12:00 Midnight. NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager-Regional Representative, Dick Claringbull
Commercial Manager-Supervisor of Press and Information.....E. A. Weir
Chief Announcer-Studio Supervisor, Herbert G. Walker
Ontario Regional Chief Operator..W. C. Little

Coverage

	Daytime	Evening
Population—Primary	2,691,289	2,491,684
Radio Homes— "	473,972	448,376
Population—Secondary	518,734	1,145,103
Radio Homes— "	62,179	179,757

Source: Field intensity measurements.

Representative

Canadian Broadcasting Corp.

CBY

TORONTO—EST. 1936

CBC

FREQUENCY: 1010 Kc. POWER: 1000 watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 55 York St. PHONE: Adelaide 5571. STUDIO ADDRESS: 805 Davenport Road. PHONE: Kenwood 9411. TRANSMITTER LOCATION: 805 Davenport Road. TIME ON THE AIR: 7:15 A.M. to 12:00 Midnight. NEWS SERVICE: CBC News Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager-Regional Representative, Dick Claringbull
Commercial Manager-Supervisor of Press and Information.....E. A. Weir

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Chief Announcer-Studio Supervisor,
Herbert C. Walker
Ontario Regional Chief Operator . . . W. C. Little

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 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: 37 Bloor St., West. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M.; Sunday, 10:30 A.M. to 12:30 A.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

Personnel

President . . . . . 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

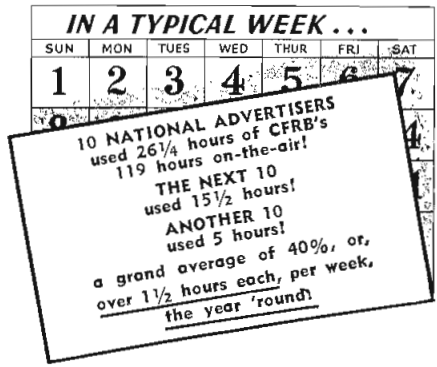
Joseph Hershey McGillvra

STATION EXECUTIVES IN CANADA READ RADIO DAILY REGULARLY

UP IN CANADA

30 NATIONAL ADVERTISERS CAN'T BE WRONG . . .

in using 40% of a CFRB working week, the *year 'round!*



Of course shrewd advertisers use CFRB to sell their wares in Canada's richest market! The figures prove it. But more important is the answer to the question "Why are more and more advertisers reaching this market over CFRB?" . . . Here are a few reasons:

1. CFRB is the key to an immediate audience that represents 29% of the population of Canada, and nearly 50% of its purchasing power!
2. CFRB's listening area includes 12 cities, 42 towns and 192,174 farm homes!
3. CFRB's monthly mail averages over 200,000 letters!
4. In a recent "survey" comprising 1600 personal interviews, 53.4% of the interviewees named CFRB their favorite station. *In fact, CFRB led the runner-up by nearly 2 to* 1!

CFRB is now in its 14th year of continuous service. Before placing your advertising in Ontario, Canada's 2½ *billion* dollar market, get *all* the facts concerning CFRB—*the key to Ontario sales!*

CFRB

TORONTO

The most popular station in Canada's richest market!

Advertising representatives in U. S. A.

JOSEPH HERSHEY McGILLVRA

New York • Chicago • Boston
San Francisco • Los Angeles • Atlanta

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CKCL

TORONTO, CANADA

•

Now 1000 Watts

(With Directional Antenna)

580 Kilocycles

•

and with the permission of the Canadian Broadcasting Corporation carrying NBC Blue and Red commercials.

•

For coverage map write us direct, or phone or wire your nearest Joseph Hershey McGillvra office.

CKCL

TORONTO—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 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: Scarboro, Ont. 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
Publicity and Musical Director.Maurice Rapkin
Chief Engineer.....Ernest O. Swan

Representative

Joseph Hershey McGillvra

•

CKLW

WINDSOR—EST. 1932

MUTUAL—CBC

FREQUENCY: 800 Kc. POWER: 5000 watts. OWNED BY: Western Ontario Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS:

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL

MUTUAL BROADCASTING SYSTEM

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Guaranty Trust Bldg. PHONE: 4-1155. DETROIT ADDRESS: Union Guardian Bldg. 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. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Carter
Commercial Manager .....L. J. Dumahaut
Program Director.....John Gordon
Production Manager.....Frank Burke
Artists' Bureau Head.....Joe Gentile
Publicity Director.....Frank Lynch
Chief Announcer-Traffic Mgr., Campbell Ritchie
Chief Engineer.....William J. Carter

Representative

Joseph Hershey McGillvra

CKNX

WINGHAM—EST. 1926

CANADIAN BROADCASTING CORP.
FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 10:15 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
Musical Director-Artists' Bureau Head, Harold Victor Pym
Chief Announcer.....John Cruickshank
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

J. L. Alexander (Toronto)

PRINCE EDWARD ISLAND

Population 95,000
Number of Families 20,212
Number of Radio Licenses 11,200
Auto Registrations 7,970

CFCY

CHARLOTTETOWN—EST. 1924

CANADIAN BROADCASTING CORP.

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: West Royalty, P. E. I. 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
Chief Engineer.....M. H. F. Young

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

CHARLOTTETOWN

FREQUENCY: 1340 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

(Same as CFCY)

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1480 Kc. POWER: 100 watts. OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldg. 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.

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Program Director.....C. F. MacCaull
Chief Engineer.....Angus McKie

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QUEBEC

Population 3,210,000 — Number of Radio Licenses 382,000
Number of Families 428,000 — Auto Registrations 202,796

C B J

CHICOUTIMI

CBC

FREQUENCY: 1240 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

C K C H

HULL—EST. 1932

CBC (AND PROVINCIAL)

FREQUENCY: 1240 Kc. POWER: 100 watts. OWNED BY: Le Droit. OPERATED BY: CKCH Broadcasting Co. BUSINESS ADDRESS: 85 Champlain Ave. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. R. No. 1, Hull, South. TIME ON THE AIR: 7:30 to 11:30 P.M. (108 hours weekly). NEWSPAPER AFFILIATION: Le Droit (Ottawa). NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....M. Therrien
Station Manager.....Marcel Pare
Sales Manager.....Georges-B. Bourassa
Musical Director.....A. Groulx
Chief Engineer.....J. L. Champagne

C B F

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 690 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.

Personnel

Station Manager.....Maurice Goudrault
Program Director.....J. M. Beaudet
Commercial Manager.....J. A. Dupont
Chief Engineer.....L. L'Allier

C B M

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.

NBC—(RED)

FREQUENCY: 940 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: Marieville. 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.....R. A. Scantlebury

C F C F

(Short Wave CFCX)
MONTREAL—EST. 1919

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: Plateau 2577. 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 11:30 P.M. (Sunday), (118 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....A. H. Ginman
Station Manager.....J. A. Shaw
Commercial Director.....M. J. Humphreys
Program Director.....H. H. Hewetson
Sales Promotion Manager.....E. H. Smith
Chief Announcer.....Ivor Francis
Chief Engineer.....Jack Gettenby

Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes— "	220,000	192,000
Population—Secondary .	300,000	.....
Radio Homes— " ..	28,725	.....

Source: Radio Division, Department of Transport.

Representatives

All-Canada Radio Facilities, Ltd.
Weed & Company (in the U. S.)

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CHLP

MONTREAL—EST. 1933

FREQUENCY: 1490 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: La Patrie Bldg. TIME ON THE AIR: 94 hours weekly. NEWSPAPER AFFILIATION: La Patrie. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial Manager.....Marcel Lefebvre
Program Director.....Claude Sutton
Publicity Director .....Armand Goulet
Chief Engineer.....F. F. Tambling

CKAC

MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts. OWNED BY: La Presse Pub. Co., Ltd. OPERATED 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 AFFILIATION: La Presse. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President.....P. R. DuTremblay
General Manager.....Phil Lalonde
Commercial Manager.....Louis Leprohon
Program-Musical Director.....Henri Letondal
Production Manager.....Ferdinand Biondi
Sales Promotion Manager.....Andre Daveluy
Chief Announcer.....Roy Malouin
News-Publicity-Traffic Director...Flavius Daniel
Office Manager.....Armand Gravel
Music Librarian.....T. Lenoir

Coverage

	Daytime	Evening
Population—Primary	1,169,226	1,824,365
Radio Homes— "	258,865	280,286
Population—Secondary ..	1,076,717	1,697,505
Radio Homes— " ..	153,253	262,806

Source: CBS Listening Area Study.

Representative

Joseph H. McGillvra

CHNC

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: New Carlisle, Que. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M.; Sunday, 9:00 A.M. to 12:30 A.M.

Personnel

Managing Director.....Dr. Charles Houde

CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 980 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: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

Personnel

CBC President.....Rene Morin
Station Manager.....Aurele Seguin
CBC Commercial Manager.....J. A. DuPont
CBC Publicity Director.....Leopold Houle
Chief Announcer.....Fernand Leclerc

Entering its Eighth Year of Broadcasting

1000 W **CHNC** 610 Kc.

NEW CARLISLE, QUEBEC

★

Primary Coverage includes 20,509 radio homes, primarily French

★

15,000 Fan Letters are averaged monthly

★

CHNC's Audience

Enjoys well-planned programs—and

THEY BUY

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CBC Program-Musical Director...J. M. Beaudet
Chief Engineer .....Charles Frenette

Coverage

Population—Primary	236,942
Radio Homes— "	37,354

CHRC

QUEBEC—EST. 1926

FREQUENCY: 1400 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.....Maurice Descarreaux
Musical Director.....Gaston Voyer
Chiel Engineer.....Arsene Nadeau

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

QUEBEC—EST. 1924

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1340 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: 154 Marguerite-Bourgeois Ave. TIME ON THE AIR: 106 hours weekly. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....H. Baribeau
Station Manager .....Paul Lepage
Sales Promotion Manager...M.—Paule Vachon
Chief Announcer.....Gilles Duhamel
Musical Director.....Edwin Belanger
Chief Engineer .....Paul Richard

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

RIMOUSKI—EST. 1937

CBC-QUEBEC REGIONAL NETWORK

FREQUENCY: 900 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: Canadian Press (via CBC).

Personnel

President.....J. A. Brillant
Manager .....G. A. Lavoie
Program Director.....P. E. Corbeil

Coverage

	Daytime	Evening
Population—Primary ...	413,483	250,910
Radio Homes— "	28,000	19,000
Population—Secondary ..	425,350	259,400
Radio Homes— " ..	35,000	18,000

Source: Station survey.

Representative

Joseph Hershey McGillvra

CKRN

ROUYN—EST. 1938

CANADIAN BROADCASTING CORP.

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: La Cie de Radiodiffusion Rouyn-Noranda, Ltd. BUSINESS ADDRESS: P. O. Box 340. STUDIO ADDRESS: Reilly Bldg. PHONE: 1400. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: British United Press.

Personnel

President.....L. Labelle
Vice-President.....F. Herbert
Vice-President.....M. P. Cuddihy
General Manager.....J. O. Tardif
Sales Promotion Manager.....E. Gagnier
Program-Musical Director.....John Hogue
Production Manager.....E. G. Archibald
Chief Engineer.....Bert Crump

Coverage

Population—Primary	85,900
Radio Homes— "	5,800

Source: Station survey.

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CHGB

SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1230 Kc. POWER: 100 watts. OWNED BY: CHGB, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Sainte Anne de la Pocatiere. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 12:00 noon to 12:00 midnight.

Personnel

Station Manager.....G. T. Desjardins
Commercial Manager.....G. H. Bouchard
Program Director.....Laval Raymond

Representative

Joseph Hershey McGillvra

CHLT

SHERBROOKE—EST. 1937

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 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.....L. P. Bernier

CHLN

THREE RIVERS

FREQUENCY: 1450 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: WBS.

Personnel

Station Manager.....Leon Trepanier

Coverage

Population—Primary	166,780
Population—Secondary	233,220

Source: Station estimate within 25-mile radii.

CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1230 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: 8:00 A.M. to 2:00 P.M. and 5:00 to 9:00 P.M. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Remi Taschereau
General Manager.....Dan Carr
Program Director.....Don Insley
Chief Engineer.....Ernie Mott

Coverage

Population—Primary	25,000
Radio Homes— "	5,321

Representative

All-Canada Radio Facilities, Ltd.
Weed & Co.

SASKATCHEWAN

Population 949,000 — Number of Radio Licenses 112,100

Number of Families 201,915 — Auto Registrations 108,504

CHAB

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1220 Kc. POWER: 1000 watts. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Boharm, Sask. 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.

Personnel

President-Chief Engineer.....A. E. Jacobson
Station Manager.....H. C. Buchanan
Sales Manager.....L. A. Bourgeois
Sales Promotion Manager.....G. E. Walker
Publicity Director.....Louis Lewry

Representative

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

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CKBI

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 900 Kc. POWER: 1000 watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffat. BUSINESS AND STUDIO ADDRESS: Sanderson Block. PHONE: 3133. TRANSMITTER LOCATION: Prince Albert. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager . . . . . R. E. Price
Commercial Manager-Chief Engineer, L. E. Moffat
Sales Promotion Manager . . . Gerald Prest
Program Director . . . . . Kenneth Davey
Chief Announcer . . . . . W. R. Hart
Musical Director . . . . . G. Dobson

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.

CJRM

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 980 Kc. POWER: 1000 watts. OWNED BY: Transcanada Communications, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 116 hours weekly. NEWSPAPER AFFILIATION: Regina Leader Post. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service.

Personnel

President . . . . . Victor Sifton
Station Manager . . . . . F. V. Scanlan
Sales Manager . . . . . Bruce M. Pirie
Program Director-Chief Announcer, Don E. Wright
Musical Director . . . . . Sam H. Hillier
Chief Engineer . . . . . W. McDonald

Representative

Joseph Hershey McGillvra
All Canada Radio Facilities

CKCK

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: Leader-Post, Ltd. OPERATED BY: All Canada Radio Facilities, Ltd. BUSINESS ADDRESS: Southam Bldg., Calgary, Alberta. STUDIO ADDRESS: Leader Post Bldg. PHONE: 8525. TRANSMITTER LOCATION: Victoria Plains. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, All-Canada Radio Facilities, Ltd.

Personnel

Station Manager . . . . . Gerry Gaetz
Assistant Manager . . . . . W. A. Speers
Commercial Manager . . . . . A. R. Smith
Program Director . . . . . L. A. Westmoreland
Publicity Director . . . . . Don Macmillan
Musical Director . . . . . Ross MacRae
Chief Engineer . . . . . E. A. Strong

Representative

All-Canada Radio Facilities, Ltd. (Canada)
Weed & Co. (U.S.A.)

CFQC

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: Exhibition Grounds. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:30 A.M. to 11:30 P.M. Sundays. NEWS SERVICES: British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President and Station Manager . . A. A. Murphy
Commercial Manager . . . . . Vernon Dallin
Program-Musical Director . . . . . Cy Cairns
Production Manager-Publicity Director, Murray Dyck
Chief Announcer . . . . . Wilfred Gilby
Chief Engineer . . . . . S. Clifton

Coverage

Population—Primary	280,000
Radio Homes— "	38,000
Population—Secondary	275,000
Radio Homes— "	36,000

Representatives

Joseph Hershey McGillvra (USA only)
Jack Slater, Toronto & Montreal
Inland Broadcasting Service

CBK

WATROUS—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS:

www.americanradiohistory.com

Manitoba Telephone Bldg., Portage Ave., East, Winnipeg, Man. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Watrous, Sask. TIME ON THE AIR: 7:30 A.M. to 11:30 P. M.

Personnel

Regional Director.....J. M. Kannawin
Regional Engineer.....R. D. Cahoon

CJGX

YORKTON—EST. 1927

CANADIAN BROADCASTING CORP.
FREQUENCY: 1460 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: Smith MacKay Bldg., Yorkton. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....A. L. Garside
Commercial Manager.....R. H. Elleker
Public Relations Director.....C. F. Greene

Coverage

Population—Primary	154,506
Population—Secondary	143,439
Radio Homes—Primary and Secondary	46,266

Source: Station survey.

Representatives

Joseph Hershey McGillvra
Jack Slatter
Inland Broadcasting Service

NEWSPAPER-AFFILIATED CANADIAN STATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 960 Kc. V. F. Nielson, manager.....CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager.....CALGARY ALBERTAN
CJCA—Edmonton. 1000 Watts; 630 Kc. Gordon S. Henry, manager.....EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 910 Kc. A. D. R. Homersham, manager.....KAMLOOPS SENTINEL
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager.....NELSON DAILY NEWS
CJAT—Trail. 1000 Watts; 610 Kc. A. J. Balfour, manager.....TRAIL DAILY TIMES
CKMO—Vancouver. 100 Watts; 1410 Kc. R. H. Wright, manager...VANCOUVER NEWS HERALD

NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1400 Kc. F. A. Lynds, manager,
MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 1000 Watts; 1150 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager.....HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager... KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 1000 Watts; 560 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. Cliff Pickrem, manager.....TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1400 Kc. Ralph Snelgrove, manager...OWEN SOUND SUN-TIMES
CFLC—Presscott. 100 Watts; 930 Kc. Maurice B. Mitchell, manager,
OGDENSBURG (N. Y.) JOURNAL
CKSO—Sudbury. 1000 Watts; 790 Kc. W. J. Woodill, manager.....SUDBURY SUN
CKGB—Timmins. 1000 Watts; 1440 Kc. Jack K. Cooke, 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. Leon Trepanier, manager,
THREE RIVERS LE NOUVELLISTE
CKVD—Val D'Or. 100 Watts; 1230 Kc. Dan Carr, Manager.....TIMMINS (ONT.) DAILY PRESS

SASKATCHEWAN

CKCK—Regina. 1000 Watts; 980 Kc. G. Gaetz, manager.....REGINA LEADER-POST

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Whether for foods, filling stations or face powder . . . we have just the show for you. Ziv-created programs run on more than a hundred stations every week. Phone or wire for details.

Frederic w. ZIV, inc.

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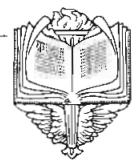

★ RADIO ★ PRODUCTION

Producers

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Transcriptions

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Libraries

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Agents

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Music Publishers

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Talent

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Musical Directors

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Rules and Regulations

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Programs

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NEW YORK CITY

GENE FALCONI, Gen. Mgr.
COlumbus 5-1348

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BACK STAGE WITH RADIO DURING 1940

By
Norman S. Weiser
Associate Editor
RADIO DAILY

ESTABLISHING itself as one of the greatest advertising mediums in the world, and firmly entrenching itself as a leader of industry, radio last year hit an all-time high in achievement, and offered every indication that 1941 would see no retardment of the advancements prophesized in '40. Financially speaking, the three major networks reached a new peak of $96,000,000 in gross cumulative billings during the year, approximately a 16 per cent increase over the same period a year ago, and NBC with its two networks, retained its position as the leading advertising medium in the United States by marking up total gross cumulative billings of $50,000,000.

FM

Perhaps the most notable advancement during the year was the advent of frequency modulation on a large scale. Surpassing television in point of progress, FM was granted commercial licenses by the FCC, and from every nook and cranny of the country came word that FM was finding favor with the populace. More than 40 FM stations were ready to go at the turn of the year, and the list was expanding rapidly as the year progressed. Television, however, has not been eclipsed by the meteoric rise of FM, but has settled down, after a complete frequency change according to FCC rulings, to serious experimentation in all fields, with special emphasis being given to color transmission as the year faded.

International

Rivaling FM as the fair-haired son of the broadcasting industry, short wave transmissions, on a paying basis, became popular with national advertisers, and NBC, Westinghouse and General Electric all reported steady sales in that field. CBS, as the year waned, closed a deal whereby a South American division was added to the regular network, with 64 stations available to advertisers. That set-up will start in September of the current year, and makes broadcasting an established advertising medium of international scope.

Programs

Highlighting the year were the preparations to put BMI into the works, and towards the end of 1940 radio was functioning with a higher degree of efficiency in programming than had been evident for many a year. Musical shows continued to flourish, and the giveaways also noted heavy Crossley increases. Quiz programs continued to find large audiences available, and the daytime "soap operas" continued to sell practically every housewife from coast-to-coast. National defense, of course, highlighted the latter part of the year, and was to be the keynote of the entire broadcasting industry in '41. International newscasts held tremendous audiences, and the European war was covered thoroughly and sanely, with no war hysteria allowed to creep into the American Way of broadcasting.

Labor

The union front was quiet for the most part during the otherwise hectic year, with AFRA, after raising a slight rumpus, signing a new contract with all concerned, and the AFM, after threatening to enter into the BMI-Ascap fracas, decided against that course and quietly went about its business.

1941 finds the radio industry at last standing on its own two feet, and entering its twenty-first year as one of the most potent medias in the world. Its coverage of the political scene in 1940; the very thorough job done for all of its advertisers, and its continued expansion in all fields of the entertainment field, ascertain that it has seen its most trying times, and that in the future it will continue to establish new records on all fronts.

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Grombach Productions inc.

RADIO PROGRAMS

CREATION PRODUCTION DIRECTION

For eleven years we have been creating and producing radio programs for advertising agencies -network and spot -live and transcribed.

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We also furnish individual writing and direction service. What we have done for others we can do for you. Anything from a ONE MINUTE JINGLE to a STAR-STUDDED NETWORK PRODUCTION.

♦

If you have an idea or program of your own which you desire produced or directed, we are at your service.

Steinway Building

113 WEST 57th STREET NEW YORK, N. Y.

Circle 6-6540

Representatives in

LONDON HOLLYWOOD BOSTON PARIS

Jean V. Grombach, inc.

RECORDING, MANUFACTURE AND DISTRIBUTION OF ELECTRICAL TRANSCRIPTIONS

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Program Producers

Adradio Associates

11 West 42nd St., New York, N. Y. Phone, LOngacre 5-7060. Account Executive, H. Curtis Colby; Sales & Production Manager, Fulton Dent; Continuity Editor, Miles Overholt. SERVICES OFFERED: Program and spot announcement ideas, free lance script writing and production.

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; Sales Department, Norman Winters, Arthur H. Hope. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Aerogram Corporation

1611 Cosmo St., Hollywood, Cal. Phone, Gladstone 4848. 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.

J. T. Ainley Co.

360 N. Michigan Ave., Chicago, Ill. Phone, State 1833. President, J. T. Ainley; Director, Charles D. Penman; Script Editor, Courtenay Savage. SERVICES OFFERED: Program production.

Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-0077.

Air Programs, Inc.

441 Madison Ave., New York, N. Y. Phone, PLaza 3-4967. President, Alan Rinehart; Vice-President, Edgar Belmont; Secretary, George Hamilton Combs. SERVICES OFFERED: Program production.

Albany School of Cooking

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. 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.

Norman Alexandroff Artists Bureau

410 S. Michigan Ave., Chicago, Ill. Phone, Wabash 6762. Manager, Norman Alexandroff; In Charge of Production, Jack Reidy; Scripts, Aline Neff and Jack Reidy; Dramatic Instructor, Clark Willia; Production, U. S. Allen. SERVICES OFFERED: Program production.

Allied Radio Associates, Inc.

724 Fifth Ave., New York, N. Y. Phone, CIrcle 6-5240. Sales Manager, Paul Wimbish; Production Manager, Irving Strouse; Account Executive, E. Ellsworth. SERVICES OFFERED: Program production.

American Institute of Food Products

75 West St., New York, N. Y. Phone, WHitehall 4-7303. President, Dr. Shirley W. Wynne; General Manager, Robert A. Bories; Production Manager, Merton H. Bories; Merchandising Manager, Herman F. Kartluke. SERVICES OFFERED: Origination, writing and production of programs specializing in food and kindred accounts.

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb; Vice-President-Treasurer, Maurice Rappel; Secretary, Ann Barbinel. SERVICES OFFERED: Program production, script and transcription library.

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American Royal Productions

1622 Harrison St., Oakland, Calif. Phone, HIgate 3738. SERVICES OFFERED: Commercial recording and transcription service, dramatized announcements, custom-built shows.

•

AMP Recording Studios, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. President C. M. Finney; Vice-President & Chief Engineer, K. R. Smith; Vice-President & Recording Director, Ben Selvin; Sales Manager, David F. Crosier. SERVICES OFFERED: Studio recordings, off-the-line recordings, air-checks, vertical and lateral recordings, program consultants.

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Arnaiz Broadcasting Co.

206 S. Spring St., Los Angeles, Calif. Phone, MUtual 8837. President-Manager, R. B. Arnaiz; Secretary, J. G. Cabrera. SERVICES OFFERED: Program production.

•

Asch Recording Studios

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. President, Moe Asch. SERVICES OFFERED: Off-the-air and off-the-line transcriptions, commercial records, transcriptions, recordings and production.

•

Arthur H. Ashley

457 West 57th St., New York, N. Y. Phone, COlumbus 5-8540. Owner, Arthur H. Ashley; General Manager, Gene Falconi; Office Manager, Louise Sesti. SERVICES OFFERED: Foreign language program production, specializing in Italian, Jewish, Polish and Spanish for South America; scripts and continuity; recording; talent.

•

Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244, Aberdeen 0184. Director, Frank J. Kovach. SERVICES OFFERED: Script writing, transcriptions, recordings, continuities and recorded library, foreign-language (Hungarian) program production.

•

Associated Broadcasting Co., Ltd.

Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, G. Ticktin; Sales Director, L. Chodos; Program

WILSON, POWELL and HAYWARD, Inc.

444 MADISON AVENUE, NEW YORK CITY

★ ★ ★

ARTISTS' REPRESENTATIVES RADIO PRODUCERS

www.americanradiohistory.com

Production, M. Krushan; Script Director, J. Fuller; Talent Director, J. Winter; French Director, J. O. Denis; French Scripts, R. Desrochers; Recording Department, J. Feldman. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

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Associated Releases

1125 N. Hudson Ave., Hollywood, Calif. Phone HOllywood 2686. Producer, Arthur Solomon; Associate Producer, Al H. Sherman; Writer, George A. Arthur. SERVICES OFFERED: Program production and scripts.

•

Associated Transcriptions of Hollywood

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Manager, Harry F. Walstrum. SERVICES OFFERED: Electrical Transcriptions, off-the-air recordings, phonograph recordings, custom-built transcriptions, production scripts.

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David S. Ballou Productions

505 Nineteenth St., Merced, Calif. Phone, 1631. Owner, David S. Ballou. SERVICES OFFERED: Program production.

•

Basch Radio Productions

171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717. Sales Manager, Charles J. Basch, Jr.; Program Director, Frankie Basch; Production Manager, Emanuel Demby; Publicity Director, William Kitay. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; Eastern Representative for Aerogram Corp. and Twentieth Century Radio Productions.

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Batchelor Enterprises, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-4224. President, Walter Batchelor; Director of Radio, Howard Reilly. SERVICES OFFERED: Program production.

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck; Assistant Manager, R. Castle Brown; Sales Manager, W. G. Bretson; Office Manager, Giles Miller. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings; complete service in the production of sound film in black and white and in natural color.

•

Herman Bernie, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-6647. President, Herman Bernie; Secretary-Treasurer, Dorothy Menzin. SERVICES OFFERED: Program production of package shows.

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Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production.

•

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production.

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Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary-Treasurer, C. E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

•

Broadcast Producers of New York, Inc.

18 E. 49th St., New York, N. Y. Phone, ELdorado 5-9300. General Manager, George W. Dan Jonas. SERVICES OFFERED: Dramatized 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 WOV; rehearsal and broadcast recordings on WABC.

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Broadcast Productions

25 East Jackson Blvd., Chicago, Ill. Phone, Wabash 0711. Director, John Stamford; Assistant Director, Bryce Talbot. SERVICES OFFERED: All types of programs produced. Electrical transcriptions and recordings.

•

Curtis Brown-Alan Collins, Inc.

347 Madison Ave., New York, N. Y. Phone, MUrray Hill 6-6170. Vice-President, Frank Chase. SERVICES OFFERED: Program production.

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The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WIsconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

•

Kenneth Burton

75 Banks St., New York, N. Y. Phone, WAtkins 9-8864. SERVICES OFFERED: Program production and direction.

•

C. K. Recorders

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Secretary-Treasurer, N. K. Clark; Engineer, J. E. Maley. BRANCH OFFICE: 917 S. W. 9th Ave., Portland, Ore. Phone, At. 3454. SERVICES OFFERED: Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

•

Chicago Recording Studios

64 E. Jackson Blvd., Chicago, Ill. Phone, Webster 7288. SERVICES OFFERED: Transcriptions, spot announcements, off-the-air and off-the-line recordings, studio recordings, script and production service.

•

Carle Christensen Recording Studios

306 S. Wabash Ave., Chicago, Ill. Phone, Wabash 7069. Manager, Carle A. Christenson; Script Department, Avis Lennon; Technician, Ted Morris. SERVICES OFFERED: Scripts, production, talent, transcriptions, off-the-air recordings, phonograph records.

•

Leslie Clucas

333 North Michigan Ave., Chicago, Ill. Phone, Franklin 7100. SERVICES OFFERED: Program production of package shows.

HENRY SOUVAINE INC.

30 ROCKEFELLER PLAZA, NEW YORK CITY

SPECIALISTS FOR RADIO

TALENT

SCRIPTS

PROGRAMS

RECORDINGS

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Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Director of Public Relations, William P. Maloney; Production, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter; Writers, Jean Holloway and Jane Tompkins; Talent, Sam Schiff; Musical Arranger, Tony Gale. SERVICES OFFERED: Program building and producing.

•

Columbia Artists, Inc.

485 Madison Ave., New York, N. Y. Phone, WIckersham 2-2000. Vice-President, Herbert I. Rosenthal; Vice-President, I. S. Becker. BRANCH OFFICE: Wrigley Bldg., Chicago, Ill. Phone, Whitehall 6000. Executive-In-Charge, Robert M. Haffer. SERVICES OFFERED: Program production, scripts.

•

Commercial Broadcasters

192 N. Clark St., Chicago, Ill. Phone, Dearborn 0203-0533. Owner, Dave Edelson. SERVICES OFFERED: Program production.

•

Commercial Broadcasting Service, Ltd.

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, H. R. Johnston; Secretary-Treasurer, A. G. Irwin; Program Department, S. K. Smith; Script Department; A. D. Wigmore. SERVICES OFFERED: Live talent production, syndicate transcriptions, custom recordings, time placements.

•

The Jack L. Cooper Radio Advertising Service

4237 Indiana Ave., Chicago, Ill. Phone, Oakland 2504, Beverly 2056. Producer, Jack L. Cooper; Secretary-Musical director, Gertrude R. Cooper. SERVICES OFFERED: Program (Negro) production.

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Cornish Recording Studio

(Cornish School Radio Department)

710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Manager, Donald MacLean; Assistant Manager, Ralph Turner; Engineer, Roger Jacobson. SERVICES OFFERED: Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions, air-checks, program production, scripts.

Cosmopolitan Broadcasting Co.

7100 Broadway, Cleveland, Ohio. Phone, Diamond 3010, 0808. James J. Rattay, Paul Faut. SERVICES OFFERED: Foreign language programs.

•

Paul Cruger

5800 Carlton Way, Hollywood, Calif. Phone, HOllywood 9352. General Manager, Paul Cruger; Copy Chief, Harry Wendland; Art Director, Elmer Davis; Musical Director, Darrell Calker. SERVICES OFFERED: Custom built shows, commercial spots, live and transcribed, contests and merchandising campaigns.

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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.

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Czech Broadcasting Service

307 N. Michigan Ave., Chicago, Ill. Phone, State 9344. President and Managing Director, Adele J. Fiala. SERVICES OFFERED: Preparation and production of Czech, Slovak and other foreign language programs.

•

Frank C. Dahm

501 Madison Ave., New York, N. Y. Phone, PLaza 3-5320. SERVICES OFFERED: Program production, scripts.

•

Thomas J. Deegan, Jr.

590 Madison Ave., New York, N. Y. Phone, PLaza 8-0989. Personnel, Thomas J. Deegan, Jr., Joseph D. Pyle, Philip E. Worth, Elizabeth Ward. SERVICES OFFERED: Program production, scripts.

•

Alfred Dixon Radio Features

424 Madison Ave., New York, N. Y. Phone, PLaza 8-1246. President, Alfred Dixon; Scripts and Continuity, Hume Dixon; Publicity-Promotion, Cy Newman; Business Manager, A. J. Hammerslough; Production, Joseph S. Cunningham. SERVICES OFFERED: Program production, scripts.

•

Dolan & Doane, Ltd.

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1538. President, Ken Dolan; Vice-President, James Doane; Associates, Colton C. Cronin,

www.americanradiohistory.com

Saul Reiss; Secretary, Edith Szabo. BRANCH OFFICE: 8905 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-9185. SERVICES OFFERED: Program production, package shows.

•

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.

•

Walter P. Downs

2313 St. Catherine St., West Montreal, Que., Canada. Phone, WEllington 4218. General Manager, Walter P. Downs; Production, Ed Berkley; Purchasing, R. F. Brown; Chief Engineer, A. Ewing; Office Manager, Marion Hould. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, recording, direct wire service for auditions, representative for American program producing and transcription firms.

Draesemer Radio Productions

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.

•

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

•

Earnshaw Radio Productions

1675 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. President, Harry A. Earnshaw; Vice-President, Fenton Earnshaw; Secretary-Treasurer & General Sales Manager, H. Lewis Earnshaw. REPRESENTATIVE: Charles Michelson, 67 West 44th St., New York, N. Y. SERVICES OFFERED: Transcribed programs, script serial programs.

radio production

WOLF ASSOCIATES, Inc.

in all its phases

EDWARD WOLF, General Manager

RKO BLDG RADIO CITY, N. Y. COlumbus 5-1621

www.americanradiohistory.com

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. President, R. T. Conroy; Vice-President, C. R. Douglas; Secretary-Treasurer, R. W. Conroy; General Manager, C. R. Alford. BRANCH OFFICE: 632 Polk St., San Francisco, Calif. Phone, Ordway 0313. Executive-in-Charge, V. Harman. SERVICES OFFERED: Transcriptions, air-checks, program production, transcription library.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

•

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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Fanchon & Marco

133 West 50th St., 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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Stanley C. Florsheim & Co.

75 East Wacker Drive, Chicago, Ill. Phone, Franklin 1954. SERVICES OFFERED: Syndicated radio programs.

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Irving Fogel & Associates

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. Irving Fogel. REPRESENTATIVES: Francis J. Sullivan, 69 Yonge St., Toronto, Ont., Canada. Phone, Elgin 4086; U. S. Recording Co., 712 11th St., N. W., Washington, D. C. Phone, District 1640. Herbert Rosen, 11, Rue Fonders, Marseilles, France. SERVICES OFFERED: Production of live and transcribed radio presentations.

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Fox Features Syndicate, Inc.

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. President-Managing Editor, Victor S. Fox; Business Manager, S. Sidney Robbins; Promotion Manager, John McGrail. BRANCH OFFICE: 6305 Yuca St., Hollywood, Calif. Phone, Hillside 6125. Executive-in-Charge, Mitchell J. Hamilburg. SERVICES OFFERED: Transcriptions, production.

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Furness-Beattie Radio Productions Co.

712 Eleventh St., N. W., Washington, D. C. Phone, Republic 1681. Business Manager, Nan Furness; Production Director-Script Editor, Daniel C. Beattie; Commercial Manager, O'Connor B. Woodward; Chief Engineer, Joseph Tait; Musical Director, Sid Willoughby. SERVICES OFFERED: Program production, scripts, transcriptions.

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General Amusement Corp.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7550. In-Charge-of-Radio, Frank Cooper; Harry Hoff. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Executive - In - Charge, Ralph Wonders; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. SERVICES OFFERED: Program production, package shows.

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General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Vice-President-Sales Manager, Raymond C. Leonard; Production Manager, Richard P. Creyke. BRANCH OFFICE: Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. Manager, Bob Haviland. SERVICES OFFERED: Custom - built transcriptions, production, script, recording, talent, off-the-wire and off-the-air recordings.

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William Gernannt

521 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-1750. SERVICES OFFERED: Package shows.

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Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, WIckersham 2-8996. Director, Fred E. Baer. SERVICES OFFERED:

www.americanradiohistory.com

Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

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John Gibbs & Co.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 5-8521. Owner, John Gibbs; Director, Axel Gruenberg; Casting Director, Allie Booth. SERVICES OFFERED: Program production, scripts.

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Graham Gladwin, Ace Productions

742 Market St., San Francisco, Calif. Phone, Sutter 4464. Manager-Producer, Graham Gladwin; Chief Engineer, Robert Bell. REPRESENTATIVE: Bonnie Binetti, 411 Patterson Bldg., Fresno Calif. Phone, 3-6082. SERVICES OFFERED: Program and spot announcement production and transcriptions.

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Arthur M. Godfrey Productions

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Program production.

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows; syndicated radio programs.

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Gordon Broadcasting & Publishing Co.

355 S. Broadway, Los Angeles, Calif. Phone, Ma. 8620. Producer, Edgar Gordon. SERVICES OFFERED: Program production, English and Spanish-language.

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Gordon & Williamson, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 6-7480. President, Fred C. Williamson; Secretary - Treasurer, Herbert Gordon. SERVICES OFFERED: Production, scripts, talent.

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Lillian Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CAlumet 6700-6979. Owner-Manager, Lillian Gordoni;

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

www.americanradiohistory.com

Recording Engineer, Stan Gordoni; Musical Director, Gwynne Kinsley; Dramatic Director, Herb Slade, Jo Sherman; Talent, Irving Hoffman. SERVICES OFFERED: Recording, transcriptions, spot dramatizations, continuity, production and direction, audition studios, custom-built programs.

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Grand-Melville Co.

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 6-6543. Executive Producer, C. E. Melville; Program Director, Stevenson Wilkinson; Associate Producers, Jerome Callahan, Donn Reed, Alan James, Ronnie St. Clair; Continuity Editor, Roger Quayle; Treasurer, Thomas M. Conway; Secretary, J. B. Wadsworth; Sales (Western Division), Myron Sunde; Musical Director, Gene James. BRANCH OFFICE: 220 W. 42nd St., New York, N. Y. Phone, WIsconsin 7-9834. Sales Director, George H. Callaghan. SERVICES OFFERED: Program 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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Grombach Productions, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Executive Vice-President, 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.

Ubaldo Guidi's Italian Radio Programs

261 Hanover St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

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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, Dr. Claude S. Hammock; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

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Ted Hammerstein

150 West 46th St., New York, N. Y. Phone, LOngacre 5-9609. SERVICES OFFERED: Program production.

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Hansen Associates

420 Lexington Ave., New York, N. Y. Phone, MUrray Hill 4-9823. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

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Harvey & Howe, Inc.

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LExington 2-6910. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

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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., Minneapolis, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

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George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Manager, Irma Heid; Production Manager, James McGrew. SERVICES OFFERED: Program production, continuity, recording, transcriptions.

Hispano Broadcasting Co.

105 E. First St., Los Angeles, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

Hollywood Chatterbox Enterprises

5513 Sunset Blvd., Hollywood, Calif. Phone, Hillside 3097. President-General Manager, Frank Robinson Brown; Vice-President & Production Manager, H. Neal Phinney; Sound Engineer, John Hirsch; Chief Announcer, Ted Leonard; Office Manager, Edith Scollard. SERVICES OFFERED: Transcribed programs, spot announcement continuity, air-checks, recordings.

Hollywood Transcript Co.

6625 Sunset Blvd., Hollywood, Calif. Phone, Gladstone 3323. Owner, Daniel O'Brien; Sales Manager, Mickey Ford. SERVICES OFFERED: Program production, scripts, transcriptions, recordings.

Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. President, Mark H. Hawley; Vice-President-General Manager, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production, educational recordings.

International Radio Productions

20 East 57th St., New York, N. Y. Phone, PLaza 8-2600. General Manager, Loren L. Watson; New York Office Manager, Ed Harvey. BRANCH OFFICES: 326 West Madison St., Chicago, Ill. Phone, Central 4547. Western Manager, Ralph N. Weil; 512 Hearst Bldg., San Francisco, Calif. Phone, Douglas 2536. Pacific Coast Manager, John L. Livingston. SERVICES OFFERED: Program production.

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Italradio, Inc.

193 Hanover St., Boston, Mass. Phone, Capitol 3407. President - Treasurer, Silene M. Irving; Secretary, Rinaldo Fiato. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

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Jewish Radio Zone Advertising Co.

110 West 40th St., New York, N. Y. Phone, PEnnsylvania 6-0043. President. Benjamin Waxelbaum; Manager, Dorothy Fineman. SERVICES OFFERED: Production of Jewish-language programs, station representation for Jewish programs and commercials.

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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.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Recording Manager, E. N. Buzzell; Scripts-Production, Robert W. Graham, Hanley W. Norins, Albert P. Burke. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production, scripts, talent, air-checks.

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Kent-Johnson, Inc.

34 West 53rd St., New York, N. Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Groom-Johnson; Treasurer, August Tozzi, Jr.; Secretary, Abraham Males. SERVICES OFFERED: Program and spot announcement production.

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King-Trendle Broadcasting Corp.

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; General Manager-Secretary, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising-Sales Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

Landau Broadcasting Service

270 Broadway, New York, N. Y. Phone, REctor 2-5341. President, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

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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.

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Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

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Lippe & Lazarus Productions

407 North Sycamore, Los Angeles, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe; Writer, Erna Lazarus. 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

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

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Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements.

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C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan;

www.americanradiohistory.com

Sales Manager, Niles Gates. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

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Metro Artists Bureau

1650 Broadway, New York, N. Y. Phone, CIrcle 7-2829. Director, Ted Nelson; Personnel, Rudy Feiman, Lou Grant, Ben Greene. SERVICES OFFERED: Program production, scripts, transcription and live-talent package shows.

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Metropolitan Broadcasting Service Limited

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; Manager, James A. Paul; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey; Engineer, Alexander Patterson. BRANCH OFFICE: 813-A Drummond Bldg., Montreal, Que., Canada. Phone, Harbour 5838. Executive-in-Charge, James M. Vernon. SERVICES OFFERED: Program production, scripts, direction, recorded programs, talent.

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson. 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, program production, transcriptions and transcription library.

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Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, BOwling Green 9-8925-6. President, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

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Microphone Playhouse

151 N. Craig St., Pittsburgh, Pa. Owner-Director, Marjory Stewart; Secretary, Ella W. Rumsey. SERVICES OFFERED: Program production, scripts.

TYRO

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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.

P. O. Box 506, Culver City, Calif. Managing Director, George Miller; West Coast Sales Director, B. Schaff; Eastern Sales Director, Robert E. Gresham. BRANCH OFFICE: P. O. Box 505, Hannibal, Mo. SERVICES OFFERED: Program production, transcriptions, script and transcription library.

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Mode-Art Pictures, Inc.

1020 Forbes St., Pittsburgh, Pa. Phone, GRant 2995. President, J. L. Baker; Sales Manager, A. H. Schwerin. SERVICES OFFERED: Program production, transcriptions.

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Modern Productions

643 Glendora Ave., Akron, Ohio. Phone, HEmlock 9967. General Manager, Dr. Secrest Williams; Script Writer, Clyde Mason; Program and Talent Manager, Holly Long. SERVICES OFFERED: Program production.

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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; Program Director, John Nelson. SERVICES OFFERED: Program production.

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C. D. Morris Associates, Inc.

Hotel Chatham, New York, N. Y. Phone, PLaza 3-4144. President, C. D. Morris; Vice-President, C. M. Widney; Production Director, Leonard Bercovici; Casting Director, Robert Sloane. BRANCH OFFICE: 431 S. Dearborn St., Chicago, Ill. Phone, Wabash 4048. Executive-in-Charge, C. M. Widney. SERVICES OFFERED: Program production.

Hoyt Evans Morris

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. President, Hoyt Evans Morris; Transcription-Production, Richard Andrus; Scripts-Production, Robert Powell. SERVICES OFFERED: Program production, transcriptions script and transcription library.

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William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. Executive-in-Charge, Wallace Jordan; 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

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Sidney P. Morse

162 N. State St., Chicago, Ill. Phone, Dearborn 1863. Personnel, Sidney P. Morse, James J. Henshel, Al Marney, Duke Yellman, S. Lawson. SERVICES OFFERED: Program production.

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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, Jr.; 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, Arthur Park, Jr.; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe. SERVICES OFFERED: Production, package shows, talent.

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E. K. Nadel

1600 Broadway, New York, N. Y. Phone, CIrcle 6-3949. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

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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 Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Director, Kay Keiser; Radio Director, Charles Harrington; Musical Director, Pete French; Sales Manager, Harry Charleston; Secretary, Jacqualyn Chisman. BRANCH OFFICES: Stillwell Hotel, Anderson, Ind.; 203 N. Wabash, Chicago, Ill. Phone, State 2864. Representative, Kermit Dart. SERVICES OFFERED: Program production, scripts.

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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.

The National Vocarium

610 Fifth Ave., New York, N. Y. Phone, Circle 7-5479. President-Director, Robert Vincent; Chief Engineer, William A. Savory. SERVICES OFFERED: Program production, transcriptions, voice library.

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Nationality Broadcasting Association, Inc.

814 Carnegie Hall, Cleveland, Ohio. Phone, Main 4057. President, John M. Lewandowski; Vice-President, Joseph Pales; Executive Secretary-Treasurer, Frederick Wolf; Assistant to President, Martin Antoncic. SERVICES OFFERED: Production of foreign-language shows, transcriptions.

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NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, John H. MacDonald; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone,

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Nevill & Ross

48 West 48th St., New York, N. Y. Phone, LAckawanna 4-2067. Partners, Jack Nevill and Harry Ross. SERVICES OFFERED: Program production, package shows.

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Lilian Okun, Inc.

15 Central Park, West, New York, N. Y. Phone, COlumbus 5-0060. President, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

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Pacific Productions, Inc.

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 5028. 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 for Latin American and export fields.

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Parker-Piper Talent Productions

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. Partners, Donna Parker, Peter Piper. SERVICES OFFERED: Productions, talent.

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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.

Philantair Presentations

654 Madison Ave., New York, N. Y. Phone, REgent 7-1151. Director, D. I. Heller; Elizabeth Dell. SERVICES OFFERED: Program production.

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Photo & Sound, Inc.

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. President, Bartlett Heard; Vice-President, Melvin S. Jacobus; Vice-President, Lindsey Spight; Transcription Production Manager, John Wolfe; Secretary, Norman Carlson; Chief Engineer, John Roseborough; Motion Picture Production, Marvin Becker, Tom Ayres; Production Assistant, Toni Jackson; Sales Promotion, Clay McDaniel; Recording Technician, Hugh Allen; Sound Effects, Bill Nye; Bookkeeper, Nellie Shields. SERVICES OFFERED: Program and spot production, electrical transcriptions, air-checks, line-checks, personal recordings, sound effect library service, representative for sound manufacturers apparatus.

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The Pittsburgh Star

904 Webster Ave., Pittsburgh, Pa. Phone, Court 3797. Director, A. Certo; Manager, A. R. Certo; Musical Director, Salvatore Certo. SERVICES OFFERED: Program production.

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Polish Radio Program Bureau

11301 Joseph Campau Ave., Hamtramck, Mich. Phone, Townsend 8-3830. Program Director, Walter Golanski; Commercial Manager, Edmund B. Krotkiewicz. SERVICES OFFERED: Production of programs and spot 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 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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Producer -- Editor

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George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif., Phone, EXposition 1960. President, G. L. Price; Sales Manager, Gene Goldbach. SERVICES OFFERED: Transcribed programs, program production, transcription library.

Professional Recording Studios

1749 N. Prospect Ave., Milwaukee, Wisc. Phone, Lakeside 5840. Director, Sam Snead; Musical Director, Robert Tamms; Dramatic Director, Marie Vebber. SERVICES OFFERED: Recording, transcriptions, program production.

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, Ken Murray; Sales Manager, J. C. Tobin; Transcription Supervisor, Arthur Matten. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Phone, Main 5204. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions, live-talent program production, recording, air checks, scripts.

Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

Radio Features

3034 P St., N. W., Washington, D. C. Phone, DUpont 1934. Director, Caleb O'Connor; News Scripts & Transcriptions, Franklin Roudybush; Associate Director, Hugh Keiser. SERVICES OFFERED: Program production, script library.

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. Executive Director, Alma Sandra Munsell; Director of Programs and Production, Oliver W. Nicoll. SERVICES OFFERED: Program production and consultation, transcriptions, scripts, recordings.

Radio House, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. President, Walter L. Royall; Executive Vice-President-Chairman of Board of Directors-Production Head, Martha Jayne Rountree; Casting Director, Camille P. Joachim; Business Manager, James McConachie II; Chief Engineer, Lester Troob; Treasurer, Arthur M. Epstein. 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.

Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Directors of French Programs, Paul L'Anglais, Yves Bourassa; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger, Katherine Cross, Jacques Herdt, Simon L'Anglais; Secretary-Treasurer, F. M. Macneill. SERVICES OFFERED: Production, scripts, talent.

Radio-Rundfunk Corporation

207-11 East 84th St., New York, N. Y. Phone, REgent 4-2852. President, Herbert F. Oettgen. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions, manufacture of phonograph records.

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOllywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, B. M. Fink; Office Manager, T. Callison; Traffic Manager, Irwin Liefke. SERVICES OFFERED: "Readibuilt" and custom-built transcriptions.

Rec-Art Studios

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

www.americanradiohistory.com

Religious News Service

300 Fourth Ave., New York, N. Y. Phone, ALgonquin 4-9746. Editor, Robert A. Ashworth; Managing Editor, Louis Minsky; News Editor, George Dugan. SERVICES OFFERED: Production of weekly religious news scripts.

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Roxanne

871 Seventh Ave., New York, N. Y. Phone, CIrcle 7-3900. SERVICES OFFERED: Program production.

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Samuel R. Sague & Co.

118 East 40th St., New York, N. Y. Phone, CAledonia 5-1000. President, S. R. Sague; Vice-President, B. B. Sague. BRANCH OFFICE: Alcazar Hotel, Cleveland, Ohio. Phone, Fairmont 5400. SERVICES OFFERED: Program production, scripts.

Saltimieras Radio Advertisers

6912 South Western Ave., Chicago, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Copy Director, Aldona Vilimas; Business Manager, Julia Saliner; Regional Director, Stanley Milkent. BRANCH OFFICE: 1412 West 15th Ave., Gary, Ind. Phone, Gary 2-7213. Executive-in-Charge, Stanley Milkent. SERVICES OFFERED: Program production (foreign language).

•

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. President, Carl Engel; Secretary, Gustave Schirmer; Manager-Chief Recording Engineer, Harry W. Boyd; Recording Engineer, H. Duncan Peckham; Accompanist-Coach-Vocalist, Rea Reynolds. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

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Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

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Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. SERVICES OFFERED: Program production, recordings, transcriptions.

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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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Shaffer-Waible

55 West 46th St., New York, N. Y. Phone, BRyant 9-2682. SERVICES OFFERED: Custom-built programs, musical and dramatic; talent; scripts.

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Addison Simmons

1332 Birchwood Ave., Chicago, Ill. Phone, Briargate 5603. Owner, Addison Simmons; Secretary, Bernice Simmons. SERVICES OFFERED: Scripts, program production.

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Stephen Slesinger, Inc.

247 Park Ave., New York, N. Y. Phone, ELdorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

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Edward Sloman Productions

8782 Sunset Blvd., Hollywood, Calif. Phone, CRestview 1-2242. Producer-Director, Edward Sloman; Manager of Sales and Production, Sam Martin Kerner; Writer, Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Kay Mullane; Field Manager, Joseph Corey. SERVICES OFFERED: Syndicated programs and transcriptions, custom-built programs.

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J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. Owner-Manager, J. Hall Smith; Production Department, Quin Heavener; Sales, W. A. Benson. SERVICES OFFERED: Scripts, transcriptions, records, portable recordings, program production.

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Sound Recording Studios, Inc.

2016-18 Main St., Dallas, Texas. Phone, 7-4636. President-Sales Manager, Rex V. Lentz; Production Manager, Bunny Biggs; Secretary-Treasurer, Royal A. Griffin; Engineer, Lester Vaughan, Jr. SERVICES OFFERED: Syndicated programs, air-checks, line-checks, custom-built shows, recording service, program production.

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Southern Radio Features

1009 Mercantile Bldg., Dallas, Texas. Phone, 2-8292. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio programs (cooking, charm and health schools).

•

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. CIrcle 7-5666. President, Henry Souvaine; Vice-President, Archibald U. Braunfeld; Treasurer, Geraldine Souvaine; Sales Manager, David H. Halpern; Producers, Dwight Cooke, Keith McLeod. SERVICES OFFERED: Live talent and transcribed programs, talent, scripts, package shows, production.

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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; 29 West 57th St., New York, N. Y. Phone, PLaza 3-3015. 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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Ted Steele Radio Productions

9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6188. Owner, Ted Steele; Secretary, Doris Brooks; Business Manager, Robert Coe; Musical Arranger, Anthony Mottola. SERVICES OFFERED: Program and spot announcement production.

www.americanradiohistory.com

Thomas L. Stix

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-2690. Owner, Thomas L. Stix; Associate, Nellie B. Miller. SERVICES OFFERED: Production of package programs.

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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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TransAir, Inc.

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William F. Arnold. SERVICES OFFERED: Transcribed programs.

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Transamerican Broadcasting & Television Corp.

1 East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

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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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Transtudio Recording Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary, H. D. Bogardus; Director of Productions, Cliff Jones. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities, off-the-air checks.

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Tyro Productions

1697 Broadway, New York, N. Y. Phone, COlumbus 5-3737. SERVICES OFFERED: Program production.

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Uhlmann Associates

510 N. Palm Drive, Beverly Hills, Calif. Phone, CRestview 6-2888. Owner, Lionel H. Uhlmann, Jr.; Story Editor-Casting Director, R. Calvert Haws; Musical Director, Johnny Richards. SERVICES OFFERED: Program production.

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United Radio Shows (United Press)

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-0400. Manager, Hartzell Spence; Sales Manager, C. E. Allen. SERVICES OFFERED: Production of package shows.

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United Recording Co.

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Frederick Bond; Engineer, Lee Stremlau; Sales, W. Francis Burns. SERVICES OFFERED: Electrical transcriptions, production, talent.

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United Writers, Inc.

Taft Bldg., Hollywood & Vine, Hollywood, Calif. Phone, HEmpstead 225. President, Ben L. Blue; Secretary-Treasurer, Irvin Brennan; Vice-President, E. J. Holden; Vice-President, Reginald Sharland. SERVICES OFFERED: Program production of package shows, scripts.

www.americanradiohistory.com

Universal Radio Features

1717 Bush St., San Francisco, Calif. Phone, Ordway 0659. President, Richard Guggenheim; Manager, Ronald Guy Patrick; Production, Dick Regdon. SERVICES OFFERED: Program production, scripts.

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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. SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

•

J. Franklyn Viola & Co.

56 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0489. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

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Wells Feature Syndicate

Hollywood Center Bldg., Hollywood, Calif. Phone, GLadstone 4208. Manager, Allan W. Wells; Editor, Douglas Graham. BRANCH OFFICE: Baderas 32, Mexico City, Mexico. Phone, L 25-40. Manager, Bill Wells. SERVICES OFFERED: Scripts, production, transcriptions.

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Carl Wester & Company

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keegan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

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E. F. Wheaton—Advertising

7 West 52nd St., New York, N. Y. Phone, ELdorado 5-9501. Owner, Edward F. Wheaton. SERVICES OFFERED: Scripts, program production, syndicated news service.

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Roger White Radio Productions

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4943. President, Roger White; Artists' Bureau, Kermit K. Schafer; Secretary-Publicity, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

WHN Transcription Service

1540 Broadway, New York, N. Y. Phone, BRyant 9-7800. Manager, Robert G. Pratt; Production Manager, Maurice Barrett; Chief Engineer, Paul Fuelling, BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 5254. Manager, Hal Makelim. SERVICES OFFERED: Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

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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.

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Wilson, Powell & Hayward, Inc.

444 Madison Ave., New York, N. Y. Phone, PLaza 5-5480. President, F. Leroy Wilson. SERVICES OFFERED: Production of package shows.

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Witte Radio Productions

1163 S. La Jolla Ave., Los Angeles, Calif. Phone, Whitney 7238. Owner, Oscar Witte. SERVICES OFFERED: Program production, transcriptions.

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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; Director, Carlo De Angelo. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, GLadstone 6676. Manager, L. Wolfe Gilbert. SERVICES OFFERED: Production, talent.

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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; Secretary, Miss J. C. Fallon; Salesman, Earl B. Salmon. SERVICES OFFERED: Electrical transcriptions, scripts, production, talent, recordings, off-the-air, off-the-line and studio recordings, pressing.

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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; Advertising Counsel, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr.; Director of Program Bureau, Aaron Steiner; BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone. HOllywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, program ideas, production, scripts, talent, transcription program service library, nation-wide transcription network.

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Bernard Zisser, Inc.

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Program production, package shows, transcription library.

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Frederic W. Ziv, Inc.

2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.

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TRANSCRIPTION COMPANIES

A. A. Recording Studios

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-7600. President, Leslie C. Boyd; Engineer, Jack Costello. SERVICES OFFERED: Recordings, transcriptions, off-the-air and studio transcriptions, air checks.

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, Wellington 3267. Executive-in-Charge, M. H. Craven. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

Advertisers Recording Service, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

Aerogram Corporation

1611 Cosmo St., Hollywood, Calif. Phone, HIllside 7211. (For detailed information see listing under Program Producers).

Aircraft Recording Studios

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3467. Manager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service, electrical transcriptions, audition recordings, off-the-air recordings.

Albany School of Cooking

13 Fern Ave., Albany, N. Y. Phone, 2-7291. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. Manager, G. F. Herbert; R. E. McGuire, F. W. Cannon. BRANCH OFFICES: 804 Southam Bldg., Calgary, Alberta, Canada. Phone, M-2670. President, H. R. Carson; Royal Alexandra Hotel, Winnipeg, Manitoba, Canada. Phone, 92-266. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 541 West Georgia St., Vancouver, B. C., Canada. Phone, Trinity 1391. J. E. Baldwin. SERVICES OFFERED: Transcriptions, representative for transcription companies and stations.

Allied Record Mfg. Co.

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOllywood 5107. President, Louis I. Goldberg. SERVICES OFFERED: Processing and pressing of electrical transcriptions and phonograph records.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. (For detailed information see listing under Program Producers).

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.

American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. (For detailed information see listing under Program Producers).

American Royal Productions

1622 Harrison St., Oakland, Calif. Phone, Higate 3738. (For detailed information see listing under Program Producers).

AMP Recording Studios, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. (For detailed information see listing under Program Producers).

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Artists' Recording Service

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. Director, Alexander Leftwich, Jr.; Musical Director, Hank Sylvern; Technical Adviser, M. M. Wolsky. SERVICES OFFERED: Complete service in making audition records for artists; production, musical direction, script service and technical advice; studio facilities.

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Asch Recording Studios

117 West 46th St., New York, N. Y. Phone, BRyant 9-3137. (For detailed information see listing under Program Producers).

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Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. (For detailed information see listing under Program Producers).

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Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

Associated Transcriptions of Hollywood

5636 Melrose Ave., Hollywood, Calif. Phone, HIllside 4229. (For detailed information see listing under Program Producers).

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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."

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Audisc Transcriptions

1202 Brinckerhoff Ave., Utica, N. Y. Phone, 4-5250. Business Manager, Donald Gaffney; Technician, George F. Stein. REPRESENTATIVES: Morris Distributing Co., Syracuse, N. Y. Phone, 3-1153. Resident Engineer, Keith McCall. SERVICES OFFERED: Technical recording service for studio and remote coverage.

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Basch Radio Productions

171 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-4717. (For detailed information see listing under Program Producers).

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Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. (For detailed information see listing under Program Producers).

Beverly Recording Studios

1805 West 95th St., Chicago, Ill. Phone, Ced. 4677. Recording Engineer, Kent Okle; Manager, Roy Young. SERVICES OFFERED: Air Checks, personal recordings, on-location and studio recordings.

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Calif. Phone, RIchmond 6184. (For detailed information see listing under Program Producers).

Broadcast Producers of New York, Inc.

18 E. 49th St., New York, N. Y. Phone, ELdorado 5-9300. (For detailed information see listing under Program Producers.)

Champion Recording Corporation

1600 Broadway, New York, N. Y. Phone, COlumbus 5-4445. President, Joy J. Pierri; General Manager, Omar Champion; Production Manager, W. Earl Richard. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, portables and studio recordings.

Chicago Recording Studios

64 East Jackson Blvd., Chicago, Ill. Phone, Webster 7288. (For detailed information see listing under Program Producers).

Carle Christensen Recording Studios

306 S. Wabash Ave., Chicago, Ill. Phone, Wabash 7069. (For detailed information see listing under Program Producers).

C. K. Recorders

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. (For detailed information see listing under Program Producers).

Columbia Recording Corporation

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward Wallerstein; Manager Transcription Division, William Schudt; Promotion Director, Patrick Dolan; Production Manager, Sidney Asp. BRANCH OFFICES: 799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7301. Executive-in-Charge, William Schudt; 6624 Romaine St., Hollywood, Cal. GRanite 5134. Executive-in-Charge, Paul Crowley; Wrigley Bldg., Chicago, Ill. Phone, Whitehall 6000. Executive-in-Charge, Girard Ellis. SERVICES OFFERED: Manufacture and distribution of Columbia, Okeh, Brunswick and Vocalian records; electrical transcriptions.

Commercial Broadcasting Service, Ltd.

Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. (For detailed information see listing under Program Producers).

The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner. SERVICES OFFERED: Acetate recordings, processing, pressing, recordings.

Cornish Recording Studios

710 East Roy St., Seattle, Wash. Phone, Capitol 1400. (For detailed information see listing under Program Producers).

Ernest Cutting's Talent Development Center

538 Fifth Ave., New York, N. Y. Phone, VAnderbilt 6-5995. (For detailed information see listing under Program Producers).

Damon Transcription Laboratory & Sound Service

816 Locust St., Kansas City, Mo. Phone, Ha. 5818. Owner-Chief Recording Engineer, Victor L. Damon; Recording Engineer, Bert W. Powell. SERVICES OFFERED: Air checks, professional phonograph recordings, transcriptions, portable transcribing facilities.

Laboratories D'Arcy Recording

410 S. Michigan Ave., Chicago, Ill. Phone, Webster 0914. President, E. W. D'Arcy. SERVICES OFFERED: Transcriptions in the studio and on location.

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, COlumbus 5-5662. President,

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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, Minneapolis, Charlotte, Newark, Syracuse, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. SERVICES 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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Walter P. Downs

2313 St. Catherine St., West, Montreal, Que., Canada. Phone, WEllington 4218. (For detailed information see listing under Program Producers).

D.V.S.A. Recording Studios

465 Geary St., San Francisco, Calif. Phone, Prospect 8522. Production Director, M. S. Devesa; Assistant Production Director, Rudy Hall; Manager, Mel Schull; Sound and Recording Engineer, Jaime Devesa. SERVICES OFFERED: Transcriptions, off-the-air recordings.

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Earnshaw Radio Productions (Earnshaw-Young, Inc.)

1675 N. St. Andrews Place, Hollywood, Calif. Phone, GLadstone 2555. (For detailed information see listing under Program Producers).

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Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. (For detailed information see listing under Program Producers).

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Electrical Sound Engineering Co.

5303 Kenilworth Ave., Baltimore, Md. Phone, Tuxedo 6006. Manager, Frank X. Green. SERVICES OFFERED: Transcriptions, recordings, sound effect library.

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Electrosound Products, Inc.

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel; Vice-President, E. E. Gamble; Engineer, A. C. Collette. SERVICES OFFERED: Sound engineering, recordings, recording equipment sales company.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Calif. Phone, GLadstone 2189. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: Air-check service; recordings, electrical transcriptions, phonograph records.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Program Producers).

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Film Associates Co.

429 Ridgewood Drive, Dayton, Ohio. Phone, Walnut 4641. Manager-Technician, E. R. Arn, Jr.; Director-Technician, H. E. Hollabaugh; Sales, R. E. Kelly; Producer, Martha Gowdy; Script Writer, Fred Shelton. SERVICES OFFERED: Transcriptions, air-checks.

Fox Features Syndicate, Inc.

247 Park Ave., New York, N. Y. Phone, PLaza 8-0100. (For detailed information see listing under Program Producers).

Frankay Recording Studios

153 West 44th St., New York, N. Y. Phone, LOngacre 5-0242. President-Chief Engineer, Frank Kay; General Manager, Bob Scheuing. SERVICES OFFERED: Transcription, off-the-air recordings.

Furness-Beattie Radio Productions Co.

712 Eleventh St., N. W., Washington, D. C. Phone, Republic 1681. (For detailed information see listing under Program Producers).

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. (For detailed information see listing under Program Producers).

Graham Gladwin, Ace Productions

742 Market St., San Francisco, Calif. Phone, Sutter 4464. (For detailed information see listing under Program Producers).

Harry S. Goodman Radio Productions

19 East 53rd St., New York, N. Y. Phone, WIckersham 2-3338. (For detailed information see listing under Program Producers).

Lillian Gordoni Radio Productions

Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, Calumet 6700-6979. (For detailed information see listing under Program Producers).

George Heid Productions

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Program Producers).

Hollywood Recording Co.

5513 Sunset Blvd., Hollywood, Calif. Phone, HIllside 3097. Technician, John Hirsch; Production Manager, Frank Robinson Brown; Script Department, H. Neal Phinney. BRANCH OFFICE: 1731 N. Highland Ave., Hollywood, Calif. SERVICES OFFERED: Recording service, air-checks, line-checks, transcriptions.

Hollywood Transcript Co.

6625 Sunset Blvd., Hollywood, Calif. Phone, GLadstone 3323. (For detailed information see listing under Program Producers).

Illinois Educational Sound Service

20 North Wacker Drive, Chicago, Ill. Phone, Randolph 3550. Manager, R. W. Damron; Operator, John Trueman, Jr.; Sound Technician, Frank Roberts. SERVICES OFFERED: Studio, off-the-air and on-location recordings.

Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. (For detailed information see listing under Program Producers).

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Warren C. Jaynes Recording Service

154 East Erie St., Chicago, Ill. Phone, Delaware 1171; Longbeach 9424 (night). President & Recording Engineer, Warren C. Jaynes; Sales Manager, William C. Giller; Secretary-Treasurer, Hazel M. Anderson. BRANCH OFFICE: 340 Scranton Ave., Lake Bluff, Ill. Phone, Lake Bluff 2359. SERVICES OFFERED: On-location and mobile unit recordings.

•

G. F. Johnson Music Co.

1022 S. W. Morrison, Portland, Ore. Phone, Beacon 8131. Owner, G. F. Johnsen; Manager, C. T. Johnson. SERVICES OFFERED: Recordings.

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. (For detailed information see listing under Program Producers).

•

Key Recordings

103 Park Ave., New York, N. Y. Phone, LExington 2-2811. President, Andrew Portnow. SERVICES OFFERED: Records, recordings of special events.

•

John Keating

614 Studio Bldg., Portland Ore. Phone, Beacon 1009. Personnel, John Keating, James McLoughlin. SERVICES OFFERED: Recordings, transcriptions.

•

James B. Keysor, Inc.

137 Motor Ave., Salt Lake City, Utah. Phone, 3-8938. President, J. B. Keysor. SERVICES OFFERED: Transcription recordings, processing and pressing.

•

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.

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, FItzroy 4191. (For detailed information see listing under Program Producers).

•

Mak-A-Record Transcription Co.

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig. REPRESENTATIVE: Alfred E. Seelig, 154 West 14th St., New York, N. Y. Phone, CHelsea 3-0026. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, audition records, sound measurements.

•

Melca Radio Enterprises

307 Jackson St., Los Angeles, Calif. Phone, Tucker 9756. Manager, Kazuo Mihara; Technical Director, K. Mihara; Musical Director, A. Umemoto; Art Director, Y. Itano. SERVICES OFFERED: Transcription of foreign-language (Japanese) programs for KRKD.

•

Melotone Recording Studio

25 Central Park, West, New York, N. Y. Phone, CIrcle 6-1366. Owners, Mera M. Weinstock, Lola M. Weinstock. SERVICES OFFERED: Studio and off-the-air recordings, transcriptions, processing.

•

Metro Recordings & Productions

111 O'Farrell St., San Francisco, Calif. Phone, Sutter 8786. Owner-Manager, Mrs. Ida S. Baer. SERVICES OFFERED: Recordings, transcriptions.

•

Metropolitan Broadcasting Service, Ltd.

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. (For detailed information see listing under Program Producers).

•

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. (For detailed information see listing under Program Producers).

•

Mid-West Transcriptions, Inc.

4835 Minnetonka Blvd., St. Louis Park, Minn. Phone, Walnut 9131. President, H. D. Field; Manager-Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom-built programs, complete transcription service, programs, scripts, talent, production.

•

Miller Broadcasting System, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Assistant Treasurer, E. B. McCutcheon; Commercial Manager, David D. Chrisman; Sales Department, Norman Winters, Arthur H. Hope. SERVICES OFFERED: Program production, Millertape recording and editing, wax and instantaneous recording.

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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, air-check service.

•

George Miller Productions, Inc.

P. O. Box 506, Culver City, Calif. (For detailed information see listing under Program Producers).

•

Mode-Art Pictures, Inc.

1020 Forbes St., Pittsburgh, Pa. Phone, GRant 2995. (For detailed information see listing under Program Producers).

•

Hoyt Evans Morris

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. (For detailed information see listing under Program Producers).

•

Murray Sound Systems

3910 Carnegie Ave., Cleveland, Ohio. Phone, Endicott 3390. President, J. H. Murray; Secretary-Treasurer, R. S. Murray. SERVICES OFFERED: Transcriptions.

•

Musicraft Records, Inc.

242 West 45th St., New York, N. Y. Phone, CIrcle 7-0676. President, Milton L. Rein; Vice-President-Secretary, Paul Puner; Treasurer, Henry Cohen. SERVICES OFFERED: Transcriptions, off-the-air recordings.

•

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.

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Business Manager, John H. MacDonald; Eastern Sales Manager, Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, HOllywood 6161. Manager, Robert F. Schuetz. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

•

Nationality Broadcasting Association, Inc.

814 Carnegie Hall, Cleveland, Ohio. Phone, Main 4057. (For detailed information see listing under Program Producers).

•

The National Vocarium

610 Fifth Ave., New York, N. Y. Phone, CIrcle 7-5479. (For detailed information see listing under Program Producers).

•

Neff Radio Productions

1304 Stroh Bldg., Detroit, Mich. Phone, Randolph 3006. Owner, Mortimer Allan Neff.

•

Eugene O'Fallon, Inc.

Albany Hotel, Denver, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop; Chief Operator, Charles Hastings. SERVICES OFFERED: Lateral transcriptions.

•

Peterson Radio Production Co.

1457 Broadway, New York, N. Y. Phone, WIsconsin 7-0069. (For detailed information see listing under Program Producers).

•

Photo & Sound, Inc.

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. (For detailed information see listing under Program Producers).

•

Premier Radio Enterprises, Inc.

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. (For detailed information see listing under Program Producers).

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Professional Recording Studios

1749 N. Prospect Ave., Milwaukee, Wisc. Phone, Lakeside 5840. (For detailed information see listing under Program Producers).

•

Radioaids

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, HOllywood 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

•

Radio Centre, Limited

100 Adelaide St., West, Toronto, Ont., Canada, Phone, Waverly 2036 and 2846. (For detailed information see listing under Program Producers).

•

Radio Features of America

37 West 46th St., New York, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers).

•

Radio House, Inc.

18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Program Producers).

•

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOllywood 6288. (For detailed information see listing under Program Producers).

•

Radio Receiving Record Co.

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

•

Radio Recorders, Inc.

932 North Western Ave., Hollywood, Cal. Phone, HOllywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

•

Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COlumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

•

Radio-Rundfunk Corporation

207-11 East 84th St., New York, N. Y. Phone, REgent 4-2852. (For detailed information see listing under Program Producers).

•

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, HOllywood 3545. (For detailed information see listing under Program Producers).

•

RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, 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

1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. (For detailed information see listing under Program Producers).

•

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, CIrcle 6-6686. President, Hazard E. Reeves; Assistant to President, Patricia Greenhouse; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Charles Campbell; Purchasing Agent, Max Jones; Shop Engineer, Stanley Krainin; Bookkeeper, Katherine Collins. SERVICES OFFERED: Electrical transcriptions, phonographs, records, off-the-air recording, location recording.

•

Robinson Recording Laboratories

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.

•

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone,

www.americanradiohistory.com

Temple 12552. Directors, Charles Roth, Cecil Berdun; Engineer, George O. Allen. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

Joseph C. Schramm Studios

4000 Canal St., New Orleans, La. Phone, Galvez 5914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

Sellers, Inc.

912 Commerce St., Dallas, Texas. Phone, C-5978. President, J. E. Sellers. (For detailed information see listing under Program Producers).

Harry Smith Recordings

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, D. V. Reilly; Engineer, William Gardner. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and transcriptions.

J. Hall Smith Recording Studios

312 Madison Theatre Bldg., Detroit, Mich. Phone, Cherry 6550. (For detailed information see listing under Program Producers).

Sound Recording Service

199 Brett Road, Rochester, N. Y. Phone, Culver 5548. Owner, George S. Driscoll; Manager, Raymond A. Goering. BRANCH OFFICE: 203 Nichols Ave., Syracuse, N. Y. Phone, 3-4578. Syracuse Manager, Charles Just. SERVICES OFFERED: Broadcast and audition recordings and transcriptions.

Sound Recording Studios, Inc.

2016-18 Main St., Dallas, Texas. Phone, 7-4636. (For detailed information see listing under Program Producers).

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, COlumbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. REPRESENTATIVES: Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Milton Shapp, 180 Fern St., Collingswood, N. J.; Edward Tomes, 14521 Penrod Ave., Detroit, Mich.; Carl A. Stone, 1406 S. Grand Ave., Los Angeles, Calif.; Gordon C. Moss, Box 428, Greeley, Colo.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn. SERVICES OFFERED: Custom recordings, air-checks, transcriptions, recording equipment.

Speedy-Q Sound Effects

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson, New York. SERVICES OFFERED: Recorded sound effects.

Star Record Co.

17 West 60th St., New York, N. Y. Phone, CIrcle 6-2799. Manager, Dorothy Vanston. SERVICES OFFERED: Off-the-air, studio and portable recording service.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; General Manager, Gordon Butler; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Custom recordings and electrical transcriptions, complete studio facilities.

Studio & Artists Recorders

6107 Columbia Square, Hollywood, Calif. Phone, HIllside 8241. General Manager, Lewis Finston; Chief Engineer, Ray McPherson. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.

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.

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.

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. (For detailed information see listing under Program Producers).

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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.

•

Transtudio Recording Corp.

473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers).

•

Tullen Sound Recording Studios

31 Manchester St., Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

•

United Artists Bureau, Inc.

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. Director, R. B. Eaton. SERVICES OFFERED: Transcriptions, studio and on-location recordings.

•

United Broadcasting Co.

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Ralph Epstein. SERVICES OFFERED: Transcriptions, studio, off-the-air and off-the-line recordings.

•

United Recording Co.

142 Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. (For detailed information see listing under Program Producers.)

•

United Sound Systems

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Siracuse; Manager, M. Martini. SERVICES OFFERED: Instantaneous recordings, program transcriptions.

•

United States Recording Co.

712 Eleventh St., N. W., Washington, D. C. Phone, District 1640. President, Louise Noonan Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Transcriptions, air-checks, recording service.

Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. General Manager, Allen Best. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio recordings.

•

Urab Recording Studio

245 West 34th St., New York, N. Y. Phone, LOngacre 5-7646. Business Manager, Marianne; Musical Director, Mark Rubens. REPRESENTATIVES: Harriet Jane Sams, 1100 N. Duluth Ave., Sioux Falls, S. D.; Calvin E. Green, 3528 Wentworth Ave., Chicago, Ill.; F. Potvin, 129 Oak St., Providence, R. I. SERVICES OFFERED: Recordings.

Transcription Network

Keystone Broadcasting System

Postal Union Life Bldg.
Hollywood, Calif.
Phone, HIllside 0253

Officers

President .....Michael M. Sillerman
Vice-President .. . . Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf

Branch Offices
134 North La Salle St.
Chicago, Ill.
Phone, State 6543

557 Fifth Ave.
New York, N. Y.
Phone, MUrray Hill 2-4052

SERVICES OFFERED: Keystone Broadcasting System is a transcription network of 110 affiliated stations from coast to coast covering principally secondary markets of the country. All stations are linked together by means of transcriptions, eliminating wire charges. At time of going to press the network is supplying its affiliates with four hours per day of sustaining programs, seven days weekly. All music broadcast on KBS is cleared at source and is delivered to member-stations tax free. Keystone is at the present time expanding all facilities from coast-to-coast, with activities emanating from New York.

(For stations affiliated with the Keystone Broadcasting System, see page 32.)

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(M) he who dreams
(M&W) in each other's arms
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KING'S CASTLE
(M) let's tell stories
LITTLE THEATRE OF THE AIR
(W) ma riley
(M) MAN ON THE STREET MATERIAL
MEN AND MUSIC
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(M) old man of the mt.
(K) original fairly tales
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(K) red lantern
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(M&W) ROYAL ROMANCES
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American Institute of Food Products

75 West St., New York, N. Y. Phone, WHitehall 4-7303. Script. (For detailed information see listing under Program Producers).

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American-Jewish Broadcasting Co.

86 Chambers St., New York, N. Y. Phones, WOrth 2-3322, REctor 2-5341. Script and transcription. (For detailed information see listing under Program Producers).

•

AMP Recording Studios, Inc.

151 West 46th St., New York, N. Y. Phone, BRyant 9-1247. Script and transcription. (For detailed information see listing under Program Producers).

•

Associated Broadcasting Co.

817 E. 92nd St., Chicago, Ill. Phone, Triangle 2244. Director, Frank J. Kovach. Transcription. (For detailed information see listing under Program Producers).

•

Beck Recording Studios

1722 Hennepin Ave., Minneapolis, Minn. Phone, Atlantic 8901. Script. (For detailed information see listing under Program Producers).

•

Broadcasters Musual Transcription Service

818 South Kingshighway Blvd., St. Louis, Mo. Phone, FRanklin 2060. Script and transcription. (For detailed information see listing under Program Producers).

•

Columbia Artists, Inc.

485 Madison Ave., New York, N. Y. Phone, WIckersham 2-2000. Script. (For detailed information see listing under Program Producers).

Davis & Schwegler

1009 West 7th St., Los Angeles, Calif. Phone, Trinity 2006. President-General Manager, Herbert H. Aronson. SERVICES OFFERED: Transcription library of tax-free music and script shows.

•

Draesemer Radio Productions

706 South Detroit St., Los Angeles, Calif. Phone, WAlnut 4528. Script. (For detailed information see listing under Program Producer).

•

Eccles Disc Recordings, Inc.

6233 Hollywood Blvd., Hollywood, Calif. Phone, HIllside 8351. Transcription. (For detailed information see listing under Program Producers).

•

Electrical Sound Engineering Co.

5303 Kenilworth Ave., Baltimore, Md. Phone, Tuxedo 6006. Sound effect library. (For detailed information see listing under Program Producers).

•

Fox Features Syndicate, Inc.

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-0100. Transcription. (For detailed information see listing under Program Producers).

•

Graham Gladwin, Ace Productions

742 Market St., San Francisco, Calif. Phone, Sutter 4464. Script. (For detailed information see listing under Program Producers).

•

Hollywood Chatterbox Enterprises

5513 Sunset Blvd., Hollywood, Calif. Phone, HIllside 3097. Script and transcription. (For detailed information see listing under Program Producers).

•

Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. Transcription. (For detailed information see listing under Program Producers).

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Italradio, Inc.

193 Hanover St., Boston, Mass. Phone, Capitol 3407. Script. (For detailed information see listing under Program Producers).

•

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. Transcription. (For detailed information see listing under Program Producers).

•

Lang-Worth Feature Programs, Inc.

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. Transcription. (For detailed information see listing under Program Producers).

•

Lippe & Lazarus Productions

407 North Sycamore, Los Angeles, Calif. Phone, Walnut 2445. Script. (For detailed information see listing under Program Producers).

•

Alexander McQueen

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. Script. (For detailed information see listing under Program Producers).

•

C. P. MacGregor

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. Transcription. (For detailed information see listing under Program Producers).

•

Melotone Recording Studio

25 Central Park, West, New York, N. Y. Phone, CIrcle 6-1366. Transcription. (For detailed information see listing under Transcription Companies).

•

Charles Michelson

67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. Script and transcription. (For detailed information see listing under Program Producers).

•

George Miller Productions, Inc.

P. O. Box 506, Culver City, Calif. Script and transcription. (For detailed information see listing under Program Producers).

Modern Productions

643 Glendora Ave., Akron, Ohio. Phone, HEmlock 9967. Script. (For detailed information see listing under Program Producers).

•

Hoyt Evans Morris

2515 Barlum Tower, Detroit, Mich. Phone, Cherry 6622. Script and transcription. (For detailed information see listing under Program Producers).

•

National Broadcasters & Entertainers

Hotel Washington, Indianapolis, Ind. Phones, Lincoln 8131, Market 2541. Script. (For detailed information see listing under Program Producers).

•

NBC Radio-Recording Division

Radio City, New York, N. Y. Phone, CIrcle 7-8300. Transcription. (For detailed information see listing under Program Producers).

•

NEA Features, Inc.

REPRESENTATIVE: Stephen Slesinger, Inc., 247 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

•

Neff Radio Productions

1304 Stroh Building, Detroit, Mich. Phone, Randolph 3006. Script. (For detailed information see listing under Program Producers).

•

Photo & Sound, Inc.

152 Kearny St., San Francisco, Calif. Phone, EXbrook 2103. Script and transcription. (For detailed information see listing under Program Producers).

•

George Logan Price, Inc.

3902 West Sixth St., Los Angeles, Calif. Phone, EXposition 1960. Transcription. (For detailed information see listing under Program Producers).

•

Radio Centre, Limited

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036-2856. (For detailed information see listing under Program Producers).

•

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Script. (For detailed information see listing under Program Producers).

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Radio Features

3034 P St., N. W., Washington, D. C. Phone, DUpont 1934. Script. (For detailed information see listing under Program Producers).

Radio Producers of Hollywood

930 North Western Ave., Hollywood, Calif. Phone, HOllywood 6288. Transcription. (For detailed information see listing under Program Producers).

Radio Program Associates

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4228. President, Bernard Zisser. SERVICES OFFERED: Transcription.

Radio Writers Laboratory

51 Duke St., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Script Editor, Scott Clark; Children's Scripts, Margaret L. Smith. SERVICES OFFERED: Script.

Ready-To-Air Service

P. O. Box 1057, New London, Conn. Phone, 2-2864. Partners, Robert Howell, Herbert Hicks. Script. SERVICES OFFERED: Weekly "man-in-the-street" program, children's program.

Religious News Service

300 Fifth Ave., New York, N. Y. Phone, ALgonquin 4-9746. Script. (For detailed information see listing under Program Producers).

G. Schirmer, Inc.

3 East 43rd St., New York, N. Y. Phone, MUrray Hill 2-8100. Transcription. (For detailed information see listing under Transcription Companies).

The Script Library

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3488. Station Contact, Martin Lawrence; General Manager, Genevieve Pace. SERVICES OFFERED: Script.

Sound Recording Studios, Inc.

2016-18 Main St., Dallas, Texas. 7-4636. Transcription. (For detailed information see listing under Program Producers).

Henry Souvaine, Inc.

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5666. Script. (For detailed information see listing under Program Producers).

Speedy-Q Sound Effects

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson, 67 West 44th St., New York, N. Y. Transcription.

Standard Radio

6404 Hollywood Blvd., Hollywood, Calif. Phone, HOllywood 0188. Transcription. (For detailed information see listing under Program Producers).

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. 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.) SERVICES OFFERED: Script.

TransAir, Inc.

105 West Adams St., Chicago, Ill. Phone, Central 0320. Transcription. (For detailed information see listing under Program Producers).

Thomas J. Valentino

729 Seventh Ave., New York, N. Y. Phone, BRyant 9-5543. Transcription. (For detailed information see listing under Program Producers).

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIsconsin 2-2100. Transcription. (For detailed information see listing under Program Producers).

Bernard Zisser, Inc.

40 East 49th St., New York, N. Y. Phone, ELdorado 5-4227. Transcription. (For detailed information see listing under Program Producers).

Karl Zomar Script Service

KWTO Bldg., 08 St. Louis St., Springfield, Mo. Phone, 1360. Director, Fred McGhee. SERVICES OFFERED: Script library.

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Addresses and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

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RKO Bldg. . . . CIrcle 7-4124

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Bloom, Joseph
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347 Madison Ave. . . . . MUrray Hill 6-6170

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Columbia Artists, Inc.
485 Madison Ave. . . . . WIckersham 2-2000

Columbia Concerts Corp.
113 W. 57th St. . . . . CIrcle 7-0900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza. . . . COlumbus 5-3580

Crosby, Everett, Ltd.
1270 Sixth Ave. . . . CIrcle 6-3860

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Dolan & Doane, Inc.
1270 Sixth Ave. . . . COlumbus 5-1538

Dube, Harry S.
1270 Sixth Ave. . . . . COlumbus 5-7035

Evans & Salter
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Fanchon & Marco, Inc.
133 West 50th St. . . . . CIrcle 7-5630

Featured Artist Service, Inc.
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Foyer, Bernie
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French, Samuel
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Gale, Inc.
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Music Corporation of America
745 Fifth Ave.....WIckersham 2-8900

National Radio Artists
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1270 Sixth Ave.....CIrcle 7-1150

Tyro Productions
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Morse, Sidney P.
162 North State St . . . . . DEArborn 1863

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By JOHN G. PAINE
General Manager

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Quincke, W. A., & Company

Red Star Songs, Inc.
Allen & Harrison Mus. Co.

Remick Music Corp.

Rialto Music Pub. Corp.

Ricordi, G., & Co., Inc., of N. Y.

Ringle, Dave
Famous Writers Music Co.
Goulden-Leng Music Co.
Hamilton Music Co.
Harvest Songs Co.
Krey, Geo. M., Co.
Maytone Music Co.
Song Creators Co.
Tracy, Wm., Pub. Co.
Victory Music Co.
World Music Co.
York & King Music Pub. Co.

Robbins Music Corporation
Metro-Goldwyn-Mayer Corp.

Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Co.
Universal Music Corp.
Whiteman, Paul, Publications
Wiedoeft, Rudy, Mus. Pub. Co.

Rodeheaver Co., The

Rossiter, Will

Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.

Roy Music Co., Inc.

Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.

Santly-Joy-Select, Inc.
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Select Music Publications, Inc.

Saunders Publications

Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.

Schroeder & Gunther, Inc.

Schuster & Miller, Inc.
Kornheiser-Gottler, Inc.
Kornheiser-Schuster, Inc.

Shapiro, Bernstein & Co., Inc.

Shubert Music Pub. Corp.

Skidmore Music Co., Inc.

Southern Music Pub. Co., Inc
Acme Music Pub. Co.
Bleyer, Archie, Inc.
Blues Music Co.
Bradford, Perry, Inc.
Bradford, Perry, Music Co.
Palmer, Robert, Music Pub. Co.

Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.

Sprague-Coleman

Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.

Summy, Clayton F., Co.

Sun Music Co., Inc.
Weil, Milton Music Co., Inc.

Superior Music, Inc.

Tesio, P., & Sons
Burke Doyle Music Co.
Major Music, Inc.
Tesio-Major, Inc.

Victoria Publishing Co.

Villa Moret, Inc.

Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.

Volkwein Bros., Inc.
Agney, J. E., Publication
Bellefield Pub. Co.
Dalbey, W. R., Music Co.

Von Tilzer, Harry, Music Pub. Co.

Western Music Pub. Co.

White-Smith Mus. Pub. Co.

Williams, Clarence, Mus. Pub. Co.
Ahleim, Walter C., Music Co.
Arrow Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.

Willis Music Company

Witmark, M., & Sons

Wood, B. F., Music Co.

Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.

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BROADCAST MUSIC INC.

By MERRITT E. TOMPKINS
Vice President-General Manager

Broadcast Music, Inc. (BMI), was organized in September 1939 by the National Association of Broadcasters, acting for the broadcasting industry, to provide an independent source of music supply for radio stations and users of music. The functions of BMI are threefold: (1) to buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; and (3) to provide equal opportunity of recognition for all writers and composers.

Stock and license fees in BMI are held by stations of every classification in 48 states, Alaska, Puerto Rico and Hawaii. Station members are divided into three groups: (1) independents; (2) network affiliates; (3) stations managed or operated by the national networks. Stock holdings of the networks in BMI is limited to 17.1 per cent of the total; holdings of subscribers and representation on the Board of Directors are so allocated that no group of stations can dominate the organization.

Publisher Affiliates

Alpha Music
American Performing Rights Society, Inc.
- Peer International Corp. (music of Southern Music Publishing Co.
- Institucion Nacional de Autores, Compositores y Editores de Cuba.
- Sociedad Argentine de Autores y Compositores de Musica de Buenos Aires
- Sindicato de Autores, Compositores y Editores de Musica de Mexico

D. Appleton-Century Co.
Coast-To-Coast Music Corp.
M. M. Cole Publishing Co.
Colonial Music Publishing Co.
O. B. Clow
Donald H. Gabor (Csardas Phono Co.)
Hinds, Hayden & Eldredge
Edward B. Marks Music Corp.
New Era Music Corp.
G. Ricordi—Milan
E. C. Schirmer Music Co.

Station Members

(As of February 15, 1941)

Alabama

WAPI, Birmingham
WBRC, Birmingham
WSGN, Birmingham
WMSL, Decatur
WAGF, Dothan
WJBY, Gadsden
WALA, Mobile
WMOB, Mobile
WCOV, Montgomery
WSFA, Montgomery
WHBB, Selma
WJRD, Tuscaloosa

Arizona

KSUN, Lowell
KOY, Phoenix
KPHO, Phoenix
KTAR, Phoenix
KYCA, Prescott
KGLU, Safford
KTUC, Tucson
KYUM, Yuma

Arkansas

KLCN, Blytheville
KELD, Eldorado
KFPW, Fort Smith
KWFC, Hot Springs
KTHS, Hot Springs
KBTM, Jonesboro
KARK, Little Rock
KGHI, Little Rock
KLRA, Little Rock
KOTN, Pine Bluff
KUOA, Siloam Springs

California

KERN, Bakersfield
KPMC, Bakersfield

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KMPC, Beverly Hills
KHSL, Chico
KXO, El Centro
KIEM, Eureka
KARM, Fresno
KMJ, Fresno
KIEV, Glendale
KFOX, Long Beach
KECA, Los Angeles
KFI, Los Angeles
KFSG, Los Angeles
KHJ, Los Angeles
KMTR, Los Angeles
KNX, Los Angeles
KMYC, Marysville
KYOS, Merced
KTRB, Modesto
KDON, Monterey
KLS, Oakland
KROW, Oakland
KVCV, Redding
KFBK, Sacramento
KROY, Sacramento
KFSD, San Diego
KGB, San Diego
KFRC, San Francisco
KGO, San Francisco
KJBS, San Francisco
KPO, San Francisco
KSAN, San Francisco
KSFO, San Francisco
KYA, San Francisco
KQW, San Jose
KVEC, San Luis Obispo
KVOE, Santa Ana
KDB, Santa Barbara
KTMS, Santa Barbara
KWG, Stockton
KTKC, Visalia
KHUB, Watsonville

Colorado

KVOR, Colorado Springs
KFEL, Denver
KLZ, Denver
KOA, Denver
KVOD, Denver
KIUP, Durango
KFXJ, Grand Junction
KFKA, Greeley
KGHF, Pueblo

Connecticut

WICC, Bridgeport
WDRC, Hartford
WTHT, Hartford
WTIC, Hartford
WNBC, New Britain
WELI, New Haven
WNLC, New London
WATR, Waterbury
WBRY, Waterbury

Delaware

WDEL, Wilmington
WILM, Wilmington

District of Columbia

WINX, Washington
WJSV, Washington
WMAL, Washington
WOL, Washington
WRC, Washington

Florida

WMFG, Daytona Beach
WFTM, Fort Myers
WRUF, Gainesville
WJAX, Jacksonville
WJHP, Jacksonville
WMBR, Jacksonville
WLAK, Lakeland
WIOD, Miami
WQAM, Miami
WKAT, Miami Beach
WTMC, Ocala
WDBO, Orlando
WLOF, Orlando
WDLP, Panama City
WCOA, Pensacola
WFOY, St. Augustine
WSUN, St. Petersburg
WTSP, St. Petersburg
WTAL, Tallahassee
WDAE, Tampa
WKGA, Tampa
WJNO, West Palm Beach

Georgia

WGPC, Albany
WAGA, Atlanta
WATL, Atlanta
WGST, Atlanta
WSB, Atlanta
WGAC, Augusta
WRDW, Augusta
WRBL, Columbus
WBLS, Dalton
WKEU, Griffin
WBML, Macon
WMAZ, Macon
WMGA, Moultrie
WSAV, Savannah
WTOC, Savannah
WPAX, Thomasville
WAYX, Waycross
WDAK, West Point

Idaho

KIDO, Boise
KRLC, Lewiston
KFXD, Nampa
KSEI, Pocatello
KTFI, Twin Falls

Illinois

WMRO, Aurora
WDWS, Champaign
WAAF, Chicago
WBBM, Chicago
WENR, Chicago
WGN, Chicago
WJJD, Chicago
WLS, Chicago
WMAQ, Chicago
WMBI, Chicago
WHFC, Cicero
WDAN, Danville
WSOY, Decatur
WJPF, Herrin
WCLS, Joliet
WMBD, Peoria
WTAD, Quincy
WROK, Rockford
WHBF, Rock Island
WCBS, Springfield
WDZ, Tuscola
WILL, Urbana

Indiana

WHBU, Anderson
WTRC, Elkhart
WEOA, Evansville
WGBF, Evansville
WGL, Fort Wayne
WOWO, Fort Wayne
WIND, Gary
WFBM, Indianapolis
WIBC, Indianapolis
WIRE, Indianapolis
WLBC, Muncie
WGRC, New Albany
WFAM, South Bend
WSBT, South Bend
WBOW, Terre Haute

Iowa

WOL, Ames
WMT, Cedar Rapids
WOC, Davenport
KWLC, Decorah
KRNT, Des Moines
KSO, Des Moines
WHO, Des Moines
WKBB, Dubuque
KVFD, Fort Dodge
WSUI, Iowa City
KGLO, Mason City
KMA, Shenandoah
KSCJ, Sioux City
KTRI, Sioux City

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Kansas

KGGF, Coffeyville
KGNO, Dodge City
KTSW, Emporia
KVGB, Great Bend
KCKN, Kansas City
KFKU, Lawrence
WREN, Lawrence
KOAM, Pittsburgh
KSAL, Salina
WIBW, Topeka
KANS, Wichita
KFBI, Wichita
KFH, Wichita

Kentucky

WCMI, Ashland
WBKY, Beattyville
WLBJ, Bowling Green
WLAP, Lexington
WAVE, Louisville
WGRC, Louisville
WHAS, Louisville
WOMI, Owensboro

Louisiana

KALB, Alexandria
WJBO, Baton Rouge
KVOL, Lafayette
KPLC, Lake Charles
WMLB, Monroe
WNOE, New Orleans
WWL, New Orleans
KTBS, Shreveport
KWKH, Shreveport

Maine

WRDO, Augusta
WLBZ, Bangor
WCOU, Lewiston
WCSH, Portland
WGAN, Portland

Maryland

WBAL, Baltimore
WCAO, Baltimore
WCBM, Baltimore
WFBR, Baltimore
WTBO, Cumberland

Massachusetts

WAAB, Boston
WBZ, Boston
WCOP, Boston
WEEI, Boston
WHDH, Boston
WMEX, Boston
WNAC, Boston
WORL, Boston
WSAR, Fall River
WHAI, Greenfield
WOCB, Hyannis
WLAW, Lawrence
WLLH, Lowell
WNBH, New Bedford
WBRK, Pittsfield
WBZA, Springfield
WMAS, Springfield
WSPR, Springfield
WOCB, West Yarmouth
WORC, Worcester
WTAG, Worcester

Michigan

WELL, Battle Creek
WBCM, Bay City
WHDF, Calumet
WJBK, Detroit
WJR, Detroit
WMBC, Detroit
WWJ, Detroit
WXYZ, Detroit
WFDF, Flint
WASH, Grand Rapids
WLAV, Grand Rapids
WOOD, Grand Raapids
WIBM, Jackson
WKZO, Kalamazoo
WDMJ, Marquette
WKBZ, Muskegon
WHLS, Port Huron
WSAM, Saginaw

Minnesota

KATE, Albert Lea
KDAL, Duluth
WEBC, Duluth
WMFG, Hibbing
KYSM, Mankato
WCCO, Minneapolis
WDGY, Minneapolis
WLOL, Minneapolis
WTNC, Minneapolis
KVOX, Moorhead
WCAL, Northfield
KROC, Rochester
KFAM, St. Cloud
KSTP, St. Paul
WHLB, Virginia
KWLM, Willmar
KWNO, Winona

Mississippi

WCBI, Columbus
WJPR, Greenville
WFOR, Hattiesburg
WJDX, Jackson
WSLI, Jackson
WAML, Laurel
WCOC, Meridian
WQBC, Vicksburg

Missouri

KFVS, Cape Girardeau
KFRU, Columbia
KCMO, Kansas City
KMBC, Kansas City
WDAF, Kansas City
WHB, Kansas City
KFEQ, St. Joseph
KMOX, St. Louis
KSD, St. Louis
KWK, St. Louis
KXOK, St. Louis
WEW, St. Louis
WIL, St. Louis
KGBX, Springfield

Montana

KGHL, Billings
KGEZ, Kalispell
KGVO, Missoula

Nebraska

KMMJ, Clay Center
KORN, Fremont
KHAS, Hastings
KGFW, Kearney
KFAB, Lincoln
KFOR, Lincoln
KGNF, North Platte
KOIL, Omaha
KOWH, Omaha
WOW, Omaha
KGKY, Scottsbluff

Nevada

KOH, Reno

New Hampshire

WKNE, Keene
WLNH, Laconia
WFEA, Manchester
WHEB, Portsmouth

New Jersey

WBAB, Atlantic City
WAAT, Jersey City
WHOM, Jersey City

New Mexico

KGGM, Albuquerque
KOB, Albuquerque
KICA, Clovis
KGFL, Roswell
KVSF, Santa Fe

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New York

WABY, Albany
WOKO, Albany
WMBO, Auburn
WNBF, Binghamton
WBBR, Brooklyn
WCNW, Brooklyn
WBEN, Buffalo
WEBR, Buffalo
WGR, Buffalo
WKBW, Buffalo
WCAD, Canton
WENY, Elmira
WGBB, Freeport
WHCU, Ithaca
WJTN, Jamestown
WGNY, Newburgh
WABC, New York
WBNX, New York
WEAF, New York
WINS, New York
WJZ, New York
WNYC, New York
WOR, New York
WOV, New York
WQXR, New York
WSLB, Ogdensburg
WMFF, Plattsburg
WKIP, Poughkeepsie
WHAM, Rochester
WHEC, Rochester
WNBZ, Saranac Lake
WGY, Schenectady
WFBL, Syracuse
WSYR, Syracuse
WHAZ, Troy
WTRY, Troy
WIBX, Utica
WFAS, White Plains
WWRL, Woodside

North Carolina

WISE, Asheville
WWNC, Asheville
WBT, Charlotte
WSOC, Charlotte
WDNC, Durham
WGNC, Gastonia
WBIG, Greensboro
WGTC, Greenville
WHKY, Hickory
WMFR, High Point
WPTF, Raleigh
WRAL, Raleigh
WCBT, Roanoke Rapids
WEED, Rocky Mount
WSTP, Salisbury
WMFD, Wilmington
WGTM, Wilson
WAIR, Winston-Salem
WSJS, Winston-Salem

North Dakota

KFYR, Bismarck
KDLR, Devils Lake
WDAY, Fargo
KRMC, Jamestown
KGCU, Mandan
KLPM, Minot

Ohio

WDAC, Akron
WAKR, Akron
WJW, Akron
WICA, Ashtabula
WHBC, Canton
WCKY, Cincinnati
WCPO, Cincinnati
WKRC, Cincinnati
WLW, Cincinnati
WSAI, Cincinnati
WCLE, Cleveland
WGAR, Cleveland
WHK, Cleveland
WTAM, Cleveland
WBNS, Columbus
WCOL, Columbus
WHKC, Columbus
WOSU, Columbus
WHIO, Dayton
WING, Dayton
WLOK, Lima
WMRN, Marion
WPAY, Portsmouth
WIZE, Springfield
WSTV, Steubenville
WSPD, Toledo
WTOL, Toledo
WFMJ, Youngstown
WKBN, Youngstown
WHIZ, Zanesville

Oklahoma

KADA, No. of Ada
KGRC, Enid
KBIX, Muskogee
KOCY, Oklahoma City
KOMA, Oklahoma City
KTOK, Oklahoma City
WKY, Oklahoma City
KHBG, Okmulgee
KGFF, Shawnee
KOME, Tulsa
KTUL, Tulsa
KVOO, Tulsa

Oregon

KWIL, Albany
KAST, Astoria
KBND, Bend
KBKR, Baker
KOAC, Corvallis
KORE, Eugene
KUIN, Grants Pass
KFJI, Klamath Falls
KOOS, Marshfield
KMED, Medford
KALE, Portland
KBPS, Portland
KEX, Portland
KGW, Portland
KOIN, Portland
KXL, Portland
KRNR, Roseburg
KSLM, Salem
KODL, The Dalles

Pennsylvania

WCBA-WSAN, Allentown
WFBG, Altoona
WCED, Du Bois
WEST, Easton
WLEU, Erie
WIBG, Glenside
WHJB, Greensburg
WHP, Harrisburg
WKBO, Harrisburg
WAZL, Hazleton
WJAC, Johnstown
WGAL, Lancaster
WKST, New Castle
WKPA, New Kensington
KYW, Philadelphia
WCAU, Philadelphia
WDAS, Philadelphia
WFIL, Philadelphia
WHAT, Philadelphia
WIP, Philadelphia
WPEN, Philadelphia
KDKA, Pittsburgh
WCAE, Pittsburgh
WWSW, Pittsburgh
WJAS, Pittsburgh
WEEU, Reading
WRAW, Reading
WARM, Scranton
WGBI, Scranton
WKOK, Sunbury
WMBS, Uniontown
WBAX, Wilkes-Barre
WBRE, Wilkes-Barre
WRAK, Williamsport
WORK, York

Rhode Island

WEAN, Providence
WJAR, Providence
WPRO, Providence

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South Carolina

WAIM, Anderson
WCSC, Charleston
WTMA, Charleston
WCOS, Columbia
WIS, Columbia
WOLS, Florence
WFBC, Greenville
WORD, Spartanburg
WFIG, Sumter

South Dakota

KABR, Aberdeen
KFDY, Brookings
KOBH, Rapid City
WCAT, Rapid City
KSOO, Sioux Falls
KUSD, Vermillion
WNAX, Yankton

Tennessee

WOPI, Bristol
WAPO, Chattanooga
WDEF, Chattanooga
WDOD, Chattanooga
WHUB, Cookeville
WTJS, Jackson
WJHL, Johnson City
WKPT, Kingsport
WNOX, Knoxville
WBIR, Knoxville
WROL, Knoxville
WHBQ, Memphis
WMC, Memphis
WMPS, Memphis
WREC, Memphis
WLAC, Nashville
WSIX, Nashville
WSM, Nashville

Texas

KRBC, Abilene
KFDA, Amarillo
KGNC, Amarillo
KNOW, Austin
KTBC, Austin
KFDM, Beaumont
KBST, Big Spring
WTAW, College Station
KRIS, Corpus Christi
KAND, Corsicana
KRLD, Dallas
WFAA, Dallas
WRR, Dallas
KFPL, Dublin
KFJM, Fort Worth
KROD, El Paso
KTSM, El Paso
KGKO, Fort Worth
WBAP, Fort Worth
KPRC, Houston
KTRH, Houston
KXYZ, Houston
KOCA, Kilgore
KPAB, Laredo
KFRO, Longview
KFYO, Lubbock
KRLH, Midland
KPDN, Pampa
KPLT, Paris
KPAC, Port Arthur
KGKL, San Angelo
KABC, San Antonio
KONO, San Antonio
KTSA, San Antonio
WOAI, San Antonio
KRRV, Sherman
KTEM, Temple
KCMC, Texarkana
KGKB, Tyler
KVWC, Vernon
WACO, Waco
KRGV, Weslaco
KWFT, Wichita Falls

Utah

KLO, Ogden
KEUB, Price
KDYL, Salt Lake City
KSL, Salt Lake City
KUTA, Salt Lake City

Vermont

WCAX, Burlington
WSYB, Rutland

Virginia

WCHV, Charlotteville
WBTM, Danville
WSVA, Harrisonburg
WLVA, Lynchburg
WGH, Newport News
WTAR, Norfolk
WPID, Petersburg
WMBG, Richmond
WRNL, Richmond
WRVA, Richmond
WDBJ, Roanoke
WSLS, Roanoke
WLPM, Suffolk

Washington

KXRO, Aberdeen
KIRO, Seattle
KJR, Seattle
KOL, Seattle
KOMO, Seattle
KRSC, Seattle
KXA, Seattle
KGA, Spokane
KHQ, Spokane
KMO, Tacoma
KVI, Tacoma
KUJ, Walla Walla
KIT, Yakima

West Virginia

WJLS, Beckley
WCHS, Charleston
WGKU, Charleston
WBLK, Clarksburg
WMMN, Fairmont
WSAZ, Huntington
WLOG, Logan
WAJR, Morgantown
WPAR, Parkersburg
WWVA, Wheeling

Wisconsin

WHBY, Appleton
WEAU, Eau Claire
KFIZ, Fond du Lac
WTAQ, Green Bay
WCLO, Janesville
WKBH, La Crosse
WHA, Madison
WIBA, Madison
WEMP, Milwaukee
WISN, Milwaukee
WTMJ, Milwaukee
WRJN, Racine
WHBL, Sheboygan
WDSM, Superior
WSAU, Wasau
WFHR, Wisconsin Rapids

Wyoming

KDFN, Casper
KFBC, Cheyenne
KYAN, Cheyenne
KVRS, Rock Springs
KWYO, Sheridan

Alaska

KINY, Juneau
KHBC, Hilo

Hawaii

KHBC, Hilo
KGMB, Honolulu
KGU, Honolulu
KTOH, Lihue

Puerto Rico

WPAB, Ponce
WKAQ, San Juan

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S E S A C

By PAUL HEINECKE
President

SESAC will maintain the same policies it has followed since its founding in 1931, namely to extend full cooperation to all commercial users of music and to make available the best music for any type of program.

SESAC has long term licenses with nearly 700 radio stations in the United States and all national and regional networks, in addition to similar agreements with major hotel chains and leading theatres. All licenses approaching their expiration dates have been renewed for an additional five year period.

SESAC control performance rights, synchronization rights and mechanical rights in 125 music catalogs, the majority of which are American publishers. More than 55,000 copyrighted musical compositions are contained in these catalogs.

The SESAC Music Guide, recently issued, lists 200 classifications of music, and indicates the publishers from whom these various types of music can be ordered. SESAC music includes some of the works of Victor Herbert, Rudolf Friml, Edward MacDowell, Frankie Carle, Richard Strauss, Jan Sibelius, Mrs. H. H. A. Beach, Charles Wakefield Cadman, Franz Lehar, Igor Stravinsky, Eugene Zador and many others. SESAC also controls thousands of hymns and religious music for every denomination; thousands of hillbilly, western and cowboy ballads; brass band and patriotic music; orchestra, instrumental and vocal material; and music of every other category, thus providing the broadcaster with diversified and well balanced musical programs.

SESAC compositions are also obtainable in recorded form on hundreds of phonograph records and transcriptions, and are featured in film productions of all major film studios.

SESAC, for the past ten years has maintained a staff of traveling field representatives to contact radio stations, advertising agencies, transcription companies, motion picture studios and other licensees, for the purpose of assisting them in their music and program problems. This close cooperation has proved invaluable and has assisted SESAC to anticipate the music needs of its licensees.

SESAC receives hundreds of unsolicited letters from broadcasters confirming the value of the SESAC music repertory and expressing appreciation for the helpful visits of our field representatives during the past ten years; for the cooperative policy of SESAC, and for the excellent music supplied by SESAC's publisher affiliates.

SESAC is proud of its enviable reputation based on a decade of service to the radio industry, and proud to deserve the many expressions of appreciation from the radio industry.

SESAC is resolved to continue the same helpful service it has rendered in the past.

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Accordion Music Publishing Co., New York
  Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L., Chicago
Altschuler, J.; Warsaw
American Music, Inc., Portland, Ore.
  Master Music Makers
  Westmore Music Corporation
Arct, M.; Warsaw
Ashmall Company, Wm. E (See McLaughlin & Reilly Co.)
Augsburg Publishing House, Minneapolis
Barnes, A. S. and Company, Inc.; New York
Barwicki, K. T.; Poznan
Beirly Company (See Chart Music Publishing House, Inc.)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
Braun Music Co. (See Braun, Hubert J.)
Braun Organization, The (See Braun, Hubert J.)
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Calbo, N.; Barcelona
Catholic Music Publishing Company (See McLaughlin & Reilly Co.)
Chart Music Publishing House, Inc.; Chicago
  Beirly Company, Alfred
  Coanacher, B.
  Huffer, Fred. K.
  Littig Music Publishing Co., Frank
  Warde, Harry
  Warner, F. Eugene
  Western Accordion Music Company
Coanacher, B. (See Chart Music Publishing House, Inc.)
Colombo, Alberto; Hollywood
Composers Press, Inc., The; New York
Cross & Winge, Inc. (See American Music, Inc.)
Culla, Antonio; Barcelona
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison & Co., T. S.; Chicago
Di Bella, O.; New York
Ediciones Fermata (See Ediciones Internacionales Fermata)
Ediciones Internacionales Fermata: Buenos Aires (South American Publications)
Ediciones Musicales Pampa, Buenos Aires
Ediciones Internacionales Fermata, Warsaw (European Publications)
Ediciones Musicales Pampa (See Ediciones Internacionales Fermata)
Ediciones Rodoch (C. Rodriguez); Bilbao
Ediciones A. Urmeneta; Barcelona
Edition Adler; Berlin
  (See Heinrichshofen's Verlag)
Edition "Jastrzab"; Warsaw
  Rudnicky, Walery; Warsaw
  "W.J.R."; Warsaw
  Rzepecki, J.; Warsaw
Editions "Olympia"; Warsaw
Editions Pro Arte; Lwow - Warsaw
Eulenburg, Ernst; London
Fairbank Company, H. W. (See National Music Co.)
Fermata (See Ediciones Internationales Fermata)
Foerster, Joh. (See Reinecke)
Forberg, Rob.; Leipzig
  International Edition; Leipzig
  Jurgenson, P.; Leipzig
Gebethner & Wolff; Warsaw
Gehrmans Musikforlag, Carl; Stockholm
Gilbert Music Company (See McLaughlin & Reilly Co.)
Gornston, David; New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F.; Warsaw
Haberer-Helasco, Hermann; Madrid-Lisbon
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
Harmonica Edition Publishing Co., New York
  Harmonie-Verlag
  Rondo-Verlag
Hart's Music Company (See National Music Co.)
Haslinger, Carl T. (See Lienau)
Haslinger Musikverlag (See Lienau)
Hathaway, Franklin Earl, Music Publisher; Chicago
  Gospel Music Publications; Chicago
Haushahn, G. (See Reinecke)
Heinrichshofen's Verlag Edition Adler
Helasco (See Haberer-Helasco)
Hoffman Company, Raymond A.; Chicago
Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon; Warsaw
Idzikowski, M.; Warsaw
International Edition (See Forberg)
Jastrzab (See Edition "Jastrzab")
Jewel Music Publishing Co.; New York
Jurgenson, P. (See Forberg)
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
King Music House, Inc.; K. L.; Fort Dodge, Ia
Kjos Music Co., Neil A.; Chicago
Koester, A. (See Lienau)
Krentzlin, H. R. (See Lienau)
Lebendiger, Henryk (See Ediciones Internationales Fermata)
Lienau'sche Musikverlage
  Carl Tobias Haslinger
  H. R. Krentzlin
  Musikverlag Haslinger

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Musikverlag Adolf Koester
Schlesinger'sche Buch & Musikhdlg
Otto Wernthal

Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Loebel, J. (See Reinecke)

McLaughlin & Reilly Co.; Boston, Mass.
Liturgical Music Company; Boston, Mass.
Catholic Music Publishing Company; Boston, Mass.
including composition taken over from
Wm. E. Ashmall Company; Boston, Mass.
Berge Music Company; New York, N. Y.
John Singenberger; St. Francis, Wisc.
Otto Singenberger; Mundelein, Ill.
Gilbert Music Company; Chicago, Ill.

Mora, Jose; Barcelona

Music Products Corporation; Chicago

National Music Company, Inc.; Chicago
Albright Music Company; Chicago
Broadcast Music Publishers; Chicago
(See E. Eddy Hanson)
Fairbank Company, H. W.; Chicago
Hart's Music Company; Chicago
Popular Music Publications; Chicago
Select Music Company; Chicago
Standard Music Company; Chicago
(See Eddie Hanson)
Standard Songs; Chicago
(See Eddie Hanson)
Windsor Music Company; Chicago
including compositions taken over from:
E. Eddy Hanson

Nattrass-Schenck, Inc.; New York

Noske, R. (See Reinecke)

Nowa Scena; Warsaw

Olympia (See Editions "Olympia")

Orduna, Leopoldo; Barcelona

Pagani, O., & Bro.; New York

Panella, Frank A.; Pittsburgh, Pa.

Parks Company, J. A., The; York, Neb.

Polskie Towarzystwo Muzyki Wspolczes Nej; Warsaw

Popular Music Publications (See National Music Company)

Pro Arte (See Editions Pro Arte)

"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw

Radio City Guitar Studio; New York

Reinecke, Gebrueder
Joh. Foerster
Gustave Haushahn
J. Loebel
Rich. Noske

Rodoch (See Ediciones Rodoch)

Rodriguez (See Ediciones Rodoch)

Rondo-Verlag (See Harmonia Edition)

Rudnicki, Walery (See Edition "Jastrzab")

Rzepecki (See Edition "Jastrzab")

Sajewski, W. H.; Chicago

Schlesinger (See Lienau)

Schmidt Co., The Arthur P.; Boston

Schmitt Music Company, Paul A.; Minneapolis

Schuberth, Edward, & Co., Inc.; New York

Schuberth, Jr., Fritz

Select Music Company (See National Music Co.)

Seyfarth, G.; Lwow

Singenberger, John (See McLaughlin & Reilly Co.)

Singenberger, Otto (See McLaughlin & Reilly Co.)

Smith Music Co., Inc., Wm. J.; New York

Solunastra (See Haberer-Helasco)

Stahl, Wm. C.; Milwaukee

Stamps-Baxter Music Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.

Standard Music Company (See National Music Company, Inc.)

Standard Songs (See National Music Company, Inc.)

Steingraeber Verlag

Thorsings Musikforlag, Alfred; Copenhagen

Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw

Union de Compositores; Barcelona, Spain

Urgelles, J.; Barcelona

Urmeneta (See Ediciones A. Urmeneta)

Vieweg, Chr. Friedr.; Berlin

Vitak-Elsnic Co.; Chicago

Warde Company, Harry (See Chart Music Publishing House, Inc.)

Warner, F. Eugene (See Chart Music Publishing House, Inc.)

Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw

Wernthal, Otto (See Lienau)

Western Accordion Music Company (See Chart Music Publishing House, Inc.)

Westmore Music Corporation (See American Music, Inc.)

Whitney Blake Music Publishers; New York

Windsor Music Company (See National Music Co.)

"W.J.R." (See Edition "Jastrzab")

Yanguas, Mariano; Madrid

"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw
(Authors-Composers and Publishers Association of Poland)

Zalewski, B. J.; Chicago

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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MUSIC PUBLISHERS

A NATION-WIDE LISTING

— A —

ABC Music Corp., 799 Seventh Avenue, New York City.

Accordion Music Publishing Co., 46 Greenwich Avenue, New York City.

Addazzio-Robsham-Matthews Music Publishing Co., 1576 Broadway, New York City.

Advance Music, Inc., 6700 Sunset Blvd., Hollywood, Calif.

Affiliated Music Corp., 113 West 57th Street, New York City.

Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.

Alfred Music Co., 145 West 45th Street, New York City.

Allen, Thornton W., Co., 74 Riverside Drive, New York City.

Alpha Music, 110 West 42nd Street, New York City.

American Music, Inc., 430 N. Michigan Avenue, Chicago, Ill.

Amsco Music Sales Co., Inc., 1600 Broadway, New York City.

Apollo Music Co., 301 West 41st Street, New York City.

Artists Music Corp., 8 West 49th Street, New York City.

Ascher, Emil, Inc., 315 Fourth Avenue, New York City.

Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Augsburg Publishing House, 425 South 4th Street, Minneapolis, Minn.

— B —

Ball Music Publishing Co., 114 West 44th Street, New York City.

Barnes, A. S., and Company, Inc., 67 West 44th Street, New York City.

Baron, M., Inc., 1650 Broadway, New York City.

Belwin, Inc., 43 West 23rd Street, New York City.

Berlin, Irving, Inc., 799 Seventh Avenue, New York City.

Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.

Blake, Whitney, Music Publisher, 1585 Broadway, New York City.

Blank, S., 190 East Second Street, New York City.

Books and Music, Inc., 113 West 57th Street, New York City.

Boosey-Hawkes-Belwin, Inc., 43 West 23rd Street, New York City.

Boraine Music Co., 1619 Broadway, New York City

Boston Music Co., 3 East 43rd Street, New York City.

Braun Music Co., 1619 Broadway, New York City.

Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.

Briegel, George F., Inc., 1270 Sixth Avenue, New York City.

Broadcast Music, Inc., 580 Fifth Ave., New York City.

Broadway Music Corp., 1619 Broadway, New York City.

Brown & Henderson, Inc., 1619 Broadway, New York City.

— C —

Caesar, Irving, 1619 Broadway, New York City.

Century Music Publishing Co., 235 West 40th Street, New York City.

Choppell & Co., Inc., 1270 Sixth Avenue, New York City.

Chart Music Publishing House, Inc., 45 East 17th Street, New York City, and 506 S. Wabash, Chicago, Ill.

Cherio Music Publishers, 210 Fifth Avenue, New York City.

Church, John, Co., 2410 Walnut Street, Philadelphia, Pa.

Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.

Clark, Kenneth S., 1657 Broadway, New York City.

Cole, M. M., Publishing House, 2611 S. Indiana Avenue, Chicago, Ill.

Colonial Music Publishing Co., 168 West 23rd St., New York City.

Composers Press, Inc., 853 Seventh Avenue, New York City.

Concord Music Publishing Co., 20 West 47th Street, New York City.

Coslow Music Co., 48 West 48th St., New York City.

Crawford Music Corp., 1619 Broadway, New York City.

Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

Dash Connelly, Inc., 1619 Broadway, New York City.

Denison & Co., 203 N. Wabash, Chicago, Ill.

Denton & Haskins Corp., 1658 Broadway, New York City.

Di Bella, O., 162 East 116th Street, New York City.

Ditson, Oliver, Co., Inc., 10 East 43rd Street, New York City and 2410 Walnut St., Philadelphia, Pa.

Donaldson, Douglas & Gumble, Inc., 1619 Broadway, New York City.

— E —

Empire Music Publishing Co., 1587 Broadway, New York City.

Evans Music Co., 133 Essex Street, Boston, Mass.

Exclusive Publications, Inc., 1619 Broadway, New York City.

— F —

Famous Music Corp., 1619 Broadway, New York City.

Feist, Leo, Inc., 1629 Broadway, New York City.

Festival Music Co., 1115 K Street, N. W., Washington, D. C.

Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.

Fischer, Carl, Inc., 56 Cooper Square, New York City.

Fischer, Carl, Inc., 119 West 57th Street, New York City.

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Fischer, J., & Bro., 119 West 40th Street, New York City.
Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.
Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.
Flammer, Harold, Inc., 10 East 43rd Street, New York City.
Flaschner, O., Music Co., 4 West 43rd Street, New York City.
Foley, Charles, 4 East 46th Street, New York City.
Forster Music Publisher, Inc., 216 South Wabash, Chicago, Ill., and 1658 Broadway, New York City.
Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City.

— G —

Goloxy Music Corp., 17 West 46th Street, New York City.
Gem Music Corp., 1619 Broadway, New York City.
Georgeoff, Evon, Music Publishing Co., The Arcade, Cleveland, Ohio.
Georgia Music Corp., 1619 Broadway, New York City.
Gershwin, George, Publishing Corp., 1270 Sixth Avenue, New York City.
Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hallywood, Calif.
Gordon, Hamilton S., Inc., 1260 Sixth Avenue, New York City.
Gornston, David, 117 West 48th Street, New York City.
Groy, H. W., Co., Inc., 159 East 48th Street, New York City.
Green Bros. & Knight, Inc., 1619 Broodway, New York City.

— H —

Hall & McCreary Co., 434 S. Wabash, Chicago, Ill.
Handy Bros.' Music Co., Inc., 1587 Broodway, New York City.
Harms, Inc., 1250 Sixth Avenue, New York City.
Harms, T. B., Co., 1270 Sixth Avenue, New York City.
Harris, Charles K., 701 Seventh Avenue, Now York City.
Hathaway, Fronklin Earl, 306 S. Wabash, Chicago, Ill.
Haviland, F. B., Publishing Co., 114 W. 44th Street, New York City.
Hill, James F., & Co., 1650 Broadway, New York City.
Hinds, Hayden & Eldridge, Inc., 5 Union Square, New York City.
Hitchcock Publishing Co., 38 John Street, New York City.
Hoffmon Co., Raymond A., 509 S. Wabash, Chicago, Ill.
Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.

— I —

Independent Music Publishers, 205 Eost 42nd Street, New York City.
Itolian Book Co., 145 Mulberry Street, New York City.

— J —

Jocobs, Walter, Inc., 120 Boylston Street, Boston.
Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.
Jardon Music Publishing Co., 77 West 46th Street, New York City.

— K —

Kalmar & Ruby Music Corp., 6301 Sunset Blvd., Hollywood, Calif.
Kammen, J. & J., Music Co., 305 Roebling Street, Brooklyn, N. Y.
Kanner Music Publishing Co., 343 West 87th Street, New York City.
Korczag Publishing Co., 62 West 45th Street, New York City.
Kay & Koy Music Publishing Corp., 1658 Broadway, New York City.
Keone, Mitchell, Inc., 113 West 57th Street, New York City.
Keene, Inc., Hank, South Coventry, Conn.
Kelman Music Corp., 1674 Broadway, New York City.
Kendis Music Corp., 1587 Broodwoy, New York City.
King Music House, Inc., K. L., Fort Dodge, Iowa.
Kjos, Neil A., Music Co., 14 West Loke Street, Chicago, Ill.

— L —

Leeds Music, Inc., 1270 Sixth Avenue, New York City.
Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.
Lincoln Music Corp., 1619 Broadway, New York City.
Loeb Lissauer, Inc., 1619 Broadwoy, New Yark City.
Luz Bros., 1674 Broadway, New York City.

— M —

Majestic Music Co., 48 West 48th St., New York City.
Morks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.
Mayfoir Music Co., 1619 Broodway, New York City.
McLaughlin & Reilly Co., 100 Boylston Street, Boston, Moss.
Melo-Art Music Publishers, 1674 Broadway, New York City.
Melrose Bros.' Music Co., Inc., 1619 Broodway, New York City.
Mercer & Morris, Inc., 1619 Broadway, New York City.
Metro Music Co., 58 Second Avonue, New Yark City.
Metropolitan Music Co., 222 Fourth Ave., New York City.
Miller, Bob, Inc., 1619 Broodwoy, New York City.
Miller Music, Inc., 1629 Broadway, New York City.
Mills Music, Inc., 1619 Broadway, New York City.
Movietone Music Corp., 1250 Sixth Avenue, New York City.
Mumil Publishing Co., 1140 Broadway, New York City.
Musette Publishers, 30 Rockefeller Plaza, New York City.
Music Products Corporation, 28 East Jackson Street, Chicogo, Ill.
Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.
Music Service Co., 170-A Tremont Street, Boston, Mass.

— N —

Nationol Music Co., 306 South Wabash Avenue, Chicago, Ill.
Nattross-Schenck, Inc., 145 West 45th Street, New York City.
New Era Music Corp., 17 East 49th Street, New York City.
New World Music Corp., 1650 Broadway, New York City.
Nolo Music Publicatians, 1619 Broadway, New York City.

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— O —

Olman Music Corp., 1619 Broadway, New York City.

— P —

Paramount Music Corp., 1619 Broadway, New York City.
Parks Company, J. A., York, Nebr.
Paulbrook Music Corp., 730 Seventh Avenue, New York City.
Paull-Pioneer Music Corp., 1657 Broadway, New York City.
Peer, Ralph S., 1619 Broadway, New York City.
Piedmont Music Co., Inc., 156 West 54th Street, New York City.
Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa., and 10 East 43rd Street, New York City.

— Q —

Quincke, W. A., & Co., 430 South Broadway, Los Angeles, Calif.

— R —

Red Star Songs, Inc., 1619 Broadway, New York City.
Regent Music Co., 1619 Broadway, New York City.
Remick Music Corp., 1250 Sixth Avenue, New York City.
Rialto Music Publishing Corp., 1674 Broadway, New York City.
Ricordi, G., & Co., 12 West 45th Street, New York City.
Ringle, Dave, 1585 Broadway, New York City.
Robbins Music Corp., 799 Seventh Avenue, New York City.
Robison, Carson J., 48 West 48th Street, New York City.
Rodeheaver Co., The, 20 East Jackson Boulevard, Chicago, Ill.
Rosche, Geo. F., & Co., 337 West Madison, Chicago, Ill.
Rossiter, Will, 173 West Madison Street, Chicago.
Row, R. D., Music Co., 725 Boylston Street, Boston, Mass.
Roy Music Co., 1619 Broadway, New York City.
Rubank, Inc., 736 South Campbell Avenue, Chicago, Ill.
Russian Music Co., Inc., 121 Lexington Avenue, New York City.

— S —

Sajewski, W. H., 1017 North Milwaukee, Chicago, Ill.
Santly-Joy-Select, Inc., 1619 Broadway, New York City.
Saunders Publications, 5617 Hollywood Blvd., Hollywood, Calif.
Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.
Schirmer, G., Inc., 3 East 43rd Street, New York City.
Schmidt Co., The Arthur P., 120 Boylston Street, Boston, Mass.
Schmitt Music Company, Paul A., 88 S. 10th Street, Minneapolis, Minn.
Schraeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.
Schuberth, Edward, & Co., 11 East 22nd Street, New York City.
Schuster & Miller, Inc., 1619 Broadway, New York City.
Sesac Publications, 113 West 42nd Street, New York City.
Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.
Sing Song Music Co., 1650 Broadway, New York City.
Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.
Smith, William J., Music Co., 254 West 31st Street, New York City.
Sorkin Music Co., 251 Fourth Avenue, New York City.
Southern Music Publishing Co., 1619 Broadway, New York City.
Spencer, Norman & Son, 145 West 45th Street, New York City.
Spier, Larry, Inc., 1619 Broadway, New York City.
Sprague-Coleman, 62 West 45th Street, New York City.
Stahl, William C., 617 N. Second Street, Milwaukee, Wisc.
Stasny Music Corp, 1619 Broadway, New York City.
Strand Music Co., 1650 Broadway, New York City.
Summy, Clayton F., Co., 321 South Wabash Avenue, Chicago, Ill.
Sun Music Co., 1250 Sixth Avenue, New York City.
Superior Music, Inc., 1619 Broadway, New York City.

— T —

Tempo Publishing Co., 745 Seventh Avenue, New York City.
Tenney, Harry, Inc., 1619 Broadway, New York City.
Tesio, P., & Sons, 353 Eighth Avenue, New York City.
Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.
Transcontinental Music Co., 113 West 57th Street, New York City.
Tullar-Meredith Co., 91 Seventh Avenue, New York City.
Twentieth-Century Music Corp., 799 Seventh Avenue, New York City.

— V —

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.
Von Tilzer, Harry, Music Publishing Co., 1587 Broadway, New York City.
Von Tilzer, Will, 1619 Broadway, New York City.

— W —

Weil, Milton, Music Co., Inc., 1250 Sixth Avenue, New York City.
White-Smith Music Publishing Co., 13 East 17th Street, New York City.
Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.
Willis Music Co., 3 East 43rd Street, New York City.
Witmark, M., & Sons, 1250 Sixth Avenue, New York City.
Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.
Words and Music, Inc., 1697 Broadway, New York City.

— Z —

Zalewski, B. J., 1505 W. Thomos, Chicago, Ill.

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FREQUENCY MODULATION

By LT. COL. GUSTAVUS REINIGER
Radio Engineering Laboratories, Inc.

IN 1940 Frequency Modulation (F.M.) has climbed dramatically out of the experimental classification to win the F.C.C. stamp of approval as a full fledged commercial broadcasting service. Three years ago Radio Engineering Laboratories, Inc., co-operating closely with the inventor, Major Edwin H. Armstrong, was the only manufacturer devoting an important part of its attention to F.M. transmitter equipment. Today there are three other large companies in this field: Western Electric, General Electric and R.C.A.; while Westinghouse is reported to be also planning to come into the field.

Three years ago no one was manufacturing F.M. receiving sets in quantity—today there are more than twenty-five thousand sets in use, most of these sold in the past six months. Ten or more manufacturers are making F.M. receivers and combinations. Radio dealers generally, where F.M. programs can be heard, are reporting increases in sales volume of 40 per cent or more because of F.M. interest. A very good all-use combination (shortwave, standard radio, 10-record changer, and F.M.) has sold a record volume in a New York department store priced at $139.50. A good table model set with standard radio and F.M. sells for $70.00. A considerable number of F.M. tuners which are designed to add F.M. to present radio sets have been bought by the public.

Frequency Modulation development seems to be following in the footsteps of its predecessor A.M. A year and a half ago anyone could have applied for a one-kilowatt experimental F.M. transmitter and got on the air promptly. In metropolitan centers such as New York City, Chicago and Philadelphia it is already doubtful whether there will be enough frequencies for all those who wish to enter this new method of broadcasting. Besides leaders in the present broadcasting industry, leaders in other industries are applying for and getting construction permits for F.M. stations, notably newspapers and department stores in New York City, Baltimore and Los Angeles. At time of going to press, due to limitations by the FCC and its regulations regarding F.M. Broadcast stations, New York City has a greater number of applications than there are available frequencies.

F. M. and the War

The participation of the United States in a major war is an item of uncertainty to some prospective F.M. broadcasters. It is likely however, that the vagaries of a modern war will only make the superiority of F.M. show up with greater clarity, just as this super-mechanized war has made all other kinds of excellence in technical equipment much more pronounced.

Besides its peace time excellence, F.M. is almost impossible to jam. Long distance aerial raiders would not be able to use F.M. stations to ride into the United States on their guiding signals, but all A.M. stations will have to be shut down whenever an air-raid is imminent, as is now done in Germany.

F. M. Networks

What about F.M. networks? During the past year repeated successful demonstrations have been given of relaying F.M. programs through four to seven stations, without the slightest impairment of the program. This ability to relay programs through dozens of stations is one of the greatest powers of F.M. It makes for an elasticity of combination quite impossible with the A.M. system of broadcasting. Several F.M. networks have been under discussion for some months. During the coming year one or more of these will probably take definite commercial form.

Will F.M. pay? There are already thousands of enthusiastic listeners. The next year will make this number millions. F.M. is ideal for automobile radio. It eliminates all the noise, but it is still so young that this important phase has had almost no discussion.

Major Armstrong recalls the time some years ago when he expressed the opinion that a superhetrodyne A.M. receiving set could not be manufactured for less than $100.00. He invented the Superhetrodyne just as he did F.M. We are now all familiar with the thousands of Superhetrodyne A.M. sets that sell for $9.00 to $15.00. So Major Armstrong now says, "If the public wants F.M., ways will be found to meet every man's pocketbook."

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Mgt. NBC

PERSONAL REPRESENTATIVES

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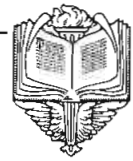

BEHIND THE MIKE

WORK OF

ARTISTS

WRITERS

ANNOUNCERS

VOCAL ARTISTS

ORCHESTRA LEADERS

NEWS COMMENTATORS

BACK STAGE PERSONNEL

SPORTS COMMENTATORS

MUSICAL DIRECTORS BY STATIONS

FOR —— 1940

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BOB BURNS

(STILL BREAKING IN MY ACT ON KRAFT MUSIC HALL)

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WILLIAM MORRIS AGENCY, INC.

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Radio Artists

AND THEIR WORK DURING 1940

— A —

ABBOTT, BUD
CBS. Kate Smith Hour.
ACE, GOODMAN
NBC. Easy Aces.
ACE, JANE
NBC. Easy Aces.
ACUFF, RAY
WSM, Nashville, Tenn. Grand Ole Opry.
ADAIR, JEAN
WHKC, Columbus, Ohio. Jean Adair On The Air.
ADAMS, BILL
CBS. Hilltop House.
ADAMS, BILL
KSFO, San Francisco, Calif. KSFO Farm Journal.
ADAMS, DEBORAH
KYW, Philadelphia, Pa. Garden Beautiful.
ADAMS, DOC
KHSL, Chico, Calif. Drama of History.
ADAMS, FRANKLIN P.
NBC. Information Please.
ADAMS, LESLIE
KFAC, Los Angeles, Calif. On the Street.
ADAMS, MRS. MART
WKY, Oklahoma City, Okla. Aunt Susan's Kitchen On the Air.
AHERN, REV. MICHAEL J.
WNAC, Boston, Mass. Catholic Question Box.
AINSLEE, ANN
KMPC, Beverly Hills, Calif. Policewoman Christie.
ALEXANDER, A. L.
WHN, New York, N. Y. Mediation Board.
ALEXANDER, BEN
NBC. Little Ol' Hollywood. This Moving World, Chase and Sanborn Program.
ALEXANDER, PAUL
KUTA, Salt Lake City, Utah. Noonday Heat Wave.
ALLEN, ARTHUR
CBS. Kate Smith Hour.
ALLEN, BARBARA JO
NBC. The Signal Carnival, Chase and Sanborn Program.
ALLEN, CHARME
NBC. David Harum.
ALLEN, FRED
The New Fred Allen Show NBC, Texaco Star Theater CBS.
ALLEN, GRACIE
CBS-NBC. Burns and Allen.
ALLEN, KATHRYN
KYA, San Francisco, Calif.
ALLEN, DR. W. B.
WLPM, Suffolk, Va. Health Chats.
ALLENBY, PEGGY
Life Can Be Beautiful CBS, David Harum NBC, Adventures of Ellery Queen, CBS.
ALLISON, FRAN
NBC. Uncle Ezra's Radio Station EZRA.
ALLISON, JONE
NBC. The Aldrich Family, The Light of the World.
ALLMAN, ELVIA
NBC. Bob Hope Show.
ALSTEADER, ANNE
WSAV, Savannah, Ga. Saga of Savannah.
AMECHE, ODN
NBC. Old Gold Show.
AMECHE, JIM
NBC. Hollywood Playhouse.
AMSDELL, WILLIAM
NBC. Houseboat Hannah.
ANDERSON, BOB
WJHO, Opelika, Ala.
ANDERSON, EDDIE "ROCHETSTER"
NBC. The Jell-O Program.
ANSON, BILL
WIND-WJJD, Gary, Ind. Chicago, Ill. Traffic Court, Musical Portraits.
ANTHONY, BOB
WOLF, Syracuse, N. Y. Sandman's Serenade.
APPLEBY, RAY
CBS. Young Doctor Malone.
ARCHER, THOMAS
CFCF, Montreal, Que. Lest We Forget.
ARD SISTERS
KWKH, Shreveport, La. Arizona Ranch Girls.
ARNALL, CURTIS
NBC. Pepper Young's Family.
ARNOLD, BETTY
NBC. Guiding Light, Wings of Destiny.
ARNOLD, WALTER
KMPC, Beverly Hills, Calif. Policewoman Christie.
ARRANTS, NEAL
WOPI, Bristol, Tenn.—Va. Home Folks Serenade.
ASCOT, RITA
NBC. Oxydol's Own Ma Perkins.
ATCHESON, SALLY
CFJC, Kamloops, B. C. Broadcast Theater.
AUBREY, WILL
KGO-KPO, San Francisco, Calif. In The Good Old Days.
AUDRIST, VIRGINIA
WCAT, Rapid City, S. D.
AUERBACH, ARTIE
CBS. Joe Penner Program, Al Pearce and His Gang.
AUSTIN "SHUCKS"
KMOX, St. Louis, Mo. Ozark Varieties, Old Fashioned Barn Dance.
AUTRY, GENE
CBS. Melody Ranch.

— B —

BECHTOLD, MARY JEANETTE
KSAL, Salina, Kans.
BACKUS, GEORGIA
NBC. One Man's Family.
BACON, MILTON
WCKY, Cincinnati, Ohio. Places Worthwhile And Folks Worth Knowing.
BAER, PARLEY
KSL, Salt Lake City, Utah.
BAILEY, MILDRED
WTAG, Worcester, Mass. Afternoon Journal.
BAILEY, RUTH
Woman in White CBS, Right To Happiness CBS, Guiding Light NBC.
BAIRD, ALEX
CFCF, Montreal, Que. Of Ships and Men.
BAKER, ART
KECA-KFI, Los Angeles, Calif. Notebook Ambassador of Goodwill.
BAKER, EVANGELINE
KROY, Sacramento, Calif. Who's Dancing Tonight.
BAKER, THELMA
WAPO, Chattanooga, Tenn.
BALL, LARRY
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BARCLAY, LUISE
NBC. Backstage Wife, Arnold Grimm's Daughter.
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BARRYMORE, JOHN
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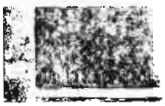

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WSUN, St. Petersburg, Fla. Golden Thoughts.
FRAMER, WALT
WWSW, Pittsburgh, Pa. Footlights and Stardust.
FRANCIS, ARLENE
NBC. What's My Name.
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FROST, ALICE
CBS. Big Sister.

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CBS. Second Husband, Scattergood Baines.

FUNT, JULIAN
CBS. Joyce Jordan, Girl Interne.

— G —

GABEL, MARTIN
CBS. Big Sister.

GANNON, JOHN
NBC. Jack Armstrong.

GARDE, BETTY
CBS. My Son and I.

GARYSON, NAN
WWSW, Pittsburgh, Pa. Blessed Eventer.

GAYLORD, CHET
WBZ-WBZA, Boston - Springfield, Mass. Morning Toast.

GELDER, JOHN T.
WJLS, Beckley, W. Va. Memories At Eventide.

GERRARD, CHARLES
NBC. Hawthorne House, Mine To Cherish.

GERSON, BETTY LOU
Woman In White CBS, The Story of Mary Marlin.

GILBERT, JANICE
Second Husband CBS, Stepmother CBS, Hilltop House CBS, The O'Neills NBC-CBS.

GILL, FRANK
NBC. Show Boat.

GILL, PAUL
WMBD, Peoria, Ill. Old Folks, Nightfall.

GILLEN, DOLORES
NBC. Against The Storm, Raising A President.

GILLILAN, STRICKLAND
WJSV, Washington, D. C. Story Swap.

GILLIS, DELLE
KDKA, Pittsburgh, Pa. Treasure Trails.

GILLIS, REV. JAMES
NBC. The Catholic Hour.

GILLMORE, MARGALO
CBS. Big Sister.

GILMAN, PAGE
NBC. One Man's Family.

GILMAN, TONI
CBS. Martha Webster.

GILMORE, LOWELL
CBS. Adventures of Ellery Queen.

GLASS, DORINE
WSAV, Savannah, Ga. Saga of Savannah.

GODFREY, ARTHUR
WJSV, Washington, D. C. The Sun Dial.

GOLDBERG, RUBIN
WLTH, New York, N. Y. Album of Humor.

GOODRICH, ROGER
WOLF, Syracuse, N. Y. 1500 Club, Sandman's Serenade.

GORDON, RICHARD
NBC. The Bishop and the Gargoyle.

GOSDEN, FREEMAN F.
CBS. Amos 'n' Andy.

GOSS, JAMES
NBC. Jack Armstrong.

GOTHARD, DAVID
Hilltop House CBS. The Light of the World NBC.

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GOULD, BUD
KFBI, Wichita, Kans. La Cantina.

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Life Can Be Beautiful CBS-NBC, The Parker Family NBC, Raising A President NBC.

GRAHAM, FRANK
KNX, Los Angeles, Calif. Nightcap Yarns, Sunrise Salute, Calling All Cars.

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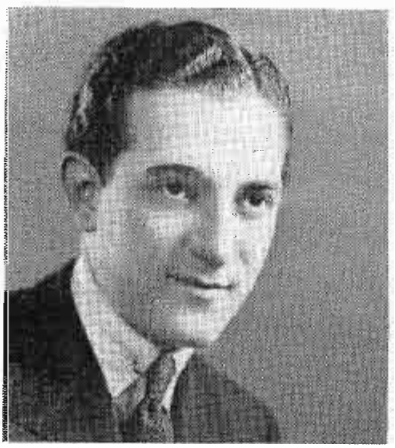
NBC. Arnold Grimm's Daugh-



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CBS. Romance of Helen Trent.

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GUEST, EDGAR A.
NBC. A Heap O' Livin'.

GUEST, FRED
WDGY, Minneapolis, Minn. Health Club.

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NBC. Story of Mary Marlin.

GUNN, TOM
CBS. Our Gal Sunday.

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HAILEY, EVELYN
WAPO, Chattanooga, Tenn.

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CBS. Young Doctor Malone.

HALEY, AMBROSE
NBC. Hoosier Hop.

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NBC. Fields and Hall.

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HAYES, HELEN
CBS. Helen Hayes Theatre.
HAYES, SAM
NBC. Sam Hayes, The Weekly Spectator.
HAYS, HARVEY
NBC. Words and Music, Forest Rangers, Cameos of New Orleans, The Story of Mary Marlin
HAYS, MAY BRADSHAW
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HAYWOOD, JOYCE
Manhattan At Midnight NBC. On Your Job NBC. Friend Indeed CBS.
HEALD, DR. B. M.
WVFW, Brooklyn, N. Y. God Behind the Headlines.
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NBC. Calling All Stamp Collectors, Capt Tim Healy Stamp Club.
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HERSHOLT, JEAN
CBS Dr. Christian.
HERSON, BILL
WBAL, Baltimore, Md. Round The Breakfast Table, Breakfast Time, Herson In Person.
HERZENBERG, HERB
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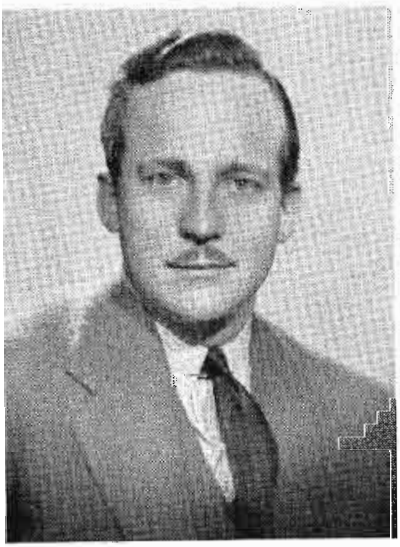
KOL, Seattle, Wash. ABC Sentinel
HILL, ALICE
NBC Backstage Wife, Painted Dreams.
HILLIARD, BECKY MARTIN
WGH, Newport News, Va. Little Chatterbox Lady.
HISNER, HANK
WCLE-WHK, Cleveland, Ohio Helping the Farmer
HITCHCOCK, MR. A. S.
WTIC, Hartford, Conn. How to Enter Contests and Win.
HIX, JOHN
CBS. Strange as It Seems.
HODGES, GIL
WTAG, Worcester, Mass. For Men Only.
HODIAK, JOHN
NBC Li'l Abner, Arnold Grimm's Daughter, Girl Alone, Thunder Over Paradise.
HOFFA, PORTLAND
Texaco Star Theater CBS, The New Fred Allen Show NBC.
HOFFMAN, HOWARD
CBS Romance of Helen Trent.
HOGAN, CLAUDINE
KRLH, Midland, Texas. For the Women.
HOLBROOK, JOHN
Life Can Be Beautiful CBS-NBC.
HOLDEN, EDDIE
NBC. Frank Watanabe and the Hon. Archie
HOLE, JONATHAN
NBC. Oxydol's Own Ma Perkins.
HOLLAND, CHARLOTTE
CBS. Joyce Jordan, Girl Interne.
HOLLAND, RICHARD
NBC. Bud Barton
HOPE, BOB
NBC. The Pepsodent Show.
HOPKINS, CHICKIE
WDZ, Tuscola, Ill. Corn Crib Hoe Down.



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CBS. Hedda Hopper's Hollywood.
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HOWARD, EUNICE
NBC. Pepper Young's Family.
HOWARD, FRED
NBC. Oxydol's Own Ma Perkins.
HOWARD, TOM
CBS. Pipe Smoking Time.
HOWROYD, CHARLES
WGNY, Newburgh, N. Y. Bowler On the Air.
HOYLE, EDDIE
WIP, Philadelphia, Pa. Nine O'clock Scholars.
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HUNG, JOSEPHINE
WARD, Brooklyn, N. Y. American Chinese Program.
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WKRC, Cincinnati, Ohio. Dawn Patrol, Mike The Breadman.
HUNTER, CECIL
KASA, Elk City, Okla. Elmer Goofus Hoskins.
HUNTER, HENRY
Woman in White CBS, Girl Alone NBC, Uncle Sam's Forest Rangers NBC, Thunder Over Paradise NBC, The Story of Bud Barton NBC, Wings of Destiny NBC, Arnold Grimm's Daughter NBC.
HYND, JUNE
NBC. Guest Book.

— I —

IDELSON, WILLIAM
NBC. Vic and Sade. Thunder Over Paradise.
INGRAM, REX
NBC. Against the Storm.
IVES, RAYMOND
CBS. Portia Faces Life.

— J —

JACKSON, JOSEPH HENRY
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JACOBSEN, MARTIN
WCFL, Chicago, Ill. Music Lovers' Program, The Opera Program.
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NBC. Thunder Over Paradise, Girl Alone, Wings of Destiny.
JACOBSON, MOLLIE
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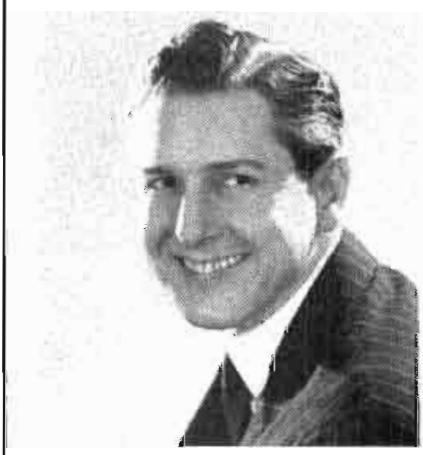

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KROW, Oakland, Calif. The Hostess Room.
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Second Husband CBS, When a Girl Marries CBS, Cavalcade of America NBC, The Man I Married NBC.
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CBS. Hilltop House.
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CBS. Joyce Jordan, Girl Interne.
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WDEV, Waterbury, Vt. Twilight Hour.
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NBC. Cavalcade of America, Valiant Lady.
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KELLY, JOE
NBC. The National Barn Dance, Quiz Kids.
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KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.

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CBS. Blondie.

LAKE, FLORENCE
NBC. David Harum.

LA MONTE, MITZI
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LATHAM, JOSEPH
NBC. Just Plain Bill.

LaVELLE, KAY
WCCO, Minneapolis-St. Paul, Minn. Sunrisers.

LEE, EARL
NBC. Doctor Kate.

LEEDS, KATHRYN ROYCE
WICC, Bridgeport, Conn. Woman's Viewpoint.

LEVANT, OSCAR
NBC. Information Please

LEVY, ESTELLE
CBS. Hilltop House.

LEWIS, DON
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LEWIS, FORREST
CBS. Woman in White, Scattergood Baines.

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CBS. Kate Hopkins.

LEWIS, LILLIAN
WTSP, St. Petersburg, Fla. Talk of the Town.

LIDYARD, DUKE
WCLE-WHK, Cleveland, Ohio. The Junior Showboat.

LIPP, FRANCES
WVFW, Brooklyn, N. Y. Personality Parade.

LIPPER, MARGARET
CBS. Big Sister.

LISS, RONALD
Fred Allen CBS, Kate Smith CBS, Gang Busters CBS, Light of the World NBC, By Kathleen Norris CBS-NBC, Robert Ripley NBC, Arch Oboler NBC, Rudy Vallee NBC, March of Time NBC, Easy Aces NBC, Hobby Lobby NBC, Mr. Keen NBC, Widder Brown NBC, The O'Neills CBS, Aunt Jenny CBS, Great Plays NBC, Listeners Playhouse NBC, Happy Birthday NBC.

LIST, VIRGINIA
WKRC, Cincinnati, Ohio. Economy Kitchen, Kitchen Quiz.

LIVINGSTONE, MARY
NBC. The Jello Program.

LOCKE, RALPH
NBC-CBS. Life Can Be Beautiful

LOCKERBIE, BETH
CJRC, Winnipeg, Manitoba. Woman's Radio Digest

LOGAN, JANET
CBS. Stepmother

LOHMEYER, DONNASUE
KMBC, Kansas City, Mo. Food Scout.

LORD, PHILIP
Ruth Keene NBC. The Story of Mary Marlin NBC, Woman in White CBS.

LOVEJOY, FRANK
NBC. Gangbusters, Valiant Lady, Mr. District Attorney, Grand Central Station, Famous O'Henry Jury Trials

LOWE, DAVID
WNEW, New York, N. Y. Sound Track.

LOWE, FRANK M. JR.
KGB, San Diego, Calif. Lowe Highlights

LOWE, LINDA
WBRB, Red Bank, N. J. Over the Tea Cups

LOWE, MOWREY
WAAB, Boston, Mass. Soldiers' Quiz.

LOWELL, DOROTHY
The Man I Married NBC, Lone Journey NBC, Hilltop House, Our Gal Sunday CBS

LOWRY, JUDITH
Woman in White CBS, The Story of Mary Marlin NBC, Arnold Grimm's Daughter NBC, Uncle Sam's Forest Rangers NBC, Guiding Light.

LOYD, ERIC
CFCF, Montreal, Que. The Theater Review

LUCAS, PAUL
WTIC, Hartford, Conn. Wrightville Sketches

LUDDY, BARBARA
CBS. First Nighter

LUTHER, PAUL
NBC. Mother of Mine

LYNCH, KENNETH
NBC. The Bishop and the Gargoyle

LYNN, EVE
KMPC, Beverly Hills, Calif. Policewoman Christie

LYON, CHARLES
NBC. Girl Alone, Plantation Party, Uncle Walter's Dog House

LYONS, RUTH
WKRC, Cincinnati, Ohio. Woman's Hour, Open House.

— M —

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CBS

McCALLION, JIMMY
NBC. Ellen Randolph, The Parker Family.

McCAMBRIDGE, MERCEDES
NBC, One Man's Family

McCAMMON, BESS
CBS. Romance of Helen Trent, Stepmother.

McCARTHY, CHARLES
WHN, New York, N. Y. Early Bird

McCARTHY, JACK
WXYZ, Detroit, Mich. Homemaker Quiz

McCLENNY, MAJOR W. E.
WLPM, Suffolk, Va. Rambles Around Suffolk

McCONNELL, MARY
KOB, Albuquerque, N. M. The Feminine Touch

McCORMACK, MARY
CBS. Woman of Courage.

McCORMICK, MYRON
CBS. Joyce Jordan, Girl Interne, Portia Faces Life.

McCUNE, CATHERINE
CBS. Scattergood Baines.

McCUNE, DOROTHY
KVOO, Tulsa, Okla. Facts for Feminine Ears, It's a Woman's World.

McCUNE, VANCE
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CBS. Hilltop House

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KSL, Salt Lake City, Utah. Story Telling Time.

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CFAR, Flin Flon, Manitoba. Billy and Howard Program.

McMICHEN, CLAYTON
WAVE, Louisville, Ky. Noontime Roundup

McNAMEE, GRAHAM
NBC. Behind the Mike.

McNEILL, DON
NBC. The Breakfast Club.

McWILLIAMS, JIM
CBS. Ask-It-Basket.

MacALLISTER, M.
CBS. Young Doctor Malone

MacBRYDE, JOHN
NBC. Death Valley Days, Set Sail.

MacDONALD, MARGARET
CBS. Kate Hopkins.

MACK, GILBERT
Arch Oboler's Plays NBC, Kate Smith Hour CBS, Manhattan at Midnight NBC, Ellery Queen CBS, My Son and I CBS, We, the People CBS, Abbott and Costello, NBC

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MALONE, KAY
WFNC, Fayetteville, N. C. For the Ladies

MALONE, LILLIAN
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MALONE, TED
NBC. Between the Bookends. Pilgrimage of Poetry

MANDEVILLE, BUTLER
NBC. Arnold Grimm's Daughter.

MANNERS, ZEKE
WNEW, New York, N. Y

MANNING, JACK
The Aldrich Family NBC, Ellery Queen CBS, American School of the Air CBS, The Parker Family NBC, David

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Harum NBC, King Arthur Jr. NBC, New Walls for China NBC.

MANNING, KNOX
KNX, Los Angeles, Calif. I Was There, Find the Woman, Seven Top Stories.

MANSON, CHARLOTTE
CBS. Society Girl.

MARBLE, ALICE
CBS.

MARGETTS, MONTY
NBC. Doctor Kate. Mine to Cherish.

MARION, DAVE
WSM, Nashville, Tenn. Grand Ole Opry.

MARK, CARL
WHK-WCLE, Cleveland, Ohio. Balloon Busters.

MARKEY, ENID
CBS. Woman of Courage.

MARLOWE, HUGH
CBS. Adventures of Ellery Queen.

MARSH, AUDREY
CBS. Johnny Presents.

MARSH, DIXIE
NBC. Hawthorne House.

MARSHALL, JOHN
WLAV, Grand Rapids, Mich.

MARTIN, IAN
CBS. Life Can Be Beautiful.

MARTIN, LEW
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinnertime.

MARTIN, POLLY
WHN, New York, N. Y. Polly the Shopper.

MARTIN, TOM
KNOW, Austin, Texas.

MARTINEAU, BOB
WTHT, Hartford, Conn. Hartford Speaks.

MASON, MARY
WRC, Washington, D. C. Clipper Ship.

MASSEY, LOUISE and THE WESTERNERS
NBC. The Plantation Party.

MATTISON, RUTH
NBC. Against the Storm.

MEADE, DORIS
WBZ-WBZA, Boston-Springfield, Mass. Harvey and Dell.

MEADE, DWIGHT
WBZ-WBZA, Boston-Springfield, Mass. Harvey and Dell.

MEARS, MARTHA
CBS. It Happened in Hollywood.

MEEDER, WILLIAM
NBC. The O'Neills, Pepper Young's Family, Road of Life, Life Can Be Beautiful, Vic and Sade, This Small Town, Truth or Consequences.

MEIGHAN, JAMES
By Kathleen Norris CBS, Just Plain Bill NBC, Lone Journey NBC.

MELTON, JAMES
NBC. The Telephone Hour.

MENKEN, HELEN
CBS. Second Husband.

MEREDITH, JAY
CBS. By Kathleen Norris.

MERRIFIELD, DON
NBC. Arnold Grimm's Daughter.

MERRIL, JUNE
WTSP, St. Petersburg, Fla. Let's Talk it Over with June.

MEYER, LEE
KARK, Little Rock, Ark. Town Talk.

MILANI, CHEF
KMPC, Beverly Hills, Calif.

MILLER, ALLAN
WTOL, Toledo, Ohio. Lure of Labels, Swing Serenade.

MILLER, MRS. HARRY
KPLT, Paris, Texas.

MILLER, VIRGINIA
WICC, Bridgeport, Conn. Virginia Miller's Hour.

MILLS, MARJORIE
WNAC, Boston, Mass. Marjorie Mills Hour.

MINTON, FRANCES
KGO, San Francisco, Calif. Home Forum.

MITCHELL, EVERETT
NBC. National Farm and Home Hour.

MOHN, MONTGOMERY
NBC. Hawthorne House, Doctor Kate.

MONKS, JAMES
Short Short Stories CBS. Captain Tim's Spy Stories NBC, Martha Webster CBS, Great Plays NBC, Who Knows WOR, Columbia Workshop CBS, Kate Hopkins CBS.

MOODY, RALPH
WIBW, Topeka, Kans. Kansas Roundup.

MOORE, CARL
WEEI, Boston, Mass. Top O' the Morning, Rowdy Revue, Matinee Promenade.

MOORE, JOHN
CBS. Hilltop House.

MOOREHEAD, AGNES
Cavalcade of America NBC, Joyce Jordan, Girl Interne CBS.

MORAND, EDWARD V.
WLTH, New York, N. Y. Jewish Review, Album of Humor.

MORFIT, GARRY
NBC. Club Matinee, Beat the Band.

MORGAN, CLAUDIA
NBC. Against the Storm, Lone Journey.

MORGAN, FRANK
NBC, Maxwell House Party.

MORGAN, JOAN
KMPC, Beverly Hills, Calif. Policewoman Christie.

MORRISON, BRET
NBC. Arnold Grimm's Daughter, Carnation Contented Program, Jack Armstrong, The Story of Mary Marlin.

MORTON, PHYLLIS
WCAE, Pittsburgh, Pa. Sunday Readings.

MOSS, ARNOLD
CBS. By Kathleen Norris.

MOSS, RUTH
WAAB, Boston, Mass. Ruth Moss Interviews.

MOTLEY, LOUISE
WPID, Petersburg, Va. Column for Shut-Ins.

MOYLES, JACK
KROW, Oakland, Calif. Background for Democracy.

MUCHMORE, SALLIE
WJSV, Washington, D. C. Better Business Program.

MUDGE, BADEN P.
WOLF, Syracuse, N. Y. Down Rural Lanes.

MUELLER, MARVIN
Romance of Helen Trent CBS, Ellen Randolph NBC.

MULHOLLAND, RUSS
WXYZ, Detroit, Mich. Dancing Party.

MUNSON, ONA
CBS. Big Town.

MURPHY, FLORENCE
WCCO, Minneapolis-St. Paul, Minn. All News, No Comment.

MURPHY, PAT
Girl Alone NBC, Painted Dreams NBC, The Story of Mary Marlin NBC, The Story of Bud Barton NBC, Thunder Over Paradise NBC, Right to Happiness CBS.

MURRAY, LLEWELYN
WORD, Spartanburg, S. C. Converse College.

MURRAY, MILDRED
Tim Healy NBC, Angel of Mercy CBS, Ford Motor Transcriptions, Screen Trailers.

MUSIC MAKERS
CBS. Al Pearce and His Gang.

MYERS, KEN
WHAI, Greenfield, Mass. The Highwayman.

MYRON, RON
KEX-KGW, Portland, Ore.

— N —

NAGEL, CONRAD
CBS. Silver Theater.

NASH, REG
WDEV, Waterbury, Vt. Man About Town.

NEAL, MARGARET
KLO, Ogden, Utah. Fun with Stories.

NEELEY, GEORGE
WHMA, Anniston, Ala. National Education Program.

NELSON, HERBERT
NBC. Ellen Randolph, John's Other Wife, Young Dr. Malone, David Harum.

NELSON, MARIE
CBS. Bachelors Children, Romance of Helen Trent.

NELSON, RAY
NBC. Morning Reveries.

NELSON, ROY
WOPI, Bristol, Tenn.—Va. Roy's Radio Column.

NESBITT, JOHN
NBC. The Passing Parade.

NEW, GILBERT
WCKY, Cincinnati, Ohio. Hot Coffee Club.

NIESSEN, CLAIRE
The O'Neills CBS-NBC, Pepper Young's Family NBC.

NILES, WENDELL
CBS. Al Pearce and His Gang.

NOLAN, JEANETTE
CBS. Big Sister.

— O —

O'BRIEN-MOORE, ERIN
NBC. John's Other Wife.

O'DAY, JUNIOR
CBS. Big Sister.

O'DONNELL, GENE
CBS. Those We Love.

OLIVER, SHERLING
Valiant Lady NBC, The Man I Married NBC, Famous Jury Trials NBC, Gasoline Alley MBS.

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OWEN, ETHEL
NBC. Valiant Lady, Ellen Randolph, The Man I Married.

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NBC. Girl Alone.
PAGE, GALE
NBC. Hollywood Playhouse.
PAGE, PATRICIA
KDYL, Salt Lake City, Utah. Kitchen Quiz.
PALMER, EFFIE
NBC. Just Plain Bill, Orphans of Divorce.
PARK, NATALIE
NBC. Hawthorne House.
PARRISH, JOHN
CBS. Life Can Be Beautiful.
PATTERSON, GEORGE
WAVE, Louisville, Ky. Man on the Street.
PATTON, MARY
NBC. Arnold Grimm's Daughter.
PAULSEN, VARNER
WCOU, Lewiston, Me. First Person Plural.
PAYNE, VIRGINIA
NBC. Oxydol's Own Ma Perkins.
PEARCE, AL
CBS. Al Pearce and His Gang.
PEARDON, PATRICIA
NBC. Orphans of Divorce.
PEARY, HAROLD
NBC. Fibber McGee and Molly.
PEASE, HORTENSE
WAIR, Winston-Salem, N. C. Once Upon a Time.
PEEPLES, CORNELIUS
CBS. Stepmother.
PENMAN, CHARLES
CBS. Second Husband.
PENNELL, ELIZABETH
KROW, Oakland, Calif. Voice of Love.
PERCY, HUGH
CFAR, Flin Flon, Manitoba. Concert Master.
PERKINS, DOROTHY
KRLH, Midland, Texas. Little Lady Make-Believe.
PERKINS, RAY
NBC.
PERRY, ADA
KGB, San Diego, Calif. Over the Garden Gate.
PERSONS, FERN
NBC. The Story of Bud Barton, Thunder Over Paradise, The Story of Mary Marlin.
PETERS, GORDON
CBS. Hilltop House.
PETERSON, ARTHUR
NBC. Guiding Light, The Story of Mary Marlin, Story of Bud Barton, Oxydol's Own Ma Perkins, Girl Alone.
PETERSON, NANCY
CBS. Hilltop House.
PETERSON, RUTH
NBC. Hawthorne House.
PETTAY, FRANCIS
WCLE-WHK, Cleveland, Ohio. Matinee Dance Time.
PEUGEOT, DAVID
WEBR, Buffalo, N. Y. Uncle Ben's Club.
PHILLIPS, DON
WMCA, New York, N. Y. Let's Dance.
PHILSON, BETTY
CBS. Martha Webster.
PICON, MOLLY
WMCA, New York, N. Y. Maxwell House Coffee Program.
PIERCE, MADELAINE
Big Sister CBS, Our Gal Sunday CBS, Pepper Young's Family NBC, Raising a President NBC.
PILGRAM, BOB
WMAL, Washington, D. C.
PODMORE, WILLIAM
CBS. Second Husband.
POLING, DANIEL A., DR.
NBC. Opportunity.
POLK, OSCAR
CBS. Big Sister.
POST, JR., WILLIAM
NBC. John's Other Wife.
POWELL, DICK
NBC. Good News of 1940.
POWELL, MRS. PASCOE
WBT, Charlotte, N. C. Blackie Bear, What's the Answer?
POWELL, RUDY
NBC. The Gilmore Circus.
POWNALL, EVA
CBS. Woman in White.
PRENTISS, ED
Road of Life CBS-NBC, Guiding Light NBC, Painted Dreams NBC.
PRESCOTT, ALLEN
NBC. The Wife Saver.
PRODIS, PAUL
WARD, Brooklyn, N. Y. Greek Variety Show.
PRYOR, ROGER
CBS. Gulf Screen Guild Theater.
PUGH, JESS
CBS. Scattergood Baines.

— Q —

QUARTERMAN, EDW.
WGNY, Newburgh, N. Y. Valley Sky Raiders.
QUEEN, ROY
KMOX, St. Louis, Mo. Ozark Mountaineers.
QUINN, BILL
CBS. When a Girl Marries, Woman of Courage.

— R —

RABY, JOHN
CBS. When a Girl Marries.
RACHT, KATHERINE
NBC. The Aldrich Family.
RAE, NAN
CBS. Kate Smith Hour.
RAFFETTO, MICHAEL
NBC. One Man's Family, I Love a Mystery.
RAINEY, BUD
WTIC, Hartford, Conn. Day Dreams.
RALSTON, ESTHER
Big Sister CBS, Our Gal Sunday CBS, We, the Abbotts CBS, Portia Faces Life CBS, Mr. and Mrs. X of Scotland Yard MBS.
RANDALL, MARION
KGB, San Diego, Calif. Homemakers' Catalog.
RANDOLPH, ISABEL
NBC. Fibber McGee and Molly.
RARIG, JOHN
NBC, CBS, MBS.
RATAY, THOMAS J.
WHIP, Hammond, Ind. Polish Culture.
RATHBONE, BASIL
NBC. The Adventures of Sherlock Holmes.
RATHBONE, MARJORIE
WSB, Atlanta, Ga.
RAVENSCROFT, THURL
NBC, CBS, MBS.
READICK, FRANK
CBS. Meet Mister Meek.
REED, ALAN
Easy Aces NBC, The O'Neills NBC, Col. Stoopnagle's Quixie Doodles CBS.
REED, MELBA
KROW, Oakland, Calif. Girl Reporter.
REES, HELEN
WCKY, Cincinnati, Ohio. Homemakers.
REID, TED
NBC. The Parker Family.
REINHART, DICK
CBS. Gene Autry's Melody Ranch.
REINHEART, ALICE
NBC-CBS. Life Can Be Beautiful.
RELLER, ELIZABETH
CBS. Young Doctor Malone.
REVELL, NELLIE
NBC. Meet the Artist.
RHODES, BETTY JANE
Adventures in Rhythm MBS, It Happened in Hollywood CBS, Fred Allen Show NBC, Bop Hope Show NBC.
RICE, HOKE
KWKH, Shreveport, La. Rice Brothers and Their Gang.
RICH, IRENE
NBC. Irene Rich for Welch.
RIGGS, TOMMY
NBC.
RIGGS, GLEN
NBC. Linda Dale, Musical Varieties.
RIPLEY, ROBERT
CBS. Believe It or Not.
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CBS. Woman of Courage.
ROBINSON, EDWARD G.
CBS. Big Town.
ROBINSON, LAWRENCE
CBS. Woman of Courage.
RODRIGUEZ, JOSE
KECA, Los Angeles, Calif. Classic Hour.
ROECKER, EDWARD
CBS. Pipe Smoking Time.
ROESSLER, ELMIRA
CBS. Romance of Helen Trent.
ROGERS, BARBARA
KRBC, Abilene, Texas. Shopping with Barbara.
ROGERS, WILSON
KFIZ, Fond du Lac, Wisc.
ROLF, ERIK
CBS. Joyce Jordan—Girl Interne.
ROMANO, MICHAEL
NBC. Girl Alone, Jack Armstrong, Guiding Light, Thunder Over Paradise.
RONSON, ADELE
Buck Rogers MBS, Lincoln Highway NBC, Mr. Keen Tracer of Lost Persons NBC, Short Short Story CBS.
ROOSEN, GEORGE
CBS. Stepmother.
ROSE, WILLIAM
NBC. Houseboat Hannah, Oxydol's Own Ma Perkins.
ROSENBERG, ISRAEL
WVFW, Brooklyn, N. Y. House of Rothschild.
ROSS, ARTHUR
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ROSS, NORMAN
WCFL, Chicago, Ill. Man on the Street.
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ROUVEROL, JEAN
NBC. One Man's Family.
ROWLANDS, HUGH
NBC. Thunder Over Paradise, Li'l Abner, The Story of Mary Marlin.
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RUBESSA, GENE
WGNY, Newburgh, N. Y. Amateur Hour.
RUBIN, JACK
CBS-NBC. The O'Neills.
RUNYAN, CHARLES
NBC. Hawthorne House, Doctor Kate.
RUSH, FORD
WSM, Nashville, Tenn. Lullabye Time.
RUSH, PHILLY
KSAL, Salina, Kans.
RUSSELL, RUTH
NBC. Jnst Plain Bill.
RUYSDAEL, BASIL
NBC. Kay Kyser's College of Musical Knowledge.
RYAN, PATRICIA
NBC. The Parker Family.

— S —

SAGUE, SAM
WMCA, A Step Towards Happiness.
SALE, VIRGINIA
CBS. Those We Love.
SALISBURY, MORSE
NBC. National Farm and Home Hour.
SANDERSON, JULIA
NBC. Battle of the Sexes.
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SCANLON, ARTHUR
NBC. Coast to Coast on a Bus.
SCARBOROUGH, OPAL
KECA, Los Angeles, Calif. Garden Club.
SCHISSEL, MARIAN
KSO, Des Moines, Ia. Evening Funnies.
SCHREIBER, MIGNON
Right to Happiness CBS, Guiding Light NBC.
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KSL, Salt Lake City, Utah. Through the Week with Linda Lee.
SCOTT, MELVA
Echoes of New York NBC, Book Theater NBC, My Daughter and I MBS.
SCOURBY, ALEX
NBC. Against the Storm.
SCRIBNER, JIMMY
WKRC, Cincinnati, Ohio. The Johnson Family.
SEAMAN, LADDIE
NBC. Pepper Young's Family.
SEARS, CONNIE
WAAB, Boston, Mass. New England Cupboard.
SEYMOUR, ANNE
NBC. Against the Storm.
SEYMOUR, DAN
NBC. Ben Bernie's Musical Quiz.
SHAFER, RUTH M.
WGNY, Newburgh, N. Y. Penny Smart.
SHARLAND, REGINALD
NBC. Frank Watanabe and the Honorable Archie.
SHARPE, FERN
WBNS, Columbus, Ohio. Round Robin Review.
SHAW, STAN
WNEW, New York, N. Y. Milkman's Matinee.
SHEARER, BOB
WAAT, Jersey City, N. J. Strike Up the Band.
SHEEHAN, TESS
CBS. Woman of Courage.
SHELTON, GEORGE
CBS. Pipe Smoking Time.
SHEPHARD, REX
CKCH, Hull, Que. The Homesteaders.
SHEPHARD, ANN
CBS. Joyce Jordan—Girl Interne.
SHERMAN, FLOYD
CBS. Johnny Presents.
SHERMAN, RANSOM
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SHIELDS, HELEN
NBC. Linda Dale.
SILBER, ROSALYN
CBS. The Goldbergs.
SIMMONS, MITCHELL
WAIM, Anderson, S. C. The Tiger Takes the Mike.
SINGLETON, PENNY
CBS. Blondie.
SKOVALD, FLO
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WXYZ, Detroit, Mich. Homemaker Quiz.
SLATTERY, MRS. E.
CKCH, Hull, Que. Busy Woman's Fair.
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WSB, Atlanta, Ga.
SMITH, JACQUELINE
KOA, Denver, Colo. Who's in Denver Tonight.
SMITH, KATE
CBS. Kate Smith Hour, Kate Smith Speaks; News.
SMITH, KJD
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CBS. Meet Mister Meek.
SMITH, MAX
NBC, CBS, MBS.
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KIRO, Seattle, Wash. Father Goose Comes to Town.
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SMOLEN, VIVIAN
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NBC. One Man's Family.
SNOWDEN, BILL
WTAL, Tallahassee, Fla. Uncle Bill and the Funnies, Dance Time, Man on the Street, Your Time, Come to the Fair, Happenings in Our Town.
SNYDER, RALPH
WLAV, Grand Rapids, Mich. Kiddie Club, Open House.
SOCKMAN, DR. RALPH W.
NBC. National Radio Pulpit.
SOTHERN, JEAN
NBC. Pepper Young's Family.
SOUBIER, CLIFF
NBC. Lone Journey.
SOULE, OLAN E.
Bachelor's Children CBS-MBS, Captain Midnight MBS, Midstream. NBC.
SPELLMAN, JERRY
NBC. Ma Perkins, Story of Bud Barton, Story of Mary Marlin, Tom Mix.
SPENCER, EDITH
CBS. Second Husband.
SPRAGUE, RUTH
NBC. Hawthorne House, Mine to Cherish.
SPRAGUE, WILLIAM
WFAA, Dallas, Texas.
SPRENKLE, CHARLES
WWSW, Pittsburgh, Pa.
ST. GERMAIN, KAY
NBC. Signal Carnival.
STAFFORD, HANLEY
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WDNC, Durham, N. C. Adventure with Ideas.
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STARK, CHARLES
CBS, My Son and I.
STEELE, EVELYN
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STEIN, HANNAH
CBS, Adventures of Ellery Queen
STERNI, GUISEPPE
WOV, New York, N Y. La Rosa Program.
STEWART, BLANCHE
NBC, The Pepsodent Show.
STEWART, HARTSELLE
WJHO, Opelika, Ala. Coleman Family
STEWART, PAUL
CBS The Goldbergs.
STEWART, VIRGINIA
NBC Doctor I.Q.
STONE, EZRA
NBC, Aldrich Family
STORMS, EDNA
KFPY, Spokane, Wash. This Woman's World, Better Living.
STRATTON, CHESTER
The O'Neills NBC-CBS, Against the Storm NBC, Kathleen Norris NBC-CBS, Light of the World NBC Society Girl CBS, This Day is Ours NBC-CBS, District Attorney NBC, Johnny Presents NBC, Kate Smith Program CBS, Woodbury Playhouse NBC.
STREICH, EVELYN
CBS, Hilltop House.
STROZZI, KAY
NBC, Linda Dale.
STUDEBAKER, HUGH
CBS, Road of Life.
SUBER, RAY
NBC, Bud Barton.
SULLIVAN, FRED
NBC, Arnold Grimm's Daughter, Story of Bud Barton, Story of Mary Martin.
SWENSON, AL
CBS, Woman of Courage, Hilltop House.
SWENSON, KARL
Our Gal Sunday CBS, Joyce Jordon, Girl Interne CBS, Lorenzo Jones NBC, Cavalcade of America NBC.
SWOR, JOHN
NBC, The Gilmore Circus.

— T —

TAGGART, HAL
KMPC, Beverly Hills, Calif. Policewoman Christie.
TALBOT, LYLE
WHN, New York, N. Y. Hollywood Gossip.
TANNER, LUKE
KUOA, Siloam Springs, Ark.
TANNER, PEARL KING
NBC, Hawthorne House.
TANSEY, JIMMIE
CBS-NBC, The O'Neills.
TAYLOR, FREDERICK CHASE (Col. Stoopnagle)
CBS Col. Stoopnagle's Quixie-Doodles.
TAYLOR, JAMES
CFAR, Flin Flon, Manitoba, Stamp Club of the Air.
TAYLOR, MARGARET
CKNB, Campbellton, N. H. Homemaker's Exchange.
TAYLOR, REESE
Right to Happiness CBS, Road of Life CBS-NBC, Romance of Helen Trent CBS
TAYLOR, SAM
WHN, New York, N. Y. Hollywood Sound Stage
TAYLOR, SUSAN
WNAX, Yankton, S. D. Tips by Taylor.
TAYLOR, TED
WTOL, Toledo, Ohio. Pigskin Parade.
TELLER, ROY
WHLB, Virginia, Minn
TEN EYCK, MELISSA
KMPC, Beverly Hills, Calif. Policewoman Christie
TERRISS, TOM
NBC, Adventure Stories.
TERRY, MARY
KMO, Tacoma, Wash Happy Homes.
TETZEL, JOAN
CBS, When a Girl Marries.
THOMAS, ANN
Meet Mr Meek CBS, Easy Aces NBC, Texaco Star Theater CBS, Perfect Crime CBS, Bishop and the Gargoyle NBC, Who Knows MBS
THOMPSON, BILL
NBC, Fibber McGee and Molly.
THOMPSON, ETHEL
WHIP, Hammond, Ind. Women's Clubs.
THOMPSON, JACK
CJRC, Winnipeg, Manitoba, Good Scouts of the Air.
THOMSON, COREY
CFCF, Montreal, Que. The Kiddies' Answer Man
TOBIN, LU
NBC, Hawthorne House.
TOMPKINS, JOAN
CBS-NBC, Against the Storm.
TRAVIS, JUNE
NBC, Girl Alone, Arnold Grimm's Daughter.
TREADWELL, RUBY
KUOA, Siloam Springs, Ark Storybook Castle.
TREMAYNE, LEE
CBS First Nighter.
TROUT, BOB
CBS, Professor Quiz.
TROUT, FRANCIS
CBS, Scattergood Baines.
TUCKER, FRANCES
WSJS, Winston-Salem, N. C
TUCKER, JERRY
CBS, Hilltop House.
TUCKER, MADGE
NBC Coast to Coast on a Bus, Our Barn.
TULLY, TOM
Strange as It Seems CBS, School of the Air CBS, Kate Smith CBS, We the People CBS, Gangbusters CBS, Home of the Brave CBS Myrt and Marge CBS, Lincoln Highway NBC, Manhattan At Midnight NBC
TURCOT, M. R.
CKCH, Hull, Que. Entre Nous.
TURNER, COL. ROSCOE
CBS Skyblazers.
TUTTLE, LURENE
Rudy Vallee Program NBC, One Man's Family NBC, Big Town CBS Sherlock Holmes NBC.
TUTTLE, LYNN
NBC, One Man's Family.
TYLER, BETTY JANE
CBS Joyce Jordan, Girl Interne, Myrt and Marge, We the Abbotts.

— U —

UMBERGER, CHARLOTTE
WBLK, Clarksburg, W. Va. WBLK Woman's Club.
UNGER, STELLA
NBC, Hollywood News Girl.
URRY, FRANCIS
KSL, Salt Lake City, Utah.
UTTAL, FRED
CBS Big Sister.

— V —

VAIL, MYRTLE
CBS, Myrt and Marge.
VALENTINE, GRACE
CBS, My Son and I.
VALENTINE, LEW
NBC, Doctor I.Q.
VALLEE, RUDY
NBC, Sealtest, Rudy Vallee Program.
VAN, BILLY B.
WNAC, Boston, Mass. Spreading New England Fame.
VAN, MILDRED
KECA, Los Angeles, Calif. House Party.
VanCRONKHITE, JOHN
WMAL, Washington, D. C. Little Brown Book, Headaches Limited, Whispering Rhythm, Window Shopper, Some Like it Old.
VAN DYKE, JAMES
CBS, Young Doctor Malone.
VAN HARVEY, ART
NBC, Vic and Sade
VANN, FRANK
WGH, Newport News, Va. The Singing Bakerman.
VAN TUYL, HELEN
CBS, Right to Happiness.
VAUGHN, WALTER
Woman of Courage CBS, Adventures of Ellery Queen CBS.
VENTER, MEL
KFRC, San Francisco, Calif Standard Symphony Programs, Whodunit, Scrapbook Stories.
VERNON, CONRAD
KNOW, Austin, Texas. Facing the Facts.
VIDEL, WILLIAM
WGH, Newport News, Va. Uncle Bill's Junior Club.
VINCENT, CHICK
NBC, This Small Town.
VINTON, ARTHUR
NBC, The Aldrich Family, Ellen Randolph
VOLA, VICKI
NBC, Mr. District Attorney.
VON ZELL, HARRY
CBS, We, the People.

— W —

WADE, FRED
WTIC, Hartford, Conn. Wrightville Sketches
WAHLBERG, JOEL F.
WGH, Newport News, Va. Big Star Surprise Party, Curbstone College.

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WAKELY, JIMMY
CBS. Gene Autry's Melody Ranch.
WALCOTT, IMOGENE
WNAC, Boston, Mass. First National Food News.
WALKER, BENNIE
NBC. Bennie Walker's Homestead Amateur Hour, Bennie Walker's Tillamook Kitchen.
WALL, LUCILLE
Life Can Be Beautiful CBS, Portia Faces Life CBS, Lorenzo Jones NBC.
WALL, PEG
CBS. Romance of Helen Trent.
WALLACE, GEORGE
CBS. Scattergood Baines.
WALLACE, REGINA
CBS. Hilltop House.
WALLACE, TOM
NBC. Uncle Walter's Dog House, Showboat.
WALTER, WILMER
NBC. David Harum, Set Sail.
WALTMAN, ELMER
KDKA, Pittsburgh, Pa. Musical Clock, Kay-dee-Kapers.
WARD, COLLEEN
Mr. Keen, Tracer of Lost Persons NBC, Great Plays NBC, Listeners Playhouse NBC, Lorenzo Jones NBC, Ellen Randolph NBC, Big Town CBS, Friend Indeed CBS.
WARDLE, JIMMIE
CFAR, Flin Flon, Manitoba. Business Man's Quiz.
WARNER, GERTRUDE
The O'Neills CBS-NBC, Ellen Randolph NBC.
WARNER, NOAMA
KTOK, Oklahoma City, Okla. News for Women.
WARNER, WALLACE
CBS. Adventures of Ellery Queen.
WART, PROFESSOR
WCCO, Minneapolis-St. Paul, Minn. The Tailor and the Cop.
WATERS, JAMES P.
CBS. The Goldbergs.
WATSON, ERNIE
NBC. Behind the Mike.
WAYNE, ROSEMARY
WJJD, Chicago, Ill.
WAYNE, WINNIFRED
WHIP, Hammond, Ind. Dream Awhile.
WEAKLEY, SCOTT
KROW, Oakland, Calif. Skullcraekers, The Man on the Street.
WEATHERWAX, LESTER
KFBI, Wichita, Kans.
WEAVER, NED
CBS. Kate Hopkins.
WEBB, JANE
NBC. The Adventures of Tom Mix.
WEBER, KARL
NBC. Tom Mix Straight Shooters, Right to Happiness, The Story of Mary Marlin.
WEBSTER, CHARLES
By Kathleen Norris CBS, Life Can Be Beautiful CBS-NBC, Linda Dale NBC, The Light of the World NBC.
WEEKS, EDWARD A.
NBC. Meet Edward Weeks.
WEIST, DWIGHT
Cavalcade NBC, Shadow MBS. Mother o' Mine NBC, Gangbusters CBS, March Through Life, School of the Air.
WELLES, ORSON
CBS. Campbell Playhouse.
WELLES, RUTH
KYW, Philadelphia, Pa.
WELLS, DICK
NBC. Oxydol's Own Ma Perkins.
WELLS, SARA JANE
Right to Happiness CBS, Jack Armstrong NBC, Guiding Light.
WELSH, JACK
WSTV, Steubenville, Ohio. Your Neighbor's Voice, Food Quiz.
WENDELL, BRUCE
WHN, New York, N. Y. One Two Three Swing.
WEST, JANE
CBS-NBC, The O'Neills.
WESTON, JANE
WGL-WOWO, Ft. Wayne, Ind.
WEVER, NED
CBS. Big Sister.
WHALEY, MARY
KBST, Big Spring, Texas. What's Doing In Big Spring.
WHITAKER, ISABELL
WTAG, Worcester, Mass. Morning Journal.
WHITE, AGNES
KFI, Los Angeles, Calif. Agnes White's Kitchen.
WHITE, BOB
NBC. The Light of the World.
WHITNEY, MARION
WEDC, Chicago, Ill. Whitney's Whispers On Hollywood.
WHITTED, NORFLEY
WDNC, Durham, N. C. Driftwood, Southern Plantation.
WICKER, IREENE
NBC. The Lullaby Lady, Carnation Contented Program.
WIGGIN, ARTHUR
WFEA, Manchester, N. H. Greetings Shut-Ins.
WILDER, DONALD
WSAV, Savannah, Ga. Saga of Savannah.
WILDER, TRULAN
KMBC, Kansas City, Mo. Brush Creek Follies, Thief of Bad Gags, Fun and Foolishness, Dinner Bell Roundup, Early Birds Show.
WILEY, FLETCHER
CBS.
WILLIAMS, JOHN ED
KWFT, Wichita Falls, Texas. Theater Time, In Our Times.
WILLIAMS, MARK
WBTH, Williamson, W. Va. Happy Birthday.
WILLIAMSON, GRACE
WTIC, Hartford, Conn. Your Neighbor.
WILSON, DON
NBC. Jello Program Starring Jack Benny, Good News of 1940 & 1941, Maxwell House Party.
WILSON, KATHLEEN
NBC. One Man's Family.
WINCHELL, WALTER
NBC. Jergen's Journal.
WINKLER, BETTY
NBC. Girl Alone.
WINSTON, IRENE
Valiant Lady NBC, When A Girl Marries CBS.
WINTERS, JOAN
NBC. Girl Alone, Road of Life, Lincoln Highway.
WINTERS, ROLAND
CBS. By Kathleen Norris.
WOLFE, EDWIN
NBC. Pepper Young's Family.
WOLFE, LOUIS
WHN, New York, N. Y. Kid Wizards.
WOLFE, WINIFRED
NBC. One Man's Family.
WONS, TONY
NBC. Tony Wons Radio Scrapbook.
WOODBURY, FRANCES
CBS. Hilltop House, When A Girl Marries, Portia Faces Life.
WOOD, BARRY
CBS. Your Hit Parade.
WOOD, HELEN
CBS. Those We Love.
WOOD, LESLEY
Road of Life CBS-NBC, Backstage Wife NBC.
WOODIE, HAMILTON
WOLF, Syracuse, N. Y. Salina Street Quiz.
WOODS, DONALD
CBS. Those We Love.
WORTH, BETTY
NBC. The Man I Married.
WRAGGE, EDDIE
Lincoln Highway NBC, John's Other Wife NBC, Dr. Christian CBS.
WRAGGE, ELIZABETH
NBC. Pepper Young's Family. The Aldrich Family.
WRIGHT, HOLLY
WTAG, Worcester, Mass. Man in the Market.
WRIGHT, JEAN
WTOL, Toledo, Ohio. For Women Only.
WYATT, EUSTACE
CBS. Adventures of Ellery Queen.

— Y —

YARBOROUGH, BARTON
NBC. One Man's Family, I Love a Mystery.
YOKELY, MARTHA JEAN
WAIR, Winston-Salem, N. C. School for Saturday.
YORKE, RUTH
Life Can Be Beautiful CBS-NBC, Mother of Mine.
YOUNG, CARLETON
CBS. Martha Webster, Second Husband.
YOUNG, ED
WNAC, Boston, Mass. Uncle Bob Reads the Funnies.
YOUNG, SEYMOUR
Right to Happiness CBS, Guiding Light NBC.

— Z —

ZANVILLE, BERNARD
CBS. Young Doctor Malone.
ZERBE, LAWSON
Manhattan at Midnight NBC, Against the Storm NBC, Valiant Lady, NBC, We, the People CBS, Honest Abe CBS, Lone Journey NBC, This Small Town NBC, My Son and I CBS, Young Doctor Malone CBS.

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DINAH SHORE

My [illegible] appreciation to
THE RADIO EDITORS OF AMERICA
for their kindness to me

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MR. EDDIE CANTOR
without whom the editors would
not have known me

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Vocal Artists

AND THEIR WORK DURING 1940

— A —

ABBOTT, JERRY
WAAT, Jersey City, N. J., Broadwayites.

ABNER, STACEY
WNOX, Knoxville, Tenn. Midday Merry-Go-Round.

ADAIR, FRANCES
NBC. Sunday Drivers.

ADAMS, ALVIN
KPDN, Pampa, Texas.

ALFORD, ELIZABETH
KRMD, Shreveport, La.

ALLEN, GRACIE
CBS. Burns and Allen Show.

ALLEN, JOE
WFAA, Dallas, Texas.

ALLEN, KAY
WIP, Philadelphia, Pa. Shadows In Music.

ALLISON, LYNN
WMAL-WRC, Washington, D. C. Food For Thought.

ALM, JEANNE
WDAY, Fargo, N. D., Four Jacks and Jeanne.

AMADON, ARTHUR
WEEI, Boston, Mass. Lover's Lane.

ANDERSON, AL
WFTM, Ft. Myers, Fla.

ANDERSON, ELIZABETH
KOB. Albuquerque, N. M. Mood Indigo.

ANDERSON, ELMER
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders and Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

ANDERSON, LAVITA
KFBU, Wichita, Kans. The Kitchen Clinic.

ANDREWS SISTERS
CBS.

ANTINUK SISTERS
CHAB, Moose Jak, Sask.

APPLEWHITE, MARY ESTER
WFNC, Fayetteville, N. C. Mary Ester Sings.

ARCHER, GENE
WMAL-WRC, Washington, D. C. Gene Archer Entertains.

ARLAND, JEAN
WCCO, Minneapolis-St. Paul, Minn. Saturday Ayem Open House.

ARNOLD, BUDDY
MBS.

ARRES, DON
MBS.

ARTHUR, JACK
NBC. Lincoln Highway, Echoes of New York.

ASKE, COLEMAN
KFBI, Wichita, Kans. Kansas Cowboys.

ATCHER, BONNIE
WIND, Gary, Ind. Sports Edition.

ATCHER, RANDALL
WIND, Gary, Ind. Changing Scene.

ATKINS, JIMMY
NBC. Fred Waring in Pleasure Time.

AUBREY, WILL
NBC. Musical Clock, In the Good Old Days.

AUTRY, GENE
CBS. Melody Ranch.

AXTON, BAILEY
WAAB, Boston, Mass. Your Singing Neighbor.

— B —

BABBITT, HARRY
NBC. Kay Kyser's College of Musical Knowledge.

BAETZ, WILFRED
WMEX, Boston, Mass.

BAGBY, MARGARET
WAIR, Winston-Salem, N. C. Melody Time.

BAILEY, GLAD
KXRO, Aberdeen, Wash. Syncopated Riddles.

BAILEY SISTERS
NBC. Ben Bernie's Musical Quiz.

BAILEY, WYNONHAH
KGFW, Kearney, Nebr. Cowboy Rangerette.

BAINBRIDGE, HAL
WLOG, Logan, W. Va. Northern Stars.

BAKER, DICK
WJJD, Chicago, Ill. Smart Set.

BAKER, JACK
NBC. Breakfast Club.

BAKER, JERRY
WMCA. New York, N. Y.

BAKER, KENNY
CBS. Texaco Star Theatre.

BALAY, BALA
WARD, Brooklyn, N. Y. Hungarian Variety Hour.

BARBER, BETTE
KVOO, Tulsa, Okla. Clambake.

BARLEY, JOSH
WFTM, Ft. Myers, Fla.

BARNES, MERLE
WFNC, Fayetteville, N. C.

BARRETT, BETTY
NBC.

BARRETT, PHIL
WBAB, Atlantic City, N. J. Songs For the Home Folks.

BARRETTE, R.
CKCH, Hull, Que. Jean And Jacques And Pierre.

BARTELL, ED
KCAE, Pittsburgh, Pa. Airliners.

BARTELL, ROSE
WKH, Madison, Wise.

BARTLETT, JANE
WBT, Charlotte, N. C. Dave And Jane.

BARTON, BETTY
MBS. Betty and Buddy.

BASS, ANNA ROSE
KVFD, Fort Dodge, Ia. Lady Luck.

BATES, BETTY JEAN
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinner Time, Betty Jean And Freddie.

BAUCOM, BILL
WIBW, Topeka Kans. Daybreak Jamboree.

BAXTER, JEANNE
WCAE, Pittsburgh, Pa. Sophisticated Ladies.

BEARD, CHARLES
WDBJ, Roanoke, Va. Music For Reading.

BECHTAL, KENNETH
KFJM, Grand Forks, N. D. Melody Quiz.

BECKMAN, ZEKE
KOA, Denver, Colo. Sunshine Boys.

BECKSTAD, LARRY
KFJM, Grand Forks, N. D. Melody Quiz.

BEGGEMAN, FREDDY
KMOX, St. Louis, Mo. Ben Feld Show.

BEHAN, MAE
WARD, Brooklyn, N. Y. Irish Echoes.

BELL, BONNIE
WWL, New Orleans, La.

BELLE, IDA
WAIR, Winston-Salem, N. C. Dear Diary.

BELMONT, DAVE
WBZ-WBZA, Boston-Springfield, Mass. Memory Lane.

BENDER, BILL
WFAS, White Plains, N. Y. The Happy Cowboy.

BENNETT, KEN
KPDN, Pampa, Texas.

BENSON, JEAN
WIBW, Topeka, Kans.

BERCH, JACK
NBC. Jack Berch and His Boys.

BERGBAUER, CARL
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

BERRY, ED
KLO, Ogden, Utah. Three Misses and A Mister.

BERTL, ED
WKBH, La Crosse, Wisc. Song Styles.

BICKFORD, RUTH
WFAA-KFJZ, Dallas-Ft. Worth, Texas. Texas Hall of Fame.

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BILSON, ELIZABETH S.
WBAL, Baltimore Md Around The Dinner Table, Time For Romance.
BIRD, IRENE
WHA, Madison, Wisc.
BISSON, GABRIELLE
CBV, Quebec, Que.
BLACK, LEW
KMBC, Kansas City, Mo Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
BLACKWOOD BROTHERS
KMA, Shenandoah, Ia.
BLAIR, HARRY
WBT, Charlotte, N C, RCA Twins
BLUE, ALICE
KSO, Des Moines, Ia Hawkeye Dinnertime
BOLIN, SHANNON
WJSV, Washington, D. C Take Up Time, Story Swap
BOLTEN, VIVIAN
WHIS, Bluefield, W Va, The Girl And The Mood And The Melody, The Melody Shop.
BOND, ANN
KOMA, Oklahoma City, Okla Imperial Interlude
BOND, JOHNNY
CBS, Melody Ranch.
BOSWELL, CONNIE
NBC, Kraft Music Hall.
BOUDLEAUX
WSB Atlanta, Ga. WSB Barn Dance
BOVAY, DON
WIP, Philadelphia, Pa Sing For Your Supper
BOWDEN, RUTH
WSAZ, Huntington, W Va. Songs We Love.
BOYTER, HASKELL
WSB, Atlanta, Ga. Song For Today
BOZEMAN, FRANK
WGPC, Albany, Ga
BRADLEY, JOE
NBC, Club Matinee.
BRADLEY, ROBERT
KLZ, Denver, Colo. To You, Lady Lend An Ear
BRASINGTON, BERT
KMBC, Kansas City, Mo. Brush Creek Follies Dinner Bell Roundup, Early Birds Show.
BRAY, ALGER
WDZ, Tuscola, Ill. Speed And Curly.
BRENIZER, LESTER
KNOW, Austin, Texas.
BRIAN, BUNNY
KSL Salt Lake City, Utah Sweet And Swing
BRICKELL, ROY
KWOC, Poplar Bluff, Mo. Vocal Varieties.
BRINEY, MARY MARTHA
KDKA, Pittsburgh, Pa. Tap Time, Treasure Trails.
BRISCOE, HELEN MARIE
KOA Denver, Colo. Gentlemen of Jive.
BRITT, ELTON
WNEW, New York, N. Y. Singing Cowboy.
BROOKS, DOROTHA
WTAM, Cleveland, Ohio. Gordon Aires.
BROOKS, JACK
WHAS, Louisville, Ky Modern Music Hall.
BROOKS, KIRBY
WHIO, Dayton, Ohio, Rhythm Makers.
BROWN, ANN
WFAA, Dallas, Texas.
BROWN, FRANK
CFJC, Kamloops, B. C.
BROWN, GEORGE
CJOC, Lethbridge, Alberta.
BRUCE, CAROL
NBC, Ben Bernie's Musical Quiz.
BRYAN, ELEANOR
WGRB, Goldsboro, N. C. Eleanor Bryan Entertains
BRYANT, HIRAM
WFTM, Ft. Myers, Fla Hymntime, Memory Lane.
BYRON, BOB
WHN, New York, N. Y Byron Hour
BUCKNER, KATHRYN
WFAA, Dallas, Texas.
BUNN, JIMMY
WOW, Omaha, Nebr
BURNS, BERNICE
CKOC, Hamilton Ont.
BURRIS, SCOTTY
WHLB, Virginia, Minn. Songs By Scotty, Romance In Rhythm.
BURWELL, J. C.
WMBS, Uniontown, Pa. Carters Kiddies Club.

BARRY WOOD

CBS

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BUSSINELLI, GUIDO
WOV, New York, N. Y. La Perla and Old Gold Programs.
BUTCHER, DWIGHT
WSB, Atlanta, Ga. WSB Barn Dance.
BUTLER, CLEO
WLPM, Suffolk, Va. Melody Time.
BUTLER, MARIAN
KEX-KGW, Portland, Ore. Charmingly We Live.
BUTLER, WARDE
WHIZ, Zanesville, Ohio. Musical Blossoms.
BUTNER, VICTORIA
WSTP, Salisbury, N. C.

— C —

CALLOWAY, GLENNA
WSIX, Nashville, Tenn. Words And Music.
CALVER, LILA
WDEV, Waterbury, Vt. Cocktail Hour.
CAMP, ARMAND
WIP, Philadelnhia, Pa. Sport Shots.
CAMPBELL, CURLY
WBT, Charlotte, N. C. RCA Twins.
CAMPBELL, FRANCES
WSB, Atlanta, Ga. Song For Today.
CARACCI, ANTHONY
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
CARLAY, RACHEL
NBC. Manhattan Merry-Go-Round.
CARNEY, ART
NBC. Horace Heidt's Treasure Chest, Pot O' Gold.
CARRIER, JAKE
WLOG, Logan, W. Va. It's Jake With Me.
CARROLL, GENE
NBC. Gene And Glenn.
CARROLL, LINDA
WMAL-WRC, Washington, D C
CARTER, BOB
KDKA, Pittsburgh, Pa. Tap Time. Treasure Trails.
CARTER, JAMES
WSTV, Steubenville, Ohio.
CARTWRIGHT, JOAN
WCAP, Asbury Park, N. J. Rhythms in Rhyme.
CASSEL, WALTER
NBC.
CATHON, JEAN
WMAL-WRC, Washington, D. C.
CHAPIN, PATTI
WTIC, Hartford, Conn. Patti Chapin Sings for You.
CHAPMAN, JOAN
WHN, New York, N. Y.
CHIESA, VIVIAN DELLA
American Album of Familiar Music NBC, La Rosa Program MBS.
CHILTON, RUTH
WSYR, Syracuse, N. Y. Ruth Chilton Matinee.
CHOISSER, HAL
KMOX, St. Louis, Mo. Ozark Varieties, Old Fashioned Barn Dance.
CHRISTIANSON, ELEANOR
KHSL, Chico, Calif. Songs of Love.
CHURCH, HELEN
KROC, Rochester, Minn. Rochester Choral Society Program.
CHURCHILL, STUART
NBC. Fred Waring in Pleasure Time.
CLAIRE, LAURIE
KSL, Salt Lake City, Utah. Songs of Laurie Claire.
CLARRELL SINGERS
WFPG, Atlantic City, N. J.
CLARK, BUDDY
CBS. Wayne King's Orchestra.
CLARK, JOHN
KNX, Los Angeles, Calif. John Clark, It's A Date. Calling All Cars, Hollywood Showcase, I Was There.
CLARK SISTERS
KFJM, Grand Forks, N. D.
CLARKE, HARRY
KSL, Salt Lake City, Utah. Songs of Harry Clarke.
CLARKS, THE
KYW, Philadelphia, Pa. The Happy Clarks.
CLORE, CHARLENE
WFBM, Indianapolis, Ind.
COCHRAN, PAUL
KFBI, Wichita, Kans. Dinner Bell Time.
COHEN, LESTER
WMBS, Uniontown, Pa. Cohen Amateur Hour.
COLAMARIE, VICKI
WGY, Schenectady, N. Y.
COLLINS, IRENE
WAAT, Jersey City, N. J. Strike Up The Band.
COLLINS, JEAN
WMEX, Boston, Mass.
COLLINS, ROY
WAAT, Jersey City, N. J. Pony Boy Plays.
COLTON, CLARENCE
CKTB, St. Catherines, Ont. Morning Melodies Club.
COMO, PERRY
NBC. Beat The Band.
CONLON, JUSTIN
WHEC, Rochester, N. Y. This Is My Land.
CONNOLLY, JOSEPH A.
WARD, Brooklyn, N. Y. Irish Echoes.
COOKE, BETTY
WLOG, Logan, W. Va. Cookie, Coed of Song.
COOPER, FRANCES
WIP, Philadelphia, Pa. War Extra.
COPELAND, CLYDE
KFPY, Spokane, Wash. The Roving Hillbillies, Fels-Naptha Fellows.
COPELAND, SLIM
KFPY, Spokane, Wash. The Roving Hillbillies, Fels-Naptha Fellows.
CORBITT, THELMA
WSIX, Nashville, Tenn. Hymn Time.
COSTLEY, JAN
WSYR, Syracuse, N. Y. Mid-morning Limited.
COTE, GERMAINE
CKCV-CBV, Quebec, Que. Ici l'on Chante.
COTTON, LARRY
NBC. Pot O' Gold, Horace Heidt's Treasure Chest.
COURTNEY, GEORGE
WENR-WMAQ, Chicago, Ill. Club Matinee.
COX, MARY ROSE
WCAO, Baltimore, Md. John Varney's Quintet.
COY, DOROTHY
WSUN, St. Petersburg, Fla. Dorothy Coy Sings.
CRAIG, EDDIE
WOLF, Syracuse, N. Y. Eddie Craig Song Stylist.
CRAIG, RUTH
WRAL, Raleigh, N. C. Vocals By Craig.
CRANE, PHILIP
KIRO, Seattle, Wash. It Pays To Listen.
CRAVEN, OPAL
NBC. Carnation Contented Program.
CRAWFORD, ROBERT
KMBC, Kansas City, Mo. Texas Rangers, Circle G Ranch, Melody Ranch, Forecast.
CRIFFIELD, LINNEA
KGFW, Kearney, Nebr. Songs You Love To Hear.
CRONENBOLD, EDWARD
KMBC, Kansas City, Mo. Texas Rangers, Circle G Ranch, Melody Ranch, Forecast.
CROOKS, RICHARD
NBC. Voice of Firestone.
CROSBY, BING
NBC. Kraft Music Hall.
CROSBY, BOB
NBC. Camel Caravan.
CUFF, Mrs. B. P.
CFJC, Kamloops, B. C. Sing Canada Sing.

— D —

DAE, DONNA
NBC. Fred Waring In Pleasure Time.
DAILY, LORAINE
KRLD, Dallas, Tex.
DALTON, JACK
WBZ-WBZA, Boston-Springfield, Mass.
DANIELS, CHARLOTTE
WSTP, Salisbury, N. C. Your Melody Lady.
DANIELS, DOROTHY
WHN, New York, N. Y.
DANIELS, MARK
KEX-KGW, Portland, Ore. Let's Write A Story.
DARWIN, GLENN
NBC.
DATA, MARYSIA
WHFC, Cicero, Ill.
DAVIES, EDWARD
NBC. Words And Music, Midnight Serenade.
DAVIES, GWEN
CBS.
DAVIS, BARBARA
KLO, Ogden, Utah. Songs By Davis.
DAVIS, BILLY
KNOW, Austin, Texas. Bright And Early Spiritual Choir.
DAVIS, CARL
WJJD, Chicago, Ill. Courthouse Reporter.
DAVIS, GEORGE
WSB, Atlanta, Ga. Song For Today.
DAVIS, SHELBY JEAN
WJJD, Chicago, Ill.

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DAWSON, MARCELL
KLO, Ogden Utah Three Misses And A Mister
DAWSON, MARK
WCAU, Philadelphia Pa Of Stars And Stripes
DAY, DENNIS
NBC The Jello Program
DAY, EDITH
WFAA Dallas, Texas
DAY, GROVER
KTRI, Sioux City Ia The Blind Balladeer
DAYS, BILL
NBC CBS MBS
DEAN, BILLY
KWFT Wichita Falls, Texas Songs of Billy Dean
DEAN, F. LEON
KASA, Elk City Okla Three Shades of Blue
DEANE, JUDY
KGO-KPO San Francisco, Calif
DEBORD, JEROME
WIBW Topeka Kans
DECKER, GEORGE
WJW, Akron, Ohio
DeHEALEY, SHIRLEY
KRMC, Jamestown N D Songs By Shirley.
DeLYS, GOGO
NBC Little Of Hollywood
DeMOSS, LYLE
WOW Omaha, Nebr Lyle and Eddie
DENNY, EDMUND
WIBW Topeka Kans
DENNIS, CLARK
NBC Spot programs
DENOLA, DICK
WNLC New London, Conn
DERRY, ERNEST
KGO KPO San Francisco, Calif Three Cheers, Song busters
DeSOTA, TED
KWLK Longview Wash Martin's Treasure Trunk
DICKENSON, JEAN
NBC American Album of Familiar Music
DICKSON, DONALD
NBC Chase And Sanborn Program
DINNING SISTERS
NBC Breakfast Club, Club Matinee
DIXON, NORMA
WLPM Suffolk Va Songs By Norma
DODDS, LEWIS
WSTP, Salisbury, N C
DODSON, BERT
WFAA Dallas Texas
DOEBLER, MARY JANE
WMBD Peoria Ill Window Shopper, Peoria's Darling
DOHERTY, MARIA
WARD Brooklyn N Y Irish Echoes
DOOLEY, ANN
WMBD Peoria Ill
DOSSEY, LEONARD
KUJ Walla Walla Wash Braden-Bell Serenaders Luncheon Requests
DOWNING, LARRY
WNOX Knoxville Tenn Midday Merry-Go Round, Swingstertime
DRURY, JOHN
WDAK, West Point Ga Songs At Eventide
DUANE, MARY FRANCES
WAVE Louisville Ky Melody Time
DUFF, FRED
WVFW Brooklyn N Y The Wanderer.

— E —

EASTMAN, MARY
CBS Saturday Night Serenade
EBLING, HENRY
WFAS, White Plains, N Y Garden of Song
EBERLE, RAY
CBS Glenn Miller And His Orchestra
ECHER, BETTY LEY
KMBC, Kansas City Mo Scrappy O'Brien and His Toy Band Camel Caravan Prairie Sweethearts Penny Serenade, Rhythm Riders and Judy Allen Brush Creek Follies Early Birds Show, Dinner Bell Roundup
EDKINS, ALDEN
NBC The Armchair Quartet National Vespers National Radio Pulpit
EDWARDS, ADDISON J.
WIAB Atlantic City N J

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EDWARDS, HOMER
KGKL, San Angelo, Texas.
ELLINGTON, EDDIE
WHN, New York, N. Y.
ELLIOT, BILL
WEEI, Boston, Mass. The Singing Cop.
ELLIS, RUTH
WBRB, Red Bank, N. J. Songs At Eventide.
EMERSON, JOE
NBC. Hymns of All Churches.
ENNIS, SKINNAY
NBC. The Pepsodent Show.
ESTEPP, JESSE
KMBC, Kansas City, Mo. Brush Creek Follies. Dinner Bell Roundup, Early Birds Show.
EVANS, DALE
CBS. News and Rhythm.
EVANS, SARA
WDBJ, Roanoke, Va. For Women Only.
EVERLY, IKE
WJJD, Chicago, Ill. Courthouse Reporter.

— F —

FARRELL, CHARLES
WMBC, Detroit, Mich. Mystery Melodies.
FARRELL, GWENDOLYN
WBIG, Greensboro, N. C. Jefferson Standard Time.
FAULKNER, ROY
WIBW, Topeka, Kans.
FERRIS, JERRY
KMO-KVI, Tacoma, Wash. Jerry Ferris And Jane Powers, Christmas Keyhole.
FETTY, MARION
WSTV, Stubenville, Ohio. Song Sophisticate.
FIELDS, ARTHUR
CBS. Pipe Smoking Time.
FISHER, NANCY
WJSV, Washington, D. C. Lady In White.
FLAGLER, CHARLIE
KRNT-KSO, Des Moines, Ia. Kiddie's, Hawkeye Dinnertime, Cheerful Charlie Flagler.
FLANNERY, BILLY
WJJD, Chicago, Ill.
FLETCHER SISTERS
WHAI, Greenfield, Mass.
FOGELMAN, RUTH
WJHO, Opelika, Ala. Vespers.
FOREMAN, FLOYD
WDZ, Tuscola, Ill. Speed And Curly.
FORREST, BOB
CHAB, Moose Jaw, Sask.
FORRESTER, HOWARD
WDZ, Tuscola, Ill. Tennessee Valley Boys.
FORRESTER, JOE
WDZ, Tuscola, Ill. Tennessee Valley Boys.
FORRESTER, WILENE
WDZ, Tuscola, Ill. Tennessee Valley Boys.
FORSTER, GERTRUDE
NBC. The Peerless Trio, Tone Pictures, Seth Parker.
FORTER, EVELYN
WSIX, Nashville, Tenn.
FORTUNATO, PAT
WCAP, Asbury Park, N. J.
FOSTER, KAY
WWJ, Detroit, Mich.
FOSTER, SALLY
KMOX, St. Louis, Mo. Moonlight Serenade, Old Fashioned Barn Dance.
FOUR SHOWMEN, THE
NBC. Vocal Vogues.
FRANCIS, LORRAINE
KROY, Sacramento, Calif. Champion Talent Quest.
FREEMAN, GLORIA
WFTL, Ft. Lauderdale, Fla. Songs of Love.
FROST, PAUL
CKTB, St. Catherines, Ont. Paul's Melody Market.
FUTRELL, JESSE
WAIR, Winston-Salem, N. C. Diane.

— G —

GAINEY, ANDREW
KOA, Denver, Colo. Serenade To Loveliness.
GALL, WILLIAM
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
GAMACHE, RITA
WCOU, Lewiston, Me. Melody Lane.
GANGE, CONNIE
WHEC, Rochester, N. Y.
GANOW, DOROTHY
KMMJ, Grand Island, Nebr. Prairie Sweetheart.
GARBER, ANNA
WRNL, Richmond, Va. Quiet Hour.
GARDNER, KENNY
NBC. Easy Does It.
GARLAND, JUDY
NBC. The Pepsodent Show.
GARRETT, PATSY
NBC. Fred Waring In Pleasure Time.
GARY, ED
WMAL-WRC, Washington, D. C. Affiliated Wives.
GASKELL ASSOCIATES, WILLIAM
WMBS, Uniontown, Pa. Old Fashioned Singing School.
GATES, NANCY JANE
WFAA, Dallas, Texas.
GAYLORD, CHET
WBZ-WBZA. Boston-Springfield, Mass. Morning Toast.
GEARE, JIMMY
KTAR, Phoenix, Ariz.
GENTRY, TOMMY
WSLI, Jackson, Miss. Wandererer of the Wastelands.
GIBBS, PARKER
NBC. Beat The Band.
GIBBONS, RUTH
WSLI, Jackson, Miss. The Dream Girls.
GILBERT, JERRY
WVFW, Brooklyn, N. Y.
GILL, PAUL
WMBD, Peoria, Ill. Old Folks, Nightfall.
GIRARD, ARMAND
KGR-KPO, San Francisco, Calif. Barbershop Quartet.
GLADDEN, RUTH
WWNC, Asheville, N. C. A Song And A Smile.
GLORIOUS, MAILEEN
WSAB, Atlantic City, N. J. Maileen Sings.
GLOVER, MARY LOU
KOAM, Pittsburgh, Kans. Mary Lou Lullaby.
GLYE, DOROTHY JUNE
KWLC, Decorah, Ia. Listen Children, Piano Keys.
GOODMAN, GORDON
NBC. Fred Waring In Pleasure Time.
GRACE, JACK
CKCH, Hull, Que.
GRAF, DOROTHY
WFTL, Ft. Lauderdale, Fla. Songs By Dorothy Graf.
GRAHAM, ROSS
NBC. Cities Service Concert.
GRAHAM, RUTH
WNAX, Yankton, S. D. Devotional Singers.
GRANT, BOB
WRBL, Columbus, Ga. Sing Time.
GRANT, CHARLES
WHAI, Greenfield, Mass.
GRAVELLE, JOHN
WFAA, Dallas, Texas.
GRAY, ZOLA
WBAB, Atlantic City, N. J. Melody Favorites.
GRAYSON, RALPH
WWL, New Orleans, La.
GREEN, MARGARET LEE
WGR, Newport News, Va. Stars of Tomorrow.
GREEN, RED
WJJD, Chicago, Ill.
GREEN, TIM
CJOC, Lethbridge, Alberta.
GRENELL, EILEEN
KRNT, Des Moines, Ia. Thirty Minutes To Go.
GRIFFIN, GEORGE
NBC. Spot Programs.
GRIFFITH, EDITH
KIRO, Seattle, Wash. Voice of Romance.
GRIFFITH, JANE
WSUN, St. Petersburg, Fla. Songs And Satire.
GRINNA, MILES
KFJM, Grand Forks, N. D.
GROSHONG, PHILLIP
WTAM, Cleveland, Ohio.
GROSJEAN, BETTY
WTOL, Toledo, Ohio. Betty Jean.
GROSS, CLIF
WINN, Louisville, Ky. Bar Nuthin Ranch.
GUNKSY, MAURICE
KROW, Oakland, Calif.
GUTHRIE, WOODY
CBS. Pipe Smoking Time.
GUY, BOB
WSB, Atlanta, Ga. Song For Today.

— H —

HADEN, MARY JANE
KMA, Shenandoah, Ia.
HAGAMAN, CHARLIE
WNOX, Knoxville, Tenn. Midday Merry-Go-Round.
HAGEDORN, BOB
WHIZ, Zanesville, Ohio. Down Through The Years.
HAINES, CONNIE
NBC. Fame and Fortune.
HAIR, SHELLY
WFTL, Ft. Lauderdale, Fla. Smile With Shelly Hair.
HALE, LIBBY
WAAT, Jersey City, N. J. Broadwayites.

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HALE, TRAVIS
KGR-KPO, San Francisco, Calif. Three Cheers Song busters

HALEY, PAT
KDKA, Pittsburgh Pa Kay Dee-Kapers Boy Meets Girl

HALL, FRED
Pipe Smoking Time CBS Fields And Hall NBC

HALL, JOE
KMMJ Grand Island Nebr Prairie Pioneers

HALL, MURIEL
CBV, Quebec, Que Recital

HALL SISTERS
WHMA Anniston Ala Sab bath Song Serenade

HALLMAN, ADRIAN
WCOS Columbia, S C Pal metto Trio

HAMILTON, ANNA MAY
WLBJ, Bowling Green Ky Piano Moods

HAMILTON, BARBARA
WCAP, Asbury Park N J

HAMILTON, Mrs. E.
CHAB, Moose Jaw, Sask

HANEY, LESTER
WLBJ Bowling Green Ky The Dixie Troubador

HANNA, PHIL
KGR-KPO San Francisco Calif Three Cheers Song busters

HANNAH, GERALDINE
KFJM, Grand Forks, N D Melody Quiz

HANSULD, LLOYD
KMBC, Kansas City, Mo Scrappy O'Brien And His Toy Band, Camel Caravan Prairie Sweethearts, Penny Serenade, Rhythm Riders And Judy Allen, Brush Creek Follies Early Birds Show Dinner Bell Roundup.

HANSULD, ZERLINA
KMBC Kansas City, Mo Scrappy O'Brien And His Toy Band, Camel Caravan Prairie Sweethearts, Penny Serenade Rhythm Riders And Judy Allen, Brush Creek Follies, Early Birds Show Dinner Bell Roundup

HAPPY HOLLOW BOYS
WDGY, Minneapolis, Minn Happy Hollow Program, Farmyard Follies

HARKNESS, BILL
WKBH, La Crosse Wisc Dawn Busters

HARKNESS, HENRY
WKBH La Crosse, Wisc Dawn Busters

HARMONETTES, THE
KMOX, St. Louis, Mo Ben Feld Show

HARPER, JEAN
WMEX, Boston, Mass

HARRIS, J. C.
KWJB, Globe Ariz Yodeling Troubadour

HARRIS, TOMMY
KFRC, San Francisco Calif Breakfast Club

HARROLD, HOPE
WSB, Atlanta, Ga Song For Today

HASTINGS, BOBBY
NBC National Barn Dance

HEALA, DAVID
WELI, New Haven Conn

HEALY, WILLIAM
WMAS, Springfield Mass Serenade To An Afternoon

HEFNER, VALERA
WLOG, Logan W Va Eventide Melodies

HELGERSON, RUTH
WKBH La Crosse, Wisc Dawn Busters

HELM, CONNIE LEE
KOAM, Pittsburg Kans Frolich Presents

HEM, LOIS
WMRO, Surora, Ill

HENDRICKS, GLADYCE
KFPY Spokane Wash, A Song To You Studio Party Remember When.

HENDRIX, JIM
KUOA, Siloam Springs Ark

HENRY, DORIS
KTBS, Shreveport La Songs By Doris

HESS, MINA
KTAR, Phoenix Ariz

HIGHT, WINI
WDEV, Waterbury, Vt Melodies of Happiness

HILL, DOROTHY NEWCOMB
WRNL, Richmond, Va

HILL, FAY
KNOW, Austin Texas

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HILL, WALTER
WMBD, Peoria, Ill.
HILL, ROY
WHIS, Bluefield, W. Va. The Melody Shop.
HODGE, LEO
WBNS, Columbus, Ohio. Harmony Heaven.
HOFFMAN, JACK
KTUL, Tulsa, Okla. Yonr Lueky Break, Jack And Mac.
HOLLAND, JEAN
WMBC, Detroit, Mich. Philharmonics.
HOLLY, DAVE
WGPC, Albany, Ga. Dave And Helen.
HOLSTEIN, CHICK
KMA, Shenandoah, Ia.
HOPKINS, DOC
WJJD, Chicago, Ill. Bureau of Missing Persons.
HORNE, EVELYN
WGPC, Albany, Ga.
HORNER, VERNIE
KGKL, San Angelo, Texas.
HORVATH, LOUIS
WARD, Brooklyn, N. Y. Hungarian Variety Hour.
HOUSE, EDDIE
KROW, Oakland, Calif. Songs of Eddie House, Voice of Love, Hayloft Party.
HOVLAND, ARDIS
KFJM, Grand Forks, N. D.
HUARD, LARRY
WTIC, Hartford, Conn. Wandering Minstrel.
HUDGENS, RAY
KMBC, Kansas City, Mo. Rbyme-A-Line Time, Rhythm Riders And Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
HUDSON, MARGIE
KMOX, St. Louis, Mo. Mellow Time.
HUFFMAN-NELSON QUARTET
KPDN, Pampa, Texas.
HUFSMITH, FRED
NBC. The Armchair Quartet, National Radio Pulpit, National Vespers.
HUME, THELMA
CFAR, Flin Flon, Manitoba. Smilin' Through.
HUMPHREY, RICHARD
WHIP, Hammond, Ind. Teatime.
HUMPHREYS, DOROTHY STEVENS
WHKC, Columbus, Ohio. Salon Serenade, Songs That Sweethearts Sing.
HUNNICUTT, MIKE
WKRC, Cincinnati, Ohio. Dawn Patrol, Mike The Breadman.
HUTTON, MARION
CBS. Glenn Miller And His Orchestra.

— I —

IDLE, JEAN
KWJB, Globe, Ariz. Idle Moments.
INK SPOTS, THE
NBC. Spot Programs.
IVERS, KAY
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.

— J —

JACKSON, HOWARD
WHIZ, Zanesville, Ohio. Quarter-To-Nine.
JACKSON, KEFFIE
WSTP, Salisbury, N. C. Alice Blue.
JACKSON, STONEY
KUJ, Walla Walla, Wash. Braden-Bell Serenaders, Lutcher's Requests.
JAMES, MARJORIE
WGRB, Goldsboro, N. C. Songs By Marjoric.
JEFFERIES, ELIZABETH
WMBS, Uniontown, Pa. Uniontown Mnsic Club.
JEFFRIES, DOROTHY
KTRI, Sioux City, Ia.
JENKINS, MARION
WMEX, Boston, Mass.
JESKE, FRED
WSYR, Syracuse, N. Y. Timekeeper. Dinner Bell.
JESTERS, THE
NBC. Gulden Serenaders.
JOHNSON, A. L.
KFSG, Los Angeles, Calif. A. L. Johnson's Southern Gospel Singers.
JOHNSON, BERNICE
WSB, Atlanta, Ga. Song For Today.
JOHNSON, CLARK
CKNX, Wingham, Ont. CKNX Barn Dance.
JOHNSON, EDDIE
KMBC, Kansas City, Mo. Scrappy O'Brien And His Toy Band, Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
JOHNSON, PAULINE
KPDN, Pampa, Texas.
JONES, ANDY
KGKL, San Angelo, Texas.
JONES, HELEN, LOUISE
WBAB, Atlantic City, N. J.
JONES, MILDRED
WSB, Atlanta, Ga. Song For Today.
JONES, RUTH
WGPC, Albany, Ga.
JONES, WALLIE
WSTP, Salisbury, N. C.
JOY, ALICE
KTUL, Tulsa, Okla. Melody Moods.
JUSTICE, ROBERT
KFJM, Grand Forks, N. D.
JYLES, JOHNNY
KGKL, San Angelo, Texas. M System Pennysavers, The Conntry Store.

— K —

KABER, RUSS
KGCU, Mandan, N. D. The Prairie Singer.
KALLEN, KITTY
WSM, Nashville, Tenn. Sunday Down South.
KAROLYI, MARIA
WARD, Brooklyn, N. Y Hungarian Variety Hour.
KASPER SISTERS
WJJD, Chicago, Ill.
KAY, RAMONA
KMO, Taeoma, Wash.
KEITH, RAY
KOAM, Pittsburg, Kans. Songs of Ray Keith.
KELLEY, HARRIET
WHAI, Greenfield, Mass.
KELLY, TALLEY
WCOS, Columbia, S. C. Little Red Sehoolhouse.
KEMPER, LOU
KVOO, Tulsa, Okla. Merrymakers.
KENNEDY, REED
KDKA, Pittsburgh, Pa. Evening Ecboes, Treasure Trails.
KIDDER, WALTER
WNAC, Boston, Mass. Walter Kidder's Concert.
KINDER SISTERS
KDKA, Pittsburgh, Pa. Merry Music, Treasure Trails.
KING, BOB
CKGB, Timmins, Ont. Rhythm On the Range.
KING, BONNIE
NBC. Bob Crosby's Dixieland Music Shop.
KIRKHAM, JOE
KDYL, Salt Lake City, Utah.
KNIGHT, CAROL
KMPC, Beverly Hills, Calif. Song Stories.
KNIGHT, EVE
KYW, Philadelpbia, Pa. Symphonic Melodies.
KNIGHT, FELIX
NBC. Schaefer Revue.
KRCEK, JAMES
WEDC, Chicago, Ill. Melody Mill.

— L —

LABADIE, PHIL
CKNX, Wingham, Ont.
LaCENTRA, PEG
NBC. The Gulden Serenaders.
LAGARDE, CORINNE
CBV, Quebec, Qnc.
LAMB, RUSS
KFJZ, Fort Wortb, Texas. Eleven Thirty Incorporated.
LAMBERT, SCRAPPY
NBC. The Men About Town.
LAMM, FREDDIE
KRNT-KSO, Des Moines, Ia. Tall Corn Time, Hawkeye Dinnertime, Betty Jean And Freddie.
LANDT TRIO
WGY, Schenectady, N. Y.
LANE, BETTY
WIP, Philadelphia, Pa. Headlines From Hollywood.
LANE, DAVE
WBT, Charlotte, N. C. Dave And Jane.
LANE, ELEANOR
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.
LANE SISTERS
WINN, Louisville, Ky.
LANSING, GERTRUDE
KYA, San Francisco, Calif. Melody Land And Gertrude Lansing.
LAPOINTE, MARTHA
CBV, Quebec, Que. Ici l'on Chante.
LaRUE, FRED
WIP, Philadelphia, Pa. Lovely To Look At.
LEARY, WALTER
WTAG, Worcester, Mass. Songs We Love.
LE BRUN SISTERS
Eddie Cantor Show NBC. Kate Smith Hour CBS. Rudy Vallee-Scaltest Show NBC.

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LEE, ALTA
KTFI Twin Falls Ida Hi Yo Neighbor
LEE, BOB
KWLC Decorah Ia Hymns We Love Shining Hour
LEE, DOROTHY
KGR KPO San Francisco Calif The Songbusters
LEE, NANCY
KMA Shenandoah Ia
LEE SALLY
KNOW Austin Texas
LEE, VIRGINIA
KVOO Tulsa Okla Voice And Violin Virginia Lee Sings
LEECH, BILLY
KDKA Pittsburgh Pa Tap Time
LEIGHTON, CAROL
KEJZ Fort Worth Texas Songs of Carol Leighton
LEISHMAN, ANNE
CJOC Lethbridge Alberta Piano Patterns
LeKREEUN, PIERRE
NBC Manhattan Merry Go Round
LEMELIN, ANTONIO
CBV Quebec Que
LEONARD, JACK
CBS Spot Programs
LEONEY, VLETTA JO
WHIS Bluefield W Va Piano Reveries
LETOURNEAU, PAUL
CBV Quebec Que Le Lon Chante
LEWIS, BILL
CKLW Windsor Ont
LINLQUST, L. B.
WSYR Syracuse N Y
LINDSAY, ART
KXRO Aberdeen Wash Syncopated Riddles
LINWOOD, LUCILLE
WBNS Columbus Ohio Harmony Haven
LOCKE, NORMA
CBO Ottawa Ont
LOGAN, ADDIE
WFAA Dallas Texas
LOGAN, PETE
KVO Tacoma Wash Pete The Smiling Cowhand Twilight Trails Hillbilly Dance
LORRAINE, KAY
NBC Echoes of New York
LOWE, NORINE
WWNC Asheville N C Tune O The Morning
LUCAS, LONNIE
WSAZ Huntington W Va
LUDDEN, FRANCIS
WSTK Steubenville Ohio Hymns You Love
LUSTRE, WARREN
WOAI San Antonio Texas Rayco
LUTHER, FRANK
NBC Luther Lightning Singers Luncheon At The Waldorf
LYNNE, EVELYN
NBC Breakfast Club Club Matinee Roy Shield Reads
LYON, RUTH
NBC Words And Music

— M —

McCLESKEY, FRED
KVOA Siloam Springs Ark
McCONNEL, GRACE
WLPM Suffolk Va Grace McConnel Sings
McCONNELL, ED
NBC Smilin' Ed McConnell
McCORMACK, MALCOLM
WBZ-WBZA Boston-Springfield Mass Family Circle
McCULLOUGH, ANNETTE
WGY Schenectady N Y
McCULLOUGH, JOSEPH
KROW Oakland Calif
McELROY, JACK
KTUL Tulsa Okla Pot Luck Jack And Mac
McELWEE, TOM
WHIO Dayton Ohio Sonnet
McGEORGE, GLADYS
KARM Fresno Calif Notes For Melody Early Risers Club
McHUGH, GLORITA
WHAS Louisville Ky Bluegrass Breathes Early Morning Jamboree Sweet And Low
McINTYRE, RUSSELL
WSTP Salisbury N C Russell McIntyre Entertains
McINTYRE SISTERS
CHAB Moose Jaw Sask
McKAY, CATHERINE
WIBW Topeka Kans
McKAY, PAT
KNX Los Angeles Calif Hour Waltz Program

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League. Saturday Morning Party, Sunrise Salute.

McKEOWN, JOE
WARD, Brooklyn, N. Y. Road To The Isles.

McKINNEY, WALTON
KALE, Portland, Ore. McKinney & Company.

McKINNON, ALEX
WHLS, Port Huron, Mich.

McMEINS, KENNY
KMMJ, Grand Island, Nebr. Prairie Pioneers.

McMICHAEL, REG
CKNX, Wingham, Ont. CKNX Barn Dance.

McQUAIN, WANDA
KBST, Big Spring, Texas. Love Song Time.

MacADAM, FRANK W.
WBAB, Atlantic City, N. J.

MacARTHUR, JUNE
WMRO, Aurora, Ill.

MacDONALD, "CACTUS MAC"
CKNX, Wingham, Ont. Gulley-Jumpers.

MACHTEL, DAVID
WIBA, Madison, Wisc. Art Songs of the Masters.

MacHUGH, EDWARD
NBC. The Gospel Singer.

MAE, GEORGIA
WBZ-WBZA, Boston - Springfield, Mass.

MAHANEY, FRAN
KMBC, Kansas City, Mo. Texas Rangers, Circle G. Ranch, Melody Ranch, Forecast.

MANNERS, LUCILLE
NBC. Cities Service Concert.

MANNERS, VIRGINIA
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

MARBLE, ALICE
WNEW.

MARION, WOODY
KMBC, Kansas City, Mo. Scrappy O'Brien and His Toy Band, Camel Caravan, Prairie Sweethearts, Penny Serenade, Rhythm Riders and Judy Allen, Brush Creek Follies, Early Birds Show, Dinner Bell Roundup.

MARSHALL, DON
KFIZ, Fond du Lac, Wisc. Cile and Don.

MARTEL, MIRIAM
WWL, New Orleans, La.

MARTIN, EDDIE
WNAX, Yankton, S. D.

MARTIN, JOE
WCAU, Philadelphia, Pa. America Flies.

MARTIN, MARY
NBC. Good News of 1941.

MARTIN, NANCY
WENR-WMAQ, Chicago, Ill. Breakfast Club, Club Matinee.

MARTIN ZEKE
WNAX, Yankton, S. D. Sunday Get-Together, Pick and Push.

MARTINS, THE
CBS. Fred Allen Show.

MASON, SULLY
NBC. Kay Kyser's College of Musical Knowledge.

MATTKE, BERNICE
WMRO, Aurora, Ill. Bernice and Her Accordion.

MAY, ALBERT
WMEX, Boston, Mass.

MAY, RODERICK
KMBC, Kansas City, Mo. Texas Rangers, Circle G. Ranch, Melody Ranch, Forecast.

MAYER, LOIS
KPLT, Paris, Texas.

MEARS, MARTHA
KNX, Los Angeles, Calif. Saturday Morning Party, Texas Rangers.

MELTON, JAMES
NBC. The Telephone Hour.

MEN ABOUT TOWN, THE
NBC. Manhattan Merry-Go-Round.

MEN OF THE WEST
KOA, Denver, Colo. Rangers Serenade.

MERRILL, MAXINE
KTFI, Twin Falls, Ida. Mid-Morning Jamboree.

METCALF, JOHN
WAAB, Boston, Mass. Choir Loft.

MIANI, DARIO
WMEX, Boston, Mass.

MILLER, DOROTHY
WOV, New York, N. Y. "1100" Review.

MILLER, FREDDIE
WFBM, Indianapolis, Ind. Big Freddie Miller.

MILLER, MANNY
KDYL, Salt Lake City, Utah. The Dude Rancher.

MILLER, MARY LOU
WBNS, Columbus, Ohio. Mary Lou Sings.

MILLER, VIVIAN
WTOL, Toledo, Ohio. Land of Song.

MINNOTT, IVAN
WHAI, Greenfield, Mass.

MINYARD, VIRGINIA
WSLI, Jackson, Miss. The Dream Girls.

MOLLOY, JOE
KOAM, Pittsburg, Kans. Rovin' Cowboy.

MOODY, GEORGE R.
KUOA, Siloam Springs, Ark.

MOODY, RALPH
WIBW, Topeka, Kans. Kansas Roundup.

MOONEY, LOUISE
WCOS, Columbia, S. C. Columbia Hall.

MOORE, JUANITA
WHIS, Bluefield, W. Va. Lee and Juanita.

MOORE, LEE
WHIS, Bluefield, W. Va. Lee and Juanita.

MOORE, MARJORIE
WDAY, Fargo, N. D.

MORELAND, PEG
WFAA, Dallas, Texas.

MORIN SISTERS, THE
NBC. Breakfast Club.

MORSE, HILDA
WCAU, Philadelphia, Pa. A Story To Tell.

MORTON, NATALIE
WBRK, Pittsfield, Mass. Songs of Today.

MORTON, ROBERT
WHFC., Cicero, Ill.

MUNN, FRANK
NBC. Waltz Time, American Album of Familiar Music.

MURDOCK, VIRGINIA
WGY, Schenectady, N. Y.

— N —

NADEL, SHIRLEY
WOLF, Syracuse, N. Y. Songs By Shirley.

NASH, JACK
KEX-KGW, Portland, Ore.

NEESS, ERLU
WBIG, Greensboro, N. C. Modern Moods.

NEFF, DALLAS
KIDO, Boise, Ida. Cowboy Slim.

NEVILLE, BILL
KROC, Rochester, Minn. Music Shop.

NICKSON, GEORGE
KGO-KPO, San Francisco, Calif. Barbershop Quartet.

NOBLE, BOB
WGNY, Newburgh, N. Y. Gospel Singer.

NOMMENSON, GRETCHEN
WHA, Madison, Wisc.

NORMAN, BARBERA
KROW, Oakland, Calif.

NORSEMEN, THE
NBC. Vocal Vogues.

NORTH, DICK
WIRE, Indianapolis, Ind. Romantic Melodies.

NORTON, LEE
WKY, Oklahoma City, Okla. Morning Serenade, Southwestern Serenade, Pancho and His Ridgerunners.

NUGENT, HELEN
WKRC, Cincinnati, Ohio. Just For You, Old Fashioned Girl.

— O —

O'BRIEN, ADRIAN
WNAC, Boston, Mass. Good News With Alice and Adrian.

O'CONNELL, TOMMY
WEDC, Chicago, Ill. Sweet and Low.

OGLE, BARNEY
KGNC, Amarillo, Texas.

O'HEREN, DICK
WCLE-WHK, Cleveland, Ohio. Songs By Dick.

O'LEARY, ALICE
WNAC, Boston, Mass. Good News With Alice and Adrian.

OLIVER, GRAHAM
WRNL, Richmond, Va. Tempo Indigo, Your Lucky Night.

O'MALLEY, PAT
NBC. Alec Templeton Time.

O'NEIL, BOBBY
WBAB, Atlantic City, N. Y.

OTERO, EMMA
WOV, New York, N. Y. Old Gold Program.

OWENS, JACK
KECA, Los Angeles, Calif. Music By Sweeten.

— P —

PACE, ROBERT
WIRE, Indianapolis, Ind. Serenade in the Night.

PARISH, GEORGE
WNBC, New Britain-Hartford, Conn. Harmony Boys.

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PARKER, FAYE
KDKA, Pittsburgh, Pa. Tap Time Treasure Trails, Boy Meets Girl

PARSONS, BOB
KVOO Tulsa Okla. Your Singing Neighbor

PARSONS, CLARENCE
WGH Newport News, Va The Gospel Singer

PAXTON, HELEN
KGNC, Amarillo, Texas

PEACOCK, DOROTHY
KPDN, Pampa, Texas

PEDI, RALPH
WOV, New York N Y Balbo Program

PEERCE, JAN
NBC Radio City Music Hall of the Air.

PELLEY, CHARLES
WTAG Worcester Mass Song Revue

PENCE, INEZ
KLZ, Denver Colo Lady Lend An Ear

PENNY, HANK
WSB Atlanta Ga WSB Barn Dance

PENTON, KAY
WSLI, Jackson Miss. Kay Penton Sings

PERKINS, RAY
NBC

PERKINS, TOM
WCAU, Philadelphia, Pa Mr. Everyman Speaks

PERRY, BILL
CBS Saturday Night Serenade

PERRY, STAN
WSB, Atlanta, Ga Song for Today.

PETERS, ARTHUR
KRLD Dallas Texas

PETERS, HENRY
WIBW Topeka, Kans.

PETERSON, RAYMON
KNOW Austin Texas.

PETERSON, WALLY
KFAR Fairbanks, Alaska Healy River High Jinx

PETTIJOHN, LILLIAN
KTAR, Phoenix Ariz

PFAFF, LILLIAS
WAIR, Winston-Salem N. C Melody Time

PHILLIPS, PAULINE
WBTH Williamson W Va Song Styles

PHIPPS, AMOS
WOLF, Syracuse N Y Gospel Hymns

PIKE, BETHEL
KMBC, Kansas City, Mo Brush Creek Follies Dinner Bell Roundup Early Birds Show.

PITT, EMMA
WSM Nashville, Tenn. Classic Hall

PITTS, RUTH
WAIR, Winston Salem, N C Romance In Song

PIZZEY, TOM
CJOC Lethbridge Alberta Name It and It's Yours.

POHL, HAL STELTEN
WFHR Wisconsin Rapids, Wisc Romantic Cavalier

PORTER, MARQUERITE
WMEX Boston, Mass

POTTER, EARL
WBZ-WBZA, Boston - Springfield, Mass Even Songs

POULTON, CURT
WDZ Tuscola Ill

POWELL, DICK
NBC Good News of 1941.

POWELL, PETE
WSIX Nashville Tenn

PRESTON, LONNIE
KGKL San Angelo, Texas.

PRICE, HOWARD
WCAE Pittsburgh, Pa Airliners Lazy Rhapsody

PRIGMORE, JACK
WFAA Dallas Texas

PRIN, TOBY
WCCO Minneapolis-St Paul, Minn Saturday Ayem Open House

PRINCE, CATHERINE
WFAA Dallas, Texas

PROPST, JODENE
KRBC, Abilene, Texas What's New!

PROVOR, CHARLES
KMBC Kansas City, Mo Scrappy O'Brien and His Toy Band Boogie Woogie To You Brush Creek Follies.

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Dinner Bell Roundup, Early Birds Show.

— Q —

QUARTERNOTES
WCCO, Minneapolis-St. Paul, Minn. Sunrisers.
QUEEN, ROY
KMOX, St. Louis, Mo. Ozark Mountaineers.

— R —

RAE, MARJORIE
KDYL, Salt Lake City, Utah.
RAOCH, PAUL
WAVE, Louisville, Ky. Linger Awhile.
RARIG, JOHN
NBC, CBS, MBS.
RASHID, SISTERS
WMBD, Peoria, Ill. Petticoat Parade, Rhythm Rascals, Nightfall.
RAVENSCROFT, THURL
NBC, CBS, MBS.
RAVEY, MAX
WDEV, Waterbury, Vt. Ballads.
RAWLS, CHARLIE
WSLI, Jackson, Miss.
RECEDONI, LOUISE
KVI, Salt Lake City, Utah.
REINHART, DICK
CBS. Melody Ranch.
REMSEN, ALICE
NBC. The Land of Make Believe.
REYNOLDS, BRAD
WHN, New York, N. Y.
RHODES, BETTY JANE
Adventures in Rhythm MBS, It Happened in Hollywood CBS, Fred Allen Show NBC, Bob Hope Show NBC.
RICCARDI, PETER
WHAS, Louisville, Ky. Contrasts In Rhythm.
RICCIARDI, FRANK
WOV, New York, N. Y. Camay Program.
RIDDLE, BOB
WOLF, Syracuse, N. Y. Sleepbusters.
RIEHL, FREDDIE
CKNX, Wingham, Ont. Sarah and Little Freddie.
RIOME, DON
CHAB, Moose Jaw, Sask.
RISK, ADELE
WSAZ, Huntington, W. V. Song Serenade.
RISTIC, DOROTHY JUNE
WMBD, Peoria, Ill. Dorothy June Sings, Juvenile Theatre.
RITCHIE, CAMPBELL
CKLW, Windsor, Ont. The Quiet Sanctuary.
ROBERTS, RICHARD
CKNX, Wingham, Ont.
ROBERTS, TONY
WAAT, Jersey City, N. J. Fox Fur Trappers.
ROBINSON, FRANCIS
WHIZ, Zaneville, Ohio. Songs For Sale.
ROE, LIBBY
WHN, New York, N. Y.
ROECKER, EDWARD
CBS. Pipe Smoking Time.
ROESE, RAY
WBNS, Columbus, Ohio. The Hired Hands.
ROGERS, JIMMIE
WKRC, Cincinnati Ohio.
RONNEY, SHIRLEY ANNE
KFJM, Grand Fork, N. D.
ROSS, CLARK
KNX, Los Angeles, Calif. Styles in Melody, The Song's the Thing.
ROSS, FRANK
WMEX, Boston, Mass.
ROSS, LANNY
CBS. Lanny Ross.
ROSSI, PAT
WOV, New York, N. Y. Musical Entrees.
ROWE, GENEVIEVE
NBC. Johnny Presents.
ROWE, QUEENIE
KBST, Big Spring, Texas. Songs of Queenie Rowe.
ROY, CONSTANCE
WCOU, Lewiston, Me. Gas Girl.
RUDDELL, MARIE GRENDRON
WJMS, Ironwood, Mich. Song Time.
RUSH, FORD
WSM, Nashville. Tenn. Lullabye Time.
RUSSELL, ROBERT
WINN, Louisville, Ky. Sante Trails.
RUVELL, NORMAN
WWJ, Detroit, Mich.
RYAN, OLIVE
WMBC, Detroit, Mich. Bandwagon.
RYLES, BUDDIE
KUJ, Walla Walla, Wash. Braden-Bell Sernade, Lutcher's Request.

— S —

ST. CLAIR, WENDELL
KFSG, Los Angeles, Calif. A Song in Your Heart.
SALEEBA, MAXINE
WBTH, Williamson, W. Va. Torch Tunes.
SALLEY, CARERE
WCOS, Columbia, S. C. Columbia Hall.
SALLY AND SUE
KFRU, Columbia, Mo. Sally and Sue.
SANANDRES, AMELIA
WOV, New York, N. Y. La Rosa Program.
SAUCIER, GERALD
WCOU, Lewiston, Me. Evening Songs.
SAUNDERS, SONNY
WIP, Philadelphia, Pa. Dialing for Dollars.
SAVAGE, MARGARET
KRLH, Midland, Texas. Savage Rhythm.
SCHARPENTER, BEA
WMRO, Aurora, Ill. Melodies from the Sky.
SCHMIDT, TEX
WKBH, La Crosse, Wise. Dawn Busters.
SCOTT, CYNTHIA
WICC, Bridgeport, Conn. Songs By Cynthia.
SCOTT, FRED
WAVE, Louisville, Ky. Hymns We Love.
SEEL, GLORIA
WCSC, Charleston, S. C. Songs By Gloria Seel.
SELDON, JEAN
KNET, Palestine, Texas. Black and White Reflections.
SHARP, IRVING
WDBJ, Roanoke, Va.
SHAW, MARVIN
WAIM, Anderson, S. C. Melodies That Endure.
SHAW, MONETTE
WOAI, San Antonio, Texas. The Story and the Song.
SHEPHARD, REX
CKCH, Hull, Qne. The Homesteaders.
SHERMAN, FLOYD
NBC. Johnny Presents, The Telephone Hour.
SHERMAN, LILLIAN
WCLE-WHK, Cleveland, Ohio. Lillian Sherman Sings.
SHINKLE, LAURA
WGPC, Albany, Ga.
SHORE, DINAH
NBC. Time to Smile.
SIGNALEERS, THE
NBC. The Signal Carnival.
SILVA, JOE
KVCV, Redding, Calif. Songs By Silva.
SIM BROTHERS
KPDN, Pampa, Texas.
SIMMS, VIRGINIA
NBC. Kay Kyser's College of Musical Knowledge.
SIMPSON, PAUL
WMEX, Boston, Mass.
SINATRA, FRANK
NBC. Fame and Fortune.
SIX HITS AND A MISS
NBC. The Pepsodent Show.
SKINNER, PAUL
WMAN, Marinette, Wise. Jewels of Melody.
SLICER, HERNDON
WDBJ, Roanoke, Va.
SLIM, ALBERTA
KFJM, Grand Forks, N. D.
SLOEY, AL
KMA, Shenandoah, Ia.
SLUSSER, HAZEL
WSUN, St. Petersburg, Fla. A Girl and A Band.
SMITH, ATHOLENE
KLO, Ogden, Utah. Three Misses and A Mister.
SMITH, CECIL
KYSM, Mankato, Minn.
SMITH, CHET
KMMJ, Grand Island, Nebr. Prairie Pioneers.
SMITH, EDDIE
KFBI, Wichita, Kans. The Pioneer Quartet.
SMITH, HOWARD
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders and Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
SMITH, JAY
WFAA, Dallas, Texas.
SMITH, KATE
CBS. Kate Smith Hour.
SMITH, KID
WSAZ, Huntington, W. Va.
SMITH, MARY LOIS
KOAM, Pittsburg, Kans. Mary Lois Sing.
SMITH, MAX
NBC, CBS, MBS.
SMITH, RACHEL
WGPC, Albany, Ga.
SMITH SISTERS
WSAZ, Huntington, W. Va.
SMITH, SUSAN
WBLK, Clarksburg, W. Va. Melody Time.

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SNYDER, ANNA MARIE
WKBC, La Crosse, Wisc. Dawn Busters.
SOWDEN, VERNON
KOVC, Valley City, N. D. Songs For Every Mood.
SPEASE, ROBERT
WHEC, Rochester, N. Y.
SPELTS, ELIZABETH
WHIG, Greensboro, N. C. Sunday At Twilight.
SPIVEY, DOUG
WSB, Atlanta, Ga. WSB Barn Dance.
SPORTSMAN, THE
CBS-NBC-MBS
SPRATT, HARRY
WICC, Bridgeport, Conn. Yodelin Slim.
STAHL, BOB
KMMJ, Grand Island, Nebr. Western Harmony.
STAHL, DICK
KMMJ, Grand Island, Nebr. Western Harmony.
STAHL, GERTRUDE
KMMJ, Grand Island, Nebr. Market Basket - Homemakers Club.
STALKER, KAY
KMMJ, Grand Island, Nebr. Swing Your Lady, Just A Memory, KMMJ Ranch House Spot and Dot.
STAMPS QUARTET, FRANK
KWKH, Shreveport, La.
STANDON, RONALD
CJOC, Lethbridge, Alberta.
STANLEY, CECILIA
WSUN, St. Petersburg, Fla. Songs By Cecile.
STEELE, TED
CBS. Ted Steele Songs.
STEPHENS, HAROLD
WFPG, Atlantic City, N. J. Melody Tenor.
STEVENS, ANN
WEEI, Boston, Mass. Matinee Promenade.
STEWART, FRANKLYN
WCKY, Cincinnati, Ohio. Franklyn Stewart Entertains.
STEWARD, JEAN
WIP, Philadelphia, Pa. Swing Quiz.
STOKES, ELOISE
WWNC, Asheville, N. C. Songs In Blue.
STOKES, JEANETTE DARBY
WBAB, Atlantic City, N. J.
STONE, JAMES
KTBS, Shreveport, La.
STRICKLAND, WAYNE
KNET, Palestine, Texas. Bell Ringer Program.
STRICKLING, ADA R.
WBLK, Clarksburg, W. Va. Melody Dream Girl.
STUART, BONNIE
KYW, Philadelphia, Pa. Songs By Bonnie Stuart.
SUITS, GORDON
WFAA, Dallas, Texas.
SULLIVAN, GENE
KOMA, Oklahoma City, Okla. Wiley and Gene.
SUMRALL, GERALDINE
WSLI, Jackson, Miss. The Dream Girls.
SUTHERLAND, ADD
WCAU, Philadelphia, Pa. Philadelphia Preparos.
SWING FOURTEEN, THE
NBC. Johnny Presents.

— T —

TABOR, JIM
KGFW, Kearney, Nebr. The Yodeling Cowboy.
TESCHEREAU, JEANNE
CBV, Quebec, Que.
TATHAM, VAHL
KMBC, Kansas City, Mo. Rhyme-A-Line Time, Rhythm Riders and Judy Allen, Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.
TAYLOR, BETTY LEE
WKAT, Miami Beach, Fla. Musical Taylor Shop.
TAYLOR, MARVIN
WSB, Atlanta, Ga. WSB Barn Dance.
THOMAS, RED
WSYR, Syracuse, N. Y. Nick n' Red.
THOMAS, RUTH
WDBJ, Roanoke, Va. Rhythm Caravan.
THOMPSON, AL
KSAL, Salina, Kans. Piano Moods, Dinner Dividends.
THOMPSON, GENE
KWNO, Winona, Minn. Songtime.

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THOMPSON, ROY
KEX-KGW, Portland, Ore.
THORNBERRY, DOROTHY
WLOG, Logan, W. Va. Song Time.
THREE NOTES, THE
KTAR, Phoenix, Ariz.
THREE TONES
WCCO, Minneapolis-St. Paul, Minn. Sunriser, Open House.
TILTON, MARTHA
NBC. Charles Dant and His Orchestra.
TIMM, ALLEN
WEMP, Milwaukee, Wisc. Carefree Castle.
TODD, DICK
NBC. Show Boat.
TOLEMAN, TOLEY
KEX-KGW, Portland, Ore. It's A Woman's World.
TOMPSON, TOMMY
KSO, Des Moines, Ia. Hawkeye Dinnertime.
TOSI, ALBA
WMEX, Boston, Mass.
TRACY, FRANK
WNLC, New London, Conn. Frank Tracy Varieties.
TUCKER, FRANCES
WSJS, Winston-Salem, N. C.
TUMA, CY
KMMJ, Grand Island, Nebr. Smiling Cy and Smokey.
TURGEON, JACK
WESX, Salem, Mass. Wanderer of the Wasteland.
TURLEY, AGATHA
KGO-KPO, San Francisco, Calif.
TURNER, JACK
WCFL, Chicago, Ill. Happy Jack Turner.

— U —

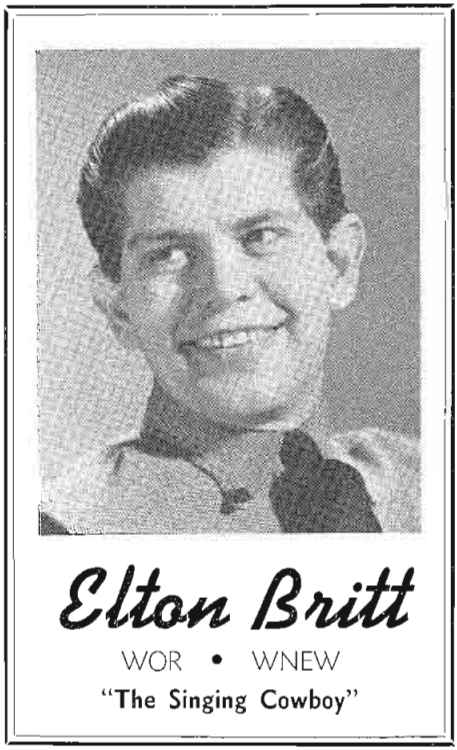
UPDEGRAFF, GEORGE
WJEJ, Hagerstown, Md.
UTZMAN, SARAANNE
WBLK, Clarksburg, W. Va.

— V —

VALENTINE, HUBERT
WTAG, Worcester, Mass. Pleasant Moments.
VALENTINE, RANCE
WTAM, Cleveland, Ohio. Do You Remember?
VALLEE, RUDY
NBC. Sealtest-Rudy Vallee Program.
VANDENBURG TRIO
KPDN, Pampa, Texas.
VAN DYNE, WAYNE
WENR-WMAQ, Chicago, Ill. Farm and Home Hour, Roy Shield Revue.
VANN, FRANK
WGH, Newport News, Va. The Singing Bakerman.
VERRILL, VIRGINIA
NBC. Uncle Walter's Dog House, Show Boat.
VILLAGE CHOIR
KFRU, Columbia, Mo. Village Choir.
VITALLO, JOHN
KFSG, Los Angeles, Calif. Organ Reveries.

— W —

WADE, LOIS
WRBL, Columbus, Ga. Songs By Lois.
WAIN, BEA
CBS. Your Hit Parade.
WAKELY, JIMMY
CBS. Melody Ranch.
WALKER, LARRY
WIOD, Miami, Fla. Let's Go Walking.
WALKER, LILA FAYE
KASA, Elk City, Okla. Three Shades of Clue.
WALKER, TEX
WFTL, Ft. Lauerdale, Fla. America's Singing Cowboy.
WALKER, WILEY
KOMA, Oklahoma City, Okla. Wiley and Gene.
WALLACE, MRS. TOM
KGKL, San Angelo, Texas. M System Pennysavers, Banner Birthday Club, The McClure Quartet, KGKL Community Sing.
WALSETH, PHYLLIS
KFAR, Fairbanks, Alaska. Healy River High Jinx.
WARE, MARJORIE
KLO, Ogden, Utah. Three Misses and a Mister.
WARNER, NOAMA
KTOK, Oklahoma City, Okla. Rollickers.
WARREN, JOHN
WMBC, Detroit, Mich. Music Maestro.



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WATKINS, JOHNNIE
WRAL, Raleigh, N. C. Seat Songs.

WELFARE, MARGARET
WAIR, Winston-Salem, N. C. Moods In Music.

WELLS, KENNETH
WHIP, Hammond, Ind. Sanctuary Service.

WEST, JANE
WTMV, East St. Louis, Ill. Sears Variety.

WESTBROOK, SI
KOA, Denver, Colo. Sunshine Boys.

WESTFALL, BOB
WOPI, Bristol, Tenn-Va. Singing Ranger.

WHITE, FRANCIA
NBC, The Telephone Hour.

WHITE, KENNETH
KMBC, Kansas City, Mo. Scrapps O'Brien and His Toy Band Boogie Woogie To You, Brush Creek Follies, Dinner Bell Roundup, Early Birdie Show.

WHITTED, NORFLEY
WDWC, Durham, N. C. Driftwood Southern Plantation.

WILEY COLLEGE CHOIR
KWKH, Shreveport, La.

WILHITE, BILL
WIBW, Topeka, Kans. The Shepherd of the Hills.

WILLIAMS, ROGER
KYW, Philadelphia, Pa. Music for Moderns, Symphonic Melodies.

WILLIS, CHARLES
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

WILLIS, GUY
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

WILLIS, VICTOR
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup, Early Birds Show.

WILSON SISTERS
KRMC, Jamestown, N. D.

WINTERBURN, FLORENCE
KFSG, Los Angeles, Calif. Your Favorite Songs.

WITTMAN, HELEN
WISN, Milwaukee, Wisc. Club Continental, Down by Hermans.

WOOD, BARRY
CBS, Your Hit Parade.

WOOD, ELOIS
KVOO, Tulsa, Okla. Wood Sisters.

WOOD SISTERS
KVOO, Tulsa, Okla. Wood Sisters.

WOODLAN, ALICE
WBAB, Atlantic City, N. J.

WOODS, R. D.
KWOC, Poplar Bluffs, Mo. Songs for Shut-Ins.

WOODYATT, DON
KLO, Ogden, Utah. Gems of Melody.

WRAY, EOYTHE
WRWL, Richmond, Va. Flavor Time.

WRIGHT, BILL
KVOO, Tulsa, Okla. Clambake, Western Serenade, Merrymakers.

— Y —

YAGMAN, JOSEPH
WARD, Brooklyn, N. Y. American Yiddish Varieties.

YEATS, WILLARD
WKY, Oklahoma City, Okla. Yeats and Howard.

YOKELY, MARTHA JEAN
WAIR, Winston-Salem, N. C. School for Saturday.

YOUNG, NORMAN
WBAL, Baltimore, Md. Around the Dinner Table, Time for Romance.

— Z —

ZAPPALA, CLOTILDA
WNAC, Boston, Mass.

ZOHN, CHESTER
WTAM, Cleveland, Ohio. Harbor Lights.

ZULALIAN, ROSE
WESX, Salem, Mass. Transphonics.

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ORCHESTRA LEADERS AND MUSICAL CONDUCTORS AND THEIR WORK DURING 1940

— A —

ALBERT, DON
WHN, New York, N. Y. Everybody Dance.

ALDRICH, EARL
KWOC, Poplar Bluff, Mo. Sacred Band.

ALEXANDER, MYER
Vocal Director. Musical Americana NBC, Columbia Workshop CBS, Texaco Star Theater CBS, Shaefer Revue WEAF.

ALLEN, BENNY
WBTH, Williamson, W. Va. Allen's Cavaliers.

ALLEN, LES
CKOC, Hamilton, Ont.

ANDERSON, DON
WFBL, Syracuse, N. Y. Musical Clock.

ANDREWS, WILLIAM
CKOC, Hamilton, Ont.

ARD, WILBUR
WFAA, Dallas, Texas.

ARDEN, HAROLD
KTHS, Hot Springs, Ark.

ARDUINI, VIC
CFJC, Kamloops, B. C.

ARMBRUSTER, ROBERT
NBC. The Chase and Sanborn Program.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa. Reflections in Rhythm, Music in the Night.

ARMSTRONG, ROBERT
WEBR, Buffalo, N. Y. Echo Trio Time.

ARTHUR, WILFRED
CKNX, Wingham, Ont.

ASTON, BUZZ
WWSW, Pittsburgh, Pa. Musicale Miniatures.

AUSTIN, JUSTIN
WGPC, Albany, Ga.

— B —

BAINBRIDGE, HAL
WLOG, Logan, W. Va. Northern Stars.

BALLOU, DICK
WHN, New York, N. Y. Dancing in the Dark, Rhumba Rhythms.

BANKS, MARGARET
WBIG, Greensboro, N. C. WBIG Ensemble.

BARLOW, RALPH
WBAX, Wilkes-Barre, Pa.

BARNES, RUSS
WTSP, St. Petersburg, Fla. Russ Barnes Swingtette.

BARON, PAUL
NBC. Luncheon at the Waldorf.

BASON, HARRY
WIRE, Indianapolis, Ind. Basonology.

BEARTZI, G.
WMBS, Uniontown, Pa. Italian Hour.

BECHTEL, PERRY
WSB, Atlanta, Ga. Staff Orchestra.

BELANGER, EDWIN
CBV, Quebec, Que.

BENTER, LIEUTENANT CHARLES
NBC. U. S. Navy Band.

BERCOVITZ, ABE
KEX-KGW, Portland, Ore. Faithful Stradivari.

BERGET, DICK
KGCX, Wolf Point, Mont. Dick Berget and his Montana Players.

BERNIE, BEN
NBC. Ben Bernie's Musical Quiz.

BIRRENBAUM, HARRY
WNLC, New London, Conn.

BLACK, FRANK (DR.)
NBC. Cities Service Concert, NBC String Symphony.

BLAIR, LLOYD
KTAR, Phoenix, Ariz. Linger Awhile.

BLANCHARD, DONALD
WFHR, Wisconsin Rapids, Wisc. Red and his Company.

BLAUFUSS, WALTER
NBC. Breakfast Club, National Farm and Home Hour, Viennese Ensemble.

BLOCH, RAY
NBC-CBS. Johnny Presents.

BLUE, WARREN
KTOK, Oklahoma City, Okla. The Rhythmaires.

BODYCOMBE, ANEURIN
KDKA, Pittsburgh, Pa. Evening Echoes, Treasure Trails.

BONIME, JOSEF
NBC. Death Valley Days, Echoes of New York.

BRADLEY, OSCAR
CBS. Gulf Screen Guild Theater.

BRESCIAT, PIETRO
WSM, Nashville, Tenn. Magnolia Blossoms.

BRINCKLEY, CHARLIE
WMRO, Aurora, Ill.

BRISSETTE, DOL
WTAG, Worcester, Mass. Radio Theater Matinee.

BROECKMAN, DAVID
CBS. Texaco Star Theatre.

BRYSON, J. D.
WCAT, Rapid City, S. D.

— C —

CAMPBELL, PAUL
WSTV, Steubenville, Ohio. Musical Styles.

CAPRARO, JOE
KTHS, Hot Springs, Ark.

CARTWRIGHT, TOMMY
WFTM, St. Myers, Fla. Barn Dance.

CASSELL, CHARLES
WJEJ, Hagerstown, Md. Cumberland Valley Chorus.

CHAMBERS, COYLE
KMJ, Fresno, Calif. Tune Time Varieties, Keith Berthen Program, Invitation to Waltz, Program of Dr. Harry Morgan.

CHARNINSKY, HYMAN
KRLD, Dallas, Texas.

CHERNIAVSKY, JOSEF
WLW, Cincinnati, O. and WOV, New York, N. Y.

CHESTNEY, ROLLY
KLZ, Denver, Colo. Lady Lend an Ear.

CHIDDIX, FRANK
KFBI, Wichita, Kans. Farmer on the Dial.

CHRASTIL, STEVE
KGFW, Kearney, Nebr.

CHRISTENSEN, PAUL
KOMA, Oklahoma City, Okla. Imperial Interlude.

CLARK, FREDDIE
KTHS, Hot Springs, Ark.

CLARK, JAMES B.
KFPY, Tacoma, Wash. Studio Party, On Strings of Song, Swingstrumentalists, Good Morning Neighbors, Remember When.

CLAWSON, JACK
KARM, Fresno, Calif. Notes for Milady, Early Risers Club, El Rancho.

CLOUTIER, NORMAN
NBC. Song for Saturday.

COATS, RALPH
WMRO, Aurora, Ill. Rhythm Rogues.

COUTURE, FERNAND
CKCV, Quebec, Que.

COX, LEWIS
WAIM, Anderson, S. C. Jungleers Orchestra.

CRAIG, FRANCIS
NBC-WSM, Nashville, Tenn. Pigskin Parade, Sunday Serenade.

CROSBY, BOB
NBC. Bob Crosby's Dixieland Music Shop.

— D —

DAHN, OTTO
KGCU, Mandan, N. D. Silver Moon Orchestra.

DAMROSCH, WALTER (DR.)
NBC. NBC Music Appreciation Hour.

DANT, CHARLES
NBC. Remember this Song, Musical Soiree, Parade of the Years, Charles Dant's Music.

D'ARCY, CAPTAIN THOMAS
NBC. Army Band.

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DARISSE, GILBERT
CBV, Quebec, Que.
DAVIS, ART
KVOO, Tulsa, Okla. Art Davis and his Rhythm Riders.
DAVIS, BERNIE
WSTV. Steubenville, Ohio Velvet Varieties.
DAVIS, BILL
WBT, Charlotte, N. C. Briarhoppers.
DeVITO, DON
WCAP, Asbury Park, N. J.
DICKEY, TOM
WOAI, San Antonio, Texas. The Showboys.
DiFRANCIS, PAUL
WSTV, Steubenville. Ohio. Romancers.
DOLIN, MAX
KIRO, Seattle, Wash. Thirty Minutes of Music.
DONNIE, DON
NBC. Manhattan Merry-Go Round.
DORR, RAY
KUJ, Walla Walla, Wash. Braden-Bell Serenaders. Lutcher's Requests.
DORSEY, TOMMY
NBC. Tommy Dorsey and his Orchestra, Fame and Fortune.
DOWDEY, CHARLEY
WSUN. St. Petersburg, Fla. Prairie Boys.
DUKE, MAL
KVCV, Redding, Calif
DUNSTEDTER, EDDIE
CBS

— E —

EBENER, FREDDY
WOW, Omaha, Nebr.
EDWARDS, LYNN
WNAX, Yankton, S. D. Rodeo Recess.
EMERY, AL
SJOC, Lethbridge, Alberta. Melodic Dreams.
ENNIS, SKINNAY
NBC. The Pepsodent Show.
ESTLOW, BERT
WBAB. Atlantic City, N. J
ETTERS, CLARENCE
WBT. Charlotte, N. C.

— F —

FAITH, PERCY
NBC. Carnation Contented Program.
FARMER, BILL
WCOS, Columbia, S. C. Lookout Club.
FATS, HAPPY
KVOL, Lafayette, La. Rayne-Bo Ramblers.
FITZPATRICK, FRANK
WESX, Salem, Mass Dinner Music.
FRASETTO, JOE
WIP, Philadelphia, Pa. Variety Time.
FRAZIER, BERT
KWLK, Longview, Wash.
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa. Rhythmaires, Symphonic Melodies.
FULLER, JERRY
CFAC, Calgary, Alberta. Good Morning Neighbor.

— G —

GALLICCHIO, JOSEPH
NBC. Joseph Gallicchio and his Orchestra, Breakfast Club.
GENTHON, DEL
CJRC, Winnipeg, Manitoba. Grain Belters.
GERSHMAN, PAUL
WTAM, Cleveland, Ohio. Daytime Classics.
GILL, ERNEST
KGO-KPO, San Francisco, Calif.
GILLIGAN, EDDIE
WBAX, Wilkes-Barre, Pa. Sacred Concert.
GLENN, FRANK
NBC. Musical Tete-a-tete.
GOODE, BROTHERS
WGPC, Albany, Ga.
GOODMAN, AL
CBS Texaco Star Theater.
GOODMAN, BENNY
NBC Benny Goodman Show
GOODMAN, SKIPPER
WSTP, Salisbury, N. C. Skipper and his Merrymakers.
GORDON, GRAY
NBC-CBS-MBS Sustainers.
GORDON, HAPPY
KGO-KPO, San Francisco, Calif. Chuck Wagon Days.
GORDON, LEE
NBC-WTAM, Cleveland, Ohio. Gordonaires, Do You Remember!

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GRAINE, ORTON
CKNX, Wingham, Ont. Gulley-Jumpers.
GRANT, LEE
WMCA, New York, N. Y. Sally's Movieland Revue, For Dancers Only.
GREEN, ZACK
WFTC, Kinston, N. C. Zack Green's Rhythm Swingo.
GROSS, CLIF
WINN, Louisville, Ky. Bar Nnthin Ranch.
GROSS, WALTER
CBS. Time Out for Dancing, Music in the Air, Accent on Music.
GROSSO, PAOLO
KTHS, Hot Springs, Ark.
GUIDRY, NASON
KVOL, Lafayette, La. Doc and his Sons of Acadians.

— H —

HAENSCHEN, GUSTAVE
Saturday Night Serenade CBS, American Album of Familiar Music NBC.
HALL, ROY
WDJB, Roanoke, Va. For Men Only.
HARRIS, PHIL
NBC. The Jello Program.
HART, JIMMIE
KPAC, Port Arthur, Texas. Jubileers.
HATCH, WILBUR
KNX, Los Angeles, Calif. Calling All Cars, Hollywood Showcase, I Was There.
HECTOR, CHARLES
WEEI, Boston, Mass.
HEIDT, HORACE
NBC. Pot O' Gold, Horace Heidt's Treasure Chest.
HERMAN, WOODY
NBC-CBS-MBS. Sustainers.
HODEK, FRANK
NBC. Staff Orchestra.
HOFF, CARL
CBS. Al Pearce and His Gang.
HOLDER, BRUCE
CHSJ, St. John, N. B. Music You Like to Hear.
HORLICH, HARRY
NBC. Romance and You.
HOWARD, "PAPPY"
WNBC, New Britain-Hartford, Conn. New England Hillbillies.
HUGGINS, HARLEY
KTUL, Tulsa, Okla. Alabama Boys.

— I —

IULA, RUFINO
WBAL, Baltimore, Md. Afternoon Show, Around the Dinner Table, Time for Romance.

— J —

JACOBSON, ANDY
WAAB-WNAC, Boston, Mass. Sunshine Dramatized News, Rhythms, News Reporter.
JACOBY, ELLIOTT
NBC. The Parker Family.
JAMES, GENE
KMPC, Beverly Hills, Calif. Policewoman Christie.
JARRETT, ART
KWKH, Shreveport, La.
JENKINS, GORDON
NBC. The Signal Carnival, Little Ol' Hollywood.
JOHNSON, FREDDIE
WRAL, Raleigh, N. C. Freddie Johnson Entertains.
JOHNSON, KEN
CFAC, Calgary, Alberta. Old Time Barn Dance.
JOHNSON, LEE
KTSW, Emporia, Kans.
JOHNSON, OSCAR
WDAY, Fargo, N. D. Dinner Bell Time.
JOHNSTON, DIPPY
WDZ, Tuscola, Ill. Screw Ball Club, Swing Dings.

— K —

KAIN, PAUL
WJSV, Washington, D. C. Take Up Time, This is It, Report to the Nation, Story Swap.
KARLS, BILL
KGCU, Mandan, N. D. Royal Kings Orchestra.
KAY, ENN
WJW, Akron, Ohio.
KAYE, OWEN
WMRO, Aurora, Ill.

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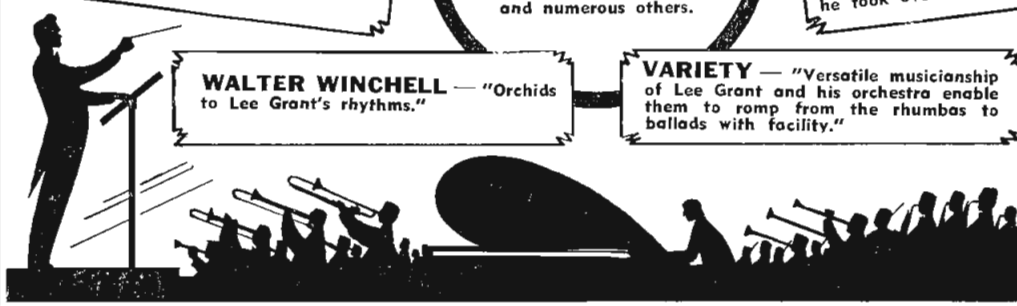

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KELLER, EARLE
WAVE, Louisville, Ky. Melody Time.
KELNECK, HENRY
CKGB, Timmins, Ont. Melody Cruise.
KING, WAYNE
GBS. Wayne King's Orchestra.
KNICK, WALTER
WBNS, Columbus, Ohio. Bulletin Board.
KOGEN, HARRY
NBC. Harry Kogen and his Orchestra.
KONTOS, SAM
KFYR, Bismarck, N. D.
KOSTELANETZ, ANDRE
CBS. Pause that Refreshes, On the Air.
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOVACH, FRANK
WHIP, Hammond, Ind. Hungarian Fantasics.
KREBS, LARRY
WISN, Milwaukee, Wisc. Club Continental, Down by Hermans, Styles in Rhythm.
KRUG, PHIL
WIOD, Miami. Fla. Circle of Friends.
KYSER, KAY
NBC. Kay Kyser's College of Musical Knowledge.
KYTE, BENNY
WXYZ, Detroit, Mich. Evening Serenade.

— L —

LAMBERT, MURRAY
WRR, Dallas, Texas. High Road to Melody, Noon Hour Varieties.
LAMBERTZ, KARL
WFAA, Dallas, Texas.
LAMOREAUX, DIKE
WLAV, Grand Rapids, Mich. We Play em You Guess em.
LANDIS, EARL
WSB, Atlanta, Ga. Staff Orchestra.
LANGE, HENRY
WHIO, Dayton, Ohio. Musical Memories in a Modern Manner.
LAVAL, PAUL
NBC. Basin Chamber Music Society, Melody in the Night.
LAWSON, HANK
WTIC, Hartford, Conn. Hank Lawson and his Knights of the Road.
LEVINE, HENRY
NBC. Basin Street Chamber Music Society.
LEVINSON, LOU
WLOG, Logan, W. Va. WLOG Rhythmaires.
LEWIS, JOHN A.
WSM, Nashville, Tenn. (Choral). Fireside Hour.
LIGHTSY, STEVE
KNOW, Austin, Texas.
LOMBARDO, GUY
CBS. Guy Lombardo and his Orchestra.
LOPEZ, VINCENT
MBS. Show of Week.
LUCAS, LONNIE
WSAZ, Huntington, W. Va.
LUNCEFORD, JIMMIE
NBC. Sustainers.
LYMAN, ABE
NBC. Waltz Time.

— M —

McCULLOUGH, GEORGE
KFJZ, Fort Worth, Texas. Eleven Thirty Incorporated.
McDONALD, REX
WSUN, St. Petersburg, Fla. Dixians.
McGUIRE, JUNIOR
WBAX, Wilkes-Barre, Pa. Know Wyoming Valley.
MACK, NICK
WJW, Akron, Ohio. Modern Strings.
MADDEN, WILLIAM
WBAB, Atlantic City, N. J.
MANN, ROSS
CKNX, Wingham, Ont. Melody Mixers.
MANNERS, ZEKE
WNEW, New York, N. Y.
MARCKS, LUDWIG
WCAP, Asbury Park, N. J. Marcks Troubadours.
MARKHAM, BARNEY
KGCU, Mandan, N. D. Wally Kitt Orchestra.

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MARTIN, DUDE
KYA, San Francisco, Calif. Sunrise Roundup.
MARTIN, PAUL
NBC. Paul Martin and his Music.
MARTIN, ZEKE
WNAX, Yankton, S. D. Sunday-Get-Together, Pick and Push
MAUTHE, CHICK
WKRC, Cincinnati, Ohio. Mystree Tunes.
MELTON, JACK
WBAX, Wilkes-Barre, Pa.
MENDEZ, GENE
WKBH, La Crosse, Wisc. WKBH Farm Hour.
MERTZ, HERBERT
WMBC, Detroit, Mich. Shades of Melody.
MILLER, BUD
CFJC, Kamloops, B. C. Bud Miller's Old Timers.
MILLER, GLENN
CBS. Glenn Miller and his Orchestra.
MILLER, IRVING
NBC The Band Goes to Town, Streamline Journal, Meet the Artist, NBC Dance Orchestra, Easy Does It, Fun with the Revuers.
MILLER, JACK
Kate Smith Hour CBS, The Aldrich Family NBC.
MILLER, VICTOR
WSYR, Syracuse, N. Y. Console and Keys.
MILLS, BILLY
NBC Fibber McGee and Molly.
MILLS, FELIX
NBC. The Gilmore Circus, Hollywood Playhouse.
MITCHELL, RALPH
WNAX, Yankton, S. D. Hired Hands, Sunday Get-Together.
MURRAY, LYN
CBS. Columbia Workshop, Campbell Playhouse, Hit Parade

— N —

NEAL, PAUL
WBNS, Columbus, Ohio. Bulletin Board.
NEWMAN, ROY
WRR, Dallas, Texas. Noon Hour Varieties.
NEWTON, JOHNNY
WHAI, Greenfield, Mass.
NICHOLSON, FABE
WAAT, Jersey City, N. J.
NOBLE, RAY
NBC, Alec Templeton Time.
NORRIS, BOBBY
WAAB-WNAC, Boston, Mass Tone Tapestries, Singing Strings.
NYDEGGER, VERNE
KFBI, Wichita, Kans. Hinkel's Morning Reveille.

— O —

O'NEILL, JOE
KVOO, Tulsa, Okla. Clambake, Music Never Ends
ORMAY, GYULA
NBC Good Morning Tonite.

— P —

PAIGE, RAYMOND
NBC. Musical Americana.
PALMER, JOEL
WFAS, White Plains, N. Y. The Palmer Method of Melody.
PARANOV, MOSHE
WTIC, Hartford, Conn. Melodic Strings.
PARRINO, TED
WRR, Dallas, Texas. Dixieland Band of 1940.
PELLETIER, VINCENT
NBC. Carnation Contented Program, A Heap o' Livin'.
PELLETIER, WILFRED
NBC. Metropolitan Opera Auditions of the Air.
PERSSION, LEON
WIBA, Madison, Wisc. Concert Ensemble.
PHELPS, NORMAN
WTAR-WGH, Norfolk-Newport News, Va. Virginia Rounders.
POWELL, TEDDY
NBC Sustainer

— R —

RAKOV
WBZ-WBZA, Boston-Springfield, Mass. Morning Toast.

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WNLC New London, Conn. Ells Rand and his Sisters.

RANDALL, GORDIE
WGY, Schenectady, N. Y.

RAPEE, ERNO
NBC Radio City Music Hall of the Air

REULEAUX, WALTER
WFBM, Indianapolis, Ind.

RICE, EDWARD A.
WGY, Schenectady, N. Y.

ROBBERTS, PEE WEE
KTHS, Hot Springs, Ark. Skyliners.

ROBINSON, BOB
KROC, Rochester, Minn. Gopher Swingtette.

ROSS, ORVIS
KROC, Rochester, Minn. Rochester Civic Orchestra Program.

ROTH, ALLEN
NBC. The Schaefer Revue.

RUEHRDANZ, AL
WSUN, St. Petersburg, Fla. Embassy Four.

RUVINSKY, ABRAHAM
WHKC, Columbus, Ohio. Music of the Masters, Waltz Time.

— S —

SALERNO, TONY
WIBA, Madison, Wisc. Tony Salerno's Orchestra, The Melody Man.

SALTER, HARRY
NBC. The Song of Your Life.

SAMPIETRO, JOSEPH
KALE, Portland, Ore. Enchanted Slumber, Shadows.

SAUNDERS, JACK
WDBJ, Roanoke, Va

SAVITT, JAN
NBC, CBS Remotes

SCARBROUGH, ELMER
KOMA, Oklahoma City, Okla. The Hi-Flyers.

SCHOTTE, G. M.
CKNX, Wingham, Ont SKNX Little Band.

SECHLER, GEORGE
WSTP, Salisbury, N. C. The Trailriders

SHAW, ARTIE
NBC. Burns & Allen.

SHEPPARD, BUDDY
CBS. Lanny Ross Program.

SHIELD, ROY
NBC. Roy Shield Revue.

SILVERBERG, BEN
WTAM, Cleveland, Ohio. The Orchestra Requests.

SIMPSON, KENNETH
WFBM, Indianapolis, Ind Haymakers Orchestra.

SLIPYI, RODION
WARD, Brooklyn, N. Y. Voice of Ukraine.

SMITH, BEASLY
WSM, Nashville, Tenn. Sunday Down South.

SMITH, BUS
WGHV, Charlottesville, Va.

SOLOMON, IZLER
CBS Design for Happiness.

SORGE, ART
CJRC, Winnipeg, Manitoba. Five Esquires.

SPANN, BUSTER
WCOS, Columbia, S. C. Dancing Party.

SPARNON, KEN
WHEC, Rochester, N. Y

SPITALNY, PHIL
NBC The Hour of Charm.

STANLEY, BOB
MBS Contact, Tropical Serenade

STEVENS, LEITH
CBS Big Town.

STEWART ,LINK
KHSL, Chico, Calif Texas Cowboys.

STOKES, LEONARD
NBC. The Telephone Hour.

STRATTON, BOB
WDNC, Durham, N. C. Morning Melodies.

STREATER, TED
CBS. Kate Smith Hour.

STRONG, BOB
NBC. Uncle Walter's Dog House, Show Boat.

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SWEETEN, CLAUDE
KECA, Los Angeles, Calif. Music by Sweeten.

— T —

TALBOT, J. ROBERT
CBV, Quebec, Que.
TAYLOR, FRED
KFSG, Los Angeles, Calif. The Gospel String Orchestra.
THIEDE, ALEXANDER
WMEX, Boston, Mass.
THOMPSON, HARRY
CBO, Ottawa, Ont.
TIMM, EVERETT
KSCJ, Sioux City, Ia. The Sioux Cityans
TOSCANINI, ARTURO
NBC NBC Symphony Orchestra.
TOWNE, JACK
WFAS, White Plains, N. Y Dancing at the Bathclub.
TRETMARC, PAUL
KEVR, Seattle, Wash Island Airs.
TROBBE, CY
KFRC, San Francisco, Calif Standard School Programs Breakfast Club.
TROTTER, JOHN SCOTT
NBC, Kraft Music Hall.
TRUXELL, EARL
WCAE, Pittsburgh, Pa The Airliners Orchestra.
TUCKER, ORRIN
CBS Hit Parade

— V —

VARIN, BERT
CKCR, Hull, Que.
VARNEY, JOHN
WCAO, Baltimore, Md. John Varney's Modern Quintet.
VARNEY, MOSE
WBTH, Williamson, W. Va. Mose's Merry Music Makers.
VIGELAND, HANS
WBRK Pittsfield, Mass WBRK String Choir.
VOEGLI, DONALD
WHA, Madison Wisc.
VAN STEEDEN, PETER
NBC Mr. District Attorney.
VOORHEES, DON
NBC, Cavalcade of America, The Telephone Hour

— W —

WALKER, JOHNNIE
CJOC Lethbridge, Alberta. You're On the Air.
WALLENSTEIN, ALFRED
Voice of Firestone NBC, Sinfonietta MBS, NBC Symphony Program
WARING, FRED
NBC, Fred Waring in Pleasure Time.
WARNOW, MARK
CBS Your Hit Parade, Helen Hayes Theatre.
WEEMS, TED
NBC, Beat the Band.
WHITE, KIRK
WHDL Olean, N Y Scars Jamboree
WHITEHEAD, HENRY COWLES
WTAR, Norfolk, Va WTAR Salon Orchestra.
WILLS, BOB
KVOO, Tulsa, Okla. Bob Wills and his Texas Playboys.
WILLIAMS, RAY
WSUN, St Petersburg, Fla. Southerners.
WILLIS, HAPPY
WAIR, Winston Salem, N. C. Happy Willis and Dude Ranch Cowhands.
WILLSON, MEREDITH
NBC, Good News of 1940-1941, Maxwell House Party
WILSON, BILL
CJRC, Winnipeg, Manitoba, Home of Dreams.
WITMER, GENE
WJEJ, Hagerstown, Md. Saddle Pals.
WOLCZAK, DANIEL
WNLC, New London, Conn. Polish Hour.
WOODBURY, BY
KDYL, Salt Lake City, Utah. Singtime
WRIGHT, WILL
KTFI, Twin Falls, Ida

— Y —

YEASLEY, HAROLD
KGCU, Mandan, N. D. Blue Blazer Trio.
YOUNG, BEN
WOL, Washington, D. C.

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ZIMMER, LOU
KGFW, Kearney, Nebr. Lou Zimmer's Hillbillies.

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WHAI, Greenfield, Mass.

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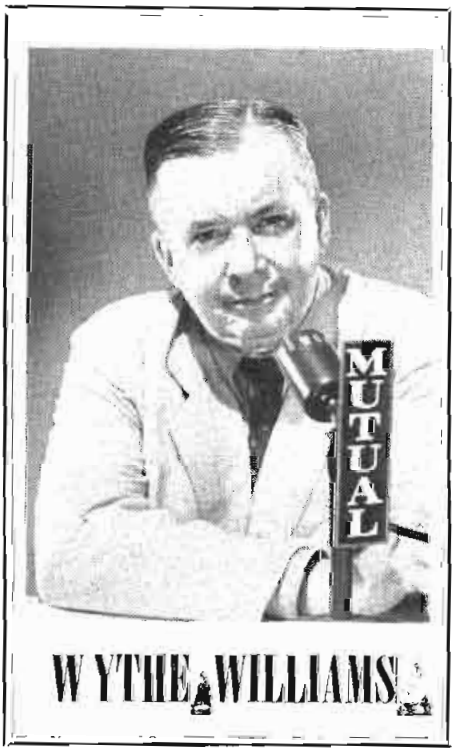

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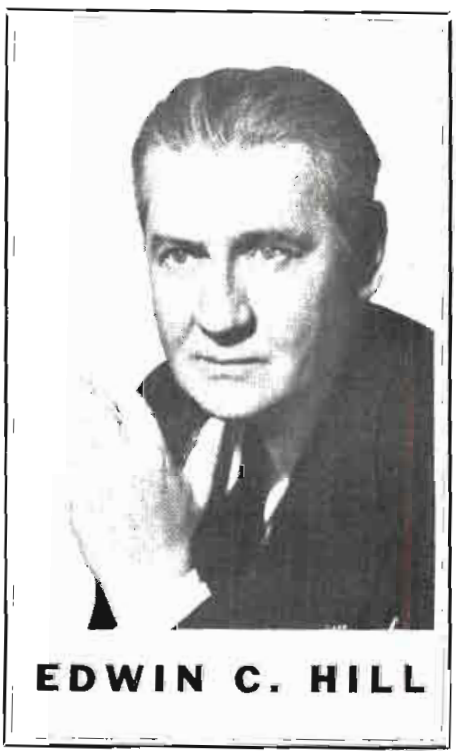

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KTAR, Phoenix, Ariz.
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KROD, El Paso, Texas.
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KRLH, Midland, Texas.
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NBC.
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KUOA, Siloam Springs, Ark.
KENNEDY, WILLARD
WWJ, Detroit, Mich.
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WHOM, Jersey City, N. J.
KEPLINGER, DICK
KJR, Seattle, Wash.
KILLEEN, J. W.
WSAU, Wausau, Wisc.
KING, CY
WEBR, Buffalo, N. Y.
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— L —

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WHOP, Hopkinsville, Ky.
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LAINGE, GILL
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LANG, WILLIAM
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WDAN, Danville, Ill.
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LEIGHTON, BEN
WEBC, Duluth Minn WHLB Virginia, Minn.
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KDAL, Duluth, Minn
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WHOM, Jersey City N J
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WCAP, Asbury Park N J
LEWIS, ALLAN
CJOC, Lethbridge, Alberta, Can
LEWIS, BOB
WFPG, Atlantic City N J
LEWIS, JR. FULTON
MBS New York, N Y
LEWIS, GERTRUDE
WLOL, Minneapolis St Paul Minn.
LEWRY, LOUIS
CHAB, Moose Jaw, Sask., Can.
LIBBY, JOHN C.
WCOU, Lewiston, Me
LINN, KEN
KOME, Tulsa, Okla.
LITTLE, BOB
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LONG, RUSSELL
WCSC, Charleston, S. C.
LOWE, JR., FRANK M.
KGB, San Diego Calif.
LOWREY, MEADOR
KRLD, Dallas, Texas
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WAVE, Louisville, Ky.
LUND, ERIC F.
WLVA, Lynchburg, Va.
LUND, RONALD
KJR, Seattle, Wash
LYON, EDDIE
KTUL, Tulsa, Okla.
LYONS, JIM
KVOE, Santa Anna, Calif

— M —

McBRIDE, BONNIE
KUOA, Siloam Springs, Ark News For Women.
McCALL, DON
WEBC, Duluth, Minn
McCANN, JIM
WIBG, Glenside, Pa.
McCARTHY, JACK
WXYZ, Detroit, Mich.
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WBAX, Wilkes Barre, Pa.
McCOY, JACK
WBLJ, Dalton, Ga
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KWFC, Hot Springs Ark
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KLUF, Galveston, Texas
McDOWELL, BILL
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McKEE, THOMAS F.
WJTN, Jamestown, N Y
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CFAR, Flin Flon, Man., Can.
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MICKELSON, SIEGFRIED
KFKU, Lawrence, Kans.
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KVI, Tacoma, Wash.
MILLER, KEN
KVOO, Tulsa, Okla.
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WHIZ, Zanesville, Ohio.
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CKTB, St. Catherines, Ont., Can.
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KDRO, Sedalia, Mo.
MURPHY, BOB
KSTP, St. Paul-Minneapolis, Minn.
MURPHY, FLORENCE
WCCO, Minneapolis-St. Paul, Minn. All News And No Comment.

— N —

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KOME, Tulsa, Okla.
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KQV, Pittsburgh, Pa.
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NORTON, FRANK
WMAS, Springfield, Mass.

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WMCA, New York, N. Y.
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KQW, San Jose, Calif.
ORBACH, HENRY
KARK, Little Rock, Ark.
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WTCN, St. Paul-Minneapolis, Minn.
OTIS, LEE
WCLE, WHK, Cleveland, Ohio.
OWEN, LEITER DEXTER
WHIP, Hammond, Ind. Monitor Views The News.

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PALMER, BYRON
KFAC, Los Angeles, Calif.
PALMER, HUGH
CBR, Vancouver, B. C., Can.
PARRISH, WYNNE
WOLF, Syracuse, N. Y. Women In the News.
PARSONS, ROBERT
WMBI, Chicago, Ill.
PASCOE, HELEN
WGNY, Newburgh, N. Y. The Family News.
PAUL, ED
WCFL, Chicago, Ill.
PAUL, SIDNEY
WFBR, Baltimore, Md.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
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PAYTON, JAMES
WLOL, Minneapolis-St. Paul, Minn.
PEARSON, DREW
NBC. Sunday Eve News of the World.
PECK, HARRY
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PENN, DAVID
WCOL, Columbus, Ohio.
PETERSEN, ART
WCMI, Ashland, Ky.
PEYTON, STANLEY
WAKR, Akron, Ohio.
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WDAK, West Point, Ga.
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KGKB, Tyler, Texas.
POPE, MARSHALL
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WORL, Boston, Mass.
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KROW, Oakland, Calif.
POULIN, HENRI
CKCH, Hull, Que., Can.

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KGKO-WBAP, Fort Worth, Texas.
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ROBINSON, MAJOR GEO.
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KFI, Los Angeles, Calif. Inside The News.

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WCBM, Baltimore, Md
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KTHS, Hot Springs, Ark
RUSH, PHILLIP
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RUSSELL, JACK
CKCR, Kitchener, Ont., Can

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CKOC, Hamilton, Ont., Can
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WFIG, Sumter, S. C
SHURICK, EDDIE
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SIGHT, BOB
KCKN, Kansas City, Kans
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KFKA, Greeley, Colo.
SIMON, GEORGE
WJAC, Johnstown, Pa.
SIMPSON, DALE
WKY, Oklahoma City, Okla.
SIMS, JAY
MBS.
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STORCK, SHELBY
WDAF, Kansas City, Mo.

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WBIG, Greensboro, N. C.

SULLIVAN, JOHN
KNET, Palestine, Texas.

SULLIVAN, PAUL
CBS, Paul Sullivan Reviews The News.

SUTHERLAND, SID
KFI, Los Angeles, Calif. Inside The News.

SWAYZE, JOHN CAMERON
KMBC, Kansas City, Mo.

SWIFT, JACK
WTSP, St. Petersburg, Fla.

SWING, RAYMOND GRAM
MBS.

— T —

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WMCA, New York, N. Y.

TAYLOR, SAM
WOR-WHN, New York, N. Y. Hollywood Commentator, Wired Hollywood News Show.

TEN EYCK, SIDNEY
WHCU, Ithaca, N. Y.

TERRY, GENE
WTAD, Quincy, Ill.

TERWEY, TYS
WNOX, Knoxville, Tenn.

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CJOR, Vancouver, B. C., Can

THOMPSON, DOROTHY
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TIGERT, R. M.
WFTL, Fort Lauderdale, Fla.

TILLMANNS, ROBERT E.
WOOD-WASH, Grand Rapids, Mich.

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TOLLIVER, DON
WTMV, East St. Louis, Ill.

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TORLAND, TOR
KOA, Denver, Colo.

TREDWAY, BILL
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KSAL, Salina, Kans.

TREXLER, LAWRENCE
WMPS, Memphis, Tenn.

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WGNY, Newburgh, N. Y. Behind International Headlines.

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KTSW, Emporia, Kans.

TROUT, BOB
CBS. Headlines and Bylines.

TRUE, HAROLD
WXYZ, Detroit, Mich. Day In Review.

TURNER, ULMER
WAAF, Chicago, Ill.

TWIGGER, NORMAN
WCAE, Pittsburgh, Pa.

— U —

UBELHART, JAMES
WSPD, Toledo, Ohio.

UPSON, PAUL
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URRUTIA, J.
WPRA, Mayaguez, Puerto Rico.

— V —

VADEBONCOEUR, E. R.
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KOA, Denver, Colo.

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WJHO, Opelika, Ala.

VAN DYKE, RUSSELL
KHAS, Hastings, Nebr.

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WLOG, Logan, W. Va.

VELA, WILLIAM
KPAB, Laredo, Texas.

VINEY, HENRY
CJOC, Lethbridge, Alberta, Can.

VOSS, BILL
WOC, Davenport, Iowa.

— W —

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WKNE, Keene, N. H.

WAGNER, PAUL
WPAY, Portsmouth, Ohio.

WAINWRIGHT, AIDELAIDE
WBRB, Red Bank, N. J.

WALDROP, JAMES
WORD, Spartanburg, S. C. News of the World.

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KROW, Oakland, Calif.

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WTMC, Ocala, Fla.

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WHITE, PAT
KTBS, Shreveport, La.

WHITNEY, JACK
WINX, Washington, D. C.

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WBAX, Wilkes-Barre, Pa.

WHITWORTH, RAY
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WCAX, Burlington, Vt.

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WSFA, Montgomery, Ala.

WILLIAMS, GLENN
WENY, Elmira, N. Y.

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WBTH, Williamson, W. Va.

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WTCN, St. Paul, Minneapolis, Minn.

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MBS.

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WLAP, Lexington, Ky.

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WAAT, Jersey City, N. J. Trenton Trends.

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WSPB, Sarasota, Fla.

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WRIGHT, GERALDYNE
KRBC, Abilene, Texas.

WRIGHT, HOLLY
WTAG, Worcester, Mass.

WRIGHT, ROY
CKMO, Vancouver, B. C., Can.

WRIGHT, STERLING
WSPA, Spartanburg, S. C. News In Review.

WYLY, RUSSELL
WMBD, Peoria, Ill.

— Y —

YOUNG, BERN
WTOL, Toledo, Ohio.

YOUNGBLOOD, WESLEY
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YOUNIN, WOLF
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WOPI, Bristol, Va.
ABBOTT, KEN
WAAB-WNAC, Boston, Mass.
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WJAR, Provideuce, R. I.
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WMSD, Muscle Shoals, Ala.
ACKLEY, WAYNE
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ACOSTA, MARIO
WPRA, Mayaguez, Puerto Rico.
ADAIR, CIEL
WSLB, Ogdensburg, N. Y.
ADAMS, BILL
WSAZ, Huntington, W. Va.
ADAMS, GARRETT
WRJN, Racine, Wisc.
ADAMS, GLENN
WMRC, Greenville, S. C.
ADAMS, H. BERNHAM
WBRK, Pittsfield, Mass.
ADAMS, JEAN
KPAB, Laredo, Texas.
ADAMSON, BOB
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ADAMSON, W. G.
CKTB, St. Catharines, Ont., Can.
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WCAO, Baltimore, Md.
AGGIS, DAN
KCRC, Enid, Okla.
ALEXANDER, BEN
NBC. Chase and Sanborn, Everyman's Theater, Union Oil Show, Little Ol' Hollywood. Point Sublime.
ALEXANDER, JACK
KRIC, Beaumont, Texas.
ALEXANDER, JOHN
KFBB, Great Falls, Montana.
ALEXANDER, LARRY
WDNC, Durham, N. C.
ALEXANDER, PAUL
KUTA, Salt Lake City, Utah.
ALEXANDER, PAUL
KWLK, Longview, Wash.
ALLEN, AL
WJJD, Chicago, Ill.
ALLEN, DEL
KTRI, Sioux City, Ia.
ALLEN, HAROLD
WBNS, Columbus, Ohio.
ALLEN, HERB
KECA-KFI, Los Angeles, Calif.
ALLEN, PHIL
KVI, Tacoma, Wash.
ALLEN, REGINALD
WJSV, Washington, D. C.
ALLEN, ROBERT
WEAU, Eau Claire, Wisc.
ALLISON, BOB
KMTR, Hollywood, Calif.
ALLYN, KEN
WLVA, Lynchburg, Va.
ALMODOVAR, HECTOR
WKAQ, San Juan, Puerto Rico.
ALT, JIM
KMOX, St. Louis, Mo.
ALTER, BENNE
WMT, Cedar Rapids-Waterloo, Iowa.
ALTMAN, RICHARD
WSIX, Nashville, Tenn.
AMAULI, GUILIO
WHOM, Jersey City, N. J.
ANDERSON, A. C.
KTAR, Phoenix, Ariz.
ANDERSON, DICK
WHO, Des Moines, Iowa.
ANDERSON, EDWARD
WTIC, Hartford, Conn.
ANDERSON, LLOYD
KMOX, St. Louis, Mo.
ANDERSON, ORVAL
WWL, New Orleans, La.
ANDERSON, ROBERT
WRUF, Gainesville, Fla.
ANDERSON, SHELDON
KTKC, Visalia, Calif.
ANDERSON, WILBUR
KGKL, San Angelo, Texas.
ANDRE, PIERRE
NBC. Arnold Grimm's Daughter, Betty Crocker, Hymns of All Churches.
ANDRES, HOYT
WOAI, San Antonio, Texas.
ANDREWS, TED
KOCY, Oklahoma City, Okla.
ANGELL, HERB
KGV, Pittsburgh, Pa.
ANTHONY, ROBERT
WOLF, Syracuse, N. Y.
ANZJON, ARNE E.
KGCU, Mandan, N. D.
APEL, HAROLD
WPAY, Portsmouth, Ohio.
ARCHER, W. C.
WMFD, Wilmington, N. C.
ARCHIBALD, E. G.
CKRN, Rouyn, Que., Can.
ARMS, BILL
KGKO-WBAB, Ft. Worth, Tex.
ARMS, GEORGE
WCOL, Columbus, Ohio.
ARMSTRONG, D.
CFCT, Victoria, B. C., Can.
ARNOLD, ALVIN
KOBH, Rapid City, S. D.
ARNOLD, WALTER
KFOX, Long Beach, Calif.
ARRINGTON, BILL
WGTC, Greenville, N. C.
ARTHUR, HAROLD
WPAY, Portsmouth, Ohio.
ASCARELLI, G.
WHOM, Jersey City, N. J.
ASHMON, CLARENCE
KTOH, Lihue, T.H.
ASSOF, WOODY
WSKB, McComb, Miss.
ATCHISON, CHARLIE
WCBI, Columbus, Miss.
AURANTE, PAUL
KGVO, Missoula, Mont.
AUSLAND, JOHN
KWFT, Wichita Falls, Texas.
AVERY, ALLEN
WJJD, Chicago, Ill.
AVERY, GAYLORD
KMOX, St. Louis, Mo.
AYER, HAROLD H.
WKIP, Poughkeepsie, N. Y.
AYLER, E.
CJAT, Trail, B. C., Can.

— B —

BABBE, OWEN
KMPC, Los Angeles, Calif.
BACK, GUNNER
WJSV, Washington, D. C.
BACKS, HENRY
WWRL, Woodside, N. Y.
BAGGETT, LEE
WDOD, Chattanooga, Tenn.
BAILEY, JACK
KGB, San Diego, Calif.
BAILEY, WYNONAH
KGFW, Kearney, Nebr.
BAKER, ALLEN
CBY-CBL, Toronto, Ont., Can.
BAKER, ART
NBC. Bop Hope Program.
BAKER, BILL
WBTH, Williamson, W. Va.
BAKER, JEFF
WTAR, Norfolk, Va.
BAKER, MELVIN
KABR, Aberdeen, S. D.
BAKER, NELSON
WFBR, Baltimore, Md.
BAKER, RUSS
WOW, Omaha, Nebr.
BAKER, SANFORD
WWRL, Woodside, N. Y.
BAKKE, HAROLD
KTEM, Temple, Texas.
BALDWIN, BILL
KDYL, Salt Lake City, Utah.
BALDWIN, BILL
KRNT-KSO, Des Moines, Iowa.
BALDWIN, PHIL
CKMO, Vancouver, British Columbia, Can.
BALEY, RAY
WLEU, Erie, Pa.
BALINGER, ART
KMTR, Los Angeles, Calif.
BALLAGH, BILL
KBIZ, Ottumwa, Ia.
BALLOU, CHARLES
WSVA, Harrisonburg, Va.
BANNON, JIM
KECA-KFI, Los Angeles, Calif.
BARBEE, BUD
WJPF, Herrin, Ill.

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WMGA, Moultrie, Ga
BARBER, ROWLAND
KVSF, Santa Fe, N M
BARENTS, BARRY
WTAG, Worcester, Mass
BARNES, JOHN
CBR, Vancouver, B C., Can
BARNES, PAT
NBC, Morning in Manhattan
BARNES, WADE
WTAM, Cleveland Ohio
BARNETT, MELVIN
WHIS, Bluefield, W Va.
BARNETT, SONYA
CKGB, Timmins, Ont., Can
BARR, FRED
WARD, Brooklyn N. Y.
BARRETT, LOUIS W.
KTAR, Phoenix, Ariz
BARRETT, RAY
WDRC, Hartford, Conn.
BARRINGTON, CHARLES
KOB Albuquerque, N. Mex
BARRINGTON, ROBERT E.
KTOH, Lihue, T H
BARRY, JACK
WHEC, Rochester, N. Y
BARRY, NORMAN
WENR WMAQ, Chicago Ill
BARTH, BERNIE
WKRC, Cincinnati, Ohio
BARTLETT, DICK
KGVO, Missoula, Mont
BARTLETT, HUGH
CBY-CBL, Toronto, Ont., Can
BARTLETT, PAUL
KERN, Bakersfield, Calif.
BARTMAN, WERNER
CKOC Hamilton Ont., Can.
BARTON, FRANK
KGO KPO, San Francisco, Calif
BARTON, WILLIAM
KVEC, San Luis Obispo, Calif
BARUCH, ANDRE
American Album of Familiar Music NBC, Waltz Time NBC Your Hit Parade CBS, Kate Smith Hour CBS
BASHARA, LESTER
KGFW, Kearney, Nebr.
BASS, FRED C.
CKWX, Vancouver, B. C., Can.
BASS, MARTIN
KANS, Wichita, Kans.
BASSE, NICK
KVFD, Fort Dodge, Iowa
BASTIEN, OSCAR
CFCF, Montreal, Quebec, Can
BATCHELDER, JOHN
WFBL, Syracuse, N Y.
BATES, KARL
WKST, New Castle, Pa
BATES, JR. WM. H.
KTRB, Modesto, Calif.
BATEY, HUBERT
WSB, Albany, Ga
BATEY, R. T.
CFCT, Victoria, B C. Can
BATSON, CHARLES
WFBC, Greenville, S. C.
BATTERS, CHARLES
WBRY, Waterbury-New Haven, Conn
BAUCOM, BILLY
WIBW Topeka, Kans
BAUGHMAN, ELMER
WFAA, Dallas Texas
BAULU, ROGER
CKAC, Montreal, Que., Can
BAXTER, LIONEL
WAPI, Birmingham, Ala
BAXTER, VERNICE
WLBJ, Bowling Green, Ky
BAYEK, GIL
WDRC, Hartford, Conn
BAYLOR, DAVE
WGAR, Cleveland Ohio
BEACHBOARD, KENNETH
WISE, Asheville, N C
BEARD, SAM
WOPI Bristol Tenn.
BEARD, WILLIAM T.
WLBJ, Bowling Green, Ky
BEARDSLEY, JAMES
WOCB Cape Cod Mass.
BEATY, HAROLD
WBML, Macon, Ga
BEAUMONT, ALAN
WHA, Madison, Wisc.
BECK, JACKSON
Drezma CBS Sally's Furs WMCA Chateau Martin Wines Look Magazine, Friday Magazine
BEGHOLD, KEN
WRAX, Wilkes Barre, Pa
BEGLEY, ED
WNBC, Hartford, New Britain, Conn
BEHLING, BOB
WFHR Wisconsin Rapids Wisc

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KMBC, Kansas City, Mo.
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WARD, Brooklyn, N. Y.
BELL, DON
WFTC, Kinston, N. C.
BELL, FINIS
KGER, Long Beach, Calif.
BELL, HOWARD
KRKD, Los Angeles, Calif.
BELL, KEN
WSAY, Rochester, N. Y.
BELL, MAC
CFAC, Calgary, Alberta, Can.
BELL, OLGA
CHSJ, St. John, N. B., Can.
BENANDER, TONY
WMC, Memphis, Tenn.
BENCE, BOB
KFRC, San Francisco, Calif.
BENDER, JEAN
CKCV, Quebec, Can.
BENDT, JACK
WINN, Louisville, Ky.
BENLIZA, RAFAEL
WNEL, San Juan, Puerto Rico.
BENNETT, BERTON
KGO-KPO, San Francisco, Calif.
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WFMJ, Youngstown, Ohio.
BENNETT, HERB
CJIC, Sault Ste. Marie, Ont., Can.
BENNETT, LEE
WAGA, Atlanta, Ga.
BENNETT, LOUIS
WMBS, Uniontown, Pa.
BENNETT, STANTON
KFAR, Fairbanks, Alaska.
BENNETT, THURSTON
WRDW, Augusta, Ga.
BENNETT, WILLIAM
WHKY, Hickory, N. C.
BENSON, T.
CKY, Winnipeg, Man., Can.
BENUM, ARNOLD
KMO, Tacoma, Wash.
BENWARE, REX KEITH
WQXR, New York, N. Y.
BERESFORD, JR. CHAS.
WTMC, Ocala, Fla.
BERG, ALLEN
KMTR, Hollywood, Calif.
BERGEVIN, FERNAND
CHLP, Montreal, Que., Can.
BERGGREN, HANS
WVFW, Brooklyn, N. Y.
BERGSTROM, ARTHUR
WNBC, New Britain-Hartford, Conn.
BERNARD, MERLE
WKRC, Cincinnati, Ohio.
BERRY, BERT
WSPB, Sarasota, Fla.
BERRY, GEORGE
KMJ, Fresno, Calif.
BERRY, JAMES
KFWB, Los Angeles, Calif.
BERTHOLD, WAYNE
KTRB, Modesto, Calif.
BERTSCH, MORRY
KHUB, Watsonville, Calif.
BETHEL, FRED
WOR, Newark, N. J.
BEUTEL, BOB
WKAT, Miami Beach, Fla.
BICE, MAX
KMO, Tacoma, Wash.

BIEBER, FREDERICK
WTHT, Hartford, Conn.
BIER, JOSEPH
WOR, Newark, N. J.
BIGLER, LYNN
KGKL, San Angelo, Texas.
BIGNELL, FRANK
WJJD, Chicago, Ill.
BILL, FARMER
WMBD, Peoria, Ill.
BINGE, RALPH
CKLW, Windsor, Ont., Can.
BINGHAM, BOB
WWNC, Asheville, N. C.
BINGHAM, DICK
WPAR, Parkersburg, W. Va.
BINGHAM, GEORGE
WSLB, Ogdensburg, N. Y.
BINKIN, SYL
WEW, St. Louis, Mo.
BIRD, FREDERICK
WFTC, Kinston, N. C.
BIRD, IRENE
WHA, Madison, Wisc.
BIVENS, WILLIAM C.
WBT, Charlotte, N. C.
BLACK, BILL
KVFD, Fort Dodge, Iowa.
BLACK, EARL
WMAN, Mansfield, Ohio.
BLACK, SHIRL
KOVO, Provo, Utah.
BLACKWELL, H. B.
WAVE, Louisville, Ky.
BLAIR, BIRNEY
KUJ, Walla Walla, Wash.
BLAIR, FRANK
WOL, Washington, D. C.
BLAIR, MIKE
KFWB, Los Angeles, Calif and the New York World's Fair.
BLAKELEY, CLINT
WAPI, Birmingham, Ala.
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
BLANCHETTE, BUD
KGVO, Missoula, Mont.
BLAND, AL
WCKY, Cincinnati, Ohio.
BLANTON, WALLY
KFJZ, Fort Worth, Texas.
BLENDER, MORTON
WCOP, Boston, Mass.
BLENHEIM, LAWRENCE
WFAS, White Plains, N. Y.
BLISS, MILTON
WHA, Madison, Wisc.
BLOCK, MARTIN
WNEW, Make Believe Ballroom.
BLUMENSTORK, JULIA D.
WSKB, McComb, Miss.
BOARDMAN, TRUE
NBC. Hollywood Playhouse.
BODINGTON, MAURICE
CFRB, Toronto, Ont., Can.
BOGGESS, JOHN
WMSL, Decatur, Ala.
BOHN, HAL
WMRO, Aurora, Ill.
BOLIN, ARTHUR
WARM, Scranton, Pa.
BOLTON, LES
WOMI, Owensburg, Ky.
BOND, FORD
NBC. David Harum, Cities Service Concert, Sealtest-Rudy Vallee Hour.
BOND, MARK
WFPG, Atlantic City, N. J.
BOND, WILLIAM
WHN, New York, N. Y.
BOOEN, SHERMAN
KATE, Albert Lea, Minn.

BOOTH, VIRGIL
WHDL, Olean, N. Y.
BOOTON, FRAN
WDZ, Tuscola, Ill.
BORDER, ROD
KDAL, Duluth, Minn.
BOREN, JOHN
KVCV, Redding, Calif.
BORGE, PAUL
KWLC, Decorah, Iowa.
BOSELY, LYLE
WOKO, Albany, N. Y.
BOSWORTH, BOB
WAPO, Chattanooga, Tenn.
BOTTGER, JACK
WNOE, New Orleans, La.
BOUHAN, MARTIN
WKY, Oklahoma City, Okla.
BOULDEN, A.
CHML, Hamilton, Ont., Can.
BOURNE, PORTER
WEXL, Royal Oak, Mich.
BOWDEN, R. H.
WMFD, Wilmington, N. C.
BOWER, ROGER
WOR, Newark, N. J.
BOWERS, FRANK
WBAX, Wilkes-Barre, Pa.
BOWMAN, ERNEST
WRNL, Richmond, Va.
BOWMAN, ROY JOE
KGFF, Shawnee, Okla.
BOX, VES
KRLD, Dallas, Texas.
BOYD, HARVEY
KRRV, Sherman, Texas.
BOYD, JIM
WJW, Akron, Ohio.
BOYEN, JOHNNIE
KQV, Pittsburgh, Pa.
BOYER, JOHN
KTSA, San Antonio, Texas.
BOYER, PAGE
WCOL, Columbus, Ohio.
BRADFORD, HARRY S.
WCBS, Springfield, Ill.
BRADFORD, JOHN
WHDL, Olean, N. Y.
BRADLEY, TRUMAN
NBC. Union Oil Program, Hollywood Playhouse.
BRADSHAW, JUSTIN
KANS, Wichita, Kans.
BRADSHOW, FRED
WDLP, Panama City, Fla.
BRAMSTEDT, ALVIN K.
KFAR, Fairbanks, Alaska.
BRANCH, JOHN
KTHS, Hot Springs, Ark.
BRANCH, TAYLOR
WRR, Dallas, Texas.
BRANDL, MILT
WISN, Milwaukee, Wisc.
BRANDT, LYNN
NBC.
BRANT, ROY L.
WFBM, Indianapolis, Ind.
BRAS, CHARLES
KOMO-KJR, Seattle, Wash.
BRAUN, EDMUND
WLOK, Lima, Ohio.
BRAXTON, JACK
WGRB, Goldsboro, N. C.
BRAY, ED
WCNC, Elizabeth City, N. C.
BREEN, TOM
WCCO, Minneapolis, St. Paul, Minn.
BREINING, PAUL
WRAK, Williamsport, Pa.
BRENGEL, GEORGE
WSOC, Charlotte, N. C.
BRENNAN, JAMES
WJAR, Providence, R. I.

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BRENNAN, JOE
WEW, St. Louis, Mo.
BRENNEMAN, MARK
KFAC, Los Angeles, Calif.
BRENNER, ROBERT
WMEX, Boston, Mass.
BRENT, RALF
WFPG, Atlantic City, N. J.
BREWER, T. E.
WHOP, Hopkinsville, Ky.
BRICE, DON
WKBN, Youngstown, Ohio.
BRIDGES, JAMES
WSB, Atlanta, Ga.
BRIGGS, FRED
KYA, San Francisco, Calif.
BRIGHT, HARRY
WGRB, Goldsboro, N. C.
BROCK, BERYL B.
WHAS, Louisville, Ky.
BROCK, CHARLES
WWRL, Woodside, N. Y.
BROCK, LEONARD
WPAD, Padneah, Ky.
BROGDON, ALBERT
WIRC, Cookeville Tenn
BROOK, PHILIP
WPAG, Worcester, Mass.
BROOKMAN, JERRY
KFDA Amarillo, Texas.
BROOKS, DAVID
WOCB, Cape Cod, Mass.
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BROWN, BOB
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BROWN, FOSTER H.
KFRU Columbia, Mo
BROWN, GORDON
KSRO, Santa Rosa, Calif.
BROWN, HOWARD
WIP, Philadelphia, Pa.
BROWN, HUGH
KYSM, Mankato, Minn.
BROWN, LEONARD R.
KGFW, Kearney, Nebr.
BROWN, SAM
WMCA, New York, N. Y. Sweetest Love Songs of Today, Dr. Lyon's Tooth Paste Phillips Milk of Magnesia, Glostora Brodol, Dandeline, Cal Aspirin, Modern Industrial Bank
BROWNING, DOUGLAS
NBC.
BROWNING, JR., EDWARD
WBAB, Atlantic City, N. J.
BRUCE, KENNETH
WHBU, Anderson, Ind.

BRUNER, BOB
WAOV, Vincennes, Ind.
BRUNER, MARSHALL
WOMI, Owensboro Ky.
BRUNTLETT, GEORGE
KOBH Rapid City, S. D.
BRUSEK, WALTER
KROC, Rochester, Minn.
BRYAN, BILL
WIBW, Topeka, Kans.
BRYAN, GEORGE
Chiclet Program WABC, Alka Seltzer News WABC, So You Think You Know Music CBS, Camel Caravan CBS-NBC, Let's Go to Work MBS.
BRYAN, WILLIAM P.
WHAS, Louisville, Ky.
BRYANT, FLOYD
KFXD, Nampa, Ida.
BRYAR, ROBERT
WHIP, Hammond, Ind.
BRYHER, STEVE
KYA, San Francisco, Calif.
BRYNE, WOODRUFF
WIS, Columbia, S. C.
BUCK, CHARLES
KDYL, Salt Lake City, Utah.
BUCK, LOUIE
WSM, Nashville, Tenn.
BUCKLEY, FARRELL
KHUB, Watsonville, Calif.
BUCKLEY, SCOTT
WBRY, Waterbury-New Haven, Conn.
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BURGER, ROBERT
WCAX, Burlington, Vt.
BURKE, FRANK
CKLW, Windsor, Ont., Can.
BURKE, GORDON
KGMB, Honolulu, Hawaii.
BURKE, HARRY
WOW, Omaha, Nebr.
BURKE, STEVE
WFEA, Manchester, N. H.
BURKLUND, TED
WEDC, Chicago, Ill.
BURNETT, NICKY
WHK, WCLE, Cleveland, Ohio.
BURNS, BERNICE
CKOC, Hamilton, Ont., Can.
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CFRN, Edmonton, Alberta, Can.
BURWELL, E. W.
WPID, Petersburg, Va.
BURY, ED
WMFF, Plattsburg, N. Y.
BUSHONG, VERNON M.
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KFPY, Spokane, Wash.
BUTLER, CURTIS
KRLC, Lewiston, Ida.
BUTLER, FRANKLIN
WFMJ, Youngstown, Ohio.
BUTLER, JOE
WGCM, Gulfport, Miss.
BUTLER, PAT
WDBY, Minneapolis, Minn.
BYERS, HALE
WCCO, Minneapolis-St. Paul, Minn.
BYERS, WAYNE C.
WHBL, Virginia, Minn.
BYRN, DAVE
KGKO-WBAP, Ft. Worth, Tex.

— C —

CADDELL, GRAHAM
WFIG, Sumter, S. C.
CADE, MARVIN
WKBN, Youngstown, Ohio.
CADELL, RAYMOND
WCOS, Columbia, S. C.
CAFFERTY, TOM
KDYL, Salt Lake City, Utah.
CAFFEY, BOB
WLOF, Orlando, Fla.
CAINE, HOWARD
CKOC, Hamilton, Ont., Can.
CALDER, EDDIE
KHUB, Watsonville, Calif.
CALDERON, RAMINO
KPAB, Laredo, Texas.
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KTBC, Austin, Texas.
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WKAR, East Lansing, Mich.
CALLAHAN, PETE
WGTM, Wilson, N. C.
CALLAHAN, WM. P.
WTMC, Ocala, Fla.
CALLAWAY, EDWIN
KTEM, Temple, Texas.
CALLEN, DON
WFDF, Flint, Mich.
CALLEY, GENE
KOB, Albuquerque, N. M.
CALLISON, GEORGE
WXYZ, Detroit, Mich.
CALLOWAY, JOE
WSIX, Nashville, Tenn.
CAMARGO, RALPH
KALE, Portland, Ore.
CAMERON, EARL
CHAB, Moose Jaw, Sask., Can.
CAMERON, PHIL
WSJS, Winston-Salem, N. C.
CAMP, DEL
WTAG, Worcester, Mass.
CAMPBELL, BOB
WCCO, Minneapolis, Minn.
CAMPBELL, DICK
KGGF, Coffeyville, Kans.
CAMPBELL, ELDON
WGL-WOWO, Ft. Wayne, Ind.
CAMPBELL, GERALD
WMRO, Aurora, Ill.
CAMPBELL, JAMES
WMAQ-WENR, Chicago, Ill.
CAMPBELL, TED
WMCA, New York, N. Y. Breidt's Show, Times Savings Bank.
CAMPBELL, VICTOR
WGY, Schenectady, N. Y.
CANNON, JOHN
WHK-WCLE, Cleveland, Ohio.
CANTER, RUSSELL
WBNS, Columbus, Ohio.
CAPELLINI, EDGAR
KALB, Alexandria, La.
CAPPS, JIMMIE
WSJS, Winston-Salem, N. C.
CARD, CLELLAN
WCCO, Minneapolis, Minn.
CARDENAS, SALVADOR
KRGV, Weslaco, Texas.
CAREY, BILL
WRUF, Gainesville, Fla.
CAREY, DICK
KMPC, Beverly Hills, Calif.
CAREY, STANLEY
WGNY, Newburgh, N. Y.
CARLO, MICHAEL
WIBX, Utica, N. Y.
CARLSON, HARRY
WOR, Newark, N. J.
CARLSON, JIM
KFXD, Nampa, Ida.
CARLTON, ROBERT
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WRNL, Richmond, Va.
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KASA, Elk City, Okla.
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KRMD, Shreveport, La.
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WFMD, Frederick, Md.
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WCMI, Ashland, Ky.
CARPENTER, JOHNNY
KALE, Portland, Ore.
CARPENTER, KEN
NBC. The Gilmore Circus, Kraft Music Hall, One Man's Family, The Passing Parade, Norman Sper.
CARPENTER, W.
CKY, Winnipeg, Man., Can.
CARR, THOMAS
WESX, Salem, Mass.
CARR, WESS
KCMO, Kansas City, Mo.
CARROLL, JAMES
KWYO, Sheridan, Wyo.
CARROLL, JIM
WCSC, Charleston, S. C.
CARTER, BOB
WMCA, New York, N. Y.
CARTER, DICK
KOME, Tulsa, Okla.
CARTER, ED
KUJ, Walla Walla, Wash.
CARTER, ROBERT
WHK-WCLE, Cleveland, Ohio.
CARTY, WILLIAM
WIP, Philadelphia, Pa.
CARUSO, CARMEN
WBZ-WBZA, Boston-Springfield, Mass.
CARY, HARVEY
KOIL, Omaha, Nebr.
CASE, KENTON
KGMB, Honolulu, Hawaii.
CASE, NELSON
NBC. Captain Tim Healy, Manhattan at Midnight, Lone Journey.
CASEY, THOMAS
WENR-WMAQ, Chicago, Ill.
CASPER, TEE
KGKO-WBAP, Ft. Worth, Tex.
CASSEL THOMAS
WJEJ, Hagerstown, Md.
CATE, LEWIS
WENY, Elmira, N. Y.
CATON, EARL
WSTP, Salisbury, N. C.
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WFMJ, Youngstown, Ohio.
CHAMBERS, M.
WDAN, Danville, Ill.
CHAMPLIN, WARREN
KXOK, St. Louis, Mo.
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WJHP, Jacksonville, Fla.
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CKOC, Hamilton, Ont Can
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WHOM, Jersey City, N. J
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WOW, Omaha, Nebr.
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WRBL, Columbus, Ga.
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WGST, Atlanta, Ga.
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COLE, LOU
WWRL Woodside, N Y
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D'ACCARDO, GENE
KTRB, Modesto, Calif.
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WSUN, St. Petersburg, Fla.
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DANIELS, FRANK
WVFW, Brooklyn, N. Y.
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WHUB, Cookeville, Tenn.
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KSML, Salem, Ore.
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WBLJ, Dalton, Ga.
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CKCK, Regina, Sask., Can.
DAVIES, JACK
KOVO, Provo, Utah.
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WCBA-WSAN, Allentown, Pa.
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WTMC Ocala Fla
DAVIS, JOHN
WWSW Pittsburgh Pa
DAVIS, LEE
WCBM Baltimore Md
DAVIS, STANLEY
WJOB Hammond Ind
DAVIS, WILLARD
KRKD Los Angeles, Calif
DAVY, K.
CKBI Prince Albert Sask
DAWSON, DON
CKCK Regina Sask Can
DAWSON, ED
KROY Sacramento Calif
DAWSON, JACK
CFRB Toronto Ont. Can.
DAY, JACK
WSJS Winston-Salem N C
DAY, RICHARD
WDGY Minneapolis Minn
DAYTON, HERMAN
WKIP Poughkeepsie N Y
DEAL, JACK
WHCI Ithaca N Y
DEAL, JAKE
WDEV Waterbury Vt
DEAN, BILL
WDAY Fargo N D
DEAN, F. LEON
KASA Elk City Okla.
DEAN, GEORGE
KOMO KJR, Seattle Wash
DEAN, STEWART
KOMA, Oklahoma City Okla
de B. HOLLY
CHSJ St John N B. Can
DECKER, RANDALL
WTMV East St Louis Ill
DEEM, WARREN
WKBH La Crosse Wisc
DeFRIES, FRITZ
WHLS Port Huron Mich
DeFRIETAS, DICK
WGBB Freeport N Y
DEINES, NORVAL
KMMJ Grand Island Nebr
DELAHUNT, J. D
WHLB Virginia Minn
DELANEY, ROBERT
WJOB Hammond Ind
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KYCA, Prescott Ariz
DeLINE, JAMES
WFBL, Syracuse N Y
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CKAC Montreal Que Can
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KARM Fresno Calif
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WCAO, Baltimore Md
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WEEI Boston Mass
DICKEY, PERRY
KFDM Beaumont Texas
DICKSON, HOWARD
KTSW Emporia, Kans
DIEHL, ROBERT
WOL Washington D C
DIGHTON, JACK
WJRD Tuscaloosa Ala
DILLER, ROBERT
WMRO Aurora Ill
DILLON, JOHN
WFAS White Plains, N Y
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DOWD, DON
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— E —

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WOAI, San Antonio, Texas
FLEISCHMAN, SOL
WDAE, Tampa, Fla.
FLEMING, EDWARD
WIBA, Madison, Wisc
FLEMING, F.
CFAC, Calgary, Alberta, Can
FLEMING, JAMES
CBS NBC
FLEMING, ROBERT
WELI, New Haven, Conn.
FLENNIKEN, JIM
WAJR, Morgantown, W. Va.
FLETCHER, FRED
WRAL, Raleigh, N. C.

BOB TROUT

—CBS—

CHARLES STARK

ANNOUNCING

Management:
COLUMBIA ARTISTS BUREAU

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FLETCHER, GORDON G.
WLAK, Lakeland. Fla.
FLETT, DEANNE
KFBB, Great Falls. Mont.
FLIER, RICHARD
WLOL, Minneapolis-St. Paul, Minn.
FLINT, JULIAN
WATL, Atlanta, Ga.
FLORA, JOHN
WNEW, New York, N. Y.
FLYNN, ARTHUR
WLAW, Lawrence, Mass.
FLYNN, FAHEY
WEMP, Milwaukee, Wisc.
FLYNN, HOWARY
WJLS, Beckley, W. Va.
FLYNN, RAY
WAPI, Birmingham, Ala.
FLYNN, WILLIAM
KFIZ, Fond duc Lac, Wise.
FOLL, CHARLIE
KMO, Tacoma, Wash.
FONVILLE, MARION
WKBH, La Crosse, Wisc.
FORD, ARTHUR
WWRL, Woodside, N. Y.
FORD, ERNEST
WATL. Atlanta, Ga.
FORDE, CONNIE
WMBD, Peoria, Ill.
FORLAN, BILL
WHBC, Canton, Ohio.
FORSBERG, MARIE
WLNH, Laconia, N. H.
FORWARD, ROBERT
KFRC, San Francisco, Calif.
FOSS, MARGARET
WDAY, Fargo, N. D.
FOSTER, CARROLL
KIRO, Seattle, Wash.
FOSTER, CHARLES
KIT, Yakima, Wash.
FOSTER, JACK
WCKY, Cincinnati, Ohio.
FOSTER, JACK
WJAC, Johnstown, Pa.
FOURNIER, NORMAN
WAWZ, Zarepath, N. J.
FOWLER, CLINTON
KUOA, Siloam Springs, Ark.
FOWLKES, ROSSER
WAIR, Winston-Salem, N. C.
FOX, A. L.
WHLD, Niagara Falls, N. Y.
FOXWORTHY, THOMAS
KMYC, Marysville, Calif.
FOY, FRED
WMBC, Detroit, Mich.
FRANCIS, IVOR
CFRC, Montreal, Que., Can.
FRANDSEN, TOM
KECA-KFI, Los Angeles, Calif.
FRANK, BERT
WDAN, Danville, Ill.
FRANK, BOB
WOC, Davenport, Iowa.
FRANKLIN, JOHN
WCAU, Philadelphia, Pa.
FRANKLIN, ORVIN
KRRV, Sherman, Texas.
FRANKLIN, THOMAS
KEX-KGW, Portland, Oregon.
FRANKLYN, ROY
WCFL, Chicago, Ill.
FRANZ, BOB
WEBQ, Harrisburg, Ill.
FRATICELLI, CAMILO
WNEL, San Juan, Puerto Rico.
FRAZIER, ROBERT
WPIC, Sharon, Pa.
FREAR, ROBERT
WIBX, Utica, N. Y.
FREED, ROBERT
KLZ, Denver, Colo.
FREELAND, FRED
WHBC, Canton, Ohio.
FRENCH, KEN
WHEC, Rochester, N. Y.
FRENCH, NED
WORL, Boston, Mass.
FRENCH, PETE
WIRE, Indianapolis, Ind.
FREYRE, L.
PRA, Mayaguez, Puerto Rico.
FRIEDMAN, MAX
WCAT, Rapid City, S. D.
FROHOCK, JOE
WSUN, St. Petersburg, Fla.
FROMME, GALEN
WBAL, Baltimore, Md.
FROST, PAUL
CKTB, St. Catherines. Ont., Can.
FRY, AL
KVFD, Fort Dodge, Iowa.
FULLER, A. B.
KEVR, Seattle, Wash.
FULLER, GEORGE
WFBR, Baltimore, Md.
FULLER, PAUL
KTOK, Oklahoma City, Okla.

— G —

GADBERRY, BOB
KOAM, Pittsburg, Kans.
GAILEY, GEORGE
WKST, New Castle, Pa.
GAILMOR, WILLIAM S.
WARD, Brooklyn, N. Y.
GAINES, RUBEN
KVI, Tacoma, Wash.
GALE, AL
WRJN, Racine, Wisc.
GALLAHER, EDDIE
WCCO, Minneapolis, Minn.
GALLOP, FRANK
Hilltop House CBS, New York Philharmonic Symphony CBS, Amanda of Honeymoon Hill. NBC, When a Girl Marries CBS.
GAMBLE, RON
WJR, Detroit, Mich.
GANNON, JOE
WMSL, Decatur, Ala.
GARDINER, DON
WMAL-WRC, Washington, D. C.
GARDNER, RUSSELL
WHIZ, Zanesville, Ohio.
GARNES, CLARENCE
KANS, Wichita, Kans.
GARRISON, JACK
WJR, Detroit, Mich.
GARROWAY, DAVE
WMAQ-WENR, Chicago, Ill.
GAUDIO, ATTILIO
WVFW, Brooklyn, N. Y.
GAY, WILLIAM
KNX, Los Angeles, Calif.
GAYMAN, VAUGHN
WKBB, Dubuque, Iowa.
GEARHART, NAT
WMAN, Marinette, Wisc.
GENTILE, JOE
CKLW, Windsor, Ont., Can.
GENTILE, LARRY
CKLW, Windsor, Ont., Can.
GEORGE, ABNER
WNAX, Yankton, S. D.
GEORGE, AMIEN
WSKB, McComb, Miss.
GEORGE, LEE
WTAX, Springfield, Ill.
GEORGE, ROY
KRLD, Dallas, Texas.
GERARD, ALLOY
WGKV, Charleston, W. Va.
GETMAN, DAVID
WBNY, Buffalo, N. Y.
GIBBS, DELL
WFAA, Dallas, Texas.
GIBSON, ROSS
KUOA, Siloam Springs, Ark.
GIDDINGS, JIMMY
KVOR, Colorado Springs, Colo.
GILBERT, A. V.
WIBA, Madison, Wisc.
GILBERT, JERRY
WNOE, New Orleans, La.
GILBY, WILF
CFQC, Saskatoon, Sask., Can.
GILLESPIE, FRANK
KVOX, Moorhead, Minn.
GILLESPIE, JOSEPH
KPO-KGO, San Francisco, Calif.
GILLETTE, LEE
WAAF, Chicago, Ill.
GILMORE, ARTHUR
KNX, Los Angeles, Calif.
GISLASON, G.
CKY, Winnipeg, Man., Can.
GIVEN, KEN
WLPM, Suffolk, Va.
GLADSTONE, HENRY
WHN, New York, N. Y. Lyle Talbot, Alexander's Arbitration Board, Newscast For Plough Co., Transcriptions For AMP Studios.
GLASGON, DON
WJBC, Bloomingon, Ill.
GLASS, LOUIS
WTRC, Elkhart, Ind.
GLOVER, ELWOOD
CBY-CBL, Toronto, Ont., Can.
GLYE, DOROTHY JUNE
KWLC, Decorah, Iowa.
GODWIN, AL
WWL, New Orleans, La.
GOERNER, ROBERT
KROW, Oakland, Calif.
GOERSS, JON
WAJR, Morgantown, W. Va.
GOFF, WILLBY
WGH, Newport News, Va.
GOLDBERG, RUBIN
WLTH, New York, N. Y.
GOLDER, HARRY
WXYZ, Detroit, Mich.
GOODOVER, PAT
KRBM, Bozeman, Mont.
GOODRICH, ROGER
WOLF, Syracuse, N. Y.
GOODSON, MARK
KFRC, San Francisco, Calif. Quiz of Two Cities.
GOODWIN, BILL
NBC. Bob Hope Program, Bob Crosby's Dixieland Music Shop.
GOODWIN, CARL
WCHV, Charlottesville, Va.
GOODWIN, HAL
WHAI, Greenfield, Mass.
GOODWIN, SID
KECA-KFI, Los Angeles, Calif.
GORDON, E.
CKOV, Kelowna, B. C., Can.
GORDON, JOHN
CKLW, Windsor, Ont., Can.
GORDON, WILLIAM
WAIR, Winston-Salem, N. C.
GOSS, BAILEY
WBAL, Baltimore, Md.
GOSS, FRANK
KFWB, Los Angeles, Calif.

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GOULDING, PHIL
WLLH, Lowell, Mass.

GOULET, ARMAND
CHLP, Montreal, Que Can.

GOURLAY, DOUGLAS
KDYL, Salt Lake City, Utah.

GOVE, ELLIOTT
WSYR, Syracuse .N. Y.

GOW, GORDON
CJOC Lethbridge Alberta, Can.

GOWEN, CHET
KSAL, Salina Kans.

GRACE, TED
WJR, Detroit, Mich

GRANBY, SUMNER
WCAE Pittsburgh, Pa

GRANT, BRUCE
KRNT Des Moines Iowa

GRANT, FRANK
CFRB, Toronto, Ont., Can

GRANT, JOSEPH
WMEX, Boston Mass.

GRANT, W.
CKMO, Vancouver B. C., Can

GRANTHAM, DON
WJLS, Beckley W Va.

GRAUER, BEN
NBC Jergen's Journal Kay Kyser's College of Musical Knowledge, Battle of the Sexes American Chicle

GRAVEL, ALAIN
CKAC, Montreal, Quebec, Can

GRAY, AL
WSTV, Steubenville, Ohio

GREEN, ART
Tasty Bread, Flemex, Madison Personal Loan, Davega, Remington Rand, Barney's WMCA, WBN.

GREEN, DON
KEW-KGW, Portland, Ore

GREENLAW, SHERWIN
WLNH, Laconia, N H.

GREENLEE, FRED
KMA, Shenandoah, Iowa.

GREENWOOD, WARREN M.
WHAI Greenfield Mass

GREEP, MALCOLM
WOMI, Owensboro, Ky.

GREER, BOB
KRMD, Shreveport La

GREGORY, BOB
WCJS, Springfield, Ill.

GREGSON, JACK
KSFO, San Francisco Calif.

GREYSON, CARL
KSL Salt Lake City, Utah.

GRONET, EDDIE
WVFW, Brooklyn, N. Y

GROSS, ELLIOTT F.
WFMD, Frederick, Md.

GROSS, LLOAD
WBRK Pittsfield, Mass.

GROVER, JOHN
KGO KPO San Francisco, Calif

GRIEG, DOUG
CJCA, Edmonton, Alta., Can.

GRIFFIN, BOBBY
WHO, Des Moines Iowa.

GRIFFIN, WAYNE
KFYR, Bismarck, N. D.

GRIFFITHS, R. P.
WKPA, New Kensington, Pa.

GRIGGS, NELSON
WGNY, Newburgh, N. Y.

GRINDE, KENNETH
KXRO, Aberdeen, Wash

GRISKEY, BILL
WBEN, Buffalo, N. Y.

GRIZZARD, HERMAN
WLAC, Nashville, Tenn.

GRIZZARD, TED
WLAK, Lexington, Ky.

GUERRA, HENRY
WOAI, San Antonio, Texas.

GUINAN, JACK
WGBI, Scranton, Pa.

GUNN, GEORGE
WMAL-WRC, Washington, D. C.

GURLEY, KENNETH
WRDW, Augusta, Ga.

GUSTAFSON, LEE
KGFW, Kearney, Nebr

GUTTEREZ, RAMON
WHOM, Jersey City, N. J.

GUY, AUBREY
WMC, Memphis, Tenn.

GUY, BILL
KRRV Sherman, Texas.

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GUY, PAUL
CJCA, Edmonton, Alberta, Can.
GUYER, ROBERT S.
WBTM, Danville, Va.

— H —

HAASER, CHARLES
WMAS, Springfield, Mass.
HACK, JULES
KRNT, Des Moines, Iowa.
HACKER, LES
KVEC, San Luis Obispo, Calif.
HADEN, CARL
KMA, Shenandoah, Iowa.
HADFIELD, BEN
WAAB-WNAC, Boston, Mass.
HADLEY, DOUGLAS
WJPF, Herrin, Ill.
HADLEY, PAUL
WOLF, Syracuse, N. Y.
HAGEN, JR., WALTER
WMAQ-WENR, Chicago, Ill.
HAID, ALLEN
WHIZ, Zanesville, Ohio.
HAISLIP, WALTER
WSTP, Salisbury, N. C.
HALE, ALAN
WISN, Milwaukee, Wisc.
HALE, CECIL
WFAA, Dallas, Texas.
HALEY, ALBERT
WBNY, Buffalo, N. Y.
HALEY, BILL
KFRU, Columbia, Mo.
HALHED, F. R.
CKOV, Kelowna, B. C., Can.
HALL, AL
KGKB, Tyler, Texas.
HALL, ARCHIE
KRKD, Los Angeles, Calif.
HALL, BOB
KWKH, Shreveport, La.
HALL, EDITH
WAIM, Anderson, S. C.
HALL, HARRY
KFWB, Los Angeles, Calif.
HALL, SAMUEL
WAGF, Dothan, Ala.
HALLOREN, RYAN
KWNO, Winona, Minn.
HALVERSON, PAT
WJDX, Jackson, Miss.
HAMBLY, ROBERT
KMYC, Marysville, Calif.
HAMILTON, FRANK
WBRB, Red Bank, N. J.
HAMILTON, GENE
NBC. Madison Square Boxing Bouts, Voice of Firestone, Basin Street Chamber Music Society, Kaltenborn Edits the News, But That's Not New York.
HAMILTON, JIM
WIEU, Erie, Pa.
HAMILTON, KENNETH
WEBQ, Harrisburg, Ill.
HAMILTON, WILLARD
KSUB, Cedar City, Iowa.
HAMILTON, WILLIAM
WHIO, Dayton, Ohio.
HAMLIN, DAVE L.
KGGF, Coffeyville, Kans.
HAMMOND, JOE
KGFI, Brownsville, Texas.
HAMMOND, TED
KWJJ, Portland, Ore.
HAMRICK, HOWARD
WCOS, Columbia, S. C.
HANAWALT, CLARE
KXA, Seattle, Wash.
HANEY, J.
CJCS, Stratford, Ont., Can.
HANNES, ARTHUR
WHDL, Olean, N. Y.
HANSEN, CLIFF
KOL, Seattle, Wash.
HANSEN, ROBERT A.
KUTA, Salt Lake City, Utah.
HANSON, BOB
WTMJ, Milwaukee, Wisc.
HANSON, WALTER
WRR, Dallas, Texas.
HANSTROM, ARTHUR
WEAU, Eau Claire, Wisc.
HARBIN, DAVID
WPIC, Sharon, Pa.
HARDEN, FRANK
WBIG, Greensboro, N. C.
HARDING, AL
WCCO, Minneapolis, Minn.
HARDING, BILL
WINS, New York, N. Y.
HARLEY, WM. G.
WHA, Madison, Wisc.
HARMAN, MARION
WRDW, Augusta, Ga.
HARPER, AMES
WJEJ, Hagerstown, Md.
HARPER, BALDWIN
WTAX, Springfield, Ill.
HARPER, TRO
KSFO, San Francisco, Calif.
HARRINGTON, J. V.
WHAS, Louisville, Ky.
HARRINGTON, NORMAN
KGLU, Safford, Ariz.
HARRIS, BOB
WMCA, New York, N. Y. Bromo Quinine News, Pontiac Program, Modern Industrial Bank News, North American News, Christian Science News, Radio Roundup, Automobile News.
HARRIS, BUDDY
WRR, Dallas, Texas.
HARRIS, ELLIS
KDAL, Duluth, Minn.
HARRIS, GLENN
KYSM, Mankato, Minn.
HARRIS, HERBERT
WSB, Atlanta, Ga.
HARRIS, ROBERT
KALE, Portland, Ore.
HARRIS, ROBERT
KLZ, Denver, Colo.
HARRISON, CHARLES
WHBF, Rock Island, Ill.
HARRISON, JOE
KEVR, Seattle, Wash.
HART, DON
WMFF, Plattsburg, N. Y.
HART, W. R.
CKBI, Prince Albert, Sask.
HARTMAN, MARX
WMAQ-WENR, Chicago, Ill.
HARTMAN, R.
CJAT, Trail, B. C., Can.
HARTRICK, GEORGE
WTAM, Cleveland, Ohio.
HARVEY, WALTER
WAAB-WNAC, Boston, Mass.
HARVEY, WILLIAM
WSPR, Springfield, Mass.
HARWELL, RICHARD
KRGV, Weslaco, Texas.
HASBROOK, RICHARD
WJMS, Ironwood, Mich.
HASE, ED
WCHV, Charlottesville, Va.
HASSELL, W. G.
CKWX, Vancouver, B. C., Can.
HATCHER, WARD
KWPC, Hot Springs, Ark.
HAUSLER, JOHN
KWNO, Winona, Minn.
HAVRILLA, ALOIS
WOR, New York, N. Y.
HAWKINS, BILL
CFOS, Owen Sound, Ont., Can.
HAWKINS, DON
KSTP, St. Paul, Minn.
HAWKINSON, FRANK
KGFF, Shawnee, Okla.
HAYES, FRED
WCMI, Ashland, Ky.
HAYES, JIMMY
KOY, Phoenix, Ariz.
HAYNES, RICHARD
KVOL, Lafayette, La.
HAYS, LARRY
KSRO, Santa Rosa, Calif.
HAYWORTH, HERBERT
WGL-WOWO, Ft. Wayne, Ind.
HAZAN, MAURICE
KGER, Long Beach, Calif.
HAZARD, ALINE
WHA, Madison, Wisc.
HEAD, IVAN R.
KVSF, Santa Fe, N. M.
HEADY, KENNETH
KCMO, Kansas City, Mo.
HEENEY, B. A.
CKOV, Kelowna, B. C., Can.
HEGARD, KEN
WRJN, Racine, Wisc.
HEIBECK, FRANK
WLO, Lima, Ohio.
HEISS, ROBERT
WTMJ, Milwaukee, Wisc.
HELEZER, WALTER
WEDC, Chicago, Ill.
HELFER, AL
WOR, Newark, N. J.
HELMS, SHELLEY
WSFA, Montgomery, Ala.
HENDERSON, BROOKS
KSTP, St. Paul, Minn.
HENDERSON, ROBERT
KALE, Portland, Ore.
HENDERSON, SAMUEL G.
WGAN, Portland, Me.
HENDRICKS, DON
KWNO, Winona, Minn.
HENNESSY, FRANK
WWL, New Orleans, La.
HENNESSY, HARRY
WHCU, Ithaca, N. Y.
HENNESSY, JIM
KXOK, St. Louis, Mo.
HENRY, ED
KRIC, Beaumont, Texas.
HENRY, HOWARD
CFAR, Flin Flon, Man., Can.
HENRY, LEW
WCLE-WHK, Cleveland, Ohio.
HERBERT, BILL
CBR, Vancouver, B. C., Can.
HERLIHY, ED
NBC. This Small Town.
HERRING, CHAS.
KUJ, Walla Walla, Wash.
HERSON, BILL
WBAL, Baltimore, Md.
HEYDE, BUD
KGO-KPO, San Francisco, Calif.
HEYWOOD, BURR
KHSL, Chico, Calif.
HEYWOOD, FRED
CFRB, Toronto, Ont., Can.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKOX, RICHARD T.
WLAW, Lawrence, Mass.
HICKS, CHARLES
WSOC, Charlotte, N. C.
HICKS, GEORGE
NBC. Death Valley Days.

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HICKS, JOHN
KNOW Austin Texas
HICKS, JOHN
WTAM Cleveland Ohio
HIEBERT, AUGUST
KFAR Fairbanks Alaska
HIGGINS, CHARLES
WLAW, Lawrence, Mass
HIGHTOWER, BILL
WIOD Miami, Fla
HILL, CHARLES
WIBW Topeka, Kans
HILL, DON
WAVE Louisville Ky
HILL, DON
WJBP Jacksonville Fla
HILL, JACK
WTAQ Green Bay Wisc
HILL, JOE
WAGA Atlanta, Ga
HILL, PAT
WHDL Olean N Y
HILL, ROBERT
CKSO Sudbury Ont Can
HILL, ROY
WHIS Bluefield, W Va
HILL, ZACK
WLBJ Bowling Green Ky
HILLE, ROBERT
KXOK St Louis Mo
HILLEARY, PERRY E
KFPY Spokane Wash
HINDS, BILL
KDKA Pittsburgh Pa
HINN, BILL
WMRC Greenville S C
HIORNS, M
WNBH New Bedford Mass

HISCOCKS, DOROTHY
CJOC, Lethbridge Alberta Can.
HITE, KATHLEEN
KANS Wichita, Kans
HITTENMAK, GORDON
WRC WMAL Washington D C
HOAGLAND, LEE
KVEC, San Louis Obispo Calif.
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
HODSON, GORDON
CJOR, Vancouver B. C. Can
HOGAN, GEORGE
WOR Newark N J
HOGAN, JOSEPH
KARK, Little Rock Ark
HOGUE, J.
CKRN, Rouyn Que Can
HOGUE, RICHARD
WHN New York, N Y
HOLBROOK, ART
WIBW, Topeka Kans
HOLBROOK, HOWARD
KTEM, Temple Texas
HOLBROOK, JOHN
WGTC Greenville N C
HOLDER, HUGH
WGRB Goldsboro N. C

HOLLAND, LEONARD
KPAC, Port Arthur, Texas
HOLLEY, WAKEFIELD
WKY Oklahoma City, Okla
HOLLIS, JOHN
WHLD Niagara Falls N Y
HOLLISTER, HERB
KANS Wichita, Kans
HOLMES, JACK
CFQC Saskatoon, Sask
HOLMES, THURSTON S.
WHOM Jersey City N J
HOLTMAN, JOHN
WENR WMAQ Chicago, Ill
HOMERSHAM, DOUG
CFJC Kamloops British Columbia Can
HONE, RAY
KABC, San Antonio Texas
HOOPER, JACK
WMBG Richmond Va
HOPE, BOB
WSFA Montgomery Ala
HOPE, CONSTANCE
WOCB Cape Cod Mass
HOPKINS, JOHN
WLAV Grand Rapids Mich
HORNER, GORDON
KTRI Sioux City Ia
HORNSBY, DAN
WGST, Atlanta Ga
HOSIE, BOB
CFQC, Saskatoon, Sask Can
HOTALING, EARL
WBTM Danville Va
HOTCHKISS, TOM
KTUC Tucson Ariz
HOUSEMAN, KENNETH
WHAI, Greenfield Mass

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"A Friend in Need" *"Three Little Sachs"*

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HOWARD, DENNIS
WLLH, Lowell, Mass.
HOWARD, EVERETT
WTAR, Norfolk, Va.
HOWARD, HERBERT
WNAX, Yankton, S. D.
HOWARD, WALTER
WBRY, Waterbury-New Haven, Conn.
HOWE, TRAYER
WJEJ, Hagerstown, Md.
HOWELL, GLENN
KODL, The Dalles, Ore.
HOWELL, WAYNE
WTMA, Charleston, S. C.
HUBBARD, ALLAN
KOME, Tulsa, Okla.
HUBBARD, WILLIAM
WESX, Salem, Mass.
HUBBS, FRANK
WMRC, Greenville, S. C.
HUBER, RUSS
WKBH, La Crosse, Wisc.
HUDDLESTON, HADEN
WKPT, Kingsport, Tenn.
HUDSON, TOM
WMCA, New York, N. Y.
HUGHES, KEN
CFAC, Calgary, Alberta, Can.
HUGHES, RUSH
NBC. The Hour of Charm.
HULL, RICHARD B.
WLB, Minneapolis, Minn.
HULWI, JAMES J.
WEAU, Eau Claire, Wisc.
HUMPHREY, ED
WJJD, Chicago, Ill.
HUMPHRIES, CHARLES
WPAD, Paducah, Ky.
HUNSBERGER, PAUL
WJRD, Tuscaloosa, Ala.
HUNT, G. C.
WDAK, West Point, Ga.
HUNT, PAUL
WJW, Akron, Ohio.
HUNT, RAY
WMBD, Peoria, Ill.
HUNTER, CHARLIE
WJW, Akron, Ohio.
HUNTER, SHUMAN
WBOW, Terre Haute, Ind.
HUNTLEY, CHET
KNX, Los Angeles, Calif.
HURD, BOB
KFPY, Spokane, Wash.
HURD, JOE
WFDF, Flint, Mich.
HURLEIGH, ROBERT
WFBR, Baltimore, Md.
HUSSEY, TOM
WAAB-WNAC, Boston, Mass.
HUSTON, THEODORE
WMAS, Springfield, Mass.
HYATT, MARION
WJHO, Opelika, Ala.
HYDE, DON
WCLE-WHK, Cleveland, Ohio.
HYDE, HARMON
WPRO, Providence, R. I.
HYLAND, ARTHUR
WMBG, Richmond, Va.
HYLAND, DAN
WSAR, Fall River, Mass.

— I —

IBEY, JIM
CJOC, Lethbridge, Alberta, Can.
ICKES, ROBERT
WRAK, Williamsport, Pa.
IDE, CARLTON, C.
WGAN, Portland, Me.
INGHAM, BOB
WTOL, Toledo, Ohio.
INGLER, C. K.
WAWZ, Zarephath, N. J.
INGRAM, ARTHUR
WBNY, Buffalo, N. Y.
INGSTAD, ROBERT E.
KOVC, Valley City, N. D.
INMAN, JEAN GRUBER
KGKL, San Angelo, Texas.
IRVINE, LAURIE
CFJC, Kamloops, British Columbia, Can.
IRVING, CHARLES
WTCN, St. Paul, Minn.
IRWIN, PHILIP
KEX-KEW, Portland, Ore.
IVAN, IGOR
WMPS, Memphis, Tenn.
IVEY, HUGH
WSB, Atlanta, Ga.

— J —

JACKSON, ALLAN
WMC, Memphis, Tenn.
JACKSON, BILL
WBIG, Greensboro, N. C.
JACKSON, EMMETT
WHIP, Hammond, Ind.
JACKSON, FRANK
KGFF, Shawnee, Okla.
JACKSON, GLENN
WSPD, Toledo, Ohio.
JACKSON, JAY
WBNS, Columbus, Ohio.
JACKSON, RILEY J.
WIND, Gary, Ind.
JACOBS, JOHN
KMOX, St. Louis, Mo.
JACOBSEN, MARTIN
WCFL, Chicago, Ill.
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WMBD, Peoria, Ill.
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WRNL, Richmond, Va.
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KFBI, Wichita, Kans.
JARVIS, TED
WSLB, Ogdensburg, N. Y.
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WHOM, Jersey City, N. J.
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JEFFERAY, BILL
WAAT, Jersey City, N. J.
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CKGB, Timmins, Ont., Can.
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WDAN, Danville, Ill.
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LEWIS, CHAS.
WBEN, Buffalo N Y
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WWNC Asheville N C
LINDSAY, ART
KXRO Aberdeen Wash
LINDSAY, JOHN
WGAC Augusta Ga
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KGNC Amarillo Texas
LINN, KEN
KOME Tulsa Okla
LINTHICUM, WALTER
WBAL Baltimore Maryland
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KIT, Yakima Wash
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KQW San Jose Calif
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WDLP Panama City Fla
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WHLB Virginia Minn
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KTUC, Tucson Ariz
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KWKH Shreveport La
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WTMC Ocala Fla
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WAKR Akron Ohio
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WPAR Parkersburg W Va
LOREN, BILL
WLVA Lynchburg Va
LOUDON, GORDON
KALB Alexandria La
LOVELESS, WENDELL P
WMBI Chicago, Ill
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KFRU, Columbia, Mo
LOWE, NORINE
WWNC Asheville N C
LOWERY, BYRON
WQAM Miami Fla
LOWERY, MEADOR
KRLD, Dallas Texas
LOZANO, ROMULO
KGFI Brownsville, Texas
LUCAS, BEN
WRDW, Augusta, Ga
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MARKS, GARNETT
WKRC Cincinnati
MARLER, HAROLD
WCMI Ashland Ky
MARSHALL, DON
KFIZ Fond-du-Lac, Wis
MARSHALL, JOHN
WHLS Port Huron Mich
MARSHALL, JOHN
WLAV Grand Rapids Mich
MARSHALL, RAY
WHOM, Jersey City, N J
MARTA, JACK
WJMS Ironwood, Mich
MARTIN, BOB
WAAT, Jersey City N J
MARTIN, EDDIE
WDZ Tuscola, Ill
MARTIN, GEORGE
WMSD Muscle Shoals Ala
MARTIN, GEORGE
WTHT Hartford Conn
MARTIN, JACK
WKBH La Crosse Wisc
MARTIN, JIMMY
WSAZ, Huntington, W. Va
MARTIN, LOU
KOAM Pittsburg Kans
MARTIN, PAUL
WBAB Atlantic City N J
MARTIN, THOMAS E.
WIS Columbia S C
MARTIN, WILLIAM
KBIZ Ottumwa Ia
MASON, LIN
WKRC Cincinnati, Ohio
MASON, SYDNEY
WXYZ Detroit Mich
MASTERSON, PAUL
KOY Phoenix Ariz
MATHESON, MAC C.
KTUC, Tucson Ariz
MATHEWS, BILL
KMYC Marysville Calif
MATHEWS, PHILLIP
WHKY Hickory N C
MATHIE, R.
CKOV, Kelowna B C Can
MATTHEWS, JAMES
KGO-KPO San Francisco Calif
MATTHEWS, RALPH
KGFF Shawnee Okla
MATTHEWS, THOMAS
WLAK Lakeland, Florida
MATTISON, CARL
WABY Albany N Y
WATTS, WARREN
KOB Albuquerque N M
MAWSON, RICHARD
WBAX Wilkes-Barre Pa
MAXNESS, HAROLD
WCAR Rapid City, S D
MAXWELL, JIM
CFQC Saskatoon Sask, Can
MAXWELL, TOM
WGST, Atlanta, Ga
MAY, LEON
WDNC Durham, N C
MAYNARD, JACK
KPAC Port Arthur Texas
MEAD, WARREN
WTMJ Milwaukee Wisc
MEAKIN, LEONARD
WINX Washington D C
MEHL, CARL
KFUO Clayton Mo
MELBY, EARL
WLOF, Orlando Fla
MELIC, WILLIAM F.
WWNC Asheville N C
MELOF, MITCHELL
WDAK West Point Ga
MENCHACA, JOSE
WHOM Jersey City N J
MERCIER, JOSEPH
WCAR Pontiac Mich
MEREDITH, ALICE
KFRU Columbia Mo Women's Radio Journal Musical Clock
MEREDITH, LEE CARL
WOMI Owensboro Ky
MERINO, JOHN
KTUC Tucson Ariz
MERRIAM, DWIGHT
WKBN Youngstown Ohio
MERRIDEN, REG
WKOK Sunbury, Pa
MERRYMAN, ROBERT
KDKA Pittsburgh Pa

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MERTENS, PETER
KIRO, Seattle, Wash.
METCALF, AL BERT
KXOK, St. Louis, Mo.
METCALF, DEAN
KARM, Fresno, Calif.
MEYER, KEN
WSIB, Ogdensburg, N. Y.
MEYERS, TED
KECA-KFI, Los Angeles, Calif.
MEYERS, WENDELL
KFIZ, Fond-Du-Lac, Wisc.
MICHAEL, EDWARD
WXYZ, Detroit, Mich.
MICHAEL, RAYMOND
WMAL-WRC, Washington D. C.
MIDGELY, JOHN
WCBS, Springfield, Ill.
MILBURN, JESSE
KRLD, Dallas, Texas.
MILBURN, MEL
KHSL, Chico, Calif.
MILES, ROBERT
WOAI, Ames, Iowa.
MILLER, C. A.
WCBS, Springfield, Ill.
MILLER, DAVE
WAAT, Jersey City, N. J.
MILLER, DeWITT
CKNX, Wingham, Ontario, Can.
MILLER, GLEN
KOAM, Pittsburg, Kans.
MILLER, HAL
WAAB-WNAC, Boston, Mass.
MILLER, HAROLD
WEDC, Chicago, Ill.
MILLER, JOHN R.
KOMO-KJR, Seattle, Wash.
MILLER, LEROY
KYW, Philadelphia, Pa.
MILLER, LINCOLN W.
KFAR, Fairbanks, Alaska.
MILLER, PAUL
WKOK, Sunbury, Pa.
MILLER, RAY
KFJZ, Forth Worth, Texas.
MILLER, RUSSELL
KTOK, Oklahoma City, Okla.
MILLER, WILBUR
KTAR, Phoenix, Ariz.
MILLETT, RICHARD L.
WMRN, Marion, Ohio.
MILLON, RENE
KGFI, Brownsville, Texas.
MILLS, GORDON
KGER, Long Beach, Calif.
MILLSAP, JOHN
WMGA, Moultrie, Ga.
MILTON, LEW
WHBU, Anderson, Ind.
MIMS, STUART
WAPI, Birmingham, Ala.
MINER, PAUL
KVOO, Tulsa, Okla.
MINGUELA, S.
WPRA, Mayaguez, Puerto Rico.
MINGUS, BRO
KVWC, Vernon, Texas.
MINIUM, JAMES
WHIZ, Zanesville, Ohio.
MINTON, J. R.
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. Catherines, Ontario, Can.
MITCHELL, JACK
KTSA, San Antonio, Texas.
MITCHELL, JAMES
WCLS, Joliet, Ill.
MITCHELL, JOE
KALE, Portland, Ore.
MITCHELL, ROD
WNEW, New York, N. Y.
MOAN, HAROLD C.
KOMO-KJR, Seattle, Wash.
MOBLEY, ERNEST
KVWC, Vernon, Texas.
MOEGLE, FRED
WTMV, East St. Louis, Ill.
MOFFETT, RAYMOND W.
WCAO, Baltimore, Md.
MONAGHAN, GEORGE
WTHT, Hartford, Conn.
MONDAY, RAY
KPDN, Pampa, Texas.
MONK, LLOYD
CKGB, Timmins, Ont., Can.
MONROE, WILSON
KRBM, Bozeman, Mont.
MONTGOMERY, JAMES
KSCJ, Sioux City, Iowa.
MONTGOMERY, JOHN
WFPG, Atlantic City, N. J.
MOODY, DAVE
KPAB, Laredo, Texas.
MOON, ROBERT
KNX, Los Angeles, Calif.
MOONEY, DOW
WFAA, Dallas, Texas.
MOORE, HAL
WNEW, New York, N. Y.
MOORE, LINDLE
WEBQ, Harrisburg, Ill.
MOORE, MARIAN
WFTL, Fort Lauderdale, Fla.
MOORE, PAUL E.
KOMO-KJR, Seattle, Wash.
MOORE, S.
CKBI, Prince Albert, Sask., Can.
MOORE, TOM
WIBG, Glenside, Pa.
MOORE, VERN
KIDO, Boise, Idaho.
MORELAND, EARL
WMC, Memphis, Tenn.
MORELAND, HARRY
WROL, Knoxville, Tenn.
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MORGAN, GENE
WMCA, New York, N. Y.
MORGAN, HENRY
WOR, Newark, N. J.
MORGAN, JOHN CARL
WTAR, Norfolk, Va.
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WBAB, Atlantic City, N. J.
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WHDL, Olean, N. Y.
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WKRC, Cincinnati, Ohio.
MORGAN, WILLIAM
WCAR, Pontiac, Mich.
MORRIER, R.
CFRN, Edmonton, Alberta, Can.
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WKY, Oklahoma City, Okla.
MORRIS, BOB
KPDN, Pampa, Texas.
MORRIS, COLTON G.
WBZ-WBZA, Boston-Springfield, Mass.
MORRIS, DON
WWJ, Detroit, Mich.
MORRIS, JACK
KOME, Tulsa, Okla.
MORRIS, VERA
KGFW, Kearney, Nebr.
MORRISON, HERBERT
WCAE, Pittsburgh, Pa.
MORRISON, IRVINE
CKSO, Sudbury, Ont., Can.
MORRISON, WILBUR
WGY, Schenectady, N. Y.
MORTENSON, BRYN
WOPI, Bristol, Va.
MORTIMER, ROSS
CJOR, Vancouver, B. C., Can.
MOSELEY, PAUL
KFJM, Grand Forks, N. D.
MOSES, JOHN B.
WHKC, Columbus, Ohio.
MOTT, D.
CJCS, Stratford, Ont., Can.
MOUSSEAU, ROMEO
CHLP, Montreal, Que., Can.
MOYER, BILL
CKWX, Vancouver, B. C., Can.
MOYLAN, NEAL
WFBL, Syracuse, N. Y.
MUELLER, MARVIN
KDRO, Sedalia, Mo.
MULHOLLAND, ROSS
WXYZ, Detroit, Mich.
MULLINS, BERNARD
WTIC, Hartford, Conn.
MULLINAX, EDWIN
WHMA, Anniston, Ala.
MULROY, BERT
WFHR, Wisconsin Rapids, Wisc.
MUNCY, HUGH
WSOY, Decatur, Ill.
MUNIER, DALE
WHIO, Dayton, Ohio.
MUNSON, LYLE
WTAX, Springfield, Ill.
MURPHY, CHARLES
WINX, Washington, D. C.
MURPHY, EDWARD
WROK, Rockford, Ill.
MURPHY , JACK
KFRC, San Francisco, Calif.
MURPHY, JOHN
WSUN, St. Petersburg, Fla.
MURPHY, MICKEY
KRRV, Sherman, Texas.
MURPHY, ROBERT
KSTP, St. Paul-Minneapolis, Minn.
MURRAY, EARNEST
KATE, Albert Lea, Minn.
MURRAY, MICHAEL
WCBM, Baltimore, Md.

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.
NASH, BERT
KROY, Sacramento, Calif.
NAUMAN, DICK
KWFT, Wichita Falls, Texas.
NEAL, JIM
KOME, Tulsa, Okla.
NEGLEY, JACK
WINS, New York, N. Y.
NEHER, DE
WEBC, Duluth, Minn .
NEHRLING, WALLY
WIRE, Indianapolis, Ind.
NEIMAN, TONI (Miss)
WLTH, New York, N. Y
NELSON, BUD
KDAL, Duluth, Minn.
NELSON, HELYN
KWAL, Wallace, Idaho.
NELSON, HOWARD
WDAY, Fargo, N. D.
NELSON KARL
WTOL, Toledo, Obio.
NELSON, KENNEDY
WAAF, Chicago, Ill.

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NELSON, RALPH
WDAF Kansas City, Mo
NELSON, ROSS
WGRM Greenwood Miss
NELSON, THOMAS
KSLM Salem Ore
NESMITH, FRANK
KHUB Watsonville Calif
NEVILLE, BILL
KROC Rochester Minn
NEW, GILBERT
WCKY Cincinnati Ohio
NEWBURY, WALTER
WCAP Asbury Park N J
NEWELL, H W
WEEI Boston Mass
NEWHOUSE, JOHN
WENY, Elmira N Y
NEWTON, WALTON
WIP Philadelphia Pa
NICKELL, JOE
WIBW Topeka Kansas
NILES, KEN
CBS Big Town
NILES, NADIA
CBS Big Town
NIXON, IVOR
CKOC Hamilton Ont Can
NOBLE DICK
WAVE Louisville Ky
NOLAN, JAMES
KUJ Walla Walla Wash
NOLAN, NATHAN
WBML Macon Ga
NORDIN, KVV
WFHR Wisconsin Rapids Wisc
NORMAN, HORACE
WADC Akron Ohio
NORMANDIN, MICHEL
CHLP, Montreal Que, Can
NORTON, FRANK
WMAS, Springfield, Mass
NOVINS, STUART
WESX Salem Mass
NOWINSKI, EDWARD
WHOM, Jersey City N J

— O —

OAKES, BARNEY
WATL Atlanta Ga
OATES, WILLIAM M.
WLBF Bowling Green Ky
OBERLIN, RICHARD
WMAN, Mansfield Ohio
O'BRIEN, DON
KTUL, Tulsa Okla
O'BRIEN, JOE
WMCA, New York N Y
O'CONNOR, CHARLES
NBC Johnny Presents
O'CONNOR, EDWARD
WPRO, Providence R I
O'CONNOR, ROD
KSL Salt Lake City Utah
O'DELL, GEORGE STUART
WOPI Bristol Tenn
O'DELL, JACK
WCFL Chicago Ill
ODELL, STUART
WHIS Bluefield W Va
O'DONNELL, H
CKY Winnipeg Man Can
O'DONNELL, HAROLD
KVCV Redding Calif
OFFHAUS, RUSSELL E.
WCOP Boston Mass
O'HOWARD, JOHN
KQV Pittsburgh, Pa
OLIPHANT, PAUL
WLAC, Nashville, Tenn
OLSEN, HOWARD
KWAL Wallace Idaho
OLSON, DICK
WIND, Gary Ind
OLSON, HARVEY
WDRC Hartford Conn
OLSON, RAY
WOW, Omaha Nebr
O'NEILL, JACK
WFBL Syracuse, N Y
ORAVITZ, JULE
WRJN Racine Wisc
O'REILLY, JAY
WJLS Beckley W Va
ORMISTON, NELDO
KWG Stockton, Calif
OSBORN, JIM
KRIC, Beaumont, Texas
O'SHEA, James
WLEU, Erie Pa
OSKIERKO, EDWARD
WHIP Hammond Ind
OSTBY, JOHAN
WCAL Northfield Minn
OTIS, DON
KFAC, Los Angeles Calif
OTIS, EDWARD
WAAB-WNAC Boston Mass
O'TOOLE, WILLIAM J
WCAO, Baltimore, Md
OTT, WOODROW
WENY Elmira N Y
OTTE, GEORGE
KERN, Bakersfield Calif

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OVERBAY, PAUL
WAGA, Atlanta, Ga.
OWEN, Jr., FORREST
WKAR, East Lansing, Mich.
OWEN, FRAN
WINX, Washington, D. C.
OWEN, JAY
WSLS, Roanoke, Va.
OWENS, ALFRED
WJRD, Tuscaloosa, Ala.
OWENS, ARTHUR
WCSH, Portland, Me.
OWENS, LOY
CJIC, Sault Ste. Marie, Ont., Cann.
OWENS, MAURICE P.
WROK, Rockford, Ill.
OXMAN, CARL
WMIN, St. Paul, Minn.

— P —

PAAR, JACK
WGAR, Cleveland, Ohio.
PACKARD, HARRY H.
KFEQ, St. Joseph, Mo.
PACKER, VICTOR
WLTH, New York, N. Y.
PADGETT, PAT
WBML, Macon, Ga.
PAGE, ALLAN
KVOO, Tulsa, Okla.
PAGE, BOB
KGGF, Coffeyville, Kans.
PAGE, NORM
WHLB, Virginia, Minn.
PAIGE, NORMAN
KGO-KPO, San Francisco, Calif.
PAINTON, KEITH
KCRC, Enid, Okla.
PALMER, CLARENCE
KVOE, Santa Ana, Calif.
PALMER, HUGH
CBR, Vancouver, B. C., Can.
PALMER, LOU
KBST, Big Spring, Texas.
PALMER, SELDEN R.
KTRB, Modesto, Calif.
PALMER, WILLIAM
WJAC, Johnstown, Pa.
PALMERI, VINCENT E.
WELI, New Haven, Conn.
PARADY, BILL
KBST, Big Spring, Texas.
PARISH, A. S.
KWOC, Poplar Bluff, Mo.
PARK, CHARLES
WFDF, Flint, Mich.
PARKER, AL
WTRY, Troy, N. Y.
PARKER, BILL
WRAL, Raleigh, N. C.
PARKER, DON
KRNT-KSO, Des Moines, Iowa.
PARKER, F. B.
KPPC, Pasadena, Calif.
PARKER, GLEN
WHO, Des Moines, Iowa.
PARKER, LAWRENCE, M.
KFEQ, St. Joseph, Missouri
PARKER, SAM
WIOD, Miami, Fla.
PARKS, AL
WATL, Atlanta, Ga.
PARSON, WILLIAM C.
KTOH, Lihue, T. H.
PARSONS, FRED
WLOG, Logan, W. Va.
PARSONS, ROBERT
WMBI, Chicago, Ill.
PARTON, CLAUDE
WOLF, Syracuse, N. Y.
PASCOE, HARRY W.
WWNC, Asheville, N. C.
PATCH, CAMPBELL
WJAC, Johnstown, Pa.
PATTERSON, CREAN
WNBC, New Britain-Hartford, Conn.
PATTERSON, FREDERICK J.
KOMO-KJR, Seattle, Wash.
PATTERSON, LYLE
WHLS, Port Huron, Mich.
PATTERSON, NORWOOD
KSAN, San Francisco, Calif.
PATTERSON, WALTER
WSPD, Toledo, Ohio.
PAUL, DAN
KFDM, Beaumont, Texas.
PAUL, ED
WCFL, Chicago, Ill.
PAULIN, PIERRE
KDKA, Pittsburgh, Pa.
PAULSEN, JACK
WOC, Davenport, Iowa.
PAULSEN, VARNER
WCOU, Lewiston, Me.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PAYNE, LARRY
WJR, Detroit, Mich.
PAYNE, ROBERT
WCOU, Lewiston, Me.
PEACH, DOROTHY
KVRS, Rock Springs, Wyo.
PEAK, GENE
WPAD, Paducah, Ky.
PEARSON, FORT
NBC. Beat the Band, Fitch Bandwagon, Guiding Light, Quiz Kids, Alec Templeton Time.
PECK, HARRY
KFBI, Wichita, Kans.
PEDEN, TOM
WIRE, Indianapolis, Ind.
PELL, ERNEST
WPAD, Paducah, Ky.
PENCKE, PAUL
WKAT, Miami Beach, Fla.
PENDERGRAST, WILLIAM
WNBH, New Bedford, Mass.
PENNERT, ADRIAN
WARD, Brooklyn, N. Y.
PENNEY, WILLIAM
WSAV, Savannah, Ga.
PEPPER, WILLIAM
WPAY, Portsmouth, Ohio.
PERRIN, KEYES
WOKO, Albany, N. Y.
PERRIN, KEYES
W2XOY, Schenectady, N. Y.
PERRIN, T. E. PAT
KRRV, Sherman, Texas.
PERRY, CAMERON
CJOC, Lethbridge, Alberta, Can.
PERRY, EMMETT
WAAF, Chicago, Ill.
PERRY, ROBERT N.
WORL, Boston, Mass.
PETERSEN, ART
WCMI, Ashland, Ky.
PETERSON, JACK
WDZ, Tuscola, Ill.
PETERSON, HARRY
KOBH, Rapid City, S. D.
PETERSON, RAY
KUJ, Walla Walla, Wash.
PETTAY, FRANCIS
WCLE-WHK, Cleveland, Ohio.
PEYTON, STANLEY
WAKR, Akron, Ohio.
PHELPS, STUART
WFHR, Wisconsin Rapids, Wisc.
PHILBIN, BOB
WCLS, Joliet, Ill.
PHILLIPS, BILLY
KIDO, Boise, Idaho.
PHILLIPS, CHESTER
WADC, Akron, Ohio.
PHILLIPS, DON
Columbia's Country Journal CBS, Barnyard Follies CBS, Good News WMCA.
PHILLIPS, DON T.
KRBC, Abilene, Texas.
PHILLIPS, HAROLD
WRNL, Richmond, Va.
PHILLIPS, OREL
KHSL, Chico, Calif.
PHILLIPS, THOMAS C.
WDAK, West Point, Ga.
PICKARD, GEORGE
WSPD, Toledo, Ohio.
PIERCE, EDDIE
WDLP, Panama City, Fla.
PIERCE, LESLIE
KWFT, Wichita Falls, Texas.
PIERCE, NORM
WIND, Gary, Ind.
PIERCE, WILLIAM
WGBI, Scranton, Pa.
PIERSON, JOE
WFBM, Indianapolis, Ind.
PITT, W. LOWELL
KWAT, Watertown, S. D.
PIVEN, JERRY
WGBI, Scranton, Pa.
PLAMADORE, RAY
WKBH, La Crosse, Wise.
PLATT, JIM
WDEV, Waterbury, Vt.
PLUMLEE, PAUL
KGLU, Safford, Arizona.
PLUMMER, ROBERT
KFIO, Spokane, Wash.
POINDEXTER, RUTH
KXRO, Aberdeen, Wash.
POINTELL, CHARLES
WFIG, Sumter, S. C.
POLLARD, JAMES
WBZ-WBZA, Boston-Springfield, Mass.
POLLARD, BILL
WFBC, Greenville, S. C.
POLLOCK, BOB
WSB, Atlanta, Ga.
POLLOCK, GRANT
KGO-KPO, San Francisco, Calif.
POLLOCK, LEE
KGKB, Tyler, Texas.
POOLE, BILL
WGPC, Albany, Ga.
POPE, MARSHALL
KFJZ, Fort Worth, Texas.
PORTER, WINSLOW
WORL, Boston, Mass.
POSKA, AL
KECA-KFI, Los Angeles, Calif.
POTTER, JOHN
KROW, Oakland, Calif.
POWELL, JIMMY
KVOA, Tucson, Ariz.
POWELL, KENNETH
WENY, Elmira, N. Y.
POWERS, RALPH
WFBR, Baltimore, Md.
POWERS, TOM
WAAB-WNAC, Boston, Mass.
PRESBY, ARCHIE
KGO-KPO, San Francisco, Calif.
PRESTON, MARLOWE
KGKL, San Angelo, Texas.
PRICE, JAMES
WCAM, Camden, N. J.
PRIMM, ART
KMO, Tacoma, Wash.

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PROCTOR, ROBERT
WDAE, Tampa, Fla.
PROVAN, BOB
WDRC, Hartford, Conn
PRYOR, JIM
WJAR, Morgantown, W. Va.
PUCKETT, BERT
WMT, Cedar Rapids-Waterloo, Iowa.
PULVER, ALBERT
WJOB Hammond, Ind
PURCELL, BOB
WCFL Chicago, Ill.
PURCELL, CHARLES W.
WCAO, Baltimore, Md
PURCELL, RICHARD
WMEX, Boston, Mass.
PUTNAM, GEORGE
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PYE, JAMES K.
WMT, Cedar Rapids-Waterloo, Iowa.
PYLE, J. HOWARD
KTAR, Phoenix, Ariz.
PYRON, DICK
WAGA, Atlanta, Ga.

— Q —

QUALTROUGH, MORRISON
KROD, El Paso, Texas.
QUAVE, MACKIE
WWNC, Asheville, N. C.
QUAVE, MORRIS
WDOD, Chattanooga, Tenn

— R —

RADCLIFFE, FRANK
CFOS, Owen Sound, Ont., Can.
RAE, JOHN
CJOR, Vancouver, B. C., Can.
RAFFERTY, TOM
CKCR, Kitchener, Ont., Can.
RANCE, FRANK
KRMC, Jamestown, N. D
RAND, G. N.
WOKO, Albany, N. Y
RAND, RICHARD
KALE, Portland, Ore.
RANDALL, TED
WTMV, East St. Louis, Ill.
RAPIEFF, KENNETH
WICC, Bridgeport, Conn
RASH, BRYSON
WMAL-WRC, Washington, D. C.
RATHBEN, JACK
WJHP, Jacksonville, Fla.
RATKUS, J.
WHOM, Jersey City, N. J.
RAVENEL, J.
WHFC, Cicero, Ill.
RAWSON, BOB
WIL, St. Louis, Mo
RAY, DAVID WELLMAN
WSAU, Wausau Wisc.
RAY, ED
WDAE, Tampa, Fla
REAGAN, NEIL
KFWB, Los Angeles, Calif.
REDDING, GORDON
WBNY, Buffalo, N. Y.
REED, CHARLES
WJBC, Bloomington Ill.
REEVES, BILL
WHUB, Cookeville, Tenn.
REEVES, ELTON
KWAL, Wallace, Idaho.
REEVES, GEORGE
KCRC, Enid Okla.
REEVES, RAY
WRAL, Raleigh, N. C
REEVES, WAYNE
WHBU, Anderson Ind.
REHEIS, NORMAN
KXOK, St. Louis, Mo
REID, A. J.
WJAC, Johnstown Pa.
REID, G.
CFRN, Edmonton Alberta Can
REID, JAMES W.
WFBC, Greenville, S. C.
REID, MICHAEL
KVRS Rock Springs Wyo.
REIMERS, ED
WBEN Buffalo N. Y.
REINHARDT, FRED
WJPF, Herrin, Ill
REITER, FRED
WSPB, Sarasota, Florida
REJEBIAN, ARAM
KVEC, San Luis Obispo Calif.
REMINGTON, GENE
WAPO, Chattanooga, Tenn.
RENFRO, HARRY
KXOK St. Louis, Missouri
REYNOLDS, GENE
KGKO-WBAP, Fort Worth Tex
REYNOLDS, JOHN
WKRC, Cincinnati, Ohio.
REYNOLDS, PERLEY
WABI, Bangor, Me
REYNOLDS, TOMMY A.
KABC, San Antonio, Texas
REZNOR, JOHN
WKST, New Castle, Pa

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WSAU, Wausau, Wisc.
RHODES, DUSTY
KPAC, Port Arthur
RHODES, HAROLD
WBTH, Williamson, W. Va.
RHODES, JOHN
WHUB, Cookeville, Tenn.
RICAN, LIONEL
WSM, Nashville, Tenn.
RICE, CONRAD
WEMP, Milwaukee, Wisc.
RICE, WILLIAM
WMBC, Detroit, Mich.
RICHARDS, MAL
WJHO, Opelika, Ala.
RICHARDSON, JESSE
WRR, Dallas, Texas.
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.
RIND, JULES
WJDX, Jackson, Miss.
RIPLEY, JOE
WSLS, Roanoke, Va.
RIPPE, WILLIAM M.
WCBA-WSAN, Allentown, Pa.
RISER, JAMES
WJEJ, Hagerstown, Md.
RITCHIE, CAMPBELL
CKLW, Windsor, Ontario, Can.
RITTER, BOB
WJIM, Lansing, Mich.
RITTS, PAUL
WKAR, East Lansing, Mich.
RIVERA, NIEVES DIAZ
WKAQ, San Juan, Puerto Rico.
ROACH, PAUL
WAVE, Louisville, Ky.
ROARK, C. A.
KRLH, Midland, Texas.
ROBATOR, HARRY
WNBC, New Britain-Hartford, Conn.
ROBB, MAJOR
WINX, Washington, D. C.
ROBBIE, Jr., JOE
KUSD, Vermillion, S. D.
ROBBINS, BILL
WCKY, Cincinnati, Ohio.
ROBERTS, ART
CKRC, Kitchener, Ont., Can.
ROBERTS, CHARLES
KVOR, Colorado Springs, Colo.
ROBERTS, CHAS. S.
WLAC, Nashville, Tenn.
ROBERTS, CLIFF
WIBA, Madison, Wisc.
ROBERTS, DAVE
KDYL, Salt Lake City, Utah.
ROBERTS, HOWARD
WMT, Cedar Rapids-Waterloo, Iowa.
ROBERTS, PETER
WNBZ, Saranac, New York.
ROBERTS, ROGER
KLS, Oakland, Calif.
ROBERTSON, BRUCE
KOAM, Pittsburg, Kans.
ROBERTSON, GEORGE
CJRM, Regina, Sask., Can.
ROBERTSON, JAMES
WIBA, Madison, Wisc.
ROBERTSON, STEVE
WEBC, Duluth, Minn.
ROBERTSON, TRAFTON
WBT, Charlotte, N. C.
ROBINSON, DALE
WKY, Oklahoma City, Okla.
ROBINSON, MAX
WHO, Des Moines, Iowa.
ROBINSON, NORMAN
CFGP, Grande Prairie, Alberta, Can.
ROBINSON, TOM
KPAB, Laredo, Texas.
ROBINSON, WIP
WDZ, Tuscola, Ill.
ROBITAILLE, GLEN
CKWX, Vancouver, B. C., Can.
ROBSON, ED
WBRB, Red Bank, N. J.
RODDA, WALLY
WBRC, Birmingham, Ala.
RODGERS, DON
WSOY, Decatur, Ill.
RODRIGUEZ, MATEO
WHOM, Jersey City, N. J.
ROEHLING, JOSEPH
WGL-WOWO, Ft. Wayne, Ind.
ROEN, LOUIS
WMAQ-WENR, Chicago, Ill.
ROGERS, BEN
KWKH, Shreveport, La.
ROGERS, EDLY
KALB, Alexandria, La.
ROGERS, EDWIN
WMAL-WRC, Washington, D. C.
ROGERS, FEY
WOPI, Bristol, Tenn.
ROGERS, JOHN
KOMA, Oklahoma City, Okla.
ROGERS, LYLE
KWJJ, Portland, Ore.
ROGERS, RALPH
KEX-KGW, Portland, Ore.
ROGERS, ROGERS
KOCY, Oklahoma City, Okla.
ROGERS, RONNIE
WFLA, Tampa, Fla.
ROGERS, TOM
KQQV, Pittsburgh, Pa.
ROHRER, BILL
KWJJ, Portland, Ore.
ROLL, RICHARD
WHIO, Dayton, Ohio.
ROMINE, DOUG
KTSA, San Antonio, Texas.
ROMITI, PHILLIP
WJMS, Ironwood, Mich.
RONEY, JACK
WMAL-WRC, Washington, D. C.
ROOT, EDWARD
WKAR, East Lansing, Mich.
ROOT, JUAN
CHML, Hamilton, Ont., Can.
ROSCOE, PAUL
KGFW, Kearney, Nebr.
ROSE, WILLIAM
WCAX, Burlington, Vt.
ROSENBERG, ISRAEL
WVFW, Brooklyn, N. Y.
ROSKIN, LEWIS
CJOC, Lethbridge, Alberta, Can.
ROSS, DAVID
CBS, Take It or Leave It.
ROSS, DICK
KMO, Tacoma, Wash.
ROSS, HAROLD
WBOW, Terre Haute, Ind.
ROSS, NORMAN
NBC, Suburban Hour.
ROTHRUM, BILL
WSYR, Syracuse, N. Y.
ROUND, JR., WILLIAM
WSIX, Nashville, Tenn.
ROUNDTREE, GEORGE
KUOA, Siloam Springs, Ark.
ROURKE, HOWARD
KWJB, Globe, Ariz.
ROUSE, GENE
WMAQ-WENR, Chicago, Ill.
ROUSH, SIG
WBOW, Terre Haute, Ind.
ROWE, RALPH
WMT, Cedar Rapids-Waterloo, Iowa.
ROWEN, TOM
WJHO, Opelika, Ala.
ROWENS, BILL
WSOC, Charlotte, N. C.
ROWLAND, DAVE
WOSU, Columbus, Ohio.
ROWLAND, ED
KMTR, Hollywood, Calif.
ROWLAND, VIC
KVOE, Santa Ana, Calif.
ROWZIE, BRUCE
WDBJ, Roanoke, Va.
RUBENDAL, EVERETT
WRAK, Williamsport, Pa.
RUBESSA, GENE
WGNY, Newburgh, N. Y.
RUDDOCK, BILLINGS
WRNL, Richmond, Va.
RUEGG, FRED
KQW, San Jose, Calif.
RUGH, VIC
KFBI, Wichita, Kans.
RUHLE, PAUL
WCLO, Janesville, Wisc.
RUID, LLOYD
KWLC, Decorah, Iowa.
RUMSEY, LEO
KGMB, Honolulu, Hawaii.
RUSH, PHILLIP
KSAL, Salina, Kans.
RUSK, CLAY
WOC, Davenport, Iowa.
RUSSELL, DAVE
WFAA, Dallas, Texas.
RUSSELL, D. E.
KWAT, Watertown, S. D.
RUSSELL, FRANK
KECA-GFI, Los Angeles, Calif.
RUSSELL, JOE
KABC, San Antonio, Texas.
RUSSELL, RUSS
KWYO, Sheridan, Wyo.
RUSSELL, TOM
WKNE, Keene, N. H.
RUSTAD, JOHN
KSTP, St. Paul, Minn.
RYAN, TED
KTBC, Austin, Texas.
RYDSZINSKI, STANLEY
WDAS, Philadelphia, Pa.

— S —

SAFFORD, EDWARD P.
KROD, El Paso, Texas.
SAGES, J. S.
WMBS, Uniontown, Pa.
SALINER, PAUL
WHIP, Hammond, Ind.
SALSBURG, JOE
KGGM, Albuquerque, N. M.
SALTER, RUSSELL
WMRN, Marion, Ohio.

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SANDACK, WALLY
KSL, Salt Lake City, Utah
SANDERS, ERNIE
WHO, Des Moines Iowa
SANDERS, TIM
WLAC Nashville, Tenn
SANDSTROM, STANLEY
KVOE Santa Ana, Calif.
SANFORD, BILL
KMJ Fresno, Calif
SANFORD, LARRY
WDZ Tuscola Ill
SATER, HARTLEY
KEX-KGW Portland, Ore
SATEREN, LELAND B.
WLB, Minneapolis, Minn.
SAUNDERS, CARL
WBTM, Danville, Va.
SAUNDERS, CHARLES
KARK Little Rock, Ark
SAVALLI, JOSEPH
WHOM, Jersey City, N J
SAWYER, GENE
KGMB Honolulu, Hawaii,
SAWYER, TOM
WLOF, Orlando, Fla
SAXTON, GLENN
WFTL, Fort Lauderdale Fla
SCARBOROUGH, GANUS
WSAV Savannah Ga.
SCHAUGHENCY, ED
KDKA, Pittsburgh Pa.
SCHAUS, GORDON
CKCR Kitchener-Waterloo, Ontario, Can
SCHIRMER, CARLTON
KFEQ, St. Joseph, Mo.
SCHMELING, NORMAN
KTRI, Sioux City Iowa.
SCHNEIDER, AL
WHKC, Columbus Ohio
SCHOOLEY, IVAN
KVOR Colorado Springs, Colo
SCHOW, REG
WFEA, Manchester N. H
SCHROEDER, KARL
KGGM Albuquerque, N M.
SCHULTZ, A. F.
KVSF, Santa Fe, N. M
SCHULTZ, STANLEY
WCAR, Pontiac Mich
SCHWEER, ROLAND
KPRC Houston, Texas
SCHWEER, ROLAND
KRGV Weslaco, Texas
SCHWELLENBACH, BAXTER
KOL Seattle, Wash.
SCOFIELD, DAVE
KFRC San Francisco Calif.
SCOTT, DALE
KTOK Oklahoma City Okla.
SCOTT, DAVID
WJLS Beckley, W. Va
SCOTT, FRED
WAVE Louisville Ky
SCOTT, J.
WHFC Cicero, Ill.
SCOTT, JOHN
WHLD Niagara Falls N Y
SCOTT, RAY
KTRB, Modesto, Calif
SCOTT, RAY
WJAC, Johnstown Pa
SEAGRAVE, ORVILLE B.
WSAR, Fall River Mass
SEAMAN, CHARLES
WMBC, Detroit, Mich
SEARLE, WILLIAM
WTAR Norfolk, Va.
SEARS, ROLAND
WOCB, Cape Cod, Mass
SEBASTIAN, CHARLES
KSCJ Sioux City, Iowa
SECHREST, LOLA
KWOS Poplar Bluff Mo
SECHRIST, MITCHELL
KPLT Paris, Texas.
SEDGEWICK, BILL
WINN, Louisville Ky.
SEDON, PAUL
WGTC, Greenville N. C.
SEEHAFER, GENE
WHA, Madison, Wisc
SELLERS, DON R.
WCSH, Portland, Me
SEROFA, SAM
WHAT, Philadelphia, Pa.
SETTELL, CLARY
CRV-CBL, Toronto, Ont. Can
SEXTON, JACK
WTAD, Quincy, Ill
SEXTON, JESSE
KALB, Alexandria, La
SEXTON, MORGAN
WMAN, Marinette, Wisc
SHAFFER, FRANK
WAJR, Morgantown W. Va.
SHANESY, JACKSON
WSJS, Winston Salem, N. C
SHANNON, PAUL
KDKA, Pittsburgh Pa
SHANTZ, JR., MARSHALL B.
WJRN, Jamestown, N Y
SHAPARD, WILLIAM
WHN New York, N. Y
SHARBUTT, DELL
NBC, Mus. J. Americana Campbell Soup, CBS.
SHARP, IRVING
WDBJ, Roanoke Va
SHARPE, WILLIAM E.
KROD El Paso Texas
SHAW, GILL
WMBG Richmond Va
SHAW, GORDON
WWJ, Detroit, Mich.
SHAWCROFT, J. L.
KEVR Seattle, Wash.
SHAYON, ROBERT
WOR, Newark N J
SHEA, G. BEVERLY
WMBI Chicago, Ill
SHEA, LEWIS
WFTM, Ft. Myers, Fla
SHELDON, WALLY
WCAU Philadelphia Pa
SHELLGROVE, CARL
WAGF Dothan Ala
SHELTON, JAMES
WROK Rockford, Ill
SHEPHARD, RUSSELL
KLS Oakland, Calif
SHEPHERD, MILES
KOPL, The Dalles Ore
SHEPPARD, GLENN
KRLH Midland Texas
SHEPPARD, ROD
KARM, Fresno Calif
SHERMAN, BOB
WGL-WOWO Ft Wayne Ind
SHERMAN, JOHN
WFIG, Sumter S. C
SHERMAN, ORVILLE
KGFF, Shawnee Okla.
SHERMAN, WINTHROP
KMOX, St. Louis, Mo.
SHIELDS, BOB
KDKA, Pittsburgh Pa.
SHIFLETT, LILBURN
WMSD, Muscle Shoals Ala.
SHINBAUM, BOB
WNOX Knoxville Tenn.
SHIPLEY, GENE
WIBW, Topeka Kans.
SHIRLEY, TOM
NBC, Just Plain Bill, Grand Central Station
SHOEMAKER, MILTON
WINX, Washington D. C
SHOEMAKER, RALPH
WBAB, Atlantic City, N. J
SHORT, JOSEPH
WHCU Ithaca, N Y
SHORT, ROBERT
WBLK, Clarksburg, W. Va
SHUBINSKI, JAKE
WLAP Lexington Ky.
SHUMATE, HAROLD
KRGB, Weslaco, Texas
SHUMATE, LEWIS
KFBI Wichita, Kans
SHURTLEFF, DAVID
WFEA, Manchester, N H
SHUTE, JR. ELDEN H.
WCOU, Lewiston, Me.
SIEVERS, ROBERT
WGL-WOWO Ft. Wayne, Ind.
SIGHT, ROBERT
KCKN, Kansas City, Kans.
SILER, WENDELL
WSVA Harrisonburg, Va.
SILVERT, ARNOLD
WBLK, Clarksburg, W. Va.
SIMMONS, DAVE
KDYL Salt Lake City, Utah
SIMMONS, PARK
WCKY, Cincinnati, Ohio.
SIMMS, LARRY
KTSW, Emporia, Kans.
SIMMS, RAY
WCHV, Charlottesville, Va
SIMON, GEORGE
WJAC Johnstown Pa
SIMONSEN, WILLIAM
KGB San Diego, Calif.
SIMPSON, CHUCK
WDOD Chattanooga Tenn.
SIMPSON, JIMMY
WGTC, Greenville N. C
SIMPSON, JOHN
WCMI, Ashland Ky.
SIMPSON, SPIKE
WKOK Sunbury Pa
SIMS, JAMES A.
KROD El Paso Texas
SINGER, SPIZZ,
WTAX, Springfield Ill
SIRMONS, JAMES
WFMJ, Youngstown, Ohio
SITTON, M. A.
WBBL, Richmond, Va.
SKAFF, VINCENT
KTRI Sioux City, Ia
SKELTON, KENNETH W.
WDAE, Tampa, Fla.
SKELTON, ROGER
WSAV, Savannah Ga
SKINNER, PAUL
WMAN, Marinette, Wisc
SLAGLE, JOHN
WXYZ, Detroit, Mich.
SLATER, BILL
NBC, Uncle Jims Question Bee
SLATER, TOM
WOR, Newark N. J.
SLATTERY, BART
WIL, St. Louis, Mo
SLATTERY, JACK
KMPC, Beverly Hills, Calif.
SLOCUM, BOB
KFDY, Brookings, S. D.
SMALL, BILL
CFAR, Flin Flon, Man., Can.
SMALL, BODIE
KGVO, Missoula, Mont.

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SMITH, A.
CFAC, Calgary, Alberta, Can.
SMITH, B. A.
WHOP, Hopkinsville, Ky.
SMITH, BERNIE
WEBQ, Harrisburg, Ill.
SMITH, BLAINE
KCRC, Enid, Okla.
SMITH, BOB
KRBM, Bozeman, Mont.
SMITH, BOB
WCLO, Janesville, Wisc.
SMITH, C.
CJAT, Trail, B. C., Can.
SMITH, CAL
KROC, Rochester, Minn.
SMITH, DEAN
WABY, Albany, N. Y.
SMITH, DON
KSRO, Santa Rosa, Calif.
SMITH, DON
WLPM, Suffolk, Va.
SMITH, FRED
WHBF, Rock Island, Ill.
SMITH, GLEN
WLB, Minneapolis, Minn.
SMITH, GORDON
WAKR, Akron, Ohio.
SMITH, HAL
WIBX, Utica, N. Y.
SMITH, HAL
WRR, Dallas, Texas.
SMITH, HOMER
WKOK, Sunbury, Pa.
SMITH, J. EDWARD
WFBC, Greenville, S. C.
SMITH, JOE D.
KALB, Alexandria, La.
SMITH, STARR
KALB, Alexandria, La.
SMITH, WHEELER
KOL, Seattle, Wash.
SNOWDEN, BILL
WTAL, Tallahassee, Fla.
SNOWDON, CHARLES
WBLK, Clarksburg, W. Va.
SNYDER, GEORGE
WHLS, Port Huron, Mich.
SNYDER, RALPH
WLAV, Grand Rapids, Mich.
SNYDER, ROSS
KHSL, Chico, Calif.
SOARS, JACK
CFGP, Grande Prairie, Alb., Can.
SOBOLEWSKI, CARL
WHOM, Jersey City, N. J.
SOLER, JOSE
WKAQ, San Juan, Puerto Rico.
SOLOMON, COUNT
KFRU, Columbia, Mo.
SOVDE, LUTHER
WFHR, Wisconsin Rapids, Wisc.
SPARGO, PAUL W.
KWIL, Albany, Ore.
SPARKS, GARNET G.
WEXL, Royal Oak, Mich.
SPARKS, GORDON A.
WEXL, Royal Oak, Mich.
SPEARS, CHARLES
WORD, Spartanburg, S. C.
SPENCE, ROBERT
KIRO, Seattle, Wash.
SPENCER, BILL
WSB, Atlanta, Ga.
SPENCER, LESTER
WHIO, Dayton, Ohio.
SPENCER, ROBERT
WJBC, Bloomington, Ill.
SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.
SPILLMAN, SANFORD
KSFO, San Francisco, Calif.
SPOKES, ALFRED E.
WJTN, Jamestown, N. Y.
SQUIER, LLOYD
WDEV, Waterbury, Vt.
ST. GEORGE, DORIAN
WMAL-WRC, Washington, D. C.
STACKHOUSE, DAVID
WJAR, Providence, R. I.
STAFFORD, JACK
KMPC, Beverly Hills, Calif.
STAHL, GERTRUDE
KMMJ, Grand Island, Nebr. Market Basket Homemakers Club.
STAHL, PHILIP
WQXR, New York, N. Y.
STALEY, PHIL
WOSU, Columbus, Ohio.
STANLEY, CHARLES
WMBC, Detroit, Mich.
STANTON, JES
KSAM, Huntsville, Texas.
STANTON, PAT
WDAS, Philadelphia, Pa.
STARK, CHARLES
NBC. Gangbusters, Mother of Mine.
STARK, RICHARD
WNEW, New York, N. Y.
STARLING, DAVID
KFI-KECA, Los Angeles, Calif.
STAUFFER, LEON
KMYC, Marysville, Calif.
STAVROPOULOS, COSTAS
WHOM, Jersey City, N. J.
STEADMAN, BILLY
WGTM, Wilson, N. C.
STEARNS, L. F.
WEEI, Boston, Mass.
STECK, JACK
WFIL, Philadelphia, Pa.
STEELE, BILL
KGGF, Coffeyville, Kans.
STEELE, ROBERT
WTIC, Hartford, Conn.
STEELE, TED
CBS. Ted Steele Songs.
STEENSLAND, TOM
KUSD, Vermillion, S. D.
STEIS, BILL
WTSP, St. Petersburg, Fla.
STELL, WALLACE
WRNL, Richmond, Va.
STEMMLER, NICK
WSYR, Syracuse, N. Y.
STEPHENS, GABBERT
KPAC, Port Arthur, Texas.
STEPHENSON, ROBERT
WHN, New York, N. Y.
STERLING, F.
WHFC, Cicero, Ill.
STEVEN, PEEL
CFCF, Montreal, Que., Can.
STEVENS, ALSTON
WFIL, Philadelphia, Pa.
STEVENS, CARLYLE
KTUL, Tulsa, Okla.
STEVENS, HARMON L.
WHLS, Port Huron, Mich.
STEVENS, LEONARD
WNLC, New London, Conn.
STEWART, FRANK
KTSA, San Antonio, Texas.
STEWART, J.
CFAC, Calgary, Alberta, Can.
STEWART, JOE L.
WFTL, Fort Lauderdale, Fla.
STEWART, RALPH E.
WMBI, Chicago, Ill.
STEWART, RUSSELL
KSL, Salt Lake City, Utah.
STEWART, STAN
WTAQ, Green Bay, Wisc.
STILES, PAUL
WNBH, New Bedford, Mass.
STILLI, LEROY
WBNS, Columbus, Ohio.
STILLMAN, JOHN
WHIO, Dayton, Ohio.
STINSON, ARNOLD
CKLW, Windsor, Ont., Can.
STITT, WAYNE
KCKN, Kansas City, Kans.
STODDARD, BOB
KERN, Bakersfield, Calif.
STOECKLER, J. C.
WEEI, Boston, Mass.
STOKES, GENE
WMFD, Wilmington, N. C.
STONE, DAVID
WINS, New York, N. Y.
STONE, JAMES
KTBS, Shreveport, La.
STONE, JERRY
WDAS, Philadelphia, Pa.
STONER, PETER
WSUN, St. Petersburg, Fla.
STOREY, CHET
KWJB, Globe, Ariz.
STOUT, ALLEN
WROL, Knoxville, Tenn.
STOVIN, WILLIAM
CKSO, Sudbury, Ont., Can.
STRAKER, EASTER
WSOY, Decatur, Ill.
STRANGE, VALMORE
KFIO, Spokane, Wash.
STRAUSS, WILLIAM D.
WQXR, New York, N. Y.
STRICKLAND, EARL
W2XOY, Schenectady, N. Y.
STRONG, HAL
WMIN, St. Paul, Minn.
STRUBLE, ROBERT
KVCV, Redding, Calif.
STUART, ALLEN
WNEW, New York, N. Y.
STUBBS, H.
CJCS, Stratford, Ont., Can.
STUHLMAN, FRANK
WTIC, Hartford, Conn.
STULLA, BILL
KECA-KFI, Los Angeles, Calif.
SUGG, LEVIS
WGRB, Goldsboro, N. C.
SULLIVAN, ALBERTA
WFEA, Manchester, N. H.
SULLIVAN, DENNIS
KNET, Palestine, Texas.
SULLIVAN, HENRY
WBIG, Greensboro, N. C.
SULLIVAN, JAMES G.
KNET, Palestine, Texas.
SULLIVAN, JOHN
KNET, Palestine, Texas.
SULLIVAN, JOHN L.
WARM, Scranton, Pa.
SUMBLER, JIM
CJIC, Sault Ste. Marie, Ont., Can.
SUNDBERG, OSCAR
KHSL, Chico, Calif.
SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.
SUTTERFIELD, PHIL
WCSC, Charleston, S. C.
SVEHLA, WALTER
WQAM, Miami, Fla.
SWAFFORD, ROY
KANS, Wichita, Kans.
SWANSON, CLIFFORD
WCAL, Northfield, Minn.
SWANSON, J. HERBERT
WLB, Minneapolis, Minn.
SWEENEY, BUDD
WHKC, Columbus, Ohio.

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SWEENEY, FLORENCE
CKCK, Regina, Sask., Can.
SWENSON, DONALD
WNEL, San Juan, Puerto Rico.
SWERT, JR., GROVER
KNOW, Austin, Texas
SWIFT, JACK
WTSP, St Petersburg, Fla
SWIMELAR, PAUL
WTHT Hartford, Conn.
SWINEFORD, JACK
KOMA, Oklahoma City Okla
SWINFORD, PAUL
KADA, Ada, Okla.
SWINGLEY, M. E.
WDAE, Tampa, Fla.
SWISHER, ARDEN
WNAX, Yankton, S D
SWISHER, BEN
KWLK, Longview, Wash
SWYSTUN, THEODORE
WDAS, Philadelphia, Pa
SYLER, BOB
KDNT, Denton Texas.
SYLVAIN, MARCEL
CKAC, Montreal, Que., Can.
SYMMES, BERT
KLS, Oakland, Calif.

— T —

TAGGART, BYRON
WINN, Louisville, Ky
TANNER, GLEN
KWG, Stockton, Calif.
TANNER, LUKE
KUOA, Siloam Springs Ark.
TAPLEY, S. E.
CJCS, Stratford Ont., Can
TAPLIN, PRESTON
WHCU, Ithaca, N Y.
TATE, RAY
CFAR, Flin Flon Man Can
TAULBEE, ALAN
WARM, Scranton, Pa
TAYLOR, A. L.
WBEN, Buffalo, N Y.
TAYLOR, CRAWFORD
WLOK, Lima, Ohio
TAYLOR, DAVE
WSJS, Winston-Salem, N C
TAYLOR, GLEN
WJJD, Chicago, Ill.
TAYLOR, LEON
KFDM, Beaumont, Texas
TAYLOR, LEONARD
WHBC Canton, Ohio.
TAYLOR, SAM
KWJJ, Portland, Ore
TAYLOR, TED
WTOL, Toledo, Ohio.
TAYLOR, WILLIAM
WPAY, Portsmouth Ohio
TEAR, SID
WLOG Logan, W. Va.
TEASLEY, JESSE
WGPC, Albany, Ga.
TEMPLE, PETER
WLOL, Minneapolis-St Paul Minn.
TEN EYCK, SIDNEY
WHCU Ithaca, N Y.
TERKELL, HAL
KQV, Pittsburgh, Pa
TERRY, GENE
WTAD, Quincy, Ill.
TERWEY, TYS
WNOX, Knoxville, Tenn
TESSMAN, ABBOT
KGO-KPO, San Francisco Calif
THERIAULT, Y.
CKCH,, Hull, Que., Can.
THOMA, GEORGE
WKBB, Dubuque, Iowa.
THOMAS, BOB
WFLA, Tampa, Fla
THOMAS, GEORGE
WCAU, Philadelphia Pa
THOMAS, GLENN
WJEJ, Hagerstown, Md
THOMAS, HAL
KFPY, Spokane, Wash.
THOMAS, JACK
WFAA, Dallas Texas
THOMAS, LARRY
WDAS, Philadelphia, Pa
THOMAS, MURPHY
KDRO, Sedalia, Mo.
THOMLINSON, BOB
KEX-KGW, Portland, Ore
THOMPSON, AL
KSAL, Salina Kans
THOMPSON, BUD
KFYO Lubbock, Texas.
THOMPSON, CLAY
KFYO, Lubbock, Texas.
THOMPSON, G.
CFRN, Edmonton, Alberta, Can
THOMPSON, JACK
CJRC, Winnipeg Man. Can.
THOMPSON, JAMES
KQV Pittsburgh Pa
THOMPSON, R. S.
KBIZ, Ottumwa Ia.
THOMPSON, REO
CJCA, Edmonton, Alberta Can
THOMPSON, VERL
WXYZ Detroit, Mich.
THORPE, JOHN
KYW Philadelphia Pa
THRONTON, HARRY
WBLJ, Dalton, Ga.
THWING, RICHARD
WNLC, New London, Conn
TICE, J. OLEN
WCOS, Columbia, S C
TIFFANY, GERALD
KABR, Aberdeen S. D.
TIFFIN, WILBUR
CKNX Wingham, Ont Can
TIGNER, CHARLES
KWKH, Shreveport, La.
TILDEN, LAMONT
CBY-CBL Toronto, Ont., Can
TIMM, ALLEN
WEMP Milwaukee, Wisc
TINLEY, JR., G. HOWARD
WCAO Baltimore, Md
TOBIN, JOSEPH
WESX, Salem Mass.
TOBIN, MARTIN
KMBC, Kansas City, Mo.
TOBIN, MARTIN
KOA, Denver, Colo.
TOBOLA, JOHN
WAYX, Waycross, Ga
TODD, HOMER U.
WCBM Baltimore, Md.
TODD, JACK
KANS Wichita Kans.
TODD, JIMMY
KVOO Tulsa, Okla
TOLIN, GEORGE
KROW, Oakland, Calif
TOLLIVER, DON
WTMV, East St Louis, Ill.
TORLAND, TOR
KOA, Denver, Colo
TORMEY, JAY
WFAS, White Plains, N Y
TOWERS, JACK
KFDY, Brookings, S D.
TOWNE, MICHAEL
WINN, Louisville, Ky
TOWNSLEY, RUSS
KVGB, Great Bend, Kans
TOZIER, HAROLD
WSAU, Wausau, Wisc
TRAUM, BILL
WROK, Rockford, Ill
TREASTER, LYMAN
KTKC Visalia Calif
TREDWAY, BILL
KFBB, Great Falls, Montana.
TREMBLE, SIDNEY B.
KSAL Salina, Kans
TROUT, BOB
CBS, Saturday Night Serenade, Prof. Quiz.
TRUDEAU 3rd, EDWARD L.
WOKO, Albany, N. Y
TRUEMAN, HUGH
CHSJ, St John, N B., Can.
TUCHOLKA, EDWARD
WEBR, Buffalo, N Y.
TUCKER, EDWIN W.
WCAM Camden, N. J.
TUMA, CY
KMMJ Grand Island, Nebr
TUNIS, HAL
WIBG, Glenside, Pa
TUPPER, HOWARD
WGY, Schenectady, N. Y
TURNER, GLEN
CHAB, Moose Jaw, Sask., Can
TURNER, HARRY
KOBH, Rapid City, S D
TURNER, HOWARD
WSPA, Spartanburg S. C.
TURNER, HUGH
KLS, Oakland, Calif
TURNER, ROBERT
WEBR, Buffalo, N. Y
TURNER, WALTER
WLOK, Lima, Ohio.
TURNROSE, ARTHUR
KWJB Globe, Ariz
TUTT, BOB
KROY Sacramento, Calif
TWYMAN, HARVEY
KOIL, Omaha, Nebr
TYLER, NOAH
WIOD, Miami, Fla

— U —

ULMER, ROCH
KFI-KECA, Los Angeles, Calif.
UNDERCOFFER, JIM
WCMI, Ashland Ky.
UNDERHILL, DUTCH
WOC, Davenport, Iowa
UNDERWOOD, CHARLES
WMBS, Uniontown, Pa.
UPSON, PAUL
WTRC, Elkhart Ind
URIE, HURSCHELL
KSUB Cedar City, Utah

— V —

VADAKIN, DOROTHY
KWAT, Watertown, S. D.
VAILE, DAVID
KOA, Denver Colo
VAINRIB, STANLEY
WCSC, Charleston, S C
VALACH, CHARLES
WDAS, Philadelphia Pa
VALAITIS, J.
WHOM, Jersey City, N. J.
VALENTINE, BILL
CKSO, Sudbury, Ont., Can
VALENTINE, DAN
WRUF, Gainesville, Fla
VALENTINE, JIMMY
KEJM, Grand Forks, N. D
VALENTINE, RANCE
WTAM, Cleveland Ohio.

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VANCE, JOHN
WDAN, Danville, Ill.
VANCE, KEN
WJHO, Opelika, Ala.
VANDERWALKER, EARL
KWLC, Decorah, Iowa.
VAN DYKE, RUSSELL
KHAS, Hastings, Nebr.
VAN HAAFTEN, BUD
KOB, Albuquerque, N. M.
VAN HORN, ARTHUR
KFRC, San Francisco, Calif.
VAN KUREN, JAMES
CKLW, Windsor, Ont., Can.
VAN MATRE, EVERETT
KFRU, Columbia, Mo.
VANN, FRANK
WGH, Newport News, Va.
VAN SANDT, JOE
WMSD, Muscle Shoals, Ala.
VAN SANT, JOHN T.
WCBA-WSAN, Allentown, Pa.
VARES, GEORGE
WEDC, Chicago, Ill.
VASILATOS, E.
WVFW, Brooklyn, N. Y.
VAUGHN, ROBERT
KIT, Yakima, Wash.
VEAL, S.
WJHP, Jacksonville, Fla.
VEDDER, CHESTER
WGY, Schenectady, N. Y.
VERBA, GILBERT
KOA, Denver, Colo.
VERNON, CONRAD
KNOW, Austin, Texas.
VICKERS, LEE E.
WJSV, Washington, D. C.
VICTOR, IRVIN
WJJD, Chicago, Ill.
VINCENT, PAUL
WMBG, Richmond, Va.
VINES, LEE
WIP, Philadelphia, Pa.
VINEY, HENRY
CJOC, Lethbridge, Alberta, Can.
VOGEL, FRANCIS
WHDL, Olean, N. Y.
VOGEL, PHIL
WGKV, Charleston, W. Va.
VON BERGEN, JOHN
WARM, Scranton, Pa.
VON EGGER, HAROLD
KGKL, San Angelo, Texas.
VON LINDER, L.
WMT, Cedar Rapids,-Waterloo, Iowa.
VONROTH, ROGER
WRC-WMAL, Washington, D. C.
VON ZELL, HARRY
The Aldrich Family NBC, Time to Smile NBC, Helen Hayes Theater CBS.
VOSS, HERMAN
WMBI, Chicago, Ill.
VOSSE, FRED
WMPS, Memphis, Tenn.
VRZAL, CARL
WEDC, Chicago, Ill.

— W —

WABER, THOMAS
WKAR, East Lansing, Mich.
WADE, FRED
WTIC, Hartford, Conn.
WADE, OZZIE
WKNE, Keene, N. H.
WADE, TOM
WMPS, Memphis, Tenn.
KSRO, Santa Rosa, Calif.
WAHLBERG, JOEL F.
WGH, Newport News, Va.
WAKEMAN, TONY
WOL, Washington, D. C.
WALDEN, PAUL
KODL, The Dalles, Ore.
WALDROP, JAMES
WORK, Spartanburg, S. C.
WAGNER, JACK
WALDS, DICK
KFRU, Columbia, Mo.
WALKER, BILL
CJRM, Regina, Sask., Can.
WALKER, BILL
KFJM, Grand Forks, N. D.
WALKER, CECIL
WTRY, Troy, N. Y.
WALKER, DAVID
KOVO, Provo, Utah.
WALKER, HAL
WISN, Milwaukee, Wisc.
WALKER, ROGER W.
WCHS, Portland, Me.
WALLACE, GUY
WCFL, Chicago, Ill.
WALLACE, MYRON
WXYZ, Detroit, Mich.
WALLACE, ROBERT M.
WOLS, Florence, S. C.
WALTER, CHARLES HENRY
WRDW, Augusta, Ga.
WALTERS, JOE
KSFO, San Francisco, Calif.
WALTERS, LEON
WWSW, Pittsburgh, Pa.
WALTMAN, LA VELLE
KROC, Rochester, Minn.
WALTON, JAMES M.
WHAS, Louisville, Ky.
WALTON, SIDNEY
Sidney Wallon's Music NBC, By Kathleen Norris CBS, MBS.
WANNAMAKER, ALLEN
WGTM, Wilson, N. C.
WARD, DAVE
WKRC, Cincinnati, Ohio.
WARE, TOL
KSFO, San Francisco, Calif.
WAREMBUD, NORMAN H.
WLTH, New York, N. Y.
WARNER, BILL
KMA, Shenandoah, Iowa.
WARNER, NAOMA
KTOK, Oklahoma City, Okla.
WARNER, NEWELL
WCBM, Baltimore, Md.
WARREN, CARLTON
WOR, Newark, N. J.
WARREN, DOC
KWFC, Hot Springs, Ark.
WARREN, GIL
KFWB, Los Angeles, Calif.
WARREN, JAY
WEBQ, Harrisburg, Ill.
WASS, BOB
WADC, Akron, Ohio.
WATKINS, JOHN
WGAC, Augusta, Ga.
WATKINS, WAT
WAAT, Jersey City, N. J.
WATSON, C. B.
WFNC, Fayetteville, N. C.
WATSON, JR., LOREN L.
WIS, Columbia, S. C.
WATTS, JACK
WHBC, Canton, Ohio.
WAUGH, IRVING
WDBJ, Roanoke, Va.
WAYNE, STEWART
WTHT, Hartford, Conn.
WEAKLEY, SCOTT
KROW, Oakland, Calif.
WEATHERWAX, LESTER
KFBI, Wichita, Kans.
WEAVER, BEN T.
KWIL, Albany, Ore.
WEAVER, MAL
WDEV, Waterbury, Vt.
WEBB, HUGH
WJHO, Opelika, Ala.
WEBBE, TED
WINS, New York, N. Y.
WEBBER, FRED
WFIL, Philadelphia, Pa.
WEBER, JOHN PAUL
WIP, Philadelphia, Pa.
WEBER, KEN
WLEU, Erie, Pa.
WEBSTER, MAURIE
KNX, Los Angeles, Calif.
WEBSTER, REX
KFYO, Lubbock, Texas.
WEBSTER, ROBERT
WCAE, Pittsburgh, Pa.
WEEKS, BOB
KFBC, Cheyenne, Wyo.
WEEKS, E. L.
KABR, Aberdeen, S. D.
WEEKS, JOE
WJR, Detroit, Mich.
WEEKS, JOHN
KPDN, Pampa, Texas.
WEGMAN, EDWARD
WEBR, Buffalo, N. Y.
WEIGEL, FRAN
WLAV, Grand Rapids, Mich.
WEIL, ANDREW
WTMC, Ocala, Fla.
WEIL, LESTER
WTMC, Ocala, Fla.
WEINGARTH, FRED
WDAF, Kansas City, Mo.
WEIR, J.
KBIZ, Ottumwa, Ia.
WEIST, DWIGHT
NBC, Valiant Lady, By Kathleen Norris.
WELCH, CHARLES
KASA, Elk City, Okla.
WELCH, HERBERT
WBNS, Columbus, Ohio.
WELCH, JOSEPH
WSAR, Fall River, Mass.
WELCH, WILLIAM
WKRC, Cincinnati, Ohio.
WELDON, MARTIN
WINS, New York, N. Y.
WELLER, ROSS
WSAY, Rochester, N. Y.
WELLER, SAMUEL
WJOB, Hammond, Ind.
WELLS, BILL
WMPS, Memphis, Tenn.
WELLS, JACK
CFQC, Saskatoon, Sask.
WELSH, JACK
WSTV, Steubenville, Ohio.
WERTZ, HOYT
WIBW, Topeka, Kans.
WESTERKAMP, RICHARD F.
WCMI, Ashland, Ky.
WESTMORELAND, LLOYD
CKCK, Regina, Sask., Can.
WETZEL, E. H.
WCBA-WSAN, Allentown, Pa.
WETZLER, JOSEPHINE
WMBD, Peoria, Ill.
WHEDBEE, CHARLES
WGTC, Greenville, N. C.
WHEELER, CHET
KWIL, Albany, Ore.
WHEELER, JOE
WSIX, Nashville, Tenn.
WHEELER, TONY
WFIL, Philadelphia, Pa.
WHITE, ANDY
KVOA, Tucson, Ariz.
WHITE, DON
KXRO, Aberdeen, Wash.

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WHITE, JACK
WJR, Detroit, Mich.
WHITE, PAUL
WESX, Salem, Mass.
WHITE, RAY B.
WAWZ, Zarephath, N. J.
WHITE, ROBERT E.
WBZ-WBZA, Boston-Springfield, Mass.
WHITING, BILL
KFAC, Los Angeles, Calif.
WHITINGTON, DICK
WTSP, St. Petersburg, Fla.
WHITLEY, RAYMOND
KABC, San Antonio, Texas.
WHITMORE, JOHN
WJHP, Jacksonville, Fla.
WHITNEY, PHIL
WKNE, Keene, N. H.
WHITTEKER, G. E.
CBO, Ottawa, Ont., Can.
WHITTIER, CHARLES
WBAX, Wilkes Barre, Pa.
WHITWORTH, RAY
KVWC, Vernon, Texas.
WIDNEY, STAN
WHO, Des Moines, Iowa.
WIGGINGTON, BILL
WCCO, Minneapolis, Minn.
WIGHT, H. B.
WCAX, Burlington, Vt.
WIKEHART, EDDIE
WETH, Williamson, W. Va.
WILBUR, BEN
WFBM, Indianapolis, Ind.
WILCOX, HARLOW
NBC, Fibber McGee and Molly.
WILCOX, JOHN
KWNO, Winona, Minn.
WILCOUKT, ARLEN
WAYX, Waycross, Ga.
WILDE, EMIL
KFUO, Clayton, Mo.
WILDE, R. B.
WOKO, Albany, N. Y.
WILDS, R. B.
WJBO, Opelika, Ala.
WILES, WILLIAM
WHIZ, Zanesville, Ohio.
WILL, BOB
WIRE, Indianapolis, Ind.
WILLARD, DICK
WOR, Newark, N. J.
WILLARD, SID
WRML, Macon, Ga.
WILLETT, R. C.
CFCT, Victoria, B. C., Can.
WILLIAMS, ALUN
WMCA, New York, N. Y.
WILLIAMS, AUSTIN
KLZ, Denver, Colo.
WILLIAMS, DALLAS
KOL, Seattle, Wash.
WILLIAMS, FOSTER
WINS, New York, N. Y.
WILLIAMS, JACK
KOY, Phoenix, Ariz.
WILLIAMS, JIM
WKPA, New Kensington, Pa.
WILLIAMS, JOHN
WESX, Salem, Mass.
WILLIAMS, KEN
WFBR, Baltimore, Md.
WILLIAMS, MARK
WBTH, Williamson, W. Va.
WILLIAMS, MILDRED E.
WTAL, Tallahassee, Fla.
WILLIAMS, NED
WRNL, Richmond, Va.
WILLIAMS, RAY
WHIP, Hammond, Ind.
WILLIAMS, WALLY
WBIG, Greensboro, N. C.
WILLIS, AUSTIN
CBY-CBL, Toronto, Ont., Can.
WILLIS, J. E.
WLAP, Lexington, Ky.
WILLIS, JR., R. K.
WFNC, Fayetteville, N. C.
WILLS, HARRY
WJMS, Ironwood, Mich.
WILLS, PAUL
KMOX, St. Louis, Mo.
WILMARTH, ALBERT
WSAR, Fall River, Mass.
WILSON, BILL
WSPB, Sarasota, Fla.
WILSON, CLAUD
WSB, Atlanta, Ga.
WILSON, DAVE
KVGB, Great Bend, Kans.
WILSON, EDDIE
WSOY, Decatur, Ill.
WILSON, ELVAN B.
WLAK, Lakeland, Fla.
WILSON, GEORGE
WSTV, Steubenville, Ohio.
WILSON, HAL
WGTM, Wilson, N. C.
WILSON, KEN
WAJR, Morgantown, W. Va.
WILSON, LEO
WHOP, Hopkinsville, Ky.
WILSON, PAUL
WSLI, Jackson, Miss.
WILSON, READ
WWNC, Asheville, N. C.
WILSON, SCOTT
KTBS, Shreveport, La.
WILSON, WILLIS
KGFL, Brownsville, Texas.
WINBROW, DON
WKAT, Miami Beach, Fla.
WING, GERALD
KROC, Rochester, Minn.
WINN, BERT
KROW, Oakland, Calif.
WINN, WILLIAM
WRAK, Williamsport, Pa.
WINNE, WILLIAM
WABY, Albany, N. Y.
WINTER, JOHN
CFCF, Montreal, Que., Can.
WINTERS, JERRY
WGPC, Albany, Ga.
WINTERS, RAY
La Rosa Concerts, MBS, Manufacturers Trust.
WITYNOWSKI, EDWARD
WHOM, Jersey City, N. J.
WITHERS, LOU
KECA-KFI, Los Angeles, Calif.
WITMER, WEBB
WDAF, Kansas City, Mo.
WITTE, FRANZ
WTMA, Charleston, S. C.
WOLEVER, JACK J.
KWFC, Hot Springs, Ark.
WOLF, HAL
KPO-KGO, San Francisco, Calif.
WOLFRAM, A. L.
WAWZ, Zarephath, N. J.
WOLFRAM, ORLAND
WAWZ, Zarephath, N. J.
WOOD, H. BARRY
CKCK, Regina, Sask., Can.
WOOD, HARRY
KYW, Philadelphia, Pa.
WOOD, STUART
WFTM, Ft. Myers, Fla.
WOOD, WILLIAM
KGO-KPO, San Francisco, Calif.
WOODARD, HOWARD
KPRC, Houston, Texas.
WOODARD, J. C.
WCKY, Charleston, W. Va.
WOODARD, RAY
WFTC, Kinston, N. C.
WOODARD, TED R.
WOLS, Florence, S. C.
WOODBRIDGE, ROSS
WHEC, Rochester, N. Y.
WOODLE, HAMILTON
WOLF, Syracuse, N. Y.
WOODS, JOHN
KGCU, Mandan, N. D.
WOODSON, BILL
WTCN, St. Paul-Minneapolis, Minn.
WORLEY, DAVE
KFYO, Lubbock, Texas.
WORMAN, THERESA
WMBI, Chicago, Ill.
WORTHY, JOE
WMRC, Greenville, S. C.
WRIGHT, CHARLES H.
WELI, New Haven, Conn.
WRIGHT, DON E.
CJRM, Regina, Sask., Can.
WRIGHT, HOLLIS
WTAG, Worcester, Mass.
WRIGHT, KEN
WNOX, Knoxville, Tenn.
WRIGHT, MEL
KLO, Ogden, Utah.
WRIGHT, SHERMAN T.
KSUB, Cedar City, Utah.
WRIGHT, STERLING
WSPA, Spartanburg, S. C.
WRIGHT, WILL
KTFI, Twin Falls, Idaho.
WYATT, JACK
WHLC, Canton, Ohio.
WYLLIE, WALCOTT A.
WBRK, Pittsfield, Mass.
WYLY, RUSSELL
WMBD, Peoria, Ill.
WYNNE, DICK
KSFO, San Francisco, Calif.

— Y —

YELLAND, STARR
KOA, Denver, Colo.
YOUNG, BERN
WTOL, Toledo, Ohio.
YOUNG, DUKE
KORE, Eugene, Ore.
YOUNG, FRANK
WOL, Washington, D. C.
YOUNG, GORDON
CFCF, Montreal, Que., Can.
YOUNG, HAL
CBY-CBL, Toronto, Ont., Can.
YOUNG, JAMES
WJHP, Jacksonville, Fla.
YOUNG, JERRY
WJEJ, Hagerstown, Md.
YOUNG, KENNETH
KCKN, Kansas City, Kans.
YOUNGREN, FRANCES
WMBI, Chicago, Ill.
YOUNIN, WOLF
WARD, Brooklyn, N. Y.
YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZAPNOUKAYLAS, NICK
WHOM, Jersey City, N. J.
ZERGA, JAMES
WEAN, Providence, R. I.
ZIMMERMAN, DAVIS
WWJ, Detroit, Mich.
ZINK, ALBERT
WGY, Schenectady, N. Y.
ZUKOWSKY, EUGENE
WHOM, Jersey City, N. J.

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Sports Commentators

AND THEIR WORK DURING 1940

— A —

ADAMS, GLENN
WMRC, Greenville, S. C., Hudiphole Sports Column.
AGNEW, SAM
WKRC, Cincinnati, Ohio.
ALLEN, MEL
CBS, Camel, Baseball, WMCA, New York, N. Y.
ANDERSON, ARTHUR C.
KTAR, Phoenix, Ariz.
ANDREWS, TED
KOCY, Oklahoma City, Okla.
ARNOLD, ALVIN
KOBH, Rapid City, S. D.
ARTHUR, FRANK
KSAN, San Francisco, Calif.

— B —

BACH, JOE
WHLD, Niagara Falls, N. Y.
BAKER, MELVIN
KABR, Aberdeen, S. D.
BAKER, NELSON
WFBR, Baltimore, Md.
BAKER, ROGER
WSAI, Cincinnati, Ohio.
BARBEE, BUD
WJPF, Herrin, Ill.
BARBER, WALTER (RED)
WOR, Newark, N. J.
BARKER, BUD
WPAR, Parkersburg, W. Va.
BARNETT, MELVIN
WHIS, Bluefield, W. Va.
BARTLETT, LEONARD
KTRB, Modesto, Calif.
BATES, JR., WILLIAM H.
KTRB, Modesto, Calif.
BATEY, O.
CFCT, Victoria, B. C., Can.
BATTERS, CHARLES
WBRY, Waterbury-New Haven, Conn.
BECKMAN, W. C.
WCOS, Columbia, S. C.
BEDELL, A. DOUGLAS
WCAP, Asbury Park, N. J.
BELL, BILL
WRAK, Williamsport, Pa.
BELL, DICK
WARD, Brooklyn, N. Y.
BELL, JACK
WIOD, Miami, Fla. Jack Bell's Review.
BELL, TED
KRSC, Seattle, Wash.
BENDT, JACK
WINN, Louisville, Ky.
BENJAMIN, JIMMY
KWJB, Globe, Ariz.
BENNETT, "BILL"
KODL, The Dalles, Ore.
BENNETT, LEE
WAGA, Atlanta, Georgia.
BENNETT, THURSTON
WRDW, Augusta, Ga.
BERGER, HAL
KMPC, Beverly Hills, Calif.
BINGHAM, BOB
WWNC, Asheville, N. C. Sports Special.
BISHOP, BURTON
KTEM, Temple, Texas.
BLACKBURN, FRED
KYCA, Prescott, Ariz.
BLAIR, BIRNEY
KUJ, Walla Walla, Wash.
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
BLATZ, BILL
WHKC, Columbus, Ohio. Ten Pin Tattler.
BLUE, IRA
KGO - KPO, San Francisco, Calif. Sports Searchlight.
BOGGS, OTIS
WRUF, Gainesville, Fla.
BOLLEY, LEO
WFBL, Syracuse, N. Y.
BOND, CHUCK
KEVR, Seattle, Wash.
BONNER, CRENSHAW
WATL, Atlanta, Ga.
BOOEN, SHERMAN
KATE, Albert Lea, Minn.
BOURNE, PORTER L.
WEXYL, Royal Oak, Mich.
BOWDEN, R. H.
WMFD, Wilmington, N. C.
BOWES, BILL
WBRB, Red Bank, N. J.
BOX, VES
KRLD, Dallas, Texas.
BOYEN, JOHNNIE
KQV, Pittsburgh, Pa.
BOYLING, SID
CHAB, Moose Jaw, Sask., Can.
BOZEMAN, JERRY
KTBS-KWKH, Shreveport, La.
BRANDY, JOE
WSLB, Ogdensburg, N. Y.
BRAY, DICK
WSAI, Cincinnati, Ohio.
BRECKNER, GARY
KMPC, Beverly Hills, Calif. Pigskin Predictions.
KNX, Los Angeles, Calif.
BREEN, ED
KVFD, Fort Dodge, Iowa.
BRENT, RALF
WFPG, Atlantic City, N. J.
BRESCIA, MATTIE
WICC, Bridgeport, Conn.
BRESSLER, RUBE
WCKY, Cincinnati, Ohio. Today's Baseball.
BRIGHT, HARRY
WGRB, Goldsboro, N. C. Bright-Lites of Sports.
BRITT, JIM
WAAB-WNAC, Boston, Mass.
BRONDFIELD, JERRY
WCLE-WHK, Cleveland, Ohio. Football Interviews.
BROSSEAU, BILL
CKAC, Montreal, Quebec, Can.
BROWN, BILL
WHO, Des Moines, Iowa.
BROWN, FAY
KFYR, Bismark, N. D.
BROWN, HAL
KMJ, Fresno, Calif.
BRYANT, CHARLES
KCMO, Kansas City, Mo.
BRYAR, ROBERT
WHIP, Hammond, Ind. Sportraits.
BUNNELL, MERRILL J.
KLO, Ogden, Utah.
BURDY, BOB
WSKB, McComb, Miss.
BURDICK, SI
WHIO, Dayton, Ohio.
BURT, EDWARD
KMYC, Marysville, Calif.
BURY, ED
WMFF, Plattsburg, N. Y.
BUTLER, CLIFF
CFCF, Montreal, Que. Sports Review.
BUTLER, GRANT
WHFC, Cicero, Ill.
BUXBAUM, JR., PHILIP
WELI, New Haven, Conn.
BYERS, WAYNE
WHLB, Virginia, Minn.

— C —

CAGLE, GENE L.
KFJZ, Fort Worth, Texas.
CAIN, DOYLE
KFXD, Nampa, Ida.
CALDER, WYLIE
WTMA, Charleston, S. C.
CALDWELL, JOHN
KSUN, Bisbee-Douglass, Ariz.
CALLEY, GENE
KOB, Albuquerque, N. M.
CALLOWAY, JOE
WSIX, Nashville, Tenn.
CAMPBELL, DICK
KGGF, Coffeyville, Kans.
CANUP, RED
WAIM, Anderson, S. C.
CARAY, HARRY
WCLS, Joliet, Ill.
CARLYLE, HUGH
WRNL, Richmond, Va.
CARMICHAEL, LEE
KRMD, Shreveport, La. Jax Beer Sports Review.
CARPENTER, JIM
WKBB, Dubuque, Iowa.
CARPENTER, JOHNNY
KALE, Portland, Ore. Speaking of Sports.
CARR, THOMAS
WESX, Salem, Mass.
CARSON, R. GRANT
CJRM, Regina, Sask., Can.
CARTER, BOB
WMCA, New York, N. Y.
CARTWRIGHT, JACK
KEVR, Seattle, Wash.
CASE, GEORGE
WTMV, East St. Louis, Ill.
CASPER, CY
KXOK, St. Louis, Missouri.

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CASPER, TEE
KGKO-WBAP, Fort Worth, Tex.
CECIL, HERMAN
KDNT, Denton, Texas
CHAMBERLIN, FRANCIS
WMPS, Memphis, Tenn.
CHAPMAN, DAVE
KWFT, Wichita Falls, Texas
CHAPMAN, REED
CKWX, Vancouver, B. C., Can.
CHARD, LARRY
KSUN, Bisbee-Douglass, Ariz.
CHENAULT, GENE
KMJ, Fresno, Calif.
CHEYNE, ART
KIT, Yakima, Wash.
CHILDS, LELAND
WBRC, Birmingham, Ala.
CHRISTENSEN, WALT
KSRO, Santa Rosa, Calif
CIVILLE, ROY
KIDO, Boise, Idaho.
CLARK, ELMER A.
KABR, Aberdeen, S. D.
CLARK, J. B.
WRAL, Raleigh, N. C
CLARK, JAMES "Red"
WHIS, Bluefield, W. Va.
CLAYTON, BOYARD
WEBQ, Harrisburg, Ill
CLOUGH, L. D.
KLUF, Galveston, Texas.
CODDING, BILL
WAIM, Anderson, S. C
COFFIN, FRANK H.
KVCV, Redding, Calif
COLLINS, BOB
WFEA, Manchester, N. H.
COLON, ROYCE
KRLD, Dallas, Texas.
CONNOLLY, JOHN
WBRC, Birmingham, Ala
COPELAND, JACK
KGLU, Safford, Ariz
CORLEY, BILL
WBNS, Columbus, Ohio.
CORLEY, STAN
KBIZ, Ottumwa, Ia
CORNISH, WORTHEN "Bud"
WGAN, Portland, Maine.
CORSON, BARNEY
WNAX, Yankton, S. D.
COWELL, EDDIE
WJHL, Johnson City, Tenn
COZAD, "SAM"
WFMD, Frederick, Md
CRABTREE, CHARLES
KTFI, Twin Falls, Idaho.
CRADDOCK, JACK
WWSW, Pittsburgh, Pa.
CRAFT, A. B.
KVOL, Lafayette, La.
CRAIG, BENNY
KARK, Little Rock, Ark. Passing Parade of Sports.
CRANS, DICK
WGNY, Newburgh, N. Y.
CRAWFORD, EUGENE
WEBQ, Harrisburg, Ill.
CREASMAN, JAMES
KTAR, Phoenix, Ariz.
CREIGHTON, HARRY
FWAA, Chicago, Ill.
CRUICKSHANK, JOHN
CKNX, Wingham, Ontario, Can
CUMMINGS, GORDON
CFGP, Grand Prairie, Alb., Can.
CUNNINGHAM, HOMER
WIBW, Topeka, Kans.
CUNNINGHAM, P. H.
KWOC, Poplar Bluff, Mo. Hyde Park Final
CUSHING, KERBY
KYW, Philadelphia, Pa. Kerby Cushing Sportscaster.

— D —

DAIGER, FRED
WSUN, St. Petersburg, Fla.
DAILEY, TOM
WOW, Omaha, Nebr., Sportstime With Falstaff.
DALE, HAROLD
WGTC, Greenville, N. C
DANBOM, M. E.
KGKB, Tyler, Tex
DANFORTH, ED
WSB, Atlanta, Ga.
DAOUST, CHARLES
CKCH, Hull, Que., Can.
DARLING, FRED
C9KGB, Timmins, Ont., Can.
DAUGHERTY, JACK
KGKL, San Angelo, Texas.
DAVIDSON, BOB
WHUB, Cookeville, Tenn.
DAVIES, BILL
WBLJ, Dalton, Ga.
DAVIES, BOB
KSAN, San Francisco, Calif.
DAVIS, ARCHIE
WFHR, Wisconsin Rapids, Wisc.

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DAVIS, BOB
KOIL, Omaha, Neb.
DAVIS, BUZZ
WDAS, Phil., Pa.
DAVIS, GEOFF
CBR, Vancouver, B C., Can.
DAVIS, JIMMY
KOVC, Valley City, N. D.
DAVIS, LEE
WCBM, Baltimore ,Md.
DAVIS, REX
WCKY, Cincinnati, Ohio.
DEAL, JAKE
WDEV, Waterbury, Vermont.
DEINES, NORVAL
KMMJ, Grand Island, Nebr.
DELANEY, GLOVER
WTHT, Hartford, Conn.
DELMONT, JIM
WMIN, St. Paul, Minn.
DEMERS, JACQUES
CKAC, Montreal, Que., Can.
DENNIS, DINTY
WQAM, Miami, Fla. Dugout of the Air.
DESCHENES, CHARLES M.
CKCV, Quebec, Que.
DESMOND, CONNIE
WCOL, Columbus, Ohio.
DESMOND, DAN
KSCJ, Sioux City, Ia. Sport Static Of the Air.
DE YOUNG, GENE
KARM, Fresno, Calif. Midget Auto Races.
DIGHTON, JOHN
WJRD, Tuscaloosa, Ala.
DILLER, ROBERT
WMRO, Aurora, Ill.
DILLON, HARRIDON
KGY, Olympia, Wash.
DILLON, JOHN
WFAS, White Plains, N. Y.
DIXON, MASON
WNOX, Knoxville, Tenn.
DOLLAR, RUSSELL
WAIR, Winston-Salem, N. C.
DONLIN, THOMAS M.
WCAX, Burlington, Vt.
DOOLEY, JIMMY
WSTV, Steubenville, Ohio.
DOTSON, PERRY
WTCN, St. Paul-Minneapolis, Minn.
DOUGLAS, HAROLD
KFRU, Columbia, Mo. Hyde Park Final.
DOWTY, BYRON
KALB, Alexandria, Louisiana.
DRAKE, JACK
KRGV, Weslaco, Texas.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAVES, BILL
WFHR, Wisconsin Rapids, Wisc.
DREES, JACK
WIND, Gary, Ind.
DRISCOLL, DAVE
WOR, Newark, N. J.
DRYBURGH, DAVE
CKCK, Regina, Sask., Can.
DUDLEY, JIMMY
WCFL, Chicago, Ill.
DUMM, BOB
KROW, Oakland, Calif.
DUNBAR, STUART
KSAL, Salina, Kans.
DUNPHY, DON
WINS, New York, N. Y.
DUPRE, HENRY
WWL, New Orleans, La.
DURGIN, LARRY
WCOU, Lewiston, Me. The World of Sport.
DURKIN, SHERWOOD
KCKN, Kansas City, Kans.
DURNEY, BILL
WIL, St. Louis, Mo.
DYBDAL, VERNON
KWLC, Decorah, Iowa.
DYER, BILL
WCAU, Philadelphia, Pa.
DYER, BRAVEN
KNX, Los Angeles, Calif.

— E —

EDDY, BOOTH
WLOL, Minneapolis-St. Paul, Minn.
EDWARDS, JACK
KPLT, Paris, Texas.
EDWARDS, WEBLEY
KQMB, Honolulu, Hawaii.
EGAN, GAIL
CFAC, Calgary, Alberta, Can.
EISENMAN, ROBERT
WSAV, Savannah, Ga.
ELDER, DON
WDAY, Fargo, N. D.
ELKINS, LISTON
WAYX, Waycross, Ga.
ELLENBERGER, HANK
KTSW, Emporia, Kans.
ELMER, BOB
WFTL, Fort Lauderdale, Fla.
WQAM, Miami, Fla. Speaking of Sports.
ELSON, BOB
WGN, Chicago, Ill. World Scries Broadcasts MBS.
ELVIN, RALPH
WLOK, Lima, Ohio.
EMBURY, AL
KROC, Rochester, Minn.
EMICH, HOWARD
WMAN, Marinette, Wisc.
ENDERSBE, FRANK
KYSM, Mankato, Minn.
ENROTH, DICK
KDAL, Duluth, Minn.
EPSTEIN, JOE
WNOX, Knoxville, Tenn.
ERICKSON, ROLF
WEBC, Duluth, Minn.
ESCUDIER, R. A.
KVOL, Lafayette, La.
ESSEX, HAROLD
WSJS, Winston-Salem, N. C.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVANS, BOB
WFSRD, Toledo, Ohio.
EVANS, HERB
KUSD, Vermillion, S. D.
EVERHART, A. J.
WMBS, Uniontown, Pa.

— F —

FARIS, CLINTON
WGTM, Wilson, N. C.
FARNAN, BUD
WFLA, Tampa, Fla.
FARREN, WILLIAM
NBC.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FAY, JOE
WPRO, Providence, R. I.
FEAGANS, ERNEST
WDOD, Chattanooga, Tenn.
FELDMAN, ROBERT
WMAS, Springfield, Mass.
FENBERG, SAM
KPDN, Pampa, Texas.
FENTON, EDDIE
WCBM, Baltimore, Md.
FERMAINTT, P. R.
WPRA, Mayaguez, Puerto Rico.
FERN, C. J.
KTOH, Lihue, T.H.
FERRIS, ROBERT
KJR, Seattle, Wash.
FINCH, HOWARD K.
WJIM, Lansing, Mich.
FINGER, LEN
KFDM, Beaumont, Texas.
FISHELL, DICK
WHN, New York, N. Y. Sports Resume, Giant Football Games, Hockey Games.
FISHER, HANK
WMBD, Peoria, Ill.
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WHIP, Hammond, Ind. Twentieth Century Bowling.
FITZPATRICK, JACK
KLZ, Denver, Colo.
FLAHERTY, PAT
WOAI, San Antonio, Texas.
FLEISCHMAN, SOL
WDAE, Tampa, Fla.
FLETT, DEANNE
KFBB, Great Falls, Mont.
FLINT, JULIAN
WATL, Atlanta, Ga.
FLYNN, FAHEY
WEMP, Milwaukee, Wisc. Sports Roundup.
FORBES, JOHN
KXRO, Aberdeen, Wash.
FOSTER, HARRY
CBY-CBL, Toronto, Ont., Can.
FOSTER, JACK
WCKY, Cincinnati, Ohio. Sports And Music.
FOSTER, WILSON K.
KFAR, Fairbanks, Alaska.
FOWLER, CLINTON
KUOA, Siloam Springs, Ark.
FRANKLIN, ALLAN
WTAQ, Green Bay, Wisc.
FRANKLIN, LEONARD
KWLK, Longview, Wash.
FRANKLIN, ORVIN
KRRV, Sherman, Texas.
FRANKOVITCH, MIKE
KFAC, Los Angeles, Calif.
FRITZ, BOB
CJCA, Edmonton, Alberta, Can.
FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GADBERRY, BOB
KOAM, Pittsburg, Kans.
GAGAN, GEORGE
WLLH, Lowell-Lawrence, Mass.
GALLAGHER, EDDIE
WCCO, Minneapolis-St. Paul, Minn. Sports Thru The Keyhole.
GANNON, JOE
WMSL, Decatur, Ala.
GARDNER, DON
WKBN, Youngstown, Ohio.
GARNES, CLARENCE
KANS, Wichita, Kans.
GARRIOCK, TOMMY
CKTB, St. Catharines, Ont., Can.
GARROWAY, DAVE
WMAQ-WENR, Chicago, Ill.

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GATES, HILLIARD
WGL-WOWO, Ft Wayne, Ind
GEEHAN, JERRY
KMO, Tacoma Wash Sports Slants
GENTILE, JOE
CKLW, Windsor Ont, Can
GEORGE, LEE
WTAX, Springfield Ill
GIBBONS, TOMMY
WPIC Sharon Pa
GIBNEY, JACK
WRBL, Columbus, Ga
GIBSON, BILL
WLB, Minneapolis, Minn
GILL, BO
WGNY Newburgh, N Y
GILLIS, FRANK
WMEX, Boston Mass
GILMORE, JIM
CJOR, Vancouver, B C., Can
GIVEN, KEN
WLPM Suffolk Va, Atlantic Sports Parade
GLICKMAN, MARTY
WHN New York N Y Sports Resume Today's Baseball, Sports Fanfare
GODWIN, AL
WWL New Orleans, La
GOLDBERG, ARNOLD
WMBS Uniontown Pa
GOLDER, HARRY
WXYZ Detroit Mich
GOODWIN, AUSTIN
WGAN Portland Maine
GOODWIN, CARL
WCHV Charlottesville, Va
GOODWIN, HAL
WHAI, Greenfield Mass.
GOSS, BAILEY
WBAL Baltimore, Md
GOSS, FRANK
KFWB, Los Angeles Calif.
GOULET, ARMAND
CHLP Montreal, Que Can
GOWANS, AL
WTCN St Paul-Minneapolis Minn
GOWEN, CAWTHON
WSLS, Roanoke, Va
GRANEY, JACK
WHK WCLE Cleveland Ohio
GRANGE, RED
WCLE-WHK Cleveland Ohio Football
GRANT, HUBERT
WNOE New Orleans, La
GRANT, LESTER
KROW, Oakland, Calif
GRANT, TAYLOR
WCAU Philadelphia Pa
GRAY, DICK
WORD Spartanburg S C Pigskin Parade
GREGORY, LLOYD
KPRC Houston Texas
GREGSON, JACK
KSFO San Francisco Calif
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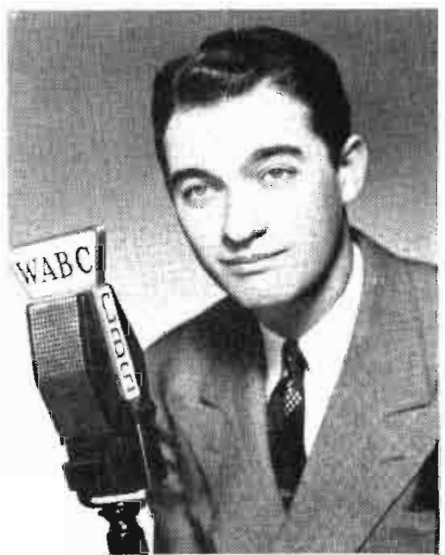
WJW Akron Ohio
GRIFFITHS, DAVE
WGBI Scranton Pa
GRIGGS, NELSON
WGNY Newburgh N Y
GRIZZARD, HERMAN
WLAC, Nashville, Tenn
GROSMILLER, "KEN"
KODL The Dalles Ore
GUNN, GEORGE
WMAL WRC Washington, D C
GUYER, ROBERT S.
WBTM Danville Va
GWYNN, Z V
WFNC Fayetteville N C

— H —

HACKETT, JOHN
WGL-WOWO Ft Wayne Ind
HAID, ALLEN
WHIZ Zanesville Ohio
HALE, ALAN
WISN Milwaukee Wisc
HALL, AL
KGKB Tyler Texas
HALL, HALSEY
KSTP St Paul Minn
HALL, PAT
WHDL, Olean, N Y
HALL, SAMUEL
WAGF Dothan, Ala
HALLOREN, RYAN
KWNO, Winona Minn
HAMILTON, DICK
KHDL, Garden City Kans
HANLON, TOM
KNX Los Angeles Calif
HANSEN, BOB
KUTA Salt Lake City Utah
HARSON, ELMER
KFJM Grand Forks N D



MEL ALLEN
Sports — CBS

STAN LOMAX
Sports Commentator
WOR

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HARKINS, PETER J.
WBTM, Danville, Va.
HARMAN, MARION
WRDW, August, Ga.
HARMON, KING
KGVO, Missoula, Mont.
HARMON, TOM
WCAR, Pontiac, Mich.
HARRIS, JACK
WSM, Nashville, Tenn.
HARRISON, SCOUT
WDAF, Kansas City, Mo.
HART, DON
WMFF, Plattsburg, N. Y.
HARTMAN, R.
CJAT, Trail, B. C., Can.
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HASBROOK, DICK
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HASEL, JOE
NBC-CBS-WNEW-WNYC, New York, N. Y., Tennis, Track, Baseball, Football, Commentaries.
HEILMAN, HARRY
WXYZ, Detroit, Mich. Detroit Tiger Baseball Broadcasts (MRN), Michigan State College Football Broadcasts (MRN).
HELFER, AL
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WPAY, Portsmouth, Ohio.
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WOL, Washington, D. C.
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KANS, Wichita, Kans.
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KDKA, Pittsburgh, Pa.
HOLT, H. RUSS
WOLS, Florence, S. C.
HOOPER, JACK
WMBG, Richmond, Va.
HORNER, GORDON
KTRI, Sioux City, Ia. Your Sportscaster.
HOUSEMAN, KENNETH
WHAI, Greenfield, Mass.
HOWELL, WAYNE
WTMA, Charleston, S. C.
HUNTER, PINKY
WCLE-WHK, Cleveland, Ohio. Bowling News.
HURT, ZACK
KFJZ, Fort Worth, Texas. Sport Spotlight.
HUSING, TED
CBS.

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INGHAM, BOB
WTOL, Toledo, Ohio. Highlights In the World of Sports.
INGLIS, CHARLES
WKY, Oklahoma City, Okla.
INGSTAD, ROBERT
KOVC, Valley City, N. D.

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JACKSON, GLENN E.
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JENNINGS, AL
WTMC, Ocala, Fla.
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KJR, Seattle, Wash.
JOSLYN, HENRY
KVOR, Colorado Springs, Colo.

— K —

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WJRD, Tuscaloosa, Ala.
KEEGAN, LEO
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KTFI, Twin Falls, Idaho.
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CFCF, Montreal, Que., Can.
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KIRKHAM, ART
KALE, Portland, Ore.
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KNORR, FRED
WMBC, Detroit, Mich. Headlines In Sport.
KOEGLER, JOE
KPAB, Laredo, Texas.
KOEHLER, BRUCE
WLNH, Laconia, N. H.
KOLBMANN, JOHN
WHAT, Philadelphia, Pa.
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KFIZ, Fond-Du-Lac, Wisc.
KRASH, ABE
KFBC, Cheyenne, Wy.
KRETSINGER, JACK
WJBC, Bloomington, Ill.
KYLER, JIM
WCLO, Janesville, Wisc.

— L —

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WHOP, Hopkinsville, Ky.
LACKEY, PIERCE
WPAD, Paducah, Ky.
LaGRAVE, ED, JR.
KUSD, Vermillion, S. D.
LaLONDE, JEAN
CKAC, Montreal, Que., Can.
LAMB, RUSS
KFJZ, Fort Worth, Texas.
LANDIS, DeWITT
KFYO, Lubbock, Texas.
LANTZ, JR.,, JAMES
KSAL, Salina, Kans.
LASSER, LEO
KFSC, Seattle, Wash.
LAUX, FRANCE
KMOX, St. Louis, Mo. Sports Review, Sports Quiz, Dope From the Dugout.
LaVALLE, AL
WEDC, Chicago, Ill.
LAVERY, DON
WEDC, Chicago, Ill.

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WSOC, Charlotte, N. C.
LAYER, BRUCE
KPRC, Houston, Texas.
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WHN, New York, N. Y. Today's Baseball, Sport's Fanfare, Hockey Games, Professional Football Games.
LEE, BOB
WTAD, Quincy, Ill
LEE, H. W.
WMFD, Wilmington, N. C.
LEE, ZEB
WISE, Asheville, N. C.
LENTZ, ARTHUR
WIBA, Madison, Wisc
LEONARD, BOB
WSOY, Decatur, Ill.
LeROY, HARRY
KQW, San Jose, Calif
LeSUEUR, PERCY
CKOC, Hamilton Ont., Can.
LEWIS, RAY
KQW, San Jose, Calif.
LIBBY, JOHN C.
WCOU, Lewiston, Me
LINTHICUM, WALTER
WBAL, Baltimore, Maryland
LITTLE, JACK
KQW, San Jose, Calif.
LLOYD, JACK
WTHT, Hartford, Conn
LOCHMAN, WALT
KMBC, Kansas City, Mo
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WOR, Newark, N. J. Sports Broadcast, Professional Football Games.
LONDON, JACK
WMIN, St. Paul, Minn
LONG, SI
KVWC, Vernon, Texas
LUBOW, MORT
WNLC, New London, Conn
LUDWIG, LYELL
WCLO, Janesville, Wisc
LUND, VIC
WAOY, Vincennes, Ind.
WIRE, Indianapolis, Ind
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WTRC, Elkhart, Indiana
LYNCH, FRANK
CKLW, Windsor, Ont., Can.
LYONS, CURTIS
WPID, Petersburg, Va Watching The Wave
LYONS, JIM
KVOE, Santa Ana, Calif

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McALISTER, R. B.
KFYO, Lubbock, Texas.
McBRIDE, C. E.
WDAF, Kansas City Mo
McCANN, JIM
WIBG, Glenside, Pa
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NBC-WHN, New York, N. Y Racing Scratches.
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KLUF, Galveston, Texas.
McDANIEL, TOM
WCOS, Columbia, S. C
McDONALD, ARCH
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KVCV, Redding, Calif.
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McGIVERN, FRANK
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McGOFFIN, W. M.
KXRO, Aberdeen, Wash
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KFPY, Spokane, Wash.
McGRATH, ED
WSPA, Spartanburg, S. C Sports Roundup.
McININCH, NELSON
KDYL Salt Lake City, Utah
McKENZIE, PUDGE
KXOX, St. Louis, Mo.
McKNIGHT, WES
CFRB, Toronto, Ont., Can
McLEOD, DUKE
CFAR, Flin Flon Man Can
McLINN, GEORGE "Stoney"
WIP, Philadelphia, Pa.
MABRY, JOE
WRUB, Cookeville, Tenn
MacDONALD, CECIL
CKCH, Hull, Que., Can
MacMILLAN, DON
CKCK, Regina, Sask., Can.
MacMILLAN, LOWELL
WHEC, Rochester, N. Y.
MacPHERSON, STEWART
CJRC, Winnipeg, Manitoba. Sport Highlights, Sports Review
MARGET, MANNY
KVOX, Moorehead, Minn.
MAHON, FRANK
WEW, St. Louis, Mo
MALL, DICK
KCKN, Kansas City, Kans
MANN, STU
WDGY, Minneapolis, Minn In The Bleachers
MANNING, TOM
WTAM, Cleveland, Ohio
MARBLE, ALICE
WNEW, New York, N. Y
MARIANA, NICK
KGVO, Missoula, Mont
MARKEY, ARTHUR
WJAR, Providence, R. I
MARKEY, RAY
WTHT, Hartford, Conn
MARKS, GARNETT
WKRC, Cincinnati
MARKWARD, BILL
WCAM, Camden, N. J
MARSHALL, NORM
CHML, Hamilton, Ont., Can
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WSMD, Muscle Shoals, Ala
MARTIN, JACK
WKBH, La Crosse, Wisc
MARTIN, O. O.
CHLP, Montreal, Que., Can
MATTHEWS, TOM
WLAK, Lakeland, Fla.
MAWSON, RICHARD
WBAX, Wilkes-Barre, Pa.
MAXWELL, JOCKO
WWRL, Woodside N. Y
MAYHEW, "TINEY"
KASA, Elk City, Okla
MERNA, JOHN
WIBX, Utica, New York
MEYER, Fred
WHDL, Olean, N. Y. Sears Football Broadcasts.
MICHAEL, RAYMOND
WMAL-WRC, Washington, D. C.
MIERAS, WES
KVI, Tacoma, Wash. Sports Sparks.
MILDER, NATE
WHIZ, Zanesville, Ohio.
MILLER, C. A.
WCBS, Springfield, Ill.
MILLER, DAVE
WGCM, Gulfport, Miss.
MILLER, HOWARD A.
WGIL, Galesburg, Ill.
MILLER, JOHNNY
WSJS, Winston-Salem, N. C.
MILLON, RENE
KGFI, Brownsville, Texas.
MILLS, FRANK
KGKO-WBAP, Fort Worth, Tex
MINER, PAUL
KVOO, Tulsa, Okla.
MITCHELL, JACK
KOMA, Oklahoma City, Okla.
MITCHELL, W. C.
CKCR, Kitchener-Waterloo Ont., Can
MOCK, BILL
KEX-KGW, Portland, Ore
MOLEN, SAM
WCBS, Springfield, Ill.
MORAN, JACK
WABI, Bangor, Me.
MORELAND, HARRY
WROL, Knoxville, Tenn.
MORGAN, RAY
WBAB, Atlantic City, N. J.
MORRIS, CHICK
WBZ-WBZA, Boston-Springfield Mass. Kickoff.
MORRISON, ARTHUR
CJRC, Winnipeg, Man., Can.
MORTIMER, ROSS
CJOR, Vancouver, B. C., Can
MOSELY, PAUL
KFJM Grand Forks, N. D
MOSHIER, JEFF
WSUN, St Petersburg, Fla.
MOYLE, PAUL
WCNC, Elizabeth City, N. C.
MULLINAX, EDWIN
WHMA, Anniston, Ala. Sports Roundup.
MURPHY, R.
CKOV, Kelown, B. C., Can.
MURRAY, JIM
WCAE, Pittsburgh, Pa.
MYERS, JOE
KOA, Denver, Colo

— N —

NAUMAN, DICK
KWFT, Wichita Falls, Texas.
NEAL, JIM
KOME, Tulsa, Okla.
NELSON, ROSS
WGRM, Greenwood, Miss.
NELSON, STUB
KEX-KGW, Portland, Ore.
NEVADA, CHARLEY
WTMJ, Milwaukee, Wisc.
NICHOLSON, LEO
CJOR, Vancouver, B. C., Can.
NOLL, HERMAN
WKOK, Sunbury, Pa.
NORMAN, NEIL
WIL, St. Louis, Mo
NORRIS, PAUL
WSOC, Charlotte, N. C.

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— O —

OAKES, BARNEY
WATL, Atlanta, Ga.
O'BRIEN, DON
KTUL, Tulsa, Okla. Sports Parade.
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, SHERRY
WDAS, Philadelphia, Pa.
O'BRIEN, TOMMY
KRIC, Beaumont, Texas.
O'REILLY, JAY
WJLS, Beckley, W. Va.
OTT, WOODROW
WENY, Elmira, N. Y.
OWEN, JR., FORREST
WKAR, East Lansing, Mich.
OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PADGETT, PAT
WBML, Macon, Ga.
PAGET, JOE
WJDX, Jackson, Miss.
PALANGE, ANGELO
WVFW, Brooklyn, N. Y.
PARKES, HALL
KLO, Ogden, Utah. In the World of Sports.
PARRISH, CARL
KBIZ, Ottumwa, Ia.
PARSONS, PEG
WLEU, Erie, Pa.
PARTON, "RED"
WOLF, Syracuse, N. Y. Sportscoop, Sports Roundup.
PATRICK, VAN
WHBF, Rock Island, Ill.
PATTEE, FLOYD
WNBC, Hartford-New Britain, Conn.
PAULSGROVE, WM. H.
WJEJ, Hagerstown, Md.
PEARSON, FORT
WENR-WMAQ, Chicago, Ill.
PECK, VIC
KTSW, Emporia, Kans.
PENNEY, WILLIAM
WSAV, Savannah, Ga.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PERRIN, T. E.
KRRV, Sherman, Texas.
PERRY, ROBERT N.
WORL, Boston, Mass.
PETERSON, JACK
WDZ, Tuscola, Ill.
PETRANKA, JOE
WSFA, Montgomery, Ala.
PETTEGREW, C. W.
WOSU, Columbus, Ohio.
PHILLIPS, BILLY
KIDO, Boise, Idaho.
PHILLIPS, ROGER
WSIX, Nashville, Tenn.
PHILLIPS, THOMAS C.
WDAK, West Point, Ga.
PICHE, EDMOND
CBV, Quebec, Que., Can.
PIERCE, EDDIE
WDLP, Panama City, Fla.
PIGUE, BOB
WMC, Memphis, Tenn.
PLACE, ED
WAAB, Boston, Mass. Playtime On the Air.
PLAMADORE, RAY
WKBH, La Crosse, Wisc.
PLOWMAN, MARSH W.
KWAT, Watertown, S. D.
POINTELL, CHARLES
WFIG, Sumter, S. C.
POOLE, BOB
WKPT, Kingsport, Tenn.
POPE, BILL
WENY, Elmira, N. Y.
POWELL, JIMMY
KVOA, Tucson, Ariz.
POWER, J. BROOKS
WABI, Bangor, Me.
POWERS, JIMMY
WHN, New York, N. Y. Powerhouse.
PROCTOR, ROBERT
WDAE, Tampa, Fla.
PROYOR, JIM
WAJR, Morgantown, W. Va.
PUCKETT, BERT
WMT, Cedar Rapids-Waterloo, Iowa.

— Q —

QUALTROUGH, MORRISON
KROD, El Paso, Texas.
QUIGLEY, E. C.
WIBW, Topeka, Kans.

— R —

RAND, GREN
WABY, Albany, N. Y.
RAPIEFF, KEN
WICC, Bridgeport, Conn.
RATHBUN, JACK
WJHP, Jacksonville, Fla.
RAWLS, CHARLIE
WSLI, Jackson, Miss.
RAY, ED
WDAE, Tampa, Fla.
REAGAN, NEIL
KFWB, Los Angeles, Calif.
REEVES, GEORGE
KCRC, Enid, Okla.
REEVES, RAY
WRAL, Raleigh, N. C.
REEVES, WAYNE
WHBU, Anderson, Ind.
REID, JAMES W.
WFBC, Greenville, S. C.
REILLY, BYRON
KLS, Oakland, Calif.
REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.
REVELLE, ORVILLE
WKAT, Miami Beach, Fla.
REYNOLDS, BOB
WHAI, Greenfield, Mass.
RHODES, BILLY
WSAU, Wausau, Wisc.
RICHARDS, MAL
WJHO, Opelika, Ala.
RIDER, MAURY
KIRO, Seattle, Wash.
RIEGEL, RHEINHOLD
WHA, Madison, Wisc.
RILEY, DON
WCAO, Baltimore, Md.
RILEY, LEN
WFBM, Indianapolis, Ind. Len Riley Reports the Sports.
RILEY, MICKEY
KMPC, Beverly Hills, Calif.
RISER, JAMES
WJEJ, Hagerstown, Md.
RIVERO, RAMON ORTIZDEL
WKAQ, San Juan, Puerto Rico.
ROBERTS, R. H.
CKY, Winnipeg, Man., Can.
ROBERTSON, BRUCE
KOAM, Pittsburg, Kans.
ROGERS, EDDY
KALB, Alexandria, La.
ROLL, RICHARD
WHIO, Dayton, Ohio.
ROMINE, DOUG
KTSA, San Antonio, Texas.
ROSCOE, PAUL
KGFW, Kearney, Nebr.
ROSKIN, LEW
CJOC, Lethbridge, Alberta, Can.
ROSS, GEORGE
KWG, Stockton, Calif.
ROTHRUM, BILL
WSYR, Syracuse, New York.
ROUGH, FRANK
KWFC, Hot Springs, Ark.
ROWE, C. M.
WCAT, Rapid City, S. D.
ROWSWELL, ROSEY
KDKA, Pittsburgh, Pa.
ROZELL, ED
WKIP, Poughkeepsie, N. Y.
RUGH, VIC
KFBI, Wichita, Kans.
RUHL, OSCAR
WMAN, Mansfield, Ohio.
RULE, ELTON
KROY, Sacramento, Calif.
RUSK, CLAY
WOC, Davenport, Iowa.
RUSSELL, JACK
CKCR, Kitchener-Waterloo, Ont., Can.
RUSSELL, TOM
WKNE, Keene, N. H.
RYAN, FRANK
WNAC-WAAB, Boston, Mass

— S —

SAAM, BYRUM
WIP, Philadelphia, Pa.
SAMUEL, RUT
WGAC, Augusta, Ga.
SANDACK, WALLY
KSL, Salt Lake City, Utah.
SAUNDERS, ART
WGCM, Gulfport, Miss.
SAVAGE, GUY
WGN, Chicago, Ill.
SAXTON, GLENN
WFTL, Fort Lauderdale, Fla
SCHREIBER, MARK
KLZ, Denver, Colo.
SCHULTZ, STANLEY
WCAR, Pontiac, Mich.
SCOTT, DALE
KTOK, Oklahoma City, Okla.
SCOTT, JAY
WIOD, Miami, Fla.
SCOTT, RAY
WJAC, Johnstown, Pa.
SEARS, BILL
KUTA, Salt Lake City, Utah. Inside Story Of Sports, Covered Wagon Days.
SEARS, CARL
KOME, Tulsa, Okla.
SHAVER, BUD
WXYZ, Detroit, Mich.
SHIPES, JOHNNY
WAYX, Waycross, Ga.
SHIRREFF, H.
CKOV, Kelowna, B. C., Can.
SHOLAR, WILEY
WBIG, Greensboro, N. C. Football With Wiley Sholar.

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SHORT, JACK
CKMO, Vancouver, British Columbia, Can.
SHUBINSKI, JAKE
WLAP, Lexington, Ky.
SHUDT, ROY
WTRY, Troy, N. Y.
SHUMATE, GENE
KRNT-KSO, Des Moines, Iowa.
SIEBERT, HERB
KWYO, Sheridan, Wyo.
SILVA, FRANK
WSAY, Rochester, N. Y.
SIMMONS, DAVE
KDYL, Salt Lake City, Utah.
SIMMS, FRANK
KVFD, Fort Dodge, Iowa.
SIMONDS, HAL
WFIL, Philadelphia, Pa.
SIMONSEN, ROD
KWLK, Longview, Wash.
SIMPSON, CHUCK
WDOD, Chattanooga, Tenn.
SIMPSON, DALE
WKY, Oklahoma City, Okla.
SIMPSON, STAN
KTKC, Visalia, Calif.
SMITH, C.
CJAT, Trail, B. C., Can.
SMITH, ERNIE
KYA, San Francisco, Calif. The Sportsman.
SMITH, HAL
WRR, Dallas, Texas.
SMITH, ROBERT H.
WOOD-WASH, Grand Rapids, Mich.
SNOWDON, CHARLES
WBLK, Clarksburg, W. Va.
SNYDER, RALPH
WLAV, Grand Rapids, Mich.
SPADARO, TOM
WOV, New York, N. Y.
SPARKS, SPARKY
KFDA, Amarillo, Texas.
SPENCE, BOB
KIRO, Seattle, Wash.
SPENCER, RAY
WADC, Akron, Ohio.
SPOKES, ALFRED E.
WJTN, Jamestown, N. Y.
STAHL, GEORGE
WKOK, Sunbury, Pa.
STANLEY, CHARLES
WMBC, Detroit, Mich.
STANLEY, FRANK
WKAT, Miami Beach, Fla. Old Gold Sports Parade.
STARR, FRANK
CFCF, Montreal Que., Can.
STARR, JACK
WBAX, Wilkes-Barre, Pa.
STEELE, ROBERT
WTIC, Hartford, Conn.
STEIS, BILL
WTSP, St. Petersburg, Fla.
STEMMLER, NICK
WSYR, Syracuse, N. Y.
STEPHENS, GEBBERT
KPAC, Port Arthur, Texas.
STEPHENSON, STUART X.
WSFA, Montgomery, Ala.
STERN, BILL
NBC. Madison Square Boxing Bouts, Sports Newsreel of the Air, Bill Stern's Sports Scraps.
STEVENS, HARMON L.
WHLS, Port Huron, Mich.
STEVENS, JACK
WNAC, Boston, Mass. Inside of Sports.
STEWART, M. D.
KNET, Palestine, Texas.
STIMERS, REX
CKTB, St. Catharines, Ont., Can.
STONE, PAUL
WPID, Petersburg, Va. Paul Stone's Review.
STONE, RALPH
KSRO, Santa Rosa, Calif.
STOUT, ALLEN
WROL, Knoxville, Tenn.
STREET, GABBY
KXOK, St. Louis, Mo.
STRUBLE, BO B
KVCV, Redding, Calif. Football Forecasts.
SUTTERFIELD, PHIL
WCSC, Charleston, S. C.
SWEENEY, BUDD
WHKC, Columbus, Ohio.
SYLVAIN, MARCEL
CKAC, Montreal, Que., Can.

— T —

TANNER, LUKE
KUOA, Siloam Springs, Ark.
TAUB, SAM
NBC-WHN, New York, N. Y. Madison Square Boxing Bouts.
TEAR, SID
WLOG, Logan, W. Va.
TEAS, CHARLES
KOB, Albuquerque, N. M.
TEN EYCK, SIDNEY
WHCU, Ithaca, N. Y.
THOMAS, HARRY
KGGM, Albuquerque, N. M.
THOMPSON, DON
KGO-KPO, San Francisco, Calif.
THOMPSON, HAL
WFAA, Dallas, Texas.
THOMPSON, JIMMIE
WFBC, Greenville, S. C.
THOMPSON, KELLY
WLBJ, Bowling Green, Ky.
THORNBURGH, RED
WSAI, Cincinnati, Ohio.
TODD, JACK
KANS, Wichita, Kans.
TOTTEN, HAL
Hal Totten's Sports WCFL, Sports Broadcasts WENR-WMAQ.
TOWERS, TOMMY
KGMB, Honolulu, Hawaii
TREDWAY, BILL
KFBB, Great Falls, Montana.
TRUE, HAROLD
WXYZ, Detroit, Mich.
TRUITT, ROLLIE
KEX-KGW, Portland, Ore.
TUCKER, JOE
WWSW, Pittsburgh, Pa.
TUCKER, RALPH
WBOW, Terre Haute, Ind.
TURNER, J. P.
WLBJ, Bowling Green, Ky. Royal Crown Sports Review.
TURTON, WALT
WHLS, Port Huron, Mich.
TYSON, E. L.
WWJ, Detroit, Mich.

— U —

UNDERHILL, DUTCH
WOC, Davenport, Iowa.
UPSON, PAUL
WTRC, Elkhart, Ind.

— V —

VAIL, LARRY
WLOF, Orlando, Fla.
VANDERPYL, ELLIS
WGAR, Cleveland, Ohio.
VAN DYKE, RUSSELL
KHAS, Hastings, Nebr.
VAN SANT, JOHNNY
WCBA-WSAN, Allentown, Pa.
VAZQUEZ, PEDRO
WKAQ, San Juan, Puerto Rico.
VELA, WILLIAM
KPAB, Laredo, Texas.
VENTER, MEL
KFRC, San Francisco, Calif.
VERNON, CONRAD
KNOW, Austin, Texas. Facing The Facts.
VINEY, HENRY
CJOC, Lethbridge, Alberta, Can.
VOLTZ, LUTHER
WIOD, Miami, Fla.
VOSSE, FRED
WMPS, Memphis, Tenn.

— W —

WAGNER, PAUL
WPAY, Portsmouth, Ohio.
WAHLBERG, JOEL F.
WGH, Newport News, Pa.
WAKEMAN, TONY
WOL, Washington, D. C.
WALDEN, WARREN
WEAN, Providence, R. I.
WALKER, BILL
WIBA, Madison, Wisc.
WALKER, HAL
WISN, Milwaukee, Wisc.
WALKER, MICKEY
WKIP, Poughkeepsie, N. Y. Mickey Walker's Slants.
WALLACE, RAY
WKST, New Castle, Pa.
WALSH, GEORGE
WHAS, Louisville, Ky. Accent On Sport.
WALTMAN, LaVELL
KROC, Rochester, Minn.
WALTON, LUKE
WBOW, Terre Haute, Ind.
WARD, GRANT P.
WOSU, Columbus, Ohio.
WARDEN, AL
KLO, Ogden, Utah.
WARDLE, JIM
CFAR, Flin Flon, Man., Can.
WARE, BILL
KTHS, Hot Springs, Ark.
WARREN, CHARLES
WCOL, Columbus, Ohio.
WATSON, BOB
KGNC, Amarillo, Texas.
WEAVER, BILL
KOVC, Valley City, N. D. Sports I View.
WEAVER, HANK
KMPC, Beverly Hills, Calif.
WEAVER, J. R.
WBTH, Williamson, W. Va.
WEAVER, MEL
WDEV, Waterbury, Vt.
WEBBE, TED
WINS, New York, N. Y.
WEBER, KEN
WLEU, Erie, Pa.
WEINGARTH, FRED
WDAF, Kansas City, Mo.

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WEGENER, DICK
KARM, Fresno, Calif. Twilight League Baseball.
WELLS, JACK
WBEN, Buffalo, N. Y.
WELSH, JACK
WSTV, Steubenville, Ohio. Do You Know Sports.
WESLEY, JAY
WEEI, Boston, Mass.
WESTERKAMP, RICHARD F.
WCMI, Ashland, Ky.
WHEDBEE, CHARLES
WGTC, Greenville, N. C.
WHEELER, JOE
WSIX, Nashville, Tenn.
WHITAKER, JOHN
WJOB, Hammond, Ind.
WHITE, ANDREW
KTAR, Phoenix, Ariz.
WHITE, ANDY
KVOA, Tucson, Ariz.
WHITE, DON
KXRO, Aberdeen, Wash.
WHITE, JACK
WJR, Detroit, Mich.
WHITMARSH, DENNY
WBZ-WBZA, Boston-Springfield, Mass. Kickoff.
WIGLEY, JERRY
WBAX, Wilkes-Barre, Pa.
WIKEHART, EDDIE
WHTH, Williamson, W. Va. Sports Final.
WILBUR, GORT
WNLC, New London, Conn.
WILKINSON, BUD
WFBL, Syracuse, N. Y.
WILLARD, SID
WBML, Macon, Ga.
WILLIAMS, BILL
WCBI, Columbus, Miss.
WILLIAMS, DR. CLANTON
WAPI, Birmingham, Ala. Background Of News.
WILLIAMS, JIM
WKPA, New Kensington, Pa.
WILLIAMS, JOE
WLEU, Erie, Pa.
WILLIAMS, PAUL
WWJ, Detroit, Mich.
WILLIS, J. E.
WLAP, Lexington, Ky.
WILSON, BOB
WADC, Akron, Ohio.
WILSON, DAVE
KVGB, Great Bend, Kans.
WILSON, JOE
WJBC, Canton, Ohio.
WINCHELL, FRANK
WDAE, Tampa, Fla.
WINNIE, RUSS
WTMJ, Milwaukee, Wisc.
WOLD, AL
WTCN, St. Paul, Minn.
WOLF, SOL
WRAK, Williamsport, Pa.
WOOD, STUART
WFTM, Ft. Myers, Fla.
WOODARD, JIMMIE
WGKV, Charleston, W. Va.
WOODARD, RAY
WFTC, Kinston, N. C.
WOODHOUSE, C. JAMES
WDNC, Durham, N. C.
WOODLING, "WOODY"
KHSL, Chico, Calif.
WOOLERY, ARLO
KWLC, Decorah, Iowa.
WRIGHT, HOLLY
WTAG, Worcester, Mass.
WYLIE, BOB
WFMJ, Youngstown, Ohio.

— Y —

YANDT, MAX
KGVO, Missoula, Mont.
YELLAND, STARR
KOA, Denver, Colo.
YOOS, D.
CKBI, Prince Albert, Sask., Can.
YOUNG, DAVE
KABC, San Antonio, Texas.
YOUNG, JAMES W.
WJHP, Jacksonville, Fla.
YOUNGBLOOD, WESLEY
KFYO, Lubbock, Texas.
YOUSE, BOB
WDBJ, Roanoke, Va.

— Z —

ZAIMAN, JACK
WDRC, Hartford, Conn.
ZANK, KEN
KFUO, Clayton, Mo.
ZIFF, SID
KFWB, Los Angeles, Calif.
ZINK, ALBERT
WGY, Schenectady, N. Y.

Arch Oboler

Charles Martin

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Writers for Radio

AND THEIR WORK DURING 1940

— A —

ALESSANDRINI, ENZO
WDNC, Durham, N. C. WDNC Theater Guild.

— B —

BAKER, ART
KNX, Los Angeles, Calif. Rhyme and Reason.

BANKER, FRED
Policewoman Christie KMPC, Hedda Hopper's Hollywood CBS.

BECKER, DON
NBC. Life Can Be Beautiful, The Man I Married.

BELOIN, ED
NBC. Jello Program Starring Jack Benny.

BIXBY, CARL
NBC. Life Can Be Beautiful, The Man I Married, This Day Is Ours.

BORIES, MERTON
Dr. Shirley W. Wynne Food Forum WMCA, Musical Varieties WMCA, Horn of Plenty WEVD.

BROOKS, MATT
Joe Penner Program CBS, Eddie Cantor Program NBC, Al Jolson Program CBS.

— C —

CARRINGTON, ELAINE S.
NBC. Pepper Young's Family.

CARROLL, CARROLL
NBC. Kraft Music Hall.

CHAPPEL, ELOISE
WDNC, Durham, N. C. WDNC Theater Guild.

COLEMAN, CARYL
Sparks of Friendship, ETs.

COOL, GOMER
KMBC, Kansas City, Mo. Redhorse Ranch.

CRUSINBERRY, JANE
NBC. The Story of Mary Marlin.

— D —

DAVIDSON, MICHAEL
Special Broadcasts for Walt Disney.

DAVIS, EDDIE
Joe Penner Program CBS, Eddie Cantor Program NBC, Al Jolson Program CBS.

DENNY, ROGER QUAYLE
Policewoman Christie KMPC, I Want a Divorce MBC, Gulf Screen Guild CBS, Campbell Playhouse CBS, Woodbury Playhouse CBS.

DES RAMEAUX, REJANE
CBS. Courrier Confidences.

DEYGLUN, HENRY
CBC. Vie de Famille.

— E —

ELLIE, CAROLINE
KMBC, Kansas City, Mo. River To the Sea, Caroline's Golden Store.

— F —

FARR, FINIS
NBC. Dr. Distriet Attorney.

FINLEY, JOHN D.
MED-O-Vapo Program WMIN-WIBC-WING.

FISHER, MARVIN
NBC. The Signal Carnival.

FLYNN, BESS
CBS. Martha Webster.

— G —

GOLDSMITH, CLIFFORD
NBC. The Aldrich Family.

GUEDEL, JOHN
Pnll Over Neighbor MBS-Don Lee.

GUEDEL, WALTER
Radio Charades KHJ.

— H —

HARRIS, HARRIET
WOW, Omaha, Nebr.

HIGGINS, EDGAR
WDNC, Durham, N. C. WDNC Theater Guild.

HILL, FRANK ERNEST
NBC. On Your Job.

HOPKINS, JETTABEE
Adopted Daughter, ETs.

HUCKINS, JANET
KMBC, Kansas City, Mo. Arnold Grimm's Daughter.

— J —

JOHNSTONE, JACK
MBS. Who Knows.

— K —

KANTER, HAL
Grand Central Station NBC, Tip Top Show CBS, Lincoln Highway NBC, Command Performance MBS, The Star Spangled Theater NBC.

KELLY, PAT
KFRC, San Francisco, Calif. Standard Symphony Programs, Brain Battle.

KRIB, ARTHUR HARGROVE
CBS. Al Pearce and His Gang.

KRUM, FAYETTE
NBC. Girl Alone, Thuuder Over Paradise.

KRUSE, HARVEY
General Management Co. Program KSTP.

— L —

LELAND, JR., CY
Bewley's Chuck Wagon Gang, ETs.

LEVY, ROBERT
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Roundup.

LEWIS, ADDISON
Med-O-Vapo Program WMIN-WIBC-WING.

— M —

McINTOSH, BILL
KMBC, Kansas City, Mo.

MAGEE, GEORGE
WEVD, New York, N. Y.: Musical Clock, News Commentary.

MARTIN, CHARLES
Johnny Presents, NBC.

MEADE, DWIGHT
NBC. Harvey and Dell.

MEISER, EDITH
NBC. The Adventures of Sherlock Holmes.

MICHAEL, SANDRA
NBC. Against the Storm, Lone Journey.

MORROW, BILL
NBC. The Jello Program.

MORSE, CARLTON E.
NBC. I Love a Mystery, One Man's Family.

— O —

OBOLER, ARCH
NBC. Arch Oboler's Plays.

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— P —

PHILLIPS, IRNA
Road of Life NBC CBS Woman In White CBS Guiding Light NBC

POLIMENI, FRANK
Meditations WOV

PRINDLE, DON
CBS Al Pearce and His Gang

— Q —

QUINN, DON
NBC Fibber McGee and Molly

— R —

RAPP, PHIL
NBC Good News of 1940

REID, LEWIS
Chateau Molton Wine Broadcasts

RHYMER, PAUL
NBC Vic and Sade

RIECK, MILTON
WOW Omaha Neb The Other Woman

ROGERS, RUSSELL
CBS Al Pearce and His Gang

— S —

ST. CLAIR, BONNIE
KMPC Beverly Hills Calif Police woman Christie

SAGUE, SAM
WMCA A Step Towards Happiness

SARSFIELD, JAMES
KLZ Denver Colo Skipper Jim

SHERDEMAN, TED
NBC Horace Heidt's Treasure Chest Where and When

STAINBROOK, EDWARD
WDNC Durham N C Adventures With Ideas

— T —

TAZEWELL, CHARLES
NBC Blue Tom Mix Straight Shooters

TJADEN, MONTEZ
KFBI Wichita Kans

TOVRO, ORIN
NBC Ona Munson's Own Music Parlor

TRASK, YVONNE
KROY Sacramento Calif The Zero Hour

— V —

VANDAGRIFT, CARL
WGL WOWO, Ft Wayne Ind

— W —

WALTON, SIDNEY
NBC Sidney Walton's Music

WEST, JANE
CBS NBC The O'Neills.

WICKER, IRENE
NBC The Singing Lady

WOEHRMEYER, HILDA
WGL WOWO, Ft Wayne, Ind.

— Z —

ZIMM, MAURICE
Old Letters, The Squared Circle, Tapestries of Life, Confessioners of Casanova, Life of Byron, The Police Blotter, Foibles of the Famous The Sucker Chase, Dan Dunn, Secret Operative No. 48, This Thing Called Love, In His Shoes

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"ONE MAN'S FAMILY"

•

"I LOVE A MYSTERY"

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N.B.C.

Coast-To-Coast

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"

•

Sturges Highway, Southport Conn.

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Backstage

Those Engaged in Radio Production and their work during 1940

— A —

ADAMS, GLENN
WMRC, Greenville, S. C.
ADASKIN, JOHN
CBY-CBL, Toronto, Ont., Can.
ADELMAN, PAT
KNOW, Austin, Texas.
ADEMY, JOHN
WCAO, Baltimore, Md.
AINLEY, J. T.
The Story of Mary Marlin NBC, Knickerbocker Playhouse NBC, First Nighter CBS.
AITKEN, KEN
KTKC, Visalia, Calif.
ALDRIDGE, WILLIAM
WPAY, Portsmouth, Ohio.
ALEXANDER, DON
WAAF, Chicago, Ill.
ALEXANDER, JOHN
KFBB, Great Falls, Montana.
ALEXANDER, MYER
Musical Americana NBC, Columbia Workshop CBS, Texaco Star Theater CBS, Schaefer Revue WEAF.
ALLAN, ANDREW
CBR, Vancouver, B. C., Can.
ANDERSON, DICK
WHO, Des Moines, Iowa.
ANDERSON, R.
CBO, Ottawa, Ont., Can.
ANTHONY, ROBERT
WOLF, Syracuse, N. Y.
ARTHUR, RENE
CKCV, Quebec, Que.
ASHE, COLEMAN
KFBI, Wichita, Kans.
ASHMON, CLARENCE
KTOH, Lihue, T. H.
ASPINWALL, HUGH
WFAA, Dallas, Texas.
AYER, HAROLD H.
WKIP, Poughkeepsie, N. Y.

— B —

BACHER, WILLIAM A.
WGN, Chicago, Ill.
BAER, PARLEY
KSL, Salt Lake City, Utah.
BAKER, ART
KNX, Hollywood, Calif. Rhyme and Reason.
BAKER, RUSS
WOW, Omaha, Nebr.
BALDWIN, GARLAND
WHIO, Dayton, Ohio.
BARNS, AMANDA
WGST, Atlanta, Ga.
BARR, LOUIS
WAAF, Chicago, Ill.
BARRETT, MAURICE
WHN, New York, N. Y.
BARTELL, GERALD
WHA, Madison, Wis.
BARTLETT, MARCUS
WSB, Atlanta, Ga.
BARTON, CRAIG
WFAA, Dallas, Texas. Vocal Coach.
BARTON, WILLIAM
KVEC, San Luis Obispo, Cal.
BASSE, NICK
KVFD, Fort Dodge, Iowa.
BATSON, JR., CHARLES A.
WFBC, Greenville, S. C.
BAUCOM, BILL
WIBW, Topeka, Kans.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BEAN, HAROLD
WMAQ-WENR, Chicago, Ill.
BEDARD, CHARLES
CKCV, Quebec, Que.
BEEBOUT, GEORGE
WHKC, Columbus, Ohio.
BELL, DON
WFTC, Kinston, N. C.
BELL, HOWARD
KRKD, Los Angeles, Calif.
BELT, RICHARD
WHIO, Dayton, Ohio.
BENLIZA, RAFAEL
WNEL, San Juan, Puerto, Rico.
BENNETT, DONN
KYW, Philadelphia, Pa.
BERRY, GEORGE
KMJ, Fresno, Calif.
BERTRANDIAS, DICK
KGO, KPO, San Francisco, Calif.
BETHEL, FRED
WOR, Newark, N. J.
BIEBER, FRED
WTHT, Hartford, Conn.
BIGLER, LYNN
KGKL, San Angelo, Texas.
BILL, FARMER
WMBD, Peoria, Ill.
BINGHAM, BOB
WWNC, Asheville, N. C.
BIONDI, FERDINAND
CKAC, Montreal, Quebec, Can.
BISHOP, FRED
WNAC, Boston, Mass.
BLAIR, FRANK
WOL, Washington, D. C.
BLAKE, BARRY
WJSV, Washington, D. C.
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
BLENHEIM, LARRY
WFAS, White Plains, N. Y.
BLICKENSTAFF, J.
CFRN, Edmonton, Alberta, Can.
BOBBIE, DOMINIC
KYA, San Francisco, Calif.
BODEN, ERIC
KYA, San Francisco, Calif.
BOOTH, SAMUEL
WJEJ, Hagerstown, Md.
BORIES, MERTON
Dr. Shirley W. Wynne Food Forum WMCA, Musical Varieties WMCA, Horn of Plenty WEVD.
BOWER, ROGER
WOR, Newark, N. J.
BOYLING, SID
CHAB, Moose Jaw, Saskatchewan, Can.
BRADBURN, OPAL
KRGV, Weslaco, Texas.
BRADFORD, JOHN
WHDL, Olean, N. Y.
BRADLEY, ROLAND
KOMO-KJR, Seattle, Wash.
BRAITHWAITE, BOYD
KIDO, Boise, Idaho.
BRAXTON, JACK
WGRB, Goldsboro, N. C.
BRAZEAL, R. W.
KFPY, Spokane, Wash.
BRENNER, ROBERT
KTSW, Emporia, Kans.
BRENT, RALF
WFPG, Atlantic City, N. J.
BRIDGES, JAMES
WSB, Atlanta, Ga.
BRIGHT, HARRY
WGRB, Goldsboro, N. C.
BRODEM, G.
CKCH, Hull, Que., Can.
BROOK, PHIL
WTAG, Worcester, Mass.
BROWN, BILL
WCNC, Elizabeth City, N. C.
BROWN, GORDON
KSRO, Santa Rosa, Calif.
BROWN, HAL
KMJ, Fresno, Calif.
BROWN, HOWARD
WIP, Philadelphia, Pa.
BROWN, SYDNEY S.
CBY-CBL, Toronto, Ont., Can.
BRYAN, BILL
WIBW, Topeka, Kans.
BRYAN, THELMA
KWLK, Longview, Wash.
BUCKINGHAM, R. G.
CKNX, Wingham, Ont., Can.
BUDD, MILTON
WMBD, Peoria, Ill.
BUENNING, PAUL
KTOK, Oklahoma City, Okla.
BUFFUM, RAY
WKY, Oklahoma City, Okla.
BURDA, ORVILLE
KVCV, Redding, Calif.
BURKE, FRANK
CKLW, Windsor, Ont., Can.
BURTON, J. B.
WHBU, Anderson, Ind.
BYRON, EDWARD A.
NBC. Mr. District Attorney.

— C —

CADDELL, GRAHAM
WFIG, Sumter, S. C.
CAIN, BENET
WNOE, New Orleans, La. High School Hi-Lites, Catholic Students' Mission Crusade.
CAIRNS, CY
CFQC, Saskatoon, Sask.
CAKE, M. J.
WIBG, Glenside, Pa.
CALDER, EDDIE
KHUB, Watsonville, Calif.
CALDWELL, FRED
KTBC, Austin, Texas.
CAMERON, ALAN
KMBC, Beverly Hills, Calif.

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CAMPBELL, BOB
KFPY, Spokane, Wash. Three Artists in the Spotlight, Swingstrumentalists, Swing Trio, This Woman's World, Good Morning Neighbors.
CAMPBELL, DICK
KGGF, Coffeyville, Kans.
CAMPBELL, VICTOR
WGY, Schenectady, N. Y.
CAMPBELL, WERT
WDOD, Chattanooga, Tenn.
CANNON, BOB
CBS, Al Pearce and His Gang.
CAPLOW, NATE
WMRO, Aurora, Ill.
CARD, CLELLAN
WCCO, Minneapolis, Minn.
CARLSON, ROY
WIBW, Topeka Kans. Dinner Hour.
CARPENTER, JR., ANSON S.
WINX, Washington, D. C.
CARPENTER, W. M.
WRAL, Raleigh, N. C.
CARTER, JR., W. WOODBURY
WTRY, Troy, N. Y.
CARVEY, H. DALE
WCAR, Pontiac, Mich.
CASE, GEORGE
WTMV, East St. Louis, Ill.
CATTON, DAVID S.
CBR, Vancouver, B. C., Can.
CENTOLA, GREGORY
WMCA, New York N. Y.
CHASE, JACK
WNAX, Yankton, S. D.
CIVILLE, ROY
KIDO, Boise, Idaho
CLARK, HAROLD
WEAN, Providence, R. I.
CLARK, J. B.
WRAL, Raleigh N. C.
CLARK, PAUL
WOC, Davenport, Iowa
CLARKE, JOHN
WRBL, Columbus, Ga
CLOWES, ED
KPPC, Pasadena, Calif
COCKERELL, EARNIE
KTRI, Sioux City, Ia.
CONLAN, PAUL
NBC, Signal Carnival
CONNELLY, JOHN
WMBD, Peoria, Ill.
CONNOLLY, JAMES
WMSD, Muscle Shoals, Ala.
CONNOLLY, JOSEPH A.
WARD, Brooklyn, N. Y. Irish Echoes.
COOKE, F. TURNER
WMAS, Springfield, Mass.
COOKE, TED W.
KALE, Portland, Ore.
COONE, WILLIAM
WARM, Scranton, Pa.
COONTZ, EDWARD C.
KBOO, Tulsa Okla
COOPER, ADRIAN R.
WFDF, Flint Mich
CORNELL, SYD
WKRC, Cincinnati, Ohio.
COTTON, ROBERT L.
WINS, New York, N. Y.
COVELL, WALTER
WKIP, Poughkeepsie, N. Y.
COY, JAMES
KCMO, Kansas City, Mo.
CRAWFORD, GEORGE
WAIM, Anderson, S. C.
CREASMAN, JAMES
KTAR, Phoenix, Ariz.
CRILLEY, GROVER C.
WJEJ, Hagerstown, Md.
CRUTCHFIELD, CHAS. H.
WBT, Charlotte, N. C.
CUDDEBACK, EUGENE
WDAS, Philadelphia Pa.
CUNNINGHAM, BILL
KWLK, Longview, Wash
CUNNINGHAM, HOMER
WIBW, Topeka, Kans.
CUNNINGHAM, OWEN
KGMB, Honolulu, Hawaii.
CURTIN, CHARLES
WAAB, Boston, Mass.
CURTIS, ELMER
WIBW, Topeka Kans.

— D —

D'ANGELO, CARLO
NBC, The O'Neills, Wheatina Playhouse, Hilltop House, Ellen Randolph Your Birthday Party, Mandrake the Magician
DAVIDSON, MICHAEL
Special broadcasts for Walt Disney.
DAVIES, GEORGE
CKCK, Regina, Sask., Can.
DAVIS, JOHN
WWSW, Pittsburgh, Pa.

EDWARD A. BYRON

Directed by
CARLO DE ANGELO
"WHEATINA PLAYHOUSE"
•
"HILLTOP HOUSE"
•
"THE O'NEILLS"
•
"ELLEN RANDOLPH"
•
"MANDRAKE THE MAGICIAN"
•
"YOUR BIRTHDAY PARTY"

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DAWSON, NORTHROP
WCCO, Minneapolis, St. Paul, Minn.
DAYTON, HERMAN
WKIP, Poughkeepsie, N. Y.
DEAN, F. LEON
KASA, Elk City, Okla.
DEFFENBAUGH, E. C.
WSOY, Decatur, Ill.
DeGROOT, DON
WFDF, Flint, Mich.
DeKLYN, CHARLES
WCAU, Philadelphia, Pa.
DeLANO, LOIS
KIRO, Seattle, Wash.
DELSON, LILLIAN
WVFW, Brooklyn, N. Y.
DeMOSS, LYLE
WOW, Omaha, Nebr.
DENTON, ROBERT
WBEN, Buffalo, N. Y.
DeVORE, TOM
WBNS, Columbus, Ohio.
DICE, FRANCIS
WCAO, Baltimore, Md.
DICKSON, DON
KDKA, Pittsburgh, Pa.
DIERKEN, KATHERINE
WBAL, Baltimore, Md.
DILLON, HARRISON
KGY, Olympia, Wash.
DILLON, JAMES
KGB, San Diego, Calif.
DILLON, JOHN
WFAS, White Plains, N. Y.
DILWORTH, SCOT
WCLS, Joliet, Ill.
DISNEY, PETER RICCARDI
WHAS, Louisville, Ky.
DIXON, JOHN
WROK, Rockford, Ill.
DOBBS, JOSEPH
WARM, Scranton, Pa.
DOCTOR, LLOYD
KFRC, San Francisco, Calif.
DODGE, DOROTHY
KVFD, Fort Dodge, Iowa.
DOLBIER, MAURICE
WABI, Bangor, Maine.
KOVC, Valley City, N. D.
DOUGLAS, JIM
KMOX, St. Louis, Mo.
DOWLING, ALBERT
WKBN, Youngstown, Ohio.
DOWNA, HUNTON
WSLS, Roanoke, Va.
DREYFUS, WOODS
WISN, Milwaukee, Wis.
DRUMMOND, DAVID
KPO - KGO, San Francisco, Calif.
DUFF, MARJORIE
CKCK, Regina, Sask., Can.
DUNCAN, JR., NORVIN C.
WFBC, Greenville, S. C.
DUNLOP, ROY G.
CBR, Vancouver, B. C., Can.
DUNNE, FRANK
WTAG, Worcester, Mass.
DUNWOODY, RUSS
KUOA, Siloam Springs, Ark.
DUTY, ED
KHUB, Watsonville, Calif.
DWAN, ROBERT
KGO - KPO, San Francisco, Calif.
DYCK, MURRAY
CFQC, Saskatoon, Sask., Can.

— E —

EBI, EARL
WMAQ-WENR, Chicago, Ill.
EDWARDS, EDDIE
KMBC, Kansas City, Mo.
EHRHART, HARRY
WCAU, Philadelphia, Pa.
EISENMAN, ROBERT
WSAV, Savannah, Ga.
ELLIOTT, TOMMY
KOVC, Valley City, N. D.
ELPHICKE, C. G.
CKOV, Kelowna, B. C.
ENGEL, ALFRED
WFEA, Manchester, N. H.
ENGLE, RICHARD
KUSD, Vermillion, S. D.
ENGLES, GEORGE
WMCA, New York, N. Y.
EREKSON, REID
WLB, Minneapolis, Minn.
ERICSON, GENE
KGB, San Diego, Calif.
ERLENBORN, RAY
KNX, Los Angeles, Calif.
EVANS, DOUGLAS
KECA-KFI, Los Angeles, Calif.
EVANS, JO ANNE
KMYC, Marysville, Calif.

— F —

FACENDA, FRANK
WPID, Petersburg, Va.
FARBER, LESTER
KVOA, Tucson, Ariz.
FAREY, EDWARD
CFAR, Flin Flon, Man., Can.
FAUST, ARTHUR H.
KMPC, Beverly Hills, Calif.
FAUST, LILLIAN
KCKN, Kansas City, Kans.
FAWCETT, GILBERT
KDAL, Duluth, Minn.
FAYDEL, RAY
KLO, Ogden, Utah.
FENDRICK, LOWELL
KPDN, Pampa, Texas.
FEYHL, HORACE
WCAU, Philadelphia, Pa.
FICKLING, DOUGLAS
WOL, Washington, D. C. Dixie Harmonies.
FIELDS, MERLE
WTRC, Elkhart, Ind.
FINCH, HOWARD
WJIM, Lansing, Mich.
FINCH, MERRITT
WELI, New Haven, Conn.
FINGER, LEN
KFDM, Beaumont, Texas.
FINLAY, JAMES
CBY-CBL, Toronto, Ont., Can.
FINLEY, JOHN D.
Med-O-Vapo Program WMIN-WIBC-WING.
FIX, WALTER J.
WBNY, Buffalo, N. Y.
FLEISCHMAN, SOL
WDAE, Tampa, Fla.
FLEMING, ROBERT
WELI, New Haven, Conn.
FLETCHER, FRED
WRAL, Raleigh, N. C.
FLETT, DEANNE
KFBB, Great Falls, Mont.
FOGARTY, DICK
WAAB, Boston, Mass.
FOGARTY, J. P.
WGN, Chicago, Ill.
FOLAND, MYLES
WHIS, Bluefield, W. Va.
FORD, MARCUS
WIBA, Madison, Wisc. Wisconsin Men and Women.
FORDE, CONNIE
WMBD, Peoria, Ill.
FORSEE, REID
CBY-CBL, Toronto, Ont., Can.
FOSTER, DAY
KORE, Eugene, Ore.
FOWLKES, ROSSER
WAIR, Winston-Salem, N. C.
FOX, FRED
KYA, San Francisco, Calif.
FOXWORTHY, THOMAS
KMYC, Marysville, Calif.
FRANCIS, I.
CFCF, Montreal, Que., Can.
FRANK, HAROLD
WSLB, Ogdensburg, N. Y.
FRANKLIN, ORVIN
KRRV, Sherman, Texas.
FRATICELLI, CAMILO
WNEL, San Juan, Puerto Rico.
FREEBAIRN-SMITH, THOMAS
CBS. Big Town.
FREBURG, CHARLES
WOC, Davenport, Iowa.
FRENCH, KEN
WHEC, Rochester, N. Y.
FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GAMBLE, PAUL
WPIC, Sharon, Pa.
GARNES, CLARENCE
KANS, Wichita, Kans.
GARRIGUS, F. H.
WEEI, Boston, Mass.
GATES, HILLIARD
WGL-WOWO, Ft. Wayne, Ind.
GAUNT, JOHN
WRC - WMAL, Washington, D. C.
GAVIN, WILLIAM
KOMO-KJR, Seattle, Wash.
GENSEL, CARL
WXYZ, Detroit, Mich.
GENTLING, DAVE
KROC, Rochester, Minn.
GEORGE, ROY
KRLD, Dallas, Texas.
GIBSON, ALEC
WFBR, Baltimore, Md.
GILMORE, GRAEME
WAVE, Louisville, Ky.
GIRARD, PAUL
WBAL, Baltimore, Md.
GIRARDIN, R. G.
WEEI, Boston, Mass.
GIRLING, BETTY
WLB, Minneapolis, Minn.
GIROUX, PAUL
KTAR, Phoenix, Ariz.
GOBEL, ADOLPH
WWRL, Woodside, N. Y.
GODT, PAUL
KARK, Little Rock, Ark.
GOLDER, HARRY
WXYZ, Detroit, Mich.
GOODMAN, R. C.
KROW, Oakland, Calif.
GOODWIN, HAL
WHAI, Greenfield, Mass.
GORDON, JOAN
CKLW, Windsor, Ont., Can.
GOULET, BERNARD
CKAC, Montreal, Que., Can.
GRAHAM, ARTHUR W.
WKST, New Castle, Pa.
GRANT, JOSEPH
WMEX, Boston, Mass.
GRASSO, FRANK
WFLA, Tampa, Fla.
GRAVEL, ALAIN
CKAC, Montreal, Que., Can.
GREEN, A. HERBERT
WFBM, Indianapolis, Ind.
GREEN, CHARLES P.
WIOD, Miami, Fla.

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GREEN, JUDD NORMAN
KMOX, St. Louis, Mo.
GREEN, R. E.
KFPY, Spokane, Wash.
GREEN, STEWART
WOLF, Syracuse, N. Y.
GRIFFIN, BOBBY
WHO, Des Moines, Ia.
GRIFFIN, WAYNE
KFYR Bismarck, N. D.
GRIGGS, ELIZABETH
WLPM, Suffolk, Va. Your Future Stars
GROSS, MARJORIE
WCBI Columbus, Miss.
GUEDEL, JOHN
Pull Over Neighbor MBS-Don Lee.
GUILD, WALTER
Sparks of Friendship ETs.
GUM, COBURN
WTSP, St. Petersburg, Fla.
GUNTS, BRENT
WFBR, Baltimore, Md.
GUNZENDORFER, WILT
KSRO, Santa Rosa, Calif.

— H —

HAASE, WALTER
WDRC, Hartford, Conn.
HACKETT, JOHN
WGL-WOWO, Ft. Wayne, Ind.
HALL, AL
KGKB, Tyler, Texas.
HANDLEY, GERTRUDE
WRBL, Columbus, Ga.
HANLON, TOM
KNX, Los Angeles, Calif.
HANSSEN, JACK
KYSM, Mankato, Minn.
HARDER, JACK
WAYX, Waycross, Ga.
HARDIMAN, WILLIAM
KSL, Salt Lake City, Utah.
HARDING, BILL
WINS, New York, N. Y.
HARGIS, THOMAS
WENR-WMAQ, Chicago, Ill.
HARKINS, BEN
KFRC, San Francisco, Calif.
HARMAN, MARION
WRDW, Augusta, Ga.
HARMON, SIDNEY
CBS, Honest Abe.
HARRINGTON, JERRY
WLOL, Minneapolis, St. Paul Minn.
HARRINGTON, NORMAN
KGLU, Safford, Ariz.
HARRIS, BUDDY
WRR Dallas, Texas.
HARRIS, ELLIS
KDAL, Duluth, Minn.
HARRIS, L. G.
WENR-WMAQ, Chicago, Ill.
HARRIS, LESLIE
WQAM, Miami, Fla.
HARRISON, RAY
CKOC, Hamilton, Ont., Can.
HARTMAN, J. W.
WOL, Washington, D. C. Pappy and His Boys.
HARTMAN, LOUIS
KOCY Oklahoma City, Okla.
HARTMAN, R.
CJAT, Trail, B. C., Can.
HARVEY, JAMES
KYW, Philadelphia, Pa.
HATCHER, WARD
KWFC, Hot Springs, Ark.
HAWKINS, W.
WTRC, Elkhart, Ind.
HAWTHORNE, BEN
WTIC Hartford, Conn.
HAYMAN, DON
WMBS, Uniontown, Pa.
HAYS, LARRY
KSRO, Santa Rosa, Calif.
HAYWARD, FRED
WBT Charlotte, N. C.
HAYWORTH, HERBERT
WGL-WOWO Ft. Wayne, Ind.
HEAD, IVAN R.
KVSF, Santa Fe, N. M.
HEADY, KENNETH
KCMO, Kansas City, Mo.
HEGELUND, FRED
KGO-KPO, San Francisco, Cal.
HELM, E. P.
KRLH, Midland, Texas.
HEMINGWAY, FRANK
KWJJ, Portland, Ore.
HENLEY, DAVE
WDAY, Fargo, N. D.
HEWETSON, H.
CFCF, Montreal, Que., Can.
HEYSER, FRANCIS
KMBC, Kansas City, Mo.
HIEBERT, AUGUST
KFAR, Fairbanks, Alaska.
HIESTAND, BOB
KECA-KFI, Los Angeles, Cal.
HILEY, BROCKETT
KGY, Olympia, Wash.
HILL, CHARLES
WIBW, Topeka, Kans.
HILL, JACK
WWJ, Detroit, Mich.

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HOERNER, ED
WWL, New Orleans, La.
HOFFMAN, MAURICE
WFEA, Mancheser, N. H.
HOFFMAN, RUBYE
KTBC, Austin, Texas.
HOHFELD, FERD.
WIL, St. Louis, Mo.
HOLBROOK, ART
WIBW, Topeka, Kans.
HOLBROOK, J. F.
WGTC, Greenville, N. C.
HOLINER, MANN
NBC. Good News of 1941.
HOLMES, THURSTON
WHOM, Jersey City, N. J.
HOLT, H. RUSS
WOLS, Florence, S. C.
HOMERSHAL, DOUG
CFJC, Kamloops, B. C., Can.
HONESTY, EDDIE
WHIP, Hammond, Ind. Rockin 'n' Rhythm.
HORNSBY, DAN
WGST, Atlanta, Ga.
HORST, RUDY
WSLB, Ogdensburg, N. Y.
HOWARD, ELIZABETH
NBC. Pepper Young's Family.
HOWARD, HERB
WNAX, Yankton, S. D.
HOWE, LOUISE HILL
KSL, Salt Lake City, Utah.
HUDDLESTON, KENNETH
WNOX, Knoxville, Tenn.
HUDSON, HAL
KNX, Los Angeles, Calif.
HUGHES, GLENN
WSB, Atlanta, Ga. WSB Barn Dance.
HUGHES, GORDON T.
CBS. Those We Love.
HURTLE, JACK
CBS, Kate Hopkins, NBC. Ellen Randolph.

— I —

ISHAM, DON
KOL, Seattle, Wash.

— J —

JACKOBSEN, LOU
WGN, Chicago, Ill.
JACKSON, EMMETT
WHIP, Hammond, Ind.
JACKSON, GEORGE
WBOW, Terre Haute, Ind.
JAMISON, KEITH
WMBD, Peoria, Ill.
JARVIES, LES
KFBI, Wichita, Kans.
JARVIS, ERNEST
KNX, Los Angeles, Calif.
JOHNSON, GEORGE S.
KOB, Albuquerque, N. M.
JOHNSON, WAYNE
WKBN, Youngstown, Ohio.
JOHNSTON, DIPPY
WDZ, Tuscola, Ill.
JOHNSTON, RUSS
KNX, Los Angeles, Calif.
JOHNSTONE, JACK
MBS. Who Knows.
JONASON, WILLIAM
KFEQ, S. Joseph, Mo.
JONES, JACK
WATL, Atlanta, Ga.
JONES, PAUL
WFLA, Tampa, Fla.
JONES, RUSSEL
WIOD, Miami, Fla.
JOYNER, GORDON
WMBD, Peoria, Ill.

— K —

KABER, RUSS
KGCV, Mandan, N. D.
KALER, RAN
WFAS, White Plains, N. Y.
KALTENBORN, ROLF
CBS.
KARL, MAX
WCCO, Minneapolis, St. Paul, Minn.
KARSON, LEE
KTAR, Phoenix, Ariz.
KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.
KAY, BOB
WTAX, Springfield. Ill.
KEACH, STACY
WSAV, Savannah, Ga. Saga of Savannah.
KEIRSEY, AL
KROD, El Paso, Texas .
KELLY, PAT
KFRC, San Francisco, Calif. Standard Symphony Program. Brain Battle.
KEMPER, HOWARD
KBST, Big Spring, Texas.
KENNEDY, KEN
WDAY, Fargo, N. D.
KENT, JAMES
CKCK, Regina, Sask., Can.
KERRIGAN, JACK
WHO, Des Moines, Iowa.
KERWOOD, ORIE
KMMJ, Grand Island, Nebr.
KIEGAN, MONTE
WOAI, San Antonio, Texas.
KIMMELL, HAROLD
KEDA, Amarillo, Texas.
KINGTON, IVAN
CKOC, Hamilton, Ont., Can.
KIRKWOOD, JACK
KFRC, San Francisco, Calif.
KITTS, ED
WHIS Bluefield, W. Va.
KLEIN, RALPH
WNBC, New Britain, Conn.
KNIGHT, JAMES
WATL, Atlanta, Ga.
KNOERNSCHILD, ELMER
KFUO, Clayton, Mo.
KNOPF, ELMER
WFDF, Flint Mich.
KNORR, FRED
WMBC, Detroit, Mich.
KNOX, RALPH
WGL-WOWO, Ft. Wayne, Ind.
KRAMP, LARRY
WCBS, Springfield, Ill.
KRUEGER, FRANK
WHOM Jersey City, N. J.
KRUG, PETER A.
WEBR, Buffalo, N. Y.
KRUSE, HARVEY
General Management Co. Program KSTP.
KURTA, EDWARD
WMBS, Uniontown, Pa.
KYLER, JAMES F.
WCLO, Janesville, Wisc.

— L —

LAFFER, JACK
KANS Wichita, Kans.
LAMBERTZ, KARL
WFAA, Dallas, Texas.
LANG, CHARLES WILLIAM
KFKA, Greeley, Colo.
LANG, WARD
KTSA, San Antonio, Texas.
LANGGUTH, ANTHONY
WESX, Salem Mass.
LANTZ, JAMES
KSAL, Salina, Kans.
LAROSE, P.
CKCH, Hull, Que. Arranger.
LATEAU, HERBERT
KVOO, Tulsa, Okla.
LaVALLE, GENE
WMAN Mansfield, Ohio.
LAVERY, DON
WEDC, Chicago, Ill.
LAW, CHARLES
KLO, Ogden, Utah.
LAWHON, JOEL
WFBC, Greenville, S. C.
LAWRENCE, G.
CJAT, Trail B. C., Can.
LAWRENCE, GEORGE
CKCK, Regina, Sask., Can.
LAWRENCE, JAMES
KLO, Ogden, Utah.
LAWRENCE, WILLIAM
WENR-WMAQ, Chicago, Ill.
LeCROIN THOR
KFAC, Los Angeles, Calif.
LEE, BURR
WMAQ-WENR, Chicago, Ill.
LELAND, JR., CY
Bowley's Chuck Wagon Gang ETs.
LEVEY, ROBERT
KMBC, Kansas City, Mo.
LEWIS, ADDISON
Med-O-Vapo Program WMIN-WIBC-WING.
LIBBY JOHN C.
WCOU, Lewiston, Me.
LIDYARD, DUKE
WCLE-WHK, Cleveland, Ohio. The Junior Showboat.
LILES, MARDI
WWNC, Asheville, N. C.
LINDQUIST, LANSING B.
WSYR, Syracuse, N. Y.
LINDSAY ART
KXRO, Aberdeen, Wash.
LINN, KEN
KOME, Tulsa, Okla.
LITTLE, BOB
WGL-WOWO, Ft. Wayne, Ind.
LIVINGSTONE, CHARLES
WXYZ, Detroit, Mich.
LLEWELYAN AL
WCLE-WHK, Cleveland, Ohio.
LLOYD, JACK
WTHT, Hartford, Conn.
LOGAN, DON
KROW, Oakland, Calif.
LOGAN, GEORGE
KVI, Tacoma, Wash.
LONDON ETHEL
WTMC, Ocala, Fla.
LONG, CHET
WIRE, Indianapolis, Ind.
LONG, DEANE S.
WAKR, Akron, Ohio.
LOUDON, GORDON
KALB, Alexandria, La.
LOUGHRANE BASIL
NBC. The Parker Family.
LOVELESS, WENDELL P.
WMBI, Chicago, Ill.
LOWE, GUY W.
KFRU, Columbia, Mo.
LOWELL, MAURICE
NBC, Lincoln Highway, This Small Town.
LUCAS RUPERT
CBY-CBL, Toronto, Ont., Can.

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LUCIUS, MARY
WMBS, Uniontown, Pa.
LUDWIG, LYELL
WCLO, Janesville, Wisc.
LUNDQUIST, H. W.
WEEI, Boston Mass.
LUNN, BERT
WAAB-WNAC, Boston, Mass
LYONS, JIM
KVOE, Santa Ana, Calif.
LYONS, RUTH
WKRC, Cincinnati, Ohio

— M —

McAVITY, TOM
NBC Bob Hope Program.
McCALLISTER PAUL
KVSF, Sante Fe, N. M.
McCARTHY, EDWARD
WBNY, Buffalo, N. Y.
McCLEAN, JR.
Adopted Daughter ETs.
McCLOUD, TY
WROL, Knoxville, Tenn.
McCORMICK, STEPHEN
WOL, Washington D. C.
McELROY, GLADYS
WBAB, Atlantic City, N. J.
St. James Players.
McFARLAND, JESSICA
WMBD, Peoria, Ill.
McGEER, ADA
CBR, Vancouver, B. C., Can.
McGINNIS BOB
KMJ, Fresuo, Calif.
McGRANE, J. C.
KVSF, Sante Fe, N. M.
McGRATH, WILLIAM
WNEW, New York, N. Y.
McGUIRE, RAY
WGRM, Greenwood, Miss.
McKEMIE, W. G.
KGKL, San Angelo, Texas.
McKIBBEN, JAMES
KECA-KFI, Los Angeles, Calif.
McKINLAY, LYNN
KSL, Salt Lake City, Utah.
McLEOD, DUKE
CFAR, Flin Flon, Man. Can.
McLENDON, LEE
KROW, Oakland, Calif.
McMASTER, JOHN
WMEX, Boston, Mass.
McWHORTER, DON
WBLK, Clarksburg, W. Va.
MacDONALD JOHN
WPIC, Sharon, Pa.
MacDONALD, WILLIAM
WCAR, Pontiac, Mich.
MacDONNELL, NORMAN
KNX, Los Angeles, Calif
MacMILLAN, DON
CKCK, Regina, Sask. Can.
MacMURRAY, TED
WENR-WMAQ, Chicago, Ill.
MacRAE, ROSS
CKCK, Regina, Sask., Can.
MAGEE, GEORGE
WEVD, New York N. Y.
Musical Clock, News Commentary, Musical Program.
MAGUIRE, WALTER
WCAM, Camden, N. J.
MALCHOW, GRACE
WBRB, Red Bauk, N. J. Happiness Village.
MALL, DICK
KCKN, Kansas City Kans.
MALOUIN, ROY
CKAC, Montreal, Que., Can.
MARCH, MILL
WFPG, Atlantic City, N. J.
MARGOLIS, WILLIAM
WARD, Brooklyn, N. Y.
MARQUIS ARNOLD
KPO-KGO, San Francisco, Calif.
MARTA, JACK
WJMS, Ironwood, Mich.
MARTIN, CHARLES
NBC, Johnny Presents.
MARTIN, DON
WFIL, Philadelphia, Pa.
MARTIN, THOMAS
WGY, Schenectady N. Y.
MARTINEAU, BOB
WTHT, Hartford, Conn.
MASON, LIN
WKRC, Cincinnati, Ohio.
MATHEWS, BILL
KMYC, Marysville, Calif.
MAWSON, RICHARD
WBAX, Wilkes, Barre, Pa.
MEADE, CHAS. B.
MELBY, EARL
WLOF, Orlando, Fla.
MELVILLE, C. E.
KMPC, Beverly Hills, Calif.
Policewoman Christie
MENSER, C. L.
NBC-Blue, Tom Mix Straight Shooters.
MERDIAN, JACK
WSTV, Steubenville, Ohio.
METCALF, DEAN
KARM, Fresno, Calif
MIDDLETON, GLENN
KNX, Los Angeles, Calif.
MIDGELY, JOHN
WCBS, Springfield, Ill.
MILBOURNE, L. WATERS
WCAO, Baltimore, Md.
MILES, WILLIAM
WBNY, Buffalo, N. Y.
MILLARD, ROSS
CFRB, Toronto, Ont., Can.
MILLEN, PAUL
WMAQ-WENR, Chicago, Ill.
MILLER, ALLAN
WTOL, Toledo, Ohio
MILLER, DURHAM
WHIO, Dayton, Ohio.
MILLER, HANK
KRLD, Dallas, Texas.
MILLER, OLIVE
KCKN, Kansas City, Kans.
MILLER WILLARD I.
WOLS, Florence, S. C.
MILNE, JAMES T.
WELI, New Haven Conn.
MITCHELL, JACK
KTSA, San Antonio, Texas.
MIMS, STUART
WAPI, Birmingham, Ala.
MISENER, R. E.
CKOV, Kelowna, B. C.
MOBIE, R. THOMPSON
KABR, Aberdeen, S. D.
MOEGLE, FRED
WTMV, East St. Louis, Ill.
MOENCK, RUTH
WOC, Davenport, Iowa
MOFFETT, RAYMOND W.
WCAO, Baltimore, Md.
MONK, LLOYD
CKGB, Timmins, Ont., Can.
MONTGOMERY, JOHN
WFPG, Atlantic City, N. J.
MOORE, T. O.
WAIR, Morgantown W. Va.
MOORE, VERN
KIDO, Boise, Idaho.
MORGAN, ARNOLD
KOL Seattle, Wash. Armchair Theater.
MORGAN, ERNEST
CBR, Vancouver, B. C. Can.
MORGAN, WILLIAM
WCAR, Pontiac, Mich.
MORRISON, HUGH
CBY CBL, Toronto, Ont., Can.
MORTON, DON
WEAN, Providence, R. I.
MOSES, JOHN
WHCK, Columbus, Ohio.
MOTTA, CHARLES
WVFW, Brooklyn, N. Y.
MOYLE, PAUL
WCNC, Elizabeth City, N. C.
MULHOLLAND, ROSS
WXYZ, Detroit, Mich.
MUNSON, LYLE
WTAX, Springfield, Ill.
MURPHEY, ED.
KWKH-KTBS, Shreveport, La.
MURRAY, ERNEST
KATE, Albert Lea, Minn.
MUSSON, T. DUDLEY
WHAS, Louisville, Ky.

— N —

NASH, BARNES
WHIS, Bluefield, W. Va.
NAYLOR, DON
WGST, Atlanta, Ga.
NEAL, EVERETT
KQV, Pittsburgh, Pa.
NEWMAN, IVON
WNLC New London, Conn.
NICKELL, JOE
WIBW, Topeka, Kans.
NICKESON, DICK
WFMJ, Youngstown, Ohio.
NILES, FREDERICK
WHA, Madison, Wisc.
NUSBAUM, MORT
WSAY, Rochester N. Y.

— O —

OBLER, ARCH
NBC Everyman's Theater
O'CONNOR, CHARLES
NBC, Johnny Presents.
OLSON, DAVID W.
WCAE Pittsburgh, Pa.
OLSON, RAY
WOW, Omaha, Nebr.
O'NEILL, JACK
WFBL, Syracuse, N. Y.
OSBORNE HENDREE
WRNL, Richmond, Va.
OSBORNE, OZZIE
KGGF, Coffeyville, Kans.
O'TOOLE, WILLIAM J.
WCAO, Baltimore, Md.
OWEN, ALFRED
WJRD, Tuscaloosa, Ala.
OWEN BOB
KWNO, Winona, Minn.
OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PADGETT, PAT
WBML, Macon, Ga.
PALMER, LOU
KBST, Big Springs, Texas.
PAPP FRANK
WENR-WMAQ, Chicago, Ill.
PARKER, EVERETT
WHIP, Hammond, Ind.
PARKER, F. B.
KPPC, Pasadena, Calif.
PARKER, GLEN
WHO, Des Moines, Iowa.
PARRISH WYNNE
WOLF, Syracuse, N. Y.
PARSONS, PEG
WLEW, Erie, Pa.
PARSONS, ROBERT
WMBI, Chicago, Ill.

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PARSONS, WILLIAM C.
KTOH, Lihue, T. H.
PASCOE, HARRY
WINS, N. Y.
PAULSGROVE, WM. H.
WJEJ, Hagerstown, Md.
PEACH, JACK
CBR, Vancouver, B. C. Can.
PEARSON, JOHN
KOMO-KJR, Seattle, Wash.
PENMAN, CHARLES
CBS, Stepmother.
PERRIN, T. E.
KRRV, Sherman, Texas.
PERRY, CAMERON
CJOC, Lethbridge, Alberta, Can.
PERRY, ROBERT N.
WORL, Boston, Mass.
PETRIE, C. R.
WCBA-WSAN, Allentown, Pa.
PHILBIN, BOB
WCLS, Joliet, Ill.
PHILLIPS, FRED
WDLP, Panama City, Fla.
PHIPPS, JACK
WBT, Charlotte, N. C.
PIERCE, EDDIE
WDLP, Panama City, Fla.
PIERCE, MATT
WHEC, Rochester, N. Y. Rhythm in Rhyme.
PIERCE, PAUL
KNX, Los Angeles, Calif.
PLAMADORE, RAY
WKBH, La Crosse, Wisc.
PLUMLEE, PAUL
KGLU, Safford, Ariz.
POLLARD, PHIL
WFBC, Greenville, S. C.
POLLOCK, BOB
WSB, Atlanta, Ga.
POOLER, WALDO
WTAM, Cleveland, Ohio.
PORTER, EARL
WIL, St. Louis, Mo.
POULTON, CURT
WDZ, Tuscola, Ill.
POWELL, KENNETH
WENY, Elmira, N. Y.
PRESTON, MARLOWE
KGKL, San Angelo, Texas.
PRICE, JAMES
WCAM, Camden, N. J.
PROCTOR, ROBERT
WDAE, Tampa, Fla.
PROVAN, BOB
WDRC, Hartford, Conn.
PROVOL, GEORGE A.
KDYL, Salt Lake City, Utah.
PRUD'HOMME, CAMERON
KGO - KPO, San Francisco, Calif.
PUDNEY, EARLE
WBML, Macon, Ga.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.
PURDY, RAI
CFRB, Toronto, Ont., Can.
PYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUALTROUGH, MORRISON
KROD, El Paso, Texas. ranger.

— R —

RATIGAN, WM. C.
KOA, Denver, Colo.
RAYNER, W.
CFRN, Edmonton, Alberta, Can.
REA, ERNIE
WHAS, Louisville, Ky.
REED, MILES
WCFL, Chicago, Ill.
REID, JAMES W.
WFBC, Greenville, S. C.
REID, LEWIS
Chateau Martin Wine spots.
REID, MICHAEL
KVRS, Rock Springs, Wyo.
REJEBIAN, ARAM
KVEC, San Luis Obispo, Calif.
REYNOLD, PAUL
WDBJ, Roanoke, Va.
RIBBE, JOHN
KGO - KPO, San Francisco, Calif.
RICCA, ERNIE
WWJ, Detroit, Mich.
RICHARDS, ROBERT
WSPD, Toledo, Ohio.
RICKER, BILL
WDEV, Waterbury, Vt.
RILEY, LOWELL
WBNS, Columbus, Ohio.
ROARK, C. A.
KRLH, Midland, Texas.
ROBERTS, CLIFFORD
WHA, Madison, Wisc.
ROBERTS, HOWDY
WMT, Cedar Rapids-Waterloo, Iowa.
ROBERTSON, BRUCE
KOAM, Pittsburgh, Kans.
ROBERTSON, JAMES
WIBA, Madison, Wisc.
ROBINSON, MAX
WHO, Des Moines, Iowa.
ROEHLING, JOSEPH
WGL-WOWO, Ft. Wayne, Ind.
ROGERS, FAY
WOPI, Bristol, Tenn.
ROSE, WILLIAM
WCAX, Burlington, Vt.
ROSENBERG, ISRAEL
WVFW, Brooklyn, N. Y.
ROSS, DICK
KMO, Tacoma, Wash.
ROWLAND, VIC
KVOE, Santa Ana, Calif.
ROY, ARMAND
CKCV, Quebec, Que.
RUGGLES, WALLACE
KGO - KPO, San Francisco, Calif.
RUNNION, GUY
WKY, Oklahoma City, Okla.
RUSHWORTH, J. E.
WEEI, Boston, Mass.

— S —

SAGUE, SAM
WMCA. A Step Towards Happiness.
SANDERS, ERNIE
WHO, Des Moines, Iowa.
SANFORD, BILL
KMJ, Fresno, Calif.
SAUNDERS, WILLIAM
WSLS, Roanoke, Va.
SCHMITTER, DEAN
KTBS-KWKH, Shreveport, La.
SCHWARTS, BILL
KFWB, Los Angeles, Calif.
SCHWARTZ, HAROLD
WNLC, New London, Conn.
SCOGGINS, J. P.
WFAA, Dallas, Texas. Ar-
SCOTT, A. D.
WENR-WMAQ, Chicago, Ill.
SCOTT, MARTHA ANN
WCNC, Elizabeth City, N. C.
SEARS, BILL
KUTA, Salt Lake City, Utah.
SEXTON, JACK
WTAD, Quincy, Ill.
SHACKLEY, GEORGE
NBC, National Vespers, National Radio Pulpit.
SHAFFER, ROGER
WORD, WSPA, Spartanburg, S. C.
SHARP, JACK
WCLS, Joliet, Ill.
SHAYON, ROBERT L.
WOR, Newark, N. J.
SHERDEMAN, TED
NBC, Brenthouse, Candid Lady, Studio S-4, Latitude Zero, Where and When, Hedda Hopper, Those We Love.
SHURICK, EDDIE
WLOL, Minneapolis-St. Paul, Minn.
SHUTE, JR., ELDEN H.
WCOU, Lewiston, Me.
SIEVERS, ROBERT
WGL-WOWO, Ft. Wayne, Ind.
WMBS, Uniontown, Pa.
SIMMONS, DAVE
KDYL, Salt Lake City, Utah.
SIMMONS, PAUL
WGNY, Newburgh, N. Y. Simmons Singers.
SINGLETON, KENNETH
WTRC, Elkhart, Ind.
SKELTON, KENNETH W.
WDAE, Tampa, Fla.
SKINNELL, J. F.
WMBG, Richmond, Va.
SLAGLE, JOHN
WXYZ, Detroit, Mich.
SLATTERY, E.
CKCH, Hull, Que., Can.
SMITH, C.
CJAT, Trail, N. C., Can.
SMITH, IAN
CBY-CBL, Toronto, Ont., Can.
SMITH, J. EDWARD
WFBC, Greenville, S. C.
SMITH, PHIL
WKPA, New Kensington, Pa.
SMITH, WHEELER
KOL, Seattle, Wash.
SMOCK, BOB
WIRE, Indianapolis, Ind.
SNOW, BILL
WSGN, Birmingham, Ala.
SNOWDEN, JR., WILLIAM A.
WTAL, Tallahassee, Fla.
SNYDER, GEORGE
WHLS, Port Huron, Mich.
SNYDER, RALPH
WLAV, Grand Rapids, Mich.
SNYDER, SAM
WHIS, Bluefield, W. Va.
SOPER, HELENE
KTRI, Sioux City, Ia.
SPARNON, KEN
WHEC, Rochester, N. Y.
SPENCER, DON
WBLJ, Dalton, Ga.
SPENCER, RONNY
KATE, Albert Lea, Minn.
SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.
STANLEY, CLINTON
WENR-WMAQ, Chicago, Ill.
STANLEY, JOHN
WNAC, Boston, Mass.
STAPP, JACK
WCM, Nashville, Tenn.

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STARKS, PRICE
WINN, Louisville, Ky.
STEELE, TED
CBS Ted Steele Songs.
STEFFY, GEORGE
WAAB, WNAC, Boston, Mass
STEPP, T. E.
KOA Denver, Colo
STERNI, GUISEPPE
WQV, New York N Y. La Rosa Program
STEVENS, CARLYLE
KTUL, Tulsa, Okla
STEVENS, HARMON
WHLS Port Huron Mich
STEWART, RALPH E.
WMBI Chicago, Ill
STONE, SIDNEY
WOI, Ames, Iowa
STRAUSS, WILLIAM D.
WQXR New York, N Y.
STRICKLER, EDDIE
KOAM, Pittsburg Kans
STUCKWISH, M. H.
WSOY, Decatur, Ill
STUDEBAKER, C. S.
KUJ, Walla Walla, Wash
SULLIVAN, DOROTHY
WAIM, Anderson, S C
SUMMERS, LT. THOMAS
WCAR Pontiac, Mich.
SUSSON, E. G.
CBS Lady Esther Program
SUTTON, CLAUDE
CBLP, Montreal, Que., Can.
SWEENEY, FLORENCE
CKCK, Regina, Sask., Can
SYMMES, BERT
KLS Oakland, Calif.

— T —

TALBOT, CLARENCE
KALE, Portland, Ore.
TANNEHILL, HAROLD
KVRS Rock Springs Wyo
TAYLOR, CLAUDE
WLVA, Lynchburg, Va.
TEDDLIE, PETE
WRR, Dallas Texas
TEDRICK, BILL
KWOC Poplar Bluff Missouri
TEELA, DICK
KRNT-KSO Des Moines, Iowa
TEMPLE, GEORGE
CBY-CBL Toronto, Ont., Can
TERRY, BILL
WSGN Birmingham, Ala
THATCHER, JACK
KGY Olympia Wash
THATCHER, MARY E.
WCOP, Boston Mass
THOMAS, HARRY
KGGM, Albuquerque, N. M
THOMAS, LARRY
WDAS, Philadelphia Pa
THOMAS, TOMMY
KIRO, Seattle, Wash
THOMPSON, DON
KGO-KPO San Francisco, Calif
THOMPSON, JOHNNY
WFAA, Dallas, Texas Arranger
THOMPSON, REO
CJCA, Edmonton Alta., Can.
TIMBERG, HERMAN
WARM, Scranton Pa.
TINLEY, JR., G. HOWARD
WCAO, Baltimore, Md.
TODD, ARTHUR
CKOC, Hamilton, Ont., Can
TOLLIVER, DON
WTMV, East St. Louis, Ill
TRACY, STERLING
KNX, Los Angeles, Calif
TREMBLE, SIDNEY
KSAL, Salina, Kans.
TUCKER, EDWIN
WCAM Camden, N J.
TUCKER, TOMMY
WTSP St. Petersburg, Fla.
TURNER, GLEN
CBAB Moose Jaw, Sask., Can.
TURNER, HARRY
KOBH, Rapid City, S D
TURNER, JIM
WLBJ Bowling Green, Ky

— U —

ULRICH, A. B.
WENR-WMAQ, Chicago Ill.
ULRICH, CARL
WAAF, Chicago Ill.
URQUHART, CHARLES
WMAQ-WENR Chicago, Ill

— V —

VANCE, KEN
WJHO Opelika, Ala.
VANDA, CHARLES
KNX Los Angeles, Calif
VAN DRIEL, ROBERT
KGGM Albuquerque, N M.
VAN HAAFTEN, BUD
KOB, Albuquerque, N M
VAN SANT, HARRY
WINN, Louisville, Ky
VARES, GEORGE
WEDC Chicago, Ill
VIDOL, WILLIAM
WGH Newport News, Va
VON EGGER, HAROLD
KGKL, San Angelo, Texas
VOUTAS, GEORGE
WENR WMAQ, Chicago, Ill.

— W —

WALL, GILBERT
WBEN, Buffalo N Y
WALLACE, JACK
KBRC, Abilene, Texas
WALLIS, EDWARD
WIP, Phil Pa
WALLISER, BLAIR
WGN, Chicago Ill.
WALSH, ELAINE
CKNX, Wingham, Ont
Kaltz's' Party
WALTMAN, LA VELL
KROC Rochester, Minn
WALTON, SIDNEY
NBC Sidney Walton's Music.
WARD, CHANNING (MRS.)
WRNL, Richmond, Va
WARD, DAVE
WKRC, Cincinnati, Ohio
WATKINS, DICK
KRGV, Weslaco, Texas.
WATSON, JR., LOREN L.
WIS, Columbia S. C
WEAVER, MEL
WDEV Waterbury, Vt
WEGENER, DICK
KARM Fresno, Calif
WELCH, HOMER
KEX-KGW, Portland, Oregon
WELLER, ROSS
WSAY, Rochester, N Y
WELLS, JACK
CFQC Saskatoon, Sask., Can
WERLING, RUPE
WIBG, Glenside Pa.
WERTZ, HOYT
WIBW, Topeka, Kans
WEST, PAUL
KSFO, San Francisco Calif
WESTER, CARL
Woman in White, CBS Road of Life, NBC-CBS.
WETZEL, MAURICE
WMAQ-WENR, Chicago, Ill
WETZLER, JOSEPHINE
WMBD, Peoria, Ill.
WHEELER, GEORGE
WRC-WMAL Washington D. C
WHITE, PAT
KWKH-KTBS Shreveport, La
WHITE, ROBERT
WENR-WMAQ Chicago, Ill
WHITESCARVER, WILDA
KCKN Kansas City, Kans
WHITWORTH, RAY
KVWC Vernon Texas
WIDNEY, STAN
WHO Des Moines, Iowa
WIGGINS, WALLACE
KVOE, Santa Ana, Calif.
WIGHT, H. B.
WCAX, Burlington, Vt
WIKLUND, T. O.
CBY-CBL Toronto Ont. Can
WILBUR, CRANE
CBS Big Town.
WILDE, L.
WIL, St Louis Mo
WILHELM, GEORGE
KXRO, Aberdeen Wash.
WILKINSON, STEVEN
KMPC, Beverly Hills Calif
Policewoman Christie
WILLIAMS, MARYNELL
WRNL Richmond Va
WILLIAMS, MILDRED E.
WTAL Tallahasse, Fla
WILLIAMS, ROLLIE
KMOX, St. Louis Mo.
WILLIS, J. FRANK
CBY-CBL, Toronto Ont. Can
WILSON, BOB
WADC Akron, Ohio.
WILSON, BOB
WGL-WOWO, Ft. Wayne Ind
WILSON, FRED
WTAM, Cleveland, Ohio
WOLEVER, JACK J.
KWFC Hot Springs Ark
WOLFE, EDWIN
NBC Pepper Youngs Family
WOOD, BARRY
CKCK, Regina, Sask., Can
WOOLF, JOHN M.
KDYL, Salt Lake City, Utah
WORCESTER, CHARLES
WNAX, Yankton, S D
WRIGHT, JOHN H.
WBZ-WBZA Boston-Springfield, Mass
WRIGHT, MEL
KLO, Ogden, Utah.
WYANT, DALLAS
WCMI, Ashland, Ky
WYLY, RUSSELL
WMBD Peoria, Ill

— Y —

YANDON, DEL
KFPY, Spokane, Wash Arranger Morning Neighbors This Woman's World, Studio Party, Swingstrumentalists Swing Trio.

— Z —

ZELLMER, LESTER
WTRC, Elkhart, Ind
ZIEBARTH, E. W.
WLB, Minneapolis, Minn.
ZINK, ALBERT
WEBR Buffalo, N. Y.
ZITCER, M.
KYA, San Francisco, Calif.

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MUSICAL DIRECTORS OF STATIONS

—A Nation Wide Listing Arranged According to States and Stations.

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MUSICAL DIRECTORS OF STATIONS IN THE UNITED STATES

Alabama

Birmingham,
WAPI . . . . . Clo McAlpin
WBRC . . . . . Herbert C. Grieb
Decatur, WMSL . . . . . John Boggess
Mobile, WALA . . . . . Jack Lewis
Montgomery,
WCOV . . . . . Weston Britt
WSFA . . . . . E. Caldwell Stewart
Muscle Shoals, WMSD . . . . . James Connolly
Tuscaloosa, WJRD . . . . . Wilhelmina Quarles

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Arizona

Globe, KWJB . . . . . Elgin McCarty
Phoenix,
KOY . . . . . Alfred Beeker
KTAR . . . . . Paul Giroux
Prescott, KYCA . . . . . Art Willcox
Safford, KGLU . . . . . Alberta Hunt
Tucson, KTUC . . . . . Keith Loftfield
Yuma, KYUM . . . . . Irene Belzer

•

Arkansas

Fort Smith, KFPW . . . . . Afton Blake
Hot Springs, KWFC . . . . . Doc Warren
Little Rock, KARK . . . . . Paul Godt

•

California

Berkeley, KRE . . . . . Harold Hawley
Beverly Hills, KMPC . . . . . Rex Corey
Chico, KHSL . . . . . Earl Wright
Eureka, KIEM . . . . . James Pasullo
Fresno, KARM . . . . . Jack Clawson
Long Beach, KFOX . . . . . Rolly Wray
Los Angeles,
KECA . . . . . Claude Sweeten
KFAC . . . . . Don Otis
KFI . . . . . Claude Sweeten
KFWB . . . . . Leon Leonardi
KHJ . . . . . Dave Rose
KMTR . . . . . Salvatore Santaella
KNX . . . . . Lud Gluskin
KRKD . . . . . Salvatore Santaella
Marysville, KMYC . . . . . Robert Hambly
Oakland, KROW . . . . . Edward House
Pasadena, KFPC . . . . . Leon Hall
Sacramento,
KFBK . . . . . George Breece
KROY . . . . . Garland Schuler
San Diego, KGB . . . . . George Bacon
San Francisco,
KFRC . . . . . Cy Trobbe
KSFO . . . . . Dick Aurandt
KYA . . . . . Edward Fitzpatrick
San Jose, KQW . . . . . Fred Ruegg
Santa Rosa . . . . . Howard McCauley
Visalia, KTKC . . . . . Jerry Irwin
Watsonville, KHUB . . . . . Nana Taylor

Colorado

Colorado Springs KVOR . . . . . Duane Osborn
Denver,
KLZ . . . . . Les Weelans
KOA . . . . . Milton Shredrik and Chester Smith
KVOD . . . . . J. E. Finch

•

Connecticut

Bridgeport, WICC . . . . . Gus Meyers, Jr.
Hartford,
WDRC . . . . . Sterling V. Couch
WTHT . . . . . Charlotte Kaufman
WTIC . . . . . Moshe Paranov
New Haven, WELI . . . . . Marion J. Reynolds
New London, WNLC . . . . . Richard Benvenuti
Waterbury, WATR . . . . . Edith Lacco
Waterbury-New Haven WBRY . Waldo S. Newbury

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District of Columbia

Washington,
WINX . . . . . Bob Callahan
WMAL . . . . . Morgan Baer
WOL . . . . . Frank Blair
WRC . . . . . Morgan Baer

•

Florida

Fort Meyers WFTM . . . . . Barbara Brady
Gainesville, WRUF . . . . . Elizabeth Tew
Jacksonville WJHP . . . . . Fred Maurie
Lakeland, WLAK . . . . . Elvan B. Wilson
Miami Beach, WKAT . . . . . Betty Lee Taylor
Ocala, WTMC . . . . . Charles Beresford, Jr.
Orlando WDBO . . . . . Walter D. Kimble
Panama City, WDLP . . . . . Fred Phelps
Pensacola, WCOA . . . . . Ray Rogers
St. Petersburg,
WSUN . . . . . Edith Ginn
WTSP . . . . . Keeta Martin
Tampa,
WDAE . . . . . M. E. Plattner
WFLA . . . . . Frank Grasso

•

Georgia

Atlanta,
WATL . . . . . Ken Keese
WGST . . . . . Lola Wallace
WSB . . . . . Earl Landis
August, WRDW . . . . . Paul Reed
Brunswick, WMOG . . . . . Herman Lange
Macon,
WBML . . . . . Mary Hester Richardson
WMAZ . . . . . Allie V. Williams
Savannah,
WSAV . . . . . Electa Robertson
WTOC . . . . . Dwight J. Bruce

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Idaho

Boise, KIDO.....Vern Moore
Pocatello, KSEI.....Ruthe A. Fletcher
Twin Falls, KTFI.....Will E. Wright

•

Illinois

Aurora, WMRO.....Mary Louise Brown
Chicago,
WAAF.....James Kozak
WBBM.....Caesar Petrillo
WCFL.....John F. Kelly
WEDC.....William P. Brady
WENR.....Roy Shield
WGES.....Irma Garcri
WGN.....Henry Weber
WJJD.....Ben Kanter
WMAQ.....Roy Shield
WSBC.....Dean Remick
Cicero, WHFC.....D. Volkow
Decatur, WSOY.....E. C. Deffenbaugh
East St. Louis, WTMV.....Doyle Blackard
Harrisburg, WEBQ.....Bernie Smith
Peoria, WMBD.....Jack Lyon
Rockford, WROK.....Florence L. Shugars
Rock Island, WHBF.....Lucia Thompson
Springfield, WCBS.....John Geil
Tuscola, WDZ.....Herbert L. Johnston
Urbana, WILL.....Lanson F. Demming

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Indiana

Elkhart, WTRC.....Ethel Geiss
Fort Wayne,
WGL.....Jeane Brown
WOWO.....Jeane Brown
Gary, WIND.....Bob Atcher
Hammond,
WHIP.....Reinhardt Elster
WJOB.....Joseph Gibbs Spring
Indianapolis,
WFBM.....Walter H. Reuleaux
WIBC.....Harry Adams
WIRE.....Harry Bason
Muncie, WLBC.....Carl Noble
New Albany,
WGRC (Louisville, Ky.).....Isabel Schroeder
South Bend,
WFAM.....Harlan Hogan
WSBT.....Harlan Hogan
Terre Haute, WBOW.....Leo Baxter

•

Iowa

Ames, WOI.....Tolbert MacRae
Cedar Rapids & Waterloo,
WMT.....Douglas B. Grant
Davenport, WOC.....Pat Maynard
Decorah, KWLC.....Prof. Theodore Nickel
Des Moines,
KRNT.....Dick Teela
KSO.....Dick Teela
Dubuque, WKBB.....Gleason Kistler
Ottumwa, KBIZ.....Stan Corley
Shenandoah, KMA.....Faylon Geist
Sioux City, KSCJ.....Everret Timm

•

Kansas

Coffeyville, KGGF.....Ozzie Osborne
Garden City, KIUL.....Dick Hamilton
Great Bend, KVGB.....Ray Beals
Kansas City, KCKN.....Ruth Royal
Pittsburg, KOAM.....Leota Helm
Salina, KSAL.....Al Thompson
Topeka, WIBW.....Maudie Shreffler
Wichita,
KANS.....Raymond Shelley
KFBI.....Frank Chiddin

•

Kentucky

Louisville,
WAVE.....Clifford Shaw
WHAS.....Robert Hutsell
WINN.....M. K. McCarten
Owensboro, WOMI.....Lee C. Meredith
Paducah, WPAD.....Ernest Pell

•

Louisiana

Alexandria, KALB.....John Pegues Kelley
Lafayette, KVOL.....Richard Haynes
Monroe, KMLB.....Melba Henry
New Orleans,
WSMB.....M. Sandi
WWL.....Irving Vidacovich

•

Maine

Bangor, WABI.....Harold Dorr
Lewiston, WCOU.....Bertrand Cote
Portland, WCSH.....Wally Harwood

•

Maryland

Baltimore,
WBAL.....Ruffino Iula
WCAO.....John Varney
WCBM.....Jack Rohr
WFBR.....Joseph Imbroglio
Frederick, WFMD.....Winston Shipley
Hagerstown, WJEJ.....Charles Cassel

•

Massachusetts

Boston,
WAAB.....Francis J. Cronin
WBZ & WBZA.....Avner Rakov
WCOP.....Sidney P. Reinherz
WEEI.....C. R. Hector
WHDH.....Kenneth Wilson
WMEX.....Alexander Thiede
WNAC.....Francis J. Cronin
WORL.....Robert N. Perry
Greenfield, WHAI.....Warren Greenwood
Springfield, WMAS.....Paul Pelletier
Worcester, WTAG.....Onell Smith

•

Michigan

Detroit,
WJBK.....Sybil Kriegboff
WJR.....Samuel Benavie
WMBC.....Herbert Mertz
WWJ.....Mischa Kottler
WXYZ.....Benny Kyte
Flint, WFDF.....William Geyer
Grand Rapids,
WLAV.....Lew Stubman
WOOD-WASH.....Sandy Meek
Jackson, WIBM.....William Cizek
Lapeer, WMPC.....A. O. Voorheis
Port Huron, WHLS.....Lyle Patterson

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Minnesota

Albert Lea, KATE — Helen Davis
Duluth, WEBC — John Kleive
Mankato, KYSM — Maurice Piche
Minneapolis St. Paul,
KSTP — Leonard Leigh
WDGY — Carl Johnson
WLB — Leland B. Sateren
WLOL — Verne Rooney
WMIN — Lillian Jones
Northfield, WCAL — Oscar R. Overby
Rochester, KROC — William Neville
Winona, KWNO — Margaret Johnson

Mississippi

Columbus, WCBI — Annie Pearl Ferguson
Jackson, WSLI — George Philp
McComb, WSKB — George Medaille

Missouri

Cape Girardeau, KFVS — Virginia Bahn
Clayton, KFTO — Hilmar Rosenberg
Columbia, KFRU — Carl Stepp
Kansas City, KMBC — P. Hans Flath
Poplar Bluff, KWOS — Lola Sechrest
St. Louis,
KMOX — Ben Feld
KWK — Al Sarli
KXOK — Stanley W. Dougherty
WEW — Ralph Stein
WIL — Allister Wylie
Sedalia, KDRO — William Daus

Montana

Great Falls, KFBB — Roscoe Kernan
Missoula, KGVO — Margaret Castle
Walt Point, KGCX — Skeets Shaw

Nebraska

Fremont, KORN — Fred Christensen
Omaha, WOW — Fred Ebener

New Hampshire

Laconia, WLNH — Sherwin Greenlaw
Manchester, WFEA — Alfred Enzel

New Jersey

Asbury Park, WCAP — George Howard
Atlantic City, WFPG — Harold Stephens
Camden, WCAM — E. Nelson Layman
Jersey City, WHOM — Joseph Delaica
Newark, WOR — Alfred Wallenstein
Zarephath, WAWZ — Orland Wolfram

New Mexico

Albuquerque,
KGGM — Joe Salsburg
KOB — Bud Nelson
Santa Fe, KVSF — Paul McCallister

New York

Albany
WABY — Carl Miller
WOKO — Carl Miller
Binghamton, WNBF — Elizabeth Lamb
Brooklyn
WARD — Jeanette Fleischman
WBBR — Karl Klein
WCNW — Roger Wayne
WVFW — Lillian Delson
Buffalo
WBEN — Robert Armstrong
WBNY — Arthur Crosson
WEBR — Robert Armstrong
Canton, WCAD — H. Wellington Stewart
Elmira, WENY — Harry Spencer
Jamestown, WJTN — John P. Lewis
Newburgh, WGNY — Jack Stolesbury
New York
WBNX — Fred Mendelsohn
WEAF — Frank Black
WEVD — Vladimir Heifetz
WHN — Don Albert
WINS — Hank Sylvern
WJZ — Frank Black
WMCA — Joe Rines
WNEW — Merle Pitt
WNYC — Herman Neuman
WQXR — Eddy Brown
Niagara Falls, WHLD — Ernie Whistler
Ogdensburg, WSLB — Ted Jarvis
Olean, WHDL — Elizabeth Brady
Plattsburg, WMFF — Don Hart
Rochester,
WHEC — Ken Sparmon
WSAY — Betty Brown
Syracuse,
WFBL — Thelma MacNeil Carren
WOLF — Rob Kaelle
WSYR — Victor Moller
Troy
WHAZ — A. Olin Niles
WTRY — Tony Sharpe
Utica, WIBX — Walter Griswold
White Plains, WFAS — Ran Kaler
Woodside, WWRL — Adolph Gobel

North Carolina

Asheville, WWNC — John Evesman
Charlotte, WSOC — Bee Norris
Durham, WDNC — Robert Stratton
Elizabeth City, WCNC — Paul Moyle
Fayetteville, WFNC — Bob Machat
Goldsboro, WGBR — Mrs. John Morris
Greenville, WGTC — J. D. Simpson, Jr.
Raleigh, WRAL — William M. Parker
Wilmington, WMFD — R. H. Bowden
Wilson, WGTM — Alberta Carr
Winston-Salem
WAIR — Charles Keaton
WSJS — Elsie Tuttle

North Dakota

Devils Lake, KDLR — Kermit Myhre
Grand Forks, KFJM — Blanche Warnken
Mandan, KGCU — Russ Kabee
Valley City, KOVC — Arthur Lydell

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Ohio

Akron, WJW.....Carl Ayers
Ashtabula, WICA.....Harold Leaman
Canton, WHBC.....James Minger
Cincinnati,
WCKY.....Rex Davis
WCPO.....Jesse Walker
WKRC.....Ruth Lyons
WLW.....William Stoess
WSAI.....William Stoess
Cleveland,
WCLE.....Willard Pott
WGAR.....Walberg Brown
WHK.....Willard Pott
WTAM.....Lee Gordon
Columbus,
WBNS.....Lowell Riley
WHKC.....John Agnew
WOSU.....Ann Charles
Dayton,
WHIO.....Henry Lange
WING.....Charles Reeder
Mansfield, WMAN.....Earl Black
Zanesville, WHIZ.....James Minium

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Oklahoma

Ardmore, KVSO.....Dolly Dutton
Elk City, KASA.....F. Leon Dean
Enid, KCRC.....Mabel Waken
Oklahoma City,
KOCY.....Frances Lester
WKY.....Allan Clark
Tulsa,
KTUL.....Lillian Smithline
KVOO.....Joe O'Neill

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Oregon

Grants Pass, KUIN.....Harold Keibel
Portland,
KEX.....Abe Bercovitz
KGW.....Abe Bercovitz
KOIN.....Joseph Sampietro
KWJJ.....Eddie McElroy

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Pennsylvania

Erie, WLEU.....Anthony Conti
Glenside, WIBG.....Douglas Arthur
New Castle, WKST.....A. W. Graham
Philadelphia,
WCAU.....Joey Kearns
WDAS.....Joseph Schreibman
WFIL.....Norman Black
WIP.....Joe Frasetto
WPEN.....Joseph Fransoza
Pittsburgh,
KDKA.....Bernie Armstrong
WCAE.....Earl Truxell
WJAS.....James Hughes
WWSW.....Walter E. Sickles
Scranton, WARM.....Edward Cusick
Uniontown, WMBS.....J. Sullivan Sages
Wilkes-Barre,
WBAX.....Ken Beghold
WBRE.....Louis Savitt

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Rhode Island

Providence,
WEAN.....Marion Thomas
WJAR.....Earl Shean
WPRO.....Edwin F. Drew

South Carolina

Anderson, WAIM.....Dan Ferguson
Charleston,
WCSC.....Thomas L. Means
WHMA.....Kenneth Dent
Columbia,
WCOS.....Virginia Hook
WIS.....Allyn Corris
Greenville, WFBC.....James Dawson
Spartanburg, WSPA.....Hal Moore
Sumter, WFIG.....Graham Caddell

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South Dakota

Watertown, KWAT.....Dorothy Vadakin
Yankton, WNAX.....Rex Hays

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Tennessee

Bristol, WOPI.....Fey Rogers
Chattanooga,
WAPO.....Jimmy Johnston
WDOD.....Bob Barrett
Cookeville, WHUB.....Willene Huddleston
Jackson, WTJS.....James Allen
Knoxville, WNOX.....Jerry Collins
Memphis, WMC.....Leonard McEwen
Nashville,
WLAC.....Charles Nagy
WSIX.....Thomas J. MacWilliams
WSM.....P. Brescia and Beasly Smith

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Texas

Amarillo,
KFDA.....Audre Lipscomb
KGNC.....Eddie Baumel
Austin, KNOW.....Margaret Johnston
Beaumont, KFDM.....George W. Caldwell
Big Spring, KBST.....Lou Palmer
Dallas,
KRLD.....Hyman Charninsky
WFAA.....Karl Lampertz
WRR.....Murray Lambert
El Paso, KROD.....H. Arthur Brown
Fort Worth, KFJZ.....George McCullough
Houston, KPRC.....K. Burt Sloan
Laredo, KPAB.....Adalaide Bnnn
Lubbock, KFYO.....Burnie Howell
Palestine, KNET.....Leland Adams
Pampa, KPDN.....Ken Bennett
Pecos, KIUN.....Paul Cox
Port Arthur, KPAC.....Jimmie Hart
San Angelo, KGKL.....Lynn Bigler
San Antonio,
KTSA.....Rex L. Preis
WOAI.....Dwight Bourn
Sherman, KRRV.....Louise Cobbler
Tyler, KGKB.....Pauline Park
Vernon, KVWC.....Ray Whitworth
Waco, WACO.....Mary Holiday
Wichita Falls, KWFT.....Lucille Crouch

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Utah

Cedar City, KSUB.....Inez Corry
Ogden, KLO.....Ed Berry
Price, KEUB.....Jack Richards
Salt Lake City,
KDYL.....“By” Woodbury
KSL.....Gene Halliday
KUTA.....Paul Alexander

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Vermont

Waterbury, WDEV . . . . . Mal Weaver

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Virginia

Danville, WBTM . . . . . Earl Hotaling
Newport News, WGH . . . . . Wilby Goff
Norfolk, WTAR . . . . Henry Cowles Whitehead
Richmond,
WBBL . . . . . M. A. Sitton
WMBG . . . . . J. Yellen
WRVA . . . . . E. D. Naff
Roanoke,
WDBJ . . . . . Mary Henson
WSLS . . . . . John Kirk
Suffolk, WLPM . . . . . Ken Beavers

•

Washington

Aberdeen, KXRO . . . . . Stan Spiegle
Everett, KRKO . . . . . P. A. Mudgett
Longview, KWLK . . . . . Dorothy Atkinson
Seattle,
KOL . . . . . Don Isham
KRSC . . . . . Jack Meves
Spokane,
KFPY . . . . . James B. Clark
KHQ . . . . . Earl Shinkoskey
Tacoma,
KMO . . . . . Marion Kay
KVI . . . . . Jane Powers
Walla Walla, KUJ . . . . . Roy Dorr
Yakima, KIT . . . . . Maryalyce Adkins

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West Virginia

Bluefield, WHIS . . . . . Gibson Morrissey
Clarksburg, WBLK . . . . . Don McWhorter
Fairmont, WMMN . . . . . Henry Gruner
Huntington, WSAZ . . . . . Frank Knutti
Logan, WLOG . . . . . Quinnelle Vann
Morgantown, WAJR . . . . . Elsie Thomas
Parkersburg, WAPR . . Sarah L. Heermans Heck
Welch, WBRW . . . . . Joe Herget
Williamson, WBTH . . . . . Freda Wikehart

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Wisconsin

Fond du Lac, KFIZ . . . . . Lucille Fairbanks
Green Bay, WTAQ . . . . . Herman Daumler
La Crosse, WKBH . . . . . Gene Mendez
Madison,
WHA . . . . . Frederick Fuller
WIBA . . . . . Leon Perssion
Marinette, WNAM . . . . . P. F. Skinner
Milwaukee
WEMP . . . . . Florence B. Kelly
WISN . . . . . Elmer Krebs
WTMJ . . . . . William J. Benning
Wausau, WSAU . . . . . Vern Peterson

•

Wyoming

Cheyenne, KFBC . . . . . Del Brandt

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Alaska

Fairbanks, KFAR . . . . . Don Adler

Territory of Hawaii

Honolulu, KGMB . . . . . Al Kealoha Perry

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Puerto Rico

Mayaguez, WPRA . . . . . Celso Torres

CANADA

Alberta

Alberta,
Calgary, CFAC . . . . . J. Toulson
Edmonton,
CFRN . . . . . R. Jacobs
CJCA . . . . . R. Taylor
Grande Prairie, CFGP . . . . . Jack Soars

•

British Columbia

Chilliwack CHWK . . . . . Jack Bartindale
Kamloops, CFJC . . . . . B. P. Cuff
Kelowna, CKOV . . . . . R. E. Misener
Vancouver,
CJOR . . . . . Wallie Peters
CKMO . . . . . R. Wright
CKWX . . . . . F. C. Bass

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Manitoba

Winnipeg,
CJRC . . . . . W. Wilson
CKY . . . . . P. H. Richardson

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Nova Scotia

Halifax, CHNS . . . . . R. L. Fry
Sydney, CJCB-CJCX . . . . Mrs. A. F. McKinnon

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Ontario

Hamilton, CKOC . . . . . Cyril Hampshire
North Bay, CFCH . . . . . J. McLaren
Ottawa, CBO . . . . . G. E. Whitteten
Owen Sound, CFOS . . . . . Marie Keenan
St. Catharines, CKTB . . . . . W. G. Adamson
Stratford, CJCS . . . . . C. Trethewey
Sudbury, CKSO . . . . . William Valentine
Timmins, CKGB . . . . . Ted Earle
Toronto, CFRB . . . . . Roy Locksley
Wingham, CKNX . . . . . Harold Victor Pym

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Quebec

Hull, CKCH . . . . . A. Groulx
Montreal, CKAC . . . . . Henri Letondal
Quebec,
CBV . . . . . J. M. Beaudet
CHRC . . . . . Gaston Voyer
CKCV . . . . . Edwin Belanger
Rouyn, CKRN . . . . . John Hogue

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Saskatchewan

Moose Jaw, CHAB . . . . . J. S. Boyling
Prince Albert, CKBI . . . . . G. Dobson
Regina,
CJRM . . . . . Sam H. Hillier
CKCK . . . . . Ross McRae
Saskatoon, CFQC . . . . . Cy Cairns

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Rules And Regulations Of F. C. C. Regarding Production By Radio Broadcast Stations

As of January 1, 1941

GENERAL

Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate between 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to except as otherwise prescribed in the rules herein stated.

Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with the rule of operation during experimental periods herein stated. Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the

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same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understoood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed at such locations. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of 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 locations of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

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 licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard 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

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as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made bya political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).
(2) Antenna current.
(3) Frequency monitor reading.
(4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

(1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or incidents to or involved in an investigation by the Commission and concerning which the licensee has been notified, in which case they shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them; Provided, further. That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

A licensee of a standard 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:

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.

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.

In case of all other programs (except provided in the rules stated herein) the identification announcement shall be made within two minutes of the hour and half-hour.

In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than thirty minutes, shall be identified by appropriate announcement at the beginning of the program, at each thirty minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each thirty minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than thirty minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of thirty minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The identifying announcement shall accurately describe the type of me-

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chanical record used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph is used it shall be announced as a "record."

Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio ,the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard 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) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast a noncommercial program of an international 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.

(d) No licensee 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.

(e) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof."

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has 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 disposition of such requests.

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PROGRAMS OF 1940

Major Networks

COMMERCIAL

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Major Networks

SUSTAINING

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Outstanding Local Programs

of Stations Everywhere

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A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1940

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1941. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS. Abbreviations: PC, Pacific Coast; LS, Locally Sponsored.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints & Lin-x	**Smilin' Ed McConnell**	NBC—Red	Henri Hurst & McDonald
Adam Hat Stores Hats	**Boxing Bouts (Madison Square Garden and Outdoor)**	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Edna Wallace Hopper and Louis Philippe, Cosmetics	**The Romance of Helen Trent**	CBS	Blackett-Sample-Hummert
Air Conditioning Training Corp. Correspondence School	**Happy Jim Parsons**	NBC—Blue	National Classified Advertising Agency
	Sidney Walton, Music	NBC—Blue	National Classified Advertising Agency
Albers Bros. Milling Co. Cereals	**No Greater Glory**	NBC—PC	Erwin, Wasey & Co.
	Voice of Experience	NBC—PC	Erwin, Wasey & Co.
	Adventures of Dr. Hunt	CBS—PC	Erwin, Wasey & Co.
	Mine To Cherish	NBC—PC	Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	**American Radio Warblers**	MBS	Westan-Bornett
American Economic Foundation Institutional	**Wake Up America**	MBS	Boyless-Kerr Co.
American National Bank of Denver Banking	**Fulton Lewis, Jr.**	MBS—LS	Raymond Keane Advertising Agency
American Oil Co. Gas and Oil	**The Human Side of the News**	CBS	Joseph Katz Co.
	The Preakness (Horse Race)	NBC—Red	Joseph Katz Co.
American Safety Razor Co. Razor Blades	**Wythe Williams, As The Clock Strikes**	MBS	Federal Advertising Agency

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Lucky Strike Cigarettes	**Your Hit Parade**	CBS	Lord & Thomas
	Kay Kyser's College of Musical Knowledge	NBC—Red and MBS	Lord & Thomas
	Information Please	NBC—Red	Lord & Thomas
American Tobacco Co. Half & Half Tobacco	**Ben Bernie and All the Lads**	CBS	Young & Rubicam
Anacin Co. Anacin	**Our Gal, Sunday**	CBS	Blackett-Sample-Hummert
	Easy Aces	NBC—Blue	Blackett-Sample-Hummert
	Just Plain Bill	NBC—Red and Blue	Blackett-Sample-Hummert
Atlantic Refining Co. Gas & Oil	**Football Broadcasts**	CBS	N. W. Ayer & Son
Axton Fisher Tobacco Co. Twenty Grand Cigarettes	**Bob Garred**	CBS—PC	McCann-Erickson, Inc. and Weiss & Geller

B

B. T. Babbitt Co. BAB-O Cleaner	**David Harum**	NBC—Red	Blackett-Sample-Hummert and Maxon, Inc.
Bank of America National Banking Service	**Passing Parade**	NBC—PC	Charles R. Stuart, Advertising
Trust & Saving Association Loans	**John Nesbitt**	NBC—PC	Charles R. Stuart, Advertising
Barnett Fuel Co. Coal	**The Shadow**	MBS—LS	Direct
Barnsdall Refining Co. Gas & Oil	**Fulton Lewis, Jr.**	MBS—LS	George F. Racette
Bathasweet Corp.	**Bob Garred Reporting**	CBS—PC	H. M. Kiesewetter Advertising Agency
Bayer Co. Aspirin	**Second Husband**	CBS	Blackett-Sample-Hummert
	American Album of Familiar Music	NBC—Red	Blackett-Sample-Hummert
	Young Widder Brown	NBC—Red	Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	**Inside of Sports (Sam Balter and Jack Stevens, Commentators)**	MBS	Ivey & Ellington
Beatrice Creameries Dairy Products	**Keep Fit to Music**	MBS	Lord & Thomas

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Poul F. Beich Co. Cordy	**Peter Quill**	MBS	N. W. Ayer & Son
Bell & Co. Bell-Ans	**Cowboy Songs by Red River Dave**	MBS	Anderson, Davis & Platte
The Bell Telephone System Telephone Service	**The Telephone Hour**	NBC—Red	N. W. Ayer & Son
Better Speech Institute of Americo Educational Service	**Speak Up America**	NBC—Blue	McJunkin Advertising Co.
The Best Foods, Inc. Nucoa, Hellman's	**We The Abbotts**	CBS	Benton & Bowles
Bisodol Co. Bisodol	**Mr. Keen, Tracer of Lost Persons**	NBC—Blue	Blockett-Sample-Hummert
	Just Plain Bill	NBC—Red and Blue	Blockett-Sample-Hummert
Blue Joy Manufocturing Co.	**The Lone Ranger**	MBS—LS	Direct
Bowey's Inc. Chocolate Milk	**News and Rhythm**	CBS	Sorensen & Co.
Bowmon-Warne Electrical Appliance Dealer	**Fulton Lewis, Jr.**	MBS—LS	Direct
A. S. Boyle Co. Old English Wax	**John's Other Wife**	NBC—Red ond Blue	Blockett-Sample-Hummert
Bristol-Myers Co. Vitalis	**For Men Only**	NBC—Red	Pedlar & Ryan
	The Vitalis Program Starring George Jessel	NBC—Red	Pedlar & Ryan
	Mr. District Attorney	NBC—Red	Pedlar & Ryan
Bristol-Myers Co. Ipana, Sal Hepatica	**The Fred Allen Show**	NBC—Red	Young & Rubicam
	Abbott and Costello	NBC—Red	Young & Rubicam
	Time to Smile	NBC—Red	Young & Rubicam
Brown & Williamson Tobocco Corp. Avalon Cigarettes	**Avalon Time**	NBC—Red	Russell M. Seeds Co.
	Home Town	NBC—Blue and PC	Russell M. Seeds Co.
	Show Boat	NBC—Red ond Blue	Russell M. Seeds Co.
Brown & Williamson Tobocco Corp. Big Ben Tobacco	**Renfro Valley Folks**	NBC—Red	Russell M. Seeds Co.
Brown & Williamson Tobocco Corp. Bugler Cigarettes	**Plantation Party**	NBC—Red and Blue	Russell M. Seeds Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Raleigh Cigarettes and Tobacco	**Home Town**	NBC—Red	Russell M. Seeds Co.
	Uncle Walter's Dog House	NBC—Red	Russell M. Seeds Co.
	Paul Sullivan Reviews the News	CBS	Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Wings Cigarettes	**Wings of Destiny**	NBC—Red	Russell M. Seeds Co.
Cal Aspirin Corp. Cal Aspirin	**Amanda of Honeymoon Hill**	NBC—Blue	Blackett-Sample-Hummert
Californio Fruit Growers Exchange Citrus Fruits	**Sunkist Presents Hedda Hopper's Hollywood**	CBS	Lord & Thomos
Campana Sales Co. Toiletries	**First Nighter**	CBS	Aubrey, Moore & Wallace
	Grand Hotel	CBS	Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	**Brenda Curtis**	CBS	Ward Wheelock Co.
	Campbell Playhouse	CBS	Ward Wheelock Co.
	Amos n' Andy	CBS	Ward Wheelock Co.
	Campbell's Short Short Story	CBS	Ward Wheelock Co.
	Life Begins	CBS	Ward Wheelock Co.
	Martha Webster	CBS	Ward Wheelock Co.
	Charlie and Jessie	CBS	Ward Wheelock Co.
	Fletcher Wiley	CBS and CBS—PC	Ward Wheelock Co.
Campbell Soup Co. Spaghetti, Macaroni	**Lanny Ross**	CBS	Ruthrouff & Ryan, Inc.
Conoda Dry Ginger Ale, Inc. Beveroges	**Information Please**	NBC—Blue	J. M. Mathes, Inc.
Canadian Railways Association Travel	**Canadian Holiday**	NBC—Blue	Direct
John B. Canepa Co. Macaroni Products	**Melody Street**	MBS	J. Edward Long Advertising Service
Cardinet Candy Co. Candy	**Night Editor**	NBC—PC	Tomaschke-Elliott, Inc.
Cornation Co. Milk	**Contented Program**	NBC—Red	Erwin, Wasey & Co.
	Arthur Godfrey	MBS	Erwin, Wasey & Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chamberlain Laboratories Hand Lotion	**Serenade to Loveliness** **Program** **Anson Weeks' Orchestra**	NBC—Red and PC CBS	L. W. Ramsey Co. L. W. Ramsey Co.
Chemicols, Inc. Vono House Cleaner	**Just Between Friends**	NBC—PC	Botsford, Constantine & Gardner
Chesebrough Manufacturing Co. Vaseline Preparations	**Dr. Christian**	CBS	McConn-Erickson
Chocolate Products Co. Syrups	**Stillicious Kids Quizeroo**	CBS—PC	The McCord Co.
Chrysler Soles Corp. Motor Cars	**Major Bowes Original Amateur Hour**	CBS	Ruthrouff & Ryan, Inc.
Cities Service Co. Gas and Oil	**Cities Service Concert**	NBC—Red	Lord & Thomas
Harold Clopp, Inc. Baby Food	**Mother of Mine**	NBC—Blue	Young & Rubicam
Coco Cola Co. Beverage	**Pause That Refreshes on the Air**	CBS	D'Arcy Advertising Co.
Colgate-Polmolive-Peet Co. Dental Products	**Stepmother** **Colgate Ask-It-Basket** **Gang Busters**	CBS CBS CBS	Sherman & Morquette Benton & Bowles Benton & Bowles
Colgate-Palmolive-Peet Co. Coshmere Bauquet, Halo	**Wayne King Orchestra**	CBS	Sherman & Morquette and Lord & Thomas
Colgate-Palmolive-Peet Co. Shaving Cream	**Sports Newsreel of the Air** **Strange As It Seems**	NBC—Blue CBS	Sherman & Morquette Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	**Hilltop House**	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds Products	**Myrt and Marge** **Ellen Randolph**	CBS NBC—Red	Benton & Bowles Benton & Bowles
Colgate-Palmolive-Peet Co. Octagon Products	**Woman of Courage**	CBS	Benton & Bowles
Coloniol Dames, Inc. Cosmetics	**Return to Romance** **Beauty Explorer** **Find the Woman**	CBS—PC CBS—PC CBS—PC	Glasser Advertising Agency Glasser Advertising Agency Bass-Luckoff, Inc.
Columbia Recording Corp. Records	**Young Man With a Band**	CBS	Direct

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Commercial Credit Co. Auto Finance Service	**Bob Trout**	CBS	O'Dea, Sheldon & Canaday
Consolidated Chemical Co. Yeast Foam	**Hidden Stars**	NBC—Blue	Stack-Goble Advertising Agency
Continental Baking Co. Bakery Products	**Pretty Kitty Kelly** **Sky Blazers** **Your Marriage Club**	CBS CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
Corn Products Sales Co. Kre-mel, Linit, Karo, Argo, Mazola	**Society Girl**	CBS	C. L. Miller Co.
Cortland Baking Co. Bakery Products	**The Lone Ranger**	MBS—LS	Flack Advertising Agency
Cudahy Packing Co. Old Dutch Cleanser	**Bachelor's Children**	CBS and MBS	Roche, Williams & Cunnyngham and Blackett-Sample-Hummert
Cummer Products Co. Energine	**Manhattan At Midnight** **What Would You Have Done?**	NBC—Blue NBC—Blue	Young & Rubicam Stack-Gable Advertising Co. and Young & Rubicam
	Paul Wing's Spelling Bee	NBC—Red	Stack-Goble Advertising Agency
Cummer Products Co. Moile Shaving Cream	**Battle of the Sexes**	NBC—Red	Young & Rubicam
Curtis Candy Co. Candy Bars	**Cash on Delivery**	MBS	C. L. Miller Co.
D			
Delaware, Lackawanna & Western Coal Co. Blue Coal	**The Shadow**	MBS	Ruthrauff & Ryan
William DeMuth & Co. Smokers' Articles	**Red Barber Sparts Review**	MBS	Grey Advertising Agency
Detroit Bible Class Religious	**Detroit Bible Class**	MBS	Aircasters, Inc.
Detrola Corp. Radios	**Fulton Lewis, Jr.**	MBS	Direct
E			
E. I. Du Pont de Nemours & Co. Institutionol	**Cavalcade of America**	NBC—Red and Blue	Batten, Barton, Durstine & Osborn

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
El Paso County Board of Development Development	**Sun Carnival**	MBS	Mithoff & White
Emerson Drug Co. Bromo-Seltzer	**Ben Bernie**	NBC—Blue	Ruthrauff & Ryan
Emerson Radio & Phonograph Co. Radios	**Elliott Roosevelt**	MBS	Grady & Wagner
Ethyl Gasoline Corp. Ethyl Gas	**Tune Up Time**	CBS	Botten, Barton, Durstine & Osborn
Eversharp, Inc. Pen and Pencils	**Take It Or Leave It**	CBS	The Biow Company
F			
Falcon Refinery of Great Bend	**Fulton Lewis, Jr.**	MBS—LS	Direct
Falls City Brewing Co. Brewery	**Fulton Lewis, Jr.**	MBS—LS	Albert Frank-Guenther Law, Inc.
Felber Biscuit Co. Bakery Products	**The Lone Ranger**	MBS—LS	Direct
Fels & Co. Soap Products	**Hobby Lobby**	CBS	Young & Rubicom
H. Fendrich, Inc. Cigars	**Smoke Dreams**	NBC—Red	Ruthrauff & Ryan
Fidelio Brewery, Inc. Brewery	**News—Floyd Mack**	MBS	Dillinghom, Livermore & Durham, Inc.
Firestone Tire & Rubber Co. Tires and Tubes	**The Voice of Firestone**	NBC—Red	Sweeney & James
F. W. Fitch Co. Shampoo	**Fitch Bandwagon** **Fitch Summer Bandwagon**	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	**Mary Margaret McBride**	CBS	Arthur Kudner, Inc.
Food & Beverage Broadcasters Assn. Glass Containers	**I Want A Divorce**	NBC—Red	Brisacher, Davis & Staff
Ford Motor Co. Motor Cars	**Sunday Evening Hour** **Ford Summer Hour**	CBS CBS	N. W. Ayer & Son & McCann-Erickson N. W. Ayer & Son
I. J. Fox Co. Furs	**The Lamplighter**	MBS—LS	Stanley Koy Advertising Agency

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Gallenkamp Stores Co. Shoes	**Professor Puzzlewit**	NBC—PC	Long Advertising Service
General Baking Co. Bond Bread	**The Lone Ranger**	MBS	Batten, Barton, Durstine & Osborn
General Cigar Co. White Owl Cigars, Van Dyck Cigars	**Raymond Gram Swing** **Answer Man**	MBS MBS	J. Walter Thompson Co. Federal Advertising Agency
General Electric Co. Lamps	**Hour of Charm**	NBC—Red	Batten, Barton, Durstine & Osborn and Foster & Davies
Generol Foods Corp. Grope Nuts Praducts	**Kate Smith Hour** **Kate Smith Speaks** **We, The People**	CBS CBS CBS	Young & Rubicam Young & Rubicam Young & Rubicam
General Foods Corp. Jello Products	**The Jello Program, starring Jack Benny** **The Aldrich Family**	NBC—Red NBC—Blue and Red	Young & Rubicam Young & Rubicam
General Foods Corp. Maxwell Hause Caffee	**Goods News of 1940 and Maxwell House Coffee Time** **Kate Hopkins**	NBC—Red CBS	Benton & Bowles Benton & Bowles
General Foods Corp. Diamand Crystal Salt, Calumet, Swansdown	**Kate Smith Speaks**	CBS	Benton & Bowles
General Foods Corp. La France, Satina, Minute Tapioca	**Joyce Jordon**	CBS	Young & Rubicam
General Foods Corp. Swansdown, Calumet	**My Son ond I**	CBS	Young & Rubicam
General Foods Corp. Sanka	**We, the People**	CBS	Young & Rubicam
General Foods Corp. Postum	**Lum and Abner** **Second Wife**	CBS CBS—PC	Young & Rubicam Young & Rubicam
General Foods Corp. Past Toasties and Bran Flakes	**Young Dr. Malone**	CBS and NBC—Blue	Benton & Bowles
	Elmer Davis **Portia Face Life**	CBS CBS	Benton & Bowles Benton & Bowles

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills, Inc. Corn Kix	**Billy & Betty**	CBS	Blackett-Sample-Hummert
	Light of the World	NBC—Red and Blue	Blackett-Sample-Hummert
	Beat The Band	NBC—Red	Blackett-Sample-Hummert
	Arnold Grimm's Daughter	NBC—Red and Blue	Blackett-Sample-Hummert
	Grouch Club	NBC—Red	Blackett-Sample-Hummert
General Mills, Inc. Flour	**Caroline's Golden Store**	CBS	Blackett-Sample-Hummert
	Betty Crocker	NBC—Red and Blue	Blackett-Sample-Hummert
	Arnold Grimm's Daughter	NBC—Red and Blue	Blackett-Sample-Hummert
	Valiant Lady	NBC—Red and Blue	Knox Reeves Advertising
	Hymns of All Churches	NBC—Red and Blue	Blackett-Sample-Hummert
	Beyond These Valleys	CBS	Blackett-Sample-Hummert
General Mills, Inc. Wheaties	**Jack Armstrong**	NBC—Red	Knox Reeves Advertising
	By Kathleen Norris	CBS and NBC—Red	Knox Reeves Advertising
General Petroleum Corp. Gas & Oil	**Sam Hayes Football Forecasts**	CBS—PC	Smith & Drum
D. Ghirardelli & Co. Chocolate and Chocolate Drink	**One-Man Theatre**	CBS—PC	Erwin, Wasey & Co.
Gillette Safety Razor Co. Shaving Accessories	**Orange Bowl Football Game**	CBS	Maxon, Inc.
	Sugar Bowl Football Game	NBC—Blue	Maxon, Inc.
	Kentucky Derby	CBS	Maxon, Inc.
	Elmer Davis	CBS	Maxon, Inc.
	World Series	MBS	Maxon, Inc.
	Fulton Lewis, Jr.	MBS—LS	Maxon, Inc.
	National Professional Football Play-Off Broadcasts	MBS	Maxon, Inc.
Gordon Baking Co. Silvercup Bread	**One of the Finest**	NBC—Blue	Young & Rubicom
Gospel Broadcasting Association Religious	**Old Fashioned Revival**	MBS	R. H. Alber & Co.
Great Atlantic & Pacific Tea Co. Food Stores	**Musico**	CBS	Paris & Peart

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Greyhaund Lines Bus Transportotion	**This Amazing America**	NBC—Blue	Beaumant & Hohman
Griffin Manufacturing Co. Shoe Cleaner	**Who Knows?**	MBS	Birmingham, Castleman & Pierce
Griswold Manufacturing Co. Kitchen Utensils	**J. Alden Edkins, Songs**	NBC—Blue	Direct
Grove Laboratories Bromo Quinine	**Adventures of Sherlock Holmes**	NBC—Blue and PC	Stack-Goble Advertising Agency and Russell M. Seeds Co.
Charles Gulden Mustard	**Serenaders**	NBC—Blue	Charles W. Hayt Co.
Gulf Oil Co. Gas & Oil	**Screen Guild Theatre** **The Adventures of Ellery Queen**	CBS CBS	Young & Rubicam Young & Rubicam

II

Hall Brothers, Inc. Greeting Cards	**Tony Wons Radio Scrapbook**	NBC—Red	Henri, Hurst & McDonald
Hamlin Red Cross Drug Store	**Fulton Lewis, Jr.**	MBS—LS	Direct
Hartz Mountain Products Co. Bird Food	**Hartz Mountain Singing Canaries**	MBS	G. H. Hartman Co.
Hastings Clothing Store	**Fulton Lewis, Jr.**	MBS—LS	Direct
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	**Al Pearce and His Gang**	CBS	Young & Rubicam
Hecker Products Corp. Flour	**Woman's Magazine of the Air**	NBC—PC	Erwin, Wasey & Co.
Hecker Products Corp. Shinola	**On Broadway** **Lincoln Highway**	NBC—Red NBC—Red	Benton & Bowles
Holland Furnace Co. Heating Equipment	**Holland Tulip Festival**	CBS	Ruthrauff & Ryan
H. P. Hood & Sons Milk and Ice Cream	**Yankee Swapper**	CBS	Harold Cabot & Co.
Horlick's Malted Milk Corp. Milk Products	**The Lone Ranger**	MBS—LS	Roche, Williams & Cunnyngham

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
George A. Hormel & Co. Food Products	**It Happened In Hollywood**	CBS	Botten, Borton, Durstine & Osborn
	Burns & Allen	NBC—Red	Botten, Borton, Durstine & Osborn
Hunko Co.	**The Lone Ranger**	MBS	Simon & Gwynn ,Inc.
I			
Illinois Central Railroad Travel	**Cameos of New Orleans**	NBC—Red	The Caples Co.
Illinois Meat Co. Food Products	**Play Broadcast**	MBS	Neisser-Meyerhoff, Inc.
International Silver Co. Silverware	**Silver Theatre**	CBS	Young & Rubicom
	Fun In Print	CBS	Young & Rubicom
Interstate Bakeries Bakery Products	**The Lone Ranger**	MBS—LS	Scholtz Advertising Service
Ironized Yeast Co. Ironized Yeast	**Goodwill Hour**	MBS and NBC—Blue	Ruthrouff & Ryon
	Court of Missing Heirs	CBS	Ruthrauff & Ryon
J			
Jefferson Federal Savings & Loan Association of Louisville Loans	**Listen America**	MBS—LS	Direct
	Show of the Week	MBS—LS	Direct
Andrew Jergens Co. Soaps & Cosmetics	**Jergens Journal with Walter Winchell**	NBC—Blue	Lennen & Mitchell
	The Parker Family	NBC—Blue and PC	Lennen & Mitchell
	Hollywood Playhouse	NBC—Red	Lennen & Mitchell
S. C. Johnson & Son Floor Wax	**Fibber McGee & Molly**	NBC—Red	Needham, Louis & Brorby
	Meredith Willson Musical Revue	NBC—Red	Needham, Louis & Brorby
Walter H. Johnson Candy Co. Candy	**The Shadow**	MBS	Franklin Bruck Advertising Corp.
K			
Kentucky Home Mutual Life Insurance Co. Insurance	**Fulton Lewis, Jr.**	MBS—LS	Direct
Kilpatrick Bakeries Bakery Products	**The Lone Ranger**	MBS—LS	Emil Reinhart

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Knapp-Monarch Co. Electric Shavers	**Ahead of the Headlines**	NBC—Blue	Cramer-Krasselt Co.
Knax Gelatine Co. Gelotin	**Bob Garred Reporting**	CBS—PC	Kenyon & Eckhardt
Kolynos Co. Dentifrice	**John's Other Wife**	NBC—Red and Blue	Blackett-Sample-Hummert
	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
	Mr. Keen, Tracer of Lost Persons	NBC—Blue	Blackett-Sample-Hummert
Koppers Co. Coal Products	**The Shadow**	MBS	Charles Dallas Reach Co.
Kraft-Phenix Cheese Corp. Cheese and Salad Dressing	**The Kraft Music Hall**	NBC—Red	J. Walter Thompson Co.

L

Lady Esther, Ltd. Cosmetics	**Guy Lombardo Orchestra**	CBS and NBC—Red	Pedlar & Ryan
Lambert Co. Listerine and Brushes	**Grand Central Station**	CBS	Lambert & Feasley
Lance Packing Co. Peanut Products and Confections	**Toatchee Time**	NBC—Red and Blue	Nachman-Rhodes Advertising Agency
Langendorf United Bakeries Bakery Products	**News by Hughes**	CBS—PC	Leon Livingston Advertising Agency
	Langendorf Pictorial	NBC—PC	Leon Livingston Advertising Agency
	True Life Dreams	NBC—PC	Leon Livingston Advertising Agency
	True Life Dreams	NBC—PC	Leon Livingston Advertising Agency
La Rosa & Sons, Inc. Food Products	**Radio Concert**	MBS	Commercial Radio Advertising Agency
Larus & Brother Co. Domino Cigarettes	**Mammoth Minstrels**	NBC—PC	Warwick & Legler
Lehn & Fink Products Co. Hind's Honey & Almond Cream	**Burns and Allen**	CBS	William Esty & Co.
Lever Brothers Co. Spry	**Aunt Jenny's Real Life Stories**	CBS	Ruthrauff & Ryan
	Uncle Jim's Question Bee	NBC—Blue	Ruthrauff & Ryan
Lever Brothers Co. Rinso	**Big Sister**	CBS	Ruthrauff & Ryan
	Big Town	CBS	Ruthrauff & Ryan
	Uncle Jim's Question Bee	CBS	Ruthrauff & Ryan
	Grand Central Station	NBC—Blue	Ruthrauff & Ryan

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Brothers Co. Lifebuoy	**Meet Mr. Meek**	CBS	William Esty & Co.
Lever Brothers Co. Lux Toilet Soap	**Lux Radio Theatre**	CBS	J. Walter Thompson Co.
Lewis-Howe Co. Tums	**Quicksilver**	NBC—Blue	H. W. Kastor & Sons Advertising Co.
	Horace Heidt's Treasure Chest	NBC—Red	Stock-Goble Advertising Agency
	Pot of Gold	NBC—Red and Blue	Stock-Goble Advertising Agency
Lewis-Howe Co. NRs	**Fame and Fortune**	NBC—Blue	Stack-Goble Advertising Agency
Libby-Owens-Ford Glass Co. Flat Glass Products	**Design For Happiness**	CBS	United States Advertising Corp.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes	**Glenn Miller and His Orchestra**	CBS	Newell-Emmett Co.
	Chesterfield Presents Fred Waring In Pleasure Time	NBC—Red	Newell-Emmett Co.
	Professor Quiz	CBS	Newell-Emmett Co.
Lincoln Bank & Trust Co. Loans	**Fulton Lewis, Jr.**	MBS—LS	Direct
Thomas J. Lipton, Inc. Tea	**Helen Hayes Theater**	CBS	Young & Rubicam
Local Cooperative Campaign Various	**Fulton Lewis, Jr.**	MBS	Various and Direct
Local Cooperative Campaign Various	**Johnson Family**	MBS	Direct
Local Cooperative Campaign Various	**I Want A Divorce**	MBS	Brisacher, Davis & Staff
Local Cooperative Campaign Various	**Show of The Week**	MBS	Redfield Johnstone, Inc.
Local Cooperative Campaign Various	**Dorothy Thompson**	MBS	M. H. Hockett, Inc.
	Woman's Magazine of the Air	NBC—PC	Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	**Old Gold—Don Ameche Show**	NBC—Red	Lennen & Mitchell
	Texas Rangers	CBS—PC	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	**Sensation and Swing**	NBC—Red and Blue	Lennen & Mitchell
Los Angeles Soap Co. Soap	**Dealer In Dreams**	CBS—PC	Raymond R. Morgan Co.
	Spelling Beeliner	CBS—PC	Raymond R. Morgan Co.
	Knox Manning	CBS—PC	Raymond R. Morgan Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Luden's, Inc. Cough Drops	**Elmer Davis**	CBS—PC	J. M. Mathes, Inc.
Lutheran Laymen's Leogue Religiaus	**Lutheran Hour**	MBS	Kelly, Stuhlman & Zarndt
	M		
MacFadden Publications, Inc. True Story Magazine	**The Voice of Liberty**	MBS	Erwin, Wasey & Co.
	I'll Never Forget	MBS	Arthur Kudner, Inc.
Mackey Motor Co. Motor Car Dealer	**Fulton Lewis, Jr.**	MBS—LS	Direct
Maltex Co. Cereal	**Uncle Don**	MBS	Samuel C. Croot Co.
Manhattan Soap Co. Sweetheart Soap	**Jack Berch and His Boys**	NBC—Blue	Franklin Bruck Advertising Corp.
	Mrs. Eleanor Roosevelt's Own Program	NBC—Red and Blue	Fronklin Bruck Advertising Corp.
Mars, Inc. Candy Bars	**Dr. I. Q.**	NBC—Red	Grant Advertising Inc.
Mennen Co. Toilet Articles	**Bob Garred Reporting**	CBS—PC	H. M. Kiesewetter Advertising Agency
	Colonel Stoopnagle's "Quixie Doodle Contest"	CBS and MBS	H. M. Kiesewetter Advertising Agency
	Fulton Lewis, Jr.	MBS—LS	H. M. Kiesewetter Advertising Agency
Midway Chemical Co. Fly-Ded	**Just Plain Bill**	NBC—Blue	Blackett-Sample-Hummert
Miles Laboratories, Inc. Alka-Seltzer	**Quiz Kids**	NBC—Red and Blue	Wade Advertising Agency
	Alec Templeton Time	NBC—Red	Wade Advertising Agency
	National Barn Dance	NBC—Red and Blue	Wade Advertising Agency
Modern Food Process Co. Dog Food, Philadelphia Scrapple	**Olivio Santoro**	NBC—Blue	Clements Co.
	The Moylan Sisters	NBC—Blue	Clements Co.
Moody Bible Institute Religious Training	**Let's Go Back to the Bible**	MBS	Critchfield & Co.
Benjamin Moore & Co. Paints	**Betty Moore**	NBC—Red	Direct
John Morrell & Co. Dog Food	**Bob Becker's Dog Chats**	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	**Johnnie Presents**	CBS and NBC—Red	The Biow Co.
	Breezing Along	NBC—Blue	The Biow Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Philip Morris & Co. Cigarettes	**Name Three**	MBS	The Biow Co.
	Philip Morris Musical Game	CBS	The Biow Co.
	The Crime Doctor	CBS	The Biow Co.
	Eddie Dooley's Football Forecast	MBS	The Biow Co.
	Eddie Dooley's Football Roundup	MBS	The Biow Co.
Morris Plan Bank Loans	**Fulton Lewis, Jr.**	MBS—LS	Direct
C. F. Mueller & Co. Macaroni Products	**Thunder Over Paradise**	NBC—Blue	Kenyon & Eckhordt
Musterole Co. Musterole	**Carson Robison and His Buckaroos**	NBC—Blue	Erwin, Wosey & Co.
Mystic Labs, Inc. Toiletries	**John's Other Wife**	NBC—Blue	Blockett-Somple-Hummert
N			
Nash Motors Division Motor Cars	**News By John B. Kennedy**	NBC—Blue	Geyer, Cornell & Newell
National Lead Co. Paints	**Answer Auction**	CBS—PC	Erwin, Wosey & Co.
National Refining Co.	**Red Grange, Forecast and Scores**	MBS	Sherman K. Ellis, Inc.
Nehi, Inc. Beverage	**Believe It Or Not with Robert L. Ripley**	CBS	Botten, Borton, Durstine & Osborn
Noxzemo Chemical Co. Toilet Articles	**Bob Trout**	CBS	Ruthrouff & Ryon
O			
Ohio Oil Co. Gas and Oil	**Melody Marathon**	NBC—Blue	Byer & Bowmon Advertising Agency
	Title Tales	NBC—Blue	Byer & Bowmon Advertising Agency
Old Homstead Bread Co. Bakery Products	**The Lone Ranger**	MBS—LS	W. E. Long Co.
P			
Pacific Coast Borox Co. Borax	**Death Valley Days**	NBC—Red and Blue	McConn-Erickson
Paramount Pictures, Inc. Motion Pictures	**World In Flames Premiere Broadcast**	CBS and MBS	Buchonon & Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Penn Tobacco Co. Tobacco	**Vox Pop**	CBS	Ruthrauff & Ryon
Pepsi-Cola Co. Beverage	**Tom Shirley—News**	CBS	Newell-Emmett Co.
The Pepsodent Co. Antiseptic & Dentifrice	**Mr. District Attorney**	NBC—Blue	Lord & Thomas
	Summer Pastime	NBC—Red	Lord & Thomas
	The Pepsodent Show Starring Bob Hope	NBC—Red	Lord & Thomas
Personal Finance Co. Laans	**Doc Barclay's Daughters**	CBS	Blackett-Sample-Hummert
Peter Paul, Inc. Candy Bars	**Bob Garred Reporting**	CBS—PC	Brisacher, Davis & Stoff
	Gabriel Heatter	MBS	Platte-Forbes, Inc.
	Wythe Williams	MBS	Platte-Forbes, Inc.
Pet Milk Sales Corp. Pet Milk	**Mary Lee Taylor**	CBS	Gardner Advertising Co.
	Saturday Night Serenade	CBS	Gardner Advertising Co.
Philco Rodio & Television Corp. Radio Sets	**Wythe Williams**	MBS	McKee & Albright
Charles H. Phillips Chemical Co. Milk of Magnesia	**Lorenzo Jones**	NBC—Red	Blockett-Somple-Hummert
	Stella Dallas	NBC—Red	Blackett-Somple-Hummert
	Waltz Time	NBC—Red	Blackett-Sample-Hummert
Charles H. Phillips Chemicol Co. Holey's M-O	**Amanda of Honeymoon Hill**	NBC—Blue	Blackett-Sample-Hummert
Pillsbury Flour Mills Co. Flour	**Woman in White**	NBC—Red	Hutchinson Advertising Co.
Pittsburgh-Midway Coal Co.	**Fulton Lewis, Jr.**	MBS—LS	Direct
Planters Nut & Chocolate Co. Peanut Products	**What's On Your Mind**	CBS—PC	Raymond R. Morgan Co.
Pontioc Motor Co. Motor Cars	**Listen America**	MBS	Direct
Premium Cool Co. Coal	**The Shadow**	MBS	Robert Acombe Advertising Agency
Procter & Gamble Co. Camay	**Pepper Young's Family**	NBC—Red and Blue	Pedlar & Ryan
	Woman In White	CBS and NBC—Red ond Blue	Pedlar & Ryan
Procter & Gamble Co. Chipso	**The Road of Life**	NBC—Red & CBS	Pedlar & Ryan and Blackett-Sample-Hummert
	Manhattan Mother	CBS	Pedlar & Ryan
	Painted Dreams	NBC—Blue	Pedlar & Ryan

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ADVERTISER and PRODUCT	NETWORK	PROGRAM	ADVERTISING AGENCY
	This Day Is Ours	NBC—Blue	Compton Advertising
	Vic and Sade	NBC—Blue	Compton Advertising
Procter & Gamble Co. Crisco	**Vic and Sade**	NBC—Red and Blue	Compton Advertising
	Right to Happiness	CBS	Compton Advertising
	This Day Is Ours	CBS	Compton Advertising
Procter & Gamble Co. Dash	**Kitty Keene**	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Dreft	**Kitty Keene**	NBC—Red	Blackett-Sample-Hummert
	Lone Journey	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Drene	**Professor Quiz**	CBS	H. W. Kostor & Sons Advertising Co.
	Knickerbocker Playhouse	NBC—Red	H. W. Kastar & Sons Advertising Co.
	Jimmie Fidler	CBS	H. W. Kostor & Sons Advertising Co.
	Those We Love	CBS	H. W. Kostar & Sons Advertising Co.
Procter & Gamble Co. Duz	**This Small Town**	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Soap and Flakes	**Life Can Be Beautiful**	CBS and NBC—Red	Compton Advertising
	Story of Mary Marlin	NBC—Red and NBC—Blue	Compton Advertising
	Against the Storm	NBC—Red	Compton Advertising
	The O'Neills	CBS and NBC—Red	Compton Advertising
	Truth and Consequences	CBS and NBC—Red	Compton Advertising
Procter & Gamble Co. Lava Soap	**Houseboat Hannah**	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	**Ma Perkins**	NBC—Red	Blackett-Sample-Hummert
	The Goldbergs	CBS	Blackett-Sample-Hummert
	The Man I Married	NBC—Red	Blackett-Sample-Hummert
	What's My Name	NBC—Red	Blackett-Sample-Hummert
	Road of Life	CBS	Pedlar & Ryan and Blackett-Sample-Hummert
	Arch Oboler Plays	NBC—Red	Blackett-Sample-Hummert
	Everyman's Theater	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Teel Dentifrice	**Professor Quiz**	CBS	H. W. Kastor & Sons Advertising Co.
	Midstream	NBC—Red and Blue	H. W. Kastor & Sons Advertising Co.
	Those We Love	CBS	H. W. Kostor & Sons Advertising Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. White Naphtha	**Guiding Light**	NBC—Red	Compton Advertising
Prudential Insurance Co. Life Insurance	**When A Girl Marries**	CBS	Benton & Bowles
Pure Oil Co. Gas and Oil	**Kaltenborn Edits the News**	CBS and NBC—Red	Lea Burnett Co.
Purity Bakeries Service Corp. Taystee Bread	**Smilin' Ed McConnell**	CBS	Campbell-Mithun, Inc.
Q			
Quaker Oats Co. Cereals and Flour	**Girl Alone**	NBC—Red	Ruthrauff & Ryan
	Quaker Variety Show	NBC—Red	Ruthrauff & Ryan
	We, The Wives Quiz	NBC—Red	Sherman & Marquette
	Your Dream Has Come True	NBC—Red	Ruthrauff & Ryan
	Stop Me If You've Heard This One	NBC—Red	Sherman K. Ellis Co.
R			
Ralston-Purina Co. Wheat Cereal	**Adventures of Tom Mix**	NBC—Blue	Gardner Advertising Co.
	Tom Mix Ralston Straight Shooters	NBC—Blue	Gardner Advertising Co.
Remington Rand, Inc. Shavers & Typewriters	**Newsroom of the Air**	NBC—Red	Leeford Advertising Agency
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	**Camel Caravan**	NBC—Red	William Esty & Co.
	Grand Ole Opry	NBC—Red	William Esty & Co.
	Blondie	CBS	William Esty & Co.
	Luncheon at the Waldorf	NBC—Blue	William Esty & Co.
	The Al Pearce Show	CBS	William Esty & Co.
	Uncle Ezra	NBC—Red	William Esty & Co.
	Announcement	CBS	William Esty & Co.
Rhodes-Burford House Furnishing Co. House Furnishings	**Keep Fit To Music**	MBS—LS	Direct
Richardson & Robbins Boned Chicken	**The Revelers**	NBC—Red and Blue	Charles W. Hoyt Co.
Richfield Oil Co. Gas & Oil	**Richfield Reporter**	NBC—PC	Hixson & O'Donnell Advertising
	Confidentially Yours	MBS	Sherman K. Ellis, Inc.
Rio Grande Oil, Inc. Gas & Oil	**Calling All Cars**	CBS—PC	Hixson & O'Donnell Advertising
Rochester Brewing Co. Brewery	**Fulton Lewis, Jr.**	MBS	Direct

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Rosenbaum's Department Store Department Store	**Fulton Lewis, Jr.**	MBS	Direct
S			
Sealtest, Inc. Milk and Milk Products	**Your Family and Mine** **Sealtest-Rudy Vallee Program**	CBS NBC—Red	McKee & Albright McKee & Albright
R. B. Semler, Inc. Hair Tonic	**Gabriel Heatter, News**	MBS	Erwin, Wasey & Co.
Sherwin-Williams Co. Paints	**Metropolitan Opera Auditions of The Air**	NBC—Blue and Red	Worwick & Legler
Sherwood Bros., Inc.	**Confidentially Yours**	MBS	Van Sant, Dugdale & Co.
Signal Oil Co. Gas & Oil	**The Signal Carnival**	NBC—PC	Barton A. Stebbins Advertising Agency
Sinclair Refining Co. Gas & Oil	**The World Today**	CBS	Federal Advertising Agency
Skelly Oil Co. Gas & Oil	**Captain E. D. C. Herne, News Commentator**	NBC—Red	Henri, Hurst & McDonald
Smith Bros. Cough Drops	**News**	CBS—PC	J. D. Tarcher & Co.
Sperry Flour Co. Flour	**Sam Hayes** **Dr. Kate** **My Children** **Beyond These Valleys**	NBC—PC NBC—PC CBS—PC CBS—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency
Standard Brands Inc. Chase & Sanborn Coffee	**Chase and Sanborn Program**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	**One Man's Family**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	**Those We Love**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foil Yeast	**I Love a Mystery**	NBC—Red and Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	**Standard School Broadcasts** **Standard Symphony**	NBC—PC NBC—PC	McConn-Erickson McCann-Erickson
Stephano Bros. Marvel Cigarettes	**Sports Pop-Offs**	CBS—PC	Aitkin-Kynett Co.
Sun Oil Co. Gas & Oil	**Lowell Thomas—The Day's News**	NBC—Blue	Roche, Williams & Cunnyngham

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Supplee-Wills-Jones Milk Products	**The Lone Ranger**	MBS—LS	N. W. Ayer & Son
Swift & Co. Food Products	**Sales Meeting of the Air**	MBS	J. Walter Thompson Co.
	Swift Party	NBC—Blue	J. Walter Thompson Co.
	T		
Tennessee Brewing Co. Brewery	**Fulton Lewis, Jr.**	MBS—LS	Direct
Texas Co. Gas and Oil	**Texaco Star Theatre**	CBS	Buchanon & Co.
	Metropolitan Opera Broadcasts	NBC—Blue	Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	**Football Games**	CBS—PC and NBC—PC	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	**Bennie Walker's Tillamook Kitchen**	NBC—PC	Botsford, Constantine & Gardner
	U		
Union Oil Co. Gas and Oil	**Union Oil Program**	NBC—PC and CBS—PC	Lord & Thomas
	Where and When	NBC—PC	Lord & Thomas
Union Pharmaceutical Co.	**Keep Fit To Music**	MBS	Sherman K. Ellis, Inc.
United Air Lines, Inc. Air Travel	**Boake Carter**	MBS	N. W. Ayer & Son
United States of Brazil Institutional	**The Sunday Evening News of the World**	NBC—Blue	Campbell-Ewold Co. of N. Y.
U. S. Tobacco Co. Tobacco	**Model Minstrels**	CBS	Arthur Kudner, Inc.
	Pipe Smoking Time	CBS	Arthur Kudner, Inc.
	V		
Valley Electric & Appliance Co.	**Fulton Lewis, Jr.**	MBS—LS	Direct
Vick Chemical Co. Vapo-Rub, Vatronol	**Beyond Reasonable Doubt**	NBC—PC	Morse International, Inc.
	Wake Up and Sing	NBC—PC	Morse International, Inc.
Victor American Fuel Co. Coal	**The Shadow**	MBS—LS	Direct
	W		
Wander Company Ovaltine	**Carter's of Elm Street**	MBS and NBC—Red	Blackett-Sample-Hummert
	Little Orphan Annie	MBS and NBC—Red	Blackett-Sample-Hummert
	Captain Midnight	MBS	Blackett-Sample-Hummert

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ward Baking Co. Bakery Products	**The Tip Top Show Starring Jae Penner**	NBC—Blue	Sherman K. Ellis, Inc.
William R. Warner Co. Sloan's Liniment	**Gang Busters**	NBC—Blue	Warwick & Legler
	Youth Vs. Age	NBC—Red	Worwick & Legler
F. B. Washburn Candy Corp. Candy Bars	**Crackpot College**	CBS	Bennett, Walther & Menodier
R. L. Watkins Co. Dr. Lyons Toothpowder	**Backstage Wife**	NBC—Red	Blackett-Sample-Hummert
	Manhattan Merry-Go-Round	NBC—Red	Blackett-Sample-Hummert
	Orphans of Divorce	NBC—Blue	Blackett-Sample-Hummert
Welch Grape Juice Co. Grape Juice	**Irene Rich For Welch**	NBC—Blue	H. W. Kastor & Sons Advertising Agency
	Dear John	NBC—Blue ond PC	H. W. Kastor & Sons Advertising Agency
Wesson Oil & Snowdrift Sales Co. Salad Oil	**Hawthorne House**	NBC—PC	Fitzgerald Advertising Agency
Westinghouse Electric & Mfg. Co. Electrical Appliances	**Musical Americana**	NBC—Red and Blue	Fuller & Smith & Ross
The Wheoteno Corp. Cereal	**Hilda Hope, M.D.**	NBC—Red	Compton Advertising
Wheeling Steel Corp. Steel	**The Musical Steelmakers**	MBS	Critchfield & Co.
Wherry Furniture Co.	**The Shadow**	MBS	Direct
White Laboratories Feenamint Laxative	**Double Or Nothing**	MBS	William Esty & Co.
J. B. Williams Co. Shaving Accessories	**True or False**	NBC—Blue	J. Walter Thompson Co.
	Washington Merry-Go-Round	NBC—Blue	J. Walter Thompson Co.
Williamson Candy Co. O'Henry Candy Bars	**Famous O'Henry Jury Trials**	NBC—Blue	Aubrey, Moore & Wallace
Wilmington Transportation Co. Resort	**Santa Cataline Fun Quiz**	CBS—PC	Neisser-Meyerhoff, Inc.
William Wrigley, Jr. Co. Chewing Gum	**Melady Ranch**	CBS	J. Walter Thompson Co.
	Scattergood Baines	CBS	Neisser-Meyerhoff, Inc.
Wyeth Chemicol Co. Freezone	**John's Other Wife**	NBC—Blue	Blackett-Sample-Hummert
Y			
Young People's Church of the Air Religious	**Young People's Church of the Air**	MBS	R. H. Alber

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NATIONAL NETWORK SUSTAINING PROGRAMS OF 1940

Network sustaining programs listed herein were heard on regular schedules during 1940. 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 ☆

Adventures in Science
Mel Allen Sport Review
American School of the Air
Americans at Work
Back Where I Come From
Clyde Barrie, Baritone
Al Bernard and his Merry Minstrels
Ray Bloch Presents
Blue Streak Rhythm Ensemble
Bluegrass Brevities
Major Bowes' Capitol Family
Boy, A Girl, A Band
Vera Brodsky, Pianist
Brush Creek Follies
Buffalo Presents
Bull Session
Can You Recognize the Tune
Marion Carley
Chansonette
Chicagoans
Choose Up Sides
Church of the Air
Cincinnati Conservatory of Music
CBS Symphony Orchestra
Columbia Concert Orchestra
Columbia Chamber Orchestra
Columbia Lecture Hall
Columbia Workshop
Columbia's Country Journal
Columbia's Gay Nineties Revue
Curtis Institute of Music
Dancing Thru the Years
Margaret Daum, Soprano
Elmer Davis and the News
Deep River Boys
Democracy in Action
Dorian String Quartet
Drifting Melodies
Exploring Music
Flow Gently Sweet Rhythm
Four Clubmen
A Friend Indeed
Golden Gate Quartet
Good Morning
Grant Park Concerts
Greenfield Village Chapel
Have You Forgotten
Headlines and Bylines
Hubert Hendrie, Baritone
Herzer and Zeyde
Highways to Health
Honest Abe
Indianapolis Symphony Orchestra
Invitation to Learning
Keyboard Capers
Library of Congress Musicals
Jack Leonard, songs
Let's Be Lazy
Let's Pretend
Welcome Lewis Singing Bee
Lewisohn Stadium Concerts
Michael Loring
Manhattan Minuet
March of Games
Mattinata
Richard Maxwell
Men Behind the Stars
Midday String Ensemble
Morning Almanac
Morning Moods
Music of Today
Music Without Words
National Hillbilly Champions

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National Youth Administration Orchestra
New England Conservatory of Music
New York Philharmonic Symphony Society
New York Philharmonic Young People's Concert
News of the War
Odd Side of the News
Of Men and Books
Old Dirt Dobber
Old Fashioned Favorites
Old Vienna
Organ Reveille
Outdoors with Bob Edge
People's Platform
Yella Pessl, Harpsichordist
Poetic Strings
Pursuit of Happiness
Sidney Raphael, Pianist
Report to the Nation
Rococo Interlude
Genevieve Rowe with Concert Orchestra
Salt Lake City Tabernacle Choir
So You Think You Know Music
Sport Time
String Time with Walberg Brown
This Is My Land
This Week in Washington—Albert Warner
Today in Europe
The War This Week
What Price America
Which Way to Lasting Peace
Wings Over Jordan
Woman's Page of the Air—Adelaide Hawley
The World This Week

☆ NBC BLUE ☆

Adventures of a Modern Mother
Alma Kitchell's Briefcase
American Education Forum
American Pilgrimage
America's Town Meeting of the Air
Between the Bookends
The Children's Hour
Coast to Coast On a Bus
Doctors At Work
Echoes of History
Foreign Policy Association Programs
Great Plays
Homespun
I'm An American
It Looks From Here—Says Margaret Banning
Let's Talk It Over
Listeners' Playhouse
Luther-Layman Singers
Magnolia Blossoms
Man And The World
Meet Edward Weeks
The Message of Israel
Metropolitan Opera Guild
National Farm and Home Hour
National Radio Forum
National Vespers
NBC Music Appreciation Hour
NBC Symphony Orchestra
The New Friends of Music
Opportunity
Our Barn
Our Spiritual Life
Primrose String Quartet
Radio City Music Hall On the Air
Radio Magic
Raising a President
Religion and the New World
The Riddle of Life
Rochester Civic Orchestra
Story-Dramas by Olmsted
Sundown on the Veldt
The Travelling Cook
United States Army Band
United States Marine Band
United States Navy Band
Unlimited Horizons

☆ NBC RED ☆

Bright Ideas Club
Call to Youth
Calling All Stamp Collectors
Catholic Hour
Citizens All
Dr. Charles Courbin
Curtis Institute of Music Programs
General Federation of Women's Clubs Programs
Guest Book

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Isabel Manning Hewson
Milestones in the History of Music
Music and American Youth
National Radio Pulpit
NBC String Symphony
On Your Job
Pageant of Art
Pin Money Party
Religion in the News
The Story Behind the Headlines
Sunday Drivers
University of Chicago Round Table
Watch Your Step
Wings Over America
The World Is Yours

☆ MBS ☆

American Forum of the Air
Britain Speaks
Buckeye Four
California Melodies
Campus Notes
Can You Top This?
Cats n' Jammers
Cedric Foster
Charioteers
Cheer Up Gang
Chicago Opera Company
Chicago Symphony
Chicago Theater of the Air
Choir Loft
Conservation Reporter
Contact
Cumberland Valley Choristers
Detroit Bible Class
Ed Fitzgerald
El Paseo Troubadours
Football Follies
Four Ink Spots
Fulton Lewis, Jr.
George Fisher's Hollywood Whispers
Green Hornet
Harold Stokes Presents
Haven of Rest
Hawaii Calls
Here's Looking at You
Here's Morgan
Hollywood Grab Bag
Improvisations
In Chicago Tonight
Is Anybody Home?
Johnson Family
Keep Fit to Music
Laugh and Swing Club
March of Health
Melody Street
Morton Gould
Music by Willard
Musical Monickers
Musical Portraits
Musichio
Mystery Hall
Oberlin on the Air
Ohio School of the Air
Old Fashioned Girl
Pageant of Melody
Philadelphia Orchestra
Radio Garden Club
Radio Gossip Club
Radio Newsreel of London
Reviewing Stand
Russell Bennett's Notebook
Rutgers Homemakers' Forum
Sagmaster Comments
Scrapbook Stories
Secrets of Personality
Selective Service
Sentimental Concert
Seven Minute Men
Sheep and Goats Club
Sinfonietta
Sing a Song of Safety Club
Sing for Your Money
Something Old, Something New
Sonata Recital
Song Spinners
Song Treasury
Songs that Sweethearts Sing
Symphonic Strings
These United States
This Smart Set
This War
This Wonderful World
Trojan Horses
Tropical Serenade
University Life
U. S. Army Band
Vagabond Trail
Who Are You?
Women World Wide
Words and Music

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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
A Listener's Choice (S)
WHMA Movie Quiz (C)
Studio Roundup (S)
Salute To Cities (C)

WAPI, Birmingham
Junior League Theater (S)
WAPI Spell-A-Bee (S)
Auburn Farm and Family Forum (S)
University of Alabama Editorial Review (S)
Alabama College of the Air (S)

WBRC, Birmingham
Happy Valley (S)
Town Talk (C)
Ye Old Stambacker (C)
Public Health Dramas (S)

WMSL, Decatur
Mid-day Parade of Old Tyme Tunes (C)
Solovox-Piano Request Program (S)
Coffee Club (P)

WAGF, Dothan
Carl and Harry (C)
Hearts Up (S)
Bible Readers' Club Time (S)

WCOV, Montgomery
Man On The Street
Jitterbug Jamboree and Request Program
Club Cosmo (Mythical Night Club)
Pep Club

WSFA, Montgomery
Front Page News (C)
Sons of The South Quartet (C)
Everybody's Favorite (C)
Keyboard Serenader (S)

WMSD, Muscle Shoals
SSL Hillbillies
Request Time
STC College Forum
Sear's Solovox Time

WJRD, Tuscaloosa
Warm Pep All Request Program (C)
Varlow Variety Program (C)
Breakfast Club (S)

Arizona

KWJB, Globe
Little Theater of the Air (C)
Good Morning Ladies (P)
Twilight Melodies (C)

KPHO, Phoenix
News On the Hour Every Hour (S)

KTAR, Phoenix
The Clerk of Oxford (C)
The Poetry Exchange (C)
Arizona's Scrapbook (C)
Meeting The American Airliner (C)
Little Theater of the Air (S)

KYCA, Prescott
Woman's Club of the Air (P
Tele-Tunes (P)
Mining Program (S)
Hurdy Gurdy (P)
Aunt Betty Jane (S)

KGLU, Safford
Lest We Forget (S)
Women's Page of the Air (P)
Highway 70 (P)
Golden Memories (C)

KTUC, Tucson
Homemaker's Exchange (C)
Music For Tucson (C)
Midnight Madness (P)
Home on the Range (C)

KVOA, Tucson
University of Arizona Football Play-by-Play Series
Music Appreciation Hour for School Use

Arkansas

KLCN, Blytheville
Breakfast Club
All Recorded Request Program
Noon Musicale

KWFC, Hot Springs
Judge Hatcher's Night Court (S)
Man On Street (C)
Doc Warren (C)
Sleepytime Down South (S)
Wilson Furniture Company (C)
Sweethearts On Parade (S)

KTHS, Hot Springs

Ouachita Roundup (P)
Woman's Journal (P)
KBTM, Jonesboro
KBTM Morning Herald (P)
Your Money's Worth (P)
Request Hour (P)
Farm Service Program (P)
KARK, Little Rock
Five Years Ago Today (C)
Time to Shine (C)
Town Talk (P)
Farm News Bureau (C)
KLRA, Little Rock
Farm Service Program
U. S. Weather Bureau (Live) broadcast
Bible Lovers Revival
Woman's Magazine of the Air
KUOA, Siloam Springs
Trade Winds (P)
Coffee In The News (C)
Hangar Flying (C)
Cathedral of the Ozarks (S)

California

KERN, Bakersfield
Uncle Mel's Kid Club (C)
Professor Askum (C)
Sidewalk Reporter (S)
KRE, Berkeley
Chapel of the Chimes Organ Concerts (S)
Music of the Masters (C)
KMPC, Beverly Hills
Song Stories (S)
Stairway to Stardom (S)
Pigskin Predictions (C)
KHSL, Chico
Liar's Club
Tele-topics
Sunrise Serenade
Log Cabin Kiddies Klub
KARM, Fresno
Traffic Jam
Early Risers' Club
Uncle Bill's Bible Quiz
Sports Events
KMJ, Fresno
Forum Better Understanding (S)
The Dawn Patrol (P)
Tune Time Varieties (S)
The Campus Reporters (C)
KFOX, Long Beach
Gardner of the Air (P)
Standard Swing Session (C)
Swing Street (C)
Paging The Past (S)
KECA, Los Angeles
Afternoon Jamboree (S)
Classic Hour (S)
Tune Out Time (S)
School Kids Kwiz (C)
KFAC, Los Angeles
Man On the Street (C)
Morning Inspirations (C)
The Evening Concert (C)
Whoa Bill Club (C)
KFI, Los Angeles
When Presses Roar (C)
PDQ Quiz Court (C)
Art Baker's Notebook (P)
Inside the News (C)
KFSG, Los Angeles
Voice of the First Nighter
Stearns Melody Trio
The Forgotten Man
KMTR, Los Angeles
Radio News Reel (S)
Camera Clinic (C)
Women's World (P)
Col. Volney James Siesta Hour (P)
KNX, Los Angeles
Backgrounds For Living (C)
What, No Architect? (C)
Housewives' Protective League (P)
Calling All Cars (S)
KRKD, Los Angeles
Do You Know (C)
Musical Moments With The Music Masters (C)
KMYC, Marysville
The Morgan Hour
Lucky Seven
You Can Be Beautiful
KLS, Oakland
Jan's Journal (P)
Jackson's Half Hour of Fine Music (C)
Cigar Box Revue (C)
Spotlight Parade (P)
KROW, Oakland
Skullcrackers (C)
Question Wheel (C)
Man-on-the-Street (C)
Question-Air (C)
Friendly Homemaker (P)
Hayloft Party (S)
KROY, Sacramento
Champion Talent Quest (C)
Milady Shops (P)
Who's Dancing Tonight (C)
The Fisherman (P)
KFXM, San Bernardino
Kiddies Kwizz (C)
Children's Playhouse (S)
Early Birds (P)
Anything Can Happen (C)
KGB, San Diego
Homemaker's Catalog (P)
Lowe Highlights (C)
Star Parade (C)
For Ladies Only (S)
KFRC, San Francisco
Standard Symphony Hour (C)
Standard School Broadcast (C)
Breakfast Club (P)
Last Minute News (C)
KGO, San Francisco
The Five Edwards (S)
Just Between Friends (C)
The KGO Home Forum (P)
World On Parade (S)
KPO, San Francisco
Professor Puzzlewit (C)
Hawthorne House (C)
International Kitchen (P)
Paul Martin's Music (S)
KSFO, San Francisco
Who's Dancing Tonight (C)
Housewives Protective League (P)
News Quiz (S)

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Farm Journal (S)
Cargoes (S)
KVEC, San Luis Obispo
His Master's Voice (C)
Spelling Sallies (S)
Boarding House (P)
Bulletin Board (P)
KVOE, Santa Ana
Photo Phone Quiz (C)
Chrysler Cranium Crackers
Kitchen Kwiz (C)
Football Games (C)
Bargain Counter (C)
KTKC, Visalia
Tele Quiz
Buyer's Guide Variety Hour
Kiddie Klub
KHUB, Watsonville
Kitchen Cabinet (C)
10 O'Clock Club (S)
Farm Hour (C)
Music and Words (S)

Colorado

KLZ, Denver
Lady, Lend An Ear (P)
Captain Ozie (C)
Sizzle Show (C)
Boners Court (S)
KOA, Denver
Golden Melodies (S)
Nature Sketches (S)
Inquiring Reporter (C)
KFKA, Greeley
Stars of Tomorrow (S)
Better Music Series (S)
Evening Reveries (S)
Rocky Mt. School of the Air (S)

Connecticut

WICC, Bridgeport
First Offender
Secret Heart
WICC Girls' National Duckpin Champions Bowling Broadcast
Our Kids
Street Scene
WDRC, Hartford
Main Street (S and C)
Music Off the Record (P)
Shoppers' Special (P)
Ad-Liner (P)
WTHT, Hartford
Hartford Speaks (C)
WTHT Concert Hour (C)
Morning Musical Revue (P)
Cedric Foster News Program (S)
WTIC, Hartford
Gene and Glenn (C)
Morning Watch (C)
Hank Lawson and His Knights of the Road (S)
Melodic Strings (S)
WNBC, New Britain-Hartford
Curb Club (P)
Danceland (P)
Theater Quiz (C)
WNBC Air Squadron (S)
WELI, New Haven
Sports Parade (S)
Bullard's Danceland (C)
News and Views (P)
Continental Trio (S)
WNLC, New London
Lights Along the Shore (S)
Electric Boat Program (P)
Coast Guard Academy Band (S)
Melody Lane (P)
WBRY, Waterbury-New Haven
Spins & Needles (P)
Homemakers Review (P)
Wax-wise Program (P)

District of Columbia

WMAL, Washington
The Kibitzers (P)
Dream House (C)
That's What You Think (S)
Quiz of Two Cities (C)
WOL, Washington
Uncle Mac's Funny Papers (S)
Brown and Young (C)
American College Forum (S)
American Forum of the Air (S)
WRC, Washington
WRC Home Forum (C)
Baukhage Talking (C)
Washington Calling (S)
National Children's Frolic (S)

Florida

WFTL, Fort Lauderdale
Pep Club (P)
WFTL Barn Dance (S)
Your Lovely Neighbor (S)
Flying L Parade (S)
WFTM, Fort Meyers
Quiz Club of the Air (C)
Jitterbug Jamboree and Request Hour (P)
Panogram (P)
Afternoon Concert (S)
WJHP, Jacksonville
Jacksonville Today and Yesterday (S)
Little Theater Presents (S)
Sports of the Day (C)
Sky Commuter (S)
WLAK, Lakeland
Lakeland On Parade (C)
Matrimonial Market Basket (C)
Is That Your Name? (P)
All American Auction (C)
WQAM, Miami
Man In The Street (C)
Musical Quiz (C)
Uncle Mac Reads the Funnies (S)
WQAM News Commentator (S)
WKAT, Miami Beach
Old Gold Sports Parade
Taylor Shop
WTMC, Ocala
Babcocks Swap Shop (C)
We The Women (P)
Town Crier (S)
Forty-five Minutes On Broadway (P)
WDBO, Orlando
Ask Me One (C)
Screwball Party (C)
Norman Beasley's Florida Cowboys (C)

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Children's Birthday Party (S)

WLOF, Orlando

Dawn Patrol

Junior Chamber of Commerce

Sports Roundup

WDLP, Panama City

Bob Lightburn Piano Concert Program (S)

Vaughn Union Quartet (C)

WCOA, Pensacola

Tex Dunn and His Virginia Hillbillies (S and C)

Pensacola Round Table Discussion (S)

Pensacola School of Music (S)

WSUN, St. Petersburg

Sunshine Salute (S)

Radio Flying School (S)

Sunday Seranade (S)

News In Review (C)

WTSP, St. Petersburg

Dreamer of Dreams (S)

Sidewalk Snooper (C)

Swing Patrol (P)

WTAL, Tallahassee

The Famcee A Chepelo Choir (S)

F.S.C.W. Forum (S)

This and That (S)

Story Time (S)

WFLA, Tampa

Forward Florida

Grasso Presents

Jewel Box

Georgia

WGPC, Albany

Southwest Georgia Jamboree

Merchant's Parade

Musical Clock

Farm and Home Hour

WAGA, Atlanta

Your Radio Neighbor (P)

Pop Eckler's Jamboree (P)

WAGA Radio Theater (S)

Capt. Bill, The Brain Duster (C)

WATL, Atlanta

Charlie Smithgall's Time Table

Kessler's Sunshine Hours

Women In the News

WGST, Atlanta

Frankie & Johnny, The Sidewalk Snoopers (S)

Just Home Folks (C)

Chuck Wagon (P)

WSB, Atlanta

Dixie's Farm Hour (S)

Salute to Georgia Counties (S)

Church of the Children (S)

Chariot Wheels (S)

Pan Americana (S)

The Editor Speaks (S)

WRDW, Augusta

People We Like to Know (C)

Over The Rainbow (C)

So You Think You Know (C)

WRBL, Columbus

Baseball and Football Questionnaire (C)

Fort Benning News (S)

For You, The Housewife (P)

News By Air (C)

Musicale Bazaar (P)

WBLJ, Dalton

Breakfast Express (C)

Opportunities In the South (C)

Women In the News (S)

WBML, Macon

Tune Quiz (C)

Your Street (C)

Saturday Night Party (C)

Sunrise Serenade (P)

WSAV, Savannah

Saga of Savannah (S)

Man's Search for Health (S)

Scuvenirs of the Old South (C)

Musical Arithmetic (C)

WTOC, Savannah

The Old Salt Program (S)

Musical Quizz (C)

Coastal Empire Journal of Air (S)

Moods and Music (S)

Chapel Singers (S)

To The Ladies (C)

Milkman's Serenade (P)

WAYX, Waycross

Melody Matinee (P)

Kiddies Club of the Air (S)

1200 Club (P)

Merchants Parade (P)

Idaho

KIDO, Boise

Hopper's Dollar College (C)

Baird's Big Eight (C)

Spelling B (C)

Armchair Athlete (S)

KTFI, Twin Falls

KTFI Midmorning Jamboree (C)

Hi-Yea Neighbor (P)

KWAL, Wallace

Musical Round-Up (C)

Shopping Guide (P)

Spell and Win (C)

Illinois

WMRO, Aurora

Aurora Answers (C)

Ten-Pin Topics (C)

Meet the Bride (C)

WAAF, Chicago

Symphonic Hour (S)

Opera Festival (S)

Mythical Ballroom (C)

Council on Foreign Relations (S)

WCFL, Chicago

Make Believe Danceland (C)

Meet the Folks (C)

Peekers In the Pantry (P)

Music Lovers (C)

WEDC, Chicago

Midnight Fliers (P)

WENR, Chicago

Sachs Amateur Hour (C)

This Week's Hit Tunes (C)

Yours Truly (P)

Bob Crosby (C)

WGN, Chicago

In Chicago Tonight (S)

The Chicago Theater of the Air (S)

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Peter Quill (C)
Play Broadcast (C)

WJJD, Chicago
Suppertime Frolic (P)
Laugh Music Hall (P)
Sunshine Jubilee (P)

WMAQ, Chicago
Ten O'Clock Final (C)
Heap Q' Living (C)
Sunshine Hour (C)
Northwestern Hour (C)

WMBI, Chicago
Shut In Request Program (S)
Radio Sketches With Song (S)
Continued Story Reading (S)
Birthday and Anniversary Program (S)

WHFC, Cicero
Better Music Hour
Bing Crosby Request Program

WDAN, Danville
Chatterbox Program (C)
Battle of Wits (C)
Juvenile Jamboree (C)
Meet Your Postman, Policeman, and Fireman (S)

WSOY, Decatur
Street Forum of the Air P)
Baseball and Basketball Play-by-Play (C)

WTMV, East St. Louis
Melody Man (C)
Opportunity Knocks (S)
Swing Time (C)
Collinsville Newspaper of the Air (C and P)

WEBQ, Harrisburg
Stamps-Baxter Quartet (S)
Bargain Counter (P)
Wheel of Fortune (P)
News of Southern Illinois (C)

WJPF, Herrin
Number Please (P)
Egyptian Variety Hour (S)

WCLS, Joliet
Social Column of the Air (C)
All Request Revue (P)
Stars of Tomorrow (S)

WMBD, Peoria
Jay's Women of Today (C)
Cilco Town Crier (C)
Petticoat Parade (S)
Juvenile Theater (S)

WTAD, Quincy
Men on Street
Pickatoon
Corn Belt Carnival

WROK, Rockford
Add 'Em Up (P)
Young Americans Club (C)
Town Crier (C)
Musical Portraits (S)

WHBF, Rock Island
Juvenile Theater (C)
Listen, Ladies (P)
Play Burge (quiz) (C)

WCBS, Springfield
1420 Club (P)
Musical Clock (P)
Rural School of Music (S)
Capitol City Barn Dance (C)

WTAX, Springfield
Street Quiz (P)
Yours for the Asking (C)
Safety In Springfield (C)
Farm Bulletin Service (P)
Bob Club (P)

WDZ, Tuscola
Kitchen Barn Dance
Women, Just Women
Screw Ball Club
Corn Crib Hoe Down

Indiana

WHBU, Anderson
Household Forum (P)
Quilting Time (S)
Mailbag (P)
Last Work In Sports (C)

WTRC, Elkhart
Elkhart-At-Home (C)

WGL, Fort Wayne
Hey! Mr. Motorist!
Name the Tune
Kay Reporter
Clock Strikes Twelve

WOWO, Fort Wayne
Morning Roundup (P)
Modern Home Forum (P)
Hoosier Hop (S)
Old Songsmith's Happy Club (S)

WIND, Gary
Sports Edition (P)
Changing Scene (S)
Northwestern Playshop (S)

WHIP, Hammond
America Talks It Over (S)
Lithuanian Musical (C)
School Forums (S)
Family Altar (S)

WJOB, Hammond
Air Lane Dance (P)
Rythm Roundup (C)
Master Work Hour (S)
Educational Forum (S)

WFBM, Indianapolis
Indiana Talent Parade (C)
Early Birds (P)
Hoosier Farm Circle (P)
Lyric Program (S)

WIBC, Indianapolis
Friendly House
Lester Huff at the Organ
Hoosier Request Time
Melody Farm

WIRE, Indianapolis
Farm and Home Hour (C)
B's at the Keys (S)
Street Reporter (C)
Serenade In the Night (C)

WBOW, Terre Haute
Si and Ezra (C)
Spin O Fortune (C)
Valley Farm Hour (C)
Indiana State Educational Series (S)

Iowa

WOI, Ames
Mid-day Music (S)
The Music Shop (S)

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Betty Wells Program (S)
WMT, Cedar Rapids, Waterloo
Toby's Corntussel News (C)
Family Party (C)
Magic Kitchen (P)
Question Man (C)
WOC, Davenport
Tri-City Circle (P)
Guest of Honor (C)
WOC Mail Bag (P)
KWLC, Decorah
Radio Chapel (P)
Hymns We Love (S)
International News Review (S)
KRNT, Des Moines
Tall Corn Time (C)
Tommy Thompson's Program (S)
KSO, Des Moines
Hawkeye Dinnertime (P)
Charlie Flagler (C)
Inquiring Mike (C)
Sum Fun (S)
WHO, Des Moines
Iowa Barn Dance Frolic (C)
Veterans' Forum (S)
KVFD, Fort Dodge
Lady Luck (C)
Cathedral In the Night (S)
Chapel Quintette (C)
Song Shop (S)
KMA, Shenandoah
Jessie Young's Program
KMA Country School
Kitchen-Klatter Program
Early Morning Roundup
KSCJ, Sioux City
The Sioux Cityans (S)
Town Criers (P)
KTRI, Sioux City
His Majesty The Baby (C)
KTRI Players (S)
News Every Hour on the Hour (C)

Kansas

KGGF, Coffeyville
Junge's Amateur Hour
Junior Chamber Roundtable
Musical Clock
Pickwick Man on the Street
KTSW, Emporia
The Brainbusters (C)
The KTSW Showcase (S)
The Gilson Players (S)
Rainbo Amateur Hour
KIUL, Garden City
Hamilton Trio (S)
KVGB, Great Bend
Gospel Singers (C)
We the People Sing (S)
Beals at the Baldwin (P)
KCKN, Kansas City
Dance With America (C)
Noon Hour Clock (C)
The Magic Carpet (C)
Behind the Headlines (C)
KFKU, Lawrence
Your Health Program
Stories for Elementary Grades
University of Kansas Roundtable
Book Club Program
KOAM, Pittsburg
Amateur Hour (C)
Hillbilly Jamboree (C)
Town Talk Program (C)
Community Editor (C)
KSAL, Salina
Passing Parade (C)
Morning Hymnal (C)
Dinner Dividends (C)
Royal Crown Club (C)
WIBW, Topeka
E. C. Quigley's Sport Forum (S)
Kansas Roundup (C)
Uncle Abner's Postoffice (C)
Golden Belt Tent Show (S)
KANS, Wichita
Spines Yawn Patrol (C)
What's The Name of That Song (P)
Yingling's Over the Rainbow (C)
The KANS Cook Book (P)
KFBI, Wichita
Dinner Bell Time (P)
Derby Football Revue (C)
Farmer on the Dial (P)
The Sunday Serenade (C)

Kentucky

WLBJ, Bowling Green
Friendly Neighbors (S)
Lady, Lend An Ear (C)
WLBJ Listening Post Hour (P)
WHOP, Hopkinsville
Goober and His Kentuckians (C)
Brown County Revellers (S)
Sports Review (C)
WLAP, Lexington
Man on Street (C)
Morning Round-up (P)
WAVE, Louisville
Melody Time (S)
Man on the Street (C)
WHAS, Louisville
Paul Sullivan's Program (C)
Dick Fischer's Program (C)
Modern Music Hall (S)
Early Morning Jamboree (C)
WINN, Louisville
Swing-I-Q (C)
Mortal Classics (S)
Bar Nuthin' Ranch (C)
Tuneful Ticktocks (P)
WOMI, Owensboro
Stork Express (C)
High School Spelling Bee (C)
Tex Justus Barn Dance (P)
Musical Clock (P)
WPAD, Paducah
Goldbloom Coffee Pot
Lang's Line of Fortune

Louisiana

KALB, Alexandria
KALB Farm and Home Program (S)
Dr. Gem's Program (C)
Royal Crown Musical Quizzer (C)
Louisiana College Presents (S)
KVOL, Lafayette
Mello Joy Bonanza Broadcast (C)
Royal Crown Cola Program (C)
Sports Program (C)

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Hilly Billy Jamboree (C)

WNOE, New Orleans

Jax Midnight Dancing Party
Gotta Get Up Program
Louisiana Marches On

WWL, New Orleans

Musical Clock Program (C)
Dawnbusters (C)
Melodies by Martel (S)
Elmer's Jingle Jamboree (C)
Morning Music Program (C)

KRMD, Shreveport

Junior Talent Party (C)
Women In the News (S)
Housekeeper's Chats (S)

KTBS, Shreveport

Master Minds of Tomorrow (C)
Five Column Sports Review (S)
Orchids To You (C)
Daily United Press War Commentary (S)

KWKH, Shreveport

Wiley College Choir (S)
Religious News Reporter (S)
Ring Bros. and Their Gang (C)
Salt and Peanuts (C)

Maine

WCOU, Lewiston

What's the Answer
First Person Plural
Gerald Saucier Sings
Meat On the Table

WCSH, Portland

The Three-A Safety Man (S)
The Party Line (P)

WGAN, Portland

Watkin's Treasure Tips by Telephone (C)
Late Risers Club (P)
Ken MacKenzie, Yodelling Cowboy (S)
Russell Derr's Program (S)

Maryland

WBAL, Baltimore

Round the Dinner Table (P)
Time for Romance (P)
Mary Landis' Program (P)
Here's Now (C)
Jack Pot (S)
Breakfast Time (P)

WCAO, Baltimore

John Varney's Moderne Quintette (P)
Your Friendly Neighbor (P)
Don Riley's Sports Review (S)
Arrow News Reporter (C)

WFBR, Baltimore

Quizz of Two Cities (C)
Carnival of Fun (C)
Open House (C)
Morning In Maryland (F)

WTBO, Cumberland

Vanity Fair (P)
It's All Yours (P)
Cumberland Town Meeting of the Air (S)

WJEJ, Hagerstown

Tomorrow's Headline Sports (C)
Cumberland Valley Chorusters (S)
Municipal Band (S)
Sketchbook Players

Massachusetts

WAAB, Boston

Soldiers' Quiz (C)
Friends' Student Radio Club (C)
Your Singing Neighbor (S)
Ruth Moss Interviews (S)
Town Meeting On the Air (S)

WBZ & WBZA, Boston & Springfield

Morning Toast (P)
Musico (C)
You and Your Neighbor (C)

WCOP, Boston

Radio Orchestra Hall (S)
Rise 'N' Shine (C)
Show Business (S)
Orchids to You (S)

WEEI, Boston

WEEI Food Fair (P)
Farmer's Almanac of the Air (C)
E. B. Rideout Weather Service (C)
Uncle Elmer's Song Circle (S)

WMEX, Boston

Curtain Time (S)
Joseph H. Tall's Hour (C)
Alexander Thiede Conducts (S)
Rhythm Revue (S)

WNAC, Boston

Quiz of Two Cities (C)
Spreading New England's Fame (C)
New England Town Hall Party (C)
Inside of Sports (C)
Jim Britt's Sports Review (C)

Programs

WORL, Boston

920 Club (P)
M-I Reporter (S)
Christian Science Monitor News

WSAR, Fall River

1450 Club (S)
Man on the Street (C)
Local News (P)

WHAI, Greenfield

The Birthday Box (C)
Knights of the Whirling Disk (P)
Entertainment Time (S)

WOCB, Cape Cod

Music Academy of Air (S)
Passports to Pleasure (P)
Cape Cod Cwiz (C)
A Village Speaks Its Mind (C)

WLAW, Lawrence

Auditions On The Air (C)
Yawn Patrol (C-P)
Eventide Moods and Memories (S)

WBRK, Pittsfield

Prof. Query (C)
1310 Club (P)
Sweet and Swing Club (P)
Hans Vigeland's Concert Orch. (C)

WMAS, Springfield

Sidewalk Interviews (C)
You're On the Carpet (C)

WTAG, Worcester

Dedicatory Broadcast to Admiral Byrd (S)

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Melodies From the Fireside (C)
Radio Theotre Matinee (P)
Star Interviews (S)

Michigan

WJR, Detroit
Hermit's Cave (C)
News Comes to Life (C)
Gus Haenschen's Orchestra (C)
Peaceful Valley (S)
WMBC, Detroit
Shades of Melody (S)
Lady of Charm (C)
Music Maestro (P & C)
WXYZ, Detroit
The Lone Ranger
The Green Hornet
Challenge of the Yukon
Ned Jordan, Secret Agent
WFDF, Flint
Blues Chasers (P)
Flint Gems Baseball (S)
Skeets & Playboys (S)
WLAV, Grand Rapids
School Mirror (S)
Final Edition (C)
Quizzing Bee (C)
Little Red School House (S)
Open House (C)
WOOD-WASH, Grand Rapids
Sidewalk Interviews
Search For a Star
Happy Valley Frolic
WJIM, Lansing
Breakfast Bingo (C)
Treasure Chest (C)
Rhythm Request Round-up (S)
WCAR, Pontiac
Men on Wings (S)
Cheerful Little Earful (C)
Michigan Round-up (P)
Food for Thought (C)
WHLS, Port Huron
Aunt Jane's Story Book House (S)
Hired Man Farm Program (P)
Michigan Thumb District School Bands
WSAM, Saginaw
Hidden Dollars (P)
Birthday Club (C)
Howdy Folks (S)
Kay Karrols' Columns of the Air (C)

Minnesota

KATE, Albert Lea
Your Opinions (S)
Women's Calendar (C)
The Hymn Singer (S)
Court of Missing Heirs (C)
KDAL, Duluth
Day's Digest (C)
Noon Extra Program (C)
Broadcast Theater (S)
WEBC, Duluth
Menu Matinee (C)
Woman's World (P)
Quiz of Twin Ports (S)
Today's Best Buys (S)
Boy Meets Girl (S)
KYSM, Mankato
Sunshine Dinnertime (C)
Quizzer Bee (C)
KYSM Birthday Party (S)
Mid-day Merry-go-Round (P)
WCCO, St. Paul-Minneapolis
Saturday Morning Open House (P)
Sunrisers (P)
Kiddie Quiz (C)
Backgrounding World News (C)
WDGY, St. Paul-Minneapolis
Happy Hollow Program (C)
Farmyard Follies (C)
Coffee Club (P)
Health Club (S)
Clock and Calendar (P)
WLB, St. Paul-Minneapolis
University Convocations (S)
Old Tales and New (S)
Music Appreciation Series (S)
Classroom Lecture Series (S)
WLOL, St. Paul-Minneapolis
News of Women for Women (C)
Happy Valley Gang (C)
Uncle Ray
Story-Tone Girl (C)
WMIN, St. Paul-Minneapolis
All Nite Stand (P)
Safety Club (S)
Open Forum (S)
WTCN, St. Paul-Minneapolis
News to Come (C)
Church Music Appreciation (S)
Front Page of the Air (C)
KROC, Rochester
Strikes & Spares (C)
Noon Frolics (C)
Tick Tock Topics (C)
KROC-Presents (S)
WHLB, Virginia
New Angles on Angling (C)
Please Play (C)
Daily Sports Review (C)
Tavern Show (C)
KWLM, Willmar
Happy Bill and Friendly Radio Troupe (P)
The Lakeland Jamboree (S)
KWNO, Winona
Kiddie Kuiz (C)
Rapsody of Ivory (S)
Hammondaires (C)
Owl Reporter (C)

Mississippi

WCBI, Columbus
Cicco Kiddy Club (C)
Uncle Zeke's Program (C)
Egger-Sisson Musical Clock (C)
Jax Pigskin Parade (C)
WJPR, Greenville
Happy Harry (S)
Read 'em and Reap (P)
Speaking of Society (C)
News Round Up (S)
WGCM, Gulfport
Boatmen's "C"
WSLI, Jackson
Women's Club (P)
The Grab Bag (P)
The Dream Girls (C)

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Joico Community News (C)
WSKB, McComb
Happy Housewife's Hour (P)
WSKB Band Wagon (C)
Mississippi Farm Hour (P)
Devotional Hour (S)

Missouri

KFUO, Clayton-St. Louis
Musical Magic Carpet (S)
Music Appreciation Hour (S)
KFRU, Columbia
Women's Radio Journal (P)
Musical Clock (P)
Village Choir C)
KWOS, Jefferson City
Man on the Street (C)
Birthday Bells (C)
Top Tune Time (C)
KCMO, Kansas City
Quizmaster (C)
Miss "Q" (C)
Eight O'Clock Edition (C)
Eleven O'Clock Final (C)
KMBC, Kansas City
Early Birds Show
Dinner Bell Roundup (S)
Brush Creek Follies (P & S)
KMBC Happy Kitchen (P)
Rhyme-A-Line Time (C)
KWOC, Poplar Bluff
Sports Final (C)
Mothers Best Mountaineers (C)
Piano Rumings (C)
Music for the Dance (P)

KFEQ, St. Joseph
KFE Cuties (S)
Just The Other Day (C)
The Pony Express Roundup (C)
Where to Go Tonight (C)
KMOX, St. Louis
Magic Kitchen (P)
The Land We Live In (C)
Mellow Time (C)
Ben Feld Show (C)
WEW, St. Louis
Moments With the Masters (S)
Musical Clock (P)
Roy Shaffer and Nat. Champ. Hillbillies (C)
Sacred Heart Hour (S)
WIL, St. Louis
Breakfast Club (P)
Today's Winners (S)
Mister Fixit (S)
Dawn Patrol (P)

Montana

KRBM, Bozeman
Movie Magazine of the Air (C)
KFBB, Great Falls
The 6:55 Club (P)
KFBB Kourtesy Kitchen (P)
Port of Dreams (S)
In The Sportlite (S)
KGVO, Missoula
Dude Ranch (S)
This & That (S)
KGCX, Wolf Point
Montant Pete (S)
Ralph Bray and His Rainbow Players (P)
Skeets Shaw at the Silvevox (S)

Nebraska

KORN, Fremont
Daily Devotions
Telaquiz Program
Omaha Remote Program
KMMJ, Grand Island
Joe Lukesh Bohemian Orchestra (P)
KMMJ Homemakers Club (P)
KMMJ Ranch House (P)
KMMJ Shoppers Guide (P)
KHAS, Hastings
Blue Monday Jamboree (P)
Saturday Night Roundup (P)
Swanee and Nancy (P)
Nebraska Troubadour
KGFW, Kearney
KGFW Farm Hour (P)
Central Nebraska News (P)
Women's Home Forum (P)
Steve Chrastil Bohemian Band (C)
KOIL, Omaha
Parade of the News (S)
WOW, Omaha
Farm Facts & Fun (S)
The Other Woman (C)
Lyle & Eddie (C)
Man on the Street (C)

New Hampshire

WLNH, Laconia
The Birthday Party (C)
Home Half-Hour (P)
WFEA, Manchester
Children's Magic Circle (C)
The Treasure Chest (C)
Moods and Moments (S)
News on Parade (C)

New Jersey

WCAP, Asbury Park
Cooking School of the Air
Shore Shopper
Meet Our Visitors
WBAB, Atlantic City
Woman's Page of the Air (P)
WBAB Farm Almanac (P)
Amusement Page (P)
Studio Theatre (S)
Studio Varieties (S)
WFPG, Atlantic City
133 Club (P)
Midnight Jamboree (P)
Musical Rainbow (C)
Italo-American Opera (P)
WOR, Newark
Martha Deane's Program (P)
Meet Mr. Morgan (P)
Danceland (P)
Uncle Don (P)
WAWZ, Zarephath
Bishop Alma White (S)
Ray B. White Home Orchestra (S)
Jubilate Girls' Chorus
New Brunswick Public Schools

New Mexico

KOB, Albuquerque
The Feminine Touch
Radio Riddles
Women in the News
Men in the News
Road to Cibola
KLAH, Carlsbad
Woman's Club (C)
KVSF, Sante Fe
Woman's Club of the Air (P)
Sunshine Special All Request Program (P)
Spanish Program (P)
Theatre Parade (C)

New York

WABY, Albany
Albany Senators Baseball (C)
Sidewalk Sidelights (C)

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Grand Theatre Amateur Night (C)
Prof-It Program (C)

WOKO, Albany
Montgomery Ward Musical Clock (C)
Spaulding Quik Quiz (C)
Socony News Service (C)
Empire Ensemble (S)

WARD, Brooklyn
What Shall I Do? (S)
America Lives (S)
Irish Echoes (P & C)
American Yiddish Varieties (P & C)

WBBR, Brooklyn
Kingdom Instruction (S)
Model Bible Study of the Air (S)

WCNW, Brooklyn
Swing-Hi Club (S)
Tea Time Serenade (S)
Voice of the Negro Community (C)
Italian-American Varieties (C)

WVFW, Brooklyn
We, the Veterans Speak (S)
Philosopher Advisor (S)
The Wanderer (C)
Personality Parade (S)

WBEN, Buffalo
International House Party (C)
Ironic Reporter (C)
Sally Work (P)
Bob Armstrong and His WBEN Orchestra (S & C)

WBNY, Buffalo
Suggestions in Symphony (S)
Echoes of Poland (P)
Saturday Night Review (S)

WEBR, Buffalo
People's Forum (S)
Echo Trio Time (C)
Sidewalk Slants (S)
Your Community (S)
Liberty Children's Hour (C)

WCAD, Canton
Take A Guess (S)
Campus Personalities (S)
The Faculty Speaks (S)
Corner Book Shelf (S)

WENY, Elmira
Quik Quiz (C)
American Legion Roundtable (S)
Day Dreams (S)
Little Curiosity Shop (S)

WGBB, Freeport
Right Time for Listening (C)
Dance Music "A La Carte" (C)

WHCU, Ithaca
Farm and Home Hour (S)
Sid Ten Eyck and the Sports (S)
Ithaca College School of Music Talent Program (C)

WJTN, Jamestown
Swedish Revue (C)
Calling Warren (P)
Midmorning Matinee (P)
Mine-O-Nine (S)

WGNY, Newburgh
Postman's Serenade (C)
Penny Smart (C)
Clay Sisters' Program (C)

WABC, New York
(For program information see sustaining and commercial programs of National networks in another section of this volume.)

WEAF, New York
(For program information see sustaining and commercial programs of National networks in another section of this volume.)

WHN, New York
Tonight's Best Story (S)
Kid Wizards (S)
Cinderella Hour (C-P)
Bowery Mission (C)
Charlie McCarthy's Early Bird (C-P)
A. L. Alexander's Mediation (S)
Soldiers With Wings (S)
American-Jewish Swing (C)

WINS, New York
Copydesk (S)
Horse Racing Results (C)
Musical Mysteries (S)
Don Dunphy's Highlights of Sports (S)

WJZ, New York
(For program information see sustaining and commercial programs of National networks in another section of this volume.)

WLTH, New York
Jewish American Board for Peace and Justice (P)
Questions In the Air (S)
A Program on Americanism (S)
Jewish Amateur Hour (C)
Story of My Song (C)

WMCA, New York
The Original Goodwill Hour (C)
Labor Arbitration (S)
Johannes Steel (C)
Ida Bailey Allen's Homemakers (P)

WNEW, New York
Make Believe Ballroom (C)
Milkman's Matinee (C)
Start the Day Right (C-P)
Dance Parade (C-P)

WOV, New York
Nocturne (S)
Continental Nights (C)
Opera Hour (S)
Symphony Hour (S)

WQXR, New York
Symphony Hall (S and C)
String Classics (S)
Breakfast Symphony (P)
Just Music (P)

WHLD, New York
Quizz Court (C)
The Professor Ponders (C)
Sylvia Barnum and E. Whistler (S)
Maebelle Wegener's Hawaiians (S)

WSLB, Ogdensburg
Home Service (P)
Rural Reporter (P)
Sports Review (C)

WHDL, Olean
Interscholastic Quiz (C)
Cheek to Cheek (P)
WHDL Modern Kitchen (P)
Quik Quiz (C)

WKIP, Poughkeepsie
Rodney Knight (S)
Covell's Curio Shop (S)
Market Street Forum (S)

WHEC, Rochester
Children's Recess
Silver and Gold
Gulf Football Contest (C)
Police Safety Talks

WSAY, Rochester
B. S. Bercovici's News (C)
1210 Club (C)
Frank Silva's Program (C)

WGY, Schenectady
Play Pay Day (S)
Silver Strings (S)
Empire State Town Meeting (S)
Juvenile Jamboree (S)

WFBL, Syracuse
Musical Clock (P)
Etti-Quiz (C)
Musical Bee (C)
Army Camp News (C)

WOLF, Syracuse
Hourly Newscasts on the Hour (C)
The Sportscoop (C)
Symphony Hall (C)
Musical Scoreboard

WSYR, Syracuse
Fred Jeske—Timekeeper (P)
Ruth Chilton's Matinee (P)
Mid Morning Ltd. (P)
Nick 'N' Red (P)

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WTRY, Troy
Timekeeper Program (P)
Dusty Miller's Program (C)
Strings and Things (S)
Double It Program (C)
WIBX, Utica
Arpeko Musical Clock (C)
Women In The News (C)
Court of Kings (S)
Yawn Patrol (C)
WFAS, White Plains
Westchester Breakfast Club
Reviews of the News
Your Program
Your Album of Music
WWRL, Woodside
Auto Forum of the Air (C)
Grab Bag Quiz (S)
K of C Debate (S)

North Carolina

WWNC, Asheville
Top O' the Mornin' (C-P)
Western North Carolina Farm Hour (S)
Professor Curb-Word (C)
Saturday Night Roundup (S)
WBT, Charlotte
Grady Cole's Farm Club (P)
B. C. Ranch Time (C)
The Briarhoppers (C)
William Winter's Commentary (C)
WSOC, Charlotte
Cheerwine Lady Luck (C)
Balloon Busters (S)
Elementary Education Program
Dance Hour Program
WDNC, Durham
Southern Plantation (S)
WDNC Theater Guild (S)
Song Styles (C)
Headline Quiz (C)
WCNC, Elizabeth City
Old Songs for New (C)
Round the Town (P)
Is That Your Name? (C)
Mail Bag Program (P)
WFNC, Fayetteville
Lumberton Hour (P)
Youth on Parade (S)
The Fort Bragg Hour (C)
WGBR, Goldsboro
Bright Lites of Sport (C)
Around the Clock (P)
Rainbow Gold (C)
1370 Club (P)
WBIG, Greensboro
Gwendolyn Farrell's Broadcast
Eriu Neese's Program
Elizabeth Spells' Songs
WBIG Ensemble
WGTC, Greenville
Help Thy Neighbor (C)
Alarm Clock Contest (C)
Answer by Telephone (C)
Farm Highlights (P)
Dedicated to You (S)
WFTC, Kinston
Musical Clock (P)
Mail Bag Program (P)
WRAL, Raleigh
Central Prison Varieties
Freddie Johnson Entertains
Pete 'n' Minercy
Carolina Playmakers
WSTP, Salisbury
Yadkin Valley Hoedown (S)
Bolivan Camp Swings (S)
Russel McIntyre Entertains (C)
Coffee and Doughnuts (P)
WMFD, Wilmington
Meditation Period (S)
Happy Roving Cowboys (S)
Mary Jane and Happy
Harmony Singers
WGTM, Wilson
Mustard and Gravy Program (C)
WAIR, Winston-Salem
Melody Time (C)
Dear Diary (S)
Rosser Fowlkes' Program (C)
Once Upon a Time (S)
WSJS, Winston-Salem
Dollars for Sense (P)
Jive at Five (P)
Downtown Jackpot (C)
Number Please (P)

North Dakota

KFYR, Bismarck
Cuckoo Quiz (S)
Memory Baseball (P)
KDLR, Devils Lake
KDLR Amateur Show (C)
Birthday Bells (S)
Farmers Hour (P)
Dakota Best (C)
WDAY, Fargo
Hayloft Jamboree (C)
Meet Your Neighbor (C)
Home on the Farm (C)
KFJM, Grand Forks
Herberger's Melody Quiz (C)
Late Risers Program (S)
Stars of Tomorrow (C)
Words and Music (C)
Golden Harvest Request Program (C)
KRMC, Jamestown
Inquiring Mike Program (C)
Tiny Troopers (S)
Storybook Lady (S)
Musical Clock (P)
KGCU, Mandan
Monday Evening Dancing Party (S)
KGCU Barn Dance (S)
Blue Blazer Trio (C)
KOVC, Valley City
Man on the Street
Honor Roll
Puzzle Program (S)
Football Scoreboard (S)

Ohio

WADC, Akron
Main Street Opinions (C)
Lucky Money (C)
All Reques: Program (P)
WJW, Akron
Stumpus Club (P)
Bond News (C)
Information (S)
Home Edition (P)
WICA, Ashtabula
Missouri Foxhunters (S)
Prof. Stump (C)
Headlines of Yesterday (C)
Highlights of Sports (S)
WCKY, Cincinnati
Hot Coffee Club
Morn Patrol
Your Program
Request Review
Time to Kill
WKRC, Cincinnati
The Dawn Patrol (P)
The Woman's Hour (P)
Just for You (C)
The Johnson Family (C)
Economy Kitchen (P)
WCLE, Cleveland
Burt's Amateur Show (C)
Matinee Dance Time (C)
Dugout Interviews (C)
Parade of Nations (C)
WGAR, Cleveland
Cultural Institute (S)
Wings Over Jordan (S)
What's the Law (S)
College Workshop (S)
WHK, Cleveland
Discoveries Program (C)

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Variety Clock Program (C)
Junior Show Boat (S)
Bowling News (C)

WTAM, Cleveland
Know Your Notes (S)
Gordon Aires (S)
Women's Club of the Air (P)
Tom Manning's Sports Program (C)

WBNS, Columbus
Harmony Haven (S)
Round Robin Review (P)
Hired Hands (P)
Early Worm (P)

WCOL, Columbus
Sports Parade (C)
Inquiring Reporter (C)
Columbus Town Meeting (S)

WHKC, Columbus
Buckeye Four (C)
Trouble Shooters (S)
Sports by Sweeney (C)
Songs Sweethearts Sing (S)

WOSU, Columbus
Radio Junior College Courses (S)
Ohio School of the Air (S)
Faculty Talks and Round Tables (S)
University Symphony and Concert Band (S)

WHIO, Dayton
Songtime with Keyboard Choir (C)
Si Burick's Sports and News Views (C)
Henry Lange and G. P. (C)
Great Days In Dayton (C)

WLOK, Lima
Renz Talk of the Town (C)
Blattner's Quiz (C)
Del Rio Cowboys (S)

WMAN, Mansfield
Gardner's Silver Lining
Amateur Hour
Who's Who
Jolly Juvenile Program

WJAY, Portsmouth
Selby Classmate Hour (C)
Money Talks (C)
Musical Masterworks Hour (S)
By Request (P)

WSTV, Steubenville
Do You Know Sports? (C)
Your Neighbor's Voice (C)
Birthday Party (P)
Food Quiz (C)

WSPD, Toledo
Mrs. Toledo Perks Up (C)
Sidewalk Interviews (C)
Captain Reckless (S)
Pat the Pantry Man (C)

WTOL, Toledo
Sunny Corners (S)
For Women Only (P)
Sports Review (S)
Town Crier (C)

WHIZ, Zanesville
Silver-Dollar Tele-test (C)
Penny Wise (C)
Mother Hubbard's Cupboard (P)
1210 Club (P)

Oklahoma

KADA, Ada
Campus Capers (P)
Eula Musgraves (C)
Home Maker's Club (P)

KASA, Elk City
Elmer Goofus Hoskin Family
The Three Shades of Blue
The Periscope Broadcast
The Hartford Radio Quartette

KOCY, Oklahoma City
Let's Get Someone a Job (C)
Rockets Program (C)
News on the Hour Every Hour (C)
Brown's Morning Watch (C)

KTOK, Oklahoma City
A Woman's Point of View (P)
Swingbillies (C)
Oklahoma Speaks (S)
Radio Kitchen Party (P)

WKY, Oklahoma City
Spin and Win with Jimmy Flynn
Campfire Embers
Southwestern Serenade
Odds and Ends
This Is the Story

KGFF, Shawnee
Varsity Varieties (S)
Oklahoma Speaks (S)
Mr. Yes and No (C)
Slips That Pass In the Mike (S)

KOME, Tulsa
The Juvenile Matinee (S)
Mr. and Mrs. John Average (C)
Highway of Sports (S)
Dance With America (C)

KTUL, Tulsa
Howdy Program (C)
Your Lucky Break (C)
News In Review (S)

KVOO, Tulsa
Bob Wills and His Texas Playboys (C)
Morning Watch (P)
Merrymakers Program (C)
It's a Woman's World (S)

Oregon

KBND, Bend
Morning Greeting (C)
Farmers Hour (C)
Santa Claus Program (C)

KODL, The Dalles
Kitchen Klock
Weekly Sports Review
Kerb Stone Kwiz

KORE, Eugene
What Lane County Thinks (P)
At Your Command (P)
KORE Swap Program (C)

KALE, Portland
This and That (P)
Sunshine Express (P)
Slumber Boat (S)
Enchanted Garden (S)
Memory Timekeeper (B)
Good Morning Neighbor (C)
Gift of The Orient (C)

KEX, Portland
Faithful Stradivari (S)
Musical Scoreboard (C)
Sport Court (C)
Charmingly We Live (P)

KGW, Portland
Oregonian Matinee (P)
Alumni Magazine of the Air (C)
Me and My Shadow (S)
Oregonian Trail Blazers (S)

KWJJ, Portland
Tiny's Wranglers (S)
Novel-enders (S)
Midnight Jamboree (P)

Pennsylvania

WLEU, Erie
News Programs (C)
Man on Street (C)
Early Bird (P)
Evening Special 11 P.M. (P)
The Woman Listens (P)

WIBG, Glenside
Danceland (C)
Tunes With Your Toast (C)
Your Unseen Advisor (S)
'Round The Town (P)

WHJB, Greensburg
Alarm Clock Serenade
Farmer's Exchange
The Request Party
What's Going On Here?

WSAJ, Grove City
Faculty and Student's Programs

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WKST, New Castle
The Streamliners (P)
Number Please (P)
WKST Birthday Club of the Air (S)
Hear Yourself (C)
Musical Building Blocks (C)

WKPA, New Kensington
Repeat It Please (C)
Rhyme & Rhythm (S)
Farm Program (P)

KYW, Philadelphia
Music for Moderns (S)
Kerby Cushing's Sports Program (C)
Besse Howard Looks At the News (C)
The Happy Clarks (S)

WCAU, Philadelphia
Horn & Hardart Children's Hour (C)
Laura May Stuart's For Women Only (P)
Powers Gouraud (C)
Of Stars and Stripes (S)

WDAS, Philadelphia
Every Hour On the Hour News (C)
Merry-Go-Round (P)
Band Hotel (P)
Nocturne (S)

WFIL, Philadelphia
DeSoto Quiz Caravan (C)
Fels Golden Bars of Melody (C)
Mystery History (S)

WIP, Philadelphia
Nine O'Clock Scholars (C)
Dollars To Donuts (C)
Easy Does It (P)
Dialing For Dollars (C)
Philadelphia Orchestra

KDKA, Pittsburgh
Tap Time (C)
Treasure Trails (S)
Music In the Night (S)
Evening Echoes (S)

KQV, Pittsburgh
Music For Reading (S)
Meet Your Neighbor (C)
Blues Chasers (P)
Jobs Wanted (S)

WCAE, Pittsburgh
Lazy Rhapsody
The Airlines
Sophisticated Ladies

WWSW, Pittsburgh
Board of Education Features (S)
Footlights and Stardust (C)
Blessed Events (P)
Golden Hour (S)

WARM, Scranton
Ralph and Hal (C)
Kiddie Show (C)
Quiz Hour (S)
Final Edition (C)

WPIC, Sharon
Magic Carpet (S)
Stump The Staff (S)

WKOK, Sunbury
Rea and Paul (C)
Organ Doctor (S)
Royal Entertainers (S)
Sunshine Almanac (S)

WMBS, Uniontown
Smile-A-While (P)
Saturday Evening Jamboree (P)
Cohen Amateur Hour (C)
Musical Clock (P)

WRAX, Williamsport
Lundy Quiz
Store of Gold
Melody Men
Hoosier Cornhuskers

Rhode Island

WEAN, Providence
Sidewalk Backtalk (C)
Everyday Adventures of Carolyn Wallace (P)
Everybody's Sport (S)

WJAR, Providence
WJAR Childrens Pro (S)
Brevity Review (P)
Housewives Radio Exchange (P)

South Carolina

WAIM, Anderson
Mess Hall Music
Kris Kringle Quiz
A Pretty Girl Is Like a Melody
Midday Melodies

WCSC, Charleston
King St. Kwizz Klass (C)
Stars of Tomorrow (S)
Swing Low, Sweet Chariot (S)
Good Neighbor (C)

WTMA, Charleston
The Scrapbook (C)
Money For Your Thoughts (C)
Wiz Quiz (C)
Cabinet Maker (C)

WCOS, Columbia
Community Quiz
Theater Adds of the Air (S-P)
Columbia Hall
Time-State Penitentiary

WIS, Columbia
Stretmann's Street Man (C)
Adluh Musical Millers (C)
Balentine's Aristocratic Pigs (C)
Black Draught Hillbillies (C)

WOLS, Florence
Tiny's Program (C)
Super X Street Broadcast (C)
Florence Highschool Program (S)
Sunday School Time (S)

WFBC, Greenville
Jim Reid's Sports Column of the Air
Housekeeping—A Hobby
James Dawson's News Commentary
The Balladeers

WMRC, Greenville
Early Worm (P)
Rhythm Rangers (C)

WORD, Spartanburg
Converse College Hour (S)
Sunday Hymn Singing (S)
Bulletin Board (P)
Song and Story (C)

WSPA, Spartanburg
Jane Dalton (C)
Swing Club (P)
Carolina Crackerjacks (C)
Is That Your Name? (P)

WFIG, Sumter
Royal Crown Musical Quiz
News of the Hour on the Hour
Yawn Busters

South Dakota

KABR, Aberdeen
The People On the Platform (C)
Play Time (S)
Romance In Song (C)
Curbstone Gossip (C)

KFDY, Brookings
Vocational Problems (S)
From the Campus (S)

KOBH, Rapid City
Names and Numbers In Dance Time (S-P)
Bean-Boa Bargain Busters (C)
The Bottom Dollar (C)

KUSD, Vermillion
Fashions In Music (S)
The County History Series (S)

WNAX, Yankton
Ma Brown and Her Boys (C)
Paraland Pennfield Program (C)
Sunday Get-Together (C)

Tennessee

WOPI, Bristol
Loking At the News (C)

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Man on the Street (C)
School of the Air (S)

WAPO, Chattanooga
The Melody Lingers (C)
Sweet and Swing (P)
What's the Price (C)
Music Beautiful (C)

WDOD, Chattanooga
Salute to the Schools (C)
The Little Show (S)

WHUB, Cookeville
Esso Amateur Program (C)
Sunrise Roundup Farm Hour (S)
Afternoon Variety Show (P)
WHUB Jamboree (S)

WTJS, Jackson
Have You Got It (C)
R C Cola Treasure Chest (C)
Scrap Iron Quartet (C)
Good Neighbor Program (C)

WKPT, Kingsport
Sunrise and You (C-P)
Hayride Program (S)

WNOX, Knoxville
WNOX Midday Merry-Go-Round (P-C)
Curbstone College (C)
Voices of the Past, Today and Future (C)
Swingstertime (P-C)

WROL, Knoxville
Jackson Family (C)
Sports Review (C)
Highlights In Sport (C)

WMC, Memphis
It's a Hit (C)
Sears' Young America Sings (C)
Mid-South Farm and Home Hour (P)
Dixie Jamboree (S)

WMPS, Memphis
Cats on the Keys (S)

WLAC, Nashville
Old Dirt Dobber (C)
Airport Interviews (C)
Man on the Street (C)
Young America Club (S)

WSIX, Nashville
Words and Music (S)
Frances Craig's Music from the South (S)

WSM, Nashville
Grand Ole Opry (C)
Sunday Down South (S)
Magnolia Blossoms (S)
Counter No. 7 (C)

Texas

KRBC, Abilene
For the Ladies (S)
Questions Please (C)
Shopping With Barbara (P)
Hymns You Know and Love (C)

KFDA, Amarillo
Sky Reporter (C)
Roberta (S)
Sam's Club of the Air (C)
North Amarillo Jamboree (P)

KGNC, Amarillo
Wes Izzard Views the News (C)
Sons of the West (C)
Trading Post (S)
Man on the Street (C)

KNOW, Austin
Austin-Barrow Question Box (C)
Page and Listing (C)
The Lady Next Door (C)
Uncle Charley Reads the Funnies (C)

KTBC, Austin
Modernistic Melodies (C)
Party Line of the Air (C)
Irene Wayne (P)
Savoy Swing (S)

KRIC, Beaumont
Musical Mysteries (S)
Five Star Final (S)
Huddle Time (S)
Morning Paper and Coffee (P)

KBST, Big Spring
What's Doing In Big Spring (C)
Sunset Reveries (S)
Curbstone Reporter (C)
Birthday Club (C)

KGFI, Brownsville
College Kapers (S)
The Garden Club (S)

KRLD, Dallas
Mr. Dodge's Quiz Program (C)
Cradle Club (S)
Silhouettes Program (P)

WFAA, Dallas
Early Birds (P)
Mrs. Tucker's Smile Program (C)
From The Pages of Time (C)
You Might Be Right (S)

WRR, Dallas
Highroad to Melody (P)
Noon Hour Varieties (P)
Business Builders (C)

KDNT, Denton
142 Club (P)
Roundup Program (P)

KROD, El Paso
Children's Theater (C)
Midget Story Hour (P)
Moonlight Sonata (S)
Musical Clock (P)

KFJZ, Fort Worth
Texas Hall of Fame (C)
11:30 Inc. (S)
Texaco Star Reporter (C)
Your Neighbor (C)
High School Football Games (S)

KSAM, Huntsville
Helpful Harry's Household Hints (S)
All Request Program ((S)

KPAB, Laredo
Daily Community News (C)
Amateur Hour (C)
Phono-quiz (C)
Brain Buster (C)

KFYO, Lubbock
Snoop and Scoop
Old Possum Hollow
Wylie & Gene Hill Billy Team
Hop Halsey's Drug Store Cowboys

KRLH, Midland
Man on Street (C)
Civic Music Club (S)
Little Theater Plays (S)
Remote Coverages (S and C)

KNET, Palestine
Flournoy's Forum (C)
Pepsi-Cola Pals (C)
Black & White Reflections (S)

KPDN, Pampa
Sam's Club of the Air (C)
Wizard of Quiz (C)
The Woman's Hour (P)
Know Your Public Schools (S)

KPLT, Paris
Singing Convention of Air (P)
Inquiring Reporter (C)
Sunday Afternoon Variety Show (C)
Local School Programs (S)

KPAC, Port Arthur
Music from the Bayou Country (P)
Phelan's Mystery Melodies (C)
Jubileers (S)
Heartbeats In Sports (C)

KGKL, San Angelo
The Birthday Club (C)
The Man on the Street (C)
College Life (S)
The Voice of Personal Service (C)

KONO, San Antonio
Cowboy Roundnp (P)
Paint-up Time (C)
Music and Fashions (C)
Weatherman Speaks (S)

KTSA, San Antonio
Kallison's Trading Post (C)
Our American Way (S)

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Unusual People, Places and Things (S)
Brickbats and Bouquets (P)
WOAI, San Antonio
Newscasts (C and P)
The Story and the Song
Southwest Radio Reports
So You Think You Know Fashions
KRRV, Sherman
Professor Quizz Master (C)
Radio Singing Convention (S)
Red River Valley Jamboree (S)
KXOX, Sweetwater
Kiddie Kollege (C)
Know Your Neighbor (C)
What's Doing Around Sweetwater
KTEM, Temple
Czech Melody Hour (P)
Varieties In Melody (C)
Just We Two (S)
Blue Jacket Jamboree (C)
KGKB, Tyler
Listeners Club (P)
1500 Club (P)
Man on the Street (S)
News on the Hour Every Hour (C)
KVWC, Vernon
Chicoline Variety Time
Party Line
Poems and Melody
Social Calendar
Story Club of the Air
KWFT, Wichita Falls
Woman's Page of the Air (P)
Saturday Jamboree (P)
Just Musing (S)
Monday Night Roundup (S)

Utah

KLO, Ogden
Hello Neighbor (C)
The Vocalions (S)
Musical Train (P)
Junior Wranglers (S)
KOVO, Provo
Arthur Galth Comments (C)
Red and White and You (C)
KDYL, Salt Lake City
For Housewives Only (C)
I Am An American (C)
Singtime (C)
Kitchen Quiz (C)
KSL, Salt Lake City
Letters of Doom (S)
Story Telling Time (S)
Albert Shepherd's String Ensemble (S)
Sunday Evening On Temple Square (S)
KUTA, Salt Lake City
All Around Sports Coverage
Musical Almanac
Inside Story on Sports
Noon-day Heat Wave

Vermont

WCAX, Burlington
You Asked For It (S)
Radio Journal (C)
Calling All Women (C)
Three Ring Time (C)
WDEV, Waterbury
Max Raney's Hi-Boys
Wini and Her Music
Housewives Forum
Birthday Party

Virginia

WCHV, Charlottesville
Town Crier (S)
Grand Moments From Great Music (S)
National Dance Parade (C)
Scatterbrain Reporter (P)
Today's War Commentary
WBTM, Danville
Dinner Time Frolic (P)
Dan River Show (S)
Your Sideline Quarterback (S)
Dan Valley Visitor (C)
WSVA, Harrisonburg
Repeat It, Please (C)
The Clarion Radio Hour (C)
Nelson T. Huffman's Vocal Program (C)
Melody Quiz (C)
WGH, Newsport News
The Ideal Quiz Program (C)
Repeat It, Please (C)
Music With the Masters (S)
Norfolk Symphony Orchestra (S)
Paramount Amateur Contest (C)
Peninsula Philharmonic Orch (S)
Curbstone College (C)
WTAR, Norfolk
WTAR Salon Orch. (S)
I Want a Job (S)
Grean's Jackpot (C)
Ins and Outs (S)
WPID, Petersburg
1210 Club (C)
Repeat It Please (C)
Cash For a Song (C)
Watching The Wave (C)
WRNL, Richmond
WRNL Players
Morning Mail Bag
Sally Sothern Flavorettes
Tempo Indigo
WDBJ, Roanoke
On Wings of Song (S)
WDBJ Dramatic Guild (S)
Studio Party (S)
Rhythm Caravan (S)
Who Said It (C)
WSLS, Roanoke
Todays Song (C)
Time for Sports (C)
Kiddies' Santa Gooth (C)
Kiddies Christmas Theater (C)
WLPM, Suffolk
Spin-O-Quizz (C)
Winnit or Losit (C)
Man on the Lot (C)
Meet The Missus (C)

Washington

KXRO, Aberdeen
Man In the Street (P)
Jingle Club (C)
Doodlebug (P)
Syncopated Riddles (P)
KELA, Centralia and Chehalis
Breakfast Club (P)
Voice of Morning Worship
The Party Line
KEVR, Seattle
Noontime Requests (S)
Pike Place Parade (C-P)
Financial District Show (C)
Musical Jamboree (C)
KIRO, Seattle
KIRO Loose's Time Klock Klub (P)
This Woman's World (P)
Father Goose Comes to Town (S)
Romance Time (C)
KJR, Seattle
Mr. Wyde A. Wake (C)
Totem News Reporter (P)
A Woman Wonders (P)
Garden of the Air (P)
KOL, Seattle
Speaking of Sports (C)
Here's a Song for Friday (C)
The ABC Sentinel (C)
Betty Lou Shops for You (P)
Armchair Theater (S)
KOMO, Seattle
Musical Handy Man (C)
Homekeepers' Colendar (P)
Capt. Dobbsie's Ship of Joy (C)

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Musical Quinella (C)
KRSC, Seattle
Symphony Hall (C)
Melody Home (C)
KXA, Seattle
Variety Hour (S)
Dinner Hour Concert (S)
Organ Moods (A)
Musical Clock (S)
KFPY, Spokane
Good Morning Neighbors (P)
This Woman's World (P)
News Programs (S-C)
Quiz Court (C)
For These Our Children (S)
KMO, Tacoma
Balloon Busters (C)
Syncopated Riddles (C)
Fun Forum (C)
Smilin' Thru (S)
KVI, Tacoma
Mystic Melodies (P)
Sunrise Club (P)
Old Family Almanac (C)
KVI Barn Dance (S)
KUJ, Walla Walla
Braden-Bell Serenaders (C)
Whitman College (S)
Early Birds (C-P)
Local Newspaper of the Air (C)

West Virginia

WJLS, Beckley
Richmond Showboat (C)
Memories at Eventide (C)
Roundup Time (P)
Home of Today and Builder's Clinic (P)
WHIS, Bluefield
The Five Keys (C)
The Forty-Niners (S)
The Dream Pedlar (S)
The Woman's Journal (P)
WBLK, Clarksburg
WBLK Woman's Club (P-C)
Melody Time (S)
Your Music Lesson (S)
Man on the Street (C)
Clarksburg Sportscaster (C)
WSAZ, Huntington
Tri State Roundup (C)
Sporticulars (C)
WSAZ Keith Albee Kiddie Party (C)
WSAZ 1190 Club (P)
WLOG, Logan
Esau 'n' Mose (C)
Your Next Door Neighbor (S)
Household Institute With Quinnelle (P)
Dunk A Donut Club (P)
WAJR, Morgantown
Campus Jamboree
United Press News Every Hour
WBTH, Williamson
Women's Radio Club (C)
Man On the Street (C)
Social Hi Lights (S)
Sports Final (C)

Wisconsin

WEAU, Eau Claire
Girl Friends
Northern States Power News
Leath's Breakfast Club
KFIZ, Fond du Lac
Yawn Patrol (P)
Local News (C)
Farm Revue (P)
WTAQ, Green Bay
Musical Pictures (C)
Add 'Em Up (C)
Stump Us (C)
Cozy Corner (C)
WCLO, Janesville
Pat and His Bulletin Board (C)
All American Sports (S)
Way Back When (C)
Rural Round-Up (P)
WHA, Madison
Wisconsin School of the Air (S)
Wisconsin College of the Air (S)
Farm Program (S)
Homemakers Program (S)
WIBA, Madison
Tony Saleono's Band (P)
The Farm Review (C)
Shopping With Arlawayne (P)
WMAM, Marinette
Home and Neighbor Program
Word Pictures and Tone Poems
Amateur Show
Woman's Corner
WEMP, Milwaukee
Canary Serenade (C)
Man On the Street (S)
U. P. News Periods (C)
Club Sixty (S)
WISN, Milwaukee
Early Risers Club
Heat Wave Program
Sports Parade
Hot Stove League
Club Continental
Ann Leslie's Scrapbook
WTMJ, Milwaukee
Heinie and His Grenadiers (P)
What's New—Ask Mrs. Grey (P)
Marching Through Wisconsin (P)
Billie the Brownie (C)
WSAU, Wausau
WSAU Farm and Home Hour (P)
Fair Band (C)
Man On the Street (C)
Best Wishes (S)
WFHR, Wisconsin Rapids
Red Blanchard's Trio (P)
In a Quiet Corner (C)
Consolidated Hour (C)
Homemakers' Hour (P)

Wyoming

KWYO, Sheridan
News Program With James Abbe (C)

Alaska

KFQD, Anchorage
News Magazine of the Air
Transradio News
KFAR, Fairbanks
Healy River High Jinx (C)
The Sportscaster (S)
KFAR Talent Quest (C)
The Woman's Radio Journal (P)

Territory of Hawaii

KGMB, Honolulu
Hawaii Calls (S)
Maxwell House Party (C)
Pro-phy-lac-tic Amateur Hour (C)
Heinz Hawaiian Serenade (C)
KTOH, Lihue
Two Daily Newscasts
Transco Hawaiians
Semi Weekly Boat Departures (S)

Puerto Rico

WNEL, San Juan
Juegos Problemas y Pasatiempos (S)
Cancionero Popular (S)
Programa Deportivo (P)
Kresto (C)

Canada
Alberta

CFAC, Calgary
Good Morning Neighbor (P)
Sportscycle (C)
Alberta Range Boys (C)
CFRN, Edmonton
The Army Sings (S)
To the Ladies (P)

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Imperial Tobacco Hockey Broadcasts (C)
Sterling Cabaret (C)

CJCA, Edmonton
Good Morning Neighbor (P)
Hometown Boys (P)
Eveready Time (C)
Hello The North (P)

CKUA, Edmonton
The Farm Forum
Symphony Hour
CKUA Players
The Health Programme

CFGP, Grande Prairie
Uncle Tom, Kiddies' Requests Program (S)
Calling All Travelers (P)
Guesso (P)
What's My Name (P)

CJOC, Lethbridge
You're On the Air (P)
Name It and It's Yours (C)
All In Song (S)

British Columbia

CHWK, Chilliwack
Hudsen Bay Company's Local News (C)
Valley Events

CFJC, Kamloops
Broadcast Theater (C)
Sing Canada Sing (C)
Theater Quiz (S)
Morning Gold (P)

CKLN, Nelson
Scandinavian Trio (S)
Glimpses of Industry (C)

CJAT, Trail
What Price Freedom (C)
Music Hall Revue (C)
News and Music (C)
Carnival of Melody (C)

CBR, Vancouver
Stag Party (S)
Songs of Empire (S)
Musical Mirror (S)
Avison's Concert Orchestra (S)

CJOR, Vancouver
Treasure Trail (C)
C-C Man Club (P)
Club 600 (C)
Ranger's Cabin (C)

CKMO, Vancouver
Sports of Kings Quiz (C-P)
Kitsilano Karnival (C-P)
Racing Hillies (C)
British Empire Program (C)

CFCT, Victoria
Canadian Naval Band (S)
Canadian Author's Association (S)
Joy Bus, Children's Program (S)
Woman's Ambulance Corps (S)

Manitoba

CFAR, Flin Flon
CFAR Barn Dance (C)
British Empire Program (C)
Business Men's Quizz (S)
Canadian Legion Parade (S)

CJRC, Winnipeg
Good Morning Neighbor (P)
Arthur Morrison (C)
Teller of Curious Tales (S)
Woman's Radio Digest (P)
Kiddie Kollege (C)
Home of Dreams (S)

CKY, Winnipeg
Pelham Richardson's Orchestra (S)
T. Eaton Co.'s Good Deed Club (C)
Visiting Microphone (S)
Manitoba Impressions (S)

New Brunswick

CKNB, Campbellton
Sleepy-Time Story Teller (S)
Homemaker's Exchange (P)
Chins Up (C)

CKCW, Moncton
Tale Tunes (P)
Community Night (C)
Toast and Marmalade (P)
Laurest Talks (P)

Ontario

CFCO, Chatham
Old Time Addie-Line Contest (C)

CKOC, Hamilton
What's On My Mind (C)
Sing Your Way to Victory (C)
Songs Our Soldiers Sing (C)
What Do You Know About The War (C)

CFOS, Owen Sound
Mike On the Street
Farm and Home Hour (C)
Can You Spell It?
Music For You

CKTB, St. Catharines
Paul's Melody Market (C)
Morning Melodies Club (C)
Everybody Sing

CKGB, Timmins
Make Believe Ballroom (C)
Man On Ice (C)
Stork Club (C)
Safety Club Jamboree (S)

CFRB, Toronto
Treasure Trail (C)
Round the Marble Arch (S)
Out of the Night (S)
Beat the Band (S)

CKNX, Wingham
CKNX Barn Dance (C)
Canadian Farm and Home Hour (P)
CKNX Breakfast Club (P)
Pym At the Piano (P)

Quebec

CKCH, Hull
Busy Women's Fair (S)
Newscast (C)
The Homesteaders (S)
Sportscast (C)

CFCF, Montreal
For Ladies Only (P)
Thought Barrage (S)
Of Ships and Men (S)
The Music Room
Theater Review

CHLP, Montreal
Varieties Supreme (C-P)
Nos Talents Locaux (C)
Radio-Comedie (S)
Il Etait Une Fois (S)

CKCV, Quebec
La Revanche Du Public (C)
Meli Melo (P)
Tourbillon (P)
Les Legendes Du Danube (S)

CKRN, Rouyn
Vos préferes (S)
Housewife serenade (P)
Pour vous mesdames (S)
Melody Parade (P)

Saskatchewan

CHAB, Moose Jaw
Earlybird Calling (P)
Sunday Guests (C)
English Guest Party (S)
Milkman's Matinee (C)

CKBI, Prince Albert
CKBI Amateur Hour (S)

CKCK, Regina
Golden Memories (C)
The Man On the Street (C)
The Blighty Program (C)
Saskatchewan Farmer Talent Search (C)

CFQC, Saskatoon
Fireside Quiz Show
Hockey Broadcasts
Dairy Pool Jamboree

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PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by
TED LLOYD
of the Staff of RADIO DAILY

THE past year, with a closely-fought national election and national draft lottery that had to be taken in radio's stride, found small stations competing with networks for public attention. Every station concerned itself with putting the facts before the public. In doing so, Public Service excelled everything else. News coverage and special events played a major part in the past twelve months.

In addition to these special events, political shows and public service features, the stations gave extra attention to stunts, merchandising tie-ups and displays to promote listener interest to programs. Herewith, follows a digest of material sent to RADIO DAILY during last year for publication of promotional and exploitation ideas.

Material credited to one station or party may have been executed by another in the past. RADIO ANNUAL does not assume ownership of the foregoing data nor does it necessarily signify that the basic formula or idea for the piece of showmanship executed and listed here originated with the credited source.

Annually this section will keep abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to send their creations of ideas and the execution thereof to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us to compile this section.

Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaways or such contests that may come under the classification of lotteries!

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SHOWMAN'S CALENDAR

FOR 1941

January

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
4: Utah Admitted (1896).
New Mexico Admitted (1912).
8: Anniversary of the Battle of New Orleans (Louisiana).
17: Benjamin Franklin Born (1706).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
20: Inauguration Day.
21: Stonewall Jackson Born (1824).
29: McKinley Born (1843).
30: Franklin D. Roosevelt's Birthday.

February

3: Horace Greeley Born (1811).
4: Col. Charles A. Lindbergh Born (1904).
7: Charles Dickens Born (1812).
8-15: National Boy Scout Week.
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)
26: Ash Wednesday.
27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

March

2: Texas Independence Day.
3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847)
4: Pennsylvania Day.
5: Boston Massacre (1770).
7: Luther Burbank's Birthday (California)
17: St. Patrick's Day.
Palm Sunday.
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
25: Maryland Day.
30: Seward Day (Alaska)

April

1: All Fools' Day.
6: War Declared with Germany (1917).
7: Peary Discovered North Pole (1909).
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).
Easter Sunday.
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).

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10: Confederate Memorial Day (Kentucky, North Carolina).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
Mother's Day (2nd Sunday).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
Empire Day (Canada).
29: Wisconsin Admitted (1848).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
8: Battle of New Orleans (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
Flag Day.
15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).
17: Bunker Hill Day.
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
20: West Virginia Day.
21: Longest Day in Year.
23: Penn Signs Treaty of Peace with Indians.
26: First American Troops Land in France (1917).

July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
3: Idaho Admitted (1890).
4: Independence Day.
10: Wyoming Admitted (1890).
11: John Quincy Adams Born (1767).
13: Forrest's Day (Tennessee).
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).

August

1: Colorado Day.
Beginning of World War (1914).
3: Civic Holiday (Canada).
10: Missouri Admitted (1821).
13: Occupation Day (Phillipines).
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
20: Benjamin Harrison Born (1833).

September

1: 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.
Daylight Saving Time Ends.
26: American Indian Day (4th Friday).

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).
10: Farmer's Day (2nd Friday) (Florida).
12: Columbus Day.
18: Alaska Day.
19: Surrender of Cornwallis (1781).
25: National Girl Scout Week (Ends Nov. 4).
27: Navy Day.
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).
20: Thanksgiving Day. (Some states will probably observe Nov. 27.)

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.

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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☆ BROCHURE ☆

Dunkel Sports

● DUNKEL Sports Research Service prepared a booklet to publicize its show titled "The Dick Dunkel Football Forecast." Contents included a list of the 29 sponsors and 120 stations on which the program was heard during the 1939 season, along with a buildup and description of what the program consists. A comparison of the accuracy of the forecasts with competing prognosticators was also given along with excerpts from testimonial letters from both stations and advertisers. Details of the plan of the program were fully described and a sample of one week's forecast was included with the booklet.

★

Selling Balloons

● "SELLING balloons to Westerners probably isn't your business . . ." was the eye-catching opening sentence on a card attached to a brochure issued by CBS's Pacific Network. The statement referred to a cover picture of a balloon salesman, while copy was tied up with the angle that good markets are all-important to both balloon peddlers and radio advertisers. The brochure stressed CBS's coverage, including a list of counties.

★

"Old Songsmith"

● SPECIAL promotion material was issued by WOWO, Ft. Wayne, Ind., to sell "The Old Songsmith." A one-page mailing piece contained reprints of some of the promotional efforts, such as a membership card in the "Old Songsmith's WOWO Happy Club," the "Happy Club Song," the "Daily Habits Chart" for children, and similar material.

★

WCAE Brochure

● WCAE, Pittsburgh, had in the mails a new two-color brochure with "The Postman Rings 17,856 Times" as the theme. The success story concerned two announcements made on a morning script show early in January which resulted in an overwhelming response.

★

Success Story

● SUCCESS of the Adam Hat Stores' sponsorship of sports broadcasts on NBC's Blue Network was told with pictures and text in a mailing piece distributed by the network. Cover was blank except for this statement: "Sales thru the air with the greatest of ease . . . and without $1,000,000!" while inside pages showed Adam executives in informal shots. Copy highlighted the company's gains in sales since program started on the network.

Brief Case

● A realistic brief case with the name "Alma Kitchell" inscribed on it served as the frontispiece for a brochure advertising Miss Kitchell's Brief Case" issued by NBC. The booklet contained typical letters, as enclosures of the brief case, which was done in effective black and purple.

★

"Buy Blue in '40"

● A filing folder for NBC's Blue network promotion material has been issued by the network's Western Division. Of standard filing cabinet size, the folder was for use in filing NBC Blue material to be sent out from time to time. Cover depicted a group of uniformed girls, holding cards bearing the names of sponsored shows, while inside pages highlighted the network's 70 per cent renewals secured in 1940.

★

"Everything's East . . ."

● NBC issued a special mailing piece to promote Ed East's WJZ participation show, "Breakfast in Bedlam." A "Dr. Seuss" drawing showed a weather vane pointing to four directions, all labelled "East" while inside copy described East as "big return, low cost salesman" and cited case histories and costs.

★

"Buy Lines"

● SERIES of one-page promotional sheets were issued by the Minnesota Radio Network under the general title, "Buy Lines." New network showed facts about the markets served and similar data was featured in the promotional material which was prepared by KSTP's sales promotion division. Stations also included KROC, KYSM, and KFAM.

★

WMAZ's Folder

● FOUR page folder prepared by WMAZ, Macon, Ga., was front-pieced by a teaser-cartoon in which "Mr. Advertiser" asked "How Did All These People Get In?" and was answered by "WMAZ": "Father, I Cannot Tell a Lie, I Did It With My Little Microphone." On opening the folder, a two-page panorama photo of a filled auditorium was found with the caption, "So, The Auditorium Couldn't Be Filled? WMAZ Advertising Alone Did It." Brief copy explained that 6,000 paid admissions and 1,000 turn-aways were accomplished in a personal appearance of one of the casts of the station's programs. Fact that appearance was advertised only on the station, was stressed. Back page of folder was used to give a state and county breakdown of mail received requesting photos of artists.

★

"For the Color-Blind"

● THE "second edition" of its "Quiz for the Color-Blind" was issued by WJSV, Washing-

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ton, D. C., for the use of the advertising fraternity when it suffered "from a deep vacuum of things to do when copy conferences lulled." A double-spread was devoted to the question and probable answers, with the "correct" answers in a different color type, plugging the station, of course. Typical question was: "What blankets what field of clover?" Answer was one of the following: (1) Aunt Dinah's quilting party; (2) Morning dew; (3) WJSV; (4) "Gone With the Wind"; (5) Swarm of bees, and (6) Clover.

★

WSM Program Release

● BI-MONTHLY program release used by WSM, Nashville, Tenn. as a promotional piece to sell sponsors. Frontispiece for the schedule carried a list of the football games played by Vanderbilt University, which were available for sponsorship. Actual program schedule broke down the programs by day, by time, by sponsor and by type of program, i.e., commercial or sustaining; the program type was further broken down into local or network classification and the same was done on sustaining programs. The breakdown as to programs was accomplished by shading blocks for sustaining programs. Folder was a two-color job on heavy stock.

★

Tobacco Sponsors Plugged

● REPRINT of an advertisement which appeared in the trade press was used as a four-page folder to plug the Red network of the National Broadcasting Co. To attract attention the folder was captioned "What the Traveling Salesman Said to the Train Conductor." Illustration on the two-page spread showed a perplexed conductor with several overcrowded suburban smoke-filled trains. Salesman is saying "For shame, General! You need a trainful of smoking cars with all those tobacco programs on the Red." Copy that followed was headed: "No 'butts' about it . . . the Red is America's first Network buy." Letter, accompanying the promotion, was signed by Ken Dyke, NBC sales promotion director, and called attention to the copy which played up the fact that the network showed a 65 per cent increase in tobacco advertising in one year.

★

NBC Revises ET Bulletin

● PROGRAM Service Bulletin of NBC Thesaurus underwent a revision and new setup, including a four-page folder in which mimeographed listings were inserted. Folders were reproduced by photo-offset and employed photos of the artists who were written up in the releases, which were bi-monthly. The folder was not used to replace the mimeograph listings of records but rather to replace the biographical and build-up material which was also mimeographed before the new format was put into use.

WDRC's "Food for Thought"

● LATEST in the series of "Food for Thought" promotions of WDRC, Hartford, was a die-cut booklet. In the cut-out on the frontispiece was pasted a miniature "G-man" revolver. Upon opening to the first page, reader was advised that "You don't need a G-man" and continued on subsequent pages to present sales points: (1) WDRC is the only basic CBS station in Connecticut; (2) a wide listening audience; and (3) low cost of selling on WDRC. Last two pages of the 8-page booklet presented statistical information about the WDRC market and a coverage map showing the station's primary and secondary listening areas.

★

Guests-Stars

● TWO-COLOR folder was used by WHIO, Dayton, to plug the various name-stars that have been interviewed before the station's microphones. Titled "Interviewed," the promotion piece pictured some of the artists. Interviews were all done in connection with the station's regular interview program from a local theater. In addition to the photos, the artists, who appeared between September and April, were listed. Closing line was the only selling copy in the folder: "It's this kind of top-notch local radio production, plus great CBS shows, that makes listeners say 'there's always a good show on WHIO'."

★

"First Quarter"

● ANALOGY between the game of football and the amount of business for the first quarter was made in the promotion piece issued by WOWO, Fort Wayne, Ind. Caption read "First Quarter Score—29 Percent Above Last Year in Favor of WOWO." Illustration showed a comic cartoon of a football scrimmage under which brief copy was used. Promotion reproduced in black and white by photo-offset and followed the style used by the station in previous promotions.

★

Figures

● "HOW'S Your 'Rithmetic" was the title of a promotion folder of KDKA, Pittsburgh. Double-spread, when opened, posed four questions concerning cost-per-inquiry based on actual advertising results on the station. Answers were given after each question. Box in the lower right-hand corner stated "Sum it all up . . . KDKA produces inquiries at low cost! Be it 7:45 a.m.—9:00 a.m.—3:00 p.m.—7:30 p.m. . . . All around the clock, the mail pours in. Buy KDKA and get your share. KDKA is The Only Master Key to The Master Market!"

★

WPTF Market Study

● A brochure prepared by WPTF, Raleigh, was an eight-page affair on heavy paper stock so that it might be filed down as a correspondence folder. Frontispiece had a line cut of

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that gentleman, "Sir Walter Raleigh" throwing his cloak representing WPTF coverage over a drawing of the states of North and South Carolina. Editorial content of the booklet consisted of maps of the day and night coverage of the station accompanied by market data. Center spread was a study of the Raleigh trading area as compared with other urban trading area in the South, stressing the fact that the city ranks third in a list of forty. . .

★

WLW Cites Survey

● "TWENTY-SIX Reasons Why" was the eye-arresting title of a new brochure issued by WLW. The caption then went on to explain that "more advertisers are buying more time and spending more money on WLW currently than at any time in the history of the 'nation's station'." Inside pages cited the "reasons" through descriptions of popular programs and by results of a recent coincidental survey made in 25 cities.

★

KYW Folder

● "STANDING Room Only" was the title of the French-fold promotion piece prepared by KYW, Philadelphia, which presented a weekly program schedule of the station as compared with two other local stations. Comparison was made by reproducing an enlarged schedule form with the various quarter-hour periods in the early morning listed down a column. Adjacent columns showed the names of the sponsors and programs of KYW and the two other outlets. KYW's listing was done in red and contained only sponsored programs whereas the others were played down and had some sustaining programs in their listings. The inside spread was captioned "Philadelphia Record—Early Morning: 7:00 to 9:00 a.m." A simulation of a rubber stamp printed in red was superimposed over the record form and read "It's KYW, 'the Red network station in Philadelphia'."

★

WRC Folder

● COMPLETE story of "The Women and Mary Mason" was told in a four-page folder bearing that title and prepared by WRC, Washington, D. C. Promotion was a three-color job giving various appeals and subjects of the "WRC Home Forum" program as portrayed in a number of small border cartoons.

Copy content listed testimonials from listeners and advertisers as well as the names of various sponsors. Back page was devoted to giving the rates for the various units of time sold by the program and a brief summary of market statistics proving the value of the Washington, D. C., listening audience.

★

"Li'l Abner" Folder

● DIE-CUT piece was used by the National Broadcasting Co. to plug "Li'l Abner," five-day-a-week script show taken from the comic strip character in newspapers throughout the country. The folder was illustrated with miniature reproductions of the strips as well as drawings of the faces of characters appearing in the syndicated newspaper cartoons. Editorial content consisted of descriptions of the locale and characters and a resume of the story as it appeared in the papers, all written in the hill-billy style of the comic strip itself. Merchandising and tie-in promotion was also described.

★

WIRE On Indiana

● A promotion booklet of WIRE, Indianapolis, was titled "Standing Out In Indiana." Frontispiece was a die-cut montage with a large WIRE mike towering over well-known buildings located in Indianapolis. Editorial content consisted mostly of photos of recently-installed studios and technical facilities of the station with brief descriptive copy and captions. Double-page spread was used to give statistical information and history of new studios.

★

Talent Tips

● NBC Artists Service issued the first edition of a new promotion piece entitled "Talent Tips" which was sent to talent buyers in all agencies, and which announced the Bureau's new offerings. The piece has no regular release date, but was sent out as news warrants the move. Initial piece dealt with "The Affairs of Anthony."

★

"Lone Ranger"

● REPRODUCTIONS of news pertaining to the "Lone Ranger" programs were distributed by the Michigan Radio Network, Detroit. News stories were enlarged and reproduced on separate sheets with the regular mastheads of the publications lending additional emphasis to the promotion material.

★

Blue Ribbon Programs

● A collection of separate single pages highlighting various WDRC programs were distributed by the Hartford, Conn. station in a folder picturing a microphone and a "blue ribbon" on the cover. Each sheet contained a photograph tying-in with the program, while descriptive copy and the costs as well as a clock showing the program's time were used beneath the pictures. Back page of the folder highlighted market data, including a breakdown of annual sales in different retail divisions.

★

"Backyard Stick"

● SURVEY material issued by WEEI, Boston, was dramatized in an attractive brochure entitled, "Measurements from a Backyard Stick." Inch measurements were used to show the station's ratings in various classifications, while competing stations were listed as "Sta-

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tion B" and "Station C." A page listing of Boston advertisers also appeared in the brochure.

★

"A City's Tribute"

● Such was the cover title on a broadside issued by KPO-KGO, San Francisco, dramatizing the recent "Chronicle" Diamond Jubilee held with the cooperation of the stations, which received wide publicity locally. Broadside included pictures of crowds attending the event, executives, as well as reprints of publicity.

★

"America's Money Belt"

● A special mailing piece employing transparencies over a map was distributed by the Katz Agency, representatives of the Cowles Stations to dramatize the coverage offered by the Des Moines "Register & Tribune" stations, WMT, KRNT-KSO and WNAX, singly or in combination. An accompanying chart furnished statistical data on the stations' primary coverage areas.

★

"Extra Audience"

● NBC distributed a reprint of a recent advertisement from advertising publications stressing the "extra audience" offered by the Red Network. Included was a cartoon of a large crowd following a man on horseback who exclaims: "My gang's a-comin'! Get ready for extra sales."

★

Regional Advertisers

● "ON the (Pacific Coast) Blue in '40" was the title of a four-color four-page folder prepared to promote the NBC Blue Pacific network. Frontispiece was a color composite photo of the actual packages of merchandise advertised on the network since the first of the year. Center spread simulated the upward movement of a business chart to show the claimed increase of 287 per cent in the number of sponsored programs on the network in addition to the 67 per cent increase in renewals. A "news flash" box overlaying the chart stated that the space was held open for new advertisers who started too late to be on the front cover picture. Two companies were named as fitting into that category. Back page consisted of a complete list of companies, with the titles of their programs and the names of their products, advertised on the regional network.

★

CBS Ad Booklet

● REPRINT of nine pages of advertising that appeared in pages of RADIO DAILY was made up into a 12-page booklet by the Columbia Broadcasting System. No change was made throughout and the only additions to the grouping of ads was the front cover, which followed the motif of the first double-page-spread, showing a drawing of a large test tube in which various figures representing listeners are placed; and the back cover which gave the address of the Radio Sales offices and the stations which that organization represented. The individual ads were used to tie-up spot sales and various CBS stations and was accomplished by presenting typical case histories using different products in each case.

★

Re "Rising Son"

● "SOME of our best people get up early" captioned a four-page folder plugging Larry Elliott's "Rising Son" program on WABC, New York. Above the caption was a comic cartoon of a male listener in a bathtub with his radio going full blast at his side. Comic angle was continued on one page of the inside spread, with a cartoon of Elliott at work. Copy stated that "he insults them (the early morning listeners); he maligns them!; he threatens them!; but they grin and bear it . . . they even grow to love it!". Other page was a reprint of a story concerning the program which appeared in "Sales Management." Back-page was really a rate card showing cost per week for a 100-word announcement, based on from 1 to 6 days per week on 13, 26, 39 or 52-week contracts.

★

KNX "Pointers"

● CAPTION on the frontispiece of the four-page folder prepared by KNX, Los Angeles, was "Six Pointers To Bigger Sales in Los Angeles and Southern California." Six arrows pointed the way to opening the inside spread, which listed the pointers as follows: (1) 50,000 watts, new transmitter, vertical radiator; (2) greatest popularity, by three competent surveys; (3) superb "bracketing," in the brilliant CBS schedule; (4) full coverage, with a great big bonus; (5) production facilities, unmatched on the coast; (6) first choice, for over three years. Each of the quoted pointers was printed on an enlarged directional pointer which lead into brief copy explaining further the individual point made. Folder was printed in two colors on heavy stock.

★

"Money in the Bank"

● TO introduce their new radio transcription series, "This Thing Called Love," which features Lurene Tuttle and Gale Gordon, Edward Sloman Productions printed a brochure in the form of a bank book with a check enclosed, as though ready for deposit, labeled on the front cover, "Money in the Bank." The imitation bank book was almost a replica of the real thing. The printing was in gold and inside the front cover there was a short note calling attention to the fact that Sloman produced the 1939 show "Pinocchio." On the exterior of the check was a replica of a check for $100, but inside the folded check there were pictures of both the featured players,

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while on the back there was a picture and a blurb about Mel Ruik, announcer on the show. It was the policy of the company to carry this theme of the show being like money in the bank for sponsors throughout their entire promotional campaign.

☆ CONTEST ☆

Night Sports

● WITH the two-fold purpose of building up a sports feature in late evening time and developing a greater number of feminine fans for the program, WTMJ, Milwaukee, staged a promotion for Charlie Nevada's "Last Word in Sports." Promotion was built around a nightly sports game contest known as "Nine a Night" in which nine electric casseroles for the nine best "last lines," sent in by midnight of the following day, were awarded. Nightly a sports celebrity was named on the program and the personality using the name mentioned and an additional five words or less and attempting to make all words used alliterative. Feminine appeal was brought about by the type of prize award.

★

"Radio Festival" Essays

● TWO hundred and ten essays were received by WIBW, Topeka, in connection with a contest during "Kansas Radio Festival" celebration week, observed by gubernatorial proclamation in the entire state. Contest was open to all school children from the sixth grade through high school. Prizes of $100, put up by Ben Ludy, WIBW general manager, were awarded for literary efforts on the subject, "What Radio Means to the American Home." Three prominent Kansans served as judges. A brochure with choice quotations from the essays is being planned for a promotion piece by the station.

★

Baseball Dope

● BASEBALL fans had a chance to win cash prizes in KXOK's $1,000 contest in conjunction with its play-by-play airings of Cardinal and Browns baseball games. Daily contests on the St. Louis station asked for fans' ideas as to the handling of games and how innings should be divided among the announcers. Entry blanks were available at outlets handling the sponsor's product, Hyde Park Beer, although no proof of purchase was required. Stations involved, which were fed by KXOK, include: KFRU, Columbia, Mo.; WTAX, Springfield, Ill.; KFVS, Cape Girardeau, Mo.; WSOY, Decatur, Ill., and KWOC, Poplar Bluff, Mo.

Coffee Contest

● THOUSAND dollars in prizes as well as two hundred other awards were made by William S. Scull Co. in connection with a contest conducted to promote Boscul Coffee. Contest which was carried on via KYW, Philadelphia, and newspapers consists of contestants sending in a 25-word statement following the statement "I Like Boscul Coffee Because."

★

Boost for Popsicle

● SANDWICHED in with the transcribed versions of "Buck Rogers" on WGAR, Cleveland, was a prize contest conducted by Dave Baylor. As "Popsicle Pete," Baylor dipped into a large box to choose "lucky" local telephone numbers. The home called must have a child between 5 and 17 years of age to win the $2.50 prize.

★

WPEN Prizes

● WPEN, Philadelphia, offered 81 prizes in connection with the cooperative promotion of the motion picture "Young Tom Edison" which was shown in local Warner Bros. houses. First prize was a one-day all-expense paid trip to the New York World's Fair; other awards consisted of free tickets to the theaters. Contestants were required to write an essay of 100 words or less on "What Thomas Edison Means to America" and were between 12 and 18 years of age. First prize-winner was also a guest of honor at a dinner held at Franklin Institute along with the winners of a city-wide contest to find "Philadelphia's Young Tom Edison." In addition the WPEN winner appeared on the station's "920 Club" program. Franklin Institute cooperated with WPEN.

★

"How I Got Him"

● A "Leap Year" contest was conducted by Isabel Manning Hewson on her "Sheffield Morning Market Basket" over WEAF, New York. Writer of the best "proposal letter" describing humorous or romantic proposals or how a girl should propose to a man or similar topic appeared on the broadcast Leap Year Day, Feb. 29, when prizes were awarded.

★

Essay Contest

● WTIC, Hartford, Conn., conducted an essay contest, among the grade school and high school students in Hartford, title of which was "The American System of Radio: Why It Is Best." Station issued booklets containing valuable statistics about the American system for the student's information. Fourteen of the prizes awarded were table model radios, in addition to a grand prize of $100 for the best essay in the entire group.

★

Bowlers Ball

● TO promote its third annual bowling tournament which took place in March, WHBF,

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Rock Island, Ill., recently sponsored the WHBF Bowlers Ball. Ticket-selling contest was held between ladies' teams in Rock Island and Moline, Illinois, and Davenport, Iowa. The winning team was given a trip to Chicago to the American Bowling Congress and the losing team received 5 per cent commission on ticket sales. Woman who sold the most tickets was crowned queen of the Ball and was presented with a bowling ball, bag and shoes. WHBF bowling tournament for doubles and singles attracted entrants from a 75-mile radius, and ran nightly for five weeks. The first year 1,178 participated and last year, 1,532.

★

High School Quiz

● FEATURE of a new program for high school students, which was aired on WGN, Chicago, under the title of "Citizens of Tomorrow," was a quiz based on news printed in the Chicago "Tribune." Cash prizes were awarded to students scoring the highest. An audience from a different high school provided guests each week.

☆ DISPLAY ☆

Window Cards

● OWEN URIDGE, assistant general manager in charge of sales for WJR, Detroit, provided Union Leader Smoking Tobacco with 10,000 window cards calling attention to "Bud" Guest's newscasts at 7 a.m. Monday through Saturday. "Bud" is son of Poet Edgar A. Guest and did the early morning chore for Household Finance for several years before tobacco concern took over time a few weeks ago.

★

News Displays

● THE Bissman Co., wholesale grocers of Mansfield, O., made particularly valuable use of the "Timely Events" pictorial news picture service, which were placed in 50 retail grocery outlets in and around Mansfield. On station WMAN with a five-times-a-week schedule of newscasts, the Bissman Co. found that three sponsors of other periods of the station's news service had practically blanketed the town with promotional pieces of the more or less ordinary poster variety. Rather than duplicate this type of program merchandising, this sponsor contracted for the news picture under which printed copy regarding the Bissman daily tie-up with the news over WMAN is used. The factor of live news pictures fitted in particularly well with the daily program content.

★

WFIL Posters

● NEW publicity and merchandising effort inaugurated by WFIL, Philadelphia, consisted of the placement of WFIL posters in local public bus system. Posters were six-color, silk-screened jobs, measuring 24 inches by 24 inches and varnished on both sides for use on exterior of the buses. Buses cover southern New Jersey, making 1,816 trips daily in addition to a Philadelphia-New York service totaling 2,500 daily trips. Four different poster designs were planned for use in the next four months. In addition to the outside displays, WFIL used interior bus posters in the fronts of 500 buses. These cards plug specific programs using a design similar to the exterior signs. Latter pictured a finger pointed at a world globe with following copy: "The World Is Yours . . . Tune In WFIL, 560 kc."

★

KROW Display Card Promotion

● MORE than 300 14 x 28 two-color display cards have been placed in northern California sporting goods stores and resorts by KROW, Oakland, on behalf of "Fish Finder," weekly sports commentary show sponsored by Golden West Breweries. The cards carried slogan "For What's Doing in California This Week—Fishing or Hunting—Listen to the 'Fish Finder' on KROW every Wednesday night at 8:30." A booth devoted to "Fish Finder" was arranged for the 7th annual Sportsmen's Show held in Oakland Auditorium.

★

Display Stands

● NEW type display stands tieing up sponsors products with program produced excellent results in tests by WFBL, Syracuse. The stands carried a blow-up photo of the sponsor's star and were designed with a platform for displaying merchandise. Sales were made directly from the display. In two tests on drug products, the display boosted sales materially, Robert G. Soule, WFBL vice-president who designed the stands, reports. They also were tested on grocery products.

★

Publicizing Programs

● KLO, Ogden, Utah, used weekly news pictorial bulletins framed for window display in numerous outlets in its coverage territory. Bulletin, besides giving picture news of the day, highlighted local and NBC Blue programs for coming week. Display measured 14 by 24 inches and was set up in prominent place in store windows.

☆ GIVEAWAYS ☆

WRVA Dialog

● WRVA, Richmond, distributed to listeners an enlarged "WRVA Dialog" booklet carrying

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comprehensive program listings and highlighting WRVA personalities and forthcoming features. Current issue ran 18 pages. Booklet is issued monthly gratis, but only to those who write in requesting name be placed on mailing list. Mailing list is kept "live," WRVA promotion department frequently reviewing and culling list. WRVA has maintained some sort of similar program bulletin service for listeners since station's inception 15 years ago.

★

WROL Window Displays

● WROL, Knoxville, had 8 Tel-Pic displays prominently placed in some of the outstanding business houses in downtown Knoxville. The slogan "NBC for Eastern Tennessee" was conspicuous on each one. Besides the Tel-Pic displays, the station had six window displays in advantageous points in other parts of the city, all merchandising programs on the station. Some of the programs publicized in this manner were "Musical Americana," "Metropolitan Auditions of the Air," "Eb and Zeb" local show, "John's Other Wife," "Just Plain Bill," the Fitch "Bandwagon," Rudy Vallee's Sealtest show and others.

★

Race-Track Chart

● METHOD of stimulating interest of the sales force at KDYL, Salt Lake City, included the use of a large board representing a race track, which had been erected on the office wall of the sales manager. Each salesman in turn was indicated by a mount, whose speed was regulated by the amount of weekly business brought in by the individual salesman. Side bets increased the activity as salesmen brought in new contracts. Cancellation penalized the jockeying salesmen. Payoff came weekly with a $25.00 first prize to the salesman winning the race.

★

Window Display

● WHJB, Greensburg, Pa., filled one of its first floor windows with cards and letters received from "Request Party" program which was a daily feature on the station. Accompanying explanation listed 429 cities and towns in four states from which the program received mail during one month. Explanation claimed the largest group of steady listeners to the airing of any other local program in the station's listening area, offering the window full of letters and cards as proof.

★

Cab Company Tieup

● PROMOTIONAL hookup with the Yellow Cab Co. of Denver was concluded by KOA, Denver, whereby programs of the station were featured on large metal signs carried on the hoods or roofs of all the company's cabs and mountain tour buses. Provision was made for weekly changing of cards, featuring outstanding KOA programs.

Color Cards

● GOLDEN West Breweries, sponsors of the "Fish Finder" on KROW, San Francisco and Oakland, distributed 300 14 by 28 inch two-color display cards throughout Northern California. Cards, placed in leading sporting goods stores and resorts, carried slogan "For What's Doing In California This Week—Fishing and Hunting—Listen To The 'Fish Finder' on KROW Every Wednesday Night at 8:30." A booth devoted to the "Fish Finder" giving sportsmen general information was also arranged for the 7th Annual Sportsmen's Show at the Oakland Auditorium, April 19 to 21.

★

Picture Promotion

● WFBL, Syracuse, broke out with a rash of free postcard offers of staff artists. Among those using the promotion idea were Jim DeLine, emcee, and the Netherland Twins of "Mother's Morning Meeting" program; Leo Bolley, Tydol-Veedol sportscaster; Jack Curren, "Ten, Ten and Ten" soloist; Lynn O'Neill of the "Leisure Time" broadcast. Pictures carried photo-ized autographs, and sponsors' plugs were printed on the reverse side.

★

Passes for Fans

● "MORNING Melodies Club" was continued on CKTB, St. Catharines, Ontario, with frequent offers of souvenirs for listeners. Program was a two-man show with songs and piano and daily offer of theater tickets was a regular feature of the production. By arrangement with a local theater, ten tickets were awarded each morning in return for a spot announcement. In order to qualify for passes, listeners had to belong to the "CKTB Booster Club" and in applying for membership, fans had to agree to boost all products advertised over the station.

★

WCSC Newspaper

● WCSC, unable to get its program schedule printed in any of the local newspapers, printed a weekly miniature newspaper containing the entire weekly program of the station, along with pictures, stores, and feature columns. Although two issues of the "little weekly" had come off the press, over 8000 copies were in circulation, which is some 2000 more than the local morning newspaper.

★

Farm Service

● A BULLETIN listing the farm services of WNAX, Yankton, S. D., had been reprinted for distribution to fans and county agents as well as state colleges. The photo-offset brochure listed improvements, programs of interest to farm listeners, including the farm news service and special features. The brochure was written in clear style to give readers a vivid picture of the station's activities.

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Cigar Handout

● LOCAL cigar distributor merchandising his sports program on WGL, Fort Wayne, offered free boxes of cigars to high scoring bowlers and to the managers of the alleys on which high scores were rolled in the Fort Wayne area each week. Bowling alleys in the area were plastered with cards plugging the awards.

★

Free Pix

● IN response to listeners' requests, the Crazy Gang of WBAP, Fort Worth, sent an 8 by 10 inch photograph of its entire cast to all who wrote in and sent a top from a package of Crazy Crystals, the product advertised by the Crazy Water Company of Mineral Wells, Texas, the sponsors. This variety show was heard five times weekly over WBAP and the Texas Quality Network.

★

Display Giveaway

● ELLIS VanderPyl, WGAR promotion director, offered agencies and sponsors opportunity to display "give-aways" to the public by means of a permanent exhibit board in the WGAR foyer. If a sponsor offered a piece of costume jewelry, it was there to be seen, together with details of the offer and the mailing address.

★

Time Conversion Chart

● CHART that enables radio listeners to compute the time of day at any point on the globe was made available by General Electric international stations, WGEO and WGEA, Schenectady, and KGEI at San Francisco. With the simplified chart, a listener can readily convert standard time in any zone to Greenwich Meridian time or tell what time it is in other parts of the world. By means of dark and light shading, the chart also showed where day and night begin and end. The chart was printed in Spanish, Portuguese and French as well as English to meet the demand from listeners in South America and was distributed upon request without charge.

★

Photo Distribution

● CAPITALIZING on the candid camera craze, Roch Ulmer, emcee on "Sunrise Roundup" program on KSTP, St. Paul-Minneapolis, gave away poses explaining that "he had just got a new camera and had taken a few informal shots of various members of the cast and was ready to give a few of them out to first-comers." On each, to tie the series together, he wrote a few folksy words about how they were taken. For the giveaways the station had contact prints, 4 by 5, made to make it appear "natural."

★

One-Time Offer Map

● THE results of a 100-word announcement given without advance notice, was graphically promoted by WXYZ, Detroit, by means of a map of the listening area of the station. Map showed various sections of the area with the number of replies from each section. Total replies from the announcement which was read at 7:35 a.m. was 2,032 of which 1,346 came from the city of Detroit and the balance from outlying districts. Accompanying the map, which was a black and white photo-offset job, was a mimeographed memo giving details of the offer signed by the sales promotion department of the station.

★

Road Maps

● KFEL, Denver, has given away more than 1,200 Colorado state road maps during the past few weeks. Maps were put out by the state highway department and showed scenic points of interest in the state. They are made available to listeners simply by calling for them in person at the station.

★

KDKA's (Service) Station

● USERS of KDKA's lighters were invited to visit the "new service station" which is a "modern, efficiently, completely equipped 50,000 watt servicenter, located in the heart of downtown Pgh." Users were further advised: "Don't hesitate to grab the next plane and bring in your KDKA lighter—have it tested, overhauled, repaired and refilled." In the same vein, users were advised that "Mr. Gregory, general manager and chief attendant, although kept frightfully busy at his lighter service, still finds time for a "hobby," which is running a radio station. This is quaintly referred to, "throughout the trade," as KDKA . . ." A can of lighter fluid accompanied the announcement.

★

"Gold" Coin Premium

● ANNOUNCEMENT of a new premium was made by Hecker H-O program, "Superman" recently. Premium for children was in the shape of shiny coins of simulated gold each bigger than a quarter and each bearing the likeness of a president of the United States on its face and his dates and accomplishments on the reverse side. The offer consisted of two of the 31 Presidential coins in return for two box tops taken from packages of Force, breakfast food made by the sponsor. Distribution of premiums was done by local stations to whom the box tops were mailed. After 15 days of the premium offer, the coins were merchandised directly with each Force package, which had been re-designed to announce the fact that a coin was enclosed with the breakfast food. The merchandising campaign was prepared and executed by Erwin, Wasey & Co.

★

Give-Away Idea

● NEW idea in radio give-away was suggested by Roger W. Clipp, general manager

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of WFIL, Philadelphia, to replace the old form of "Radio Awards," which was not resumed on the station after being cleared of the lottery taint by the FCC. The Radio Awards Contest was held five times a day, Monday through Friday, except Tuesday and Thursday, when it was presented only once. At these times three questions were asked dealing with programs heard over WFIL during the two hours immediately preceding the time of the contest. A Farnsworth radio was awarded to the person who submitted the correct answers and also wrote the best letter of twenty-five words or less telling which WFIL program during that period he prefers and why. One prize per question-period was given away.

★

Air View

● A STRIKING air view of Baltimore's industrial center was used on a blotter being distributed by WBAL. Only commercial copy appeared on the blotter, which was distributed to agencies and prospects, was "WBAL Means Business in Baltimore."

☆ GOOD WILL ☆

Charitable Cooperation

● TOLEDO radio stations, WTOL and WSPD, gave their cooperation to the local Community Chest campaign. Both stations broadcast several times a recording made by Eddie Cantor for community chest drives and also a special transcription made for the local campaign by Edward C. Ames, Toledo radio news commentator, and the Vocalettes quartet. Stations also devoted time to the reading of some of the prize-winning essays written for the campaign by school children. In addition to these campaign features both WSPD and WTOL lined up national and local sponsors to devote part of their air-time to the campaign.

★

Safety Series

● WGL, Fort Wayne, inaugurated a new 13-week series titled "Safety Swap Shop" on which children from 111 local county schools exchanged safety experiences, slogans and songs with Jay Gould, the station's "Old Songsmith." In connection with the program a "Safety Crusader Club" was organized, membership contingent on a child securing three signatures from drivers who were required to pledge to be careful in driving and not to take the life of a child for a year. Inaugural show of the series was entirely non-commercial and featured educators and safety authorities and was heard in every school in Allen County and in Fort Wayne.

Highway Maps

● KGKO, Fort Worth, in cooperation with the Texas Highway Department gave away to listeners free issues of the official Texas Highway Department's road map. Texas Highway Commission granted KGKO permission to give away these maps via the "Suburban Editor" program, a bi-weekly KGKO quarter-hour featuring news from 50 Texas newspapers within a 200-mile radius of Fort Worth. Five minutes was used during each Sunday morning "Editor" show to outline from the map a desirable Sunday afternoon auto tour. Safe driving was stressed throughout.

★

Tonic for Druggists

● AT the invitation of the New England Drug Show, held at Mechanics Hall, Boston, the Mutual "Laff 'n' Swing Club" program starring Morey Amsterdam and wife, Mabel Todd, was broadcast from the auditorium of the show. Drug Show issued open invitation to MBS, with the "Laff 'n' Swing" session chosen by the web to appear. Broadcast time usually 9:30 p.m., was moved up for the special showing.

★

Radio Picnic

● KSO and KRNT celebrated the Annual Radio Festival by a gigantic picnic which was held at Riverview Park, and by the gift of a radio a day to the listeners of the two stations. The public was invited to the picnic, which highlighted radio acts, baseball games, dances, fireworks and free rides on the amusement park's concessions. A radio was taken to the home of radio listeners and the home visited was presented with a radio if that family was dialed to either KSO or KRNT. The arrangements were under the direction of Wayne Welch, promotion manager for KSO and KRNT.

★

Cooperate With Police

● DAILY perils in the life of a policeman were dramatized over KDYL, Salt Lake City, as part of the campaign to raise funds for police widows and orphans. Broadcasts included visits to a line-up, interviews with police traffic experts, detectives and a special remote short-wave from patrol cars. The safety factor was also being stressed on the programs which were made with the cooperation of city officials. Final broadcast was from the Policemen's Ball, one of the important local social events.

★

WQXR Buyers' Guide

● A "Buyers' Guide" service was established by WQXR to aid in merchandising advertisers' products. "Guide" appeared for the first time on the back cover of the station's printed program for March. Attention was called on each page of the booklet to the listing of

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sponsors' goods and users were urged "to patronize those advertisers who support the station."

Some 12,000 families subscribed to the program booklet at a dollar a year.

★

Listener Criticism

● PROGRAM department of KGVO, Missoula, inaugurated a policy relating to its Listeners Radio Program Committee. Committee is a permanent organization, with rotating membership drafted from service clubs, religious, fraternal and educational organizations. Policy added on an extra member to the committee each month. This special member was selected on the basis of the best and most constructive letter of criticism of the station's programs written to "The Mail Bag," a weekly program in which listener comments were invited, with letters read and discussed on the air.

★

Selling a Contract

● STAFF members of KOY, Phoenix, Ariz., were treated to a dramatization at a staff meeting when "What Goes into the Selling of a Contract" was presented. Charles Jones, continuity director, was the "prospect," while members of the staff attempted to sell him on the merits of the station.

★

Student Training School

● MEMBERS of he staff of WICC, Bridgeport, joined together in the presentation of a radio course for special high school students. With the cooperation of local school authorities, a series of lecture in the form of vocational guidance talks were given by the station's personnel. Eight lectures were delivered after which the students presented a radio production making use of the material covered.

★

Sales Staff Meetings

● MYRON Fox, director of sales at KDYL, Salt Lake City, began a new series of sales meetings for his staff, bringing a new angle to the meetings. In order to present more clearly to his force the problems confronting the various retail sales organizations throughout the city, each weekly meeting presented a different sales manager from one of the retail organizations as principal speaker. Series was opened by local Montgomery-Ward manager.

★

Program Selector

● IN an effort to save time for account executives who often must shuffle through several sheafs of mimeographed advance program schedules of several stations, WCKY, Cincinnati, inaugurated use of a distinctive cover page for its advance program schedules. Printed in dark blue on a light blue background and carrying a picture of the L. B. Wilson station's vertical radiator, the cover page enabled executives to separate quickly WCKY's programs from those of other stations.

★

Sponsor Salute

● SALUTE to the "Esso Reporter," marking the fourth year of news reporting for Esso Marketers over WTAR, Norfolk, and re-enacting the formal signing of a new contract calling for an additional 52 weeks of the program, was presented by the station. Among those participating on the broadcast were officials of the sponsor, the advertising agency and United Press, the news association which supplied the material for the broadcasts.

★

Student Variety Show

● "RADIO Goes To College," new weekly series on KTSP, Minneapolis, was written, directed, produced and voiced entirely by student sof the University of Minnesota. Instead of purely educational material, the show was purely an entertainment program, featuring campus bands, talented music school students, members of the University's Theater Players and others. To keep the college atmosphere, show was aired on Saturday nights from the school's Men's Union with an all-student audience. Production was under the direction of the Radio Affiliations Committee of the university, a student group.

★

Postcard Questionnaire

● QUESTIONNAIRE was sent out with the regular program schedule by WQXR, New York. Questionnaire was printed on a prepaid postage postcard, which carried the following headline: "There's No Prize In This Contest." It asked the listener to go to his cupboard and medicine chest and jot down the answers. Copy frankly stated that the information received would be helpful to WQXR and its sponsors "who pay the bills." The questionnaire consisted of a listing of various types of products, such as cigarettes, mouth washes, soaps, cough drops, razor blades, wines, foods, etc., alongside of which the recipient was asked to list the particular brands that he used.

★

Book Drive

● MORE than two tons of books have been raised by KSTP's drive for the American Legion library. The St. Paul station pressed its short-wave truck into service to pick-up books. The drive was conducted on the station's "Sunrise Round-Up" show.

★

Pre-Season Baseball Party

● KMOX, St. Louis, and General Mills jointly entertained more than 1500 St. Louis retail grocers at the German House Auditorium in that city. The highlight of the evening's entertainment was the introduction of members of

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the St. Louis Cardinals and Browns baseball teams. Promotion was connected with the General Mills daily play-by-play broadcasts on KMOX. Two motion picture films, one taken at the KMOX-General Mills Children's Day at the local ball park and another entitled "Play Ball, America" were shown during the evening. Several acts from the KMOX talent staff were also booked for appearance.

☆ PROGRAM ☆

Bakery Interviews

● WSGN, Birmingham, Ala., which conducted an extensive campaign to promote the new NBC Bread-"Make Believe Ballroom" recorded interviews with bakery employes recently. Routemen, bakers, wrappers and others were asked to give their reactions to the program. Later this was blended with parts of the actual program and broadcast over the station.

★

Food Show News

● THIRTY major food distributors and representatives in the Northern Ohio area participated in "Food Show News," an annual promotion of WGAR, Cleveland. Informal interviews were arranged on the Women's Activities program, including emphasis on the home economics phase of food distribution. As a follow-up, several broadcasts were made from the local food show.

★

Dial Lights

● IN order to furnish listeners with information concerning programs and radio personalities that visit their homes daily when the lights in their radio dials are shining, WPAY, Portsmouth, Ohio, inaugurated a program known as "Dial Lights." Smooth dinner music was interspersed with bits of information about radio talent heard over WPAY and other stations. Questions from listeners concerning the entertainment side of radio were answered on the daily early evening feature.

★

"Voices of Yesterday"

● A COMPLETE set of "Voices of Yesterday" transcriptions used on the KROW, Oakland, Cal., series were presented to Berkeley schools by the sponsor, Morris Plan Bank of Oakland. Program featured actual voices of famous people, now dead, recorded years ago. They have been dubbed into modern transcriptions. As part of the merchandising plan, quiz sheets were distributed to pupils who filled them in and returned them to their teachers. Ryder & Ingram, Oakland, handled the program.

"Info., Please" Variation

● AS a feature of Canada Dry promotion, KGKO, Fort Worth, held an "Information Please" broadcast of its own. Questions involved "Texas Resources," which were conducted exactly as "Information, Please" and guest experts included four Texas newspaper editors with the president of the Southland Paper Mills, Lufkin, as guest star. A journalism professor at Texas Christian University did the "Fadiman" stint inasmuch as he was an accomplished musician, sports authority, bridge expert and educator. Program was entered as promotion stunt in the current Canada Dry Company contest.

★

Literature Lives

● KFBB, Great Falls, Montana, started a new series of programs, "Literature Lives," presented by faculty members of Great Falls Schools. Programs, presented twice a month, were dedicated to the theme that what is truly good in literature lives on forever. John Alexander, program director produced the shows.

★

"Festival Week"

● FEATURES set by the production and promotion department of KGVO, Missoula, Mont., for the NAB promoted "National Radio Festival Week." They include daily quarter-hour program, "Citizens of Tomorrow," presenting outstanding representatives from local schools; discussion by students and faculty members of the Montana State University on "The American Way in Radio"; window posters for each of the station's advertisers setting forth that the firm's advertising dollar was spent to support the many hours of radio entertainment available to listeners; a discussion on the regular program, "Parental Problem Clinic," on "The Use of the Radio in Re-establishing the Home as the Center of the Family's Entertainment, Education and Culture"; a series of quarter-hour talks by representative citizens on what radio means to the home-maker, the businessman, the educator, the church, the child; a quarter-hour talk by a local newspaper editor on the "Freedom of the Press and Radio"; a half-hour program presented by remote control from Montana State University, featuring the university's orchestra and chorus with a talk by the school's president on the subject of radio and the university.

★

A. & P. 'Previews'

● TO familiarize its store managers and employees with the new quiz games that was sponsored on three New England stations, the Atlantic & Pacific Neighborhood Food Stores Co. produced four "Personnel Previews" of the games. More than five hundred of its store managers witnessed the games which

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were titled "Musico" before the program actually made its debut. Program offered 1,005 cash and merchandise prizes weekly. Entry blanks and prizes were obtained only at the neighborhood stores in the three cities in which the broadcasts were aired. Game, which was a version of the motion picture theater "bingo" games, used identification of songs as its basis. Besides prizes for the completition of a card, an award was given each week to the person supplying the best song title for an original song played on the program. Orchestra leaders were asked to write the new songs. Stations airing the programs included WEEI, Boston; WPRO, Providence; and WGAN, Portland, Me.

★

"Radio Daily" Plug

● To push its offer of automobile slip covers, the "Crazy Radio Gang," heard over WBAP, Fort Worth, and the Texas Quality Network five days weekly, referred to the story carried in RADIO DAILY. The plug was as follows: "Ladies and gentlemen, the RADIO DAILY, a radio magazine published in New York City, has a write-up about the automobile slip covers being offered by the 'Crazy Radio Gang' and believe me, these slip covers are worth writing about!"

☆ SPOTS ☆

"Ear Appeal"

● "GREATER ear-appeal" was sought for its spot announcements by WTMJ, Milwaukee, on the "Top o' the Morning" program. Typical in the "Oldtimer" series were plugs for cigars. Each opened with "The Oldtimer Says" and carried on with chatter such as "When I'm on the bizness end of a fishin' rod, you kin bet your boots, I'm ALSO on the bizness end of a Thora cigar." A series for a sports store used "fish talk." Gus Wall-Eyed Pike, Butch Bass, Tim Trout and Peter Pickerel were the characters. For example, Gus Pike said, "I've been driftin' 'round these waters a long time, an' the most eatin' tackle I ever got to my mouth comes from Jim Clark's."

★

Fashion Spots

● WITH the publication of "Shows of Tomorrow," by RADIO DAILY, The Script Library, a division of Radio Events, Inc., took the wraps off its first "For Women Only," entertainment spot series, "So You Think You Know Fashion." This spot series by Marjorie Mueller was based upon an idea developed and copyrighted by The Script Library, and was the first, according to Martin Lawrence, station contact, spot program that was as personal to the women in the radio audience as their own negligees. It was a companion program to "Crime Quiz," which was addressed to the male end of the radio audience.

★

WNEW's New Tag-Line

● REPLACING in part the call letters of WNEW, New York, and the tag line, "Serving New York and New Jersey twenty-four hours a day," WNEW substituted a new idea, the musical station break, modeled after the jingling commercial spots in wide use by advertisers. The words followed: "WNEW—New York. Twelve-fifty on the dial; Tune in all the while to WNEW; the station that is serving you, New York and New Jersey, too. Twenty-four hours a day, that's true, WNEW." The words and music were by Alan Kent and Austen Groom Johnson and were sung by the Tune-Twisters. Idea was a copyrighted feature used exclusively in the New York City area. By way of further promoting the idea, executives around town received a miniature recording of the new jingle.

★

Plug Network Show

● SPECIAL bulletins were issued by WBIG, Greensboro, N. C., to plug the University of Chicago's "Human Adventure" series on CBS. Station promotion material, which supplemented the network and university publicity, was distributed to more than 20,000 public school pupils and 10,000 college students.

★

Used Cars

● A METHOD of making the used car dealer radio conscious was tried with considerable success by WCHS, Charleston, W. Va. Several times during the day WCHS put on spot announcements recommending that if listeners were interested in used cars they keep tuned in, saying also that used car messages from the city's leading dealers would be presented at various times during the day. WCHS found that those dealers who used radio time were pleased by the round-up idea calling attention to used cars, and those who had been holdouts were convinced that they, too, should be represented on the air.

★

Fashion Spots

● ONE of the rare examples of fashion merchandising through the medium of radio was the contract signed by Ohrbach's Inc., department store specializing in women's apparel, with WQXR, New York. The contract, placed through the Grey Advertising Agency, called for two one-minute announcements daily, Monday thru Friday, for thirteen weeks. The copy was entirely institutional and did not mention specific merchandise or prices.

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WBIG Sign-off

● STATION sign-off of WBIG, Greensboro, N. C., was used as an effective institutional promotion. The sign-off in its entirety was printed on light tissue which was pasted on one side to cover a photo of the statue of General Nathanael Green. Photo, which was done by one of the WBIG staff, served as a background through the tissue on which the sign-off message was printed.

☆ STUNT ☆

Free Pennies

● THE theory that a "Penny Saved Is a Penny Earned" was the idea behind a promotion carried out by WKBN, Youngstown, Ohio. W. R. Link, local sales Manager, designed a card which informed prospective sponsors of an opportunity to save pennies by advertising over the thousand watt Columbia affiliate. A brand new penny attached to the card was a feature which was certain to catch the attention of anyone receiving one of the promotion pieces. The penny was of the Lincoln variety and the distribution of the cards was started on Lincoln's birthday.

★

Newspaper Publicity

● EXTENSIVE promotion campaign conducted by WTMA, Charleston, S. C., including full coverage of all local events and special newspaper publicity in affiliated newspapers with a combined total circulation of approximately 65,000. Station's programs were listed in detail by the dailies, while pictures and other promotional material were also published.

★

Robot Interview

● KEITH Lundy, "mechanical man," had the population of Huntington quite puzzled as he appeared in the display window of a local jeweler. Mystery was solved when Joe Herget, announcer on the jeweler's program on WSAZ, Huntington, interviewed the robot in a sidewalk interview as a part of his regular program. Portable radio was taken out on the sidewalk to enable passersby to hear the interview going on in the window.

★

Road Show

● INTERNATIONAL Harvester used a road show with a 25-town schedule to promote its air program, "New Slants on the News," over WSYR, Syracuse, N. Y., daily. Show covered towns throughout New York State where International dealers are located. Revue supplemented an intensive mail and general advertising campaign to boost the program.

Prize-Winner Participation

● WINNERS of the contest to name Albers cereals NBC Pacific coast radio serial story, "The Program Without a Name," were announced in an unusual way. First prize-winner was flown to San Francisco from Portland, Ore., to participate in a specially written dramatic episode, bring her into the drama with the regular characters. Two other winners appeared on the program in person and the rest were announced at the close of the airing. The program, as a result of the contest, is now called "Mine to Cherish."

★

Radio Ambassador

● IN promoting "The Musical Inn," late night request program on KCMO, Kansas City, Mo., which was bought by a brewing company, the station used the customary amount of teaser spots on the air in addition to a full page ad in the Kansas City "Journal." Merchandising of the product and program also was handled in a novel plan conducted in local taverns by a representative known as "The White Seal Ambassador of Goodwill." White Seal was the trade name for the product and the "ambassador" dressed in tall silk hat, frock coat, white gloves and carrying a gold tipped cane, called nightly at two or three local taverns where he solicited requests for the show.

★

Long-Lived Stunt

● STILL capitalizing on its "glamorous housemaid" publicity stunt it used with Zeke Manners almost a year ago, WHN, New York, received additional publicity in a 4-page layout of pictures in the May issue of "True Pictorial Stories" along with a story concerning the station. The current bit of publicity was the fourth in a series which kept the original stunt going since it was staged last August.

★

WBNX 'Giant' Wires

● TO herald its boost in power to 5,000 watts day and night, WBNX produced a series of giant telegrams addressed to agencies, manufacturers, and time buyers. Three telegrams, miniature three sheets, were dispatched.

Trade comments were very favorable. W. C. Alcorn, general manager of WBNX, authored the giant messages.

★

Composite Birthday Card

● AS tribute to "Amos 'n' Andy," WBNS, Columbus, Ohio, sent a composite birthday card, made up of more than 3,000 individual cards signed by a cross-section of listeners in central Ohio. Local paper carried story of the anniversary stunt and a photo of Helen Billups, WBNS program department, putting the cards in the trust of airline hostess to be delivered to the blackface team. Tribute was given in honor of the comedians' twelfth anniversary on the air as a team.

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Juvenile Air Confessions

● "CONSCIENCE Fund" donation of 50 cents received by Mayor LaGuardia, of New York City, from two repentant youngsters, struck a responsive chord in Abbott and Costello, comics on the "Kate Smith Hour" on CBS. They formed an "Abbott and Costello Conscience Club." Boys and girls were entitled to membership buttons by writing the team a note of confession for misbehaving. Promise to improve their behavior must accompany the conscience salve missive. Tie-up between the club and comedians was evident because of the tag-line used in their sketches: "I'm a bad boy."

☆ TIE-UP ☆

Boy Scout Tie-Up

● BOY Scouts of Salt Lake City found a new guardian in KDYL. New-found relationship proved highly satisfactory, as the station publicized scouting and its activities in the area and the scouts in turn publicized the station. Scouts made listeners surveys as well as preparing and producing their own weekly programs which consisted of one scout taking his "merit badge" test over the air. In addition to this program, KDYL aired a scout taking the scout oath and telling the listening audience what a scout is supposed to know.

★

"My Son, My Son" Contest

● IN cooperation with United Artists, motion picture producing organization, WMCA, New York, started a "My Son Contest" searching for New York's model son between the ages of 13 and 18 years of age, as part of a promotional campaign for the picture "My Son, My Son." Contest awarded a prize of $100 to the boy selected. WMCA's part in the contest consisted of two broadcasts, one spotted in the mornings daily except Tuesday and Sunday, of recorded music and announcements on the contest and the other in the evenings, four times weekly which featured guest speakers describing what in their opinion comprised the qualifications of a model son.

★

Theater News

● LATEST news bulletins and flashes from all parts of the world were displayed on Chicago's busiest street through arrangements between WBBM, Chicago, and Chicago's only newsreel theater. Large display frame outside the theater furnished bulletin and flash material in large type for passersby on a regular schedule throughout the day. WBBM news staff prepared the material which was rushed to the theater by special messenger.

As soon as a late news flash was received at the theater it was reproduced on a giant typewriter in one-half inch letters. Inside the theater was another small spotlighted frame which carried special flash and bulletin material, also from the WBBM newsroom on an hourly schedule. Captain over the lobby display which faced outgoing patrons informed the reader that "The Following Important News Happened Since You Entered This Theater—It Was Rushed Here from the WBBM Newsroom."

★

WRVA Tieup

● WRVA, Richmond, Va., effected a three-way tie-up with the Portsmouth "Star," newspaper, and the Gates Theater in Portsmouth in publicizing an amateur talent broadcast which WRVA originated half-hour weekly from the Gates theater stage.

Station, newspaper and the theater were all calling attention to the broadcast through their respective publicity mediums with the result that capacity attendances witnessed the WRVA airings.

★

Amusement Park Tieup

● AMERICAN Institute of Food Products in connection with its participating programs on WMCA, New York, made arrangements with the management of the Palisades Amusement Park whereby all labels of products endorsed by the Institute was good for admission during the months of May and June at the Jersey playground. All a person had to do was to show the label on any box or can of the Institute's endorsed products, and he was admitted free to the Park as well as being entitled to witness a free vaudeville show and dancing.

★

Education Tieup

● WRTD, Richmond, distributed to all public school teachers in Richmond the nearby county schools envelopes containing booklets describing NBC and WRTD educational programs. Letter from Ovelton Maxey, station manager, included with presentation, suggested that the booklets might help to open the way to a better understanding of educational facilities made available by radio stations, and pointed out that the station is always willing to receive suggestions from the teachers for further help in the way of programs which are needed. Some 1200 individual presentations were made through the schools by Bernard Dabney, promotion director for WRTD. Presentation had full cooperation and support of Richmond School Board.

★

Theater-Radio Tieups

● FIFTEEN picture theaters in New York cooperated in a theater-radio tie-up instituted by the Eastern Wine Corp. Daily mentions were flashed on screens stating: "Chateau Martin Wines, 'In Good Taste Every Place,'

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announces our programs every Monday, Wednesday and Friday over station WBNX, (on the dial at 1350) through the voice of Bill Berns, uptown movie reporter." Programs include movie gossip and listing of current attractions at the cooperating theaters. Interviews with stage performers were also featured on the programs. Stunt may be expanded if it proves successful.

★

WSYR Tele Stuff

● WSYR, Syracuse, tied in with Farnsworth's Television Exhibit in Dey Brothers Store at Syracuse, broadcasting many of its crack shows from the television studio and drawing more than 20,000 people in 3 days to see the televising of Ruth Chilton, Fred Jeske, Vadeboncoeur, Nick Stemmler, Bill Rothrum and Jan Costley.

★

Use of Autos

● KDKA's use of its midget automobile for special events and similar coverage was featured in the merchandising and advertising of the Bantam Car Co., Butler, Pa. The car company used the Pittsburgh station's use of its equipment as an example of how other stations may also use the cars.

★

Coast Baseball Merchandising

● WIDESPREAD merchandising plan has been adopted by both General Mills, for "Wheaties," and B. F. Goodrich Rubber Co., for tires, tubes and batteries, to supplement Pacific Coast League baseball games, which the firms co-sponsored for third consecutive year on 12 Pacific Coast stations. Wheaties again used the Welcome Home campaign, with all grocery stores handling Wheaties displaying special team posters when the home squad returned to its own field. Wheaties' boxes contained pictures of coast ball players, and sportscasters made frequent grocer mentions during broadcasts. Goodrich planned merchandising campaign to be tied in with retail auto supply outlets, but details have not been announced.

★

Record Store Tieup

● WFBL, Syracuse, has completed an unusual tieup for National Biscuit Company's recorded "Make Believe Ballroom" programs. Station has arranged with an upstate record distributor to handle mailing of 300 advance lists of records used on the show to 300 dealers in 27 New York state counties. Lists, used for display by the record dealers, bore station's imprint and were included with the distributor's regular mailings at no cost to the station or sponsor of the program, other than the cost of mimeographing.

★

Does It Make a Noise?

● WSM went in for a bit of science and philosophy on the front page of its program schedule issued to agencies. The Nashville, Tenn., outlet asked: "If a tree falls, does it make a noise?" and answered that if "no one hears it fall it does not make a sound." This tied up with WSM's next paragraph, "and so it is with radio, coverage is not enough, it takes listeners, too. We at WSM are sure of our coverage, and of listeners, too."

★

Movie Trailer

● WITH Milton Cross in Pittsburgh for "Musical Americana" KDKA promotion department grabbed the announcer for a special one-minute sound movie trailer plugging the forthcoming screen engagement of "Information, Please" at the Loew's Penn Theater. During the course of his screen appearance Cross said: "Incidentally, this issue of Information, Please will be a part of the same program with Metro-Goldwyn-Mayer's elaborate production of "Northwest Passage" which stars Spencer Tracy . . . and together that makes a screen program which I'd call . . . well . . . "gingervating!"

★

WELI License

● THE Connecticut State Motor Vehicle Department granted WELI the privilege of using marker plates containing the WELI call letters on the new WELI Mobile Unit, a modern Dodge truck, designed for all remote broadcasts. The truck, attractively painted ivory, has Yale Blue lettering on the side panels.

★

"Info., Please" Exploitation

● EXTENSIVE publicity for "Information, Please" on NBC Blue was the result of efforts of KGO, San Francisco. Theaters, department stores, magazines, window displays and various other media were employed. Then display windows in a local department store were used by showing large scrolls headed "Information Please," which asked questions regarding spring styles in suits and fabrics; with microphones maintaining the broadcasting atmosphere, small cards below the questions in each window answered the puzzler, with the store's merchandise used as illustrations of the answer.

Station also used trailers in motion picture theaters showing the movie short of the program. Trailers plugged the station and gave time of the broadcast. Theater advertising on marquee and in the newspapers carried the station's call letters. In addition to theater and department store publicity, the station tied in with Oscar Levant's guest appearance with the San Francisco Symphony Orchestra by having the program mentioned in connection with his appearance in the concert. Final bit of publicity appeared in a write-up with photos of the program in an independent grocery store magazine.

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TELEVISION

FREQUENCY MODULATION

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TELEVISION'S FIRST YEAR

As Seen By NBC—RCA

HISTORY AND PROGRESS

UPON turning the corner of the first year with regularly scheduled television programs, one is prone to regard television as a development of very recent years. Its roots go back a long way.

To trace the dramatic story of television's progress since Baron Berzelius discovered selenium in 1817, would require a volume in itself, and so in this brief report, only the most important highlights can be touched upon. Although selenium was isolated in 1817 by the famous Swedish chemist, little was done about it until 1873 when a telegrapher named May at the Valentia Cable Station on the Irish coast, discovered that resistors made of selenium transmitted a much stronger signal when exposed to sunlight. It was not until several years later that these mysterious light sensitive properties were embodied in the famous photo-electric cell invented by Elster and Geitel in 1890 –the cell which subsequently became the principle upon which all-electronic television was founded.

Young Thomas Edison

Young Thomas Edison, in 1833, found it was possible to make an electric current pass through space from a burning filament to an adjacent metal plate, establishing the "Edison" effect, and one year later Paul Nipkow patented the rotating disc with holes for scanning the image and reproducing it.

It was not until 1906, that two French inventors, Rignoux and Fournier, transmitted a crude moving image over wires, the same year that Dr. Lee de Forest perfected his famous vacuum tube amplifier, together with a filament, plate and grid.

In 1907, Rosing and Campbell Swinton proposed the first use of the cathode ray tube for television, and in 1909, Knudson sent the first drawing by radio.

From then on followed the bleak years of television's progress, and it was not until seven years after the Armistice that Jenkins and Baird transmitted the first silhouettes.

1923, however, was a momentous year for television's achievements, for it was in that year that Dr. Vladimir K. Zworykin (at that time with Westinghouse, and since 1929 with RCA) filed his first patent on the "Iconoscope," which revolutionized all preconceived ideas of television scanning by mechanical means and substituted the all-electronic scanning now in use throughout the world.

R.C.A. Laboratory

Then, in 1928, RCA established in New York City a television laboratory and worked out a plan of coordination between RCA, General-Electric and Westinghouse companies. It was in that same year—1928—that RCA opened the television transmitter W2XBS with 250 watts power.

In 1929, Dr. Zworykin's experiments, carried on over a period of years, with cathode ray tube receivers attained success. This non-mechanical receiver was called the "Kinescope."

The following year, research laboratories were opened by RCA in Camden, New Jersey, and also, in 1930, an audience in a New York theater witnessed a demonstration of a six-foot black and white 60-line projection picture. This program was broadcast from the RCA experimental station at 711 Fifth Avenue to Proctor's Theater at 58th Street and Third Avenue in New York City.

In 1931, RCA installed a studio and transmitter in the tower of the Empire State Building, using frequencies between 40 and 80 megacycles.

In 1936, large scale field tests were inaugurated with regular program transmission to receivers situated throughout the metropolitan area at strategic points in the homes of RCA-NBC engineers and executives who reported on the progress made.

As the result of continued tests, scanning was stepped up to 441 lines in 1937 and the video band was widened; experimental programs were instituted by the National Broadcasting Company. The next year, NBC-RCA television mobile

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units for field pick-up equipment were completed and put in use. On September 15, 1938, NBC conducted the first sidewalk interviews with passers-by in Rockefeller Plaza.

Various programs were telecast experimentally during the months that followed and NBC's Television Department began functioning as an integral unit under the direction of A. H. Morton, vice-president.

Then, on April 30, 1939, President Franklin D. Roosevelt, during his opening address at the New York World's Fair, was telecast—thereby inaugurating a regular public series of experimental programs in the New York area.

Technical Improvements

Although television was officially brought out of the laboratory a year ago, RCA-NBC technicians and engineers have never ceased laboratory experiments to improve the signal strength and clarity of image. Their exhaustive experiments have met with unqualified success and televiewers today report definite improvement in reception.

The famous Iconoscope television cameras developed by Dr. Zworykin and his associates at RCA have more than fulfilled all predictions made for them. Supplementing the Iconoscope, the new Orthicon camera, which requires less intensive lighting, has been used successfully in several outside pick-ups, notably in the telecast from the plane flying over New York City.

Field Equipment

The introduction of new "vest pocket" television field equipment—so light and compact that a complete basic unit may be carried in a small truck—was another important contribution to facilitate the transmission of sight and sound by RCA-NBC engineers.

Studio lighting also was greatly improved through the addition of many new mobile grids using the new and improved Birdseye lamps and regulated by remote controls. Representative of the type of equipment for special visual effects is the new kaleidoscopic pattern which is used to indicate various time lapses between scenes, much the same as a "musical bridge" is used in sound radio.

Relay Stations

Probably the most important developments, as far as television network broadcasting is concerned, are contained in a recent report made public by the RCA Laboratories Division of RCA Communications, Inc. Because the television signal broadcast over short wave does not usually follow the curvature of the earth but extends only approximately as far as the visual horizon, or about fifty miles from the Empire State Building, it becomes necessary to boost the signal through automatic radio relay stations located at intervals of thirty or thirty-five miles depending on the terrain.

For more than a year, RCA has maintained an experimental radio relay system between the Empire State Building and Riverhead, Long Island. The relay points are located at Hauppague, forty-five miles from the Empire State Tower, and at Rocky Point, fifteen miles beyond, from which the signal is boosted another fifteen miles to Riverhead.

Mounted on a 100-foot steel tower, each relay station contains both receiving and transmitting devices. The antennas are of the parabolic type necessary for the highly directional beam like transmission. The power required is 10 watts or less.

RCA-NBC engineers refuse to predict when television network broadcasting will become a reality, because their work of testing and developing never ceases. They merely content themselves with saying that several cities on the Atlantic seaboard will be linked up "soon"!

Time on the Air

From April 30, 1939 to April 30, 1940 the National Broadcasting Company telecast programs from Station W2XBS atop the Empire State Tower for a total of 601 hours.

Receivers in New York Area

On April 30, 1940, television receivers in homes in the Metropolitan area totalled approximately 3,000. In addition to those in homes, about 150 receivers are located in taverns, restaurants, schools, theater lobbies and stores. A recent survey disclosed that during daytime hours there was an average of two persons in the home viewing television programs. During the evening hours, this number is increased to from four to five. Similarly, the television audience viewing the programs in establishments outside the home average fifteen persons during the afternoon and twenty-five to thirty in the evening. The audience approximates 15,000 persons.

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TELEVISION
BROADCASTING STATIONS

As of January 1st, 1941

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.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER Visual	POWER Aural
Earle C. Anthony, Inc. Los Angeles, Calif.	W6XEA	96000-102000	1000 w	1000 w
Balaban & Katz Corp. Chicago, Ill.	W9XBK	60000-66000	1000 w	1000 w (CP only)
Balaban & Katz Corp. Portable-area of Chicago, Ill.	W9XBT	204000-216000	250 w	(CP only)
Bamberger Broadcasting Service New York, N. Y.	W2XBB	96000-102000	1000 w	1000 w (CP only)
Columbia Broadcasting System Chicago, Ill.	W9XCB	78000-84000	1000 w	1000 w
Columbia Broadcasting System Los Angeles, Calif.	W6XCB	162000-168000	1000 w	1000 w
Columbia Broadcasting System New York, N. Y.	W2XAB	60000-66000	7500 w	7500 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y.	W2XCB	336000-348000	6.5 w	(CP only, television relay station with W2XAB)
The Crosley Corp. Cincinnati, Ohio	W8XCT	50000-56000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	42000-56000 C.P. 78000-84000	50 w 5000 w	50 w 5000 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	W2XWV	78000-84000 60000-86000	1000 w	1000 w (CP only)
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y.	W10XKT	258000-270000	50 w	(CP only, television relay station with W2XVT)
Allen B. DuMont Laboratories, Inc. Washington, D. C.	W3XWT	50000-56000	1000 w	1000 w (CP only)
Farnsworth Television & Radio Corp. Ft. Wayne, Ind.	Unassigned	66000-72000	1000 w	1000 w (CP only)

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Licensee and Location	Call Letters	Frequency (kc) or Group	POWER Visual	POWER Aural
General Electric Co. Bridgeport, Conn.	W1XA	60000-86000	175 w	100 w (CP only)
General Electric Co. New Scotland, N. Y.	W2XB	60000-86000	10000 w	3000 w
General Electric Co. Schenectady, N. Y.	W2XD	156000-168000	40 w	(CP only)
General Electric Co. Schenectady, N. Y.	W2XH	288000-294000	40 w	
General Electric Co. New Scotland, N. Y.	W2XI	156000-162000	20 w (Television relay station with W2XB)	
Hughes Tool Co. Los Angeles, Calif.	W6XHH	60000-66000	10000 w	10000 w
Hughes Tool Co. San Francisco, Calif.	W6XHT	60000-66000	1000 w	1000 w
The Journal Co. Milwaukee, Wisc.	W9XMJ	66000-72000	1000 w	1000 w
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	W9XAK	50000-56000	100 w	100 w
May Department Stores Co. Los Angeles, Calif.	Unassigned	210000-216000	1000 w	1000 w
Metropolitan Television, Inc. New York, N. Y.	W2MT	162000-168000	250 w	1000 w
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	50000-56000	1000 w	150 w
Don Lee Broadcasting System San Francisco, Calif.	W6XDL	50000-56000	1000 w	1000 w (CP only)
Don Lee Broadcasting System Portable-area of Los Angeles, Calif.	W6XDU	318000-330000	6.5 w	
National Broadcasting Co., Inc. New York, N. Y.	W2XBS	50000-56000	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y.	W2XBT	162000-168000	400 w (Television relay station with W2XBS)	100 w
National Broadcasting Co., Inc. Portable-area of New York	W2XBU	282000-294000	15 w (Television relay station with W2XBS)	
National Broadcasting Co., Inc. Washington, D. C.	W3XNB	60000-66000	1000 w	1000 w (CP only)
National Broadcasting Co., Inc. Philadelphia, Pa.	W3XPP	102000-108000	1000 w	1000 w (CP only)

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Licensee and Location	Call Letters	Frequency (kc) or Group	POWER Visual	POWER Aural
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	66000-72000	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	234000-246000	15 w (CP 125 Watts) (Television relay station with W3XE)	
Purdue University West Lafayette, Ind.	W9XG	66000-72000	750 w	750 w (CP only)
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	42000-56000 60000-86000	1000 w	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant, Camden, N. J.	W3XAD	321000-327000	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	84000-90000	30000 w	30000 w
B. B. Shapiro, F. P. Shapiro and H. Shapiro, d/b as Leroy's Jewelers, Los Angeles, Calif.	W6XLJ	186000-192000	1000 w	1000 w
State University of Iowa Iowa City, Iowa.	W9XUI	50000-56000 210000-216000	100 w	
Television Productions, Inc. Los Angeles, Calif.	W6XLA	234000-246000	250 w (Television relay station)	250 w
Television Productions, Inc. Los Angeles, Calif.	W6XYZ	78000-84000	1000 w	1000 w (CP only)
WCAU Broadcasting Co. Philadelphia, Pa.	W3XAU	84000-90000	1000 w	1000 w (CP only)
Zenith Radio Corp. Chicago, Ill.	W9XZV	50000-56000	1000 w	1000 w

Pending Applications

Boston Edison Co. Boston, Mass.	78000-84000	10000 w	10000 w
R. B. Eaton Des Moines, Iowa	66000-72000	46 w	100 w
Grant Union High School District Sacramento, Calif.	50000-56000	1000 w	1000 w
Hughes Tool Co. Portable-area of California	301250 and 305750	25 w	25 w
Hughes Tool Co. Ventura County, Calif.	307250 and 311750	25 w (Television relay station)	25 w
Hughes Tool Co. Monterey County, Calif.	319250 and 323,750	25 w (Television relay station)	25 w
Hughes Tool Co. Santa Clara County, Calif.	307250 and 311750	25 w (Television relay station)	25 w
KSTP, Inc.	44000-50000	1000 w	1000 w
Midland Broadcasting Co. Kansas City, Mo.	50000-56000	1000 w	500 w

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TELEVISION STATIONS

IN THE UNITED STATES

LOCATION — PERSONNEL — FACILITIES

W6XEA *

LOS ANGELES

FREQUENCY: 96000-102000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Earle C. Anthony, Inc. BUSINESS ADDRESS: 141 N. Vermont St., Los Angeles, Calif.

W9XBK *

CHICAGO

FREQUENCY: 60000-66000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Balaban & Katz Corp. BUSINESS ADDRESS: Chicago, Ill.

W9XBT *

AREA OF CHICAGO (PORTABLE)

FREQUENCY: 204000-216000 Kc. POWER: 250 Watts (Sight only). OWNED AND OPERATED BY: Balaban & Katz Corp. BUSINESS ADDRESS: Chicago, Ill.

W2XBB *

NEW YORK CITY

FREQUENCY: 96000-102000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Bamberger Broadcasting Service. BUSINESS ADDRESS: 1440 Broadway, New York, N. Y.

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 are placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

COLOR TELEVISION

In September, 1940, CBS first showed to the press Color Television from film. Within less than four months Columbia's engineers had carried to the demonstration stage a large number of additional developments in the color television field.

The following specific developments of the Columbia laboratories were demonstrated to the Federal Communications Commission and representatives of the industry on January 25, 1941:

(1) Real life objects and human beings were televised in natural color.
(2) Color breakup was proven to be no problem.
(3) High fidelity of color rendition was shown. (This simplifies the makeup problems, since women now need only ordinary street makeup when appearing before the television camera).
(4) The level of light intensity on the scene for color television was well within the bounds of practicality.

* Station had a construction permit at time of going to press and no further information was available.

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(5) Cool fluorescent lighting was used. (The studio temperature was comfortable).
(6) That a color television receiver need not be large was indicated by the small and compact table model receiver on which the full color images appeared.
(7) Operation of a special speed control for the receiver color disc. This makes the receiver and studio color filters run at identical speeds even when on different power supplies.
(8) A simple push button device for putting the colors at the receiver in step with the colors at the pick-up end.
(9) A new 24-frame-per-second scanner of film showed that color film, taken by any amateur or commercial camera, can be picked up for color television.
(10) Multi-channel operation for color television demonstrated a lap dissolve technique of one color scene fading smoothly and gradually into another.

That much in everyday life is given meaning by color was demonstrated comparatively by scenes in black and white, and then by the same scenes in color. Illustrations last year revealed that in fields of educational and cultural pursuits, such as geography and art, color is required for fuller understanding and appreciation.

The color television pictures also showed how in football, as in other sports, the distinctively colored uniforms of the players identify them at once, and make the play easy to follow. A dramatic example of a football sequence was televised from color film. Here, there were comparative shots showing the same plays in black and white, and then in color. In black and white, identity of the teams was lost, and the course of the play had little meaning. In the color pictures, however, even when the play was tangled and complicated, the ball carrier could be followed as he crashed through the opposing line.

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W2XCB *

AREA OF NEW YORK CITY (PORTABLE)

FREQUENCY: 336000-348000 Kc. POWER: 6½ Watts (Sight only). OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave., New York, N. Y.

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W9XCB *

CHICAGO

FREQUENCY: 78000-84000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: 410 N. Michigan Ave., Chicago, Ill.

W6XCB *

LOS ANGELES

FREQUENCY: 162000-168000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: 6121 Sunset Blvd., Los Angeles, Calif.

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W8XCT *

CINCINNATI

FREQUENCY: 50000-56000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Crosley Corp. BUSINESS ADDRESS: 1329 Arlington St., Cincinnati, Ohio.

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W6XAO

LOS ANGELES (HOLLYWOOD)— EST. 1931

FREQUENCY: Sight, 51250 Kc.; Sound, 55750 Kc. POWER: Sight, 1000 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: 1 Lee Drive, Mt. Lee, Hollywood. TIME ON THE AIR: Sunday, 1:15 to 4:00 P.M.; Monday and Friday, 8:15 to 10:30 P.M.; Tuesday and Thursday, 8:00 to 9:15 P.M.; Wednesday, 8:00 to 9:45 P.M.; Saturday, 2:00 to 4:30 P.M. and 8:00 to 9:15 .M.

Personnel

President.....Thomas S. Lee
Vice-President and General Manager, Lewis Allen Weiss
Director of Television.....Harry R. Lubcke
Assistant Director of Television Wilbur E. Thorp
Television Engineer.....William S. Klein
Television Engineer.....Harold W. Jury
Television Engineer.....Robert L. Pitzer
Television Producer.....Ray Coffin
Assistant Director.....L. Turner
Audio Engineer.....H. Lyons
Makeup Man.....A. Cramer

FACILITIES

SYSTEM IN USE: 441 line 30-60 frame and 525 30-60 frame, 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 and equipment for outside events. (W6XDU) RCA Manufacture.

W6XDU operates on 324 Megacycles and is a beam relay type transmitter.

* Station had a construction permit at time of going to press and no further information was available.

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DEVELOPMENTS OF 1940: During 1940, W6XAO provided Los Angeles and surrounding cities with a complete television service. Daily programs were transmitted for a total of 840 hours, including 224 hours of remote television pickup via W6XDU on 73 separate programs.

The studio presentations included educational items and demonstrations, interviews, singers, dancers, fashion shows, sports exhibitions and instruction, plays, dramas, musical comedies, serial plays and many variations of the above.

Film presentations included full-length features, comedies, travel shorts, educational reels, and industrial subjects. Many disaster pickups, such as an oilwell fire, metropolitan fires, flood damage, sea and wind damage at the Beach cities, and earthquake damage in Imperial Valley were recorded on 16mm. film and telecast soon after happening.

Remote television pickups included weekly pickup of the Hollywood Stars Coast League professional baseball, twice weekly pickup of professional boxing and wrestling bouts at the American Legion Stadium in Hollywood, pickup of the filming of the Lum-and-Abner picture "Dreaming Out Loud" from a major motion picture lot, televising the Soap-box Derby, the Pasadena New Year's Tournament of Roses Parade, the Hollywood Bowl Easter Sunrise Service, the Young Skippers Regatta, the Coast IRE-AIEE Convention, the Screen Actors Guild Bathing Beauty Parade and many other events of interest.

Personalities to appear before our cameras have included Dick Powell, Tyrone Power, Kenny Baker, Leo Carrillo, Maxine Gray, Betty Jane Rhodes, Fritz Leiber, Don Wilson, Max Rheinhardt, Clarence Brown, Sally Rand, Arturo Godoy, Rube Wolf, and many others, less well-known but ranking in top interest and ability over television.

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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W6XDU

AREA OF LOS ANGELES (PORTABLE)

FREQUENCY: 318000-330000 Kc. POWER: 6½ Watts (Sight only). OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood, Calif.

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W6XDL*

SAN FRANCISCO—EST. 1941

FREQUENCY: 50000-56000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 5515 Melrose Ave., Hollywood. STUDIO AND TRANSMITTER LOCATION: San Francisco.

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W2XVT

PASSAIC, N. J.—EST. 1938

FREQUENCY: Sight, 79.25 Mc.; Sound, 83.75 Mc. POWER: 5000 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 1940 transmitter was testing with 735 lines and 15 pictures per second.

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W10XKT

AREA OF PASSAIC, N. J. (PORTABLE)

FREQUENCY: Sight, 264 Mc. POWER: 50 Watts (Sight only). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave., Passaic, N. J. STUDIO ADDRESS: Variable. TRANSMITTER

* Station had a construction permit at time of going to press and no further information was available.

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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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W2XWV *

NEW YORK CITY

FREQUENCY: Sight, 79.25 Mc.; Sound, 83.75 Mc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 515 Madison Ave., New York, N. Y. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

FACILITIES

This transmitter utilizing DuMont television system has complete facilities for the transmission of film, direct pick-up and studio programs.

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W3XWT *

WASHINGTON, D. C.

FREQUENCY: 50000-56000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave., Passaic, N. J. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Washington, D. C.

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unassigned *

FORT WAYNE, IND.

FREQUENCY: 66000-72000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Farnsworth Television & Radio Corp. BUSINESS ADDRESS: Fort Wayne, Ind.

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W1XA *

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 175 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport.

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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. TIME ON THE AIR: No stated schedule.

Personnel

Technical Supervisor.... .....W. J. Purcell
Program Manager.....J. G. T. Gilmour

FACILITIES

G. E. uses a system similar to the RCA-NBC equipment but with 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 black 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, Schenectady and other nearby cities.

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 manager, J. G. T. Gilmour.

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W2XD-W2XH

SCHENECTADY—EST. 1939

FREQUENCY: W2XD: 156,000 to 168,000 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

* Station had a construction permit at time of going to press and no further information was available.

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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, serves 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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W1XG

BOSTON

FREQUENCY: 51.25 Mc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. PHONE: Commonwealth 6410. BUSINESS ADDRESS: 70 Brookline Ave. STUDIO, TRANSMITTER AND ANTENNA LOCATION: 70 Brookline Ave. TIME ON THE AIR: Monday through Friday, 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.

Personnel

President.....Thompson L. Guernsey
Program Director.....Stuart Mosher
Musical Director.....William Fuller
Chief Engineer.....Hollis Baird

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W6XHH *

LOS ANGELES

FREQUENCY: 60000-66000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Hughes Tool Co. BUSINESS ADDRESS: Los Angeles, Calif.

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W6XHT *

SAN FRANCISCO

FREQUENCY: 60000-66000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Hughes Tool Co. BUSINESS ADDRESS: San Francisco, Calif.

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W9XMJ

MILWAUKEE

FREQUENCY: 66000 to 72000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: The Journal Co. BUSINESS ADDRESS: 333 West State St., Milwaukee, Wisc.

W6XLJ *

LOS ANGELES

FREQUENCY: 186000-192000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: B. B. Shapiro, F. P. Shapiro and H. Shapiro, d b as Leroy's Jewelers. BUSINESS ADDRESS: Los Angeles, Calif.

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W9XAK *

MANHATTAN, KANS.

FREQUENCY: 50000-56000 Kc. POWER: Sight, 100 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: Kansas State College of Agriculture & Applied Science. BUSINESS ADDRESS: Manhattan, Kans.

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W6XMC *

LOS ANGELES

FREQUENCY: 210000-216000 Kc. POWER: Sight, 1000 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: May Department Stores Co. BUSINESS ADDRESS: Los Angeles, Calif.

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W2MT *

NEW YORK CITY

FREQUENCY: 162000-168000 Kc. POWER: Sight, 250 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Metropolitan Television, Inc. BUSINESS ADDRESS: New York, N. Y.

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W2XBS

NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 51250 Kc.; Sound, 55750 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.

Personnel

Vice-President In Charge of Television, A. H. Morton
Assistant to the Vice-President, Noran E. Kersta
Manager of Television Program Division, Thomas H. Hutchinson
Chief Television Engineer....Robert E. Shelby

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. Service continued until July 31, 1940 when a tempo-

* Station had a construction permit at time of going to press and no further information was available.

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rary cessation occurred to permit alteration in transmitter equipment necessary to comply with a new channel assignment made by the Federal Communications Commission. Since October 27, 1940, testing of the new equipment has been taking place in the form of an irregular and limited program schedule. When these tests are completed an increased program service is contemplated.

Television transmissions over W2XBS have been in accordance with RMA Technical Standards. RCA studio and transmitter equipment is utilized. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras, a mobile unit having two cameras for televising scenes outside the studio and a transportable unit for supplementing mobile unit service. A large variety of programs utilizing all methods of pickup has been transmitted, and a systematic study of audience reaction has been developed. The National Broadcasting Co. employs over 50 persons in its television activity.

Signals of this station have been received within a radius of approximately 60 miles. Considerably longer distances are not uncommon. In fact, W2XB, a television transmitter in Schenectady, has relayed program from W2XBS after receiving signals over an air line distance of 120 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which operates on Channel No. 8 (162,000-168,000 Kc.) with a power of 400 Watts for sight transmission and 100 Watts for sound transmission. A transportable sight transmitter, W2XBU, is also operated by the National Broadcasting Co. This transmitter is licensed to operate in two channels (282,000 to 288,000 Kc. and 288,000 to 294,000 Kc.) The power for sight transmission for the latter is 15 watts.

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 hundreds of groups from all walks of industrial and national life.

In 1938 standards were further improved to conform with the Radio Manufacturers Association recommendations.

Television mobile equipment was demonstrated in Washington, D. C., for Congress in February, 1939, just prior to the beginning of the New York public service on April 30, 1939. Outstanding transmissions since then include the Inaugural Exercises of the New York World's Fairs of 1939 and 1940; the complete proceedings of the Republican National Convention meeting in Philadelphia (sent by coaxial cable from Philadelphia to New York for transmission by W2XBS); the Democratic and Republican political rallies from Madison Square Garden prior to the 1940 election; and the transmission of actual returns on Election night.

Standards of transmission continue to conform to recommendations of the RMA. Future standards to be used will be those chosen by the National Television Systems Committee.

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W2XBT

AREA OF NEW YORK, N. Y.

(PORTABLE)

FREQUENCY: Sight 162000-168000 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).

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 400 to 800 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 1940 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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W2XBU

AREA OF NEW YORK, N. Y.

(PORTABLE)

FREQUENCY: Sight only licensed at present 282,000-288,000 Kc. and 288,000-294,000 Kc. POWER: Sight only, 15 watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Locale of use variable. Outdoor and indoor remotes. TRANSMITTER LOCATION: Variable.

FACILITIES

This transmitter is transportable. It is a very compact unit weighing under 1000 pounds divided into carrying cases not exceeding 75 to 90 pounds each. It is used for difficult remote pickups impractical for the larger Mobile unit W2XBT. The equipment includes in addition to the transmitter, two cameras with appropriate monitoring apparatus and operates from 60 cycle AC current. In practice W2XBU would relay its signal to the Mobile Unit nearby (W2XBT) for re-transmission by W2XBS atop the Empire State Building.

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W3XPP *

PHILADELPHIA

FREQUENCY: 102000 to 108000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza, New York, N. Y. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Philadelphia, Pa.

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W3XNB *

WASHINGTON, D. C.

FREQUENCY: 60000 to 66000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza, New York, N. Y. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Washington, D. C.

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W3XE

PHILADELPHIA—EST. 1931

FREQUENCY: 66000 to 72000 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 1940 station was maintaining a minimum program schedule of 10 hours per week.

Personnel

Program Director.....E. N. Alexander
Engineer in Charge.....William N. Parker

FACILITIES

This station uses the Philco Television System. Reception is heard in the homes throughout Philadelphia and surrounding territory and has been reported from points 50 miles from the transmitter.

This station is used for experimentation and research in connection with television development. It has been used in field testing many new standards such as 525 lines, etc.

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W3XP

PHILADELPHIA (PORTABLE)—EST. 1938

FREQUENCY: 234000 to 246000 Kc. POWER: 15 Watts (Sight and sound) (C.P. 125 watts). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Remote pick-ups in and around Philadelphia. TIME ON THE AIR: No stated schedule.

Personnel

Program Director.....E. N. Alexander
Engineer in Charge.....William N. Parker

FACILITIES

This transmitter is used for relaying television pickups to the main transmitter, W3XE. Typical of such programs were the 1940 Republican National Convention and the entire home football schedule of the University of Pennsylvania.

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W9XG *

WEST LAFAYETTE, IND.—EST. 1931

(PORTABLE)

FREQUENCY: 66000 to 72000 Kc. POWER: 750 Watts (Sight and Sound). OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONE: 2917. TRANSMITTER LOCATION: West Lafayette.

* Station had a construction permit and was under reconstruction at time of going to press. Upon completion experimental programs only will be broadcast.

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W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts;

* Station had a construction permit at time of going to press and no further information was available.

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Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

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W3XAD

CAMDEN, N. J.—EST. 1931

(PORTABLE)

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: 84000 to 90000 Kc. 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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W6XLA *

LOS ANGELES

FREQUENCY: 234000-246000 Kc. POWER: Sight, 250 Watts; Sound, 250 Watts. OWNED AND OPERATED BY: Television Productions, Inc. BUSINESS ADDRESS: Los Angeles, Calif.

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W9XUI

IOWA CITY

FREQUENCY: 50000 to 56000 Kc. and 210000 to 216000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa. BUSINESS ADDRESS: Iowa City. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Same.

Personnel

Head of Electrical Engineering Department, E. B. Kurtz

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W6XYZ *

LOS ANGELES

FREQUENCY: 78000 to 84000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Television Productions, Inc. BUSINESS ADDRESS: Los Angeles, Calif. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Same.

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W3XAU *

PHILADELPHIA

FREQUENCY: 84000 to 90000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St., Philadelphia, Pa. STUDIO, TRANSMITTER AND ANTENNA LOCATION: Philadelphia, Pa.

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W9XZV

CHICAGO, ILL.

FREQUENCY: Sight, 51.25 Mc.; Sound, 55.75 Mc. 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.

Personnel

President.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown

* Station had a construction permit at time of going to press and no further information was available.

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Television Headlines
Of 1940—From Radio Daily

JANUARY

Jan. 3—Philco's Prexy Gubb Sees Television In For Big Improvement.

Jan. 9—More Film Material Set For NBC's Television.

Jan. 10—Bulova Uses Television To Show New Line.
Low Cost "Boosters" Speed Television Network.

Jan. 12—FM Group To Ask FCC Delay On Television Decision.

Jan. 16—Television Hearing Under Way; Varied Viewpoints Heard By FCC Both Defending And Attacking The Commission's Report.

Jan. 18—Kesten Offers Television Plan; Proposals For Protecting Both Public And Industry Against Kickback; FCC Hearing Resumes.

Jan. 22—Television Hearing Gets Serious; Ramifications Over RMA Standards Keeps Chairman Fly On The Alert; DuMont Battles "Freezing."

Jan. 23—Television Standards In "Middle" Of Confusing Free-For-All.

Jan. 24—Fly Ends Television Hearing; Scrappy Pros And Cons Over Patents, License-Agreements Toward Close; Summaries To Be Filed.
Germany Resuming Television On a Skeleton Basis.

Jan. 31—New RCA Television Relay Developed; Can Cover Vast Area.
Lubcke Sees Don Lee Telecasting 100 Miles.

FEBRUARY

Feb. 1—Television's "Crucial" Moment; Much Depends On Commission's Tour Which Starts Today; All Concerns File Hearing-Memoranda.

Feb. 2—Television Briefs Differ Widely As To Standard And Public.
Great Britain May Resume Television Utilizing Phone Wires.

Feb. 6—FCC Concludes Television Tour; Views RCA's Large Screen.

Feb. 7—Complete Legitimate Drama Gets Equity Television Okay.

Feb. 9—Television's Light Sensitivity Aided By New Discovery.

Feb. 14—Equity Names Its Representatives For Union Television Board.

Feb. 16—Philco Television Progresses With 605-Line Picture.
Asks FCC To Approve Immediate Commercial Television.

Feb. 19—See IATSE Grabbing Television For Own Jurisdiction.

Feb. 20—Seeks "Junior" Union Talent For Experimental Television And FM.

Feb. 23—Coast Television Impresses FCC Field Inspector.
First Dual Television Show Gets Under Way Over NBC.

Feb. 27—Television Hook-up Feasible Between New York And Chicago.

Feb. 29—See United States In Television Lead, Says Scophony Official.

MARCH

Mar. 1—Television Standards Kept Open; Limited Commercials With Coast Borne By Sponsor Set For September 1; Larger Screens Favored By FCC.
NBC Boosting Schedule Of Special Television Shows.

Mar. 5—Television Steps Np Survey Of Film Availability.
International Television Convention Readies For Coast In June.

Mar. 6—NBC Television "Mysteries" To Give Cash Prizes.
KFRC Closes Television Deal To Give Don Lee Films.

Mar. 7—Television From Airplane Proves Revelation.
Morton Of NBC Tells Chicago It Is Second Television Market.

Mar. 13—RCA Television Sales Drive; As Expected, Set Prices Are To Be Cut One-Third And To Hold For Two Years; Extensive Advertising Campaigns.

Mar. 14—Esso Signs For NBC Television; Limited Commercial Set, While RCA Files For Three More Stations.

Mar. 19—Armstrong Fires First FM Gun; Inventor Presents Case As Opening Witness In FCC Hearing; Sees Television Use For Higher Frequency.

Mar. 21—Special NBC Service For Television Set Owners.
Agency Radio Executives Attend Esso Television Debut.
Cath-Ray Introduces Low Priced Television Set.

Mar. 22—Public Reaction Good To Lower Priced Television Units.

Mar. 25—RCA-NBC Covers On FM; Application In For Five Such Stations In Key Cities Across The Country; Also Files For Television CPs.
NBC Television Film Supply Goor For Whole Year.
FCC Calls Television Hearing; Kills Limited Commercials.

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Mar. 26—RCA Halts Campaign But Not Sale Of Television Sets.
Mar. 27—Press Reaction Unfavorable Anent FCC's New Television Order.

APRIL

Apr. 2—Radio Writer's Guild Seeks To Hold Television Rights.
Apr. 3—Fly Explains Television Stand; Makes Two Speeches Defending Action Harping On Public Protection; Defines Regulatory Powers.
Apr. 4—Television Setup Grows Tense; RCA et al Completing Their Briefs For FCC's Hearing Next Monday; Stiff Battle Indicated.
Television And Facsimile Looms In ANPA Report.
Apr 9—FCC Opens With DuMont; RCA Tact Avoids Early Clash In Television Hearing.
Apr. 11—Senate Hears Television Story; Fly Defends Recent Action; Sarnoff Foresees Billion Dollar Industry; Barbour Introduces FCC Bill.
Indie Television Manufacturers Ask FCC For Free Rein On Selling.
Apr. 15—FDR Fights Monopoly In Television Field.
First W2XBS Serial Set; DuMont Sales Increase.
Apr. 17—DuMont's September Start Using 625-Line Pix.
Apr. 19—Television Set Sales Mount In Metropolitan Area.
Apr. 22—Biow Agency Installing Complete Television Euipment.
Apr. 23—Joyce Sees Television As Aid To All Picture Companies.
Paramount Pictures To Be Telecast By DuMont; FCC Receives Squawk.
Apr. 24—Say New Television System Aids Camera's Scope.
Apr. 25—Television-FM Interests File Briefs With FCC.
Apr. 26—Morton Reviews Television Year; Sees Regional Net In Offing.
Apr. 29—Philco New Financing To Cover Television And FM.
Apr. 30—Farnsworth For Television; Zenith Will Lay Off.

MAY

May 1—Urges FCC To Free Television; Farnsworth Brief Favors Commercial Status Immediately, Unrestricted; See Public's Role Important.
May 6—RCA's Strong Plea For Television's Freedom.
NBC Will Present A Television Beauty Show.
May 7—Television Political Debut At GOP Convention.
May 8—Attack FCC's Policies; Lundeen And GOP Chairman Both Denounce Commission Tactics As Fly Speeds Television Report.
NBC Large Screen Television Show Reveals Perfect Reception.
May 9—Over 100 Television Sets Weekly Being Sold In New York.
May 10—CBS Strong For Television; Denies Opposition To Its Development, Citing Very Costly Pioneering Although Not Owning Patents.
May 14—Television Report In Few Days; Final Draft Being Set By Counsel But FCC Remains Non-Committal As To Actual Content.
May 16—Television's Relay System Visioned By Harbord.
Television Headline 1940 New York World's Fair.
May 21—Fly Sees Television Report Delay; NBC-RCA Mulls Channel Loss.
May 22—DuMont Off Smaller Sets; Large Television Screens Only.
May 23—Twenty-Nine Television Patent Being Sold By Receiver.
May 24—Secures Patent For New Television Color System.
May 28—DuMont Has Television Subject At Paramount Theaters.
May 28—Quash Television Commercials; FCC's Report Still Holds Off September 1 Order For Limited Business, Until All Are Agreed On Standards.
May 29—Television Report Flayed By Senator Lundeen.

JUNE

June 3—Fair Radio Time Booms; More Than 100 Shows Originating On Grounds Weekly; Television And Facsimile Attract Large Crowds.
DuMont Expanding Plant To Meet Heavy Demand.
June 4—Fly Finds No Television Hurry; Others View Big Industry.
June 7—Farnsworth Shows Television Units At Sales Session.
June 11—Monopoly Report Ready; Release Within Three Days Says Fly Who Adds That Television Setup Has "Proved Encouraging."
June 13—Sees Television Mobile Unit As U. S. Defense Measure.
June 14—Craven Tells Lundeen Television Will Be Helped.
NBC Gets Details Of Its Television Coverage Ready For GOP Convention.
June 18—Net Cuts Television Staff; Time Schedule Remains.
June 19—FCC Sets New Rules Governing Television.
June 20—DuMont's Transmitter Opens New York Television Tests.
Kolorama Television Lab. Seeks Okay For Reorganization.
June 24—Television's Severest Test Underway In Philadelphia.
June 25—Television From Philadelphia Held Highly Satisfactory.
June 28—Initial Deliveries Made Of New DuMont Television Set.

JULY

July 1—Don Lee Rushing Plans For Television Plant On January 1.
July 5—RMA Withholds Tie-Up With Coast Television Show.
July 8—Extensive Television Program For New York World's Fair.
July 11—Television-Pathe In Tieup To Cover Convention.

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IATSE Sets Committee To Survey Television On Coast.

July 15—Balaban & Katz's Television Station Readied For January 1 Debut.

July 17—DuMont Reverts To Leases In Television Set Selling Plan.

July 18—NBC And Don Lee Television Taking No. 1 Channel.

July 22—Baker Made Chairman Of New Television Committee.
Television Improvement Revealed By New York World's Fair Poll.

July 23—Assign New Channels For CBS-DuMont Television.
Television Outlook "Encouraging" And Setup Good, Says Fly.

July 25—English Large-Screen Television Plans Early Debut In U. S.

July 26—WCAU Gets Television Construction Permit; Purdue And Iowa University Also Get Okay.
DuMont Commends NBC In Making Television Change.
"Unit Assembly" Urged In Television Construction.

AUGUST

Aug. 1—National Television Committee Set; Nine Subcommittees To Prepare Studies Of Individual Problems; Compromise On Standards In Offing.
Television Takes Vacation.

Aug. 2—Zenith Television Transmitter Closes For Line Changes.

Aug. 6—FCC Grants Two Television CPs In Chicago And Washington.

Aug. 8—Two New Television Stations In Los Angeles And New York.

Aug. 13—Television Committee Confabs Set For Next Six Weeks.

Aug. 14—Expects $200,000,000 Television Sales Within Coming Decade.

Aug. 15—Additional Television CPs Sought By CBS, Balaban & Katz And Television Productions, Inc.

Aug. 16—Frank Mullen Sees Television-FM Eventually Accepted.

Aug. 19—Television History Being Compiled By RMA For National Television Systems Committee.

Aug. 20—Television Study Ready January 1; Television Committee Sets Informal Goal For Completion Of Studies.

Aug. 22—Commercial Television Otulook Brightens As Committee Chairmen Meet.

Aug. 26—Television Confab Predicts Broad Reorganization.

Aug. 27—Ultimate Television-Motion Picture Unity Imperative—Fly.

Aug. 29—Television Okay Received By Crosley From FCC.
DeForest's Television-Plane To Be Ready In Year.
Gulf Oil To Sponsor KDKA Television Show.

Aug. 30—CBS Develops Color Television System.

SEPTEMBER

Sept. 3—DuMont Polling Television Audiences Regarding Programs.

Sept. 5—CBS Shows Color Television; Special Demonstration Reveals Sharp, Detailed Transmission For Films; To License Receiver Manufacturers.

Sept. 17—See Television Standards Ready By End Of Year.

Sept. 18—Agency-Oil Company Join To Televise Football.

Sept. 19—WOR Granted Permit For New York Television Otulet.

Sept. 24—Unions Still Worrying Over Television Supervision.

Sept. 25—RMA Sets Big Meet Oct. 7-8; Will Hear FM-Television Reports.

Sept. 26—Saturday Evening Post Article Attacks FCC Television Stand.

OCTOBER

Oct. 1—National Television Systems Committee To Convene For Panel Discussions.

Oct. 4—NBC Advances Plans For Television In Capital.

Oct. 9—Rush Television Standards For January 1 Completion.

Oct. 14—See Television Resuming On Big Scale Soon.

Oct. 18—CBS Sets Television Tests For January 1941.
Balaban & Katz Gets Television Permit.

Oct. 23—NBC Resuming Television; First Program On Sunday.

Oct. 29—Will Rush FM Says Fly; FCC Meeting Called For Next Friday To Expedite Station Applications; Television Committee Reports Soon.

Oct. 31—Television Election Coverage; Complete Pictorial Story To Show Returns—Progress Of Candidates In Elaborate NBC Plan.

NOVEMBER

Nov. 1—FCC Stalls Television Confab To Sometime In January.

Nov. 7—1,400,000 Saw Television During New York World's Fair.

Nov. 12—IRE Opens 12th Confab; RMA-Engineer Institute Starts Sessions With Talks On Industry Problems; CBS Color Television Study Today.

Nov. 13—Optimistic Television Note At Engineer Conclave.

Nov. 28—NBC Not Letting Down In Television Experiments.

Nov. 29—Future Television Plans Revealed By Mullen.
IATSE Considers Television During AFL Convention.

DECEMBER

Dec. 9—DuMont And WOR Cooperating On Televising Pigskin Games.

Dec. 10—NBC Television Transmitter Resumes Minus "Bugs."

Dec. 11—Big Television-FM Agenda For Engineer Confab.

Dec. 13—W2XBS Television Schedule Accents Mobile Pickups.
FM-Television Activity To Be Synchronized By Metropolitan Television, Inc.

Dec. 26—General Electric Television Show Readied For Shell Oil.

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TELEVISION STANDARDS

As an aftermath of the granting of limited commercial television operations, which were to start on September 1, 1940, and the subsequent revocation of the order by the Federal Communications Commission, television's engineering leaders, representing diverse and in some cases conflicting schools of thought, met last August to form the National Television Systems Committee in an attempt to reach an agreement on standards. This committee, while a non-governmental group, received the full cooperation of the FCC and operated under the auspices of the Radio Manufacturers' Association. Nine sub-committees made exhaustive studies of the problem and the result of their work was submitted in the form of a report to the Commission at the end of January.

Twenty-two standards for commercial television were submitted to the FCC by the Committee, following reports of the various sub-committee chairmen. The recommendations provided:

1. The width of the standard television broadcast channel shall be six megacycles per second.

2. It shall be standard to locate the picture carrier 4.5 megacycles per second lower in frequency than the unmodulated sound carrier.

3. It shall be standard to locate the unmodulated sound carrier 0.25 megacycles per second lower than the upper frequency limit of the channel.

4. The standard picture transmission amplitude characteristic agreed upon was represented by a diagram.

5. The standard number of scanning lines per frame period in monochrome shall be 441, interlaced two to one.

6. The standard frame frequency shall be 30 per second and the standard field frequency shall be 60 per second in monochrome.

7. The standard aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

8. It shall be standard, during the active scanning intervals, to scan the scene from left to right horizontally and from top to bottom vertically, at uniform velocities.

9. It shall be standard in television transmission to use amplitude modulation for both picture and synchronizing signals, the two signals occupying different amplitude ranges.

10. It shall be standard that decrease in initial light intensity cause an increase in radiated power.

11. It shall be standard that the black level be represented by a definite carrier level, independent of light and shade in the picture.

12. It shall be standard to transmit the black level at 75 per cent (with a tolerance of plus or minus 2.5 per cent) of the peak carrier amplitude.

13. It shall be standard to use frequency modulation for the television sound transmission.

14. It shall be standard to pre-emphasize the sound transmission in accordance with the impedance frequency characteristic of a series inductance-resistance network having a time constant of 100 microseconds.

15. It shall be standard in television transmission to radiate the synchronizing waveform shown in (diagram).

16. It shall be standard that the time interval between the leading edges of successive horizontal pulses shall vary less than one-half of one per cent of the average interval.

17. It shall be standard in television studio transmission that the rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals be not greater than 0.15 per cent per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100 lines, such lines not to include any portion of the vertical blanking signal.

18. It shall be standard to rate the picture transmitter in terms of its peak power when transmitting a standard television signal.

19. It shall be standard in the modulation of the picture transmitter that the radio frequency signal amplitude be 15 per cent or less of the peak amplitude, for maximum white.

20. It shall be standard to employ in undulated radiated carrier power of the sound transmission not less than 50 per cent nor more than 100 per cent of the peak radiated power of the picture transmission.

21. It shall be standard in the modulation of the sound that the maximum deviation shall be plus or minus 75 kilocycles per second.

22. It shall be standard in television broadcasting to radiate horizontally polarized waves.

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F. C. C. REGULATIONS REGARDING BROADCAST STATIONS FOR TELEVISION AND FACSIMILE

As of January 1, 1941

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 herein set forth.

A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experimentation tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

Licensing Requirements

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the developments of the television art.

2. That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.

3. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

4. That the program of research and experimentation will be conducted by qualified personnel.

5. That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

6. That the public interest, convenience or necessity will be served through the operation of the proposed station.

Charges

No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station.

Announcements

A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (other than purely test operation) on the hour and half hour as provided below:

1. 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 30 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.

2. In case of variety-show program, baseball-game broadcasts, or similar program of longer duration than 30 minutes, the identification announcement shall be

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made within 5 minutes of the hour and half hour.

3. In case of all other programs (except as provided in paragraphs (1) and (2) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.

4. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

At the same time station identification announcements are made, there shall be added the following:

"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Operating Requirements

Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

Each licensee of a television station will from time to time make such changes in its operation as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

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	50,000-56,000 kc	No. 8	162-000-168,000 kc
2	60,000-66,000	9	180,000-186,000
3	66,000-72,000	10	186,000-192,000
4	78,000-84,000	11	204,000-210,000
5	84,000-90,000	12	210,000-216,000
6	96,000-102,000	13	234,000-240,000
7	102,000-108,000	14	240,000-246,000
Group C		15	258,000-264,000
Any 6000 kc band above 300,000 kc excluding band 400,000-401,000 kc		16	264,000-270,000
		17	282,000-288,000
		18	288,000-294,000

No television broadcast station will be authorized to use more than one channel in Group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel.

No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than three television stations on channels in Group A and no such person shall, directly or indirectly, own, operate or control on channels in Group A more than one television station which would serve in whole or substantial part the same service area as another station operated or controlled by such person. This paragraph shall not apply to stations which do not transmit programs for public reception.

Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

Power

The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program research and in no case in excess of the power specified in its license.

Reports

A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

1. Number of hours operated.

2. Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

3. Data on expense of operation during the period covered.

4. Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of the station and the efficiency of respective types of transmissions.

5. Estimated degree of public participation in reception, and the results of public observation as to the efficiency of types of transmission.

6. Conclusions, tentative and final.

7. Program for further developments in television broadcasting.

8. All developments and major changes in equipment.

9. Any other pertinent developments.

Special or progress reports shall be submitted from time to time as the Commission shall direct.

Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a sat-

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isfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.

3. That the program of research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

a. The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	*Group B*	*Group C*
25,025 kc	43,540 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	
25,075	43,620	
25,100	43,660	
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	

b. Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

c. One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of this rule. More than one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

d. Each applicant shall specify the maximum modulating frequencies proposed to be employed.

e. The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance of 0.05 per cent or less as required, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

f. A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with other FCC rules which apply to all stations generally.

Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.

2. Comprehensive report of research and experimentation conducted.

3. Conclusions and program for further developments of the facsimile broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

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Distinctive Calls For FM As Directed By The FCC

TO PROVIDE distinctive calls for FM (frequency modulation) broadcast stations, the Federal Communications Commission has adopted a new system of call letters with interposed numbers for this now commercially recognized broadcast service.

Under international agreement, to which the United States is a party, the first letter (in some cases the first two letters) of a call signal indicates the nationality of a station. The United States is assigned the use of three letters—N, K, and W. Hence the present domestic assignment of combinations beginning with these letters. Call letters beginning with N are reserved for the exclusive use of the Navy and Coast Guard. Call letters beginning with K are assigned to broadcast stations located west of the Mississippi River and in the territories. Call letters beginning with W are assigned to stations east of the Mississippi River. Any existing call letters not in accordance with this procedure is due to the fact that the station was licensed before the allocation plan was adopted.

Consequently, the first call letter of an FM station must be K or W, depending on its geographical location.

Alphabetical Order

A second letter for an FM station will be assigned in alphabetical order (with exception of E, which will be reserved for non-commercial educational stations using frequency modulation) to each station on a given frequency as licensed, thus providing 25 stations in each area for a given frequency. If more than 25 stations are assigned on a given frequency, an additional letter will be necessary.

However, between the initial letter and supplemental letter (or letters) two numbers will be utilized. These numbers will indicate the frequency assignment. This is possible because all FM stations are in the 42,500-50,000 kilocycle band, and because all FM frequencies are assigned on the odd hundreds in kilocycles. Thus, the first figure and the last two figures of the frequency assignment can be dropped.

City Indication

In addition, and where possible, the city or area will be indicated by the second letter or a combination of second and third letters. Letter combinations of this mnemonic character have been assigned to each of the metropolitan trading centers. Thus, stations in Boston will terminate with the letter B, while stations in New York City will terminate with NY. Similarly, stations in the District of Columbia wil be identified with the suffix DC.

In brief, here is how the system works: W41B would indicate an FM station in the eastern section of the country (Boston) operating on the frequency of 44,100 kilocycles. By the same token, K43SF would apply to an FM station in the western part of the United States (San Francisco) on the 44,300 kilocycle frequency.

The letter E in the alphabetical arrangement will identify non-commercial educational broadcast stations employing FM on the new high frequency broadcast band. Five channels (42,000 to 43,000 kilocycles) are available to these educational stations.

There is no international regulation to bar the use of this FM identifying system. In fact, a like principle is followed by Chile in assigning calls to standard broadcast stations in that country. The arrangement provides ample source of calls for future FM stations. It is about the only source of new call combinations which can be adapted, inasmuch as other types of calls are assigned by treaty to stations and services other than broadcast. It has the additional advantage of permitting identification of the frequency actually used, and for that reason should be popular with listeners as well as broadcasters.

Further, it will not disturb the approximately 15,000 remaining four-letter call combinations which are being assigned to the older services at the rate of between 40 and 50 a week. Even if this average does not increase, such a reservoir will not last more than six years. Under treaty, ship stations have priority in the assignments of radio call letters from the four-letter group.

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HIGH FREQUENCY—
FREQUENCY MODULATION
BROADCAST STATIONS

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions, intended to be received by the general public and operated on a channel in the high frequency broadcast band. Commercial high frequency broadcast stations must use frequency modulation.

LOCATION	Call Letters	Licensee	Frequency Kilocycles	Service Area Sq. Mi.
Baton Rouge, La.	W45RG	Baton Rouge Broadcasting Co.	44500	8100
Binghamton, N. Y.	W49BN	Howitt-Wood Radio Co.	44900	6500
Boston, Mass.	W39B	The Yankee Network, Inc.	43900	31000
Brooklyn, N. Y.	W59NY	Frequency Broadcasting Corp.	45900	8500
Chicago, Ill.	W67C	Columbia Broadcasting System, Inc.	46700	10800
Chicago, Ill.	W63C	National Broadcasting Co.	46300	10800
Chicago, Ill.	W59C	WGN, Inc.	45900	10800
Chicago, Ill.	W47C	WJJD, Inc.	44700	10800
Chicago, Ill.	W51C	Zenith Radio Corp.	45100	10760
Columbus, Ohio	W45CM	WBNS, Inc.	44500	12400
Detroit, Mich.	W45D	The Evening News Association	44500	6820
Evansville, Ind.	W45V	Evansville On the Air, Inc.	44500	8397
Hartford, Conn.	W53H	Travelers Broadcasting Service Corp.	45300	6100
Hartford, Conn.	W65H	WDRC, Inc.	46500	6100
Los Angeles, Calif.	K45LA	Don Lee Broadcasting System	44500	6944
Nashville, Tenn.	W47NV	National Life & Accident Insurance Co.	44700	16000
Milwaukee, Wisc.	W55M	The Journal Co.	44500	8540
New York, N. Y.	W71NY	Bamberger Broadcasting Service, Inc.	47100	8500
New York, N. Y.	W67NY	Columbia Broadcasting System, Inc.	46700	8500
New York, N. Y.	W55NY	William G. H. Finch	45500	8500
New York, N. Y.	W63NY	Marcus Loew Booking Agency	46300	8500
New York, N. Y.	W75NY	Metropolitan Television, Inc.	47500	8500
New York, N. Y.	W51NY	National Broadcasting Co.	45100	8500
Philadelphia, Pa.	W69PH	WCAU Broadcasting Co.	46900	9300
Philadelphia, Pa.	W53PH	WFIL Broadcasting Co.	45300	9300
Pittsburgh, Pa.	W47P	Walker & Downing Radio Corp.	44700	8400
Pittsburgh, Pa.	W75P	Westinghouse Radio Stations, Inc.	47500	8400
Schenectady, N. Y.	W47A	Capitol Broadcasting Co.	44700	6589
Schenectady, N. Y.	W57A	General Electric Co.	45700	6600
Salt Lake City, Utah	K47SL	Radio Service Corp. of Utah	44700	623
South Bend, Ind.	W71SB	South Bend Tribune	47100	4300

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Pending Applications

LOCATION	*Licensee*	*Frequency Kilocycles*	*Service Area Sq. Mi.*
Albany, N. Y.	WOKO, Inc.	45100	7164
Amarillo, Texas	Amarillo Broadcasting Co.	45100	6503.89
Ashland, Ky.	Ashland Broadcasting Co.	46100	5119.5
Baltimore, Md.	The A. S. Abell Co.	44300	15489
Battle Creek, Mich.	Federated Publications, Inc.	48100	4100
Boston, Mass.	Columbia Broadcasting System, Inc.	44100	16230
Boston, Mass.	Westinghouse Radio Stations, Inc.	46500	6652
Boston, Mass.	The Yankee Network, Inc.	44300	19230
Cedar Rapids, Ia.	The Gazette Company	44700	7400
Chicago, Ill.	The Moody Bible Institute of Chicago	43900	15300
Cicero, Ill.	WHFC, Inc.	47500	2885
Detroit, Mich.	John Lord Booth	44100	4400
Detroit, Mich.	James F. Hopkins, Inc.	46500	2130
Detroit, Mich.	WJR, The Goodwill Station	43700	14144
Duluth, Minn.	Head of Lakes Broadcasting Co.	44500	2754
Ft. Lauderdale, Fla.	Tom M. Bryan	44500	2150
Ft. Wayne, Ind.	Westinghouse Radio Stations, Inc.	44900	6150
Grand Rapids, Mich.	Federated Publications, Inc.	46100	5300
Kansas City, Mo.	Commercial Radio Equipment Co.	44900	2995
Lansing, Mich.	Federated Publications, Inc.	47100	3820
Lexington, Ky.	American Broadcasting Corp. of Kentucky	45100	7290
Los Angeles, Calif.	Earle C. Anthony, Inc.	44900	1371
Los Angeles, Calif.	Echo Park Evangelistic Assn.	45500	1344
Los Angeles, Calif.	Standard Broadcasting Co.	45100	1427.97
New York, N. Y.	Bremer Broadcasting Corp.	47100	8500
New York, N. Y.	FM Radio Broadcasting Co.	48300	8600
New York, N. Y.	New Jersey Broadcasting Corp.	47900	8500
New York, N. Y.	Wodaam Corp.	45300	8500
Philadelphia, Pa.	Pennsylvania Broadcasting Co.	44700	9585
Philadelphia, Pa.	Seaboard Radio Broadcast Corp.	48300	9600
Philadelphia, Pa.	Westinghouse Radio Stations, Inc.	45500	11492
Pittsburgh, Pa.	Pittsburgh Radio Supply House	43900	11488
Portland, Ore.	KOIN, Inc.	44500	8175
Providence, R. I.	Cherry & Webb Broadcasting Co.	47500	6207
Providence, R. I.	The Outlet Co.	44300	16370
Rochester, N. Y.	Stromberg-Carlson Telephone Mfg. Co.	45100	2240
Rockford, Ill.	Rockford Broadcasters, Inc.	45100	6000
St. Louis, Mo.	The Pulitzer Publishing Co.	43500	6564
St. Louis, Mo.	St. Louis University	44300	13500
St. Louis, Mo.	Star-Times Publishing Co.	44700	12480
Springfield, Mass.	Westinghouse Radio Stations, Inc.	48100	2022
San Francisco, Calif.	Don Lee Broadcasting System	43500	3080
South Bend, Ind.	South Bend Tribune	47100	4330
Syracuse, N. Y.	Central New York Broadcasting Corp.	46300	6800
Trenton, N. J.	Mercer Broadcasting Co.	44700	3700
Winston-Salem, N. C.	Gordon Gray	44100	69400
Winston-Salem, N. C.	Piedmont Publishing Co.	46700	4600
Worcester, Mass.	Worcester Telegram Publishing Co.	43100	19230
Youngstown, Ohio	William F. Maag, Jr.	43500	12304

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F. M. HEADLINES
Of 1940—From Radio Daily

JANUARY

Jan. 8—FM Interests Organize; Will Coordinate Setup For FCC And Make Future Studies.

Jan. 12—New Armstrong System To Be Shown In Capital.
FM Group To Ask FCC To Delay Television Decision.

Jan. 16—Stewart Warner Readying FM Receivers.

Jan. 25—Western Eelectric To Build New FM Transmitters.

Jan. 26—Quick Universal Use Of FM Seen By Zenith's McDonald.
Armstrong Licenses Pilot Radio Corp.

Jan. 29—FM Sets On Sale At Macy's.

FEBRUARY

Feb. 2—Stromberg Carlson Drive To Sell FM Receivers.
More Stations Expected To Start FM Tests Soon.

Feb. 16—FM Gathers Momentum; 12 Experimental Transmitters In Use With 5 Manufacturers Making Receivers; Investment Now $1,500,000.

Feb. 20—Seek "Junior" Union Talent For Experimental Television And FM.

Feb. 23—Big FM Watter Sought By Brooklyn Concern.
General Electric To Push FM Sets: Sees Expanding Market.

Feb. 29—Four-Way FM Hookup Does Its Stuff Tonight.

MARCH

Mar. 4—FM Hookup Schedule To Start This Summer.
Two Web Schedules Available For Owners Of FM Sets.

Mar. 6—FM Group's Strong Front; Will Battle For Commercial Status At March 18th Hearing Before FCC; Big Delegation Readied.
All WHN Programs Set For Finch FM Station.

Mar. 8—Marshall FM Witnesses; Some 29 Individuals And Organizations Signify Intention Of Appearance At FCC Hearing On March 18.
Experimental FM Relay Started Today By WOR.
Four New York Stations Testing FM Operation.

Mar. 11—FCC Allots Six Hours To Hear FM Broadcasters Story.

Mar. 13—Big Chicago Delegation To Attend FM Hearing.

Mar. 14—Set Makers Prepared For Larger FM Sales.

Mar. 15—FCC Allotting More Time To FM Hearing Schedule.

Mar. 18—FCC Opens FM Hearing; Strong Attendance On Tap Including Networks, Stations, Manufacturers, Et Al; To Last Through Thursday.

Mar. 19—Armstrong Fires First FM Gun; Inventor Presents Case As Opening Witness In FCC Hearing; Sees Television Use For Higher Frequency.

Mar. 20—Explain FM Advantages; Major Armstrong Again Heads Witnesses Informing FCC Of Various Angles; Universal Adoption Far Off.

Mar. 21—Shepard Makes Plea For FM Green Light.

Mar. 22—Allocation Crops Up; FM Hearings Adjourn.

Mar. 25—RCA-NBC Covers On FM; Application In For Five Such Stations In Key Cities Across The Country; Also Files Television CPs.

Mar. 28—RCA Gives Stand On FM; No 100 Percent Adoption Possible, It Believes, But Urges Approval; Cites Own Experiments.

APRIL

Apr. 3—WDRC Makes Application For 50,000-Watt FM Construction Permit.
Stromberg-Carlson Optimistic On Television-FM Activity.

Apr. 5—Newspapers And Stores Rush To Get FM Licenses.
Scott Labs Readying FM Receivers.

Apr. 10—FM Radio Men Meet To Discuss Policies.

Apr. 12—FCC Extends Time Limit For Filing Briefs On FM.
FM Tries Mobile Transmitter.

Apr. 24—RMA Opens Studies Anent FM Standards.

Apr. 26—FM "Limited" Tube Developed.

Apr. 29—Philco Financing To Cover Television And FM.

MAY

May 1—CBS Asks FCC Permit To Build FM Stations.

May 2—Sees 116 FM Applications Filed With FCC.

May 10—FM Manufacturers See Boom After FCC Action.
Facsimile-FM Showing By Finch Laboratories.

May 17—Western Eelectric Introduces First FM Transmitter.

May 20—FM Gets Commercial Okay; Goes Into Effect Forthwith As FCC Sees Full Industry Accord; Other Activity By Commission.

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May 21—Tremendous FM Activity; Progress On All Fronts As Stations And Manufacturers, Et Al, Rush To Benefit By Commercial Status.
May 23—FM Potential Sales Up For RMA Studies.
May 24—FM Broadcasters, Inc. Call Confab To Discuss FM Moves.
May 27—FM Gathers Momentum; Wide Activity Among Receiver Manufacturers While FCC Paves Way For Filing New Station Permits.
May 28—All Possible Speed Is Keynote Of FM Broadcasters, Inc., Meeting.
May 31—NAB To Consider Expansion of Membership, Such As FM.

JUNE

June 7—Yankee Network Uses FM To Transmit Pictures.
Westinghouse Stations Readied for FM On January 1.
June 13—Farnsworth's Spot Advertising Campaign In Behalf Of FM.
June 24—WOR's FM Transmitter Takes Skyscraper Site.
June 25—FM Gets Green Light As FCC Sets Up Rules.
June 26—General Electric Readies FM Line
June 27—Worcester's FM Station On Full Time Schedule.
June 28—Institute Of Radio Engineers' Members See FM At Boston Gathering.

JULY

July 8—General Electric Sells Four FM Transmitters To Civil Aeronautics Authority.
July 11—FCC Readies New Forms For FM Applicants.
July 12—RCA's FM Transmitter To Be Offered On August 1.
July 22—FCC Simplifies Plan For FM Applications.
July 25—New FM Outlet Debuts In New York On August 1.
July 26—WGN Makes Application For 50 Kw. FM Station.

AUGUST

Aug. 2—WOR's FM Transmitter Makes Formal Debut.
Freed-Eisemann In FM Field.
Aug. 5—Miller Request FCC To Simplify FM Form.
Aug. 7—NIB Discusses BMI-AFM-FM; Sets Chicago And New York Meetings.
Aug. 8—FM Gets Complete Once-Over At NAB Convention.
Aug. 9—Western Electric Sees FM Creating New Replacement Sales.
U. S. Army Tests FM.
Aug. 16—First FM Educational Use Planned By San Francisco Schools.
Aug. 21—Huge FM Audience Seen; Station Operators Plan Coverage of 15,000 Square Miles; Fifty New Stations Expected by January 1.
Aug. 28—Special FM Meeting Explores Web Plans.
Aug. 29—FM Station Costs $20,000.

SEPTEMBER

Sept. 3—FM Reports Headway As NBC Sets Activity.
WDRC Begins Exclusive FM Program Service.
Sept. 6—FM Network To Start In 1941 With 42 Outlets.
Sept. 13—WIP To Woo Advertisers To FM With Special Show.
Educators Hop On FM Bandwagon.
Sept. 18—Two Daily FM Programs Via General Electric And WOR At New York World's Fair.
Sept 26—See FM Development Air By Newspapers.
Sept. 30—FM Inventor Wins Additional Patent. General Electric And Other Utilities Buy FM Units.

OCTOBER

Oct. 2—Chicago FM Outlet For NBC.
Oct. 3—FCC Further Defines Rules For FM Area.
Oct. 4—W. R. G. Baker Sees Gradual Advances For FM.
Oct. 7—FM Programs In New York Area Heard 60 Hours Weekly.
Oct. 11—Cleveland Schools To FM.
Oct. 24—A. T. & T. Says It Can Handle Wire Transmissions Of FM.
Oct. 29—Will Rush FM Says Fly; FCC Meeting Called For Next Friday To Expedite Station Applications; Television Committee Reports Soon.

NOVEMBER

Nov. 1—FM Goes Commercial; FCC Working Fast Gives 15 Outlets Okay To Sell Time Immediately They Find It Feasible.
FM Applicants Reduce Station Coverage Claims.
Nov. 4—Mull FM Call Letters; Coverage Area Issued.
Nov. 7—Nashville Goes For FM As City Emergency Setup.
Nov. 8—FCC Explains Unusual FM Coverage Problems.
DeMars Sees FM Web As No. 1 Network.
Nov. 14—FM And Color Television Talk Closes Institute Of Radio Engineers' Meeting.
Nov. 15—General Eelectric Readies FM Schedule; First Program November 20.
Nov. 19—CBS Files Request For Chicago FM Station.
Nov. 22—FCC Grants 2 FM Commercial Licenses. George Henry Payne Lauds FM At General Electric Company's Inauguration.
Nov. 29—FM Product Okay Despite War Orders.

DECEMBER

Dec. 2—General Electric Makes Arrangements To Handle Opera Via FM.
Dec. 10—First FM Commercial; WOR Sells Longine Co.
Dec. 11—Big Television-FM Agenda For Engineer Confab.
Dec. 17—Commission Releases New FM Applications; Sets Simplified Procedure.
Dec. 18—Yankee Network's FM Station On Air Soon.
Dec. 20—FCC Extending Time For FM Adjustments.
Dec. 27—Two New York Firms File For FM Permits.
Yankee Network's FM Station Set For Maine And New Hampshire.

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site, full details of the proposed antenna, and a suitable map showing the expected service area are furnished with the application.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice.

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapated to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Channel Assignments

The channels set forth below with the indicated center frequencies are available for assignment to high frequency broadcast stations to serve the areas provided in the section on *Service Areas Established* stated above:

(a) An applicant for a station to serve an area specified in paragraphs (a) or (b) of that section to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900	49300	49500	49700
49100			49900

(b) An applicant for a station to serve an area specified in paragraph (a) or (b) of that section to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500	45700	47900	46700
44700	45900	48100	46900
44900	46100	48300	47100
45100	46300	48500	47300
45300	46500	48700	47500
45500			47700

(c) An applicant for a station to serve primarily a large rural area, specified in paragraph (c) or an area specified in paragraph (d) of that section shall apply for one of the following channels:

43100	43500	43900	44300
43300	43700	44100	

Special Provisions Concerning Assignments

(a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Multiple Transmission

Facsimile Broadcasting and Multiplex Transmission. The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an

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experimental basis in accordance with standard broadcast station rule on special experimental authorizations.

Proof of Performance Required. Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Multiple Ownership. (a) No person (including all persons under common control[1]) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency broadcasting service distinct and separate from existing services; and (2) that such ownership, operation, or control would not result in the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *provided, however*, that the Commission will consider the ownership, operation, or control of more than six high frequency broadcast stations to constitute the concentral of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Normal License Period. All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45,300, 45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

[1] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

Equipment

Maximum Power Rating. The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Maximum Rated Carrier Power; How Determined. (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carried power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Frequency Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million.

Modulation Monitor. The licensee of each high frequency broadcast station shall have in operation at the transmitter an approved modulation monitor.

Required Transmitter Performance. (a) The external performance of high frequency broadcast transmitters shall be within the minimum requirement prescribed by the Commission contained in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Indicating Instruments. The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy.

Changes in Equipment and Antenna System. Licensees of high frequency broadcast stations shall observe the following provisions with regard to change in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

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2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(b) Specific authority, upon filing formal application[2] therefor, is required for a change in service area or for any of the following changes:

1. Changes involving an increase in the maximum power rating of the transmitter.

2. A replacement of the transmitter as a whole.

3. Change in the location of the transmitter antenna.

4. Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

5. Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

6. Change in the power delivered to the antenna.

(c) Specific authority, upon filing *informal* request therefor, is required for the following change in equipment and antenna:

1. Change in the indicating instruments installed to measure the antenna current or transmission line, direct place circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

2. Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

3. Changes in the location of the main studio except as provided for in subsection (b) 5.

(d) Other changes, except as above provided for in this section or in Standards of Good Engineering Practice for High Frequency Broadcast Stations prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

Operating Power; How Determined. The operating power, and the requirements for maintenance thereof, of each high frequency broadcast station shall be determined by the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Modulation. (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Frequency Tolerance. The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

Operation

Minimum Operating Schedule; Service. (a) Except Sundays, the licensee of each high frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time, and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the Inspector in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, the programs not duplicated simultaneously as primary service in the same area by an standard broadcast station or by any high frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations, shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

[2] See Standards of Good Engineering Practice for High Frequency Broadcast Stations for specific application form required.

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EXPERIMENTAL FACSIMILE BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency Kilocycles*	*Power Watts*	*Emission*
Bamberger Broadcasting Service New York, N. Y.	W2XUP	25250	100	A3 & A4
Courier-Journal & Louisville Times Co. N. E. of Eastwood, Ky.	W9XWT	25250	500	A3 & A4
The Crosley Corporation Cincinnati, Ohio	W8XUJ	25025	1000	A3 & A4
The National Life & Accident Insurance Co. Nashville, Tenn.	W4XIH	25250	1000	A4
The Pulitzer Publishing Co. St. Louis, Mo.	W9XZY	25100	100	A4
Symons Broadcasting Co. Spokane, Wash.	W7XSW	25150	100	A4 (C.P. only)
WBNS, Inc. Columbus, Ohio	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.	W2XWE	25050	500	A3 & A4

BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

Call Letters	*Licensee and Location*	*Frequency Kilocycles*	*Power Authorized Watts*
WGN	WGN, Inc. Chicago, Ill.	720	50000
WHK	United Broadcasting Co. Cleveland, Ohio	1390	1000
WLW	Crosley Corp. Cincinnati, Ohio	700	50000
WOR	Bamberger Broadcasting Service, Inc. Newark, N. J.	710	50000

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ORGANIZATIONS

NATIONAL ASSOCIATION OF BROADCASTERS

RADIO GROUPS
PERSONNEL
ADDRESSES
UNIONS
GUILDS
CLUBS
ASSOCIATIONS

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NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1626 K. St., N.W., Washington, D. C.

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Assistant to the President and Acting Secretary-Treasurer

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Counsel

Edward M. Kirby
Director of Public Relations

Joseph L. Miller
Director of Labor Relations

Paul F. Peter
Director of Research

Lynne C. Smeby
Director of Engineering

Arthur Stringer
Promotion

J. Robert Meyers
Research Assistant

Everett E. Revercomb
Auditor

New York Office: 30 Rockefeller Plaza, Room 1812
Phone, Circle 5-5965

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Publicity Staff

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Research Staff

Barbara Hunt
Research Staff

John Murphy
Press Secretary to the President

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Publicity Staff

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2.	Clarence Wheeler Radio Station WHEC Rochester, N. Y.	New York
*3.	Clifford M. Chafey, President Radio Station WEEU Reading, Pa.	Delaware, New Jersey, Pennsylvania
4.	John A. Kennedy, President Radio Station WBLK Clarksburg, W. Va.	District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
*5.	W. Walter Tison, Director Radio Station WFLA Tampa, Fla.	Alabama, Florida, Georgia, Puerto Rico
6.	Edwin W. Craig, Vice-President Radio Station WSM Nashville, Tenn.	Arkansas, Louisiana, Mississippi, Tennessee
*7.	J. H. Ryan, Vice-President, General Manager Radio Station WSPD Toledo, Ohio	Kentucky, Ohio
8.	John E. Fetzer, President Radio Station WKZO Kalamazoo, Mich.	Indiana, Michigan
*9.	William H. West, President Radio Station WTMV East St. Louis, Ill.	Illinois, Wisconsin

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10.	John J. Gillin, Jr., Manager Radio Station WOW Omaha, Nebr.	Iowa, Missouri, Nebraska
*11.	Earl H. Gammons, General Manager Radio Station WCCO Minneapolis, Minn.	Minnesota, North Dakota, South Dakota
12.	Herbert Hollister, President Radio Station KANS Wichita, Kans.	Kansas, Oklahoma
*13.	O. L. Taylor, General Manager Radio Station KGNC Amarillo, Texas	Texas
14.	Eugene P. O'Fallon, President Radio Station KFEL Denver, Colo.	Colorado, Idaho, Wyoming, Utah, Montana
*15.	Howard Lane, General Manager Radio Station KFBK Sacramento, Calif.	Nevada, Hawaii, California (excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Venturo, Los Angeles, Orange, Riverside, San Diego, and Imperial).
16.	Harrison Holliway, General Manager Radio Stations KFI-KECA Los Angeles, Calif.	Arizona, California (counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange Riverside, San Diego and Imperial, only), New Mexico.
*17.	C. W. Myers, President Radio Station KOIN Portland, Ore.	Alaska, Oregon, Washington

* Term expires in 1941.

DIRECTORS-AT-LARGE

◆ ◆

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Mark Ethridge
Radio Station WHAS
Louisville, Ky.

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Columbia Broadcasting System
New York, N. Y.

Fred Weber, General Manager
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District 6

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District 7

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Departments and Activities of National Ass'n. of Broadcasters

The National Association of Broadcasters is the trade organization of the radio broadcasting industry. Its headquarters staff is headed by President Neville Miller, and C. E. Arney, Jr., Assistant to the President and acting Secretary-Treasurer, both of whom are responsible to the Board of Directors. In addition there are seven departments each in charge of a Director who reports to the president. These are as follows:

Edward M. Kirby.....Director of Public Relations
Joseph L. Miller.....Director of Labor Relations
Paul F. Peter.....Director of Research
Russell P. Place.....Counsel
Lynne C. Smeby.....Director of Engineering
Arthur Stringer..Supervisor of Circulation and Promotion Dept.

For purposes of equitable representation on the Board of Directors, the United States and its territories and possessions has been divided into seventeen districts. Each District elects one Director to the Board for a two-year term; each class of station (class of station is based upon power and frequency and is referred to as small, medium and large) elects two Directors and each of the three major networks appoints one Director. These two latter classes of Directors serve for only one year.

The objects of this Association are to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; 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.

The NAB is the united front of the industry. It not only attempts to solve the problems of the broadcasters, but also strives to educate the listener to the American System of Privately-owned and Competitively-operated Radio.

There has been an appreciable increase in the membership of the Association. From a total of 428 at the beginning of 1940, the year closed with the figure pushing the 500 mark. This is a result of a membership campaign in which the seventeen District Directors and fifty-two area chairmen actively participated.

However, behind this membership drive was the recognition of those in the industry that the Association is really making headway in meeting the problems of the industry. Its various services and activities have been recognized and appreciated by broadcasters, large and small. The Association enters the year 1941 in a position where it can truly say it represents the united front of the broadcasting industry.

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.

Research Department

Recognition that research can material contribute to the success of broadcasting caused the Board of Directors to establish the office of Research Director as a vital part of the Associa-

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tion. 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 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

Institutional promotion of broadcasting in 1940 was themed on the premise that John Q. Public and no other is the real boss of American radio.

His response to the superlative services of broadcasters and his appreciation of their value was stimulated by vigorous and sustained promotion. Results were easily measurable. Set ownership crossed the 50 million mark. In many localities the hours devoted to listening exceeded the time consumed by every other activity except working and sleeping.

In one section of the country or another promotions were in progress every month of the year. Simultaneous coast to coast promotions were four in number: "National Radio Festival"; "Listen before You Vote"; "Radio's 20th Birthday" and "50,000,000 Radio Sets by Christmas." Official status was given National Radio Festival by National Radio Festival proclamations issued by nine governors and more than one hundred mayors of American cities.

Other promotions included an essay contest on the "American System of Broadcasting—Why It Is Best for Americans"; "Listen Before You Vote" campaign which emphasized that the American way means listening to both sides of the question and then registering a decision at the polls. It further pointed out that radio has become the modern, streamlined counterpart of the New England town meeting which served the cause of democracy so well in earlier days. Two color "Listen before You Vote" posters were displayed and distributed by radio stations, set and tube manufacturers, servicemen and jobbers.

Observance of Radio's 20th Birthday covered a period of twenty days, November 11-30. A birthday dinner in Washington, November 26, was attended by industry leaders, government officials and members of Congress.

"50,000,000 Radio Sets by Christmas" was the year's final promotion. One phase was concerned with the giving of new radios as Christmas gifts; the other was the giving of reconditioned radio sets to the needy and to charitable institutions. Radio Servicemen of America, set and parts distributors and manufacturers were extremely cooperative in this work.

One of the year's developments was the large increase of studio radio shows (of sets), sponsored jointly by stations and the local radio trade.

During the year assistance was given the industry by electric leagues and institutes.

Assistance of leading radio manufacturers was likewise helpful.

Early in the year just under half a million copies of a sixteen page rotogravure booklet, "Radio's Riches," were purchased by stations for distribution to their listeners.

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

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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 E. Y. Flannigan, commercial manager of WSPD, Toledo, is chairman, the Bureau formulates its plans and policies for furthering the commercial aspects of the industry.

Engineering Department

The engineering activities of NAB are carried out by the Director of Engineering with the assistance of an Engineering Committee. The duties of the Director of Engineering were assumed by Lynne C. Smeby on December 1, 1939. The Engineering Department of NAB deals with the general industry problems. All FCC hearings of general interest to broadcasters are attended and reported to the membership by the Director. Liaison work is also carried on with the Engineering Department of the FCC, on rules and regulations pertaining to engineering. As an example of this work, a Sample Transmitter Log with instructions for its use was drawn up with the cooperation of the FCC Engineering Department. This was distributed to all NAB members. Another duty of the Engineering Department is to keep the NAB "Engineering Handbook" up-to-date. The handbook is now being revised and much new data will be added such as material on Frequency Modulation and Ultra-High-Frequencies.

Each year in February, a Broadcast Engineering Conference is conducted at Ohio State University. The Conference functions to keep the engineers up-to-date with their profession under classroom conditions. NAB was privileged to cooperate in the 1940 Conference and the Director of Engineering is taking an active part in assisting Dr. W. L. Everitt, Director of the Conference, in formulating the plans for the Fourth Conference, to be held February 10 through 21, 1941.

The Director of Engineering is available to the individual members of NAB for service on individual matters that do not transcend the field of private engineers.

Legal Department

The work of the legal department divides itself into several categories: (1) Study and analysis of all bills, introduced in the Congress and the State Legislatures affecting broadcasters directly or indirectly; (2) assistance or advice in litigation whose decision will have a direct or indirect bearing on the interests of broadcasters; (3) assistance to member stations and their attorneys; (4) assistance to the NAB staff and committees.

Congressional bills which drew the attention of the legal department during 1940 were the Thomas Bill, the McGranery Bill, the Johnson Bill, the Ditter Bill, the Pepper Bill, the Walter-Logan Bill, among others. (For a digest of these bills refer to the Legislative Digest in the legal section of this volume.) The NAB, through its legal department, cooperated with New York broadcasters in contesting the Perry Bill in the New York Legislature; this bill, which was the only one of importance in state legislatures, was eventually killed in one of the committees after having been passed by the State Senate.

The major litigation which has engaged the legal department's attention was the RCA vs. Whiteman case, which has now reached the Supreme Court; special counsel was employed in connection with this case to protect and represent the interests of the broadcasting industry. The legal staff has given upon request of member stations and their attorneys specific information and advice concerning FCC rules and regulations and on matters pertaining to performing rights licenses, the playing of phonograph records, lotteries, treatment of political candidates, defamation, income tax, Social Security and Wage-Hour rulings, misleading advertising and other topics of importance to members.

In addition the legal staff has been in touch with government agencies and commissions and has attended hearings which affect the interests of broadcasters. A special study of Federal anti-trust laws as they affect the NAB was made and submitted to the Board of Directors of the organization. And finally the legal department made analyses of statutes, contracts, forms, the drafting of resolutions and proposed amendments, and rendered general assistance to NAB members.

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

As Presented to the 1940 NAB Convention

WITH this Eighteenth Annual Convention, the National Association of Broadcasters rounds out another twelve months of activity. It has been radio's greatest year. The trend which has heretofore existed in all phases of radio continued throughout the year and gives promise of continuing far into the future. A constant growth in listening audience is evidence of the public's confidence and approval, and broadcasters have responded by steady improvement in the scope and quality of programs.

During the past year, more than 9,000,000 radio sets were sold, increasing the total number of sets in American homes and automobiles to over 45,000,000. With less than 7% of the world's population, our country has nearly a half of all broadcasting stations and receiving sets, and a greater percentage of radio equipped homes than any other nation. The American people want radio sets more than they want anything else in the line of electrical equipment, for more sets were sold than electric irons or toasters, or washing machines, or vacuum cleaners, or any other electrical device. In various polls, radio has won first place time and again in the preference of the American family. The American radio industry has grown faster—in units, in dollar volume and in public service—than has the radio industry of any other country.

Naturally, there is a reason for this continued development and improvement, and it is not hard to find. Radio has a tremendously intimate effect upon American life. Today it is impossible to conceive of our way of life without radio. Annihilating space and distance, American radio has in a short span of two decades commanded the largest single audience of listeners ever gathered in the history of mankind, over 100,000,000 men, women and children. Today we receive the last minute bulletins directly from Europe as an everyday occurrence. New cultural avenues have been opened and educational features developed; new technical frontiers have been broken through in frequency modulation and television. However, a brilliant future surpassing all the achievements of the past lies before us. It is our task to consolidate our advances along many fronts and to lay a firm foundation upon which the future structure of public service broadcasting and television may soon be built.

I am sure that broadcasters realize that radio, although mighty as a force for good, can do equal evil. The experiences abroad of the past year have all too clearly proved this fact and have stirred us to still greater efforts to keep radio in America free, free for all to speak, for all views of all sides, and from breakfast to bedtime to fill the day of the American people with entertainment, education and news reflecting our culture and aspirations, impossible in any nation where democratic principles do not flourish.

The broadcasters have borne well their part of radio's responsibilities of the past year. Your Association has experienced a busy and most satisfactory year. You will find in the report of each Staff Director, detailed information concerning the activities of his Department. I urge you to read these reports, because by so doing you will secure an excellent idea of the varied and manifold activities of the NAB Staff and by reason of this knowledge will make in the future more and constant use of the services which are available to you in the way of assistance by Staff members. I shall not duplicate those reports, but shall review briefly the larger aspects of the work of this Association.

The value of trade associations to industries has resulted in rapid growth of associations over a period of years. Today trade associations occupy a definite place in business life and perform a useful social and economic function sanctioned by law. The work of your Trade Association divides itself roughly into two divisions — one — tangible services rendered to our members, and the other—intangible services, which occupy the greater portion of our time.

Without minimizing the importance of our tangible assets, may I emphasize the necessity for protecting our intangible assets, such as, freedom of speech, public confidence, the basic value of advertising as a force in developing industry and employment and freedom from unnecessary and burdensome government regulation. No one individual can alone protect these, but united we can—and to unite the industry, to organize the common effort, to promote a working together of competing units, to encourage

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a broader outlook based on research and facts, and to mobilize the best experience and opinion in the industry—this is one of the major tasks of the NAB.

Persistent effort has been maintained throughout the year to perfect the united front of the radio industry. With the enthusiastic cooperation of the Directors and members who served as membership Chairmen in the various states and areas, it is gratifying to report a gain in membership from 427 at the time of our last Convention, to 462 as of today. I cannot emphasize too strongly the need of continued and everlasting effort to bring into membership every radio station in the United States.

The District Meetings have become forums of practical usefulness and of great value in promoting discussion of our problems on an informal basis. I believe these meetings can be developed to even greater usefulness. Together with the meetings of the Board of Directors; the Executive Committee, and the various other committees they have enabled us to develop an industry consciousness and unification greater than has ever existed before within the industry.

May I here express our appreciation to the Directors, to those who served on the various committees and to the entire membership for so generously giving of your time and energy to the work of the Association. Without your assistance, it would have been impossible to carry on the affairs of the NAB during the past year.

I am happy to report that for the first time in the history of either major political party, the platform of each party this year contains a radio plank. This is not only a well deserved recognition of the importance of radio but indicates that the leaders of Congress are well aware of our problems and encourages us to believe that helpful legislation may be enacted in the not too distant future, giving to American radio by law the dignity and protection that has already been given by public opinion.

Legislation

The Johnson Bill prohibiting the advertising on the radio of alcoholic beverages and the Thomas Resolution for adherence to the International Copyright Union were the two major legislative threats during the present session of Congress. We are pleased to report that neither of these pieces of legislation, nor any other legislation adversely affecting broadcasters, was enacted. The Association's Staff scrutinized all national and state legislation, did not blindly oppose all legislation, but in cooperation with other organizations helped steer the legislation into constructive channels.

Following our custom of being represented by special counsel in litigation involving matters affecting the entire industry, the Association retained special counsel in the RCA v. Whiteman case and has kept in close touch with all phases of the problems dealing with the playing of phonograph records. We are happy to report that we have been successful in our fight to prevent the levy of an additional burden on stations through another license system. On July 25 the United States Circuit Court of Appeals in New York reversed the decision of the District Court and held that broadcasters had the right to play records without a license.

Radio must not be content to fight a purely defensive legislative battle. We must take the initiative. The present Copyright Law was passed in 1909, prior to the advent of commercial broadcasting. It has many antiquated provisions, such as, the statutory minimum damage provision. The Law should be revised and brought down to date.

The libel law as it applies to broadcasters is unsatisfactory. Broadcasters should either be given the right to eliminate libelous matter, or they should be exempted from liability. The decision in Summit Hotel v. Jolson, in which case the NAB was represented by special counsel, was a decision favorable to broadcasters, and was a step in the right direction, but many phases of the subject justify further study, to the end that this troublesome question may be correctly solved.

The present conception of the functions of administrative agencies leaves much to be desired. Granting that administrative agencies should be free of supervision by the courts, certainly some procedure should exist for the testing of the legality of an agency's rules and regulations, without requiring the applicant to first violate them.

In all quasi-judicial proceedings, before the FCC, we believe that there should be an opportunity for facts to be judicially found by an independent examiner or some independent quasi-judicial or judicial tribunal. Some such separation of the powers of the Com-

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mission as recommended by the President's Committee on Administrative Procedure would be an acceptable solution. In particular, in those cases which involve revocation of or failure to renew broadcast licenses, and where the licensee's entire business is at stake, we have urged that there be provided a separate judicial determination of the facts as well as of the law. Our views on these matters have been submitted to the Attorney General's Committee on Administrative Procedure, which is at present considering the entire subject.

These are but a few of the many legislative problems which we face and which I am sure with assured industry-wide cooperation we can solve.

Public Relations

In our community life today there are propagandists about and we in radio, like many other businesses, are in the line of fire. Public opinion is the controlling factor in our Democracy, and therefore we have a legitimate interest in the public's knowing the real facts about radio in all its manifold branches. To do the job right, it must be done both nationally and locally. During the past year, with your help, we have endeavored to do it nationally, and to supply you with the tools, the weapons and the ammunition to do it locally.

Our public relations activity has covered a broad field. We have worked closely with the United States Office of Education through the Federal Radio Education Committee, and have taken a leading part in the Ohio State Institute on Radio and Education, and in many other conferences. There has been a marked change in the attitude of educators generally with reference to radio and radio relationship. The idea that education needed more time on the air has been abandoned because of the realization that educational radio needs not more, but less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside a specific time for educational programs has therefore been eliminated.

For some time, advertising has been under attack from several angles. It has been charged that advertising is wasteful and burdensome to the consumer and that it gives an undue advantage to large companies and thereby fosters monopoly. These attacks are not directed against abuses in the use of advertising, but against advertising as a business tool. This is a serious threat to radio and to all media. We have believed it important that consumers, educators and public officials should be convinced of the specific economic benefits and social improvements gained through advertising. We have taken an active part in the work of the Committee on Consumer Relations in Advertising, Inc., through which, in cooperation with other media, agencies and advertisers, the public will be given the real story of advertising's contribution to our standard of living. We have been represented at every consumers relations conference held in the last two years. We are working closely with such organizations as the Association of National Advertisers, the American Association of Advertising Agencies and the Advertising Federation of America, all of which are giving serious attention to the consumer movement. The preparation is under way of a program to demonstrate the contribution made by advertising to better consumer service and lower consumer costs.

Our relations with the press have steadily improved. In this connection, we report a most cordial attitude on the part of J. S. Gray, Radio Chairman of the American Newspaper Publishers Associal, whose friendly report on radio was a feature of the recent ANPA convention. In passing, it is well to observe that much of the change toward friendliness in the attitude of the newspapers is attributable to the excellent manner in which radio has acquitted itself in the war crisis and the use by radio of newspaper war correspondents, and the cooperation between these and radio correspondents constitutes a noteworthy chapter in this relationship. Still another factor in bringing about better relationship with the press has been the affirmative manner in which the NAB Bureau of Radio Advertising has been conducted. Its purpose has been to sell radio as a medium of advertising by constructive methods rather than through negative belittling competition. We proceed upon the theory that there is room for both the radio and the newspaper advertising dollar.

In cooperation with committees of the American Bar Association, the American Newspaper Publishers Association and the Newspaper Editors Association, the reporting of judicial proceedings bas been studied to the mutual advantage of all groups.

The list of outstanding national or-

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ganizations with which we have worked during the past year is too long to include here, but you may be sure we have overlooked no opportunity to tell the story of the American System of Broadcasting and to make friends for radio. The efforts of the year were brought to a fitting close in the unprecedented radio ceremonies of last Saturday, when the New York World's Fair of 1940 and the San Francisco Golden Gate Exposition joined hands to convey the thanks of our listeners for public service rendered and to dedicate plaques symbolic of American free radio.

Code

The widespread acceptance and endorsement of the Code bespeaks the regard in which it is held not only by broadcasters generally but by women's organizations, labor groups, religious groups, civil liberties groups and the public at large. It has been said, "When all think alike, no one thinks very much." The discussions which have taken place during the past year have emphasized the fact that broadcasters have been thinking a lot and the Code has rendered a real service in stimulating this thinking. We all realize that many times right and wrong dress in shades of gray and that, although we have much of which to be proud, we must not be smug or refuse to listen to criticism. Also, we must be careful not to be more concerned with profits than prestige lest the result be that we lose both. Although our action may be attributed partly to enlightened self-interest, may I emphasize that broadcasters have learned a great deal through experience; they, better than any other group, know what the public prefers and it certainly is in the public interest to prevent the kind of legislation which would mean that pressure groups would succeed in ramming down the throats of the public that which we know from our study and experience the public does not want.

I believe the adoption of the Code was a distinct step forward; that it has proved its value during the past year and that it will continue to grow in usefulness. To the Code Committee and its able chairman, we owe a debt of gratitude. It is especially pleasing to mention that the American Trade Association Executives bestowed a certificate of Honorable Mention on the NAB for its Code, citing the "achievement of instituting a system of self-regulation designed to make further government regulation or control unnecessary, and which would deserve and earn public confidence."

Labor Relations

For another year the industry has operated without any major labor trouble, and, generally speaking, the relationship between our industry and organized labor is friendly. Our employees are well paid; our average weekly pay check of $45.20 is believed to be the highest in the country. Without surrendering our rights, we have complied with both the spirit as well as the letter of the various laws enacted in recent years, and both labor officials and government officials dealing with labor problems have publicly praised the policy and activity of the NAB Labor Relations Department. Labor is a friend of the American System of Broadcasting.

Research

The activities of the Research Department have been many and varied, in the form of supplying facts and information for the work of the various departments and committees; in working with the FCC, the Census Bureau, the FREC and other governmental agencies, and with various groups and associations in assisting in analyzing the music copyright problem; in the preparation of a master station file, primarily designed for research purposes, but of immeasurable value to the entire industry; and, in taking a leading part in the preparation of the Program Log and Accounting Manual.

The Program Log Recommendation, and the Transmitter Log Recommendation prepared by the Engineering Department, furnish excellent examples of what can be accomplished by cooperation between the staffs of the FCC and the NAB.

We believe the recently issued FCC Forms 301 and 319 the new forms for application for construction permit or modification thereof for standard broadcast stations and high frequency broadcast stations impose an excessive burden upon applicants. Although we are in sympathy with the Commission's desire to secure on these forms full information regarding the applicant's qualifications, we believe that many of the questions can be so modified as to relieve the applicants of considerable burden in supplying information without unduly increasing the work of the Com-

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mission. We hope that by cooperative effort the excellent result which was obtained with respect to the Log Recommendations can be duplicated with respect to these forms.

A Plan for Unit Volume Measurement has been prepared in detail and will be submitted to this Convention for consideration, and we believe this is but the first of many very definite accomplishments which we believe will be achieved in the very near future.

Bureau of Radio Advertising

The Bureau of Radio Advertising was placed in full time operation on September 1st, to assist members in sales and promotion problems. Trade studies, sales manuals covering specific selling problems, together with other material, have been issued and many members report having secured tangible results with the material. The Bureau is getting at the true facts in fields where resistance in radio advertising has existed and has given the commercial managers not only an impetus to get together, discuss their problems and exchange ideas, but has also given sales data with the aid of which many contracts were closed.

In cooperation with the Sales Managers' Division, the Bureau has taken an active part in AFA and NRDGA conventions, and has cooperated with the ANA and AAAA. It has done a good job in promoting the use of radio as an advertising medium.

Promotion

The relationship with the RMA has been most friendly and cooperative and the Joint RMA-NAB Promotion Campaign has producer very satisfactory results. A continuous campaign has been carried on to increase the number of listeners, to increase the hours of listening per day, to increase the appreciation of the American radio programs and to spread an understanding of the American system of broadcasting. During the past year, it has sponsored such nationwide events as the "Curtain Raiser," "Radio Christmas," the "National Radio Festival," "Listen While You Ride," and "Listen While You Play," and now has in active swing the "Listen Before You Vote" campaign. Under the theme, "Your Electric Utility Can Be Your Best Local Account," a campaign for utility advertising has been conducted.

This department has also worked in cooperation with the radio servicemen and the set manufacturers to reduce the number of inoperative or partially inoperative set and much progress has been made.

Engineering

In an industry such as radio, it is but natural that engineering is fundamentally first and foremost. This past year has been one of great activity due to the development of television and frequency modulation. Also the ratification of the Havana Treaty by Mexico brings to the front not only the problem of changing the frequency of most of the stations in the country but also other problems in connection with the public and the receivers. I wish to here express the hope that the difficulties which have arisen in connection with the Havana Treaty will be solved, and that the Treaty will become effective at an early date. In addition to keeping in close touch with all these problems, in working with the FCC and the NAB members, our Director of Engineering took a leading part in the preparation of the Transmitter Log and has under preparation a revision of the Engineering Handbook which should be of real value to the industry.

Information Pool

Before ending the report on the work of the various Staff members, may I mention a service of the Association Staff, the value of which I do not believe is fully appreciated by NAB members. Each Staff member has collected a pool of information for the use of members—labor statistics, legal authorities, research methods, engineering data, information for speeches, for promotional activities, and data on various other subjects.

We urge you to use this for two reasons: First, because we know it will be of value to you; and second, by using it instead of diminishing its value, you increase its value by testing its usefulness, adding your results to the pool, and thereby making it of greater value to the industry.

Music Copyright

Broadcasters have always been willing to pay a fair and equitable price for the use of music. They are the first to acknowledge the cultural value of music, and that music has played a prominent part in the development of radio. How-

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ever, they demand the right to purchase music in a free and competitive market the same as they purchase their other requirements. They are unwilling to pay ASCAP on news broadcasts, on sports broadcasts, and on other programs using no music. They are also unwilling to pay ASCAP on programs which use non-ASCAP music. They are unwilling to be required to pay the entire price for music to a relative few composers merely because those composers have secured a monopolistic control of the means of exploitation of their output. They believe the cultural life of America would be greatly benefited by encouraging the creative genius of young and able composers whose works are at present never played because of the character of ASCAP's present contracts. Today, broadcasters pay forty times as much per dollar of their gross as any other customer of ASCAP, and the new ASCAP contracts now demand they pay eighty times as much, increasing their payments from $4,500,000 to nearly $9,000,000. This we will not do!

A year ago, a sincere and honest attempt was made to sit across the table from representatives of ASCAP to negotiate a renewal of the contracts on a business basis. This effort was thwarted by the refusal of the President of ASCAP to appoint a committee to meet with the broadcasters; even though ASCAP's Board of Directors had authorized the appointment of such a committee. In accordance with the mandate of the NAB convention held last year, a final positive effort was made to reach an agreement with ASCAP, upon the failure of which, the special convention was called last September in Chicago. In accordance with the practically unanimous vote of that convention, Broadcast Music, Inc., was organized for the purpose of developing a pool of non-ASCAP music and to assure the broadcasters of the right to purchase their music in a free competitive market. BMI has passed through the organization stage and today is a well-staffed organization, with a membership of over 300 stations. These BMI member stations pay over two-thirds of the revenue which ASCAP receives from the entire industry. Complete information concerning BMI will be given you Tuesday and plans for the future will be discussed at length. Suffice it here to say that today broadcasters have it within their power for once and all to end ASCAP monopoly, to solve this most troublesome question, to give the young composers a chance, and to stimulate creative effort in the United States. Moreover, the solution of this problem by a united industry will have a very salutary effect upon a number of our other pressing problems. Now is a most critical time for broadcasters. We must not fail! Let this Convention send out word that San Francisco is to be no Munich! We are in this fight to win!

Conclusion

What of the future? Today we meet in a very different world from that which existed this time last year. It would be a bold man indeed who would attempt to prophesy under what conditions we shall meet this time next year. There is need for much long-range thinking, realizing as we must that radio will have a most influential and material effect upon the future of this country. It is not our job to decide for the citizens the questions which must be decided, but it is our task to fairly, adequately and honestly bring them the facts. In so doing, we perform a service in assisting people to govern themselves. We must do it courageously, fearlessly and effectively.

Our part in the world picture today is to do our job and it is a most important job well and right in the hope and confidence that in the scheme of things the many stones which form the mosaic we call the American way of life will fit together. We must be sure that, regardless of what may happen, radio's pillar in the temple of Democracy will be sound and will not crumble. The fountain of that pillar must be a free radio. There must not only be no censorship, but no threat of censorship. For, as the U. S. Supreme Court recently said, "It is not the sporadic abuse of power by the censor but the pervasive threat inherent in its very existence that constitutes the danger to freedom of discussion."

The foundation of free radio must be good broadcasting. The American public is the only champion radio needs. So long as our thinking is dominated by intelligence and common sense, there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has good reason to be proud of its record. Its position is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us.

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THE NAB CODE

SINCE it became effective on October 1, 1939, the NAB Code has received increasingly wide-spread acceptance and endorsement among broadcasters, sponsors and listeners. In his message to the 1940 annual convention NAB President Neville Miller stated: "I believe the adoption of the Code was a distinct step forward; that it has proved its value during the past year and that it will continue to grow in usefulness." A citation of "achievement for instituting a system of self-regulation designed to make further governmental regulation or control unnecessary, and which would deserve and earn public confidence" was bestowed on the NAB for its Code by the American Trade Association Executives. 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,

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except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

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

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

Educational Broadcasting

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

News

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

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of

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events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

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

Religious Broadcasts

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

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

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

Daytime

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.

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INDEPENDENT RADIO NETWORK AFFILIATES, INC.

INDEPENDENT RADIO NETWORK AFFILIATES, INC., under the Chairmanship of Samuel R. Rosenbaum, put in an active year, procedure being centered on certain network operating practices, particularly regarding the chain-break periods and "hitch-hiker" announcements.

IRNA has also been actively called in for discussions of industry policy in connection with the Ascap situation and the suits as proposed by the government.

Somewhat of a furor was caused during the course of filing briefs with the FCC relative to the latter's Committee report on chains, when IRNA denounced the report under consideration. It was subsequently revealed however, that only one affiliate dropped its membership as a result of this move. Thus the organization is considered to have taken a course feasible to the majority of the affiliates.

During the year approximately 120 affiliates paid dues to IRNA, but as pointed out by Chairman Rosenbaum, the policy is to function on behalf of all of the affiliated outlets whether or not they pay dues. Members who forwarded their dues paid in a total of nearly $8,000.

It is expected that during the 1941-2 season, IRNA will become more active than ever, having already proven its worth in reaching its original objective when it averted serious trouble with the AFM. Formal incorporation of IRNA was directed by its membership in September 1939, after nearly two years of activity as an informal group.

Executive Committee

MARTIN B. CAMPBELL,
WFAA, Dallas, Tex.
H. K. CARPENTER,
WHK, Cleveland
DON S. ELIAS,
WWNC, Asheville, N. C.
I. R. LOUNSBERRY,
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NATIONAL INDEPENDENT BROADCASTERS, INC.

NATIONAL INDEPENDENT BROADCASTERS, INC. put in a full year of progressive activity during 1940, the organization, comprised of independently owned local broadcasting stations having concerned itself with at least eight important developments.

Two convention meetings were held during the year, the first August 5th, in San Francisco at the time of the NAB Convention and the second October 21st and 22nd in New York. Harold A. Lafount, president, presided over the two meetings. Earlier in the year permanent offices were opened at 500 Edmonds Building, Washington, D. C., and on November 1, 1940 all association activities were transferred there and a permanent staff installed under Edwin M. Spence, managing director.

Summary of the outstanding activities of the Association during 1940 include: FCC Rule 3.93 was amended in regard to transcription announcements; Modification of the Sunrise Rule, for the benefit of part-time stations; Revision of the Application Forms 301 and 319, the former concerning standard broadcast stations and the latter FM; Broadcast Music, Inc. held conferences with NIB officials and a low scale license fee was arranged, effective April 1, 1941.

Throughout the summer conferences were held with the AFM relative to independent station contracts which expired on September 15, and it was agreed by President Petrillo of the AFM that relations would remain status quo.

HAROLD A. LAFOUNT, *President*
630 Fifth Avenue, New York City

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WLVA, Lynchburg, Va.

ANDREW W. BENNETT, *Gen. Counsel*

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500 Edmonds Bldg., Washington, D. C.

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ORGANIZATIONS

PERSONNEL—ADDRESSES

Acoustical Society of America

919 North Michigan Ave., Chicago, Ill.

OFFICERS

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●

Actors' Equity Association

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

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Honorary President . . . . . John Emerson
President Emeritus . . . . . Frank Gillmore

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Terms Expire in 1944: Patricia Collinge, Dudley Digges, Muriel Kirkland, Philip Loeb, John A. Lorenz, Emily Marsh, Hiram S. Sherman, Jack Whiting, Mervin Williams, Harold Vermilyea.

Terms Expire In 1943: Lee Baker, Hugh Cameron, Broderick Crawford, Eric Dressler, Alfred Kappeler, Earle Larimore, Winifred Lenihan, Gerald Moore, Hugh Rennie, Joseph A. Vitale, Katherine Warren.

Terms Expire in 1942: Glenn Anders, Franklyn Fox, William Gaxton, Walter N. Greaza, Edith Gresham, Ben Lackland, Leroy MacLean, Claudia L. Morgan, Leona Powers, Edith L. Van Cleve, Richard Whorf.

Terms Expire in 1941: John Alexander, Jay Amiss, Beverly Bayne, E. J. Blunkall, Reed Brown, Jr., J. Malcolm Dunn, Clyde Fillmore, Robert T. Haines, Alan Hewitt, Robert Keith, Maida Reade, Richard Sterling.

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd., Hollywood, Calif.
San Francisco: Theodore Hale, 111 O'Farrell Street
Chicago: Frank Dare, 729 Waveland Avenue.

●

Advertising Federation of America

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

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FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

●

American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.
MOhawk 4-7982

OFFICERS

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FUNCTIONS

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

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Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.

•

American Bar Association (Standing Committee on Communications)

Office of the Chairman: 920 Southern Bldg., Washington, D. C.

COMMITTEE

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Committeeman.....Edwin M. Borchard
Committeeman.....John Morgan Davis
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FUNCTIONS

The main function of this committee is to keep in touch with any phase of the field of communications in which the American Bar Association may have an interest. It reports to the Bar Association at intervals with recommendations for action, and carries out such mandates as it receives from the Association.

•

American Communications Association (C. I. O.)

10 Bridge St., New York, N. Y.
BOwling Green 9-3006

OFFICERS

President.....James P. Selly
Vice-President.....James Benson
Vice-President.....O. M. Salisbury
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•

American Council on Education

744 Jackson Place, Washington, D. C.
NAtional 5691

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FUNCTIONS

This Council's purpose is to advance American education through comprehensive voluntary, cooperative action on the part of educational associations, organizations and institutions, through the promotion, initiation and administration of systematic studies, cooperative experiments, and conferences. It has sponsored two national conferences on educational broadcasting to provide a national forum of educational and broadcasting interests for the furthering of education by radio. It also has an educational motion picture project which is evaluating and producing classroom films.

•

American Federation of Musicians

1450 Broadway, New York, N. Y.
PEnnsylvania 6-2545

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American Federation of Radio Artists (AFRA)

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

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Cincinnati Local—Box No. 2, Burnet Woods Station, Cincinnati, Ohio.

Montreal Local—1126 St. Catherine St., West Montreal, Canada.

Detroit Local—1003 Tuller Hotel, Detroit, Mich.

St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.

Miami Local—Box 3082, Miami, Fla.

Denver Local—598 South Navajo St., Denver, Colo.

Racine Local—804 Hamilton St., Racine, Wisc.

Cleveland Local—11418 Bellflower Rd., Cleveland, Ohio.

Other locals located in Des Moines, Ia.; Philadelphia, Pa.; Pittsburgh, Pa.; Schenectady, N. Y.; Boston, Mass.; Birmingham, Ala.; Shreveport, La.; Racine, Wisc.; Washington, D. C.; Charlotte, N. C.; Portland, Ore.

•

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

545 Fifth Ave., New York, N. Y.
VAnderbilt 6-6340

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BRANCH OFFICES

Hollywood: 7046 Hollywood Blvd.—Phone, Hollywood 7311; San Francisco: 111 O'Farell St.—Phone, Sutter 3196; Chicago: 540 N. Michigan Blvd.—Phone, Superior 6517.

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.

•

American Guild of Radio Announcers and Producers

13-26 142nd St., Melba, Long Island
INdependence 3-2633

OFFICERS

Secretary Treasurer . . . . . Roger Bower

FUNCTIONS

This organization is an independent labor union, industrial in character, representing announcers, producers, sound effects technicians, radio engineers, etc., at radio stations throughout the United States

•

American Institute Of Electrical Engineers

33 West 39th St., New York, N Y
PEnnsylvania 6-9220

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Vice-President	J W Barker
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FUNCTIONS

The major purposes of the American Marketing Association are: (1) To foster scientific study and research in the field of marketing; (2) To develop sound thinking in marketing theory and more exact knowledge and definition of marketing principles; (3) To improve the methods and technique of marketing research; (4) To contribute to the improvement of the teaching of marketing; (5) To develop better public understanding and appreciation of marketing problems; (6) To study and discuss legislation and judicial decisions regarding marketing; (7) To improve marketing personnel and study personnel problems; (8) To record progress in marketing through the publication of a journal; (9) To encourage and uphold sound honest practices, and to keep marketing work on a high ethical plane.

•

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	Norman Chandler
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FUNCTIONS

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

•

The American Radio Relay League, Inc.

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

OFFICERS

President	George W. Bailey
Vice-President	Charles E. Blalack
Managing Secretary	Keneth B. Warner
Treasurer	A. A. Hebert
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

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Vice-President	Louis Bernstein
Vice President	Otto A Harbach
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FUNCTIONS

ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

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COLORADO: H. O. Bergkamp, 1101-2 Security Bldg., Denver, Colo.
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DELAWARE: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.
DISTRICT OF COLUMBIA: E. A. Sherwood, 1616 Baltimore Trust Bldg., Baltimore, Md.
FLORIDA: I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

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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.
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MICHIGAN: Grosner & Burak, 782-784 Penobscot Bldg., Detroit, Mich.
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Karl P. Spencer, 950 Telephone Bldg., 1010 Pine St., St. Louis, Mo.
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Lawrence Schlums, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.
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Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.
OKLAHOMA: Milsten & Milsten, 1613-14 Tower Petroleum Bldg., 1905 Elm St., Dallas, Texas.
OREGON: Herman Kenin, 911 Public Service Bldg., Portland, Oregon.
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(Eastern Part) H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.
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TEXAS: Milsten & Milsten, 1613-14 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.
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WISCONSIN: Robert A. Hess, Plankinton Bldg., Milwaukee, Wis.
WYOMING: H. O. Bergkamp, 1101-2 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: H. A. Levinson, 111 Sutter 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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Associated Actors and Artistes of America

45 West 47th St., New York, N. Y.
Phone: BRyant 9-3550

OFFICERS

President-Executive Director.....Frank Gillmore
Executive Secretary.....Paul Dullzell
1st Vice-President.....Jean Greentield
2nd Vice-President.....Kenneth Thomson
Treasurer.....Ruth Richmond
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.

•

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)
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(WEEI, Boston)
2nd Region.....Robert J. Mayberry
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3rd Region.....Edwin F. Laker
(WJSV, Washington, D. C.)
4th Region.....Ralph F. Painter
(WBT, Charlotte, N. C.)
5th Region.....Howard Hayes
(WKRC, Cincinnati)
6th Region.....F. A. George
(WCFL, 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 Canadian Advertisers, Inc.

85 Richmond St., West, Toronto, Ont.
ADelaide 9774

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Vice-President.....P. K. Abrahamson
(The Borden Co., Ltd.)

www.americanradiohistory.com

Vice-President . . . . E. F. Millard
(Ford Motor Co. of Canada)
Vice-President . . . . . R. E. Merry
(Lever Bros., Ltd.)
Treasurer . . . . . G. S. H. Carter
(Toronto General Trusts Corp.)
Secretary . . . . . F. E. Clotworthy

DIRECTORS

Glen Bannerman, Hudson Motors of Canada; B. W. Keightley, Canadian Industries, Ltd.; H. H. Rimmer, Canadian General Electric Co.; K. R. Townsend, Canadian Westinghouse Co.; W. O. H. James, The Dominion Bank; J. W. Doherty, Imperial Oil, Ltd.; J. E. Mason, Canada Dry Ginger Ale, Ltd.; Ray L. Sperber, Sterling Products, Ltd.; Neil B. Powter, Howard Smith Paper Mills, Ltd.

FUNCTIONS

Association of Canadian Advertisers (ACA) is a mutual organization of national advertisers in Canada, organized to make advertising better and more effective for its members. The organization compiles "Analysis of Circulation of Canadian Publications," which is published every two years.

•

Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRyant 9-6330

OFFICERS

Chairman of Board . . . . . H. W. Roden
(Harold H. Clapp, Inc.)
Vice-Chairman . . . . . Gordon E. Cole
(Cannon Mills, Inc.)
Vice-Chairman . . . . . Carleton Healy
(Hiram Walker, Inc.)
President . . . . . Paul B. West
Treasurer . . . . . M. H. Leister
(Sun Oil Co.)
Secretary . . . . . G. S. McMillan

DIRECTORS

Albert Brown, The Best Foods, Inc.; Robert B. Brown, Bristol-Myers Co.; A. O. Buckingham, Cluett Peabody & Co.; Northrop Clarey, Standard Oil Co. of New Jersey; Keith J. Evans, Inland Steel Co.; Price Gilbert, Jr., The Coca Cola Co.; P. C. Handerson, The B. F. Goodrich Co.; W. A. Hart, E. I. du Pont de Nemours & Co.; M. H. Leister, Sun Oil Co.; C. G. Mortimer, Jr., General Foods Corp.; Leo Nejelski, The Pepsodent Co.; D. P. Smelser, The Proctor & Gamble Co.; H. M. Warren, National Carbon Co.

FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

•

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOllywood 3545

OFFICERS

President . . . . . Gerald King
Secretary . . . . . C. P. MacGregor
Treasurer . . . . . J. Messer
General Counsel . . . . . John J. Wilson

DIRECTORS

Gerald King, C. P. MacGregor, A. Schrade.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; Ray Morgan & Co.; Standard Radio; Field Bros.; Edward Sloman Productions, Ltd.; George Logan Price, Inc.

•

Authors' Guild

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

OFFICERS

President . . . . . Hendrik Willem van Loon
Vice-President . . . . . Henry F. Pringle
Secretary . . . . . Margaret Widdemer

•

Authors' League

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

OFFICERS

President . . . . . Elmer Davis
Vice-President . . . . . Howard Lindsay
Secretary . . . . . Homer Croy
Assistant Secretary . . . . . Margaret Scheuerman

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.

•

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York, N. Y.
PEnnsylvania 6-4566

OFFICERS

President . . . . . Neville Miller
Vice President-General Manager . . . . . M. E. Tompkins
Vice-President-General Counsel . . . . . Sydney M. Kaye
Treasurer . . . . . C. E. Lawrence

DIRECTORS

Neville Miller, National Association of Broadcasters; Walter Damm, WTMJ; John Elmer, WCBM; Edward Kirauber, Columbia Broadcasting System; Niles Trammell, National Broadcasting Co.; Paul Morency, WTIC; John Shepard, 3rd, The Yankee Network; Theodore C. Streibert, Mutual Broadcasting System.

BRANCH OFFICES

1549 North Vine St., Hollywood, Calif.
Executive-in-Charge . . . . . Harry Engel

---

54 West Randolph St., Chicago, Ill.
Executive-in-Charge . . . . . James Cairns

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

•

Canadian Association of Advertising Agencies

401 Yardley House, Toronto, Ont., Canada
Waverly 6157

OFFICERS

President . . . . . E. W. Reynolds
(E. W. Reynolds & Co.)
Vice-President . . . . . J. W. Thain
(A. McKim, Ltd.)
Treasurer . . . . . A. J. Denne
(A. J. Denne & Co.)

FUNCTIONS

Canadian Association of Advertising Agencies is a trade organizations made up of the majority of advertising agencies in Canada.

•

Canadian Association of Broadcasters

801 Victory Bldg., Toronto, Ont.
Canada
Elgin 5623

OFFICERS

President . . . . . Glenn Bannerman
Vice-President . . . . . H. Gordon Love
Secretary-Treasurer . . . . . T. Arthur Evans

www.americanradiohistory.com

DIRECTORS

Harry Sedgwick, CFRB, Toronto; J. N. Thivierge, CHRC, Quebec; E. T. Sandell, CKTB, St. Catherines; George Chandler, CJOR, Vancouver; J. Stewart Neill, CFWB, Fredericton; 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:
Bing Crosby, Dan Healy, Pat O'Brien
Chaplain.....Very Rev. Edward F. Leonard
Treasurer .....Rev. John F White
Recording Secretary.....Don Cautier
Counsel .....Hon. Alfred J. Talley
Historian .....Allyn Gillyn
Executive Secretary .....George Buck
Chairman of Executive Board.....William David
Social Secretary (Theatrical).....Jane Hoy
Social Secretary (Non-Theatrical)
Mrs. Cornelius J. Gallagher

FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, screen and radio, non-sectarian in scope.

Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

OFFICERS

President.....Joseph Avery Durkin
1st Vice-President.....Edwin P. Kilroe
2nd Vice-President.....Richard Reid
3rd Vice-President.....Daniel D. Halpin
Treasurer .....Hugh A. O'Donnell
Financial Secretary .....Eleanor M. Tucker
Recording Secretary .....Clarence E. Heiter
Corresponding Secretary.....Bernadette A. Forrest
Counsel.....Henry N. Steinert
Spiritual Director .....Rev. John B Kelly
Honorary President..Very Rev. Francis Joseph Spellman
President Emeritus .....James J. Walsh

BOARD OF GOVERNORS

Thomas E. Woodlock, Very Rev. Fulton J. Sheen, Eugene A. Colligan, Victor Ridder, Elizabeth Jordan, James O'Shaughnessy, Kathleen Norris, Rev. Hugh Morley, Katherine Edgerly, Charles H. Moran, Margaret Marshall, Nick Kenny, Mrs. Philip Brennan, Nicholas Farley, Kenton Kilmer.

Clear Channel Group

914 National Press Building, Washington, D. C.
Metropolitan 1464

OFFICERS

Chairman.....Edwin W. Craig
Chairman, Engineering Committee....J. H. DeWitt, Jr.
Counsel.....Louis G. Caldwell

FUNCTIONS

The function of the Clear Channel Group is to foster the interests of independently-owned clear channel standard broadcast stations in matters of engineering allocation, national and international, to the end of preserving and improving radio reception to rural and sparsely settled areas and to cities and towns having no stations of their own.

Defense Communications Board

Chairman's Office: c-o Federal Communications Commission, Washington, D. C.

PERSONNEL

James Lawrence Fly, Chairman, Federal Communications Commission; Major General Joseph O. Mauborgne, Chief Signal Officer of U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications; Herbert E. Gaston, Assistant Secretary of Treasury in charge of Coast Guard.

COMMITTEES

Coordinating: E. K. Jett, Chief Engineer of the Federal Communication Commission, Chairman; Francis C. De Wolf, Department of State; Major W. T. Guest, Department of War; Commander Earl E. Stone, Department of Navy; Commander J. F. Farle, Chief of Communications, U. S. Coast Guard, Department of Treasury.

Law: Telford Taylor, General Counsel of Federal Communications Commission, Chairman; Captain J. W. Huysson, Office of the Judge Advocate General, Department of War; Steven Spingarn, Department of Treasury; Lt. Commander Franz O. Willenbucher, Department of Navy; Raymond T. Ringling, Department of State.

Labor Advisory: (not named at time of going to press).

Industry Advisory: (not named at time of going to press).

Domestic Broadcasting: Neville Miller, Chairman; Andrew D. Ring, Secretary.

Subsidiary Committees: International Radio Advisory Committee, International Broadcasting Committee, Radio Communications Committee, State and Municipal Facilities Committee, Telegraph Committee, Telephone Committee, Amateur Radio Committee, Aviation Radio Committee, Cable Committee.

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.

Federal Communications Bar Association

921 Tower Bldg., Washington, D. C.

OFFICERS

President.....Herbert M. Bingham
First Vice-President.....John M. Littlepage
Second Vice-President.....Ralph A. Van Orsdel
Secretary.....Percy H. Russell, Jr.
Treasurer.....Paul A. Porter

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

www.americanradiohistory.com

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 and Editor Leonard Power

COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; Harold B. McCarthy, National Association of Educational Broadcasters; A. D. Ring, Federal Communications Commission; Walter G. Preston, Jr., National Broadcasting Co.; Levering Tyson, Muhlenberg College; Sterling Fisher, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the 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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Federal Trade Commission

Constitution Ave. at 6th St., N.W., Washington, D.C.
NAtional 8206

PERSONNEL

Chairman . . . . . Charles H. March
Commissioner . . . . . Ewin L. Davis
Commissioner . . . . . Garland S. Ferguson
Commissioner. . . . . William A. Ayres
Commissioner . . . . . Robert E. Freer
Secretary . . . . . Otis B. Johnson
Chief Economist . . . . . Col. William H. England
Director, Radio & Periodical Division P. B. Morehouse
Assistant Director, Radio & Periodical Division
William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

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Financial Advertisers Association

221 S. La Salle St., Chicago, Ill.
State 5547

OFFICERS

President . . . . . Robert J. Izant
First Vice-President . . . . . Victor Cullin
Second Vice-President . . . . . L. E. Townsend
Third Vice-President . . . . . Lewis F. Gordon
Treasurer . . . . . Fred W. Mathison
Executive Vice-President . . . . . Preston E. Reed

•

First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio
Main 5194

OFFICERS

President . . . . . Lee E. Donnelley
Vice-President . . . . . Norman Lewis
Secretary-Treasurer . . . . . Melvin F. Hall

BRANCH OFFICES

Membership in this organization includes advertising agencies in the following cities: Albany, N. Y.; Atlanta, Ga.; Buffalo, N. Y.; Cincinnati, Ohio; Cleveland, Ohio; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.; Jacksonville, Fla.; Los Angeles, Calif.; Nashville, Tenn.; New York, N. Y.; Oakland, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Richmond, Va.; San Francisco, Calif.; San Jose, Calif.; Salt Lake City, Utah; Seattle, Wash.; St. Louis, Mo.; Tacoma, Wash.; Toronto, Ont.; Montreal, Que.; Halifax, Nova Scotia; Vancouver, B. C.; Winnipeg, Manitoba.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

•

F M Broadcasters, Inc. (FMBI)

21 Brookone Ave., Boston, Mass.
Commonwealth 0800

OFFICEES

President . . . . . John Shepard, 3rd
Vice-President . . . . . John V. L. Hogan
Secretary-Treasurer . . . . . Robert T. Bartley

DIRECTORS

Walter J. Damm; Franklin M. Doolittle, C. M. Walter J. Damm, Franklin M. Doolittle, C. M. Jansky, r., Ray H. Manson Carl Meyers, Paul W. Morency, T. C. Streibert.

BRANCH OFFICE

52 Vanderbilt Ave., New York, N. Y.
Phone, MUrray Hill 7201
Director of Promotion . . . . . Dick Dorrance

FUNCTIONS

FM Broadcasters, Inc., is a national organization of a non-profit nature, representing the concerted efforts of leading FM proponents to see that FM advances in a coordinated, logical manner.

•

Georgia Association of Broadcasters

c-o Radio Station WRBL, Columbus, Ga.

OFFICERS

President . . . . . James Woodruff, Jr.
(WRBL, Columbus)
Vice-President . . . . . Ray Ringston
(WRDL, Augusta)
Secretary-Treasurer . . . . . Margie Willis
(WTOC, Savannah)

DIRECTORS

E. K. Cargill, WMAZ, Macon; Jack Williams, WAYX, Waycross; Leon Reinsch, WSB, Atlanta.

FUNCTIONS

The Georgia Association of Broadcasters is a regional trade association of 19 Georgia broadcasting stations.

•

Independent Radio Network Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg., Philadelphia, Pa.

OFFICERS

Chairman. . . . . Samuel R. Rosenbaum
(WFIL, Philadelphia)
Vice-Chairman & Treasurer . . . . . Paul W. Morency

EXECUTIVE COMMITTEE

Martin B. Campbell, WFAA, Dallas, Texas; H. K. Carpenter, WHK, Cleveland, Ohio; Don S. Elias, WWNC, Asheville, N. C.; I. R. Lounsberry, WGR, Buffalo, N. Y.; P. W. Morency, WTIC, Hartford, Conn.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.

DIRECTORS

Martin Campbell, WFAA, Dallas, Texas; H. K. Carpenter, WHK, Cleveland, Ohio; Arthur B. Church, KMBC, Kansas City, Mo.; Edwin W. Craig, WSM, Nashville, Tenn.; Mark Ethridge, WHAS, Louisville, Ky.; Don S. Elias, WWNC, Asheville, N. C.; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsberry, WGR, Buffalo, N. Y.; Paul W. Morency, WTIC, Hartford, Conn.; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, WAVE, Louisville, Ky.; Samuel R. Rosenbaum, WFIL, Philadelphia, Pa.; W. J. Scripps, WWJ, Detroit, Mich.; Hulbert Taft, Jr.,

www.americanradiohistory.com

WKRC, Cincinnati, Ohio; L. B. Wilson, WCKY, Cincinnati, Ohio.

•

Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President.....F. E. Terman
Secretary.....Harold P. Westman

FUNCTIONS

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

•

Interdepartment Radio Advisory Committee (IRAC)

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

OFFICERS

Chairman.....E. K. Jett
Vice-Chairman.....J. H. Dellinger
Secretary.....Gerald C. Gross
Assistant Secretary.....P. F. Siling

MEMBERS

Department of Agriculture.....E. W. Loveridge
Department of Commerce.....Dr. J. H. Dellinger
Federal Communications Commision.....E. K. Jett
Department of Interior.....C. D. Monteith
Department of Justice.....T. D. Quinn
Maritime Commission.....D. S. Brierly
Department of Navy.....Admiral S. C. Hooper
Post Office Department.....Roy M. Martin
Department of State.....Thomas Burke
Department of Treasury.....Commander J. F. Farley
Department of War....Major General J. O. Mauborgne

ALTERNATE MEMBERS

Department of Agriculture.....Wallace L. Kadderly
Department of Commerce.....L. H. Simson
Federal Communications Commission..Gerald C. Gross
Department of Interior.....John S. Cross
Department of Justice.....H. J. Walls
Maritime Commission.....J. T. Welsh
Department of Navy.....Commander John R. Redman
Post Office Department.....none
Department of State.....Francis C. de Wolf
Department of Treasury...Commander C. H. Peterson
Department of War.....Major Wesley T. Guest

FUNCTIONS

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

•

International Committee On Radio (Comite International de la T. S. F.)

President's Office: c-o Federal Communications Commission, Washington, D. C.
Treasurer's Office: Colorado Bldg., Washington, D.C.
Secretary's Office: 1112 Connecticut Ave., N.W., Washington, D. C.

OFFICERS

President.....T. A. M. Craven
Vice-President.....Louis G. Caldwell
Treasurer.....Howard S. LeRoy
Secretary.....F. P. Guthrie

EXECUTIVE COUNCIL

John W. Guider, Chairman; A. L. Ashby, Thad H. Brown, J. H. Dellinger, Francis C. DeWolf, William R. Vallance.

FUNCTIONS

This organization is the American Section of the Comite International de la T. S. F.

International Radio Club

Court House Bldg., Miami, Fla.
Phone, 3-4431

OFFICERS

President.....Jack Rice
Vice-President.....F. C. Sowell
(WLAC, Nashville, Tenn.)
Vice-President.....E. K. Cargill
(WMAZ, Macon, Ga.)
Vice-President.....Norman Reed
Vice-President.....Gene O'Fallon
(KFEL, Denver, Colo.)
Secretary.....Peggy Tooke
Legal Counsellor.....Roger E. Davis
Program Director.....Joseph Ries
(WLW, Cincinnati, Ohio)
Historian.....George Malcolm-Smith
(WTIC, Hartford, Conn.)
Musical Director.....Vincent Sorey

•

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
Phone, 3546-W

OFFICERS

President & Editor.....Arthur J. Green
Board of Advisors.....Joseph B. Sessions
Board of Advisors.....Jacob N. Kleimans
Board of Advisors.....Charles H. Schroeder
European Representative.....Arthur E. Bear

BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter; Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec.
(Note: The English Chapters have temporarily suspended operations.)

FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

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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

122 East 42nd St., New York, N. Y.
LExington 2-9680

OFFICERS

President.....Arno H. Johnson
(J. Walter Thompson Co.)
Vice-President.....Frank M. Surface
(Standard Oil Co. of N. J.)
Secretary-Treasurer.....Will S. Johnson
(Vick Chemical Co.)

EXECUTIVE COMMITTEE

Arno H. Johnson, Arthur Hirose (McCall Corp.), Frank M. Surface, Will S. Johnson, Elmo Roper (Elmo Roper, Inc.).

FUNCTIONS

This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

www.americanradiohistory.com

The Masquers

1765 N. Sycamore Ave., Hollywood, Calif.
HOllywood 2164

OFFICERS

Kinglegan ... Robert Armstrong
Lichr ... Alan Mowbray
Panchinello ... Stanley Taylor
Cicesue ... Howard B. Hershey
Pantaleon ... Joe E. Brown
Reader ... Frank Campeau

JESTERATE

Billy Gilbert, Frank M. Fynn, David H. Thompson, William H. Dunn, Charles Vanda, Harry Joe Brown, William B. Davidson, James P. Normandy, Joseph M. Ratliff, Benjamin W. Shipman, Clay Clement, Russell Hicks, Charles Middleton, Gus Glassmire, John Sheehan.

FUNCTIONS

The Masquers is a non-profit social club catering to male members of the stage and screen with a limited number of non-professional members.

•

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
General Manager ... Harry Fox

•

National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.
MUrray Hill 2-3420

OFFICERS

Secretary ... Dr. Levering Tyson

FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

•

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

OFFICERS

President ... Neville Miller
Assistant to President-Acting Secretary-Treasurer ... C. E. Arney, Jr.
General Counsel ... Russell P. Place
Director of Public Relations ... Edward M. Kirby
Director of Labor Relations ... Joseph L. Miller
Director of Research ... Paul F. Peter
Assistant Research ... J. Robert Myers
Director of Engineering ... Lynne C. Smeby
Bureau of Radio Advertising ... Sam J. Henry, Jr.
Promotion ... Arthur Stringer
Auditor ... Everett E. Revercomb

BOARD OF DIRECTORS

District
1—Paul Mowrey, WTIC, Hartford, Conn.
2—Clarence Wheeler, WHEC, Rochester, N. Y.
Edward Klauber, CBS, New York, N. Y. (director-at-large)
Fred Weber, New York, N. Y. (director-at-large)
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)
5—W. Walter Tison, WFLA, Tampa, Fla.
6—Edwin W. Craig, WSM, Nashville, Tenn.
7—J. H. Ryan, WSPD, Toledo, Ohio
Mark Ethridge, WHAS, Louisville, Ky. (director-at-large)
George W. Norton, Jr., WAVE, Louisville, Ky. (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.
Don Searle, KOIL, Omaha, Nebr. (director-at-large)
11—Earl H. Gammons, WCCO, Minneapolis, Minn.
12—Herbert Hollister, KFBI, Wichita, Kans.
13—O. L. Taylor, KGNC, Amarillo, Tex.
Harold Hough, WBAP, Fort Worth, Tex. (director-at-large)
14—Eugene P. O'Fallon, KFEL, Denver, Colo.
15—Howard Lane, KFBK, Sacramento, Calif.
16—Harrison Holliway, KFI-KECA, 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, Don Searle, 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. C. Jensen (WCAL, Northfield, Minn.)
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, Jacob Rosenberg, 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)

www.americanradiohistory.com

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 Allen 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 Better Business Bureau, Inc.

405 Lexington Ave., New York, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Harry Dwight Smith
Secretary.....Warren C. Agry
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

National 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: 730 Fifth Ave., New York, N. Y.
Washington Office: Edmonds Bldg., 917 Fifteenth St., N.W., Washington, D. C.
Phone, Republic 3607

OFFICERS

President.....Harold A. Lafount
Vice-President.....Edward A. Allen
Secretary-Treasurer.....Lloyd C. Thomas
General Counsel.....Andrew W. Bennett
Managing Director.....Edwin M. Spence

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
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.....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.....Louis J. Ott
(Ohio Brass Co.)
Vice-President.....R. T. Reinhardt
(California Corrugated Culvert Co.)
Secretary-Treasurer.....E. C. Howell
(The Carboley Co.)
Past President.....Charles McDonough
(Combustion Mfg. Co.)
Headquarters Secretary.....M. R. Webster

DIRECTORS

Fred C. Noyes, Horton-Noyes Co.; Roy D. Baldwin, Simonds Saw & Steel Co.; Harry Neal Baum, Fairbanks, Morse & Co.; Frederic I. Lackens, The Hays Corp.; Theodore Brown, Perry-Brown, Inc.; George F. Mathews, The Lunkenheimer Co.; J. L. Beltz, The Thew Shovel Co.; H. W. Fortey, The Warner & Swasey Co.; Lloyd R. Vivian, Ditzler Color Co.; Tom Moule, Ralph L. Wolfe & Associates, Inc.; M. W. Dallas, E. C. Atkins & Co.; B. C. O'Brien, Roots-Connersville Blower Corp.; Richard F. O'Mara, Western Precipitation Corp.; Martin R. Klitten, The McCarthy Co.; Frank W. Pensinger, Landis Tool Co.; F. S. Foltz, Foltz-Wessinger, Inc.; P. C Ritchie, Waukesha Motor Co.; Arnold J. Andrews, Bucyrus-Erie Co.; F. A. McLean, Canadian Ingersoll-Rand Co., Ltd.; D. W. Kelley, Canadian Industries, Ltd.; Richard S. Hayes, The Okonite Co.; F. H. Pinkerton, United States Rubber Co.; Robert J. Barbour, The Bakelite Corp.; Keith B. Lydiard, Alan Bridgeman Sanger; Douglas C. Miner, E. F. Houghton Co.; R. E. Lovekin, R. E. Lovekin Corp.; David A. Woltt, Edwin L. Wiegand Co.; Edmund D. Kennedy, Copperweld Steel Co.; E. L. Mathy, Victor Equipment Co.; R. T. Reinhardt, California Corrugated Culvert Co.; Clifford F. Boyer, Kwick-Kut Mfg. Co., Inc.; Anthony Naher, Century Electric Co.; Allen P. Colby, The National Supply Co.; Philip Linne, Owens-Corning Fibergias Corp.; T. S. Glover, Russell T. Kelley, Ltd.; John A. M. Galilee, Canadian Westinghouse Co., Ltd.; E. V. Creagh, American Chain & Cable Co., Inc.; George B. Wright, Nash Engineering Co.; Paul L. Callahan, Truscon Steel Co.; L. H. Taylor, The Deming Co.; C. D. Davenport, Union Steel Products Co.; C. M. Buchanan, Van Sant, Dugdale & Co.

FUNCTIONS

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

National Television Systems Committee

PERSONNEL

Chairman.....Dr. W. R. G. Baker
(General Electric Co.)
Committeeman.....Adrian Murphy
(Columbia Broadcasting System)
Committeeman.....Harry R. Lubcke
(Don Lee Broadcasting System)
Committeeman.....Allen B. DuMont
(Allen B. DuMont Laboratories, Inc.)
Committeeman.....B. Ray Cummings
(Farnsworth Television & Radio Corp.)

www.americanradiohistory.com

Committeeman . E. F. W. Alexanderson
(General Electric Co.)
Committeeman . . . . . Daniel E. Harnett
(Hazeltine Corp.)
Committeeman . . . . John V. L. Hogan
(WQXR, New York, N. Y.)
Committeeman . Albert I. Lodwick
(Hughes Tool Co.)
Committeeman . Dr. A. N. Goldsmith
(Institute of Radio Engineers)
Committeeman . . . . . David B. Smith
(Philco Corp.)
Committeeman . . . . . E. W. Engstrom
(Radio Corp. of America)
Committeeman . . . . . Frederic C. Young
(Stromberg-Carlson Telephone Mfg. Co.)
Committeeman . . . . . John R. Rutland
(Zenith Radio Corp.)

SUBCOMMITTEE CHAIRMAN

System Analysis . P. C. Goldmark
Subjective Aspects . A. N. Goldsmith
Television Spectre . . J. E. Brown
Transmitter Power . . . . . E. W. Engstrom
Transmitter Characteristics . B. R. Cummings
Transmitter-Receiver Coordination . I. J. Kaar
Picture Resolution . . . D. E. Harnett
Synchronization. . . . . T. T. Goldsmith
Radiation Polarization. . . . . D. B. Smith

●

National Variety Artists, Inc.

225 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President . . . . . Louis Handin
First Vice-President . . . . . Al Edwards
Second Vice-President . . . . . Billy Gould
Treasurer . . . . . William Marble

DIRECTORS

Joseph McInerney, Charles H. Preston, Jack Boyle, Joe Verdi, Nick Elliott, Charles Johnson, Harry Brooks, Lester Rose, John Connery.

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

●

Nebraska Broadcasters Association

Secretary's Office: c./o WJAG, Norfolk, Nebr.
Phone: 432

OFFICERS

President . . . . . W. I. LeBarron
(KGNF, North Platte)
Vice-President . . . . . L. L. Hilliard
(KGKY, Scottsbulff)
Secretary-Treasurer . . . . . Art Thomas
(WJAG, Norfolk)

DIRECTORS

John Gillin, Jr., WOW, Omaha; Vernon H. Smith, KOWH, Omaha.

MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KGFW, Kearney; KGKY, Scottsbulff, KGNF, North Platte; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; 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 . . . . . Richard A. Dunlea
(WMFD, Wilmington)
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

215 Bank of Commerce Bldg., Oakland, Calif.
TEmplebar 5181

OFFICERS

President. . . . . Don Belding
(Lord & Thomas)
Senior Vice-President. . . . . Howard Willoughby
(Foster & Kleiser Co.)
Secretary-Treasurer . . . . . Charles A. Storke
(Santa Barbara News-Press)
Executive Secretary . . . . . Lela M. Huey
(Kay's Advertising Mail)
V-P District 1 . . . . . J. Corning Todd
(McCandlish Lithograph Co.)
V-P District 2 . . . . . A. A. Campbell
(Salt Lake City Tribune-Telegram)
V-P District 3 . . . . . Kelmar K. LeMaster
(Portland Oregonian)
V-P District 4 . . . . . Jack Leatherman
(Blake, Moffitt & Towne)
V-P District 5 . . . . . Fred A. Palmer
(KOY, Salt Lake City)
Vice-President-At-Large . . . . . Mildred Peery
Director . . . . . Morton W. Mogge
(J. Walter Thompson Co.)
Chairman Junior Division . . . . . Robert L. Phillipi
(Union Oil 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.

●

George Foster Peabody Radio Awards Board

c o Board of Regents University System of Georgia, Athens, Ga.

PERSONNEL

Dr. S. V. Sanford, University System of Georgia; Bruce Barton, Batten, Barton, Durstine & Osborn; John H. Benson, American Association of Advertising Agencies; Virginius Dabney, Richmond Times Dispatch; Norman H. Davis, American Red Cross; Jonathan Daniels, Raleigh News & Observer; Mark F. Ethridge, Louisville Courier-Journal & Times; Waldemar Kaempffert, New York Times; Alfred A. Knopf; Dr. John W. Studebaker, U. S. Office of Education; Marjorie Peabody Waite; Edward Weeks, Atlantic Monthly; Grace Moore.

●

Professional Music Men, Inc.

1270 Sixth Ave., New York, N. Y.
Circle 7-6075

OFFICERS

President . . Rocco Vocco
First Vice-President . Joseph Santly
Second Vice-President . Charles Warren
Third Vice-President . Solly Cohn
Treasurer . . . . Irving Tanz
Financial Secretary . Michael L. Schloss
Recording Secretary . Louis E. Schwartz
Sergeant-at-Arms . . . David Kent
Executive Director . . . Bob Miller

BRANCH OFFICES

54 West Randolph St., Chicago, Ill.
Regional Director. . . . . Harold Lee
6425 Hollywood Blvd., Hollywood, Calif.
Regional Director . . . . . Jack Archer
11 Lewis Street, Somerville, Mass.
Regional Director . . . . Frank Machado
316 Porter St., Philadelphia, Pa.
Regional Director. . . . . David Blum

FUNCTIONS

Professional Music Men, Inc., is a benevolent and charitable organization of people engaged in promoting music as professional music men.

●

Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President . . . . . Clair R. McCollough

www.americanradiohistory.com

(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.
National 1914

President ..... Charles S. Beardsley
(Miles Laboratories, Inc.)
Honorary Vice-President ..... Dr. V. Mott Pierce
(Pierce's Medicines, Inc.)
First Vice-President ..... W. W. White
(Emerson Drug Co.)
Second Vice-President ..... H. H. Hoyt
(Carter Products, Inc.)
Third Vice-President ..... Fred E. Rathburn
(Olive Tablet Co.)
Secretary-Treasurer ..... Charles P. Tyrrell
(Syracuse Medicine Co.)
Executive Vice-President ..... Dr. F. J. Cullen
Counsel ..... Rogers, Ramsay & Hills

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.

•

The Radio Club of America, Inc.

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

OFFICERS

President ..... J. K. Henney
Vice-President ..... J. L. Callahan
Corresponding Secretary ..... C. E. Dean
Recording Secretary ..... C. F. Goudy
Treasurer ..... J. J. Stantley

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

•

Radio Correspondents' Association

United States Capitol, Washington, D. C.
NAtional 3120, Extension 1410

OFFICERS

President ..... Albert Warner
Vice-President ..... W. R. McAndrew
Secretary ..... Fred Morrison
Treasurer ..... Stephen McCormick
Ex-Officio Member, Executive Committee
Fulton Lewis

FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government as well as providing facilities for radio newsmen at national political conventions.

•

Radio Council On Children's Programs

9 Rockefeller Plaza, New York, N. Y.
Circle 6-8430

OFFICERS

Acting President ..... Mrs. Harold B. Milligan
Acting Executive Secretary ..... Mrs. Nathaniel Singer

GOVERNING BOARD

Dr. Alice B. Keller, Wilson Parkhill, Rita Hockheimer, Dr. Paul Lazarsfelder, Mary Gould Davis.

•

Radio Manufacturers Association

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

OFFICERS

President ..... J. S. Knowlson
(Stewart-Warner Corp.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President ..... Paul V. Galvin
(Galvin Manufacturing Corp.)
Vice-President ..... Roy Burlew
(Ken-Rad Tube & Lamp Co.)
Vice-President ..... H. E. Osmun
(Centralab)
Vice-President ..... Donald MacGregor
(Webster-Chicago Corp.)
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.; Ernest Searing, International Resistance Co.; H. E. Osmun, Centralab; Donald MacGregor, Webster-Chicago Corp.; Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co.; H. C. Bonfig, RCA Mfg. Co.; E. A. Nicholas, Farnsworth Television & Radio Corp.; G. W. Thompson Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David T. Schultz, Rayethon Production Corp.; James T. Buckley, Philadelphia Storage Battery Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh.

•

Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President ..... G A. Holmes
(Sparton of Canada Ltd.)
Vice-President ..... E. C. Grimley
(RCA Victor Co.)
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.

www.americanradiohistory.com

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

6 E 39th Street, New York, N. Y.
MUrray Hill 5-6980
1655 N. Cherokee Ave., Hollywood, Calif.
Gradstone 4151

OFFICERS

National President — Forrest Barnes
Vice-President, Eastern Region — Katharine Seymour
Vice-President, Middle Western Region — Courtenay Savage
Vice-President, Western Region — Paul Franklin
Executive Secretary, Eastern Region — Luise Silcox
Assistant Secretary, Eastern Region — Margaret Scheuerman
Assistant Secretary, Western Region — Pauline Lauber

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 — Emery Huse
Past President — E. A. Willifordd
Executive Vice-President — H. Griffin
Engineering Vice-President — D. E. Hyndman
Editorial Vice-President — A. C. Downes
Financial Vice-President — A. S. Dickinson
Convention Vice President — W. C. Kunzmann
Secretary — P. J. Larsen
Treasurer — G. Friedl, Jr.

GOVERNORS

M. C. Batsel, A. C. Hardy, A. N. Goldsmith, L. L. Ryder, T. E. Shea, R. O. Strock, J. G. Frayne.

BRANCH OFFICE

928 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.

•

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York, N. Y.
COlumbus 5-3758

OFFICERS

President — Irving Caesar
Vice-President — L. Wolfe Gilbert
Second Vice-President — Otto Harbach
Secretary — Fred E. Ahlert
Treasurer — Charles Tobias
Chairman of Council — Oscar Hammerstein, 2nd
Executive Secretary — Lillian Lange

BRANCH OFFICE

6912 Hollywood, Calif.
West Coast Representative — L. Wolfe Gilbert

FUNCTIONS

Song Writers' Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful practices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

•

Texas Inter-Collegiate Broadcasters' Council

c-o Texas State Network, 1201 W. Lancaster Ave., Fort Worth, Texas

OFFICERS

President-Coordinating Chairman — Forrest W. Clough

VICE-CHAIRMEN

Sara Lowrey, Baylor University; Dr. A. L. Boeck, Texas Christian University; Dr. S. D. Myres, Southern Methodist University.

FUNCTIONS

The chief purpose of the Texas Inter-Collegiate Broadcasters' Council is to arrange an extensive series of Texas State Network Broadcasts for adult listeners.

•

Western Association of Broadcasters

c-o Radio Station CJOR, 846 Howe St., Vancouver, B. C., Canada

OFFICERS

President — G. C. Chandler
(CJOR, Vancouver, B. C.)

DIRECTORS

H. C. Bunchanan, CHAB, Moose Jaw, Sask.; R. A. White, CFJC, Kamloops, B. C.; V. F. Neilsen, CFAC, Calgary, Alberta; G. R. A. Rice, CFRN, Edmonton, Alberta.

CANADIAN ASSOCIATION OF BROADCASTERS DELEGATES

H. G. Love, CFCN, Calgary, Alberta; H. R. Carson, CFAC, Calgary, Alberta; G. C. Chandler, CJOR, Vancouver, B. C.

FUNCTIONS

Western Association of Broadcasters is a regional trade association of broadcasting stations in Manitoba, Saskatchewan, Alberta and British Columbia, closely affiliated with the Canadian Association of Broadcasters. It is virtually a western division of the latter organization, as all members are in both associations.

•

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 Spitzer
Mrs. E. C. Lewis, Mrs. Samuel Kubie, Mrs. Sidonie Gruenberg

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.

www.americanradiohistory.com

THE LEGAL SIDE

Seventy-Sixth Congress
Legislative Digest—1940

•

Federal Communications
Bar Association

www.americanradiohistory.com

LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress, from September 21, 1939, to September 30, 1940.

SENATE

S. 517. Mr. Lodge; January 12, 1939 (Patents).
As passed by Senate June 13, 1939:
Approved March 15, 1940; Public Law No. 434.
Permits an author who has contributed to a periodical, a cyclopedic or other composite work, whether such contribution was separately registered or not, to obtain a renewal copyright for 28 years. (Under present law [U. S. C. 17:23] such contribution must have been separately registered.)

S. 915. Mr. Logan; January 24, 1939 (Judiciary).
As passed by Senate, November 27, 1940.
See House of Representatives Bill No. 6234.

S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).
As passed by Senate July 18, 1939:
Approved June 24, 1940; Public Law No. 649.
Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.

S. 2689. Mr. Bone; June 23, 1939 (Patents).
As passed by Senate August 1, 1939:
Approved April 11, 1940; Public Law No. 450.
Requires the Secretary of the Treasury and the Postmaster General individually or jointly (at present, jointly) to make and enforce rules, etc., to prevent importation (at present, limited to the mails) of articles in violation of the copyright act.

S. 3018. Mr. Walsh; November 3, 1939 (Naval Affairs).
Approved June 25, 1940; Public Law No. 659.
Amends Sec. 210 of the Communications Act of 1934 (U. S. C. 47: 210), so as to permit communication utilities to contribute free services to any agency of the Government in preparation for the national defense.

S. 3043. Mr. Thomas of Utah; January 8, 1940 (Patents).
This is a general revision and consolidation of the copyright laws bringing them into conformity with the International Copyright Convention of June 2, 1928. A few of the more important provisions follow: (1) Copyright protection is based on creation of a literary or artistic work while registration and deposit are made permissive; (2) duration shall be for the life of the author and 50 years after his death; (3) grantees of rights in copyrighted works are protected from infringement and may sue therefor in their own names; (4) provides for recodation of grants to use a copyrighted work; and (5) secures the author's reversionary interest in cases of grants not on the basis of continuing royalties.

S. 3512. Mr. Pepper; March 4, 1940 (Interstate Commerce).
Requires notice of an application for a radio station license under the Communications Act of 1934 [U. S. C. 47: 309] to be published once a week for four consecutive weeks in a newspaper of general circulation in the locality of the proposed station. During such publication period a public hearing will be held if requested.

S. 3515. Mr. Bailey; March 5, 1940 (Interstate Commerce).
Amends the Communications Act of 1934 [U. S. C. 47: ch. 5, title III] mainly as follows: to provide for the protection of persons from governmental abridgement or interference with liberty of expression; to prohibit the President assigning a frequency to a government station which will cause objectionable interference with a licensed station; to grant licenses to broadcasting stations for not less than 3 years nor more than 10 years; to place the burden of proving the truth of its charges in revoking a license on the Commission; and to prohibit the revocation of a license, because of the character or contents of the program.

S. 3745. Mr. Barbour; April 10, 1940 (Interstate Commerce).
Prohibits the Federal Communications Commission from regulating radio experimentation, research, or development, or the manufacture, sale, or use of radio apparatus for transmission or reception, or the business policies of radio broadcasters [amending U. S. C. 47: 326].

www.americanradiohistory.com

HOUSE OF REPRESENTATIVES

H. R. 926. Mr. Daly; January 3, 1939 (Patents). (See H. R. 6160.)

1. Miscellaneous amendments to the copyright provisions of the code (act of Mar. 4, 1909; U. S. C. title 17), so that the law will conform more closely to the pending international convention for protection of literary and artistic works, and protect more fully literary and artistic efforts disseminated by recent scientific inventions—motion pictures, radio, telegraphy, television, and other means of transmission. Some of the more important provisions to this end:

(a) Protect dramatico-musical works, artistic models and designs, geographical charts, and architectural designs, as well as composite works or periodicals (as though each part or contribution were individually copyrighted in the author's or owner's name).

(b) Extend the copyright protection now accorded nationals of the United states to authors within the jurisdiction of any country a party to the Convention for Protection of Literary and Artistic Works and to no other alien authors unless such persons are domiciled in United States at time their works are produced or unless they are nationals of a country granting reciprocal privileges to American authors.

(c) Permit the author of unpublished writings, drawings, designs, etc., by depositing copies, models, or prints of such work to acquire copyright privileges.

(d) Provide that copyrighted material in the English language, if distributed in the United States, shall be printed from type set, plates made, or process performed within the limits of the United States, except books with raised characters for the use of the blind.

(e) Define what shall constitute adequate copyright notice.

(f) Allow maximum liquidated damages of $20,000 (now $5,000) to prevent continued infringement but limit such recovery against newspapers to $200.

(g) Prohibit importation of piratical copies of works copyrighted in United States, of falsely copyrighted material not copyrighted in United States, or of foreign editions of works in the English language when there has been an authorized American edition already published or in the process of being published.

(h) Establish more specific regulations governing assignment, divisibility, mortgage, license, and ownership of copyright privileges and retention of claims of authorship after assignment with right of author to object to mutilation or prejudicial changes in his works except for necessary editing, arranging, or adapting of such works for use on the radio, motion-picture screen, etc.

2. Requests President to take necessary steps to make United States a member of the Union for Protection of Literary and Artistic Works.

H. R. 6160. Mr. McGranery; May 4, 1939 (Patents).

General amendments to the copyright law—mainly similar to H. R. 926, except that section 1 (e) of the law is amended to eliminate the compulsory license and royalty provisions thereof in regard to the reproduction of musical works, and except that a new subsection is added to provide copyright protection of an artist's rendition of a musical work.

H. R. 6324. In Senate, read twice and placed on calendar April 22, 1940.

Requires all administrative rules and regulations issued by a government department or agency, which implement or fill in the details of a statute affecting the rights of persons or property, to be published in the Federal Register and such rules and regulations shall not become effective until so published. Persons affected by existing rules may petition the head of the agency for a reconsideration thereof, and such head, after notice and hearing, shall determine whether such rules shall be continued in force, modified or rescinded. Persons committing acts in good faith in conformity with a rule which has been rescinded shall not be penalized therefor unless such act was committed more than 30 days after the recession of the rule was published in the Federal Register. Restricts the hearing by an agency of a controversy seeking affirmative relief against the United States which arose more than 1 year prior to the filing of a request for such hearing.

Authorizes the United States Court of Appeals for the District of Columbia, on petition within 30 days after publication of rules in the Federal Register, to determine whether such rule is in conflict with the United States Constitution or statutes. The court shall have no power except to render a declaratory judgment holding the rule valid or invalid. This shall not affect the determination of the validity of any rule involved in any suit or review of an administrative decision or order in any United States court.

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Sets up intradepartment or agency boards composed of three employees to hear the claims of persons aggrieved by decisions, acts, or failures to act. Persons having a substantial interest in the controversy shall have the right to intervene. The Board shall render its decision within 30 days after the hearing, and such decision shall be subject to the written approval, disapproval, or modification of the agency or department head. Where the delay of a hearing is contrary to the public interest, and action or inaction takes place which results in damage to the aggrieved person, the Board shall in its decision, state the amount of pecuniary damage, which, if approved by the department or agency head and the person aggrieved, shall be certified to the Congress for an appropriation with which to pay the same. It may be provided that matters arising out of the activities of any independent agency may be heard and determined in the first instance by a trial examiner; rehearing before the agency members or a board may be demanded.

Parties aggrieved by the final decision of the department or agency may petition the Circuit Courts of Appeals (or the Court of Claims if the cause is one within its jurisdiction) for a review thereof, and such decision shall be set aside if it appears: (1) that the findings of fact were clearly erroneous or not supported by substantial evidence; (2) that the decision was not supported by the findings of fact, was issued without due notice and hearing, was beyond the jurisdiction of the department or agency, infringed the Constitution or statutes, or was otherwise contrary to law. Judgments of such courts shall be final but may be reviewed on certiorari, or certification to the Supreme Court under U. S. C. 28, 346, 347. Damages may be assessed where the decision of the department or agency is affirmed and it appears that the petition was filed merely for delay.

The right of any person to have his controversy with the United States determined by the district or circuit courts, as now provided by law, shall not be repealed or modified by this act, nor shall this act affect matters relating to the conduct of the military or naval establishments, various government departments or agencies and trademark, copyright, etc.

H. R. 7863. Mr. Bland; January 12, 1940 (Merchant Marine and Fisheries).
Approved March 18, 1940: Public Law No. 441.

Extends from December 31, 1939, to January 1, 1941, the time within which the Federal Communications Commission shall report to Congress upon the radio requirements for ships on the Great Lakes and inland waters.

H. R. 8263. Mr. O'Brien; February 1, 1940 (Patents).

The amount of damages recoverable for infringement of copyright of musical compositions played in hotels or restaurants not charging an entrance or cover fee is limited to $10 except where greater damages are shown.

H. R. 8509. Mr. Ditter; February 16, 1940 (Interstate and Foreign Commerce).
See Senate Bill No. 3515.

H. R. 9665. Mr. Clason; May 6, 1940 (Patents).

The amount of damages recoverable for infringement of copyright of musical compositions played in hotels or restaurants not charging an entrance or cover fee is limited to $10 except where greater damages are shown.

H. R. 10205. Mr. Bland; July 11, 1940.
Passed by House, August 19, 1940.

Amends § 4 (f) of the Communications Act of 1934 so as to provide overtime compensation for inspectors in charge and radio inspectors of the Field Division of the Engineering Department of the Federal Communications Commission.

H. R. 10446. Mr. Izac; September 3, 1940 (Interstate and Foreign Commerce).

Amends the Communications Act of 1934 [48 Stat. 1064], by prohibiting the issuance of radio licenses to operators of any station on any ship of the United States who are or have been members of the Communist Party, the German-American Bund, or an organization subject to foreign control which engages in political activity, i.e., its aim is the establishment, control, conduct, seizure, or overthrow of the Government, its membership is limited to non-citizens or a majority thereof, it accepts financial support directly or indirectly from a foreign government, and its policies are determined by or in collaboration with a foreign government.

H. J. Resolution 585. Mr. Dingell; July 25, 1940 (Judiciary).

Designates August 26, annually, as National Radio Day.

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New York, N. Y.

ST. CLAIR, ORLA
311 California St.
San Francisco, Calif.

STEPHENS, HUBERT D.
Munsey Bldg.
Washington, D. C.

STEVENS, RICHARD K.
1222 Real Estate Trust Bld.
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.

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.
Old National Bank Bldg.
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
110 Sycamore St.
Decatur, Georgia

WELCH, FRANCIS X.
Munsey Bldg.
Washington, D. C.

WHARTON, JOHN H.
67 Broad St.
New York, N. Y.

WHEAT, CARL I.
Shoreham Bldg.
Washington, D. C.

WHISSELL, GEORGE B.
Telephone Bldg.
St. Louis, Mo.

WIGGIN, CHESTER H.
30 Rockefeller Plaza
New York, N. Y.

WILLEBRANDT, MRS. M. W.
Shoreham Building
Washington, D. C.

WILLIAMS, A. RAE
Investment Bldg.
Washington, D. C.

WILSON, THOMAS WINFIELD
923 Munsey Bldg.
Washington, D. C.

WING, JOHN E.
72 West Adams St.
Chicago, Ill.

WOZENCRAFT, FRANK W.
66 Broad St.
New York, N. Y.

WRIGHT, J. WARREN
Bureau of Ships, Navy Dept.
Washington, D. C.

ZAGON, SAMUEL S.
6253 Hollywood Blvd.
Los Angeles, Calif.

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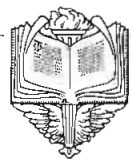

THE EDUCATIONAL AND CULTURAL SIDE

National Association of Educational Broadcasters

•

Colleges and Universities Offering Courses in Radio

•

Non-Commercial Stations

•

F.C.C. Regulations

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 1, 1941

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.	G. R. Bauer
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
	Oklahoma Baptist University	Shawnee, Okla.	Ralph E. Matthews

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EDUCATIONAL BROADCASTING DURING 1940

By
W. D. Boutwell
Chief, Division of Radio, Publications and Exhibits of U. S. Office of Education, Department of Interior

PROGRESS of educational broadcasting in radio during the past year may be resolved into four divisions:

1. Technical developments of special advantage to education;
2. Work of the Federal Radio Education Committee, the Educational Radio Script Exchange, and U. S. Office of Education Radio Division;
3. Network contributions to education;
4. Noteworthy achievements of states, universities or other independent organizations.

Rise of FM

What will probably become the most significant development of educational radio in 1940 was the popular debut of FM. On May 20, two months after its public hearings, the Federal Communications Commission opened the ultra high frequencies from 43 to 50 megacycles for commercial FM broadcasting.

Education, intent on protecting the exclusive 41-42 megacycle band it had been allotted in 1938, was well represented at the March hearings. U. S. Commissioner of Education, John W. Studebaker, had written educational organizations before the hearings explaining the potential threat to the educational band, and the high percentage of response did much to convince the industry that education would fight for its channels. Many persons in commercial radio also felt that a separate education broadcasting band was desirable if only because it would relieve them of some pressure from education groups who strove to secure broadcast of programs of non-commercial character.

The FCC in its decision on FM, therefore, continued the exclusive band, moving it up to 42-43 megacycles to adjoin the commercial channels.

This is not to say that commercial broadcasters want to get away from educational programs. But there is another broad field in educational broadcasting which the commercial stations cannot be expected to serve.

Educational Outlets

In broadcasting classroom subjects or carrying on other teaching functions, schools need their own broadcast stations. As a teaching aid radio has proved its value.

"Broadcasts from schools to homes greatly enhance facilities for adult education," Commissioner Studebaker says. "Persons over school age, shut-ins, and, to some extent, the blind, have at their radio dial an opportunity to study in common with pupils in classrooms. In times of extremely bad weather, epidemics or other such emergencies which might temporarily close schools, classes may be carried on by radio without interruption.

"Still another advantage, especially important today, lies in helping to establish a closer bond of understanding between schools and the public. The American people have a right to know what subjects schools are teaching today and how they are taught. Schools can report on education's part in the national defense program and can show how schools are promoting the ideals of democracy and contributing to the preservation of the American way of life."

FM is going ahead. It is up to the schools to see that they are progressive enough to make full use of this new medium of education.

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High Frequency

Cleveland's pioneer high frequency educational radio broadcast station, WBOE, operated by the Cleveland Board of Education, has completed its second year of broadcasts direct to the 156 receivers in Cleveland schools. In September, 1940, it was authorized by the Federal Communications Commission to change its type of transmission from amplitude to frequency modulation. San Francisco's Board of Education has received a construction permit for its proposed FM station, KALW. San Mateo, California, Junior College and Chicago's Board of Education have indicated that they will file applications soon. New York's school system, like Cleveland, has been operating a high frequency AM station and has applied for permission to change to FM.

The University of Kentucky is ready to begin regular broadcasts on WBKY, an AM high frequency station, which intends to broadcast educational programs to schools and community listening centers in rural Kentucky areas. WBKY is the only educational station planned or proposed which does not expect to use FM. Kentucky had built and installed more than 50 high frequency AM receivers in listening centers throughout rural areas on several counties just before the FM hearings and a change in the near future is improbable because of the expense.

Rensselaer Polytechnic Institute, Troy, N. Y., is reported to be building an FM station. The Universities of Illinois and Wyoming, and New River State College, Montgomery, W. Va., are collecting equipment, and an alumnus has offered the University of Michigan equipment for an FM station. Nearly a score more educational institutions and school systems are developing plans for a station in the educational band.

Script Exchange

Educational radio is able to take advantage of FM's popular debut because it has prepared for production of radio programs since 1936. The Educational Radio Script Exchange, founded in June 1936 as a division of the Federal Radio Education Committee, has issued its 4th edition catalog and supplement listing 746 scripts which are available on loan and which greatly reduce the difficulties of getting adequate broadcast material.

The Exchange has endeavored to meet needs related to the production and broadcast of educational programs with bulletins of advice on production and sound effects, a radio glossary, radio bibliography, and electrical transcriptions. It also has prepared a mimeographed list of 348 colleges and universities offering courses in radio.

During 1940 more than 1200 producing groups were known to have used the services of the Exchange—an increase of more than 400 per cent since the first year, 1936, when 300 groups used its facilities.

Helping schools share their responsibility of training and teaching for defense is a catalog of 97 scripts especially selected because of their timeliness in the defense emergency.

The Exchange has also pioneered in making available transcriptions of educational programs. Just at the close of the year it arranged with the Public Relations Division of the Council of National Defense to distribute transcriptions of "How We Build Airplanes," broadcast over Mutual December 14, 1940. This was the first of a "Defense in Action" series of on-the-spot broadcasts showing the steps entering into production of an essential defense need.

Also under preparation were plans to distribute a transcription series on our civil liberties to highlight heritages of democratic life.

The first series in the Exchange's transcription library was "Americans All—Immigrants All," 24 half-hour transcriptions originally presented over the Columbia Broadcasting System by the U. S. Office of Education with the cooperation of the Service Bureau for Intercultural Education. "Help Yourself To Health," six programs recorded in cooperation with the Public Health Service, and several individual broadcasts are also available through the Exchange.

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Radio Division

Since 1936 the U. S. Office of Education had been operating a radio project which wrote and produced a series of factual broadcasts over the major networks. Among the programs were "Brave New World," an appreciation of the history and culture of Latin America and forerunner to today's emphasis on Western Hemisphere cultural relationships; "Let Freedom Ring," a series on our civil rights; "Democracy in Action," the story of our Federal Government and how it works; "Gallant American Women," telling of women's contributions to our national life, and "Americans All—Immigrants All," 26 episodes about the peoples who have joined to make America, which won four major awards in educational radio.

The radio project had been made possible through allocation of W.P.A. funds; the value of its contributions to radio is evidenced by the number of stations in the major networks which voluntarily carried the programs. "Democracy in Action," for instance, was regularly carried each Sunday afternoon by 104 outlets of the CBS chain. "Gallant American Women" was broadcast by 90 stations on NBC-Blue.

Of this group of outstanding programs only one series remains. It is "The World is Yours," which has brought research and discoveries of the Smithsonian Institution to the nation via NBC-Red for four years. When Congress wrote in a general limitation on the use of W.P.A. funds for radio and motion pictures the Smithsonian and NBC took over backing of "The World is Yours," with the Office of Education administering the programs. In November 1940 the time of this 4-year old program was changed from 4:30 p.m. Sunday to 5 p.m. Saturday. For the past two years scripts have been written by Irve Tunick from information provided by Smithsonian Institution specialists.

Library of Congress

The Rockefeller Foundation placed at the disposal of the Library of Congress the services of two Fellows in Radio Research whose first duty was to survey those resources of the Library which might be of service to educational broadcasting groups. They are Philip Cohen, former production manager of the U. S. Office of Education's radio project and associate director of the New York University Radio Workshop, and Charles T. Harrell, on leave as Program Director of University of Minnesota's radio station WLB. Jerome Wiesner, formerly engineer of the University of Michigan radio studios, is engineering consultant through a grant of the Carnegie Corporation of New York.

Archibald MacLeish, progressive Librarian of Congress, has used them as a nucleus to form a Radio Research project in the Library. University broadcasting stations and other educational stations or groups throughout the country may apply to the Radio Research project for assistance in planning programs, in requesting background material and bibliographic and other supplementary information. The project should be of particular use in connection with programs drawing upon the rich resources of the Library of Congress in the fields of American history and of American folk music and folk tales.

Other chiefs in the project are Joseph Liss, Script Editor, and Alan Lomax, Consultant in Folk Lore. A studio to produce recordings and broadcasts has just been constructed in the Congressional library under Mr. Wiesner's supervision.

Education Committee

Much valuable research work of the FREC was coordinated during the year by Dr. Leonard Power, Director of FREC research. Among most important projects were study of cooperation among educators and broadcasters and of the preparation of teacher training courses in radio. Fruits of these and other research projects are shown in publications named follow.

Director of this project, centered at Columbia University, is Dr. Paul S. Lazarsfeld, who is accepted by educators and commercial broadcasters alike as a first-line authority on evaluating effectiveness of radio presentations. Dr. Lazarsfeld's findings in the operation of this project are set forth in a recently published book, "Radio and the Printed Page," summarized below.

Listening Groups

This project, directed by Frank Hill and sponsored by the National Advisory Council on Radio in Education, is surveying extent and influence of listening groups, many of which precede or follow "public service" broadcasts with forum discussions. A lateral study has been made in England by W. E. Williams of the British Institute of Adult Education, London. Reports by Mr. Williams and Mr. Hill are to be published soon by the Columbia University Press.

To determine the degree of effectiveness of the use of radio in the classroom and to help teachers become more familiar with educational uses of radio by

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helping to point out desirable programs and by conveying to broadcasters, for their information and guidance, the reaction of pupils and teachers to specific educational broadcasts, are the two major divisions of the project being carried on at Ohio State University under direction of I. Keith Tyler.

The project is also examining out of school listening by high school children and the effects of such listening. It is hoped that data from this project may be helpful to broadcasters in planning in the future more effective programs for education, especially for children.

The separate studies fall into three broad classifications: First is the community study in progress in Zanesville, Ohio, selected as a typical American community. Another classification covers an investigation of the application of radio to specific courses in certain high schools —the teaching of English in Rochester, of music in Cleveland, and of science in Chicago; the third is an analysis in the use of electrical transcriptions available to schools.

Summer Conferences

Among significant factors contributing to radio's march toward fuller development as an educational instrument were the 13 conferences held during the summer in colleges and universities throughout the country under auspices of the FREC.

Approximately 3,000 educators, broadcasters and laymen attended the conferences, and a summary report prepared by Dr. Leonard Power, Coordinator of Research, reveals current trends in educational radio.

Besides Dr. Power, conferences were attended by Dr. I. Keith Tyler, Dr. Norman Woelfel, and Dr. R. R. Lowdermilk, of the Evaluation of School Broadcasts research project and by Dr. Paul S. Lazarsfeld of the Office of Radio Research project.

The conferences afforded opportunity for school educators and others concerned with radio education to meet with experts who conducted research projects and to explore with them various aspects of research activities which were of special interest. Informal discussion of such work and conclusions reached through them afforded an opportunity for the researchers to amplify and qualify their conclusions. In the light of the rather turbulent history of educational radio prior to the last four or five years, the spirit of cooperation which dominated the conferences and the joint striving of broadcasters and educators toward common goals constitutes one of the notable achievements of the FREC.

Conclusions

Overall conclusions reached by conferees:

1. Effective use of radio in education depends on proper ultilization. A few programs, well planned, properly organized and correlated, and produced with a high degree of professional skill are far more effective in enriching instruction than a much large number of programs not reflecting intensive planning and effort.

2. Teachers are coming to realize importance of out-of-school listening. Many make it their business to know every available educational program of merit, and they assume responsibility for guiding student selection by taking school time to develop standards of appreciation and discrimination.

3. Adults who have had to forego formal education but who would like to broaden their cultural background should have guidance in discriminating among radio programs. School children who have had such guidance show better discrimination than most adults.

Radio is the best medium to help out of school adults find cultural training because costs of concerts, lectures and books may be beyond means of many. To develop an audience among these adults, conferees suggested a plan for pooling interests of broadcasters and educators to merchandise programs designed for serious listening. Educators indicated they realize the necessity for including those elements of mass appeal which will induce acceptance of such programs by untrained adult listeners.

Several centers have requested that the conferences be held again this summer and indications now are that they will be.

FREC Publications

The FREC Bulletin, launched in November 1939, has been issued each month during 1940 and has provided information on research achievements and educational broadcasting in general. Included in its mailing list of 6,000 are all radio stations, colleges and universities offering courses in radio, State and city superintendents of schools, libraries, trade and educational journals, and individuals interested in educational broadcasting.

Local Cooperative Broadcasting—Emphasizes constructive solution of problems of cooperation between education and the broadcast industry through description of examples of local, State, regional and national cooperation.

Teacher Training Syllabus—An aid to teachers of college radio courses. Drawn

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up by a committee of FREC field research experts, under direction of Dr. Leonard Power, director of FREC research.

The Groups Tune In—Examines organization and motivation behind listening groups, their educational value, and how to establish and promote such groups. Written by Frank Hill.

College Radio Workshops — Study of four typical workshops at Syracuse University, Indiana State Teacher's College, University of Kentucky, and Drake University.

Forums on the Air — When, where, why, and how of radio forums from the educational viewpoint.

Local Station Policies—Examination of outstanding example of effective serving of a community by its radio station, together with a general survey of cooperative broadcasting.

Radio and the Printed Page—Paul F. Lazarsfeld, director of the Columbia University FREC radio project, pointing out that individuals and groups in American society tend to listen rather than to read, evaluates radio broadcasts as a substitute for reading. Results of Dr. Lazarsfeld's research, much of which has been incorporated into this book, have been valuable to broadcasters in discovering what makes a broadcast effective.

NAB

The National Association of Broadcasters' Code of ethical and progressive broadcasting practices was drawn up and approved at the 17th Annual Convention of the NAB in July 1939 and went into effect in January 1940.

Included in the code is the following paragraph on 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."

CBS School of the Air

Columbia Broadcasting System's leading educational radio program, American School of the Air, was extended during 1940 to cover Latin America as well.

CBS itself reports on this event:

"During 1940, 64 radio stations in Latin American nations were added to the Columbia Broadcasting System. Sixteen American nations and the Philippine Commonwealth either officially or through broadcast channels joined the School of the Air of the Americas—a new international, cultural institution which is geographically the world's largest educational organization. Many of the nations have appointed official committees which are already contributing material for inclusion in the broadcast.

After the programs are written, they are translated and supplied, without charge, to the participating nations.

NBC's Educational Programs

NBC appointed Dr. James R. Angell, formerly president of Yale University, as public service counsellor which, NBC reported, was a step toward a more thorough educational broadcasting program during 1940. Among presentations of educational value reported by NBC are:

University of Chicago "Round Table," American Education Committee's "Education Forum," "Man and the World," sponsored by American Museum of Natural History and Chicago Museum of Science and Industry; "Music and American Youth," by National Music Educator's Conference, "Town Meeting of the Air," Town Hall, Inc.; National Vocational Guidance Association's "On Your Job," and "The World Is Yours," sponsored by the Smithsonian Institution and U. S. Office of Education.

Experiments with recordings of educational broadcasts were conducted last spring by schools of Philadelphia, Pa., Elizabeth, N. J., and Greenwich, Conn., with NBC cooperation.

University Programs

State University of Iowa's radio station, WSUI, under direction of H. Clay Harshbarger, is housed in a new four-story radio building at Iowa City. Building has complete broadcasting and station management facilities, including five studios.

One of the few full time educational stations, WSUI was among the first to own and operate its own station and has been a pioneer in broadcasting radio courses.

Following the lead of New York University, first higher institution to establish a four-year radio course, is the University of Alabama, which has established a complete radio curriculum. Director is John Carlisle, formerly in charge of production for CBS.

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COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN BROADCASTING

The alphabetical list that follows is the result of a project, executed by the Federal Radio Education Committee with the cooperation of the U. S. Office of Education, and intended to answer certain fundamental questions regarding colleges offering courses for training teachers in the preparation and utilization of radio programs and for giving training to persons who plan to choose broadcasting as a vocation. No attempt is made to evaluate the courses. 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
Adelphi College, Garden City, N. Y. (B-3)	(not known)
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	F. Kowalko
Alma College, Alma, Mich. (K-3)	Raymond C. Ditto
American International College, Springfield, Mass. (K-12)	Robert W. Cobb
Antioch College, Yellow Springs, Ohio. (K-12)	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
Asbury College, Wilmore, Ky. (F-2)	Daisy D. Gray
Asheville Normal and Teachers College, Asheville, N. C. (C-2)	Hazel Gebbany
Augustana College, Rock Island, Ill. (A-2) (G)	Theodor Le Vander
Augustana College, Sioux Falls, S. Dak. (F) (G) (E) (H)	Hugo A. Carlson
Aurora College, Aurora, Ill. (B-2)	J. Floyd Morris
Baker University, Baldwin, Kans. (E-3)	Floyd K. Riley
Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8)	Harold Hughes
Bates College, Lewiston, Me. (K-3)	Karl S. Woodcock
Baylor University, Waco, Tex. (A-3 1/3)	Sara Lowrey
Berry College, Mt. Berry, Ga. (K-2) (A-6)	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3)	M. F. Evans
Blue Ridge College, New Windsor, Md. (G)	M. S. Reifsnyder
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) (K-3)	F. E. Dace
Briar Cliff College, Sioux City, Ia. (F-2)	Sister Jean Marie
Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J)	T. Earl Pardoe

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College	In Charge of Radio
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
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) (K-varies)	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-2)	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3)	Sherman Dryer
Chicago Musical College, Chicago, Ill. (D) (E) (G) (H)	(not known)
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G)	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (B) (C-1) (D-3)	Luella Hoskins
Cincinnati, University of, Cincinnati, Ohio. (D-4) (J-2) (K-varies) (L-14) (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
Clark College, Dubuque, Ia. (A-2)	(not known)
Clarkson College, Potsdam, N. Y. (K-varies)	J. L. Stiles
Clemson College, Clemson, S. C. (K-4)	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-4) (F)	J. Dale Welsch
College of St. Scholastica, Duluth, Minn. (A-2)	Sister Bernard
College of St. Theresa, Winona, Minn. (B) (G) (H)	Sister M. Marcelline
College of Wooster, Wooster, Ohio. (A-8)	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-8)	Howard Olson
Colorado School of Mines, Golden, Colo. (K-12)	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3)	Frank P. Goeder
Colorado State College of Education, Greeley, Colo. (A-4)	F. L. Herman
Colorado, University of, Boulder, Colo. (K-2½)	Herbert S. Evans
Colorado Woman's College, Denver, Colo. (K-2)	Helen R. Robinson
Columbia College of Drama and Radio, Chicago, Ill. (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) (G)	Jesse E. Hathaway
Concordia College, Moorhead, Minn. (A-2) (B-2) (K-3)	Howard Nelson
(A) (B) (D) (E) (F) (G) (I) (J) (M)	Donald MacLean
Connecticut State College, Storrs, Conn. (K-6)	R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3) (D-3) (E-3) (G-3) (H-3)	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4)	Chas. A. Taylor
Cornish School, The, Seattle, Wash. (A) (B) (D) (E) (F) (G) (I) (J) (M)	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3)	Edwin Puls
Cumnock Junior College, Los Angeles, Calif. (F)	Josephine Dillon
Curry School, 251 Commonwealth Ave., Boston, Mass. (F-2) (G-2)	(not known)
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, 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) Note: Drake offers a major in radio.	Edwin G. Barrett
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-7)	W. J. Seeley
Duquesne University, Duquesne, Pa. (B-6) (G-6)	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

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College	In Charge of Radio
Emory University, Emory University, Ga. (A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans. (A-4)	R. F. Miller
Fenn College, Cleveland, Ohio (A-3)	William A. Millson
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-2)	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-12)	E. E. Dysart
Friends University, Wichita, Kans. (B-1) (E-1) (G) (K-5) (D-2) (H-½)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn. (E-2)	A. L. Crabb
George Washington University, Washington, D. C. (A-2) (K-10)	Prof. W. Hayes Yeager
Georgetown University, Washington, D. C. (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 C. 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, Aberdeen, Wash. (A)	(Not Known)
Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4)	R. A. Walters
Harding College, Searcy, Ark. (A-5) (E-4) (A) (B) (D) (E) (G) (H)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex. (G-3) (A-3)	Katherine Boyd
Harvard University, Cambridge, Mass. (K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr. (A-2) (F)	Charles J. Thurman
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. (D) (E) (F) (H)	Dr. C. W. McIntosh, Jr.
Illinois College, Jacksonville, Ill. (K-varies)	F. W. Cooke
Illinois, University of, Urbana, Ill. (K)	Josef F. Wright
Illinois State Normal University, Normal, Ill. (F-2)	Mrs. Laura H. Pricer
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) (D-3) (E)	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. I. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3)	Roger M. Morrow
Itasca College, Coleraine, Minn. (A-2)	Delwin B. Dusenbury
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
John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3)	Wm. A. Millson
Johns Hopkins University, Homewood, Baltimore, Md. (K-4)	Ferdinand Hamburger Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A)	Robert A. Simon
Kansas City Baptist Theological Seminary, Kansas City, Kans. (A-2) (C-2) (D-2) (G-2) (H-2)	Alvin J. Lee
Kansas, University of, Lawrence, Kans. (G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans. (A-8) (B-2) (D-2) (E-2) (F-3) (H-2) (J-3) (K-4)	(not known)
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
Knox College, Galesburg, Ill. (A-4)	Paul A. Foley
Lafayette College, Easton, Pa. (A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga. (B) (D-2) (G-3)	Mac Kirkland
La Sierra College, Arlington, Calif. (A-2) (K-3)	L. H. Cushman
Lawrence Institute of Technology, Highland Park, Mich. (K-5)	(not known)
Lehigh University, Bethlehem, Pa. (K-varies)	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)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif. (F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La. (C) (K)	D. G. Armstrong

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College	In Charge of Radio
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. Edwards
Louisville, University of, Louisville, Ky. (K-10)	Samuel T. Fife
Loyola University, Los Angeles, Calif. (A-2) (D-2) (E-1) (G-1) (J-1)	Martin H. Work
Luther College, Decorah, Ia. (A-3)	F. C. Gamelin
Lynchburg College, Lynchburg, Va. (A)	K. K. Hodges
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, Miss. (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-4)	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-6)	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-3) (I-2)	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. (A-8) (B-2) (C) (D) (E) (G) (H) (K)	C. F. Oakley
Minnesota, University of, Minneapolis, Minn. (C-3) (D-3) (E-3) (G)	E. W. Ziebarth
Mississippi College, Clinton, Miss. (A-3) (K-6) (M-3)	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
Moravian College, Bethlehem, Pa. (A-3) (K-3)	Cyril N. Hoyler
Morehead State Teachers College, Morehead, Ky. (K-3)	J. G. Black
Morehouse College, Atlanta, Ga. (A-3)	H. V. Eagleson
Morris Harvey College, Charleston, W. Va. (G-2)	Richard C. Brand
Mt. Holyoke College, South Hadley, Mass. (K-7) (L-3)	Rogers D. Rusk
Mount Mercy College, Pittsburgh, Pa. (A-3)	Anna Marie McConnell
Mount St. Joseph College, Maple Mount, Ky. (G) (H)	Nora Mary Hallesey
Muhlenburg College, Allentown, Pa. (A-4) (C-4) (K-6)	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)	C. R. Layton
National Park College, Forest Glen, Md. (A-2)	Helen Hughes
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)	I. J. Sandorf
New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (K-8)	Dr. Herbert L. Jones
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)	Robert S. Emerson, Paul A. McGhee
North Dakota State School of Science, Wahpeton, N. Dak. (K)	Wm. J. Duvall
Northern Illinois State Teachers College, DeKalb, Ill. (B-1) (K-1)	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
Ohio, University of, Athens, Ohio. (A-3) (B-3) (D-3) (G) (F-2) (K-4)	Vincent Jukes
Ohio State University, Columbus, Ohio (A-3) (B-2) (C-2) (D) (E-5) (H-3) (I-2) (J-3) (K-4)	W. L. Everitt
Ohio Wesleyan University, Delaware, Ohio. (A-2)	R. C. Hunter

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College	In Charge of Radio
Oklahoma, University of, Norman, Okla. (B-2) (D-2) (F-1) (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)	Russell Baker
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) (G-2)	C. B. Mitchell
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
Phillips University, Enid, Okla. (A-2)	Wilford Christopher
Phoenix Junior College, Phoenix, Ariz. (B-3) (D-3) (G-2) (H) (K-7) (M-2)	Donald F. Stone
Penn College, Cleveland, Ohio. (A-3)	William A. Willson
Pennsylvania, University of, Moore School of Electrical Engineering, Philadelphia, Pa. (B-2) (D-4) (F-4) (K-3)	Knox McIlwain
Pittsburgh, University of, Pittsburgh, Pa. (K-5)	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-4) (D-3) (E-3) (J-3)	Hugh Holman
Principia College, Elsah, Ill. (K-3)	G. M. Harp
Purdue University, Lafayette, Ind. (A-3) (B-3) (L)	Dr. C. F. Harding
Queens College, Charlotte, N. C. (C-3)	G. M. Godard
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. Lawrence University, Canton, N. Y. (A-3)	Ruth F. Williard
St. Louis, University of, St. Louis, Mo. (K-3)	Rev. James I. Shannon
St. Mary's College, Notre Dame, Ind. (A-4)	Suzanne Martin
St. Mary's College, South Bend, Ind. (B) (F)	Winifred Hanley
St. Mary-of-the-Woods College, St. Mary-of-the-Woods, Ind. (F-2)	Charlotte I. Lee
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) (A-1) (D-2) (E-2) (I-1) (Radio Telegraph Code-1)	Harry Engwight
Santa Monica Junior College, Santa Monica, Calif. (E) (G)	S. M. Hayden
San Mateo Junior College, San Mateo, Calif. (A & I-3) (E) (G)	Harry E. Redeker
Santa Barbara State College, Santa Barbara, Calif. (G-3) (D) (A-3) (B-3)	Frederick Hile
Scranton, University of, Scranton, Pa. (A-1) (D-4) (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
Senna College, St. Joseph, Mo. (D-2) (G-2) (Radio Technique-2)	Sister Leonilla, O. P.
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, 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
Southwestern College, Winfield, Kans. (K-16)	W. B. Plum
Spring Hill College, Spring Hill, Ala. (K)	Frank E. Benedetto
Stanford University, Palo Alto, Calif. (F-2)	Miss E. L. Buckingham
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)	Edna Lee Sprowls

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College	In Charge of Radio
State Teachers College, Kearney, Nebr. (C-3)	C. G. Ryan
State Teachers College, La Cross, Wis. (A-4)	Ross D. Spangler
State Teachers College, Memphis, Tenn. (G-3)	John Noldham
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
Stephens College, Columbia, Mo. (A-4) (B-3) (D-3)	Sherman P. Lawton
Syracuse University, Syracuse, N. Y. (A-3) (B-3) (C-3) (D-3) (J)	Kenneth Bartlett
Temple University, Philadelphia, Pa. (K-3½)	J. Lloyd Bohn
Texas, University of, Austin, Tex. (A-3)	A. L. Chapman
Texas Christian University, Fort Worth, Tex. (B-3) (F & G-3) (K-varies)	Dr. Newton Gaines
Texas Dental College, Houston, Tex. (G)	McKinley Rhodes
Texas Technological College, Lubbock, Tex. (A-2)	Richard Flowers
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. (K-varies)	Wm. A. Pfeifer
Tufts College of Engineering, Medford, Mass. (K-3)	Edwin B. Rollins
Tulsa, University of, Tulsa, Okla. (A-2) (D) (E)	Ben G. Henneke
Tuskegee Institute, Tuskegee Institute, Ala. (A-5) (K-5)	W. C. Curtis
U. S. Naval Academy, Annapolis, Md. (K)	E. T. Woolridge
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)	Mrs. Henry Lyman
Ventura Junior College, Ventura, Calif. (A-6) (G-6) (K-8)	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. (A-2) (C) (D) (G)	Mary E. Asseltyne
Virginia Polytechnic Institute, Blackburg, Va. (K-3)	R. D. Michael
Wake Forest College, Wake Forest, N. C. (K-4)	Dr. Sherwood Githens, Jr.
Waldorf College, Forest City, Ia. (B-1)	Rev. J. M. Mason
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
Washington, University of, Seattle, Wash. (B-6) (C-3) (D-3) (E-2) (G-2) (K-varies)	Professor L. V. Cochran
Washington College, Chesterton, Md. (K-4)	J. J. Coop
Wayne University, Detroit, Mich. (A-2) (B-2) (C-2) (D-2) (F-2) (G-2) (K-2) (L-2)	Garnet Garrison
Weber College, Ogden, Utah. (C-3)	Dr. H. A. Dixon
Webster College, Webster Groves, Mo. (B-1) (D)	Anna McClain Sankey
Wellesley College, Wellesley, Mass. (A-3)	Louise S. McDowell
Wesleyan University, Middleton, Conn. (E) (K-varies)	Karl S. Van Dyke
West Liberty State Teachers College, West Liberty, W. Va. (A-2) (K-3)	Dr. Paul N. Elbin
West Virginia State College, Institute, Va. (A-3)	J. C. Evans
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
Wheaton College, Wheaton, Ill. (A-3)	C. L. Nystrom
Whitman College, Walla Walla, Wash. (A-2)	John W. Ackley
Whittier College, Whittier, Calif. (A-3) (B-2) (D-2)	W. Theron Ashby
Wichita, University of, Wichita, Kans. (A-2)	K. V. Manning
Williamette University, Salem, Ore. (B) (H)	(Not Known)
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
York College, York, Nebr. (A) (B) (D) (E) (G) (J) (K)	H. W. Haugan

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F. C. C. Non-Commercial Educational Broadcast Stations

(As of January 1, 1941)

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.

Licensee and Location	Call Letters	Frequency (Kc)	Power
Board of Education of San Francisco, Unified School District, San Francisco, Calif.	KALW	42100	1000 w (C. P. only)
University of Kentucky, Beattyville, Ky.	WBKY	41900	100 w (C. P. only)
Board of Education, City of New York, Brooklyn, N. Y.	WNYE	41100	100 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio	WBOE	41500	500 w

F. C. C. Regulations Regarding Non-Commercial Broadcast Stations

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial education broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

42,100 kc.	42,300 kc.
42,500	42,700
42,900	

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.

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determined in accordance with the *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*

Service Areas (Definitions)

For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and for government data[2]. Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2500 to 5000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Service Areas—Established

The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economical and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Time of Operation. All high frequency broadcast stations shall be licensed for unlimited time operation.

Showing Required. Authorization for a new high frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in subparagraphs (a), (b), or (c) of the section on *Service Areas* stated above. The application shall be accompanied by a full analysis of the basis upon which the area as set forth in the application was determined. No application for construction permit for a new station or change of service area will be accepted unless a definite

[2] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination.

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F. C. C. Regulations Regarding High Frequency Broadcast Stations

As of January 1, 1941

The term "high frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the High Frequency broadcast band. High frequency broadcast stations must use frequency modulation.

Definitions

High Frequency Broadcast Band. The term "high frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kilocycles, both inclusive.

Frequency Modulation. The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Center Frequency. The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

High Frequency Broadcast Channel. The term "high frequency broadcast channel" means a band of frequencies 200 kilocycles wide and is designated by its center frequency. Channels for high frequency broadcast stations begin at 43,100 kilocycles and continue in successive steps of 200 kilocycles to and including the frequency of 49,900 kilocycles.

Service Area. The term "service area" of a high frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

Antenna Field Gain. The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kilowatt antenna input power to 137.6.

Free Space Field Intensity. The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or from reflecting objects.

Frequency Swing. The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Multiplex Transmission. The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Percentage Modulation. The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 per cent modulation expressed in percentage. (For high frequency broadcast stations, a frequency swing of 75 kilocycles is standard for 100 per cent modulation.)

Experimental Period. The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Allocation of Facilities[1]

Basis of Licensing High Frequency Broadcast Stations. High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be

[1] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

THE TECHNICAL SIDE

1940 ——— 1941

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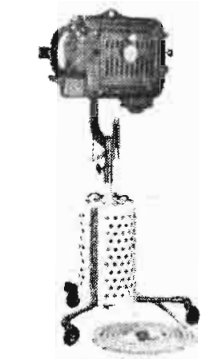

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RCA REVIEWS THE TECHNICAL PROGRESS OF RADIO IN 1940

OUT of the ultra-high frequency field, once regarded as the "graveyard of wireless," came 1940's outstanding technical advance in radio.

Late in January, 1940, the Radio Corporation of America announced the development of the radio relay method of transmitting television to the point where it was ready for the first application as a public service. The development is designed to make possible the establishment of inter-city television networks similar in effect to the wire networks of sound broadcasting. It is expected that in the future relay stations, located approximately 30 miles apart, the actual distance depending on terrain, will carry television signals across country in a narrow beam.

Today there are no "useless" waves in radio; the engineer confesses that "the surface has not been scratched." In search of technical advantages of ultra-high frequencies, two methods of transmission are under test: amplitude modulation as used in standard broadcasting and frequency modulation, popularly abbreviated "FM."

To meet the requirements of "FM," as well as of sound channel broadcasting for television, complete lines of standard transmitters of 250 watts to 50,000 watts were designed by several manufacturing companies. The requirements of these transmitters necessitated development of new tubes. Among them are a forced air-cooled triode, two types of which will produce a 3 kilowatt carrier; a forced air-cooled tetrode, of approximately the same rating, which may be operated on frequencies up to 108 megacycles; and a water-cooled tube having a capability of 25 kilowatts in the range of frequency modulated wavelengths.

Of major importance to the "FM" field were exhaustive measurements made during the year, notably those by engineers of the National Broadcasting Company, to determine how much of the theoretical advantage of "FM" could be obtained in practice. A detailed account of the NBC engineers' findings was published in the RCA Review, October, 1940.

Spurred on by the call of national defense, development of transmission and reception devices operating on frequencies in the 100-150 megacycle band reached a new high in 1940. Expansion occurred chiefly in the aviation services and covered special instruments for direction finding, "blind" landing, and general air traffic control communications over short distances in and around airports.

Engineers report that the importance of technical advances in the application of ultra-high frequencies cannot be overemphasized. It is pointed out that these tiny wave channels are usually free of static and other forms of extraneous interference. They require a minimum of power, thereby permitting the construction of light weight, compact apparatus. Also, antennas may be quite small, yet highly efficient. Moreover, there are fields of application other than aviation, such as police and fire department activities, and military services. Engineers explain that ultra-high frequency devices are particularly well adapted to these latter fields because of a marked degree of mobility.

Technical progress on other radio fronts was reported under the following headings:

Television

Technical development of television continued throughout the year. Among items that attracted wide-spread attention was the demonstration by RCA of large-screen, projection-type television reception for theaters. NBC, with the cooperation of the New York Telephone Company, demonstrated the feasibility of adapting ordinary telephone wire circuits to relay television programs over short distances.

With the advice of the Federal Communications Commission, the Radio Manufacturers Association appointed a National Television Systems Committee, which was charged with investigating special aspects of the television technical standards problem. This committee, organized in August, had not filed its report by the end of the year.

Re-allocation of frequency assignments by the FCC necessitated the rebuilding of the National Broadcasting Company's television transmitter, W2XBS, in New York. While this work was in progress, a number of refinements were incor-

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porated in the installation which led to sharpening of the television image.

Another factor regarded as important by engineers was the development of a television camera tube for amateurs, which permits building of complete television systems at relatively low cost.

Facsimile and Radiophoto

Models of a new broadcast facsimile receiver were demonstrated at the New York World's Fair by RCA, and later in the year the same company exhibited a facsimile tape-recorder of radical new design and capability.

The facsimile broadcast receiver included such improvements as double speed, self-synchronization, frequency shift modulation of the subcarrier instead of amplitude modulation, and visible printing. It also combined a three-band radio receiver and loudspeaker with an unique circuit which permitted the distant facsimile transmitting station to automatically turn on the facsimile recorder at any desired time and, similarly, to turn it off. This eliminated the need for a time clock, which allowed facsimile reception only at a few pre-set periods of the day.

The tape facsimile system was exhibited in a production model capable of printing at the rate of 60 to 70 words a minute. Typewritten words are reproduced on narrow paper tape, which can be glued to radiogram blanks. The principal feature of the system is the extremely small size of the recorder, which occupies no more space than half the glove compartment of an automobile. The unit is particularly adaptable to use in mobile vehicles, such as airplanes, police cars, and various military motor carriers.

The tape recorder also makes use of the self-synchronizing and frequency shift modulation circuits developed for the broadcast equipment. Self-synchronization permits the receivers and the transmitters to operate on different sources of power.

Still another significant development in the facsimile field was the application of the frequency shift method of transmitting photographs and other graphic material overseas in the radiophoto service of the R.C.A. Communications, Inc. This method produced pictures of greater clarity and increased speed of transmission.

Standard Broadcasting

No radical changes in standard broadcast transmitter design occurred in 1940, although there were many minor improvements contributing to safety, convenience and efficiency. Air-fin cooled tubes experienced an increased demand. Several equipment manufacturers began building 50-kilowatt transmitters using air-cooling throughout. Improved transmitter performance and simpler adjustments were attained through the increased use of feed-back. Styling and mechanical construction of transmitters were materially improved, facilitating easy accessibility to all parts.

In the broadcasting field, the year also was marked by the large number of applications for increased power. Many such requests were granted by the FCC with the proviso that the interference with other stations would be prevented by the use of directive aerials.

Prominent among the new and ultra-modern streamlined stations is WEAF of the National Broadcasting Company, completely rebuilt at Port Washington, Long Island, from which site the lofty towers direct the programs over a "salt water route" to the New York audience. Reaching a high degree of engineering perfection, this transmitter has eliminated "shadows" in reception that might be caused by New York's steel structures, especially the skyscrapers. The broadcast power is distributed where it does the most good. The very important "ground system" consists of 120,000 feet of copper ribbon radiating in strips of about 500 feet in all directions from the base of the aerial towers.

Outstanding in the development of broadcast receivers was the introduction by RCA of the "personal" or "camera-type" receiver, weighing less than five pounds. In the larger receivers, the general adoption of loop antennas contained in the cabinet made unnecessary the erection of an outside antenna for local reception. Push-button tuning and short-wave bands came into general use on automobile receivers.

Short-Wave Broadcasting

The NBC's International Division completed the work of increasing the power of its two international short-wave stations, WNBI and WRCA, at Bound Brook, N. J., from 25,000 to 50,000 watts, and of installing more efficient directive aerial systems.

Research Extends Radio's Influence

Radio research continued to spread its influence and usefulness into other fields of industry and science. Described as one of the most important developments of the year, in this connection, was the introduction by RCA of the electron microscope, an instrument capable of magnifying bacteria and other minute particles of matter far beyond any size heretofore obtainable with the most powerful optical microscopes.

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Institute of
RADIO ENGINEERS

Personnel——Headquarters——History

330 WEST 42nd STREET ·.· NEW YORK CITY

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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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CHIEF ENGINEERS

OF STATIONS IN UNITED STATES AND CANADA

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Anniston, WMBA . . . Vernon Story
Birmingham
WAPI . . . . . N. S. Hurley
WBRC . . . . . J. C. Bell
WSGN . . . . . P. B. Cram
Decatur, WMSL . . . . . Hudie Brown
Dothan, WAGF . . . . . John T. Hubbard
Mobile, WALA . . . . . R. M. Cole
Montgomery,
WCOV . . . . . James Breer
WSFA . . . . . Paul B. Duncan
Muscle Shoals, WMSD . . . Maurice McKinney
Opelika, WJHO . . . . . R. B. Wilds
Selma, WHBB . . . . . Sidney Spencer
Tuscaloosa, WJRD . . . . . Fred James

Arizona

Globe, KWJB . . . . . Arthur Turnrose
Jerome, KCRJ . . . . . D. E. Towne
Lowell-Bisbee-Douglas, KSUN . John G. Gould
Phoenix,
KPHO . . . . . F. Belcher
KOY . . . . . Robert Thompson
KTAR . . . . . A. C. Anderson
Prescott, KYCA . . . . . Norman H. Dewes
Safford, KGLU . . . . . August Brieske
Tucson,
KTFC . . . . . Clifford Livingston
KVOA . . . . . Leonard L. Nalley
Yuma, KYUM . . . . . L. B. Shaw

Arkansas

Blytheville, KLCN . . . . . Joe Harrington
El Dorado, KELD . . . . . John Riley
Fort Smith, KFPW . . . . . D. W. Boisington
Hot Springs,
KWFC . . . . . James Beall Eschwege
KTHS . . . . . J. Clinton Norman
Jonesboro, KBTM . . . . . J. C. Warren
Little Rock
KARK . . . . . Dana Winn
KLRA . . . . . K. F. Tracy
Pine Bluff, KOTN . . . . . J. R. Whitworth
Siloam Springs, KUOA . . . . . J. L. Miller

California

Bakersfield,
KERN . . . . . Verne Shatto
KPMC . . . . . L. P. Jarvis
Beverly Hills, KMPC . . . . . Roger Love
Chico, KHSL . . . . . Emory P. Milburn
Eureka, KIEM . . . Alvar Olson, Charles Baker
Fresno, KARM . . . . . John F. Scales
Long Beach,
KFOX . . . . . Lawrence W. McDowell
KGER . . . . . Jay Tapp
Los Angeles,
KECA . . . . . H. L. Batterman, Curtis Mason
KFAC . . . . . H. W. Anderson
KFI . . . . . H. L. Batterman, Curtis Mason
KFSG . . . . . Myron Kluge
KFVD . . . . . Jack Smithson
KFWB . . . . . Harry Myers
KHJ . . . . . Frank Kennedy
KMTR . . . . . Carroll Hauser
KNX . . . . . Lester H. Bowman
KRKD . . . . . Willis Freitag
Marysville, KMYC . . . . . Leon Stauffer
Merced, KYOS . . . . . Ed Dold
Modesto, KTRB . . . . . Wayne Berthold
Monterey, KDON . . . . . Omer Wright
Oakland,
KLS . . . . . R. C. Butler
KROW . . . . . C. E. Downey
Pasadena, KPPC . . . . . N. V. Parsons
Redding, KVCV . . . . . John E. Boren
Sacramento
KFBK . . . . . Norman D. Webster
KROY . . . . . Milton Cooper
San Bernardino, KFXM . . . Richard T. Sampson
San Diego, KGB . . . . . Verne Milton
San Francisco
KFRC . . . . . Ernest G. Underwood
KGO . . . . . Curtis D. Peck
KPO . . . . . Curtis D. Peck
KSAN . . . . . Mel Williams
KSFO . . . . . Royal V. Howard
KYA . . . . . Paul C. Schulz
San Jose, KQW . . . . . C. V. Davey
San Luis Obispo, KVEC . . . . . Earl Travis
Santa Ana, KVOE . . . . . Wallace S. Wiggins
Santa Barbara, KDB . . . . . Walter Radtke
Stockton, KWG . . . . . Russell Bennett
Visalia, KTKC . . . . . Bert Williamson
Watsonville, KHUB . . . . . Farrel Buckley

Colorado

Colorado Springs
KVOR . . . . . Cozine Strang
KLZ . . . . . T. A. McClelland
Denver,
KOA . . . . . Robert H. Owen
KVOD . . . . . D. Garretson
Durango, KIUP . . . . . G. L. Schnuehl
Grand Junction, KFXJ . . . Fred Mendenhall

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Hartford,
WDRC . . . . . I. A. Martino
WTHT . . . . . Richard K. Blackburn
WTIC . . . . . J. C. Randall
New Britain-Hartford, WNBC . . . Rogers B. Holt
New Haven, WELI . . . . . J. Gordon Keyworth
New London, WNLC . . . . . Francis C. Garuffy
Waterbury, WATR . . . . . John Burke
Waterbury-New Haven, WBRY . . . Frank B. Hales

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Washington,
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WJSV . . . . . Clyde Hunt
WMAL . . . . . A. E. Johnson
WOL . . . . . H. H. Lyon
WRC . . . . . A. E. Johnson

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Fort Meyers, WFTM . . . . . Lewis Shea
Gainesville, WRUF . . . . . Dean Joseph Weil
Jacksonville,
WJHP . . . . . B. Bayford
WMBR . . . . . H. B. Greene
Lakeland, WLAK . . . . . W. Powell Hunter
Miami, WQAM . . . . . Eugene Ruter
Miami Beach, WKAT . . . Walter Kinney, Tom Magee and Arthur Smith, co-eng.
Ocala, WTMC . . . . . Bradley Overton
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WDBO . . . . . James E. Yarbrough
WLOF . . . . . W. Dod Daniel
Panama City, WDLP . . . . . Eddie Pierce
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St. Petersburg,
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Tampa,
WDAE.....William Pharr Moore
WFLA.....Joe Mitchell

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WAGA.....Clifford Hanson
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WGST.....Ben Akerman
WSB.....C. F. Daugherty
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WGAC.....William Nungesser
WRDW.....Harvey Aderhold
Cordelle, WMJM.....Noel Martin
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WMBL.....David Bain
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Rome, WRGA.....R. L. Starr
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Idaho Falls, KID.....W. J. Provis
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Nampa, KFXD.....Edward Hurt
Pocatello, KSEI.....James E. Mitchell
Twin Falls, KTFI.....Franklin V. Cox
Wallace, KWAL.....William M. Bruner

Illinois

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Bloomington, WJBC.....Ted Bailey
Chicago,
WAAF.....Carl Ulrich
WBBM.....Frank B. Falknor
WCBD.....Edward J. Jacker
WCFL.....Maynard Marquardt
WEDC.....Caled K. Frisk
WENR.....Howard C. Luttgens
WGN.....Carl J. Meyers
KGES.....George Bush
WJJD.....Walter Myers
WLS.....Thomas L. Rowe
WMAQ.....Howard C. Luttgens
WMBI.....A. P. Frye
WSBC.....Ed Jacker
Cicero, WHFC.....E. P. Hayes
Danville, WDAN.....Ted Magin
Decatur, WSOY.....M. H. Stuckwish
East St. Louis, WTMV.....Thomas R. McLean
Galesburg, WGIL.....Gerald Foster
Harrisburg, WEBQ.....Joseph R. Tate
Herrin, WJPF.....Lynton Lemond
Joliet, WCLS.....David Maltby
Peoria, WMBD.....Ted Giles
Quincy, WTAD.....Francis Wentura
Roekford, WROK.....Thomas C. Cameron
Rock Island, WHBF.....R. J. Sinnett
Springfield,
WCBS.....Richard L. Ashenfelter
WTAX.....Edward Riug
Tuscola, WDZ.....Mark Spies
Urbana, WILL.....A. James Ebel

Indiana

Anderson, WHBU.....Wayne Reeves
Elkhart, WTRC.....Kenneth Singleton
Evansville,
WEOA.....John B. Caraway, Jr.
WGBF.....Fay Gehres
Fort Wayne,
WGL.....Robert G. Duffield, Jr.
WOWO.....Robert G. Duffield, Jr.
Gary, WIND.....Ken Shirk
Hammond,
WHIP.....H. V. Fitzcharles
WJOB.....John Felthouse
Indianapolis,
WFBM.....Harold Holland
WIBC.....Lester Huff
WIRE.....Earl W. Lewis
Muncie, WLBC.....Maurice Crain
New Albany (Louisville, Ky.), WRRC
H. W. Hathaway
South Bend,
WFAM.....H. Cole
WSBT.....H. Cole
Terre Haute, WBOW.....Stokes Gresham, Jr.
Vincennes, WAOV.....Claude Harris
West Lafayette, WBAA.....Ralph Townsley

Iowa

Ames, WOI.....Louie L. Lewis
Cedar Rapids, Waterloo, WMT..Charles F. Quentin
Davenport, WOC.....Allen Richter
Decorah, KWLC.....O. M. Eittreim
Des Moines,
KRNT.....Paul Huntsinger
KSO.....Paul Huntsinger
WHO.....(Technical Director) Paul A. Loyet
Dubuque, WKBB.....Leonard Carlson
Fort Dodge, KVFD.....Jack Duncan
Iowa City, WSUI.....S. J. Ebert
Marshalltown, KFJB.....Wayne Peak
Mason City, KGLO.....Leon Born
Ottumwa, KBIZ.....Wayne Hatchett
Shenandoah, KMA.....Ray Schroeder
Sioux City,
KSCJ.....Stephen C. Dier
KTRI.....Carleton Gray

Kansas

Coffeyville, KGGF.....J. S. Jaminet
Dodge City, KGNO.....Ralph Hickmna
Emporia, KTSW.....Paul H. Daniels
Garden City, KIUL.....Virgil E. Creig
Great Bend, KVGB.....Leo Legleiter
Kansas City, KCKN.....C. E. Salzer, Jr.
Lawrence, WREN.....Carl Bliesner
Pittsburg, KOAM.....W. L. Brown
Salina, KSAL.....N. E. Vance, Jr.
Topeka, WIBW.....Karl Troeglen
Wichita,
KANS.....L. F. Heithecker
KFBI.....G. H. Johnstone
KFH.....Amos C. Dadisman

Kentucky

Bowling Green, WLBJ.....Earl Jaego
Hopkinsville, WHOP.....Benson Arwood Smith
Lexington, WLAP.....Sanford Helt
Louisville,
WAVE.....Wilbur E. Hudson
WHAS.....Orrin W. Towner
WINN.....Al Rutherford
Owensboro, WOMI.....W. W. Biuford
Paducah, WPAD.....C. G. Sims

Louisiana

Alexandria, KALB.....Jesse R. Sexton
Baton Rouge, WJBO.....Wilbur T. Golson
Lafayette, KVOL.....Clovis L. Bailey
Monroe, KMLB.....O. L. Morgan
New Orleans,
WNOE.....C. E. Davidson
WSMB.....M. Sandi
WWL.....J. D. Bloom, Jr.
Shreveport,
KRMD.....R. M. Dean
KTBS.....C. H. Maddox
KWKH.....W. E. Antony

Maine

Augusta, WRDO.....Harold T. Dinsmore
Bangor, WABI.....Neldon Lawson
Lewiston, WCOU.....Leslie R. Hall
Portland,
WCSH.....G. Fred Crandon
WGAN.....Roger W. Hodgkins
Presque Isle, WAGM.....L. E. Hughes

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Maryland

Baltimore
- WBAL — Gerald W. Cooke
- WCAO — Martin L. Jones
- WCBM — G. Porter Houston
- WFBR — William Q. Ranft

Cumberland, WTBO — Charles Ray Sine
Frederick, WFMD — John A. Fels
Hagerstown, WJEJ — Harold Brewer

Massachusetts

Boston
- WAAB — Irving B. Robinson
- WCOP — Whitmore N. Hall
- WEEI — P. K. Baldwin
- WHDH — Donald Wise
- WMEX — William M. Smith
- WNAC — Irving B. Robinson
- WORL — Melvin Stuckles
- WSAR — John C. Pavao

Greenfield, WHAI — James L. Spates
Cape Cod, WOCB — Ralph L. Lawton
Lawrence, WLAW — George A. Hinckley
Lowell-Lawrence, WLLH — Anthony Michaels
New Bedford, WNBH — Clyde Pierce
Salem, WESX — Richard Hammond
Springfield,
- WMAS — Earl G. Belvinson
- WSPR — A. R. Bradley

Worcester,
- WORC — A. F. Kleindienst
- WTAG — Hobart Newell

Michigan

Battle Creek, WELL — R. B. Root
Detroit,
- WJBK — Paul Franke
- WJR — M. R. Mitchell
- WMBC — Edward Clark
- WWJ — Walter Hoffman
- WXYZ — Roy Gardner

East Lansing, WKAR — Norris E. Grover
Flint, WFDF — Frank D. Fallain
Grand Rapids, WLAV — Lauren Berryton
Ironwood, WMJS — R. L. Johnson
Jackson, WIBM — C. W. Wirtman
Lapeer, WMPC — H. E. Hayes
Muskegon, WKBZ — George Krzyske
Pontiac, WCAR — Wiley Wenger
Port Huron, WHLS — Wayne McDonnell
Royal Oak, WEXL — Joseph L. McFarland
Saginaw, WSAM — Harold McCollen
Traverse City, WTCM — Drew McCoy

Minnesota

Albert Lea, KATE — George Church
Duluth
- KDAL — Robert Dettman
- WEBC — Charles Persons

Mankato, KYSM — H. D. Kimberly
Minneapolis-St. Paul,
- KSTP — H. R. Skitter
- WCCO — Hugh S. McCartney
- WDGY — George K. Jacobson
- WLB — Frank J. Blitz
- WTOL — Ogden Pettibone
- WMIN — Warren Fritze
- WTCN — John M. Sherman

Northfield, WCAL — Amos Dicke
Rochester, KROC — Fred C. Clark
Virginia — Charles Persons
Willmar, KWLM — Verne Baumgartner
Winona, KWNO — Maurice Rattler

Mississippi

Columbus, WCBI — Robert Montgomery
Greenville, WJPR, Milford Perry and Ray Dickson
Greenwood, WGRM — George Wilson
Gulfport, WGCM — Kenneth Rivers
Jackson, WSLI — Tommie Hubbard
Laurel, WAML — V. A. Touchstone
McComb, WSKB — Robert Louis Sanders
Vicksburg, WQBC — C. E. Drake

Missouri

Clayton-St. Louis, KFUO — Carl H. Meyer
Columbia, KFRU — Robert Haigh
Jefferson City, KWOS — J. C. Haynes
Joplin, WMBH — Baxter Burriss
Kansas City,
- KCMO — L. C. Sigmon
- KMBC — Ray Moler
- WDAF — Joseph A. Flaherty

Lexington, KWOC — Don Lideaton
St. Joseph, KFEQ — J. Wesley Koch
St. Louis
- KMOX — L. McComas Young
- KSD — Robert L. Coe
- KWK — James Burke
- KXOK — Arthur F. Rekart
- WEW — George E. Rueppel
- WIL — Chal H. Stoup

Sedalia, KDRO — Thomas L. Yount
Springfield,
- KGBX — Fritz Bauer
- KWTO — Fritz Bauer

Montana

Billings, KGHL — Jeff Knehh
Butte, KGIR — Fred Heister
Great Falls, KFBB — Wilbur Myhre
Missoula, KGVO — George Allison
Wolf Point, KGCX — Harold Kimpel

Nebraska

Fremont, KORN — E. A. Blackburn
Grand Island, KMMJ — Raymond E. Snoddy
Hastings, KHAS — Walter Ely
Kearney, KGFW — Leland Gustafson
Norfolk, WJAG — Frank Weidenbach
North Platte, KGNF — J. B. Eaves
Omaha,
- KOIL — Mark Bullock
- WOW — William Kotera

Scottsbluff, KGKY — Harland Morrison

Nevada

Reno, KOH — Hewitt Kees

New Hampshire

Keene, KWNE — Willis F. Moore
Laconia, WLNH — Wilfred Ledoux
Manchester, WFEA — Irving Mower
Portsmouth, WHEB — Donald R. Stevens

New Jersey

Asbury Park, WCAP — Augustus McAllister
Atlantic City,
- WBAB — Earle Godfrey
- WPG — Blair K. Thron

Bridgeton, WSNJ — Russel Ely
Camden, WCAM — Marvin Seimes
Jersey City, WHOM — Allison W. Burnham
Newark, WOR — J. R. Poppele
Red Bank, WRBA — H. T. Marshall
Zarephath, WAWZ — Nathaniel Wilson

New Mexico

Albuquerque
- KGGM — Leonard Dobbs
- KOB — George S. Johnson

Carlsbad, KLAH — Harry Boehnemann
Roswell, KGFL — James Simpson
Santa Fe, KVSF — A. F. Schultz

New York

Albany
- WABY — James H. Corey
- WOKO — O. A. Sardi

Auburn, WMBO — Herbert House
Batavia, WBTA — Carlton Greene
Binghamton, WNBF — Louveer Slantz
Brooklyn,
- WARD — Abraham Haas
- WBBR — Ralph Leffler

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WCNW.....M. Goldberg
WVFW.....Hermann Florez
Buffalo,
WBEN.....Ralph J. Kingsley
WBNY.....Thomas L. Vines
WEBR.....Ralph Kingsley
WGR.....Karl B. Hoffman
WKBW.....Karl B. Hoffman
Canton, WCAD.....Dr. Ward C. Priest
Elmira, WENY.....Perry W. Esten
Freeport, WGBB.....George Graham
Ithaca, WHCU.....True McLean
Jamestown, WJTN.....Harold J. Kratzert
Newburgh, WGNY.....Patrick F. Simpson
New York City,
WABC...(CBS Director of General Engineering) Edwin King Cohan
(WABC) Henry Grossman
WBNX.....H. L. Wilson
WEAF (NBC).....O. B. Hanson
WEVD.....Charles Brown
WHN.....Paul Fuelling
WINS.....Paul Von Kunits
WJZ (NBC).....O. B. Hanson
WLTH.....Clifton Foss
WMCA.....Lee Grant
WNEW.....M. J. Weiner
WNYC.....Isaac Brimberg
WOV.....Robert E. Study
WQXR.....Russell D. Valentine
Niagara Falls, WHLD.....Dean Hiatt
Ogdensburg, WSLB.....Raymond E. Lafferty
Olean, WDHL.....W. E. McDowell
Plattsburgh, WMFF.....Jack Nazak
Poughkeepsie, WKIP.....Peter J. Prinz
Rochester,
WHAM.....Ken Gardner
WSAY.....Gorden P. Brown
Saranac Lake, WNBZ.....A. J. Kanze
Schenectady, WGY.....W. J. Purcell
Syracuse,
WFBL.....A. R. Marcy
WOLF.....Lawrence Reilly
WSYR.....Armand Belle Isle
Troy,
WHAZ.....H. D. Harris
WTRY.....A. H. Chismark
Utica, WIBX.....J. T. Dowdell
Watertown, WATN.....Paul Lee
White Plains, WFAS.....Harry C. Laubenstein
Woodside, WWRL.....Wm. H. Reuman

North Carolina

Asheville,
WISE.....Ralph Kiibler
WWNC.....Cecil Hoskins
Charlotte,
WBT.....J. J. Beloungy
WSOC.....L. L. Caudle
Durham, WDNC.....Raymond A. Dallon
Elizabeth City, WCNC.....Billy Rogers
Fayetteville, WFNC.....Frank Stewart
Goldsboro, WGBR.....H. H. Lance
Greensboro, WBIG.....Earl Allison
Greenville, WGTC.....W. B. Eberhart
Hickory, WHKY.....E. S. Long
Kinston, WFTC.....Glen Neuville
Raleigh,
WPTF.....Henry Hulick
WRAL.....Stanley Brown
Rocky Mount, WEED.....Isaac G. Murphrey
Salisbury, WSTP.....James R. Yost
Wilmington, WMED.....Gerald Dreger
Wilson, WGTM.....Bill Malone
Winston-Salem,
WAIR.....Earl Downey
WSJS.....Phil Hedrick

North Dakota

Bismarck, KFYR.....Ivar Nelson
Devils Lake, KDLR.....Richard Moritz
Fargo, WDAY.....Julius Hetland
Grand Forks, KFJM.....Elwin J. O'Brien
Jamestown, KRMC.....Lloyd R. Amoo
Mandan, KGCU.....Arne E. Anzjon
Valley City, KOVC.....Stanley Guth

Ohio

Akron,
WADC.....J. A. Aitkenhead
WAKR.....Don Dayton
WJW.....Gerald Roberts
Ashtabula, WICA.....G. G. Gautney
Canton, WHBC.....Kenneth Slyker
Cincinnati,
WCKY.....C. H. Topmiller
WCPO.....Glen Davis
WKRC.....John M. Tiffany
WLW.....R. J. Rockwell
WSAI.....R. J. Rockwell
Cleveland,
WCDE.....Edard L. Gove
WGAR.....R. Morris Pierce
WHK.....Edward L. Gove
WTAM.....S. E. Leonard
Columbus,
WBNS.....Lester H. Nafzger
WCOL.....J. E. Lowe
WHKC.....J. E. Anderson
WOSU.....A. L. Hammerschmidt
Dayton,
WHIO.....Ernest L. Adams
WING.....Paul Braden
Lima, WLOK.....Russell Shettler
Mansfield, WMAN.....Howard Jonard
Marion, WMRN.....S. Robert Morrison
Portsmouth, WPAY.....Maurice Myers
Springfield, WIZE.....Arthur Martin
Steubenville, WSTV.....Joseph Troesch
Toledo,
WSPD.....Bill Stringfellow
WTOL.....Frank B. Ridgeway
Youngstown,
WFMJ.....Frank Dieringer
WKBN.....B. T. Wilkins
Zanesville, WHIZ.....William Hunt

Oklahoma

Ada, KADA.....Leiland Seay
Ardmore, KVSO.....J. H. Holmes
Elk City, KASA.....George Fenter
Enid, KCRC.....A. B. Clopton
Muskogee, KBIX.....Lester Harlow
Oklahoma City,
KOCY.....G. W. Brock
KTOK.....Bernard Tullius
WKY.....H. J. Lovell
Shawnee, KGFF.....John Molloy
Tulsa,
KOME.....James F. Manship
KTUL.....Nathan Wilcox
KVOO.....L. Watt Stinson

Oregon

Albany, KWIL.....Paul W. Spargo
Bend, KBND.....Gene Lovejoy
Corvallis, KOAC.....Grant S. Feikert
Dalles, The, KODL.....Paul Walden
Eugene, KORE.....Harold Gander
Grants Pass, KUIN.....Edward A. Malone
La Grande, KLBM.....John Kibby
Marshfield, KOOS.....Roger L. Spaugh
Medford, KMED.....D. H. Rees
Portland,
KALE.....Louis Bookwalter
KEX.....Harold C. Singleton
KGW.....Harold C. Singleton
KOIN.....Louis Bookwalter
KWJJ.....W. J. Jerman
KXL.....Ralph Mifflin
Salem, KSLM.....Albert Jacobson

Pennsylvania

Allentown, WCBA-WSAN.William A. McCutcheon
Altoona, WFBG.....George Burgoon
Erie, WLEU.....Harold Roess
Glenside, WIBG.....John H. Henninger
Greensburg, WHJB.....Walter W. McCoy
Johnstown, WJAC.....Nevin L. Straub
New Castle, WKST.....Robert Emch
New Kensington, WKPA.....Henry Mattingly
Philadelphia,
WCAU.....John Leitch
WDAS.....Frank Unterberger

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WFIL . . . . . Arnold Nygren
WIP . . . . . Clifford C. Harris
WPEN . . . . . Charles Burtis
Pittsburgh
KDKA . . . . . J. E. Baudino
KQV . . . . . Walter W. McCoy
WCAE . . . . . James Schultz
WJAS . . . . . W. W. McCoy
WWSW . . . . . Henry R. Kaiser
Scranton,
WARM . . . . . Adolph Grahmann
WGBI . . . . . Kenneth R. Cooke
Sharon, WPIC . . . . . A. C. Heck
Sunbury, WKOK . . . . . Chi Kerstetter
Uniontown, WMBS . . . . Kenneth M. Meredith
Wilkes Barre,
WBAX . . . . . Robert Love
WBRE . . . . . Charles Sakoski
Williamsport, WRAK . . . . . Louis Persio

Rhode Island

Pawtucket-Providence, WEAN . . . . . Howard W. Thornley
Providence,
WEAN . . . . . Harold Tilley
WJAR . . . . . Thomas Prior
WPRO . . . . . Howard W. Thornley

South Carolina

Anderson, WAIM . . . . . Robert L. Easley
Charleston,
WCSC . . . . . James M. Weaver
WTMA . . . . . D. M. Bradham
Columbia,
WCOS . . . . . Charles A. Thomas
WIS . . . . . Scott Helt
Florence, WOLS . . . . . Robert M. Wallace
Greenville,
WFBC . . . . . W. C. Etheredge
WMRC . . . . . Edward Day
Spartanburg,
WORD . . . . . Ralph S. Bennett
WSPA . . . . . Ralph S. Bennett
Sumter, WFIG . . . . . Rex Houser

South Dakota

Aberdeen, KABR . . . . . Delbert T. Hunt
Brookings, KFDY . . . . . W. H. Gamble
Rapid City,
KOBH . . . . . M. J. Jones
WCAT . . . . . E. E. Clark
Vermillion KUSD . . . . . Dr. W. H. Jordan
Watertown, KWAT . . . . . Sverdi Zimmerman
Yankton, WNAX . . . . . Clifton M. Todd

Tennessee

Bristol, WOPI . . . . . Robert M. Smith
Chattanooga,
WAPO . . . . . B. B. Barnes
WDEF . . . . . J. V. Sanderson
WJOD . . . . . J. C. Vessels
Cookeville, WHUB . . . . . Charles Duke
Jackson, WTJS . . . . . B. C. Brummell
Johnson City, WJHL . . . . . O. K. Garland
Kingsport, WKPT . . . . . Gladmon W. Upchurch
Knoxville,
WNOX . . . . . J. P. Epperson
WROL . . . . . Joe Wofford
Memphis,
WHBQ . . . . . Weldon Roy
WMC . . . . . C. E. Baker
WMPS . . . . . J. P. Epperson
Nashville,
WLAC . . . . . F. D. Binns
WSIX . . . . . Bascom E. Porter
WSM . . . . . J. H. DeWitt

Texas

Abilene, KRBC . . . . . Fred Hammond
Amarillo,
KFDA . . . . . Howard Blaker
KGNC . . . . . W. S. Bledsoe
Austin,
KNOW . . . . . James Lewis
KTBC . . . . . Harry Slife
Beaumont
KFDM . . . . . Leonard Saye
KRIC . . . . . Clements McDaniel
Big Spring, KBST . . . . . John B. Casey
Brady, KNEL . . . . . Marion Crawford
Brownsville KGFI . . . . . Willis Wilson
Dallas,
KRLD . . . . . Roy M. Flynn
WFAA . . . . . Raymond Collins
WRR . . . . . D. J. Tucker
Denton, KDNT . . . . . B. B. Honeycutt
El Paso,
KROD . . . . . Edward P. Talbott
KTSM . . . . . E. L. Gemoets
Fort Worth
KFJZ . . . . . Ed L. Starnes
KGKO . . . . . R. C. Stinson
WBAP . . . . . R. C. Stinson
Galveston, KLUF . . . . . L. D. Clough
Houston,
KPRC . . . . . H. T. Wheeler
KXYZ . . . . . Gerald Chinski
Huntsville, KSAM . . . . . Jack Whitley
Laredo, KPAB . . . . . Ed Schoeler
Lubbock, KFYO . . . . . William H. Torrey
Lufkin, KRBA . . . . . Earle Pettey
Midland, KRLH . . . . . Robert A. Harmon
Palestine, KNET . . . . . C. H. Anglin
Pampa, KPDN . . . . . H. E. Kreiger
Paris, KPLT . . . . . Weldon Jeffus
Pecos, KIUN . . . . . Stanley Hall
Port Arthur, KPAC . . . . . Joe Walters
San Angelo, KGKL . . . . . Frank Jones
San Antonio,
KONO . . . . . George Ing
KTSA . . . . . William G. Egerton
WOAI . . . . . Fred Sterling
Sherman, KRRV . . . . . T. E. Spellman
Temple, KTEM . . . . . Paul Shaw
Texarkana KCMC . . . . . Harvey Robertson
Tyler, KGKB . . . . . John B. Sheppard
Vernon, KVWC . . . . . Herman Ridgway
Waco WACO . . . . . L. H. Appleman
Wichita Falls, KWFT . . . . . John Adams

Utah

Cedar City, KSUB . . . . . Sherman T. Wright
Ogden, KLO . . . . . W. D'Orr Cozzens
Price, KEUB . . . . . Owen J. Ford
Provo, KOVO . . . . . Arch L. Madsen
Salt Lake City,
KDYL . . . . . John M. Baldwin
KSL . . . . . Willice E. Groves
KUTA . . . . . Lyle Wahlquist

Vermont

Burlington, WCAX . . . . . James W. Tierney
Waterbury, WDEV . . . . . Fred Hillsdale

Virginia

Charlottesville, WCHV . . . . . Walter Gray
Danville, WBTM . . . . . Harry W. Spencer
Harrisonburg, WSVA . . . . . U. L. Lynch
Lynchburg, WLVA . . . . . Albert E. Heiser
Newport News, WGH . . . . . Raymond P. Taylor, Jr.
Norfolk, WTAR . . . . . Julius L. Greether
Petersburg, WPID . . . . . Elmo Cronk
Richmond,
WBBL . . . . . J. A. Steere
WMBG . . . . . Wilfred H. Wood
WRNL . . . . . Walter S. Selden
WRVA . . . . . D. C. Woods
Roanoke,
WDBJ . . . . . J. W. Robertson
WSLS . . . . . Philip Briggs

Washington

Suffolk, WLPM . . . . . Jack Siegal
Aberdeen, KXRO . . . . . W. M. McGoffin
Centralia and Chehalis KELA . . . . . Arnold Weiner
Everett, KRKO . . . . . Floyd Steele
Longview, KWLK . . . . . Larry Curd
Olympic, KGY . . . . . Jack Thatcher

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Pullman, KWSC.....Hugo L. Libby
Seattle,
KEVR.....Dick Nichols
KIRO.....James B. Hatfield
KJR.....Francis J. Brott
KOL.....Perry Lind
KOMO.....Frances J. Brott
Seattle,
KRSC.....George Freeman
KXA.....Maurice McMullen
Spokane,
KFIO.....C. T. Strong
KFPY.....George Langford
KHQ.....A. G. Sparling
Tacoma,
KMO.....J. D. Kolesar
KVI.....William Haase
Vancouver, KVAN.....Paul W. Spargo
Walla Walla, KUJ.....Milton McLafferty
Wenatchee, KPQ.....E. E. Wylie
Yakima, KIT.....H. B. Murphy

West Virginia

Beckley, WJLS.....Al Ginkle
Bluefield, WHIS.....Pat Flanagan
Clarksburg, WBLK.....C. S. Clemens
Fairmont, WMMN.....Roy Heck
Huntington, WSAZ.....Russell Banks
Logan, WLOG.....Bernard H. Bopp
Morgantown, WAJR.....R. C. Spence
Parkersburg, WPAR.....W. A. Sodaro
Welch, WBRW....Tom Phillips and George Yazell
Wheeling, WWVA.....Glenn G. Boundy
Williamson, WBTH.....J. Francke Fox, Jr.

Wisconsin

Ashland, WATW.....R. L. Johnson
Eau Claire, WEAU.....Charles B. Persons
Fond du Lac, KFIZ.....Wendell S. Meyers
Green Bay, WTAQ.....Wally Stangel
Janesville, WCLO.....Hester Kyler
La Crosse, WKBH.....Al Leeman
Madison,
WHA.....John Stiehl
WIBA.....Norman Hahn
Manitowoc, WOMT.....W. F. Dubin
Marinette, WMAN.....Werner Schwartz
Milwaukee,
WEMP.....Raymond H. Host
WISN.....D. A. Weller
WTMJ.....D. W. Gellerup
Racine, WRJN.....F. Lee Dechant
Sheboygan, WHBL.....Herbert Mayer
Stevens Point, WLBL.....H. O. Brickson
Wausau, WSAU.....Roland W. Richardt
Wisconsin Rapids, WFHR.....Garth N. Bowker

Wyoming

Cheyenne, KFBC.....John Dawson
Rock Springs, KVRS.....Williard Easterly
Sheridan, KWYO.....R. F. Crossthwaite

Alaska

Anchorage, KFQD.....L. Tate
Fairbanks, KFAR.....Stanton D. Bennett

Territory of Hawaii

Honolulu, KGMB.....Eugene T. Goldrup
Lihue, KTOH.....Robert Glenn

Puerto Rico

Mayaguez, WPRA.....Celso Torres
San Juan,
WKAQ.....Angel P. del Valle
WNEL.....Wililam N. Greer

CANADA

Alberta

Calgary,
CFAC.....E. C. Connor
CFCN.....W. V. McLaughlin
Edmonton,
CFRN.....E. Makepeace
CJCA.....Hastings McMahon
CKUA.....John Wardlaw Porteous
Grande Prairie, CFGP.....Bill Couch
Lethbridge, CJOC.....G. J. Gow

British Columbia

Chilliwack, CHWK.....Jack Pilling
Kamloops, CFCJ.....Arthur G. Miller
Kelowna, CKOV.....J. H. B. Browne
Nelson, CKLN.....M. W. Brown
Trail, CJAT.....E. C. Aylen
Vancouver,
CBR.....N. R. Olding
CJOR.....H. B. Seabrook
CKMO.....E. Rose
CKWX.....E. Ross MacIntyre
Victoria, CFCT.....H. R. Hough

Manitoba

Flin Flon, CFAR.....Raymond Tate
Winnipeg,
CJRC.....Bert Hooper
CKY.....W. A. Duffield

New Brunswick

Campbellton, CKNB.....L. P. Paquet
Fredericton, CFNB.....E. S. Cassidy
Moncton, CKCW.....J. G. White
Sackville, CBA.....James Carlisle
Saint John, CHSJ.....J. G. Bishop

Nova Scotia

Halifax, CHNS.....A. W. Grieg
Sydney, CJCB.....Charles Atkinson

Ontario

Brantford, CKPC.....Clayton Anguish
Chatham, CFCO.....Gordon Brooks
Hamilton,
CHML.....C. R. Snelgrove
CKOC.....Leslie Horton
Kenora, CKCA.....William McLellan
Kingston, CFRC.....Prof. H. W. Steward, M.S.
London, CFPL.....Lloyd York
North Bay, CFCH.....Allen Taylor
Ottawa, CBO.....E. C. Stewart
Owen Sound, CFOS.....Theodore Millen
St. Catharines, CKTB.....W. H. Allen
S S Marie, CJIC.....S. C. Cusack
Stratford, CJCS.....J. Camden
Sudbury, CKSO.....James McRae
Timmins, CKGB.....W. K. Marks
Toronto,
CBL.....W. C. Little
CFRB.....Jack Sharpe
CKCL.....Ernest O. Swan
Windsor, CKLW.....William J. Carter
Wingham, CKNX.....Scott C. Reid

Quebec

Chicoutimi, CBJ.....J. E. Roberts
Hull, CKCH.....J. L. Champagne
Montreal,
CBF.....L. L'Allier
CBM.....R. A. Scantlebury
CFCF.....J. Gettenby
CHLP.....Fred F. Tambling
CKAC.....Percy Smith
Quebec,
CBV.....Charles Frenette
CHRC.....Arsene Nadeau
CKCV.....Paul Richard
Rouyn, CKRN.....Bert Crump
Sherbrooke, CHLT.....L. P. Bernier
Val D'or, CKVD.....Ernie Mott

Saskatchewan

Moose Jaw, CHAB.....A. E. Jacobson
Prince Albert, CKBI.....L. E. Moffatt
Regina,
CJRM.....W. McDonald
CKCK.....E. A. Strong
Saskatoon, CFQC.....Stanley Clifton
Watrous, CBK.....R. D. Cahoon

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BRANCH OFFICES: 1444 Hamilton Ave., Cleveland, O. PRODUCTS: Air Cooled, Capacitator, Voltage Regulating and Stepdown, Luminous Tube and High Intensity Mercury Vapor Lamp Transformers, Fluorescent Ballasts.

Aerovox Corp.
740 Belleville Ave., New Bedford, Mass.

Contact.....Samuel I. Cole

PRODUCTS: Capacitators, Electrolytics, Paper, Wax and Oil Impregnated Units, Standard Mica Condensers, exact duplicate Replacement and Transmitting Capacitators, Resistors, Interference Filters, Noise Analyzer, Condenser Bridge for testing power factor, resistance and capacity.

Allied Radio Corp.
833 West Jackson Blvd., Chicago, Ill.
Phone Haymarket 6800

Contact.....Julian McBarron

PRODUCTS: Recorders, Discs, Needles, Turntables, Amplifiers, Microphones, Stands, Cables, Accessories, Transmitting Tubes, Speech Input Equipment, Transcription Reproducers, Dry Batteries.

Allied Recording Products Co.
21-09 43rd St., Long Island City, N. Y.
Phone STillwell 4-2318

Contact.....I. H. Goldman

PRODUCTS: Recording Machines, Recording Blanks, Recording Amplifiers, Accessories.

American Microphone Co., Inc.
1915 S. Western Ave., Los Angeles, Calif.
Phone PA 0778

Contact.....F. A. Yarbrough

BRANCH OFFICES: 53 Park Pl., N. Y. C.; 208 N. Wells, Chicago, Ill.; 18288 Appoline Ave., Detroit; 1280 Mission St., San Francisco. PRODUCTS: Microphones and accessories.

Amperex Electronic Products, Inc.
79 Washington St., Brooklyn, N. Y.
Phone Cumberland 6-4430

Contact.....S. Norris

BRANCH OFFICES: 1623 S. Hill St., Los Angeles, Calif.; 3218 Western Ave., Seattle, Wash.; 9 S. Clinton St., Chicago, Ill. PRODUCTS: Transmitting Tubes.

Amperite Co.
561 Broadway, New York, N. Y.
Phone CAnal 6-1446

Contact.....S. Ruttenberg

PRODUCTS: Velocity and Kontak Microphones, Floor and Desk Stands.

Amplifier Co. of America
17 W. 20th St., New York, N. Y.
Phone WA 9-0954

Contact.....N. M. Haynes

PRODUCTS: Program, Monitor, and Audition Amplifiers, Voltage Regulators, Audio Transformers, Audio Reactors, Equalizers, Band Pass, High Pass, and Low Pass Filters, Band Reduction Filters, 6 and 12 Humless Power Supplies.

Ansley Radio Corp.
4377 Bronx Blvd., N. Y. C.
Phone FAirbanks 4-4110

Contact.....A. C. Ansley

PRODUCTS: Radio-Phonograph Combinations, Piano-Radio-Phonograph-Harpsichord (4 in 1), Marine Direction Finder.

Atlas Sound Corp.
1443—39th St., Brooklyn, N. Y.
Phone WI 8-5500

Contact.....R. C. Reinhardt

BRANCH OFFICES: 1280 Mission St., San Francisco, Cal.; 530 Erie Bldg., Cleveland, O.; 21 E. Van Buren St., Chicago, Ill.; 310 Central Bank Bldg., Tulsa, Okla. PRODUCTS: Microphone Floor and Desk Stands, "BOOM" Stands and Supports, Cable Connectors (shielded), Monitor Speakers, High Powered P. A. Speakers, Speaker Baffles and Projectors, Speaker Enclosures, and P. A. Accessories.

Audak Company
500 Fifth Ave., New York, N. Y.
Phone LA 4-3723

Contact.....Geo. V. Sullivan

BRANCH OFFICES: All key cities. PRODUCTS: Microdyne Pickups, Cutting Heads.

Audio Devices, Inc.
1600 Broadway, N. Y. C.
Phone CI 5-5696

Contact.....B. Haynes

PRODUCTS: Instantaneous Acetate Recording Blanks, All Types of Cutting and Playback Style, Audiodisc Chipchaser and Groovoscope, Audio Devices Sound Effects Kit.

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John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
Phone Muskogee 4762
Contact.....John F. Beasley
PRODUCTS: Steel construction only.

Bell Sound Systems, Inc.
1183 Essex Ave., Columbus, O.
Phone University 5121
Contact.....F. W. Bell
PRODUCTS: Amplifiers, P. A. Equipment, Inter-communication Systems, Recorders, and specialized sound equipment.

Blaw-Knox Co.
Pittsburgh, Pa.
Phone St. 2700
BRANCH OFFICES: Peoples Gas Bldg., Chicago; Brown-Marx Bldg., Birmingham, Ala.; 342 Madison Ave., N. Y. C.; 1617 Pennsylvania Blvd., Phila. PRODUCTS: Radio Towers.

Bliley Elec. Co.
Union Station, Erie, Pa.
Erie 22-116
Contact.....G. E. Wright
PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasonics, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

The Brush Development Co.
3311 Perkins Ave., Cleveland, O.
Phone EN 3315
Contact.....A. L. Williams
PRODUCTS: Microphones, Disc Cutters and Pickups, Headphones.

Bud Radio, Inc.
Cleveland, O.
Phone HE 7166
Contact.....Max L. Haas
PRODUCTS: Visible Condensers, Relay Racks, Panels, Chassis, Cabinets, Coils, R. F., Band Switching, Plugs, Switches, Jacks, dials, Sockets, Name Plates, Tube Shields.

William W. L. Burnett Radio Lab.
4814 Idaho St., San Diego, Calif.
Phone Jackson 9234
Contact.....William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service.

Carrier Microphone Co.
439 So. La Brea Ave., Inglewood, Calif.
Contact.....O. B. Carrier
PRODUCTS: Dynamic and Velocity Microphones.

Centralab, Div. of Globe-Union, Inc.
900 E. Keefe Ave., Milwaukee, Wisc.
Phone Edgewood 9200
Contact.....H. E. Osmun
PRODUCTS: Volume Controls, T and L Pads, Faders, Switches, Capacitators.

Clarostat Mfg. Co., Inc.
281-287 N. 6th St., Brooklyn, N. Y.
Phone EV 8-6770
Contact.....Victor Mucher
BRANCH OFFICES: 540 No. Mich. Ave., Chicago. PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attenuators, Special Resistor Products.

The Clough-Brengle Co.
5501 Broadway, Chicago, Ill.
Phone Longbeach 5616
Contact.....Kendall Clough
PRODUCTS: Radio Testing Equipment, Service and Laboratory Instruments.

Cornell-Dubilier Elec. Co.
So. Plainfield, New Jersey
Phone Plainfield 6-9000
Contact.....O. Blake
PRODUCTS: Radio Transmitting and Receiving Capacitators.

Corning Glass Works
Corning, N. Y.
Phone Corning 372
Contact.....C. J. Phillips
PRODUCTS: Pyrex Antenna, Entering, Standoff, Strain and Wall Tube Insulators.

Cornish Wire Co., Inc.
15 Park Row, New York, N. Y.
Phone CO 7-2525
Contact.....W. F. Osler, Jr.
PRODUCTS: Radio Wires and Antenna Accessories.

The Daven Co.
158 Summit St., Newark, N. J.
Phone Market 2-2335
Contact.....Lewis Newman
PRODUCTS: Attenuators, Attenuation Boxes and Networks, Apparatus for Radio Labs. and Apparatus for Testing Sound, Measuring Sound, Measuring Impedances; Balanced "H" Pads, Broadcasting Equipment, Controls, Compensators, Control Apparatus and Panels, Decade Resistances, Boxes and Voltage Dividers, Dual Potentiometers, Dual Volume Controls, Davohms (wire wound resistors), Equipment for Labs., Faders, Filament Rheostats, Fixed Attenuators, Gain Sets, Impedance Measuring Boxes, Logarithmatic Resistors, Line Equalizers, Laboratory Equipment, Ladder Network Attenuators, Multipliers, Meter-Checking Devices, Shunts and Adjustment Rheostats, Measuring Instruments, Meters (output power), Mixer Panels, Panels, Potentiometers, Power Sup-

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ply, Resistances, Rheostats, Resistors; Rotary and Radio Switches; R F Switches, Sound Controls, Sound Equipment, Switches (contact type), Speech Input Equipment, Single Potentiometers, Special Built-Apparatus, Switches; Test Equipment, Television Switches, Controls; "Tee" Attenuators, Volume Controls, Indicators; Variable and Fixed Attenuators.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

Contact.....Allen B. Du Mont

BRANCH OFFICES: 515 Madison Ave., New York City. PRODUCTS: Television Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

Eastern Mike-Stand Co.

56 Christopher Ave., Brooklyn, N. Y.
Phone DIckens 2-3538

Contact.....S. Sherman

BRANCH OFFICES: 43 E. Ohio St., Chicago, Ill.; 7101 W. Chester Pike, Upper Darby, Pa.; 3106 Edgewood Ave., Richmond, Va.; 18288 Appoline Ave., Detroit. PRODUCTS: Microphone Stands and Accessories, Locking Telephone Plugs, Shock Absorbers.

Eitel-McCullough, Inc.

San Bruno, Calif.
Phone San Bruno 117

Contact.....J. A. McCullough

PRODUCTS: Transmitting Vacuum Tubes.

Electro-Voice Mfg. Co., Inc.

1239 S. Bend Ave., So. Bend, Ind.
Phone S. Bend 3-7764

Contact.....Albert Kahn

PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Epiphone, Inc.

142 W. 14th St., New York, N. Y.
Phone: CH 2-4408

Contact.....E. A. Stathopoulo

PRODUCTS: Amplifiers, P. A. Systems, Electronic Musical Stringed Instruments.

Evanston Sound Proof Door

Evanston, Ill.
Phone Greenleaf 1975

Contact.....W. W. Lloyd

PRODUCTS: Sound Proof Doors.

Fairchild Aviation Corp.

88-06 Van Wyck Blvd., Jamaica, L. I., N. Y.
Phone JAmaica 6-3800

Contact.....R. H. Lasche

Products: Disc Sound Recorders, Transcription Turntables, Amplifiers, Pickups, Acetate Discs, Recording Styli.

Federal Telegraph Co.

200 Mt. Pleasant Ave., Newark, N. J.
Phone Humboldt 2-7000

Contact.....St. George Lafitte

PRODUCTS: Transmitting and Receiving Equipment, Transmitting Tubes, Direction Finders, Marine Radio Equipment, Broadcast and Communications Transmitters.

Federal Recorder Co., Inc.

630 S. Wabash Ave., Chicago, Ill.

Contact.....Mr. Charles Greenleaf

Finch Telecommunications, Inc.

4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440

Contact.....W. G. H. Finch

BRANCH OFFICES: 1819 Broadway, N. Y. C.; 811—15th St., Wash., D. C.; Airport Lab., Bendix, N. J. PRODUCTS: Facsimile for broadcasting, aviation, marine, radio applications and general industrial applications, wire and radio. Telepicture Equipment for wire and radio operation. Special Communications Equipment.

Fonda Corp.

29 W. 57th St., New York, N. Y.
Phone PLaza 3-2692

Contact.....David S. Vogels

PRODUCTS: Tape Recording Machines, Reel type for radio broadcast. Recorder and Playback Machine for home use, machine for speech recording.

Gates Companies

Quincy, Ill.

Contact.....P. S. Gates

PRODUCTS: Radio Broadcast and Communications Transmitters, Phasing and Antenna Equipment, Frequency Control and Remote Control Apparatus, Speech Equipment, Sound Effects Tables, Limiting Amplifiers.

General Electric

1825 Boston Ave., Bridgeport, Conn.

President.....C. E. Wilson
Mgr. Radio & Televsn. Dept...W. R. G. Baker
Designing Engineer.....I. J. Kaar
Advt. & Sales Promotion Mgr.,
Harry J. Deines
Mgr., Radio & Television Receiver Sales Div.,
P. F. Hadlock

PRODUCTS: Electric Sets, Battery Sets, Radio and Phonograph Combinations, Television Sets, F M Sets, Tube Test Equipment, Tubes.

General Radio Co.

30 State St., Cambridge, Mass.
Phone TRObridge 4400

Contact.....H. B. Richmond

BRANCH OFFICES: 90 West St., N. Y. C.; 1000 N. Seward St., Los Angeles, Cal.; PRODUCTS: Broadcast Station Frequency and Modulation Monitors, Volume Controls, Test Equipment, Sound Measuring and Analyzing Equipment.

Geo. H. Hardner Corp.

602 Hamilton St., Allentown, Penna.
Phone Allentown 9549

Contact.....T. E. Spickall

PRODUCTS: Towers, Radials, Studios and Transmitter Buildings.

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Hardwick, Hindle, Inc.

40 Hermon St., Newark, N. J.
Phone Market 2-8200

Contact.....A. H. Hardwick

PRODUCTS: Fixed and Adjustable Resistors, Rheostats.

D. H. Harrell

1527 E. 74th Pl., Chicago, Ill.

Contact.....D. H. Harrell

PRODUCTS: Tubular Vertival Antennae, Supports for UHF Antennae.

Hartenstine Zane Co., Inc.

225 Broadway, New York, N. Y.
Phone BA 7-8390

Contact.....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. PRODUCTS: Antennae Installation including all field work for foundations, erectiou, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

Hollister Crystal Co.

Wichita, Kansas
Phone Wichita 5-2464

Contact.....Herb Hollister

PRODUCTS: "A" Cut Quartz Crystals.

Ideal Commutator Dresser Co.

Sycamore, Ill.
Phone Sycamore 77

Contact.....J. Walter Becker

BRANCH OFFICES: 320 S. Jefferson, Chicago, Ill.; 61 E. 11th St., N. Y. C.; 1015 Fulton Bldg., Pittsburgh, Pa. PRODUCTS: Electric Soldering Irons and Tools and Portable Cleaners, Wire Strippers, Fuse Pullers, Test-Lite and Fuse Pullers, Commutator and Motor Maintenance Equipment.

Insuline Corp. of America

30-30 Northern Blvd., L. I. City, New York

Contact.....S. J. Spector

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories.

International-Stacey Corp.

875 Michigan Ave., Columbus, O.
Phone University 2123

Contact.....O. M. Havekotte

BRANCH OFFICES: 21 West St., N. Y. C.; P. O. Box 3350, Beaumont, Texas. PRODUCTS: Antenua, Airway Beacon, Radio Directional Beacon Towers; Patented Ground Screen; Transmission and Radio Towers.

Isolanite, Inc.

Belleville, N. J.
Phone Belleville 2-1316

SALES OFFICE: 233 Broadway, New York, N. Y. Phone Rector 2-9275. Contact, H. G. Beehe. PRODUCTS: High Frequency Radio Insulators, Coaxial Transmission Line and Accessory Equipment, Special Antenna Equipment.

Johns-Manville Corp.

22 East 40th St., New York, N. Y.
Phone LExington 2-7600

PRODUCTS: Sound-control; Materials and Acoustical-Engineering Service.

E. F. Johnson Co.

Waseca, Minn.

Contact.....E. F. Johnson

BRANCH OFFICE: 259 W. 14th St., N. Y. C. PRODUCTS: Phasing Equipment, Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire.

Kenyon Transformer Co., Inc.

840 Barry St., New York, N. Y.
Phone DAyton 9-0100

Contact.....F. P. Kenyon

PRODUCTS: Transformers, Reactors, Filters.

"King Brand" Music Papers

1595 Broadway, New York, N. Y.
Phone CI 6-0488

Contact....."Wes" Cowen

BRANCH OFFICE: 1605 Cahuenga Blvd., Hollywood. PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers; Batons, Duplicating Papers, Mnsic Tapes.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

PRODUCTS: Tower Footing and Guy Insulators, Stand-Off, Entrance and Antenna Insulators, Porcelain Water Coils, Radio Frequency High Voltage Condensers.

Lehigh Structural Steel Co.

17 Battery Place, New York, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities. PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Labs., Inc.

30 E. 10th St., New York, N. Y.
Phone AL 4-0239

Contact.....Ben Eisenberg

PRODUCTS: Dynamic Bullet Microphones and Bullet-Phone Inter-Communicating System.

The Lifetime Corp.

1825 Adams St., Toledo, O.
Phone Main 5643

Contact.....Wm. H. Manoff

PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Aluminum Baffles.

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John E. Lingo and Son, Inc.

28th St. and Buren Ave., Camden, N. J.
Phone Camden 487

Contact.....J. E. Lingo

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Littelfuse, Inc.

4757 Ravenswood, Chicago, Ill.
Phone Long. 7778

Contact.....E. V. Sundt

PRODUCTS: Fuses; Radio Transmitter, Radio and Television, and Aircraft Transmitter; Neon Modulation Indicators.

Miles Reproducer Co., Inc.

812 Broadway, New York, N. Y.
Phone GRamercy 5-9466

Contact.....J. M. Kuhlik

PRODUCTS: Filmgraph — Instantaneous, Continuous Recording Devices; Permanent Play-Back.

Miller Broadcasting System, Inc.

113 W. 57th St., New York, N. Y.
Phone CIrcle 6-0141

Contact.....James A. Miller

PRODUCTS: Millertape Transmission Equipment, Automatic Station Announcement Equipment.

Mirror Record Corp.

58 W. 25th St., New York, N. Y.
Phone CH 3-2222

Contact.....P. K. Trautwein

PRODUCTS: No Transmitters.

Nash Radio Products Co.

6267 Gravois Ave., St. Louis, Mo.
Phone RIverside 7060

Contact.....R. S. Nash

BRANCH OFFICE: 600 W. Jackson Blvd., Chicago, Ill. PRODUCTS: Recording and Playback Equipment; High Fidelity Pre-Amplifiers and Mixers; Record Lube, Cleaner, Permertiser and Polish; Turntable Lubricant.

Pacent Engineering Corp.

79 Madison Ave., New York, N. Y.
Phone AShland 4-1586

Contact.....R. L. Lewis

PRODUCTS: Theatre Sound Equipment, P. A. Apparatus, Intercommunicating Equipment, High Fidelity Radios.

Pacific Sound Equipment Co., Inc.

7373 Melrose Ave., Hollywood, Calif.
Phone WY 6937

Contact.....Robt. G. Metzner

BRANCH OFFICES: 712—11th St., N. W., Wash., D. C.; 1100 Pine St., St. Louis, Mo.; 1900 Euclid Ave., Cleveland, O.; 1930 Mariposa St., Fresno, Calif.; 4762 Woodward Ave., Detroit, Mich.; 1609—19th St., Bakersfield, Calif.; 153 Kearney St., San Francisco, Calif.; 30 Rockefeller Plaza, N. Y. C. PRODUCTS: Transcription Playbacks, Recording Machines and Turntables.

Par-Metal Products Corp.

3262—49th St., Long Island City, N. Y.
Phone AStoria 8-8905

Contact.....A. A. Parmet

PRODUCTS: Racks—relay and cabinet type—Panels, Metal Equipment.

Poinsettia, Inc.

96 Cedar Ave., Pitman, N. J.
Phone Pitman 511

Contact.....E. Poinsett

BRANCH OFFICES: 4447 W. Irving Park Rd., Chicago, Ill.; 705 S. First St., Louisville, Ky. PRODUCTS: Phonograph Record Manufacturing Equipment.

Presto Recording Corp.

242 W. 55th St., New York, N. Y.
Phone CI 5-7760

Contact.....George V. Saliba

PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.

230 Park Ave., New York, N. Y.
Phone MU 6-7542

Contact.....Ferd. C. W. Thiede

PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

RCA Manufacturing Co., Inc.

Camden, New Jersey
Phone Camden 8000

President.....G. K. Throckmorton
Exec. V. P.....Robt. Shannon
Commercial V. P.....H. C. Bonfig
Financial V. P. & Secy.....F. H. Corregan
V. P. in charge of Engineering Products, RCA Photophone & Intl. Div.....F. R. Deakins
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V. P. & Genl. Attorney.....L. B. Morris
V. P. in charge of Mfg. & Prod. Engineering.....E. W. Ritter
Asst. V. P.....M. F. Burns
Asst. V. P.....R. B. Austrian

BRANCH OFFICES: 530 Citizens & Southern Bank Bldg., Atlanta, Ga.—J. W. Coeke, Manager; 589 E. Illinois St., Chicago, Ill.—R. A. Graver, Manager; 616-618 Keith Bldg., Cleveland, O.—J. K. West, Manager; 1002 Santa Fe Bldg., Dallas, Tex.—G. Malsed,

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Manager; 213 West 18th St., Kansas City, Mo.—H. M. Winters, Manager; 411 Fifth Ave., New York, N. Y.—M. F. Blakeslee, Manager; 170 Ninth St., San Francisco, Cal. —E. J. Rising, Manager. PRODUCTS: Broadcast Station Transmitters, Microphones and Associated Equipment, Electric and Radio Broadcast Transcriptions, Instantaneous Disc Recording Equipment, Facsimile Equipment, Television Transmitters, F. M. Transmitters.

Radio City Products Co., Inc.

88 Park Pl., New York, N. Y.
Phone COrtlandt 7-5654

Contact.....Milton Reiner

PRODUCTS: Radio and Electrical Testing Instruments.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City, N. Y.
Phone RAvenswood 8-2340

Contact.....Charles M. Srebroff

PRODUCTS: Frequency Modulation — Broadcast Transmitters, Receiver and Loud Speaker Units, Portable Transmitters and Receivers for speech frequencies, Hi-Fidelity Broadcast Relay Transmitters, Portable Transmitters for broadcast pickup service, Transmitters and Receivers for fixed stations on speech frequencies and Speech Equipment; Aircraft Transmitters and Receivers; Military and Municipal Transmitters and Receivers.

Ralston Record Co.

96 Cedar Ave., Pitman, N. J.
Phone Pitman 511

Contact.....F. L. Pedrick

PRODUCTS: Phonograph Records.

Rangertone, Inc.

201 Verona Ave., Newark, N. J.
Phone HU 2-0123

Contact.....R. H. Ranger

PRODUCTS: Electric and Signature Chimes, Electric Organs, Recording Needles and Blanks.

Rek-O-Kut Corp.

173 Lafayette St., New York, N. Y.
Phone CA 6-3835

Contact.....George Silber

PRODUCTS: Recording Mechanisms, Motors, Cutting Heads, Feedscrews, Transformers and Meters.

Remler Co., Ltd.

2101 Bryant St., San Francisco, Cal.
Phone Valencia 3435

Contact.....E. G. Danielson

PRODUCT: Attenuators.

The Chas. E. Schuler Engineering Co.

109 Cambria St., Newark, Oo.
Phone Newark 4319

Contact.....Charles E. Schuler

PRODUCTS: Steel Vertical Radiators for antenna systems.

Scientific Radio Service

124 Jackson Ave., University Park, Md.

Contact.....H. D. Eisenhauer

PRODUCTS: Piezo Electric Crystals and Holders, Calibrating Radio Frequency Monitors.

Seattle Radio Supply Co., Inc.

2117—2nd Ave., Seattle, Wash.

Contact.....R. C. James, Sr.

PRODUCTS: Radio Parts and Tubes.

Shure Bros.

225 W. Huron St., Chicago, Ill.
Phone Del 8381

Contact.....S. N. Shure

BRANCH OFFICES: 136 Liberty St., N. Y. C.; 908 W. Venice Blvd., Los Angeles; 415 Peachtree St., N. E., Atlanta, Ga.; 2411 First Ave., Seattle, Wash. PRODUCTS: Microphones, Phonograph Pickups, Magnetic Cutters, Microphone Stands, Vibration Pickups and Acoustic Devices.

Speak-O-Phone Record. & Equip. Co.

23 West 60th St., New York, N. Y.
Phone CO 5-1350

Contact.....C. A. Austin

BRANCH OFFICES: 235 Pine St., Gardner, Mass.; 912 Commerce St., Dallas, Texas; 180 Fern St., Collingswood, N. J.; 601 Cedar Lake Rd., Minneapolis, Minn.; Box 428, Greeley, Colo.

Standard Transformer Corp.

1500 N. Halsted St., Chicago, Ill.
Phone Mohawk 5300

Contact.....J. J. Kahn

PRODUCTS: Transformers, Transmitter Kits, Packs, Pin Game Equipment.

Stromberg-Carlson Telephone Mfg. Co.

100 Carlson Rd., Rochester, N. Y.

Contact.....Ray H. Manson

PRODUCTS: Electric, Combination, Television and FM Sets; Paging Systems, Antenna Kits.

Taylor Tubes, Inc.

Chicago, Ill.
Phone Armitage 1730

Contact.....Frank Hajek

PRODUCTS: Transmitting Tubes — Triodes and Rectifiers.

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The Triplett Electrical Instrument Co.

Bluffton, Ohio

Contact.....R. L. Triplett

BRANCH Offices: All principal U. S. cities. PRODUCTS: Electrical Measuring Instruments, Industrial, Laboratory and Radio Test Equipment.

Truscon Steel Co.

Youngstown, Ohio

Phone Youngstown 32171

Contact.....K. D. Mann

BRANCH OFFICES: All principal U. S. cities. PRODUCTS: Vertical Radiators, uniform cross section guyed or narrow base self supporting type; Pure Copper Mesh for ground screens.

The Turner Co.

Cedar Rapids, Iowa

Phone Cedar Rapids 32607

Contact.....H. W. Johnson

PRODUCTS: Microphones and Microphone Accessories.

United Transformer Corp.

150 Varick St., New York, N. Y.

Phone CAnal 6-1080

Contact.....I. A. Mitchell

PRODUCTS: Transformers, Reactors, Automatic Regulators, Voltage Control Units, Filters; Universal Broadcast Equalizers, Recording and Line Equalizers.

Universal Battery Co.

3410 S. La Salle St., Chicago, Ill.

Phone Blvd. 6065

Contact.....Robert Mowry

PRODUCTS: 2 and 6 Volt Batteries, Wet Storage Batteries.

Universal Microphone Co., Ltd.

Inglewood, Calif.

Phone Orchard 74216

Contact.....James R. Fouch

BRANCH OFFICE: 510 No. Michigan Ave., Chicago. PRODUCTS: Microphones, Stands and Accessories, Recording Machines and Supplies.

Waveland Company

4744 W. Rice St., Chicago, Ill.

Phone Mansfield 1437

Contact.....G. W. Strong

BRANCH OFFICE: 375 Mitchell Ave., Elmhurst, Ill. PRODUCTS: Radio Tower Erection and Maintenance Service.

Webster-Chicago Corp.

5622 Bloomingdale, Chicago, Ill.

Phone: Mer. 3100

Contact.....R. F. Blash

PRODUCTS: Microphones, Amplifiers, Record Changers.

Western Electric Co., Inc.

(Specialty Products Division)

300 Central Ave., Kearney, New Jersey

Phone Mitchell 2-7700

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Asst. Sales Mgr.....H. N. Willets

Sales Promotion.....E. W. Thurston

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Sound Systems Sales.....C. W. Reynolds

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PRODUCTS: Hearing Aids and Hearing Measuring Equipment; Aviation, Marine, Police Radio Transmitters and Receivers; Radio Broadcasting Equipment; Sound Distribution Systems; Vacuum Tubes; Azimuth Indicating Radio Receivers; Radio Altimeters; Acoustic Measuring Equipment; Microphones, Loudspeakers, and allied items; Telephone Apparatus and Cable; Carrier Telephone Equipment and Train Dispatching Apparatus.

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2519 Wilkens Ave., Baltimore, Md.

Phone Gilmor 7320

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BRANCH OFFICES: In all principal cities. PRODUCTS: Radio Transmitting Apparatus for broadcast use; Antenna Phasing, Tuning and Lighting Equipment; Special Control Items and Operating Consoles; Power Equipment, Generators, Motors, Design Circuit Breakers, Relays, Instruments, Meters, Indicating Lights, Supervisory Apparatus, Insulating Material, etc.

Weston Electrical Instrument Corp.

614 Frelinghuysen Ave., Newark, N. J.

Phone Bigelow 3-4700

Contact.....E. F. Weston

BRANCH OFFICES: All principal U. S. cities and Canada. PRODUCTS: Tubecheckers, Vacuum Tube Voltmeters, Power Level Indicators, Volume Indicators, Switchboard Voltmeters and Ammeters, Portable Voltmeters, Ammeters and Ohmmeters, Portable Capacity Testers, Portable Combination Volt-Ohm-Milliammeters.

Herbert L. Wilson

260 E. 161st St., New York, N. Y.

Phone MElrose 5-0021

Contact.....Herbert L. Wilson

Wincharger Corp.

E. Seventh and Division Sts., Sioux City, Iowa

Phone Sioux City 8-6513

Contact.....R. F. Weinig

PRODUCTS: Vertical Radiators, Antenna Towers and Accessories.

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Panel No. 2—Subjective Aspects
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Panel No. 9—Radiation Polarization
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INTERNATIONAL

CUBA

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MEXICO

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SOUTH AMERICA

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International

Broadcast

Stations

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HOW THE DEP'T OF COMMERCE HELPS RADIO

By
John H. Payne
Chief, Electrical Division
Washington, D. C.

THE Radio Section of the Electrical Division in the U. S. Department of Commerce has as its principal function the provision of fundamental information with respect to many commercial phases of the radio industry. Economic and statistical surveys and studies are conducted to determine various facts influencing situations which the industry is attempting to cover.

The central objective of the Electrical Division is that of providing specific information in regard to applications and opportunities within the electrical and radio industries in this and all other countries. In order to accomplish this, every effort is made to establish and maintain close contact with such branches of the industry as are regularly using or might advantageously use these services.

The Bureau serves industry through three rather distinct organizations—first, its 33 domestic field offices located throughout the United States, which provides 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 specialized headquarters organization in Washington, providing experienced contacts for industry and other commercial services.

In addition to supplying information of value to exporters (e.g. lists of markets for American goods, tariff conditions, etc.) the Division recently took over the responsibility of reporting on world wide communications from a public utility standpoint covering radio, telephone, telegraph and cable 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 advertising methods comes under the Specialties Division, 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 12 Industrial Divisions in Washington, such as the Electrical Division, render specialized services to specific 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, these Divisions can supply information not otherwise obtainable with respect to 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.

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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, 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. It also reports on the services of the broadcasting and communication operating companies whether serving by radio, telephone, telegraph or cable. Current information is published in 10 Statistical Statements, the "Survey of Current Business" (issued monthly with weekly supplements), "Foreign Commerce Weekly," "Domestic Commerce" (issued weekly) and in the Bureau of Foreign and Domestic Commerce looseleaf Industrial Reference Service.

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 operations 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.

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STATIONS OF CUBA

Call Letters	Station Name	Owner and/or Operator	Frequency Kilocycles	Power Watts
Stations in Havana				
CMW	La Voz del Radio Philco	Troncoso & Gil	550	200
CMCY	Autran & Carbo, Ltd.	Autran & Carbo, Ltd.	590	15000
CMCD	La Voz del Aire	La Voz del Aire, S. A.	630	15000
CMOA		Juan F. Duran	660	200
CMBC	El Progreso Cubano	Domingo Ferdanez Cruz	690	2500
CMK	Radiodifusion O'Shea	Fausto Montiel	720	200
CMBL	Radio Cadena Suaritos	Radio-Cadena Suaritos, S. A.	750	200
CMQ	Jabon Candado	Cambo & Gabriel, S. A.	780	25000
CMCF	Cadena Azul de Radio	Amado Trinidad	810	5000
CMCM	Transradio Columbia	Cia. Transradio Columbia, S. A.	850	200
CMX	Casin Lavin & Pasta Gravi	Francisco A. Lavin	880	20000
CMBQ	Ideas Pazos	Rufinos Pazos Hernandez	910	5000
CMBZ	Radio Salas	Manuel & Guillermo Salas	940	200
CMCK		Luis Casas Romero	970	5000
CMCU	Garcia Serra	Jorge Garcia Serra	1010	200
CMCH	Radio-Popular, S. A.	Radio-Popular, S. A.	1050	200
CMBX	A. Alvarez		1080	200
CMCJ	Rodriguez & Hermano	Rodriguez & Bro.	1100	200
CMBG	Voz de Oro	Miguel Montero	1140	200
CMBS	Calzada Y D	Compania Licorera de Cuba	1170	200
CMCO	Oficios 598		1200	200
CMCB	La Metropolitana	Metropolitan Radio de Cuba	1230	200
CMBD		Luis Perez Garcia	1260	200
CMCG	La Balear	Angel G. Anido	1290	200
CMCR	Bodegas Morera	Aurelio Hernandez	1320	200
CMCA		Augusto Testar & Jose M. Gonzalez	1350	200
CMCW	Muebleria La Predilecta	Vilarino & Cia.	1380	200
CMCQ	La Voz de Cuba	Andres Martinez	1410	200
CMBY	De la Casa de las Medias	Pages & Co.	1440	200
CMCX	La Onda Popular	Marti & Irisarri	1470	200
CMOX	E de Apartamentos	Perez & Chisholm	1500	200
CMC	La Voz del Transporte	Rafael Valdes	1530	200
CMBF	Radio Emisora Nacional	Compania Cubana de Radio & Television, S. A.	1560	5000
COL2	Policia Nacional		1712	...
Short Wave Stations in Havana				
COCD	La Voz del Aire	La Voz del Aire, S. A.	6130	1000
COCW	La Voz del Radio Philco	Troncoso & Gil	6330	...
COCO	Apartado 98	Luis Casas Romero	8700	5000

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• • • CUBA STATIONS • • •

Call Letters	Location	Owner and/or Operator	Frequency Kilocycles	Power Watts
COCQ	....Colgate & Palmolive	Cambo & Gabriel	8830	5000
COBZ	.....Radio Salas	Manuel & Guillermo Salas	9030	...
COBX	.....Laboratorios Alvarez		9100	...
COBC	....El Progreso Cubano	Domingo Ferdanez Cruz	9363	...
COCH	....Cadena Azul de Radio	Amado Trinidad Velasco	9437	5000
COCA	....Galiano No. 102		9700	...
COCM	....Radio-Cadena Suaritos	Radio-Cadena Suaritos, S. A.	9985	1000
COCX	....Casa Lavin	Francisco A. Lavin	11435	1000
COCE	....La Voz del Transporte	Rafael Valdes	12230	...
	Stations in the Interior			
CMHW	...Santa Clara	Guillermo Domenech	680	200
CMKS	....Guantanamo	Candido Savon Suarez	710	200
CMJX	....Camaguey	Rodolfo Gonzalez Solis	740	200
CMKW	...Santiago de Cuba	Claudio Alvarez Soriano	770	1000
CMGH	....Matanzas	M. Garcia Alvarez	790	200
CMHI	....Santa Clara	Amado Trinidad	830	10000
CMJA	....Camaguey	Rafael Valdes Jimenez	860	200
CMHO	....Sagua La Grande		870	200
CMKD	....Santiago de Cuba	Emisora CMKD	910	1000
CMJF	.....Camaguey	Gertrudis de la Cruz Perez	930	200
CMKL	....Bayamo	Alberto Alverez	950	200
CMJW	....Camaguey	Andres Moran Cisneros	1070	200
CMKM	...Manzanillo	Raimundo Comas Soler	1080	200
CMHA	....Sagua La Grande	Abelardo Menocal	1090	200
CMGF	....Matanzas	Barnabe R. de la Torre	1120	200
CMJI	.....Ciego de Avila	Gilberto Gessa	1130	200
CMKG	....Santiago de Cuba	Emilio Grau Medina	1150	200
CMHJ	....Cienfuegos	Romualdo Ugalde	1160	200
CMKX	....Santiago de Cuba	Oscar Vidal Benitez	1190	200
CMHK	....Cruces	Virgilio Villanueva	1210	200
CMJE	.....Camaguey	Primo A. Casales	1230	200
CMAB	....Pinar de Rio	Francisco Martinez	1240	200
CMHB	....Sancti-Spiritus	V. E. Weis & O. Ramirez	1240	200
CMKC	....Santiago de Cuba	Roberti Miguel Gonzales	1250	200
CMJO	....Ciego de Avila	Bonifacio Ildefonso	1260	200
CMHD	....Caibarien	Manuel Alvarez	1270	200
CMKO	....Holguin	Manuel Angula Farran	1280	200
CMJK	....Camaguey	Jones Castrillon & Cia	1290	500
CMJH	....Ciego de Avila	Luis Marauri	1360	200
CMGE	....Cardenas	Gebaro Sabater	1370	200
CMJC	.....Ciego de Avila	Fernando Terron Bolanos	1390	200
CMKR	....Santiago de Cuba	Jaime Nadal	1400	200
CMKZ	....Palma Soriano	Joaquin Venero Obregon	1420	200
CMJP	.....Moron		1420	200
CMHM	....Cienfuegos	Jose R. Femenias	1450	200
CMKF	....Holguin	M. J. de Gongora	1460	200
CMHX	....Cienfuegos	Francisco Chavarry	1480	200
CMKQ	....Santiago de Cuba	Angela Viciedo Quintero	1490	1000
	Short Wave Stations in the Interior			
COKG	....Santiago de Cuba	Emilio Grau Medina	6280	1200
COHE	....Sancti-Spiritus		6280	200
COGF	....Matanzas	Bernabe R. de la Torre	11880	1000

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STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEMU	Cia. Radiodifusora de P. Negras	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 Sues	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.	Silao, Guanajuato	720	20
XEQ	Radio Panamericana S. A.	Mexico City, Distrito Federal	730	50000
XEH	Radio Tarnava S. de R. L.	Monterrey, Nuevo Leon	740	100 (Auth.: 250)
XEAA	Alberto Gonzalez	Mexicali, Baja California	750	200
XEAM	Manuel L. Salinas	Matamoros, Tamaulipas	750	250
XEON	Cia. Radiodifusora Mexicana	Tijuan Baja, California	750	2000
XEN	Guillermina P. de del Conde	Mexico City, Distrito Federal	780	1000
XERJ	Oscar Perez E.	Mazatlan, Sinaloa	790	600
XEBZ	Refigio Esparza Vda. doe Valezzi	Mexico City, Distrito Federal	800	100
XEFW	Florea y Martinez	Tampico, Tampico	810	300
XEBG	Angel B. Fernadez	Tijuana, Baja California	820	1000
XERC	Radio Popular de Mexico, S. A.	Mexico City, Distrito Federal	830	500
XELA	Radio Metropolitana, S. A.	Mexico City, Distrito Federal	850	1000
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	910	100000
XEBH	Carlos Balderrama	Hermosillo, Sonora	930	500
XEFE	Rafael T. Carranza	Nuevo Laredo, Tamaulipas	930	250
XEFO	Partido Revolucion Mexicana	Mexico City, Distrito Federal	940	5000
XERA	Cia. Mex. Radiodifusora Fronteriza	Villa Acuna, Coahuilla	960	500000
XEJ	Pedro Meneses, Jr.	Juarez Chihuahua	970	1000
XEAC	Jorge I. Rivera	Tijuana, Baja California	980	5000
XES	Difusora Porfena, S. de R. L.	Tampico, Tamaulipas	990	100 (Auth.: 250)
XENT	Cia. Industrial Universal S. A.	Mexico City, Distrito Federal	990	50000 (Auth.: 150000)
XEK	Arturo Martinez	Mexico City, Distrito Federal	1000	200
XEAF	Francisco G. Elias	Negales, Sonora	1000	750
XEBI	Pedro C. Rivas	Aguascalientes, Aguascalientes	1000	250
XEU	Fernando Pazos y Cia.	Vera Cruz, Vera Cruz	1010	500
XEFQ	Pedro L. Diaz	Cananea, Sonora	1010	500
XEAW	Cia. Internacional Dif. de Reynosa.	Reynosam, Tamaulipas	1020	100000

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Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEB	El Buen Tono S. A.	Mexico City, Distrito Federal	1030	20000 (Auth.: 100000)
XEG	Rudolfo Junco de la Vega	Monterrey, Nuevo Leon	1050	500 (Auth.: 50000)
XEBA	Javier Velasco	Ciudad Guzman, Jalisco	1080	20
XEBK	C. Guajardo and J. M. Cortes	Nuevo Laredo, Tampaulipas.	1080	100
XEDP***	Radio Gobernacion	Mexico City, Distrito Federal	1080	500
XERB	Radiodifusora Internacional S. A.	Tijuana, Baja California	1090	50000
XECL	Alfonso A. Lacarra	Mexicali, Baja California	1110	1000
XEJP	Delia Cubillas de Fernandez	Mexico City, Distrito Federal	1130	100
XEC	Luis E. Enciso	Tijuana, Baja California	1150	100
XEL	Ramon Ferreiro R.	Mexico City, Distrito Federal	1150	250
XEBP	Alejandro Stevenson, Jr.	Pte. Torreon, Coahuila	1150	250
XEDW	Hector Silva Canto	Minatitlan, Vera Cruz	1150	300
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
XEXX***	Universidad Nacional de Mexico	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
XRBL*	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	500
XEHK	Carmen Villasenor	Guadalajara, Jalisco	1230	125
XECA	Nicolas M. Picot	Tampico, Tamaulipas	1230	250
XEHR	Manuel R. Canale	Puebla, Puebla	1230	250
XEOX	Felipe G. de Leon	Mochis, Sinaloa	1230	250
XELK	Jesus Macias G. (J. M. Acevedo)	Zacatecas, Zac	1230	100
XEJS	Francisco Lopez Balcarzar	Cananea, Son	1230	100
XEBM	Benjamin Briones	San Luis Potosi, San Luis Potosi	1230	150
XEJK	Manuel Armenderiz	Chihuahua, Chih.	1230	100
XEBU	Feliciano Lopez Islas	Chihuahua, Chihuahua	1240	50
XEBC	Fernando Corona	Morelia, Michoacan	1240	100
XEME	Perfecto Villamil Cisero	Merida, Yucatan	1240	400
XECW	Juan Cedas M.	Cordoba, Vera Cruz	1240	250
XEDL	Francisco Vidal	Navojoa, Sonora	1240	500
XEKS	J. Antonio de la Torre	Saltillo, Coahuila	1240	100
XEXT***	Gobierno del Estado de Nayarit	Tepic, Nay.	1240	1000
XEDF	Ruperto Villarreal	Nuevo Laredo, Tamaulipa	1240	250
XERL	J. Roberto Levy	Colima, Col.	1240	400
XEAI	Carmen Gutierrez	Mexico City, Distrito Federal	1250	500
XEXE***	H. Ayuntamiento de Texcoco	Texcoco, Mex.	1270	17
XEAD*	Alejandro A. Dias	Guadalajara, Jalisco	1270	500
XEMX	Alfonso Traslosheros Avalos	Mexico City, Distrito Federal	1280	100
XEAG	Diodoro Zuniga	Cordoba, Vera Cruz	1280	250
XEX	El Heraldo del Comercio S. A.	Monterrey, Nuevo Leon	1310	500
XEQK	Angel H. Ferreiro	Mexico City, Distrito Federal	1310	400
XECF	Francisco Perez H.	Los Mochia, Sinaloa	1310	150
XETB	Aurelio G. Zaragoza	Torreon, Coahuila	1310	500
XEBO	Alfonso Martinez	Irapuato, Guanajuato	1330	600
XEAP	Emilio Manzanilla	Ciudad Obregon, Sonora	1340	50
XEBW	Radio Emisora del Norte, S. de R. L.	Chihuahua, Chihuahua	1340	250
XEBS	Maria Remedios Delgado	Mexico City, Distrito Federal	1340	200

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Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEDH	Vicente Hernandez	Villa Acuna, Coahuila	1340	200
XEFC	Julio Molina Pont	Merida, Yucatan	1340	100
XELW	Salvador Galinda de la Torre	Guadalajara, Jalisco	1340	250
XEBJ	Fernando Elizalde	Victoria, Tamaulipas	1340	100
XECD	Ricardo Vazquez	Pueblo, Pueblo	1340	350
XEFZ	Pedro E. Rocher	Coarzacoalcos, Vera Cruz	1340	300
XEMA	Jose M. Acevado Moya	Fresnillo, Zac.	1340	100
XEXS***	Instituto Cientificio y Literario	Teluca, Mex.	1340	75
XEI	Tiburcio Ponce	Morelia, Michoacan	1370	250
XECZ	Zeferino Z. Jimenez	San Luis Potosi, San Luis Potosi	1370	100
XELZ	Maria Cardona de Zetina	Mexico City, Distrito Federal	1370	250
XEM	Pedro Meneses, Jr.	Chihuahua, Chihuahua	1390	500
XESM	Salvador Sanmartin	Mexico City, Distrito Federal	1400	500
XEAJ	Emilio Manzanilla	Navojoa, Sonora	1400	100
XEA	Luis A. Maury	Campeche, Cam.	1400	250
XEDS	Alejandro A. Schober	Mazatlan, Sinaloa	1400	500
XEAU	Manuel Acuna Varela	Tijuana, Baja California	1400	250
XEPP	Heclor Sotomayer	Orizaba, Vera Cruz	1400	150
XEMR	Frances Garcia de K.	Monterrey, Nueva Leon	1400	250
XEHV	Juan A. Palavicini	Vera Cruz, Vera Cruz	1420	1000
XERH	Gabriel Hernadez Llergo	Mexico City, Distrito Federal	1430	400
XEFI	Ramiro G. Uranga	Chihuahua, Chihuahua	1440	1000
XEF	Gilberto Gil	Ciudad Jurez, Chihuahua	1450	100
XERK	Dario Mondragon	Tepic, Nay.	1450	100
XEGC	Guillermo Calzada	Zamora, Michoacan	1450	100
XEDJ	Enrique Zaraleguí	Magdalena, Sonora	1450	100
XEY	Lucinda Arenas de Meza Millan	San Luis Rio Col., Sonora	1450	250
XEFK	Manuel Zapata Espinosa	Merida, Yucatan	1450	100
XEDR	Modesto Ortega	Guaymas, Sonora	1490	100
XECH	Rodolfo Llamas	Toluca, Mex.	1490	250
XEJR	Anastasio Gomez Gallardo	Hidalgo del Parral, Chihuahua	1490	100
XEAZ	Carlos V. Rodriguez	Reynosa, Tamaulipas	1490	250
XEDK	Salvador Vazquez	Guadalajara, Jalisco	1490	250

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.	Mexico City, Distrito Federal	6015	400
XEUW	Fernado Pazos Sosa	Vera Cruz, Vera Cruz	6020	250
XEKW	Jose Martinez Ramirez	Morelia, Michoacan	6030	500
XETW	Flore y Matinez	Tampico, Tamaulipas	6045	100
XEBF	Pedro Coronel Aburto	Jalapa, Vera Cruz	6090	100
XEUZ	Partido Revolucion Mexicana	Mexico City, Distrito Federal	6130	100
	Cia. Radiofonografica S. A.	Guadalajara, Jatisco	6155	100
XEXA***	Radio Gobernacion	Mexico City, Distrito Federal	6175	100
XECR***	Sria. de Relaciones Exteriores	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
XEYU***	Universidad Nacional de Mexico	Mexico City, Distrito Federal	9600	250
XEQQ	Radio Panamericana S. A.	Mexico City, Distrito Federal	9680	1000
XEBR	Carlos Balderrama	Hermosillo, Sonora	11820	150
XEUZ	Partido Revolucion Mexicana	Mexico City, Distrito Federal	11880	100
XEWW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	15160	10000

* Temporarily Suspended
** Cultural Station
*** 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
LR1 . . .	El Mundo, Buenos Aires	1070	50000
LR2 . . .	Argentina, Buenos Aires	910	10000
LR3 . . .	Belgrano, Buenos Aires	950	50000
LR4 . . .	Splendid, Buenos Aires	900	16000
LR5 . . .	Excelsior, Buenos Aires	830	29250
LR6 . . .	Mitre, Buenos Aires	870	25000
LR8 . . .	Paris, Buenos Aires	1150	6500
LR9 . . .	Fenix, Buenos Aires	1030	5000
LR10 . . .	Cultura, Buenos Aires	790	11500
LRA . . .	del Estado, Buenos Aires	750	10000
LS1 . . .	Municipal, Buenos Aires	710	50000
LS2 . . .	Prieto, Buenos Aires	1190	30000
LS3 . . .	Ultra, Buenos Aires	630	50000
LS4 . . .	Portena, Buenos Aires	670	10000
LS5 . . .	Rivadavia, Buenos Aires	1110	5000
LS6 . . .	del Pueblo, Buenos Aires	1350	6000
LS8 . . .	Stentor, Buenos Aires	1230	15000
LS9 . . .	Voz del Aire, Buenos Aires	1270	6000
LS10 . . .	Callao, Buenos Aires	590	6000
LU4 . . .	Comodoro Rivadavia, Comodora Rivadavia	640	1000
LV2 . . .	Central, Cordoba	950	5000
LV3 . . .	Cordoba, Cordoba	620	25000
LT7 . . .	Provincia Corrientes, Corrientes	1340	500
LV10 . . .	de Cuyo, Mendoza	1210	5000
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	1080	1500
LV9 . . .	Provincia de Salta, Salta	970	1000
LU12 . . .	Rio Gallegos, Santa Cruz	680	1000
LT1 . . .	del Litoral, Rosario	780	20000
LT3 . . .	Sociedad Rural de Cerealistas, Rosario	1160	5100
LT8 . . .	Rosario, Rosario	840	1000
LV1 . . .	Graffigna, San Juan	730	1000
LV5 . . .	Los Andes, San Juan	1090	1500
LV4 . . .	San Rafael, Mendoza	690	500
LT9 . . .	Roca Soler, Santa Fe	1200	1000
LT10 . . .	del Instituto Social de la Universidad Litoral, Rosario	1320	500

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Call Letters	Station Name—Executive in Charge—Location	Frequency Kilocycles	Power Watts
LV11	del Norte, Santiago del Estero	1170	1500
LV7	Tucuman, Tucuman	820	2500
LV12	Aconwuija, Tucuman	580	5000

Short Wave Stations

LRA	del Estado, Buenos Aires	6180	1000
LRX	El Mundo, Buenos Aires.	9660	7000
LRA1	del Estado, Buenos Aires	9660	10000
LRA3	del Estado, Buenos Aires	11730	1000
LRU	El Mundo, Buenos Aires	15290	7000

BOLIVIA

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CP44	Radio Popular	Cochabamba	Victor Veltze	580	50
CP32	Radio Bolivia	La Paz	J. C. Salinas	620	150
CP34	Radio Sucre	La Paz	Guillermo Teran	680	150
CP46	Radio Fenix	La Paz	Mario Hurtado	770	50
CP20	Radio Condor	La Paz	Ramon Pelaez	900	250
CP19	Radio Cultura	La Paz	Hugo Aspiazu	950	50
CP31	Radio Patria	La Paz	Lizardo Suarez	975	50
CP4	Radio Illimani	La Paz	Estado	1040	10000
CP10	Radio La Paz	La Paz	Gonzalo Munoz A.	1090	50
CP45	Radio Rural	Cochabamba	Raul Montecinos	1090	50
CP16	Radio Paris	La Paz	Abel Maldonado	1200	50
CP14	Radio La Noche	La Paz	Javier Romero	1250	50
CP13	Radio El Oriente	Santa Cruz	L. Canedo Reyes	1250	50
CP18	Radio Kosmos	La Paz	Luis Cortadellas	1300	50
CP29	Radio Fides	La Paz	C. S. Calixto	1350	100
CP28	Radio Central	Cochabamba	Gottret & Co.	1360	150
CP3	Radio National	La Paz	Costas Bros.	1390	5000
CP27	Radio Pilot	Sucre	Carlos Torres R.	1420	50
CP36	Radio Mercurio	Oruro	Enrique Wanting	1420	50
CP8	Radio America	La Paz	Luis Medina	1450	50
CP17	Radio Cultural	Potosi	Alfredo Ossio L.	1600	50
CP41	Radio Chuquisaca	Sucre	Jose Camacho	6020	250
CP11	Radio Oruro	Oruro	Estado	6100	250
CP2	Radio National	La Paz	Costas Bros.	6110	5000
CP15	Radio Condor	La Paz	Ramon Pelaez	6120	250
CP22	Radio International	Potosi	Luis Camacho A.	6130	250
CP30	Radio El Oriente	Santa Cruz	L. Canedo Reyes	6135	250
CP12	Radio Fides	La Paz	C. S. Calixto	6150	250
CP39	Radio Continental	Cochabamba	Remberto Zapata	6160	250
CP37	Radio Pagador	Oruro	Mariaca & Co.	6190	250
CP5	Radio Illimani	La Paz	Estado	6200	1000
CP1	Radio Chuquisaca	Sucre	Jose Camacho B.	9500	1000
CP38	Radio National	La Paz	Costas Bros.	9505	5000
CP40	Radio Central	Cochabamba	Gottret & Co.	9570	250
CP25	Radio Sucre	La Paz	Guillermo Teran	9700	250
CP7	Radio Illimani	La Paz	Estado	15300	1000

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BRITISH GUIANA

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
VP3BG*	British Guiana United Broadcasting Co., Georgetown	6130	650

* Operated on an experimental license and considered amateur station.

CHILE

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CA63	Radio Tarapaca	Iquique	Antonio Cajiao	630	250
CA90		Tocopilla	Hilda Cueller	900	100
CA127	La Voz del Norte	Antofagasta	Raquel Palma de Pedreni	1270	100
CA141	Radio Antofagasta	Antofagasta	Angel Garcia & Co.	141	1000
CB57	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agriculture	570	10000
CB62	Radio Chilena	Santiago	International Machinery Co.	620	1000
CB64	La Union de Recreo	Vina Del Mar	Adriano Iz	640	1000
CB68	Radio Metro	Vina Del Mar	Renard & Garcia Tello	680	1000
CB76	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	760	10000
CB78	Cooperative Vitalicia	Santiago	Soc. Cooperative Vitalicia	780	1000
CB73				730	
CB84	Radio del Pacificio	Valparaiso	Angel Prieto	840	1000
CB89	Otto Becker	Santiago	Otto Backer, Ltd.	890	2000
CB93	Radio Hucke	Santiago	Orlandini & Raggio, Ltd.	930	8000
CB90	El Mercurio	Valparaiso	Empresa Periodistica El Mercurio	900	1000
CB96	Voz del Norte	Coquimbo	Puerta Bros.	960	200
CB97	Radio Siam	Santiago	Soc. Industrial de Maquinaria	970	1000
CB101	Radio Mayo	Santiago	Heriberto Bewais	1010	1000
CB103	Univ. Tecnica Sta. Maria	Valparaiso	Fundacion Santa Maria	1030	400
CB106	Sud America	Santiago	Manuel Casablanca	1060	5000
CB111	Radio Los Castanos	Vina del Mar	Joaquin Venegas	1110	1000
CB113	Abdon Salinas	Quillote	Abdon Salinas	1130	100
CB114	Radio del Pacifico	Santiago	Ricardo Vivado	1140	5000
CB116	Radio Valparaiso	Valparaiso	Oscar Cornejo Harker	1160	1000
CB118	Radio Nacional	Santiago	Jiles & Co., Ltd.	1180	10000
CB120	Diario La Union	Valparaiso	Angel Prieto	1200	1000
CB124	Radio Espana	Valparaiso	Ramon & Fernando Garcia & Co.	1240	250
CB126	Radio Espana	Santiago	Felix Vasquez	1260	1000
CB130	Seguros "La Americana"	Santiago	Lehman & Becker	1300	2500
CB132	Radio "Wallace"	Valparaiso	David Wallace	1320	1000
CB134	Radio "El Hogar"	Santiago	German Holtehuer	1340	1000
CB138	"El Mercurio"	Santiago	Emp. Periodistica "El Mercurio"	1380	5000
CB140	Onda Azul	San Antonio	Soc. Radiodifusora Onda Azul, Ltd.	1400	100
CB144-B	Spitz & Co.	Santiago	Spitz & Co.	1440	100

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• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
CB144-C	Oscar Moraga	Santiago	Oscar Moraga	1440	100
CB147	Radio Zenith	Valparaiso	Calcagno & Widow	1470	1000
CB150	RCA Victor Chilena	Santiago	RCA Victor Chilena	1500	10000
CB960	Seguros "La Americana"	Santiago	Enrique Becker	9600	1200
CB970	Cooperative Vitalicia	Valparaiso	Soc. Cooperative Vitalicia	9700	10000
CB1170	Otto Becker, Ltd.	Santiago	Otto Becker, Ltd.	11700	300
CB1174	Radio Hucke	Santiago	Orlandini & Raggio	11740	4000
CB1180	Soc. Nac. de Agriculture	Santiago	Soc. Nac. de Agricultura	11800	1000
CC63	Radio Central	Rancagua	Manuel Massoni	630	1000
CC64	Diario El Sur	Concepcion	Hucke & Co., Ltd	640	100
CC67		Talca	Raul Grez	670	100
CC84	Radio Cultura	Talcahuano	Francisco Morales	840	100
CC96	Radio Curico	Curico	Alberto Guerra	960	100
CC109	Radio Rencagua	Rancagua	Jorge Romero	1090	100
CC117	Radio Zenith	Concepcion	Federico Sanchez	1170	100
CC125	Radio Temuco	Temuco	Carlos Kaehler	1250	100
CC127	Radio Aliviol	Chillan	Rafael Barrios	1270	100
CC133	Radio La Discusion	Chillan	Miguel Arrau	1330	100
CC141	Radio "Patria"	Concepcion	Pedro Lopez de Heredia	1410	100
CC143	Radio Atlantida	Talca	Enrique Garcia	1430	100
CC145	Radio La Colmena	Rancagua	Ramon Caceres	1450	100
CC90	La Frontera	Temuco	Daniel de Mayo	900	100
CD69	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chine	690	1000
CD84		Osorno	Soc. Agricola & Ganadera de Osorno	840	1500
CD101	Radio Puerto Montt	Puerto Montt	Soc. Radio-Emisoras "Sur de Chile	1010	1000
CD103	Radio Magallanes	Magallanes	Ramon Verde Ramos	1030	100
CD111	Radio Austral	Magallanes	Emilio Turina	1110	100
CD112	Radio Osorno	Osorno	Soc. Agricola & Ganadera de Osorno	1120	100
CD132	Radio Valdivia	Valudivia	Carlos Cockbaine	1320	100
CD136	La Voz del Sur	Magallanes	Ines Diez Paz	1360	100
CD147	Radio Aliviol	Puerto Montt	Ernesto Riedel	1470	100
CD1190	Radio Sur	Valdivia	Soc. Radio-Emisoras "Sur de Chile	11900	250
CD113		Magallanes	Julio Femenias	1130	1000

BRAZIL

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
PRD4	Club de Araraquara, Araraquara, Sao Paulo	1570	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	880	22800

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• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Station Name—Executive in Charge—Location	Frequency Kilocycles	Power Watts
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	2000
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
PRB3 . . .	Juiz de Fora	620	500
PRI2 . . .	Club de Marilia, Marilia, Sao Paulo	1090	500
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	640	3000
PRH2 . . .	Sociedade Radio Farroupilha, Porto Alegre, Rio Grande do Sul	600	20000
PRA8 . . .	Sociedade Radio Guararapes, Recipe, Pernambuco	720	25500
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	1500
PRA3 . . .	Club do Brasil, Rio de Janeiro, Federal District	860	10000
PRA9 . . .	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District	1220	22000
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	5000
PRD5 . . .	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District	1400	5000
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	22000

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Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
PRF4	Jornal do Brasil S. A., Rio de Janeiro, Federal District	940	10000
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	10000
PRB9	Sociedade Record, Sao Paulo, Sao Paulo	1000	20000
PRE4	Sociedade Cultura "Voz do Espaco," Sao Paulo, Sao Paulo	1300	5000
PRE7	Sociedade Radio Comos, Sao Paulo, Sao Paulo.	1410	5000
PRF3	Difusoro Sao Paulo, Sao Paulo	960	5000
PRG2	Tupy 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	1000

Short Wave Stations

PRF5	Comp. Radio Internacional Brasil, Rio de Janeiro	9500	12000
PRA8	Club de Pernambuco, Recipe, Pernambuco	6010	5000

COLOMBIA

Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-FX	Manizales	Antonio Pinzon H.	600	1000
HJ-CU	Bogota	Cristobal Paez	720	5000
HJ-CI	Bogota	Manuel J. Gaitan	810	2500
HJ-CC	Bogota	Gustavo Uribe Th.	870	5000
HJ-CS	Bogota	Cia. de Radiodifusion	920	50000
HJ-CM	Bogota	Colombia Broadcasting	970	500
HJ-CZ	Bogota	Cipriano Rios Hoyos	1040	2500
HJ-CC	Bogota	Julio Bernal	1060	500
HJ-AH	Barranquilla	Emisora Atlantico	1080	1000
HJ-EE	Cali	Jose T. Calderon	1090	500
HJ-CB	Bogota	Colombia Broadcasting	1105	1000
HJ-GE	Bucaramanga	Gustavo Sorzano	1130	1000
HJ-BJ	Santa Marta	Julio A. Sanchez	1140	500
HJ-DT	Medellin	Joaquin Londono	1150	500
HJ-EB	Cali	Eduardo Cordoba	1150	500
HJ-CO	Bogota	Jesus M. Garcia	1160	1000

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Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-FM	Armenia	Botero & Compania	1180	500
HJ-AN	Barranquilla	Paez, Reina & Bernal	1190	1000
HJ-CR	Bogota	Gobierno Nacional (Cultural)	1200	5000
HJ-CE	Bogota	Gustavo Uribe Th.	1220	1000
HJ-AF	Cartagena	Laboratorios Fuentes	1240	500
HJ-DK	Medellin	Cia. Colombia de Radio-difusion	1250	500
HJ-EL	Cali	Hernando Bueno	1260	500
HJ-BC	Cucuta	Pompilio Sanchez	1270	500
HJ-AT	Barranquilla	Delfina V. De Haayen	1275	1000
HJ-GK	Bucaramanga	Francisco A. Bueno	1280	500
HJ-CK	Bogota	Arez & Tobon Sierra	1290	500
HJ-EC	Cali	Rafael Angulo	1300	500
HJ-AK	Barranquilla	Vassallo E. Hijos	1310	500
HJ-DQ	Medellin	Cia. Ant. de Radiodifusion	1320	750
HJ-AA	Barranquilla	Alfonso Rosales Navarro	1330	500
HJ-CN	Bogota	Roberto Laignelet	1335	500
HJ-EF	Cali	Hernando Bueno	1340	250
HJ-FF	Pereira	Antonio Giraldo	1350	500
HJ-DC	Medellin	Francisco Guartas	1350	500
HJ-HA	Pasto	Sociedad Radio Nariro	1350	500
HJ-AI	Barranquilla	Julian Melendez	1370	500
HJ-EN	Cali	Alfonso Mesa Vargas	1370	500
HJ-DR	Medellin	Torres Toro	1380	500
HJ-CJ	Bogota	Manuel J. Gaitan	1380	500
HJ-FD	Manizales	Cia. Radio Manizales	1390	500
HJ-AR	Cartagena	Lequerica Hermanos	1400	500
HJ-BH	Santa Marta	Manuel C. Conde	1410	500
HJ-EI	Buga	Hernando Bueno	1410	100
HJ-EK	Tulua	Hernando Bueno	1430	100
HJ-FL	Ibague	Luis E. Martinez	1440	100
HJ-EG	Popayan	Mercedesm. De Valencia	1450	500
HJ-EJ	Palmira	Daniel Benitez	1460	500
HJ-BE	Cienaga	Elvira De Pereira	1460	250
HJ-FE	Pereira	Cesar & Mario Arango	1470	500
HJ-DL	Medellin	Alberto Estrada	1480	500
HJ-DU	Medellin	Universidad de Antioquia (Cultural)	1490	250
HJ-AS	Barranquilla	Miguel A. Ruiz	1500	250
HJ-FJ	Aguadas C.	Roberto Florez (Cultural)	1500	25
HJ-EM	Cali	Arturo Salazar	1510	500
HJ-DM	Medellin	Prospero Aguirre	1520	500
HJ-BF	Ocana	Luis Linero	1525	100
HJ-FI	Armenia	Angel & Jaramillo	1540	500
HJ-FB	Manizales	Cia. Radio Manizales	4765	500
HJ-GB	Bucaramanga	Francisco A. Bueno	4775	2500
HJ-AB	Barranquilla	Paez, Reina & Bernal	4785	2500
HJ-DX	Medellin	Francisco Guartas	4795	750
HJ-DG	Quibdo	Intend, Del Choco (Cultural)	4805	500
HJ-BB	Cucuta	Pompilio Sanchez	4815	750

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Call Letters	Location	Owner	Frequency Kilocycles	Power Watts
HJ-ED	Cali	Eduardo Cordoba	4825	750
HJ-FH	Armenia	Cotero & Compania	4875	500
HJ-DP	Medellin	Cia. Ant. De Radiodifusion	4885	1000
HJ-CH	Bogota	Manuel J. Gaitan	4895	750
HJ-AG	Barranquilla	Emisora Atlantico	4905	750
HJ-AP	Cartagena	Lequerica Hermanos	4925	750
HJ-CW	Bogota	Jesus M. Garcia	4935	750
HJ-AE	Cartagena	Laboratorios Fuentes	4965	750
HJ-CX	Bogota	Cipriano Rios Hoyos	6018	750
HJ-FA	Pereira	Cesar & Mariq Arango	6054.3	750
HJ-CF	Bogota	Gustavo Uribe Th.	6073	750
HJ-FK	Pereira	Sociedad La Voz Amica	6097	2500
HJ-DE	Medellin	Cia. Colombia de Radio-difusion	6145	5000
HJ-CD	Bogota	Colombia Broadcasting	6160	750
HJ-CT	Bogota	Cobierno Nacional	9630	2500

ECUADOR

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
HC20DA	Guayaquil	900	100
HC2AJ	Guayaquil	1050	1000
HCJB	C. W. Jones, Quito	1250	100
HC2RB	Eric Williams, Guayaquil	1250	100
HC2JSB	Juan S. Behr, Guayaquil	1100	200
HC2CW	Alfonso Wilmot, Guayaquil	1350	50

Short Wave Stations

HCJB	C. W. Jones, Quito	12460	10000
HCJB	C. W. Jones, Portoviej	4005	200
HCLPM	Leonardo Ponce, Quito	5725	500
HC2AK	Guayaquil	9310	1000
HCETC	M. Mantilla, Quito	9351	250
HC1GQ	F. C. del Sur, Quito	9160	150
HC2CW	Alfonso Wilmot, Guayaquil	9130	500
HC20DA	O. de Garcia, Guayaquil	9447	200
HC1IM	W. B. Heimann, Ibarra	4020	150
HC2ET	J. S. Castillo, Guayaquil	9200	300
HCK	Prop. del Estado, Quito	5920	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	100
ZP4	Radio Continental—Isern & Sacarello, Asuncion	730	100
ZP5	Radio Paraguay—Alfonso Sa. Asuncion	1360	100
ZP6	Radio Livieres—Livieres & Copi, Asuncion	1300	100

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Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
ZP11 . . .	Radio Charitas—Juventud Antoniena, Asuncion	1200	100
ZP13 . . .	La Voz del Aire—Julio Picozzi V., Asuncion	1430	100
ZP3 . . .	La Voz del Aire—Julio Coriulot, Encarnacion	900	100

Short Wave Stations

ZP8 . . .	Radio Continental—Iser & Sacarello, Asuncion	11850	500
ZP7 . . .	Encarnacion	11703	100
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	12000
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
OAX6C . .	Radio Continental, Arequipa	1370	350

Short Wave Stations

OAX4Z . .	Peruvian Government, Radio Nacional, Lima	6080	15000
OAX4T . .	Peruvian Government, Radio Nacional, Lima	9562	10000
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
OAX6D . .	Radio Continental, Arequipa	9500	350
OAX6E . .	Radio Continental, Arequipa	6175	1000

URUGUAY

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
CW47 . . .	Julio J. Rabassa, Canelones	1470	300
CW37 . . .	R. Bernotti, Colonia	550	4500
CW25 . . .	Artola, Evangelista & Co., Durazno	1430	500
CW33 . . .	O. F. Barreiro, Florida	1200	75
CW29 . . .	Pedro Telesca, Mercedes	1080	50
CW43 . . .	Volante y Harispuru, Minas	1480	100
CX4 . . .	Direccion de Agronomia, Montevideo	610	5000
CX6 . . .	Government Station, Montevideo	650	10000
CX8 . . .	Ramon Puyal, Montevideo	690	500

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Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
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	5000
CX20	Carlos L. Romay, Montevideo	930	2000
CX22	Harispuru Hermanos, Montevideo	970	1500
CX24	S.A.D.R.E.P., Montevideo	1010	5000
CX26	Figuera, Canepa & Cia., Montevideo	1050	2000
CX28	L. A. Gori Salvo, Montevideo	1090	3000
CX30	Barlecce, Silva & Larrea, Montevideo	1130	1000
CX32	Bianchi & Patron, Montevideo	1170	500
CX34	Figuera, Canepa & Cia., Montevideo	1210	500
CX36	Vazquez & Walder, Montevideo	1250	250
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	250
CX46	Vitale & Bertacchi, Montevideo	1450	1500
CX48	Vazquez & Cia., Montevideo	1490	1500
CX50	Dr. B. Ayala, Montevideo	1530	300
CW47A	Fassola Hnos. & Munoz, San Jose	1460	100
CW35	S.A.D.R.E.P., Paysandu	1240	250
CW39	Miguel Pena, Paysandu	1320	100
CW23	Domingo Giordana, Salto	820	250
CW27	Ernesto Popelka, Salto	680	250
CW31	Salvador E. Pera, Salto	1120	250

Short Wave Stations

CXA1	S.A.D.R.E.P., Montevideo	11945	2500
CXA2	Racine & Cassiols, Montevideo	9570	5000
CXA3	H. L. A. Landeira, Montevideo	6075	2500
CXA4	Government Station, Montevideo	6125	5000
CXA5	Figueira, Canepa & Cia., Montevideo	9485	2500
CXA6	S.O.D.R.E., Montevideo	9620	5000
CXA7	Figueira, Canepa & Cia., Montevideo	11735	2500
CXA8	Isaac Roisenvitz, Montevideo	9640	5000
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	11820	1000
CXA15	Jaime Yankelevich, Montevideo	6155	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	9700	2500
CXA21	S.O.D.R.E., Montevideo	26500	2500

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• • • SOUTH AMERICAN STATIONS • • •

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
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

VENEZUELA

Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV5RI	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	590	1000
YV5RB	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	790	10000
YV5RQ	Radio Libertador	Caracas	Jesusa Gonzalez A. Jose Gil Borges	882	1000
YV5RA	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	960	10000
YV2RB	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	980	500
YV5RG	Emisoras Unidas	Caracas	Cia. Anonima Mario Garcia A.	1010	1000
YV5RZ	Emisora Vargas	La Guaira	Gonzalo Veloz Mancera Gonzalo Veloz Mancera	1050	300
YV6RE	Ondas del Neveri	Barcelona	L. J. Arreaza Almenar L. J. Arreaza Almenar	1080	250
YV1RF	Ondas del Lago	Maracaibo	N. Vale Quintero N. Vale Quintero	1120	350
YV1RD	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	1150	250
YV4RD	Radio Marconi	Maracay	Humberto Croquer O. Paz Castillo	1150	200
YV5RL	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	1160	1000
YV1RK	Radio Popular	Maracaibo	Jose Higuera M. Rafael Rivera P.	1250	350
YV3RA	Radio America	Barquisimeto	Arturo Ramos M. Arturo Ramos M.	1270	1500
YV1RA	Ecos del Zulia	Maracaibo	Luis Garcia Nebot Luis Garcia Nebot	1300	100
YV4RA	La Voz de Carabobo	Valencia	H. & G. Degwitz G. Degwitz	1350	830
YV1RW	Radio Coro	Coro	Roger Leyba Roger Leyba	1370	1000
YV4RE	Radio Valencia	Valencia	Miguel Ache Miguel Ache	1400	1000
YV1RC	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	1400	500
YV6RA	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	1400	200
YV4RL	Radio Maracay	Maracay	Atilio Ormezzano Atilio Ormezzano	1430	300
YV3RE	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	1470	1500

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Call Letters	Station Name	Location	Owner and Director of Station	Frequency Kilocycles	Power Watts
YV4RR	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura Rafael A. Segura	1490	750
YV1RJ	Radio Falcon	Coro	Compania Anonima Jesus Romero	3300	750
YV4RX	Radio Marconi	Maracay	Humberto Croquer O. Paz Castillo	3310	200
YV1RO	Radio Trujillo	Trujillo	Pedro J. Torres Pedro J. Torres	3340	1000
YV5RS	Radio Libertador	Caracas	Jesusa Gonzalez A. Jose Gil Borges	3350	5000
YV1RT	La Voz de la Fe	Maracaibo	Pedro A. Bermudez V. Pedro A. Bermudez V.	3370	700
YV5RY	Radio Continente	Caracas	Oscar Vicentelli Oscar Vicentelli	3380	1000
YV5RW	Radio Tropical	Caracas	Ponce & Viggiani Ponce & Viggiani	3400	1000
YV3RX	Radio America	Barquisimeto	Arturo Ramos M Arturo Ramos M.	3410	750
YV2RC	La Voz de la Sierra	Merida	Rafael A. Segura Rafael A. Segura	3420	600
YV1RU	Radiodifusora Maracaibo	Maracaibo	G. Govea & G. Nouel Guillermo Govea	3440	1000
YV4RP	Radio Valencia	Valencia	Miguel Ache Miguel Ache	3460	1000
YV4RQ	Radio Puerto Cabello	Puerto Cabello	Rafael A. Segura R. Anzola Anzola	3480	750
YV3RF	La Voz del Llano	Acarigua	Pausides Sigala Luis Barrios	3490	1000
YV5RV	Emisora Vargas	La Guaira	Gonzalo Veloz M. Gonzalo Veloz M.	3500	350
YV1RV	Ecos del Zulia	Maracaibo	L. Garcia Nebot L. Garcia Nebot	4750	300
YV4RO	La Voz de Carabobo	Valencia	H. & G. Degwitz G. Degwitz	4760	300
YV1RY	Radio Coro	Coro	Roger Leyba Roger Leyba	4770	175
YV3RN	Radio Barquisimeto	Barquisimeto	Amilcar Segura Amilcar Segura	4780	300
YV6RU	Ecos del Orinoco	Ciudad Bolivar	E. Torres Valencia E. Torres Valencia	4790	300
YV1RX	Ondas del Lago	Maracaibo	N. Vale Quintero. N. Vale Quintero	4800	2000
YV1RL	Radio Popular	Maracaibo	J. A. Higuera M. Rafael Rivera Parra	4810	300
YV2RN	La Voz del Tachira	San Cristobal	Jesus Diaz Gonzalez Jesus Diaz Gonzalez	4830	2000
YV1RZ	Radio Valera	Valera	Pedro Flores Jelambi Pedro Flores Jelambi	4840	300
YV5RU	Emisora Unidas	Caracas	Mario Garcia A. & Gonzalo Veloz Mancera Mario Garcia A.	4860	5000
YV5RM	Radiodifusora Venez.	Caracas	Degwitz & Siblesz H. Degwitz	4890	5000
YV5RN	Radio Caracas	Caracas	Cia. Anonima Almacen Americano Ricardo Espina	4920	5000

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STATIONS OF CENTRAL AMERICA

BRITISH HONDURAS

Call Letters	Operated by and Location	Frequency Kilocycles	Power Watts
ZIK2	Government, Belize	10600	200

COSTA RICA

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
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	Perry Girton, San Jose	625	10000
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	Perry Girton, 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	2000
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	30
TGQ	Government, Quezaltenango	1440	300

Short Wave Stations

TGWA	Government, Guatemala City	9685, 11760, 15170, 17800	10000
TGWB	Government, Guatemala City	6480	1000
TGWC	Government, Guatemala City	2320	1000

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Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
TG2	Government, Guatemala City	6180	300
TG2X	Government, Guatemala City	5940	250
TGS	Government, Guatemala City		150 or 300
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	Miguel R. Moncado, La Caibe	6235	100
HRP1	Filberto Diaz Zelaya, San Pedro Sula	6351	150

NICARAGUA

Call Letters	Station Name	Location	Owner	Frequency Kilocycles	Power Watts
YNOP	Gilfillan	Managua	Ernesto Andrea	6850	800
YNOP	Gilfillan	Managua	Ernesto Andrea	1230	800
YNLG	Estacion Radio Emisora Nacional	Managua	Benjamin L. Guerra	6610	1000
YN1GG	La Voz de los Lagos	Managua	Ernesto Gutierrez U.	6535	400
YNPR	Pilot	Managua	A. Majewsky & R. Sengelmann	8590	800
YNRS	Radiodifusora Nicaraguense	Managua	R. Sengelmann	6760	1000
YN7AG	Oriente & Mediodia	Masaya	Rafael T. Arjona	7870	50
YNJAT	La Voz del Aire	Leon	J. A. Tijerino	5758	600
NCM	Ecos del Caribe	Bluefields		9660	100

PANAMA

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
HP5C	Miramar—Radio Panama, S. A., Panama City	730	100
HOC	La Voz de la Victor—J. Jaen Jaen Cia., Panama City	1440	250

Short Wave Stations

HOA	Ron Dalley—George Williams, Panama City	2310	500
HP5K	La Voz de la Victor—J. Jaen Jaen Cia., Colon	6005	500
HP5B	Miramar—Radio Panama, S. A., Panama City	6030	100
HP5F	Colon	6050	500
HP5H	La Voz del Pueblo—M. Lombardo Vega, Panama City	6122	400
HP5J	La Voz de Panama—Cia. Servicio Publico de Radio, Panama City	9607	500
HP5A	Teatro "Estrella de Panama"—J. Jaen Jaen Cia., Panama City	11700	300
HP5G	Ron Dalley—George Williams, Panama City	11780	800
HOK	Colon	640	250
HP6J	Panama City	1358	250

EL SALVADOR

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
YSS	Government, San Salvador	640	500
YSP	Fernando Albayeros-Sosa, San Salvador	780	300

Short Wave Stations

YSD	Government, San Salvador	7894	400
YSP-A	Fernando Albayeros-Sosa, San Fernando	10400	300
YSP-B	Fernando Albayeros-Sosa, San Salvaor	6575	300
HUB	Government (Experimental), San Salvador	5556	300

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