

RADIO

ANNUAL

1940

**"FIRST ON YOUR DIAL"**

WMCA



*in* NEW YORK "

**TOMMY RIGGS**

AND

**"BETTY LOU"**



EXCLUSIVE MANAGEMENT

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*Presents*

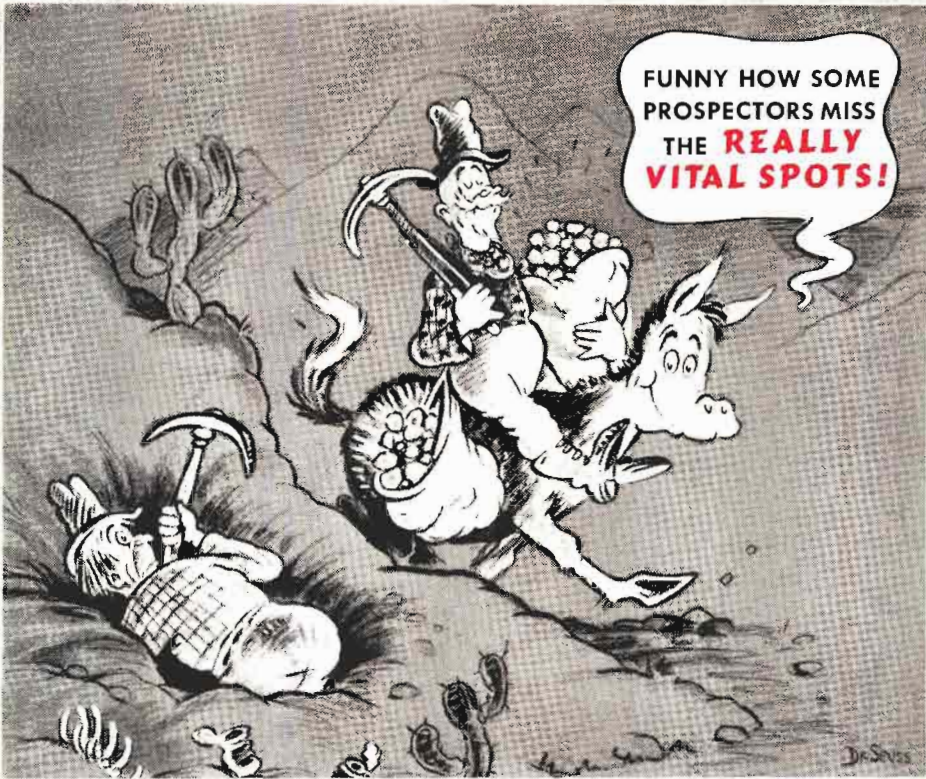
# THE 1940 RADIO ANNUAL



*Jack Alicoate, Editor*

**Compiled by the  
Staff of Radio Daily**

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## THAT'S GOLD FOR YOU IN THESE 15 VITAL SPOTS!

There are some very sound reasons why advertisers using these 15 Vital Spots consider them a highly profitable investment. First, they are 15 stations completely programmed by NBC. In addition, they provide the benefit of clear-cut local identity and the prestige that goes with it. Third, they blanket 10 of the richest markets in the country. Use them—and you will quickly find out that they pay off with profits!

<b>WBZ</b>	50,000 Watts—	990 kc.	} Boston
<b>WBZA</b>	1,000 Watts—	990 kc.	
<b>WENR</b>	50,000 Watts—	870 kc.	} Chicago
<b>WMAQ</b>	50,000 Watts—	670 kc.	
<b>WTAM</b>	50,000 Watts—	1070 kc.	Cleveland
<b>KOA</b>	50,000 Watts—	830 kc.	Denver
<b>WEAF</b>	50,000 Watts—	660 kc.	New York
<b>WJZ</b>	50,000 Watts—	760 kc.	New York
<b>KYW</b>	10,000 Watts—	1020 kc.	Philadelphia
<b>KDKA</b>	50,000 Watts—	980 kc.	Pittsburgh
<b>KGO</b>	7,500 Watts—	790 kc.	San Francisco
<b>KPO</b>	50,000 Watts—	680 kc.	San Francisco
<b>WGY</b>	50,000 Watts—	790 kc.	Schenectady
<b>* WMAL</b>	500-250 Watts—	630 kc.	Washington
<b>* WRC</b>	5,000-1,000 W.	—950 kc.	Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

\*WMAL and WRC will soon be operating with 5,000 watts day and night.

# NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

# INTRODUCTION

By THE EDITOR

## OBSERVATION

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

### 1939

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



technically and

### 1940

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

happiness and contentment into millions of homes.

## APPRECIATION

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

*Jack Olierate.*



**Pleasant and profitable relationships are built largely on mutual confidence.**

**We have found much satisfaction in the many expressions of goodwill that have made our work with advertising agencies so gratifying.**

**This good-will is our most precious asset—one that we intend to preserve above all else.**

## **TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION**

NEW YORK

CHICAGO

HOLLYWOOD



# EDITORIAL

1940

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*Grombach Productions, inc.*

(Established 1930)

## **THE OLDEST INDEPENDENT PROGRAM PRODUCING ORGANIZATION IN RADIO**

For ten years producing up to twelve programs  
per week and furnishing individual writing,  
direction and "doctoring" services to others.

Many distinguished motion picture, theatrical, sports and radio personalities have been supplied radio material by Jean V. Grombach. Many have been starred or featured in programs conceived and produced by members of these organizations . . . Names on request.

In the past six years, every "package" show or unit production delivered by this organization has attained a Crossley audience rating at least 50% higher than the "median," or average.



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(Incorporated 1931)

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*Hollywood Boston Chicago Paris London*

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# The **VERY** idea



Five years ago, the first network operated by stations and for stations received its initial trial. This shocking idea prospered into the Mutual network of today. Every Mutual index now stands at an all-time high. Billings have had an uninterrupted rise of 134.2% in the past five years (more than twice the rise of all network broadcasting as a whole!). And Mutual's station line-up now numbers 119 outlets. Yet Mutual has never deviated from its original policy—the "Very Idea" of full profit sharing for all stations and local autonomy of operation for each affiliate.

## MUTUAL

*Broadcasting System*

[www.americanradiohistory.com](http://www.americanradiohistory.com)

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# *Kate Smith*

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PRODUCER

*"Thanks for Listenin' "*

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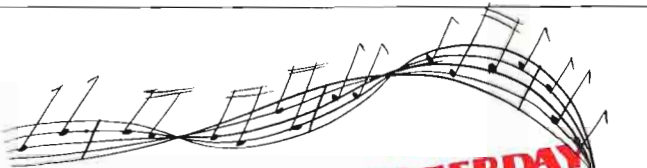
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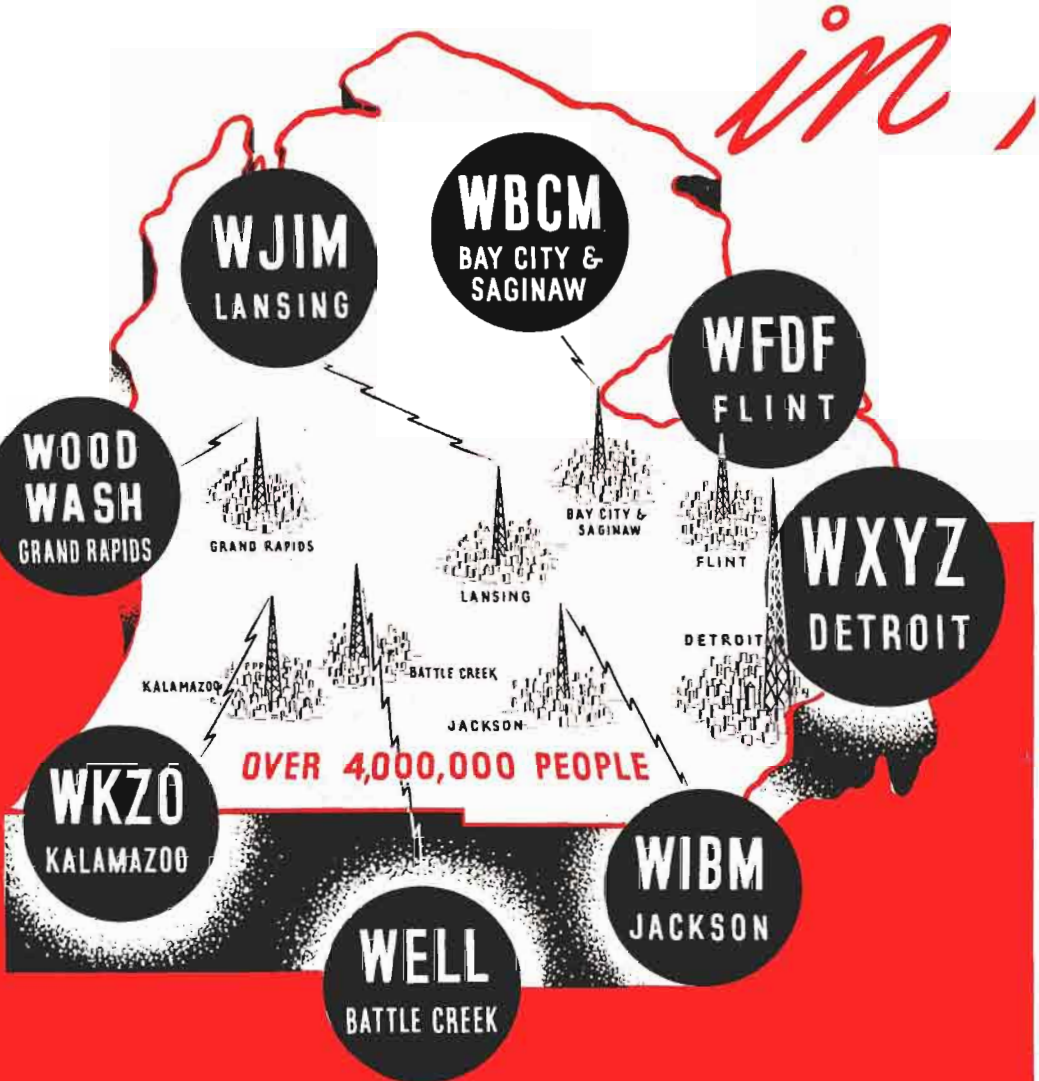


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30 ROCKEFELLER PLAZA,  
NEW YORK

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WOMAN IN WHITE	Hutchinson Advertising Co.	Pillsbury Flour Mills Co.
ROAD OF LIFE	Pedlar & Ryan, Inc.	Procter & Gamble Co.
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SQUIER

"Acclaimed in the radio business for accuracy, wariness and brevity, Transradio got wide kudos during the war-bulletin period for keeping its editorial head screwed on tight, broadcasting no scare heads."

- Time



## THE FIRST LINE OF DEFENSE

. . . against the greatest enemy — MISINFORMATION

The combination of its own correspondents PLUS the best news services obtainable abroad has enabled Transradio, 1- to score many proved "beats" of the first magnitude , 2- to avoid foreign propaganda and other pitfalls accounting for the high per-

centage of error in many news services today. Concientious care to weigh and check conflicting reports from abroad has given Transradio clients the swiftest, most accurate and propaganda - free coverage of the war obtainable today.

# TRANSRADIO PRESS SERVICE

342 MADISON AVENUE — NEW YORK, N. Y.

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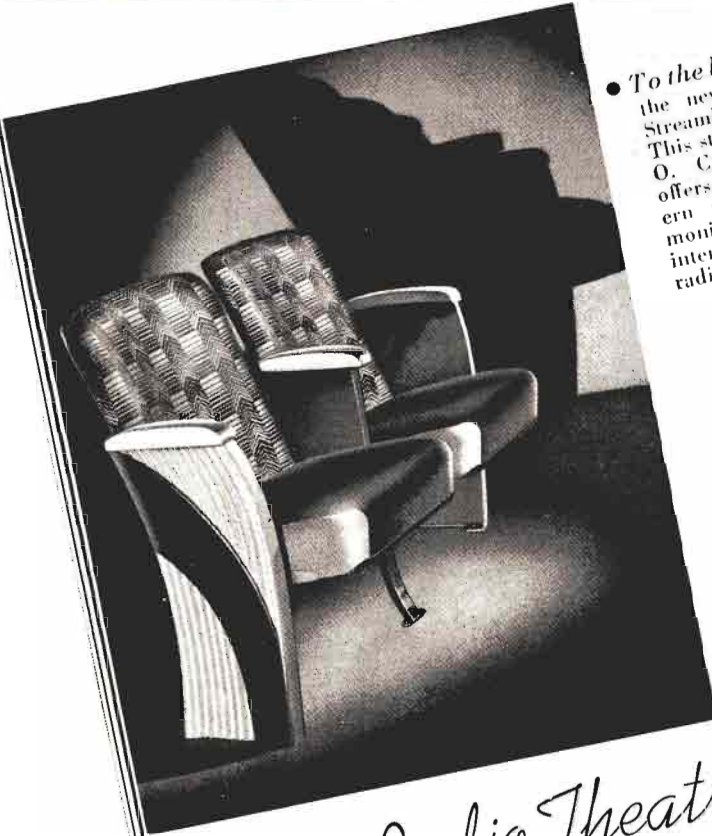
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• To the left, one of the new Heywood Streamline designs. This style, from the O. C. 625 series, offers a smart, modern motif to harmonize with the interior of your radio theatre.

## FOR THE *Radio Theatre*

**H**HEYWOOD-WAKEFIELD Seating lends style, class, and comfort to the Radio Theatre. These modern chairs are available in attractive upholsteries that enhance acoustics, yet creating charming ensemble effects. May we tell you in detail why these modern chairs may prove the correct and economical answer for your radio theatre?

*Sales Offices  
in all  
principal  
cities.*

**HEYWOOD-WAKEFIELD**  
Established 1826

*Public Seating Division*  
GARDNER, MASSACHUSETTS

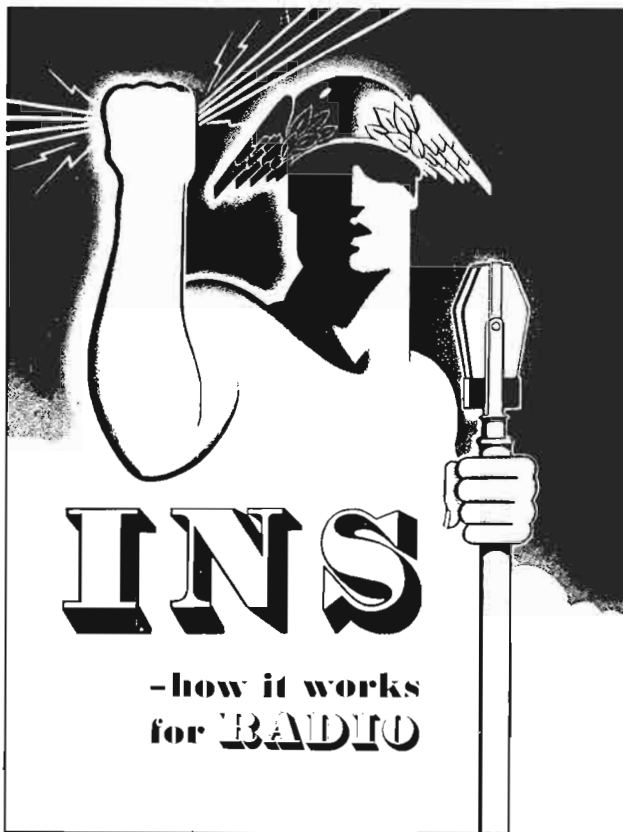


THIS IS THE THIRD  
EDITION OF

RADIO  
ANNUAL

1940

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



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

**INTERNATIONAL NEWS SERVICE**  
**235 EAST 45th STREET, NEW YORK**



## RADIO - A GREAT SOCIAL FORCE

By

JAMES LAWRENCE FLY

*Chairman, Federal Communications Commission*

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

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

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

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

*For Complete FCC Section Please Turn to Page 129*

# Polling Harlem

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

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

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

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

On Thursday morning at 8:00 A.M. 84.6% of the WJZ listeners were telephone subscribers, while at 8:15 A.M. this proportion dropped to 66.7% and at 8:45 A.M. to

47.0%. The fluctuations are even greater than that. As stated above, the telephone subscriber portion of WJZ listeners was 84.6% at 8:00 A.M., but at 10:00 A.M. it was 34.1%!

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

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

## ★ WHAT IS THE HOOPER-HOLMES BUREAU?

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

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

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK





*Copyright Harris & Evans*

# RADIO 1940

*By*

**NEVILLE MILLER**

*President*

*National Association of Broadcasters*

**R**ADIO turned in its greatest record in 1939. It will turn in a greater record in 1940.

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

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

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

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

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

*For Complete NAB Section Please Turn to Page 141*

# PRESS-RADIO BUREAU, INC.



*Distinctive News Programs*



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



CONSULTATIONS ON NEWS PROBLEMS AND PUBLIC RELATIONS



OFFICES:  
551 - 5th Ave., New York  
MUrray Hill 2-5670

JAMES W. BARRETT  
President and  
Editor-in-Chief

# AS WE SEE IT

## Radio Daily Watches Daily Radio Progress

By M. H. SHAPIRO  
Editor, Radio Daily

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

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

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

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

Frequency modulation came to the front, perhaps more strongly than anticipated and this type of broadcasting is

receiving a full measure of consideration apart from serious experimentation.

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

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

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

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

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

# WARNER BROS.

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

- ★ Largest studio facilities on the west coast—with seating capacities ranging from 450 to 3,000—coupled with staff of showmen whose experience has won national recognition! Available for complete merchandising campaigns!
- ★ KFWB's position on the dial 950—right in the center of greatest activity!
- ★ KFWB, year in and year out, carries more local business than any other station in the Greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states!



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

**5,000 WATTS DAYS**



**NOW! 5,000 WATTS NIGHTS**

- ★ LOS ANGELES. America's Dynamic Center of Industry and Pleasure . . . Cinema Capital . . . Leads America in Airplane Production . . .
- ★ Seconds Detroit in Motor Car Output . . . Richest Agricultural Spot . . . Second only to New York in Building Construction
- ★ . . . First Port of the Pacific and Second only to New York . . . Third in Furniture Manufacture . . .
- ★ **THE FASTEST GROWING AREA IN AMERICA!**

---

# TEN OUTSTANDING RADIO NEWS EVENTS OF 1939

---

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

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

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

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

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

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

NAB adopts new Code.

FCC concludes chain probe.

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

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

## **OUTSTANDING NEW PROGRAM**

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

## **MOST REMARKABLE BROADCAST**

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

# *Thanks*

To the radio editors of the  
United States and Canada.

To my brothers, and the boys  
in the band.

To our sponsors—Lady Esther.

To our exclusive agents and  
friends, MCA.

And to the music publishing  
industry.

*Guy Lombardo*

# RADIO IN 1939

## Radio's Greatest Year From Every Phase

By *DAVID SARNOFF*  
*President, RCA*

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

### Tele Inaugural

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

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

### War

The war, and its threat to the neutrality of the Western Hemisphere, put the American system of free and private enterprise in radio to the acid test. American broadcasting met that test. American radio told the truth to its listeners at home and throughout the world. Its short-wave broadcasts were almost the world's only free, factual, and uncensored sources of radio news. From day to day and from hour to hour, it told the history-making story of the year. Through the weeks of the neutrality debate in the

special session of Congress, radio brought the arguments at Washington to the homes of the United States. The decision to keep this nation out of war was the result of our democratic processes, furthered both by press and radio.

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

### Expansion

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

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

### Research

In translating the developments of the research laboratory into practical devices



**LUCILLE MANNERS**

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

NBC-Red Network—Fridays at 8:00 P.M.

Personal Management: NBC Artists Bureau



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

### Tele Equipment

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

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

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

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

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

### Large Screen

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

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

### Conclusion

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

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

*Thanks, Radio Editors*

•

# Jack Benny

JELL-O PROGRAM

*My Cast:*

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

DENNIS DAY

ANDY DEVINE

"ROCHESTER"

*My Authors:*

BILL MORROW

ED BELOIN

# WAR NEWS

## Europe Is Next Door Via Radio Coverage

By ELMER DAVIS  
CBS News Analyst

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

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

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

Radio had been preparing, just as the warring nations had. Just a few days earlier, the paint had dried on CBS' streamlined blue and silver news studio, with its glass walls allowing operations to be coordinated with the press room, Paul White's office, the control booth.

For several days this control booth served as a sub master-control room. All network programs were routed through it, so that at any moment all programs could be cut into for a news flash.

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

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

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

# Fred Allen

α

## RADIO COMEDIAN



The People Who Make

## FRED ALLEN

*possible*

### THE CAST

Portland Hoffa  
Minerva Pious  
John Brown  
Charles Cantor

### THE WRITERS

Arnold Auerbach  
Herman Wouk  
Don Johnson  
Fred Allen

### THE DIRECTOR

William Schorr

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# EDUCATION

## Progress of Stations and Civic Groups

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

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

### Sources

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

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

### Advances

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

### Planned Campaign

1. Establish radio committees in local civic groups. Many P.T.A. groups have such committees. School boards often begin at this point.

2. Equip schools for radio reception. One station collected radios donated by local dealers and put them in local schools.

3. Establish education directors on local radio station staffs.

4. Encourage talented teachers to take college radio courses in order to prepare themselves for organizing and managing school radio producing units.

5. Secure the cooperation of the radio department of local colleges for creating community service programs.

6. Publish a weekly radio log to guide teachers and civic leaders in selection of radio programs on the air.

7. Develop plans for allowing students credit for listening to certain programs, commensurate with credit received for reading selected books.

8. Set up radio workshops in schools to practice and eventually produce local programs.

9. Establish a radio director in the school system.

10. Establish a radio staff for the school system with part-time and full-time assistants to the school radio director.

11. Set up recording equipment in the schools—build libraries of important recorded programs and special events for use by teachers.

12. Develop radio production units in local community theater groups.

13. Develop instruction for teachers in classroom utilization of radio.

14. Establish a local school of the air.

15. Develop local forums of the air for the discussion of civic problems.

16. Undertake careful planning of educational and civic programs far in advance of schedule for presentation.

17. Set up "machinery" for checking on the effectiveness of community programs.

18. Develop plans for coordinating city-wide promotion of community service programs.

19. Establish studios in schools and colleges with lines to stations.

20. Develop close cooperation with newspapers. Work out plans for regular publicity and for printed listener aids.

21. Establish a community council to plan and advise on the development of local radio service.

22. Establish a short wave station under the management of the school board for programs especially designed for the classroom.

# HOPE



1938-9-40

**PEPSODENT PROGRAM  
PARAMOUNT PICTURES**

# THE WOMEN

## Progress in Women's Programs in 1939

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

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

### Coordination

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

### Cooperation

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

Three new series for women just inaugurated by NBC are "Echoes of History," a dramatized program, the "Quilting Bee," a spontaneous discussion among typical American women about interests close to their hearts, and "Streamline Journal," a woman's magazine of the air. These programs are indicative of a

small part of our planned pattern. They have been inspired by the cooperation which women listeners have given us.

### Children's Programs

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

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

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

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

### Excellent Shows

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

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



# MILTON BERLE

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

Quaker Puffed Wheat — Quaker Puffed Rice

NBC-Red



# FOREIGN

## Looking at Radio Abroad During 1939

By JOHN H. PAYNE

Chief, Electrical Division

Bureau of Foreign and Domestic Commerce

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

### Scope

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

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

### Demands

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

### Political Aspect

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

### Tariff Reports

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

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

### Finance

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

### Service

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

**EDGAR BERGEN**

**CHARLIE Mc CARTHY**

**MORTIMER SNERD**

**CHASE & SANBORN PROGRAM**

**N. B. C.**

# RADIO DRAMA

## Progress of Drama in Broadcasting

By ORSON WELLES

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

### Drama

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

Certainly, radio drama is the first new method of projecting entertainment which has come along since the invention of talkies and the animated cartoon. We are still in the midst of discovering valid techniques for its operation. I think the first step in that direction has been successfully made with the revival from desuetude of Chorus, the fellow who used to come out between the acts

and explain what was going to happen next and why. Radio's particular amendment is the personalizing of Chorus, of making him a character in the play instead of an outside character looking in. The first person singular method of having the teller of the story also a character in it is now widely used by all first-class radio dramatists. To hear a voice saying "I am Hamlet" is dramatically more interesting than to hear a commentator say, "You are now going to hear from Hamlet."

### Progress

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

### Future

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

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



EDWARD G. ROBINSON

*Third Year*

**"BIG TOWN" PROGRAM**

OVER CBS



LEVER BROTHERS CO.  
(Sponsor)

RUTHRAUFF & RYAN, INC.  
(Advertising Agency)

MOTION PICTURES; WARNER BROS.

# AUDIENCES

## Social Stratification of Radio Listeners

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

### First Section

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

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

### Geographic Differences

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

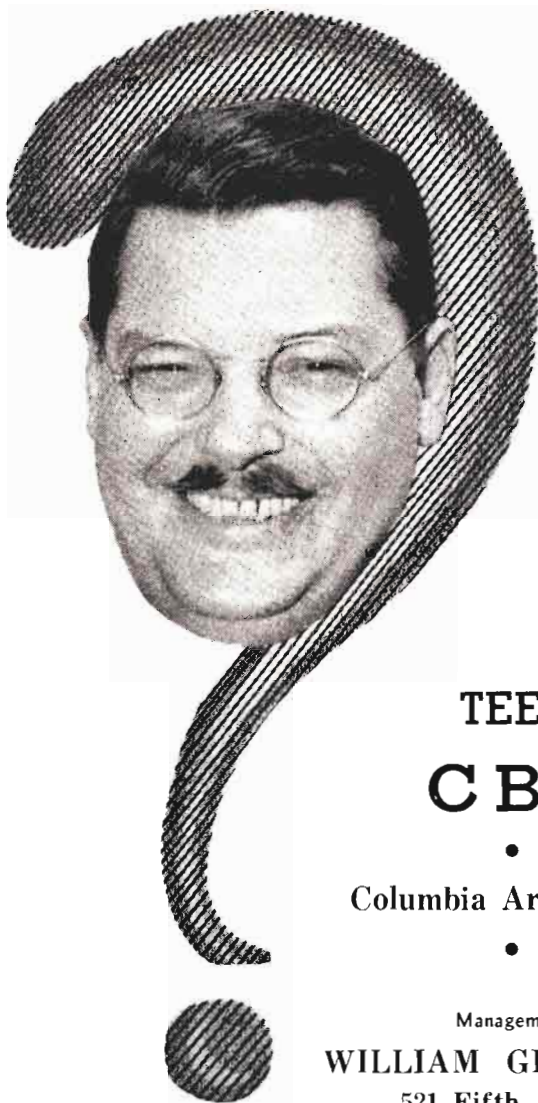
### South

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

### Midwest

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

# PROFESSOR QUIZ



TEEL  
CBS

•  
Columbia Artists, Inc.  
•

Management  
WILLIAM GERNANNT  
521 Fifth Avenue  
New York

## Audiences

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

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

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

## Results

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

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

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

## Section Three

Section three of Beville's report is devoted to the effect of competition on

program audiences. In it is discussed five principal types of changes or breaking points in program competition which it is possible to study by the use of existent telephone survey data. These five types are as follows:

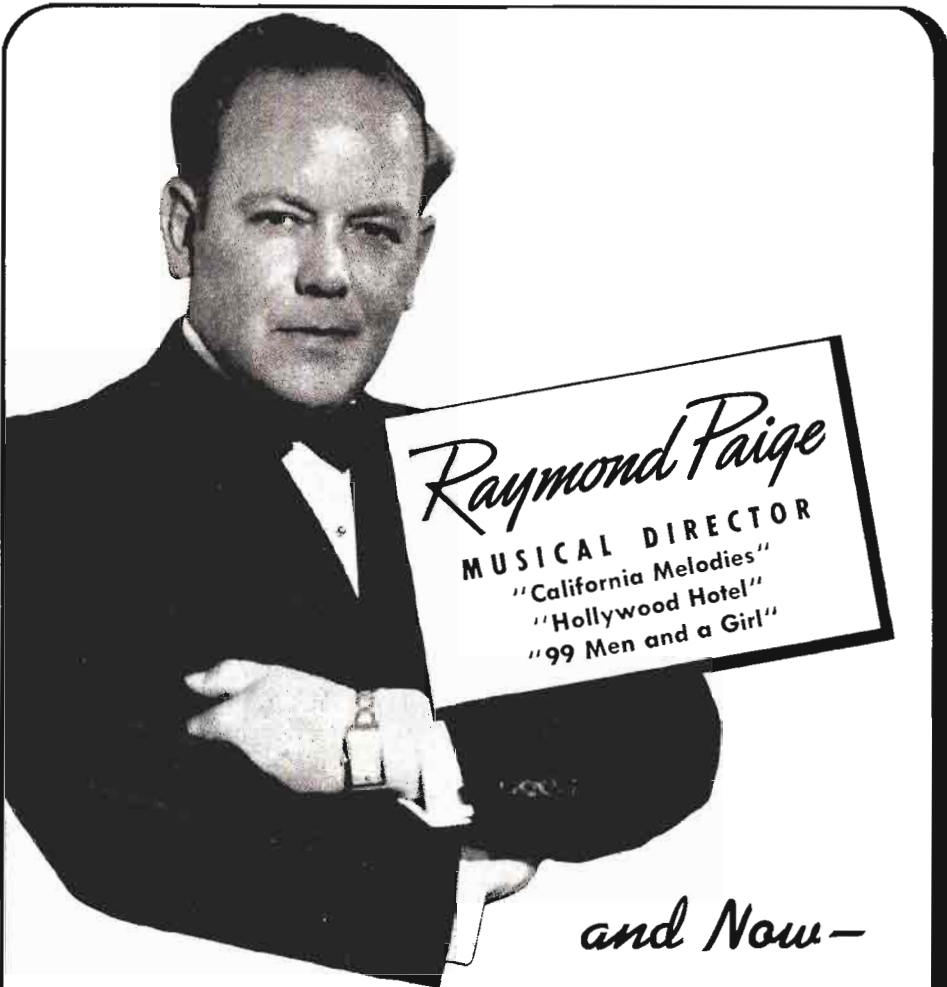
1. Change of talent in competitive program.
2. New competitive program coming on.
3. Old competitive program going off.
4. Change of competition during a given program.
5. Change of competition by moving program to different period.

## Examples

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

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

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



*Raymond Paige*  
 MUSICAL DIRECTOR  
 "California Melodies"  
 "Hollywood Hotel"  
 "99 Men and a Girl"

*and Now—*

**Westinghouse**  
**MUSICAL AMERICANA**

PRODUCED BY KENNETH L. WATT



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



## Competition Changes

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

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

## Final Section

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

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

The examples divided themselves into three types:

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

## Conclusions

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

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

Here are two findings on programs of different appeal:

## Program Comparisons

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

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

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

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



**CONNIE  
BOSWELL**

# SHORT WAVE

## International Programs Making Rapid Strides

By GUY C. HICKOK  
Program Director  
NBC International Division

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

### Popularity

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

### War News

Probably the greatest single factor in building good-will for NBC international

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

### Latin America

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

### New Antenna

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

### Sponsorship

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

# WARD'S "TIP-TOP" BREAD

*Presents*

# Joe Penner

NBC BLUE NETWORK — EVERY THURSDAY

8:30 EST—7:30 CST.



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

# THE NEWS

## Radio Paramount in Covering Special Events

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

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

### U. S. System

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

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

### Radio War

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

Incidents in the hostilities themselves also have been broadcast in spectacular fashion. The Athenia sinking was first known to the world by air while rescue of most of its passengers was made possible because of the ship's SOS signals. And the destruction of the Graf Spee in Montevideo Harbor, a description of which was flashed to America while she

was sinking, may go down in radio history as one of the all-time highs in listener interest.

### Flint Coverage

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

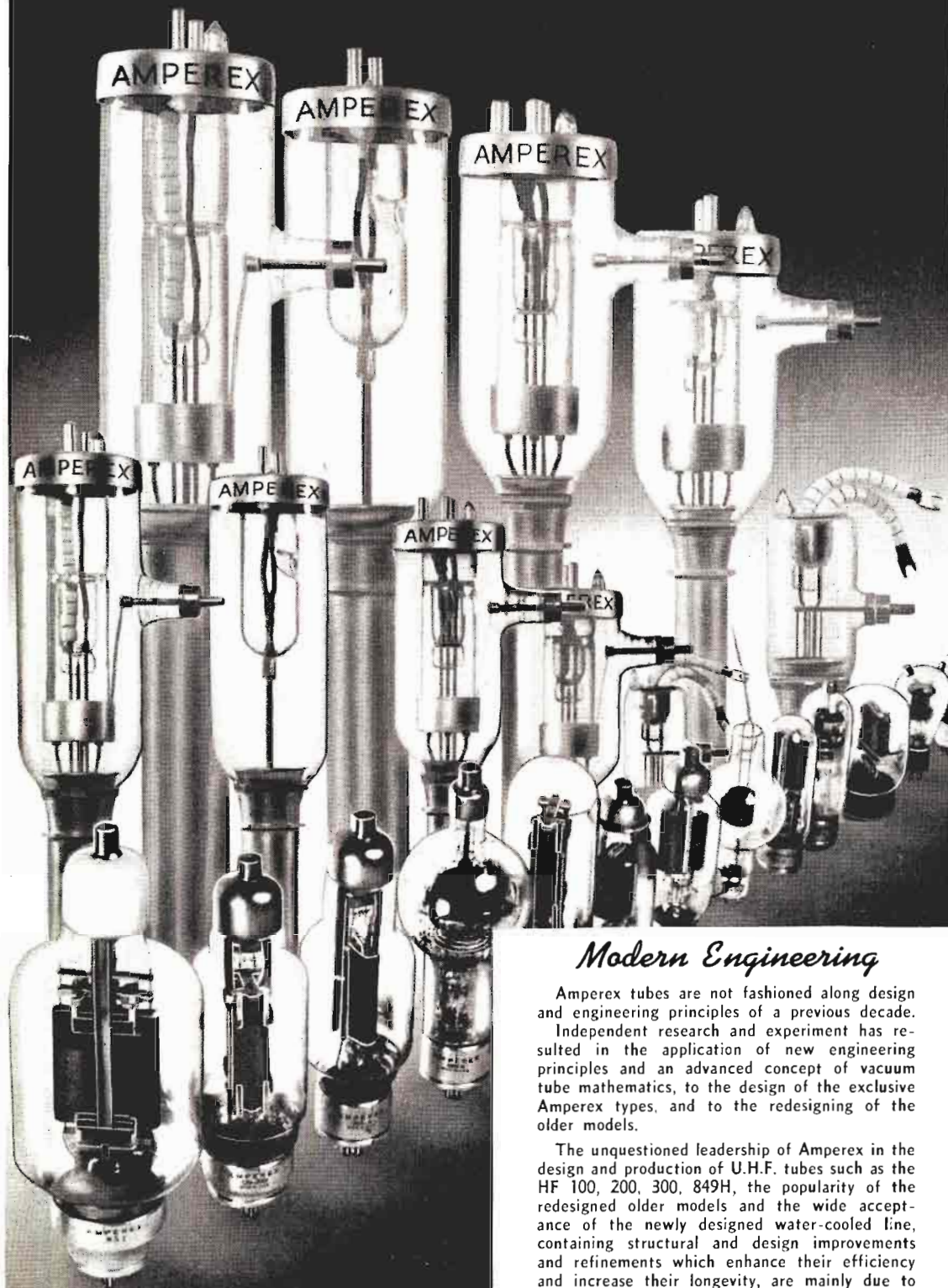
### 1939 Highlights

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

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

### Sports

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



### *Modern Engineering*

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

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

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

**AMPEREX ELECTRONIC PRODUCTS, Inc**

29 WASHINGTON STREET

[www.americanradiohistory.com](http://www.americanradiohistory.com)

BROOKLYN, NEW YORK

# WORLD'S FAIR

## Radio Plans Already Completed for 1940

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

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

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

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

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

### Television

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

At this time plans are not available regarding the developments in television

by NBC, CBS, RCA, and Westinghouse, but we understand that the General Electric Exhibit at the World's Fair, with its man-made lightning, "House of Magic" and television demonstrations, will bring back in 1940 substantially the show which was one of the hits of the Fair in '39.

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

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

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

### Facsimile

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

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

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

**MARION AND JIM JORDAN**  
as  
**"FIBBER McGEE AND MOLLY"**

**DON QUINN**  
WRITER

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

**HAROLD PEARY**  
"GILDERSLEEVE"

**ISABEL RANDOLPH**  
"MRS. UPPINGTON"

**HARLOW WILCOX**  
ANNOUNCER

**"THE KING'S MEN"**

**BILLY MILLS**  
AND HIS ORCHESTRA

FIFTH YEAR FOR THE MAKERS OF JOHNSON'S WAX



# CO-OP SHOWS

## Their Importance to the Advertiser

By FRED WEBER  
General Manager, MBS

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

### Costs

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

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

### Definition

The cooperative show is a network program sponsored by a different advertiser in each market, with not more than one sponsor to a city. Each cooperative sponsor is identified with the network show in his locality by the use of "cut-in announcements," which are made at the local station. At the moment there is a break in the program for the commercial

announcement, the local announcer in Denver, for example, reads the advertising message of the Wadge Coal Company, the cooperative in that city. The local commercial is superimposed against theme music broadcast from the network to insure a smooth effect. Simultaneously, announcements are being cut in from other cities for local advertisers. Each sponsor has his own commercial adapted to his particular product or market.

### Initial Attempts

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

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

### Agency Recognition

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

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

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

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



**K E N M U R R A Y**



**TEXACO STAR THEATRE**

# FACSIMILE

## New Radio Service Passes First Milestone

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

### Availability

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

### Units

To many observers it is a disquieting fact that complete figures are not readily available on the number of facsimile recorders actually in operation during the year. Estimates made, however, have placed the number of facsimile recorders supplied by manufacturers at a figure

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

### Introduction

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



# CHARLES BOYER

*Woodbury Hollywood Playhouse*

NBC  
(Wednesdays)

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

### **Operation**

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

### **Set Prices**

In addition to the problem of available and satisfactory frequencies and the performance characteristics of facsimile equipment offered to home users, much speculation and some fact finding has been devoted to the problem of determining what price a user would be willing to pay for facsimile equipment and the expense to be incurred by its operation. From the limited facts available, there is every indication that a figure in excess of \$100.00 for a complete home facsimile installation will meet with a high sales resistance. The economic aspect of facsimile is therefore, in a degree, comparable with that of television. In both fields wide distribution cannot be expected without the lower cost resulting from mass or large scale production.

The relative simplicity of facsimile equipment, which would normally result in a low, initial, first-cost is offset at the present time by the absence of any accepted common standard of transmission to permit all facsimile recorders in operation to receive any broadcast program within a given service area. Radio manufacturers as a group have therefore shown little interest in working out the economics of supplying facsimile recorders.

### **Commercial Aspect**

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

### **Conclusion**

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

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

---

B E N N Y



G O O D M A N

*Greetings*

Exclusive Management  
MUSIC CORPORATION OF AMERICA

# TELEVISION

## A Review of 1939 and a Forecast for 1940

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

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

### Progress

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

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

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

Too, more than 100 commercial films were telecast during 1939.

### Network

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

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

### Programming

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

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

### CBS

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

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



# FRED WARING

*and his*

PENNSYLVANIANS



*Chesterfield Pleasure Time*



Management, John O'Connor  
1697 Broadway  
New York City



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

(As of December 1, 1939)

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

\*Including one stay order.

†Including two stay orders.

‡Including three stay orders.

§Including four stay orders.

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

zIncluding one construction permit for a special broadcast station.



# THE ANDREWS SISTERS

Maxene ★ Patty ★ La Verne

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

**Personal Management LOU LEVY**

GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, PRESIDENT

NEW YORK • CHICAGO • HOLLYWOOD • LONDON

# RADIO DAILY

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

(Released January 19, 1940)

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# Irene Rich



Seventh Consecutive Year for Welch Grape Juice Company



SUNDAYS

9:30-9:45 P. M. E.S.T.

NBC Blue Network

8:15-8:30 P. M. P.S.T.

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# HAL KEMP

And His  
ORCHESTRA

With

THE SMOOTHIES • BOB ALLEN • JANET BLAIR



# SKINNAY ENNIS

And His  
ORCHESTRA

SECOND SEASON  
ON

## THE BOB HOPE PROGRAM

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

Personal Management  
ALEX HOLDEN

Direction  
MUSIC CORPORATION OF AMERICA



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

## **Jell-O**

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



## **Chase & Sanborn**

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



## **Kraft Music Hall**

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



## **Information Please**

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



## **Fred Allen Show**

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



## **Bob Hope Program**

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



## **Lux Radio Theater**

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



## **Ford Sunday Evening Hour**

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



## **Kay Kyser's College**

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



## **Good News of 1940**

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

Telephone LOnacre 3-6110

License No. 253

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ELLA FITZGERALD and her ORCHESTRA

and/or

THE FOUR INK SPOTS

Sig: Take regularly on any network as a sedative to avoid nervous prostration due to excess worry about your radio program.

Have this  
prescription filled at

GALE, INC.

48 West 48th Street  
New York City

*M. Gale*





# HAVANA



## Pan-American Treaty Becomes a Reality

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

### Changes

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

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

### Interference

It is understood by all signators to the treaty that local frequency shifts and power boosts will not take precedence over the treaty and that superpower Mexican stations will not crowd the border so as to cause interference with either

United States or Canadian outlets. Also, the interference growing out of Cuban frequencies will be eliminated.

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

### FCC Action

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

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

### Conclusion

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

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

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•  
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SCREEN  
TELEVISION

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**London**

Connies, Ltd.

# FREQUENCY MODULATION

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

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

## **Staticless Radio**

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

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

Without going into technical detail, the basic difference between frequency and amplitude modulation is in the method of transmitting sound on sound wave. In the latter system each station is allotted a narrow wave on which to operate. To get its signals over this

band, the station has to use considerable power, with varying strength determined by the type of sound desired to be transmitted. AM signal is not constant and, because the power behind it is not at one level, varies and fades. In the frequency modulation system of transmission high frequencies are used because of the need for a wider band for the individual station. In this manner the signal is allowed a wider band on which it travels from side to side. Sound is imposed on the carrier wave by "wobbling" its frequency over a wave band instead of varying the power. Frequency modulation starts with a wave that maintains its amplitude at all times but a wave that is always changing its frequency in accordance with changes in the sounds affecting the microphone. Power is constant, thus eliminating fading.

## **Present FM Activity**

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

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

# 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
WBRR	MAin	4-9735
WBNX	MEIrose	5-0333
WSAU (N. Y. Office)	Wickersham	2-2000
WCNW	MURray Hill	4-9690
WEAF	Circle	7-8300
WEVD	BRyant	8-2360
WFAS	Wisconsin	7-2299
WGN (N. Y. Office)	MURray Hill	2-3033
WHBI (N. Y. Office)	VAnderson	6-0785
WHN	BRyant	9-7841
WHOM	PLaza	3-4204
WINS	ELdorado	5-6100
WJZ	Circle	7-8300
WLTH	ORchard	4-1203
WMCA	Circle	6-2200
WNBF (N. Y. Office)	MURray Hill	2-5767
WNEW	PLaza	3-3300
WNYC	Worth	2-5600
WOR	PEnnsylvania	6-8383
WOV-WBIL	BRyant	9-6080
WQXR	COlumbus	5-6366
WYFW	TRiangle	5-0313
WWRL	NEwtown	9-3300

## National Networks

Columbia Broadcasting System	Wickersham	2-2000
Mutual Broadcasting System	PEnnsylvania	6-9602
National Broadcasting Co.	Circle	7-8300

## Station Representatives

John Blair & Co.	MURray Hill	9-6084
The Branham Co.	MURray Hill	6-1860
British Broadcasting Corp.	Circle	7-0630
Bryant-Griffith & Brunson, Inc.	MURray Hill	2-2174
Burn-Smith Co.	MURray Hill	2-7462
Capper Publications, Inc.	MOhawk	4-3280
Cox & Tanz	MURray Hill	2-8284
Forje & Co.	VAnderson	6-3816
Free & Peters, Inc.	PLaza	5-4131
Furgason & Walker, Inc.	MURray Hill	2-3734
Gellatly, Inc.	Circle	7-6120
Arthur H. Hagg & Associates	VAnderson	3-1265
Headley-Reed Co.	MURray Hill	3-5470
Hearst Radio, Inc.	PLaza	8-2600
George P. Hollingberry Co.	MURray Hill	3-8078
International Radio Sales	PLaza	8-2600
The Katz Agency	LONGacre	5-4795
Joseph Hershey McGillvra	MURray Hill	2-8755
J. P. McKinney	Circle	7-1178
National Broadcasting Co.	Circle	7-8300
John H. Perry Associates	BRyant	9-3357
Edward Petry & Co.	MURray Hill	2-4401
Radio Advertising Corp.	MURray Hill	4-0212
Radio Sales	Wickersham	2-2000
William G. Rambeau Co.	CAledonia	5-4940
Paul H. Raymer Co.	MURray Hill	2-8690
Reynolds-Fitzgerald, Inc.	ELdorado	5-7020
Sears & Ayer	PLaza	8-1312
Texas State Network	PLaza	5-9800
Weed & Co.	VAnderson	6-4542
Howard A. Wilson Co.	MURray Hill	6-1230

## Advertising Agencies

Austin & Spector	ELdorado	5-1270
N. W. Ayer & Son, Inc.	Circle	6-0200

Badger & Browning & Hersey	Circle	7-3720
Batten, Barton, Durstine & Osborn, Inc.	ELdorado	5-5800
Benton & Bowles, Inc.	Wickersham	2-0400
Bermingham, Castleman & Pierce, Inc.	LEXington	2-7550
The Biow Co., Inc.	Circle	6-9300
Blackett-Sample-Hummert, Inc.	Wickersham	2-2700
Brooke, Smith, French & Dorrance, Inc.	MURray Hill	6-1800
Franklin Bruck Advertising Corp.	Circle	7-7661
Buchanan & Co.	MEdallion	3-3380
Campbell-Ewald Co. of N. Y.	Circle	7-6383
The Caples Co.	MURray Hill	6-6500
Cecil-Presbrey, Inc.	Wickersham	2-8200
Compton Advertising Inc.	Circle	6-2800
D'Arcy Advertising Co.	ELdorado	5-3765
Donahue & Coe, Inc.	COlumbus	5-4252
Doremus & Co.	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
Lawrence C. Gumbinner Co.	MURray Hill	2-5680
Hellwig-Miller Co.	LEXington	2-3030
Charles W. Hoyt Co., Inc.	MURray Hill	2-0805
H. W. Kastor & Sons Advertising Co.	COlumbus	5-6135
Joseph Katz Co.	Wickersham	2-2740
Kenyon & Eckhardt, Inc.	Wickersham	2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LEXington	2-0025
Knox Reeves, Advertising, Inc.	MURray Hill	4-3982
Arthur Kudner, Inc.	Circle	6-3200
Lambert & Feasley, Inc.	COlumbus	5-3721
Lennen & Mitchell, Inc.	MURray Hill	2-9170
Lord & Thomas	Wickersham	2-6600
Marschalk & Pratt, Inc.	VAnderson	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	ELdorado	5-2930
McCann-Erickson, Inc.	Circle	5-7000
McKee & Albright	COlumbus	5-2058
Neff-Rogov, Inc.	Circle	7-4231
Newell-Emmett Co., Inc.	ASHland	4-4900
Paris & Peart	CAledonia	5-9840
Peck Advertising Agency	PLaza	3-0900
Pedlar & Ryan, Inc.	ELdorado	5-7700
Redfield-Johnstone, Inc.	PLaza	3-6121
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Stack-Goble Advertising Co.	PLaza	3-7444
J. D. Tarcher & Co.	Circle	6-2626
J. Walter Thompson Co.	MOhawk	4-7700
Tracy-Locke-Dawson	ASHland	4-1690
Warwick & Legler	MURray Hill	6-8585
Norman Weill, Inc.	PLaza	5-3213
Wessel Company	MURray Hill	6-1566
Ward Wheelock Co.	LEXington	2-4926
Young & Rubicam, Inc.	ASHland	4-8400

## Publications

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

Metronome	Circle	7-4500
Printers' Ink	ASHland	4-6500
Radio Advertising (Rates and Data)	MOhawk	4-1220
Radio Craft	WAlker	5-0730
<b>RADIO DAILY</b>		
Radio Guide	Wisconsin	7-6336
Radio & Electric Appliance Journal	MURray Hill	2-4690
Radio Markets	PLaza	3-7222
Radio Retailing	MEdallion	3-0700
Radio Today	PLaza	3-1340
Radio Weekly	WAlker	5-2576
Standard Advertising Register	MEdallion	3-5850
Tide	ASHland	4-3390
Variety	BRyant	9-8153

### News Agencies and Associations

Associated Press	Circle	6-4111
International News Service	MURray Hill	2-0131
News Features, Inc.	Circle	6-1738
Press-Radio Bureau	MURray Hill	2-5670
Radio News Association	MURray Hill	2-4054
Transradio Press Service, Inc.	MURray Hill	2-4054
United Press	MURray Hill	2-0403

### Talent Agencies

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

### Program Producers and Transcription and Recording Companies

A. A. Recording Studios	EDgecombe	4-7600
Advertisers Recording Service	Circle	6-0141
Aerogram Corp.	MURray Hill	4-4717
Air Features, Inc.	Wickersham	2-0077
Authors & Artists, Inc.	COlumbus	5-1811
Associated Music Publishers, Inc.	BRyant	9-0847
Ayers-Prescott	COlumbus	5-1811
Ted Collins	Circle	7-0094
Columbia Recording Corp.	Circle	7-7301
Commercial Recording Studios	VAnderson	6-3008
Decca Records, Inc.	COlumbus	5-5662
Empire Broadcasting Corp.	PLaza	8-3360
Federal Transcribed Programs, Inc.	CAledonia	5-7530
Gellatly, Inc.	Circle	7-6120
H. S. Goodman	Wickersham	2-3338
Jean V. Grombach, Inc.	Circle	6-6540
Hansen Associates	LEXington	2-5457
Heffelfinger Radio Features	VAnderson	6-2450
Intercontinental Audio Video Corp.	Circle	7-4560
Walter Patrick Kelly	Circle	5-5780
Langlois & Wentworth	ELdorado	5-1620
Phillips H. Lord, Inc.	Wickersham	2-2213
Charles Michelson	MURray Hill	2-3376

Miller Broadcasting System, Inc.	Circle	6-0141
Musicraft Records, Inc.	BRyant	9-6565
NBC Thesaurus	Circle	7-8300
Lilian Okun, Inc.	COlumbus	5-0600
Peterson Radio Productions	Wisconsin	7-0069
Radio Attractions	Circle	7-4483
Radio Events Syndicate	MURray Hill	6-3487
Radioscript Productions Co.	Circle	7-2849
RCA Manufacturing Co.	BOgarden	4-6200
Reeves Sound Studios	Circle	6-6686
Rocke Productions, Inc.	Circle	7-7630
Henry Souvaine, Inc.	Circle	7-5566
Speak-O-Phone Recording & Equipment Co.	COlumbus	5-1350
Star Radio Programs	PLaza	3-4991
Douglas F. Storer	Circle	7-1150
Edwin Strong, Inc.	BRyant	9-5758
Time Abroad, Inc.	PLaza	3-3015
Transamerican Broadcasting & Television Corp.	PLaza	5-9800
Transcribed Radio Shows, Inc.	LONGacre	5-3440
United States Record Corp.	Circle	5-7190
Universal Recording Co.	Circle	5-4895
Victor Recording Laboratory	BOgarden	4-6200
Roger White	Circle	7-4943
WHN Transcription Service	BRyant	9-7800
Wilson, Powell & Hayward, Inc.	PLaza	5-5480
Wolf Associates	COlumbus	5-1621
WOR Electrical & Recording Service	PENnsylvania	6-8383
World Broadcasting System	Wickersham	2-2100

### Organizations, Unions and Government Agencies

Actors' Equity	BRyant	9-3550
Advertising Club	CAledonia	5-1810
Advertising Federation of America	BRyant	9-0430
American Association of Advertising Agencies	MOhawk	4-7932
American Communications Association	BOWling Green	9-3005
American Federation of Musicians	PENnsylvania	6-2545
American Federation of Radio Artists	VAnderson	6-1810
ASCAP	COlumbus	5-7464
Institute of Radio Engineers	MEdallion	3-5661
National Association of Performing Artists	Circle	7-8194
National Labor Relations Board	HANover	2-4174
New York World's Fair 1940, Inc.	WORLD's Fair	6-1-12
Radio Club of America	LONGacre	5-6622
SESAC	BRyant	9-3223
Society of Jewish Composers, Publishers and Song Writers	LONGacre	5-9124
Songwriters' Protective Association	COlumbus	5-3758

### Railroad Terminals

Grand Central	MURray Hill	6-9100
Pennsylvania	PENnsylvania	6-5600

### Hotels

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

# IMPORTANT RADIO Telephone Numbers in LOS ANGELES



## Radio Stations

KECA	FAirfax	2121
KFAC	Fltzroy	1231
KFI	Richmond	6111
KFOX	MUtual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	PRospect	2434
KHJ	VAAndyke	7111
KIEV	CHapman	5-2388
KMPC	BRadshaw	2-1166
KMTR	HILLside	1161
KNX	HOLLYwood	1212
KRKD	TUCKer	7111
XEMO-XERB (L. A. Office)	PRospect	9136

## Networks

Columbia Broadcasting System	HOLLYwood	1212
Between 10 P.M. and 8:30 A.M.	HOLLYwood	7052
Don Lee Broadcasting System	VAAndyke	7111
Mutual Broadcasting System	VAAndyke	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.	VAAndyke	0569
McClatchy Broadcasting Co.	TUCKer	8350
Joseph Hershey McGillvra	PRospect	1975
National Broadcasting Co.	HOLLYwood	3631
Edward Petry & Co.	MIChigan	8729
Radio Sales	HOLLYwood	1212
Paul H. Raymer Co.	VAAndyke	1901
Reynolds-Fitzgerald, Inc.	TUCKer	2474

## Advertising Agencies

Alber R. H. Company	PRospect	3331
Barnes Chase Co.	PRospect	4118
Batten, Barton, Durstine & Osborn	HOLLYwood	7337
Benton & Bowles Inc.	HILLside	9151
Botsford, Constantine & Gardner	PRospect	0206
Brisacher, Emil & Staff	PRospect	9368
Buchanan & Company, Inc.	MIChigan	2156
Campbell-Ewald Company	PRospect	1275
The Caples Co.	PRospect	4143
Erwin, Wasey & Company	PRospect	5317

Glasser Advertising Agency	Fltzroy	2141
Hillman-Shane Advertising Agency Inc.	VAAndyke	5111
Hixson-O'Donnell Advertising	MUtual	8331
Lenner & Mitchell	CRestview 1-	5206
Lockwood-Shackelford Advertising Agency	TRinity	9801
Lord & Thomas	HOLLYwood	6265
McCann-Erickson Inc.	MIChigan	4049
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	8803
Neisser-Meyerhoff, Inc.	MAdison	1151
Ruthrauff & Ryan Inc.	HILLside	7593
Scholtz Advertising Service	MIChigan	2396
Barton A. Stebbins Advertising Agency	TRinity	8821
Thompson, J. Walter Co.	HILLside	7241
Ward Wheelock Co.	HILLside	1091
Weinberg, Milton, Advertising Co.	TUCKer	4111
Young & Rubicam Inc.	HOLLYwood	2734

## Program Producers and Transcription and Recording Companies

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

## Radio Artists Agencies

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

## Publications

The Broadcaster	GLadstone 7353
Broadcasting & Broadcast Advertising	GLadstone 7353
Daily Variety	HOLlywood 1141
Printers' Ink	Mlchigan 7701
Radio Advertising (Rates and Data)	TUcker 9706
<b>RADIO DAILY</b>	GRanite 6607
Radio Guide	OXford 2061
Variety	HOLlywood 1141
Western Advertising	VAndyke 6320

## Air Lines

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

## Sport Arenas

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

## Railway Terminals

Santa Fe	MUTual 0111
Southern Pacific	Mlchigan 6161
Union Pacific	TRinity 9211

## Hotels

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

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

### Federal Departments and Agencies

White House	NATIONAL 1414
State Department	District 4510
Treasury Department	NATIONAL 6400
War Department	NATIONAL 2520
Justice Department	NATIONAL 0185
Post Office Department	District 5360
Navy Department	District 2900
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	REpublic 4142
Commerce Department	District 2200
Labor Department	NATIONAL 8472
Federal Trade Commission	NATIONAL 8206

### FEDERAL COMMUNICATIONS

COMMISSION	District 1654
Securities Exchange Commission	District 3633
National Labor Relations Board	NATIONAL 9716
Wage & Hour Administration	NATIONAL 8472
Social Security Board	District 2812
Supreme Court of the U. S.	NATIONAL 5321
D. C. Court of Appeals	NATIONAL 4624
U. S. District Court (for D. C.)	District 2854
Capitol (Senate and House)	NATIONAL 3120

### Non-Governmental

National Association of Broadcasters	NATIONAL 2080
Radio Manufacturers' Association	NATIONAL 4901
National Press Club	METropolitan 0345

### Radio Stations

WJSV	METropolitan 3200
WMAL-WRC	REpublic 4000
WOL	METropolitan 0012

### Hotels

Carleton Hotel	METropolitan 2626
Mayflower Hotel	District 3000
Raleigh Hotel	NATIONAL 3810
Willard Hotel	NATIONAL 4420

### News Services

Associated Press	District 1500
International News Service	NATIONAL 1733
Transradio Press	NATIONAL 1178
United Press	NATIONAL 9052

### Railway Terminals

Baltimore & Ohio R. R.	District 3300
Pennsylvania R. R.	District 1424
Union Station	NATIONAL 2760



# GENERAL AMUSEMENT CORPORATION

*Thomas G. Rockwell, president*

NEW YORK • CHICAGO • HOLLYWOOD • LONDON



# IMPORTANT RADIO Telephone Numbers in CHICAGO



## Radio Stations

CKLW (Chicago office)	WHItEhall	4262
KSTP (Chicago office)	SUPERior	8660
WAAF	RANdolph	1932
WBBM	WHItEhall	6000
WCAU (Chicago office)	STATe	0366
WCBD	SEElY	8066
WCFL	SUPERior	5300
WCRW	DIVERse	4440
WEDC	CRAWford	2436
WENR	SUPERior	8300
WGES	SEElY	8066
WGN	SUPERior	0100
WHFC	LAWndale	8228
WHIP	SUPERior	5200
WHN (Chicago office)	RANdo'ph	5254
WIND (Chicago office)	STATe	4176
WJJD	STATe	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STATe	0366
WMAQ	SUPERior	8300
WMBI	DIVERse	1570
WMCA (Chicago office)	STATe	9493
WOR (Chicago office)	SUPERior	5110
WSBC	SEElY	8066
WSAI (Chicago office)	STATe	0366
WWAE (Chicago office)	PLAZa	4300

## National Networks

Columbia Broadcasting System	WHItEhall	6000
Mutual Broadcasting System	SUPERior	0100
National Broadcasting Co.	SUPERior	8300

## Station Representatives

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

## Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
Beaumont & Hohman, Inc.	CENtral	4231
Batten, Barton, Durstine & Osborn, Inc.	SUPERior	9201
Beaumont & Hohman, Inc.	CENtral	4231
Blackett-Sample-Hummert, Inc.	DEArborn	0900

William Blair Baggaley, Inc.	STATe	2154
Buchanan & Co.	SUPERior	3047
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
Caples Co.	SUPERior	6016
Cecil-Presbrey	CENtral	5255
Compton Advertising	STATe	8747
Critchfield & Co.	SUPERior	3061
Doremus & Co.	CENtral	9132
John H. Dunham Co.	STATe	0511
Sherman K. Ellis & Co.	HARRison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEArborn	8910
J. Stirling Getchell	HARRison	2606
Henri, Hurst & McDonald, Inc.	SUPERior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPERior	4800
Maxon, Inc.	DELaware	3536
Hays, MacFarland & Co.	RANdolph	9360
McCann-Erickson, Inc.	WEBster	3701
McJunkin Advertising Co.	STATe	5060
Needham, Louis, & Brorby, Inc.	STATe	5152
Neisser-Meyerhoff, Inc.	DELaware	7860
Roche, Williams & Cunningham	HARRison	8490
Rogers & Smith	DEArborn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Sherman & Marquette, Inc.	DELaware	8000
Stack-Goble Advertising Agency	RANdolph	0160
J. Walter Thompson Co.	SUPERior	0303
Wade Advertising Agency	STATe	7369
Wessel Co.	VICTORY	1300
Young & Rubicam, Inc.	CENtral	3144

## Program Producers and Transcription and Recording Companies

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

## News Agencies and Associations

Associated Press	STATe	7700
International News Service	ANDover	1234
Transradio Press Service	STATe	8091
United Press	RANdolph	3666

## Organizations and Unions

Actor's Equity	WELLington	6377
American Federation of Musicians	STATe	0063
American Federation of Radio Artists	SUPERior	6517
Ascap	RANdolph	1805
University Broadcasting Council	CENtral	2015

ESTABLISHED 1898



# *“The Agency of Show Business”*

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

## *“The Agency of Show Business”*

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

**WILLIAM MORRIS AGENCY  
INC.**

**RADIO CITY, NEW YORK**

**LONDON**

**CHICAGO**

**HOLLYWOOD**

# AIR SCHOOL

## 200,000 Classrooms Listen to CBS Air School

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

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

### **Growth**

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

Schwartz for the midwest; and Mrs. Frances Farmer Wilder for the west.

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

### **Participation**

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

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

### Consultants

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

### Programming

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

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

### New Experiment

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

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



# *Spreading the Good Word*

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



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

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

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

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

**Take Programs** ... Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal

in 1930, this network has broadcast the majority of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls.

**Take Selling Power** ... The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested \$34,982,163 in the Red—*more money than was spent in any other single advertising medium in the world.*

The Red will bring you extra sales results!

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

**NBC *Red* NETWORK**

The network *most* people listen to *most*

[www.americanradiohistory.com](http://www.americanradiohistory.com)



★ RADIO ★  
HISTORY  
MAKERS  
★ OF 1939 ★



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



# BEN BERNIE

*The Ol' Maestro*

AND ALL THE LADS

INDICATOR

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



• **JAMES L. FLY** •



Assuming office as Chairman of the FCC on Sept. 5, the successor to Frank R. McNinch lost no time in making an exhaustive study of the duties that confronted him in a somewhat turbulent organization. Although it appeared that Fly had picked up a

"hot one", he applied himself thoroughly, even to the extent of coming out flatly in favor of the NAB Code.

• **DAVID SARNOFF** •



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

• **LENOX R. LOHR** •



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

high cumulative billing record during 1939.

• **WILLIAM S. PALEY** •



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

• **NEVILLE MILLER** •



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

of his time during late 1939 and early days of 1940 on BMI activity.

• **ALFRED J. McCOSKER** •



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

# ★ WE THANK OUR LUCKY STARS!

★  
*Eddie Cantor*

*Al Jolson*  
★

★  
*Joe Penner*

★  
*Jimmy Durante*

*Bob Burns*  
★

★  
*Ed Wynn*

★  
*Jack Haley*

*Jack Pearl*  
★

*The Mad Russian*  
★

★  
*Parkyakarkas*

★  
*W. C. Fields*

★  
*Milton Berle*

*Lou Holtz*

★  
*Jack Oakie*

★  
*Ben Blue*

*Willie & Eugene Howard*  
★

*Three Stooges*  
★

CURRENTLY WRITING THE JOE PENNER WARD'S TIP TOP SHOW

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

*Management:*  
LOUIS SHURR  
New York and Hollywood

*Matt Brooks*  
and  
*Eddie Davis*

**NILES TRAMMELL**



representative of NBC, and was a frequent visitor at NBC stations from coast-to-coast.

Highlighting a colorful career in mid west radio, Niles Trammell was appointed executive vice-president in New York of NBC, second in command to Major Loehr. In his new job, Trammell took an active part in all AFM, Ascaph and NAB activities as the

**EDWARD KLAUBER**



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

**LEWIS ALLEN WEISS**



the matters handled ably by Weiss.

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

**WILLIAM S. HEDGES**



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

John H. Norton, to share some of the load.

**MARK ETHRIDGE**



well as continuing his work as an executive of the "Louisville Times."

One of the busiest men in the industry, Mark Ethridge gave time and energy to radio activities, including Ascaph, AFM, IRNA and disk problems. Besides these activities, Ethridge also served as unofficial advisor to industry organization members as

**ELLIOTT ROOSEVELT**



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



*Call NBC*

**FOR LOCAL STATION PROGRAMS**

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

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

*Call NBC*

**FOR "SPOT" PROGRAMS**

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

For agencies having their own production facilities, recording—NBC ORTHACOUSTIC—

together with processing and manufacturing of pressings is available.

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

*Call NBC*

**FOR PLANNING AID**

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

*Call NBC*

**FOR AIR-CHECKS**

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



**NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**

A Radio Corporation of America Service

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

• **JAMES D. SHOUSE** •



Acclaimed one of the outstanding men in radio at a recent dinner in his honor, James Shouse, v.-p. in charge of broadcasting for Crosley Corp., had a busy year in 1939. Besides materially adding to the station personnel, guiding station to maximum com-

mercial business, and keeping a weather eye on WLW and WSAI, he managed to make many business trips during the year.

• **JOHN SHEPARD III** •



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

problem, meanwhile continuing his active experiments in frequency modulation.

• **ROY C. WITMER** •



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

office was a beehive of activity during the entire year.

• **LAWRENCE W. LOWMAN** •



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

• **DONALD THORNBURGH** •



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

burgh.

• **SAMUEL R. ROSENBAUM** •



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

# WHY IS WORLD



## THE BIGGEST SINGLE FACTOR IN SPOT RADIO?

### *Because*

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

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

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

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

TRANSCRIPTION HEADQUARTERS IS SPOT BROADCASTING HEADQUARTERS

## WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

## RADIO HISTORY MAKERS OF 1939

### JOHN F. ROYAL



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

lowed by an extended program service to the Latin American nations.

### FRED WEBER



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

the network's inaugural in 1934.

### GEORGE HENRY PAYNE



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

torneys in radio.

### L. B. WILSON



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

other activities which were many.

### JOHN PATT



His suggestion for greater variety on daytime schedules through additional non-serial productions caused widespread interest in the industry. Another stand taken by the WGAR-WJR and KMPC executive which aroused many discussions was his opposition

to sections of the NAB Code which he believes imposed censorship of programs.

### STERLING FISHER



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

person at all major conferences.



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



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

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase power

by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

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

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

*Use RCA Tubes in Your Station—for reliable performance*



# *Broadcast Equipment*

[www.americanradiohistory.com](http://www.americanradiohistory.com)



## RADIO HISTORY MAKERS OF 1939

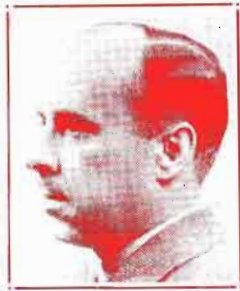
### JOHN S. YOUNG



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

arrangements for a series of Pan-American airings for early 1940.

### FRANK MASON



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

### DR. JAMES R. ANGELL



With education entering radio on a major scale in 1939, Dr. Angell kept well abreast of the situation organizing the educational set-up of NBC on a coast-to-coast basis. Although a comparative newcomer to radio, Dr. Angell has proven to be a

most important cog in the network picture in the past year.

### POWEL CROSLY, JR.



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

### KEITH KIGGINS



Appointed Director of the Blue Network in July, 1939, Kiggins has been largely responsible for the accelerated growth of the Blue Network as a national advertising medium. Not tied down to any single function in connection with building up

the Blue Network, Kiggins supplied a central personality around which the increasingly energetic Blue Network activities have revolved. At year's end, the Blue reported a healthy increase.

### DONALD FLAMM



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



# EQUIPMENT

## for Complete Television Service...



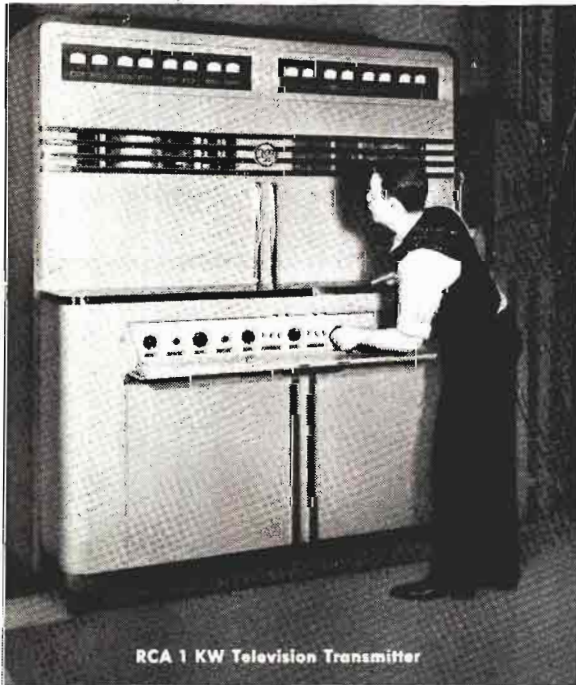
RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment.

The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

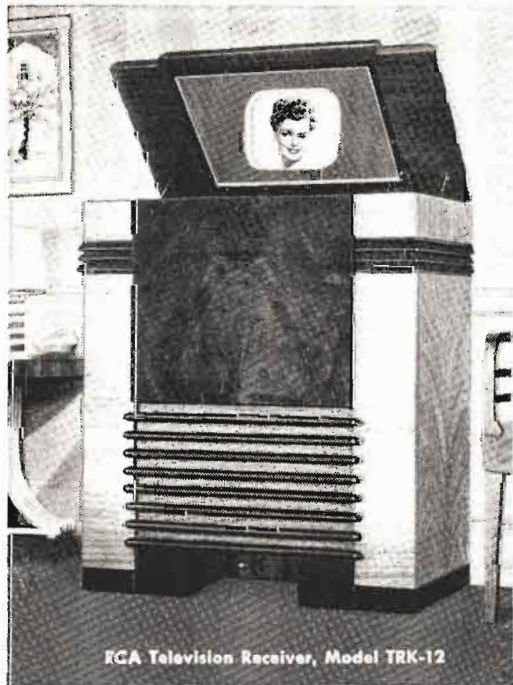
RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of several different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pick-up units. We are prepared to equip stations with apparatus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



RCA Television Camera



RCA 1 KW Television Transmitter



RCA Television Receiver, Model TRK-12



# Broadcast Equipment

RCA MANUFACTURING CO., INC. GARDEN CITY, N. Y. A Division of the Radio Corporation of America

**RADIO HISTORY MAKERS OF 1939**

**JOHN V. L. HOGAN**



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

**FRANK E. MULLEN**



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

**ARTHUR H. HAYES**



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

**HERBERT L. PETTEY**



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

**MILTON BIOW**



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

**O. B. HANSON**



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

# AS GOOD AS THEY LOOK

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

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

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

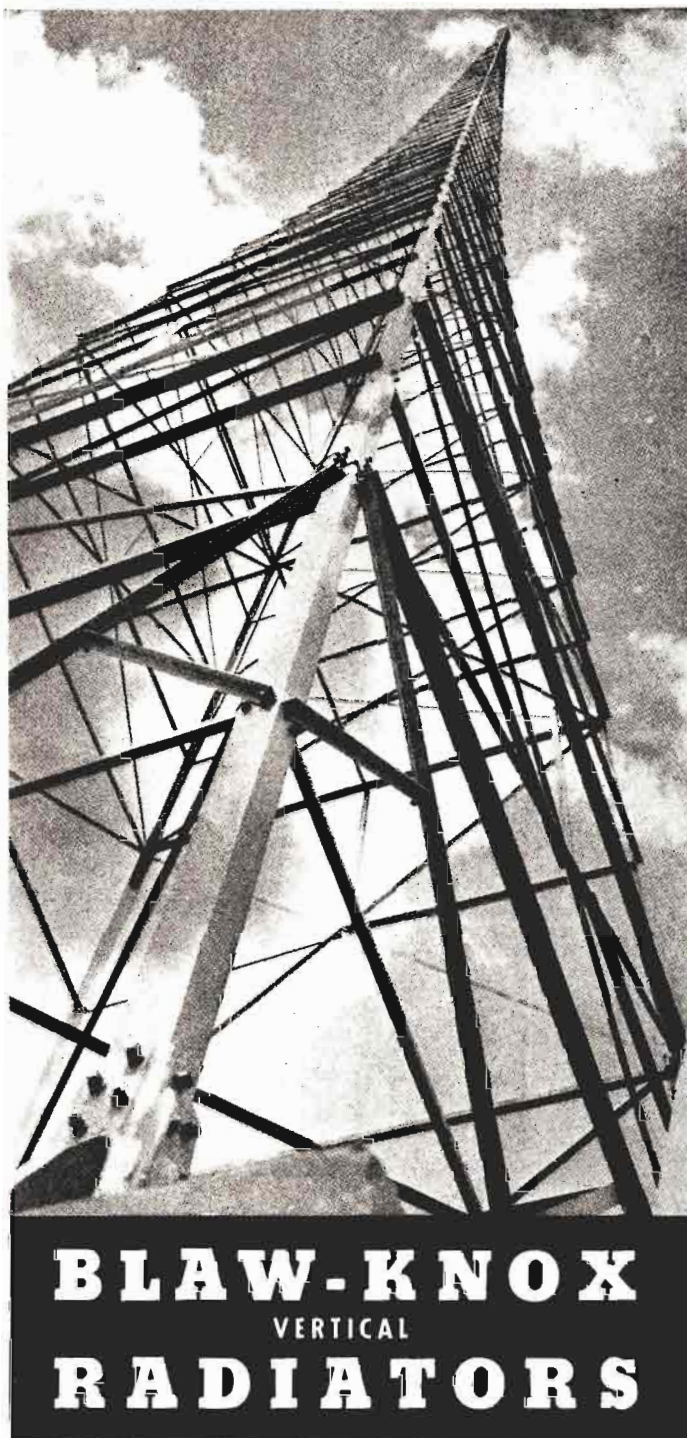
They give greater coverage with long life and low maintenance cost.

## **BLAW-KNOX DIVISION**

OF BLAW-KNOX COMPANY

2038 Farmers Bank Bldg. · PITTSBURGH, PA.

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



**BLAW-KNOX**  
VERTICAL  
**RADIATORS**

**VICTOR RATNER**



Appointment of several new sales promotion managers at CBS M. & O. stations, augmenting the CBS sales promotion staff, and coordinating the entire headquarter staff were only a few of matters handled by the CBS director of sales promotion during the

past year. One of the younger execs in radio, Ratner is regarded as one of the most efficient.

**CLAY MORGAN**



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

**A. D. WILLARD, JR.**



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

**ALFRED H. MORTON**



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

and developing new tele technique.

**ROGER W. CLIPP**



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

**LINCOLN DELLAR**



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

KSFO, San Francisco station.



● **DR. LEON LEVY** ●



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

October he filed application for a tele permit.

● **TED C. STREIBERT** ●



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

● **DON E. GILMAN** ●



NBC's v.-p. in charge of west coast operations put in a full year in 1939, supervising further expansion of the NBC plant, advocating the further use of transcriptions on the west coast, and keeping in constant touch with developments in his

domain. All-time high in coast billings were traced directly to Gilman's energy during the year.

● **H. LESLIE ATLASS** ●



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

● **DR. LYMAN BRYSON** ●



The end of his third year as CBS chairman of the Advisory Board found Dr. Bryson busy working on the expanded educational set-up being formulated by that network. Much of Bryson's energy was directed towards the further development of the

"American School of the Air," and overseeing the educational programs which were so important at CBS in '39.

● **JOHN BENSON** ●



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

# INTERNATIONAL ATTRACTIONS, INC.



REPRESENTING

THE FINEST IN TALENT

for

RADIO

STAGE

SCREEN

THEATRES

NIGHT CLUBS



JOHN N. GREENHUT, President

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701 Seventh Ave., New York City



## RADIO HISTORY MAKERS OF 1939

### H. ALLEN CAMPBELL



broadcasting industry during the past year, Campbell saw two other MN shows go network during 1938.

Guiding the growth of the Michigan Network and WXYZ did not hinder Campbell from following up his success with the "Lone Ranger" with a new series, "The Green Hornet." Responsible for making Detroit one of the key cities in the

### PAUL MORENCY



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

### LINUS TRAVERS



web and WAAB and WNAC in Boston, breaking billing records throughout the entire year.

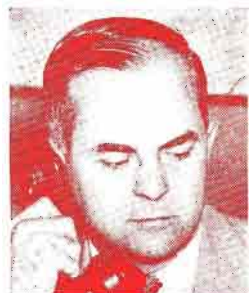
Further building up the Yankee Network as a top-flight regional kept Linus Travers, v.-p. in charge of sales and operations, on the go most of the past year. Working in a quiet, efficient manner Travers divided his attentions between the

### W. B. LEWIS



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

### HARRY C. WILDER



one of the NAB directors, representing the Second District, which in itself kept him traveling often.

Celebrating the first anniversary of his newest station, WTRY, Harry C. Wilder, as president of the Central New York Broadcasting Corp., was busy dividing his time between WSYR, WJTN, WNBX and the Troy outlet. Wilder also served as

### HARRISON HOLLIWAY



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

# NED WAYBURN

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

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

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

## NED WAYBURN

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

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

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

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

And Hundreds of Others

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

*Call, Write or Phone for Information*

## NED WAYBURN

*New Address*—5 W. 46th St. (near 5th Ave.) New York City  
BRyant 9-1133 Cable Address—YAWDEN

**ENROLL NOW AT LOWEST RATES EVER!**

*Announcing Rounded Class  
or Private Lesson Training  
Courses*

### CHILDREN

Ages from 3 to 16

Regular Saturday Classes

or

**ONCE-WEEKLY AFTER  
SCHOOL**

### ADULTS

Ages from 17 to 77

**MORNING, AFTERNOON  
AND EVENING SESSIONS  
MONDAYS THRU FRIDAYS  
AND  
SATURDAY AFTERNOONS**

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

• **E. H. GAMMONS** •



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

was instrumental in the formation of a new rate structure, and started work on a new antenna.

• **MARK WOODS** •



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

• **ARTHUR PRYOR, JR.** •



Key man in Batten, Barton, Durstine & Osborn radio, Arthur Pryor holds the position of v.-p. in charge of radio at the agency, and as such is in charge of the heavy air campaigns put on by clients. His latest is "Cavalcade of America" which

returned to the networks early in Jan. He attended NAB confabs and filled speaking engagements.

• **KEN R. DYKE** •



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

• **WM. A. SCHUDT, JR.** •



CBS' ace trouble shooter, Bill Schudt completed his first year as general manager of CBS-owned WKRC in Cincinnati by placing the station in the ranks of the top outlets of the country. When CBS sold WKRC, Schudt was recalled to New

York, and after a short Miami vacation, returned to take over management of Columbia Records, Inc., newest CBS subsidiary.

• **HAROLD E. FELLOWS** •

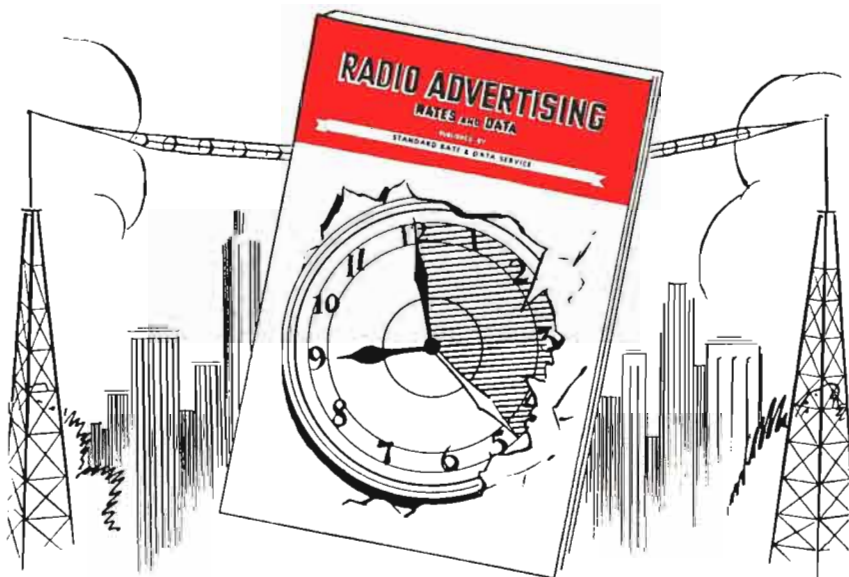


Keeping WEEI among the leaders in Boston was the major job accomplished by Harold Fellows, manager of the station, during 1939. A firm believer in progressive tactics, Fellows started off the year by opening a special training school for his employees, and then followed through with many new and revolutionary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

---

# WHEN *TIME* IS THE MEDIUM

---



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

You would naturally have many questions to ask about certain stations . . . you find the answers in **RADIO ADVERTISING**

**RATES & DATA!** It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, **IN ONE CONVENIENT, COMPACT SERVICE!**

Revised and issued every month . . . supplementary bulletin service every week.

---

## **SUBSCRIPTION \$15 A YEAR**

---

*Published by*

**STANDARD RATE & DATA SERVICE, INC.**

CHICAGO

333 N. Michigan Avenue

NEW YORK

420 Lexington Avenue

● **JOHN A. KENNEDY** ●



Head of WCHS and the West Virginia broadcasting chain, Kennedy was extremely active in the important matters that faced the NAB since he is on the Executive Committee, Chairman of the Legislative group, as well as head of the 4th District.

He was especially active in BMI proceedings. Billings at WCHS went to a new all-time high during '39.

● **HORTON HEATH** ●



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

● **ISAAC D. LEVY** ●



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

for Broadcast Music, Inc.

● **LEO FITZPATRICK** ●



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

WJR.

● **LESLIE W. JOY** ●



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

general manager during the past year.

● **J. L. GRIMES** ●



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



1501 BROADWAY, NEW YORK CITY—Tel. Wisconsin 7-6336

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TELEPHONE GRANITE 6607

PUBLISHERS OF

**THE RADIO DAILY**



**THE RADIO ANNUAL**

● **HAROLD W. SMITH** ●



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

fall applied to the FCC for a facsimile permit for further experimentation.

● **EDWIN W. CRAIG** ●



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

Craig was a constant figure in the radio news of '39.

● **BERENICE JUDIS** ●



One of the few women executives in the industry, Berenice Judis again piloted WNEW to a record year in billings, which makes it a habit. Always on the job, her progressive ideas in the programming of the station have kept WNEW at the top

as one of the favored local New York outlets, both from a client and listener viewpoint.

● **LLOYD YODER** ●



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

● **ARTHUR SIMON** ●



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

● **EUGENE O'FALLON** ●



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



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

DRAMA

MUSIC

COMEDY

SCRIPT WRITING

Under the Direction of

*Mr. Syd Leipzig*





● **VINCENT F. CALLAHAN** ●



One of radio's most colorful figures, Callahan figured in radio news from the south and north last year. As general manager of WWL, he placed that station in the Black in an industrious sales drive, then resigned to become assistant manager

of WBZ-WBZA where he immediately set one of the largest local sales on record.

● **HAROLD V. HOUGH**



Despite the complex problems facing Hough in his position as manager of WBAP and KGKO, he was more than active in the NAB where he is a member of the executive committee, and a director-at-large. In September he was responsible

for the formation of the Lone Star Chain, which is rapidly growing into a strong regional.

● **WILLIAM F. MALO** ●



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

was also busy with the inauguration of frequency modulation transmission at WDRC.

● **E. P. H. JAMES** ●



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

● **EDWARD SMITH** ●



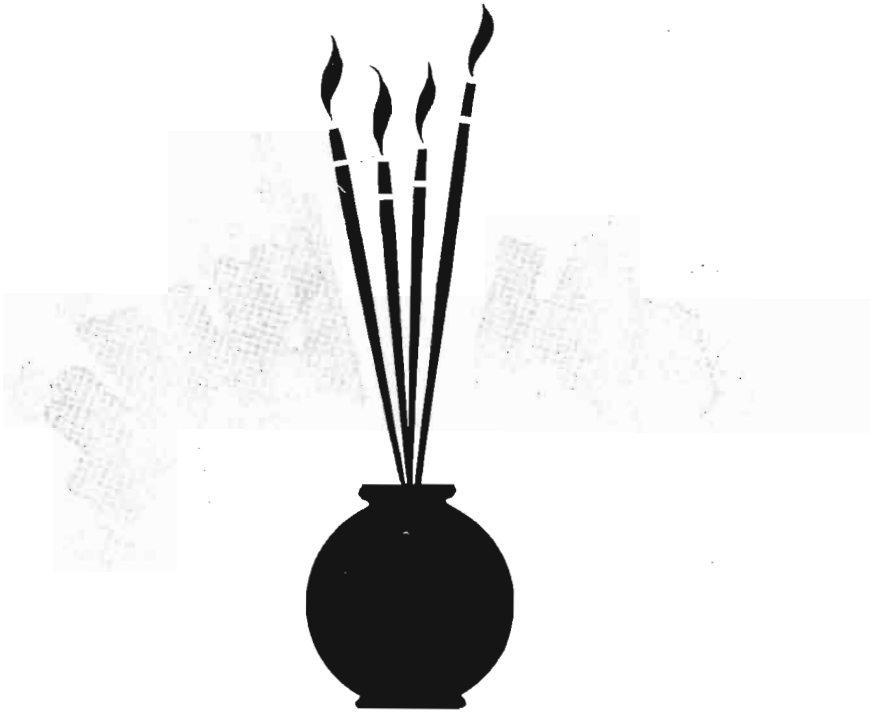
As radio director of one of the heaviest air advertisers, Ed Smith personally supervised General Mills' radio ventures during the past year, and added several new programs to the nine network shows heard the previous year on the networks. His

background as producer, announcer and director has been invaluable.

● **GRIFF B. THOMPSON** ●



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



**STUDIO  
OF COMMERCIAL ART**

•

1560 Broadway, N. Y. C. Phone: BRyant 9-4153-4

•

*Catering to the Artistic Needs  
of Radio Advertising*

**RADIO HISTORY MAKERS OF 1939**

**D. H. LONG**



Working in a quite, systematic manner, Dewey Long, WSAI general manager, more than doubled that station's billings during the past year, jumped the station definitely into the Cincinnati limelight. He put through personnel and policy

changes, kept on the move traveling around the country and pushed through a grant for 5,000 watts night power.

**A. E. JOSCELYN**



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

**FRANKLIN M. DOOLITTLE**



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

**HYLA KICZALES**



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

**ED KIRBY**



One of the busiest men in the industry, Kirby, in connection with the NAB, served as secretary of the Code committee, started the first industry-promotion campaign, arranged initial joint NAB-ANPA confab, sold radio and Code to eight million organized

women, improved relations with educational leaders, made about fifty speeches, and started Bureau of Radio Advertising.

**JOHN GILLIN, JR.**



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

***Our “call” letters!***

**P E 6 4 7 4 0**

*This is the ...*

**BARNES PRINTING CO., INC.**

*Broadcasting on a wavelength of*

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

*through the courtesy of*

**Gutenberg**

---

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

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

## RADIO HISTORY MAKERS OF 1939

### W. G. H. FINCH



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

readying his Passaic, N. J. plant for added production of facsimile units.

### GEORGE W. TRENDLE



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

### PAUL PETER



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

### BENEDICT GIMBEL, JR.



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

### GUNNAR WIIG



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

### RALPH ATLASS



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

# FACTS OF 1939

FROM THE RADIO DAILY

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

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

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

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

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

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

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

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

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

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

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

# COMING UP

A FOUR COURSE FEAST OF SALES




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

# THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!



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



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



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



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

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

## NBC BLUE NETWORK

*Sales through the air with the greatest of ease*





# FEDERAL COMMUNICATIONS COMMISSION



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

*Personnel as of January 1st, 1940*

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### Chief, Field Division,

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# FCC REVIEW OF PROGRESS IN RADIO FROM 1930—1940

By E. K. JETT,  
Chief Engineer

*Federal Communications Commission*

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

## Standard Broadcasting

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

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

Local channels are assigned to Class IV stations which operate with a maximum power of 250 watts. These stations are designed to render a purely local

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

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

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

### International Broadcasting

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

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

### Television

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

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

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

The Radio Manufacturers Association has recommended certain standards for television operation which are now generally recognized as being suitable for experimental program service to the public. These standards provide for tele-

vision channel width, television and sound carrier spacing, polarity of transmission, frame frequency of 30 per second and a field frequency of 60 per second, interlaced; 441 lines per frame; and other standards including aspect ratio, synchronization, and modulation capability.

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

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

### Facsimile Broadcasting

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

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

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

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

### High Frequency Broadcasting Stations

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

High frequency broadcast stations are authorized for the experimental transmission of aural programs for reception by the general public. They may be authorized to use frequencies in the following bands: 25.3-27 megacycles; 42-43.5 megacycles; 116.5-118 megacycles and any frequencies above 300 megacycles excluding the amateur band from 400 to 401 megacycles. The specific channels which may be licensed are given in Section 44.04 of the Commission's regulations. It will be noted that two general groups of channels are provided, depending upon the system of modulation used—i.e., amplitude and frequency modulation.

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

There are, of course, many problems to be considered before frequency or amplitude modulation can be accepted on a regular basis for broadcasting in the ultra high frequency bands. Aside from

the problem of deciding upon which of these systems should be accepted as standard, there is the important problem of allocating sufficient frequencies to accommodate all of the frequency modulated or amplitude modulated stations, as the case may be, which may be necessary to provide a satisfactory program service. In considering this problem, studies should be made with respect to the frequency needs of other services utilizing frequency modulation as well as amplitude modulation. In addition to broadcasting, the other services include television, government, aviation, police, common carrier and amateur.

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

	<i>Frequency Modulation</i>	<i>Amplitude Modulation</i>
Outstanding authorizations	20	34
Applications pending (new stations)	15	1

### Summary

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

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

	1930	1940
Number of standard broadcast stations.....	604	813
Number of international broadcast stations.....	27 <sup>1</sup>	13
Number of television broadcast stations.....	:	21
Number of facsimile broadcast stations.....	:	16
Frequency tolerance:		
Standard broadcast.....	500 cycles	20 cycles
International broadcast.....	0.05%	0.005%
No. of directional antennas	None	93

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

<sup>2</sup>In 1930, television and facsimile stations were classed as "experimental visual broadcast stations." There were 30 such stations authorized.

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

<sup>4</sup>0.01% is allowed until January 1, 1941 for the operation of equipment installed prior to January 1, 1940.

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# FCC PROCEDURE IN REGULATING RADIO

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

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

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

## Early Radio

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

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

"For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all the people of the United States a rapid, efficient, nation-wide, and world-wide

wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication . . . additional authority with respect to interstate and foreign commerce in wire and radio communication."

## Services

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

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

## Public Service

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

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

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

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

### **Commercial Aspect**

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

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

### **International**

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

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

### **Field Staff**

The Commission's field staff is particularly valuable in administering and en-

forcing laws, regulations, and international agreements pertaining to radio. This is done through 26 district offices located throughout the United States and its possessions, supplemented by seven monitoring stations, the latter at Atlanta, Baltimore, Boston, Grand Island, Nebraska; Great Lakes, Illinois; San Pedro, California; and Portland, Oregon.

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

### **FCC Unit**

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

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

### **Personnel**

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

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

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

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

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



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

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

### **Authorizations**

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

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

### **Channels**

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

Class 1—Dominant stations operating

on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances.

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

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

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

### **Conclusion**

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

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

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

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

## Study

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

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

## Construction

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

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

The assignment of call letters in the United States is governed by international agreement. Under international agreement the first letter or the first two letters of radio call signals indicate the nationality of the station. According to Section 1, Article 14, of the International Radio Conference at Cairo in 1938,

as annexed to the International Telecommunications Convention at Madrid in 1932:

## International

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

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

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

## Rulings

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

Says the international agreement further:

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

# Allocation of Call

## Letters As Set In Cairo

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

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going on in the  
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**Headquarters: 1626 K. St., N.W., Washington, D. C.**

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 WQAM—Miami, Fla.  
 WQDM—St. Albans, Vt.  
 WQXR—New York, N. Y.  
 WRAK—Williamsport, Pa.  
 WRAL—Raleigh, N. C.  
 WRBL—Columbus, Ga.  
 WRC—Washington, D. C.  
 WRDW—Augusta, Ga.  
 WREC—Memphis, Tenn.  
 WRGA—Rome, Ga.  
 WRJN—Racine, Wis.  
 WRNL—Richmond, Va.  
 WROK—Rockford, Ill.  
 WRTD—Richmond, Va.  
 WRUF—Gainesville, Fla.  
 WRVA—Richmond, Va.  
 WSAI—Cincinnati, Ohio  
 WSAL—Salisbury, Md.  
 WSAR—Fall River, Mass.  
 WSAZ—Huntington, W. Va.  
 WSB—Atlanta, Ga.  
 WSFA—Montgomery, Ala.  
 WSGN—Birmingham, Ala.  
 WSIX—Nashville, Tenn.  
 WSJS—Winston-Salem, N. C.  
 WSM—Nashville, Tenn.  
 WSMB—New Orleans, La.  
 WSOC—Charlotte, N. C.  
 WSPD—Toledo, Ohio  
 WSPR—Springfield, Mass.  
 WSTP—Salisbury, N. C.
- WSUN—St. Petersburg, Fla.  
 WSYB—Rutland, Vt.  
 WSYR—Syracuse, N. Y.  
 WTAD—Quincy, Ill.  
 WTCN—Minneapolis, Minn.  
 WTAG—Worcester, Mass.  
 WTAM—Cleveland, Ohio  
 WTAR—Norfolk, Va.  
 WTBO—Cumberland, Md.  
 WTEL—Philadelphia, Pa.  
 WTHT—Hartford, Conn.  
 WTHC—Hartford, Conn.  
 WTMJ—Milwaukee, Wis.  
 WTMV—East St. Louis, Ill.  
 WTOC—Savannah, Ga.  
 WTRC—Elkhart, Ind.  
 WVFW—Brooklyn, N. Y.  
 WWJ—Detroit, Mich.  
 WWL—New Orleans, La.  
 WWNC—Asheville, N. C.  
 WWRL—Woodside, N. Y.  
 WWVA—Wheeling, W. Va.
- KABR—Aberdeen, S. D.  
 KALB—Alexandria, La.  
 KALE—Portland, Ore.  
 KANS—Wichita, Kans.  
 KARM—Fresno, Calif.  
 KAST—Astoria, Ore.  
 KATE—Albert Lea, Minn.  
 KBTM—Jonesboro, Ark.  
 KCKN—Kansas City, Kans.  
 KCMO—Kansas City, Mo.  
 KDFN—Capes, Wyo.  
 KDKA—Pittsburgh, Pa.  
 KDLR—Devil's Lake, N. D.  
 KDON—Monterey, Calif.  
 KDYL—Salt Lake City, Utah  
 KECA—Los Angeles, Cal.  
 KELO—Sioux Falls, S. D.  
 KERN—Bakersfield, Calif.  
 KREX—Portland, Ore.  
 KFAB—Lincoln, Nebr.  
 KFBB—Great Falls, Mont.  
 KFBI—Abilene, Kansas  
 KFBX—Sacramento, Calif.  
 KFDM—Beaumont, Texas  
 KFEL—Denver, Colo.  
 KFH—Wichita, Kans.  
 KFI—Los Angeles, Calif.  
 KFIZ—Fond du Lac, Wis.  
 KFJB—Marshalltown, Iowa  
 KFJI—Klamath Falls, Ore.  
 KFNF—Shenandoah, Iowa  
 KFPY—Spokane, Wash.  
 KFRO—Longview, Texas  
 KFRU—Columbia, Mo.  
 KFSD—San Diego, Calif.
- KFVS—Cape Girardeau, Mo.  
 KFXD—Nampa, Idaho  
 KFXJ—Grand Junction, Colo.  
 KFXM—San Bernardino, Calif.  
 KFYO—Lubbock, Texas  
 KFYR—Bismarck, N. D.  
 KGBX—Springfield, Mo.  
 KGCU—Mandan, N. D.  
 KGCX—Wolf Point, Mont.  
 KGEZ—Kalispell, Mont.  
 KGGF—Coffeyville, Kans.  
 KGHL—Billings, Mont.  
 KGIR—Butte, Mont.  
 KGKB—Tyler, Texas  
 KGKO—Fort Worth, Tex.  
 KGKY—Scottsbluff, Nebr.  
 KGLO—Mason City, Iowa  
 KGMB—Honolulu, Hawaii  
 KGNC—Amarillo, Tex.  
 KGNF—North Platte, Nebr.  
 KGNO—Dodge City, Kans.  
 KGO—San Francisco, Calif.  
 KGOV—Missoula, Mont.  
 KHJ—Los Angeles, Calif.  
 KIEM—Eureka, Calif.  
 KIEV—Glendale, Calif.  
 KIRO—Seattle, Wash.  
 KJBS—San Francisco, Calif.  
 KJR—Seattle, Wash.  
 KLRA—Little Rock, Ark.  
 KLS—Oakland, Calif.  
 KLLX—Oakland, Calif.  
 KMA—Shenandoah, Iowa  
 KMBC—Kansas City, Mo.  
 KMED—Medford, Ore.  
 KMJ—Fresno, Calif.  
 KMMJ—Grand Island, Nebr.  
 KMO—Tacoma, Wash.  
 KMOX—St. Louis, Mo.  
 KMPC—Beverly Hills, Calif.  
 KNX—Los Angeles, Calif.  
 KOA—Denver, Colo.  
 KOAM—Pittsburg, Kans.  
 KOCY—Oklahoma City, Okla.  
 KOH—Reno, Nev.  
 KOIL—Omaha, Nebr.  
 KOIN—Portland, Ore.  
 KOMA—Oklahoma City, Okla.  
 KOMO—Seattle, Wash.  
 KONO—San Antonio, Tex.  
 KOOS—Marshfield, Ore.  
 KOY—Phoenix, Ariz.  
 KPAB—Laredo, Texas  
 KPDN—Pampa, Texas  
 KPFA—Helena, Mont.  
 KPNC—Bakersfield, Calif.

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

### New Applications to Be Approved by Board of Directors

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

# **Departments and Activities of National Ass'n of Broadcasters**

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

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

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

## **Labor Relations**

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

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

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

## **Research Department**

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

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

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

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

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

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

### **Promotion Department**

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

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

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

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

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

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

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

### **The Bureau of Radio Advertising**

The NAB has long recognized the importance of radio's commercial side

through the existence of the NAB Sales Managers' Division. This recognition has now been given new emphasis with the establishment of the Bureau of Radio Advertising.

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

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

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

### **Broadcast Music, Inc.**

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

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

# **Annual Report of Neville Miller, President.**

## **National Association of Broadcasters**

*As Presented to the 1939 NAB Convention.*

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

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

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

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

Many have been the problems which I have analyzed during the past twelve months. It has been my purpose to approach each problem with an understanding and tolerant attitude, and without prejudice or bias, to give equal attention and regard for the position of every person or group within our membership. Believing that the president of this Association must know and enjoy the confidence of the entire membership, I have travelled 35,000 miles attending district meetings, committee meetings and upon other business of the Association. After much travel and study, I am convinced that our problems cannot be explained by the presence of villains nor solved by heroes, but that there lies within our membership the ability and the cooperative spirit to solve all of our problems, provided—and this is of the greatest importance—we are willing to present a united front and to repose confidence in those whom you may select as your representatives so that their negotiations may enjoy a certain secrecy of movement, and it will not be required that every step

which they propose to take, every move they propose to make, be exposed to unfriendly eyes and exploited during the early stages of the negotiations. Those with whom I have talked, at recent meetings which we have held, convince me that today, more than ever before, radio is united by bonds of common interest and during this convention and afterwards may we guard that solidarity as a precious jewel.

### **A Brilliant Radio Record**

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

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

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

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

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

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

### **Legislation**

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

### **Copyright**

Soon after I assumed office in July, I quickly found that the question of mu-

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

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

### **Self-Regulation and the Code**

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

### **Labor Relations**

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

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

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

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

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

### Legal

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

The Legal Department, too, has kept up with the 344 bills introduced in Federal and State legislatures since January, 1939, which directly or indirectly

affected broadcasting. This work has been under the direction of Andrew W. Bennett, counsel. I know that all broadcasters here join me in extending our thanks to Andy for his painstaking and thorough work during the past year.

### Litigation

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

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

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

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

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



## Public Relations

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

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

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

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

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

## Research Activities

In setting up a Research Department last year, the Association fulfilled a determination to meet industry problems

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

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

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

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

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

## Engineering Problems

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

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

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

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

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

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

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

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

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

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

During at least one-half of that time American business has been experiencing

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

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

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

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

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

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

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

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

I quote:

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

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

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

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

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

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

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

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

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

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

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

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

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

# THE NAB CODE

**T**HE NAB Code, a year in the making, received industry approval on July 11 (1939) at the seventeenth annual NAB convention, Atlantic City. By order of the board of directors it became effective October 1, 1939. Code provisions are six, as follows:

## ***Children's Programs***

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

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

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

## ***Controversial Public Issues***

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

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

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

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

### ***Educational Broadcasting***

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

### ***News***

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

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

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

### ***Religious Broadcasts***

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

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

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

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

Brief handling of commercial copy is recommended procedure.

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

<i>Daytime</i>	
Fifteen-minute programs.....	3:15
Thirty-minute programs.....	4:30
Sixty-minute programs.....	9:00
<i>Nighttime</i>	
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.



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

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

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

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

# National Independent Broadcasters, Inc.

*An Outline of its Purpose and Organization*



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

## NIB Need

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

## Officers and Directors

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

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



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# THE BUSINESS SIDE OF RADIO



*Major Network Billings*

•

*Agency and Sponsor Network  
Expenditures*

•

*Advertising Agencies*

•

*F. T. C. Activities*

•

*Standard Conditions and Contract  
for Spot Broadcasting*

•

*Station Representatives*

•

*Foreign Language Field*

•

*American Association of  
Advertising Agencies*

•

*Research Firms*

•

*Radio Publications*

•

*Radio Editors of Newspapers*

**DURING**

**1939**

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400,000  
COINCIDENTAL  
INTERVIEWS**

**ROSS FEDERAL  
RESEARCH CORPORATION  
18 EAST 48TH STREET • NEW YORK**

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# THE BUSINESS SIDE OF RADIO DURING 1939

By

**BENN HALL**

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*RADIO DAILY Staff*

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

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

## **Sponsors**

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

## **Agencies**

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

## **Industry Classification**

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

## **Labor**

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

# COMPARATIVE MAJOR NETWORK BILLINGS

## FOR

### 1939—1938—1937—1936

### Columbia Broadcasting System

	1939	1938	1937	1936
January .....	\$2,674,057	\$2,879,945	\$2,378,620	\$1,901,023
February .....	2,541,542	2,680,335	2,264,317	1,909,146
March .....	2,925,684	3,034,317	2,555,716	2,172,382
April .....	2,854,026	2,424,180	2,563,478	1,950,939
May .....	3,097,484	2,442,283	2,560,558	1,749,517
June .....	2,860,180	2,121,495	2,476,576	1,502,768
July .....	2,311,953	1,367,357	1,988,412	1,292,775
August .....	2,341,636	1,423,865	1,955,280	1,232,588
September .....	2,563,132	1,601,755	2,028,585	1,838,932
October .....	3,366,654	2,387,395	2,505,485	2,751,802
November .....	3,474,163	2,453,410	2,654,473	2,429,917
December .....	3,529,154	2,529,060	2,786,618	2,433,353
<b>Total .....</b>	<b>\$34,539,665</b>	<b>\$27,345,397</b>	<b>\$28,722,118</b>	<b>\$23,168,112</b>

### Mutual Broadcasting System

	1939	1938	1937	1936
January .....	\$315,078	\$269,894	\$213,748	\$166,266
February .....	276,605	253,250	232,286	152,064
March .....	306,976	232,877	247,431	191,483
April .....	262,626	189,545	200,134	137,934
May .....	234,764	194,201	154,633	129,907
June .....	228,186	202,412	117,388	104,510
July .....	216,583	167,108	101,458	109,561
August .....	205,410	164,626	96,629	122,065
September .....	210,589	200,342	132,866	168,919
October .....	428,221	347,771	238,683	271,629
November .....	327,045	360,929	258,357	227,543
December .....	317,699	337,369	245,465	193,496
<b>Total .....</b>	<b>\$3,329,782</b>	<b>\$2,920,324</b>	<b>\$2,239,077</b>	<b>\$1,975,377</b>

### National Broadcasting Company

(Combined Blue and Red Networks)

	1939	1938	1937	1936
January .....	\$4,033,900	\$3,793,516	\$3,541,999	\$2,681,895
February .....	3,748,695	3,498,053	3,295,782	2,714,300
March .....	4,170,852	3,806,831	3,614,283	3,037,873
April .....	3,560,984	3,310,505	3,277,837	2,741,928
May .....	3,702,102	3,414,200	3,214,819	2,561,720
June .....	3,382,404	3,200,569	3,003,387	2,323,546
July .....	3,283,555	2,958,710	2,707,450	2,449,983
August .....	3,312,570	2,941,099	2,784,977	2,422,431
September .....	3,315,307	2,979,241	2,850,581	2,886,637
October .....	4,219,253	3,773,964	3,339,739	3,696,489
November .....	4,234,984	3,898,919	3,381,346	3,468,728
December .....	4,279,748	3,887,072	3,639,086	3,558,590
<b>Total .....</b>	<b>\$45,244,354</b>	<b>\$41,462,679</b>	<b>\$38,651,286</b>	<b>\$31,514,120</b>

# — AGENCY NATIONAL —

## NETWORK EXPENDITURES

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

**Columbia Broadcasting  
System 1939 Sponsor  
Expenditures**

Lever Brothers Co.	\$3,392,672
General Foods Corp.	3,191,167
Colgate-Palmolive-Peet Co.	2,509,096
Frocter & Gambell Co.	2,283,347
Campbell Soup Co.	2,253,083
R. J. Reynolds Tobacco Co.	1,118,333
William Wrigley, Jr. Co.	1,304,391
American Tobacco Co.	1,286,703
Chrysler Corp.	950,146
Ford Motor Co.	919,397
Liggett & Myers Tobacco Co.	915,620
Texas Co.	875,118
American Home Products Corp.	801,839
Continental Baking Co.	729,513
Pet Milk Sales Corp.	699,212
Ethyl Gasoline Inc.	497,575
Hawaiian Pineapple Co., Ltd.	489,630
Phillip Morris & Co., Ltd.	487,170
Lambert Co.	460,650
U. S. Tobacco Co.	450,075
Lady Esther Co.	439,875
Campana Corp.	438,850
Gulf Refining Co.	426,360
Prudential Insurance Company of Am.	414,330
Beneficial Management Corp.	390,895
Internat'l Cellulose(ton Products Corp.	381,430
Cudaly Packing Co.	352,425
Sterling Products, Inc.	351,765
Kellogg Co.	347,032
Brown & Williamson Tobacco Co.	340,035
Sealford, Inc.	325,550
U. S. Rubber Products Co.	301,850
American Oil Co.	295,048
George A. Hormel & Co.	283,753
General Mills, Inc.	272,925
Nellie, Inc.	261,248
International Silver Co.	235,211

Noxzema Chemical Co.	235,058
Chesebrough Mfg. Co.	227,385
P. Lorillard Co.	217,695
Pure Oil Co.	215,423
E. I. DuPont de Nemours & Co., Inc.	196,620
Griffin Mfg. Co.	190,255
Corn Products Refining Co.	164,983
Household Finance Corp.	134,763
Lehn & Fink Products Co.	116,415
Penn Tobacco	103,475
McKesson & Robbins, Inc.	102,375
Boways, Inc.	100,167
Columbia Recording Corp.	85,740
Fels & Co.	72,970
Purity Bakeseries Service Corp.	63,985
Penick & Ford, Ltd.	63,620
John H. Woodbury Co.	56,020
California Fruit Growers Exchange	54,041
Stephano Brothers	30,495
Rio Grande Oil Co.	27,540
S. & W. Fine Foods, Inc.	26,410
Tidewater Associated Oil Co.	22,102
Fuelid Candy Co. of California	17,860
Duart Mfg. Co., Ltd.	17,690
Axton Fisher Tobacco Co.	17,280
Mennen Co.	16,310
Chamberlain Laboratories, Inc.	16,211
Union Oil Co.	15,275
Wilmington Transportation Co.	14,000
Paramount Pictures, Inc.	10,465
Atlantice Refining Co.	10,093
Balston Purina Co.	8,235
Twentieth Century Fox Film Corp.	7,173
Coty, Inc.	6,041
Wilshire Oil Co.	5,910
Holland Furnace Co.	5,615
Bathasweet Corp.	3,960
Sofenz Sales Corp.	3,658
Cardinet Candy Co.	3,520
Knox Gelatine Co.	3,050
Old Trusty Dog Food Co.	2,701
Catco Growers of California	2,560
Colonial Dames, Inc.	1,470
I. J. Fox Co.	691
Political Advertisers	5,352

**GRAND TOTAL** .....\$34,539,665

## Mutual Broadcasting System 1939 Sponsor Expenditures

Bayuk Cigars .....	\$521,614
Fronized Yeast Co. ....	356,969
Gospel Broadcasting Assn. ....	301,651
Lydia E. Pinkham Medicine Co. ....	220,073
General Baking Co. ....	212,733
Philip Morris & Co. ....	138,680
Philip Morris Cigarettes .....	\$82,360
Dunhill Cigarettes .....	37,180
Revelation Tobacco .....	19,140
Emerson Radio & Phonograph Corp. ....	102,576
Wheeling Steel Corp. ....	101,722
Lutheran Laymen League .....	99,565
Gillette Safety Razor Co. ....	93,577
P. Lorillard Co. ....	86,087
Mennen Co. ....	77,301
Metropolitan Life Insurance Co. ....	70,240
Delaware, Lackawanna & Western Coal Co. ....	63,047
Ramsdell Inc. ....	60,076
Richman Bros. ....	51,053
Gordon Baking Co. ....	42,768
Aston-Fisher Tobacco Co. ....	31,190
Detroit Corp. ....	30,977
Moody Bible Institute .....	30,738
Wheatena Corp. ....	21,228
General Cigar Co. ....	22,960
Bell & Co. ....	22,859
Sweets Co. ....	18,356
Lambert Co. ....	15,781
Congress Cigar Co. ....	14,662
American Bird Products .....	13,823
Thomas Leeming & Co. ....	12,510
Maltex Co. ....	11,301
Quaker Oats Co. ....	8,913
V. LaRosa & Sons .....	8,610

Aurora Laboratories .....	8,192
Hartz Mountain Products Co. ....	7,271
Hotel Roosevelt .....	6,825
Twentieth Century-Fox Film Corp. ....	5,910
Winter & Co. ....	5,505
Bathsweet Corp. ....	4,698
Paramount Pictures .....	2,557
Vadeco Sales Corp. ....	2,013
Maine Development Commission .....	1,920
General Mills .....	1,110
Cooperative .....	113,715

**TOTAL .....** \$3,329,782

## National Broadcasting Co. 1939 Sponsor Expenditures

Adam Hat Stores, Inc. ....	\$ 151,893
Air Conditioning Training Corp. ....	15,356
American Home Products Co. ....	1,721,714
American Oil Co. ....	4,351
American Rolling Mill Co. ....	68,406
American Tobacco Co., Inc. ....	1,219,438
Babbitt, Inc., B. T. ....	436,200
Ballard & Ballard Co. ....	22,081
Bowey's, Inc. ....	47,498
Bristol-Myers Co. ....	1,111,518
Brown & Williamson Tobacco Corp. ....	1,707,501
Campbell Soup Co. ....	451,218
Canada Dry Group, Inc. ....	358,307
Cardinet Candy Co. ....	37,861
Carnation Co. ....	598,137
Cities Service Co. ....	718,282
Colgate-Palmolive-Peet Co. ....	210,637
Cook & Son, Wagon-Lits, Inc. ....	23,430
Cumner Products Co. ....	689,661
Dunn & McCarthy .....	70,728
Fels Co., The .....	212,702
Fendrich, Inc., II. ....	60,981
Firestone Tire & Rubber Co. ....	558,746
Fitch Co., F. W. ....	188,265
Food & Beverage Broadcasters Ass'n. ....	16,938
Gallenkamp Stores Co. ....	31,131
General Electric Co. ....	367,629
General Foods Corp. ....	2,078,400
General Mills, Inc. ....	2,136,953
General Motors Corp. (Buick Division) .....	19,983
Gilmore Oil Co. ....	18,012
Goodyear Tire & Rubber Co. ....	273,881
Gordon Baking Co. ....	39,312
Grove Laboratories, Inc. ....	180,007
Gulden, Inc., C. H. ....	59,296
Hecker Products Corp. ....	6,960
Jergens Co., Andrew .....	763,910
Johnson, S. C. & Son, Inc. ....	589,330
Kellogg Co. ....	514,442
Knox Gelatine Co., Chas. B. ....	3,796
Lady Esther Co., Ltd. ....	161,671
Lamont-Corliss & Co. ....	87,460
Langendorf Bakeries, Inc. ....	24,660
Lewis-Howe Co. ....	635,338
Liggett & Myers Tobacco Co. ....	992,032
Loose-Wiles Biscuit Co. ....	26,280
Lorillard Co., P. ....	490,232
Luft Co., Geo. W. ....	29,227
MacFadden Publications, Inc. ....	219,933
Magazine Repeating Razor Co. ....	7,602
Manhattan Soap Co. ....	101,898
Mars, Inc. ....	253,816
Miles Laboratories, Inc. ....	1,236,251
Modern Food Process Co. ....	23,236
Moore & Co., Benjamin .....	32,192
Morrell & Co., John .....	98,514
Morris & Co., Ltd., Philip .....	590,016
Mueller & Co., C. F. ....	31,816
Musterole Co. ....	171,456
National Dairy Products Corp. ....	1,161,930
Ohio Oil Co. ....	31,461
Pacific Coast Borax Co. ....	318,232
Palmer Bros. ....	31,182
Penn Tobacco Co. ....	190,272
Pepsodent Co. ....	603,400
Pillsbury Flour Mills Co. ....	561,710
Pittsburgh Coal Co. ....	1,087
Princess Pat, Ltd. ....	38,160
Procter & Gamble Co. ....	6,485,788
Quaker Oats Co. ....	1,192,004

## National Foreign Language Broadcasting Service • • •

- **P**ioneers in the specialized field of Foreign Language Broadcasting.
- **W**e offer Productive Program ideas in every language.
- **M**erchandising facilities for food products.
- **P**ertinent Facts, Figures and capable Station Presentation.

**J. FRANKLYN VIOLA & CO.**

152 W. 42nd Street

New York City

Radio Corp. of America	635,926
Ralston-Purina Co.	457,776
Keynolds Tobacco Co., R. J.	305,241
Richardson & Robbins	104,832
Richfield Oil Corp.	200,564
Sherwin-Williams Co.	307,065
Signal Oil Co.	62,246
Sloan, Inc., Dr. E. S.	208,536
Standard Brands, Inc.	2,898,521
Standard Oil Co. of Cal.	100,794
Sterling Products, Inc.	3,047,077
Sun Oil Co.	656,084
Swift & Co.	127,381
Tidewater-Associated Oil Co.	18,275
Tillamook County Creamery Ass'n	11,508
Time, Inc.	76,260
Vanette Hosiery Mills, Inc.	5,200
Vick Chemical Co.	121,488
Wander Co.	389,312
Ward Baking Co.	191,661
Washington, G., Coffee Refining Co.	108,077
Welch Grape Juice Co.	297,368
Wesson Oil & Snowdrift Sales Corp.	47,676
Westinghouse Elec. & Mfg. Co.	94,822
Whentena Corp.	26,442
Williams Co., J. B.	349,838
Wilshire Oil Co.	8,256
Democratic State (Cal.) Central Committee	421
No. on No. 5 Committee (Cal.)	701
Yes on No. 5 Committee (Cal.)	2,212

GRAND TOTAL ..... \$15,211,351

### Columbia Broadcasting System 1939 Agency Gross Billings

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

### Mutual Broadcasting Sys- tem 1939 Agency Gross Billings

Ivey & Ellington	\$521,614
Ruthrauff & Ryan	420,016
R. H. Alber Co.	301,651
Erwin, Wasey Co.	228,265
B. B. D. & O.	224,405
Biow Company	157,036
Critchfield Co.	132,160
Young & Rubicam	113,008
Grady & Wagner	102,576
Kelly, Stuhman & Zahndt	99,565
Anderson, Davis & Platte	22,859
Bass-Luckoff	30,977
Benton & Bowles	8,913
Blackett-Sample-Hummert	1,410
Brocke, Smith, French & Dorrance	1,920
Franklin Bruck	7,274
Buehanan & Co.	2,557
Commercial Radio	8,610
Samuel Croot Co.	16,806
Wm. Esty Co.	12,510
L. C. Gumbinner	2,013
M. H. Hackett	6,825
W. I. Hamilton Co.	60,076
Kayton-Spiero, Inc.	5,910
H. M. Kiesewetter	81,999
Lambert & Feasley	15,784
Lennen & Mitchell	86,087
Marschalk & Pratt	14,662
Maxon, Inc.	93,577
McCann-Erickson, Inc.	82,243
C. M. Rohrabugh	21,228
J. W. Thompson Co.	22,960
Weston-Barnett, Inc.	13,823
Miscellaneous	402,013

GRAND TOTAL ..... \$3,329,782

### National Broadcasting Co. 1939 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$8,668,630
J. Walter Thompson Co.	4,732,169
Compton Advertising, Inc.	3,072,892
Lord & Thomas	2,406,474
Young & Rubicam, Inc.	2,296,137
Pedlar & Ryan, Inc.	2,022,048
Russell M. Seeds Co., Inc.	1,336,383
Stack-Goble Advertising Agency	1,294,410
Lennen & Mitchell, Inc.	1,254,172
Wado Advertising Agency	1,236,254
Benton & Bowles, Inc.	1,199,743
W. H. Kastor & Sons Advertising Co., Inc.	1,166,086
Newell-Emmett Co., Inc.	1,011,742
Ruthrauff & Ryan, Inc.	1,021,880
Erwin, Wasey & Co., Inc.	779,553
Roche, Williams & Cunningham, Inc.	656,084
Knox-Reeves Advertising, Inc.	619,701
Sherman K. Ellis & Co., Inc.	602,968
Biow Co.	590,016
Needham Louis & Brosby, Inc.	589,330
Hutchinson Advertising Co.	561,710
Sweeney & James Co.	558,746
Arthur Kudner Associates	513,797
Batten, Barton, Durstine & Osborne, Inc.	506,165
L. W. Ramsey Co.	488,265
Gardner Advertising Co.	457,776
Ward Wheelock Co.	451,248
McCann-Erickson, Inc.	419,026
J. M. Mathes, Inc.	365,909
Warwick & Legler, Inc.	357,162
Wm. Esty & Co.	305,241
Grant Advertising Co.	259,016
Henri, Hurst & McDonald, Inc.	235,781
Maxon, Inc.	211,828
Hixson-O'Donnell Advertising, Inc.	200,561
McKee & Albright, Inc.	182,856
Cecil & Presbrey, Inc.	181,487
C. W. Hoyt Co., Inc.	164,128
Glickman Advertising Co., Inc.	151,893
Morse International, Inc.	121,488
Westco Advertising Agency	112,287
Hays, MacFarland & Co.	105,162
Franklin Bruck Advertising Corp.	101,898
Foster & Davies, Inc.	97,014
Fuller & Smith & Ross, Inc.	94,822
Marshall & Pratt, Inc.	70,728
N. W. Ayer & Son, Inc.	68,406
Barton A. Stebbins Advertising Agency	56,306
Fitzgerald Advertising Agency, Inc.	47,676
Emil Brisacher & Staff	46,938
Kenyon & Eckhardt, Inc.	38,612
Gale & Pietsch, Inc.	38,160
Tomashke-Elliott, Inc.	37,864
Tucker Wayne & Co.	34,182
Byer & Bowman Advertising Agency	31,461
Long Advertising Service	31,131
Botsford, Constantine & Gardner	29,520
Leon Livingston Advertising Agency	21,660
The Clements Co., Inc.	23,236
Weill & Wilkins, Inc.	15,356
Dan B. Miner Co.	8,256
Logan & Stebbins	5,910
Joseph Katz Co.	4,351
Ray Davidson	2,636
Walker & Downing	1,087
Hanvey & Hams	701
No Agency (Billed Direct)	772,200

GRAND TOTAL ..... \$15,211,351

# ADVERTISING VOLUME

## IN 1939

By

**L. D. H. WELD**

*Director of Research, McCann-Erickson, Inc.*

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

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

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

### Advances

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

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

### Studies

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

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

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

### Increases

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

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

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

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



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

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

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

### Radio

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

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

### Magazines

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

### Newspapers

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

### Farm Papers

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

### Outdoor

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

### Future Prospects

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

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

## BROADCASTING ABROAD Ltd.

Member of

ASSOCIATION OF REPRESENTATIVES FOR  
FOREIGN BROADCASTING STATIONS

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

119 West 57th STREET

NEW YORK, N. Y.

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# SPOT BROADCASTING DATA VIA AGENCY COOPERATION

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By N. CHARLES RORABAUGH, President  
National Radio Records

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

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

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

## Sample Study

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

One hundred fifty-three of the spot advertisers, grouped under the Retail classification, spent \$167,771 or 21.6 per cent of the total. Retail includes the advertising of the retail merchant who may sell many products in one store or store organization. Furniture and Household advertisers within this classification spent a total of \$39,072; Clothing Stores fol-

lowed with an expenditure of \$37,878; and the third largest group were the insurance advertisers who spent \$21,274.

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

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

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

## Stations Cooperate

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

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

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# THE STATION REPRESENTATIVE LOOKS AT THE TIME BUYER

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

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

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

## Mistakes

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

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

The time buyer, having made his rec-

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

## Corrections

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

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# Federal Trade Commission Procedure In Handling Misleading Radio Advertising

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*(As of January 1st, 1940)*

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**T**HE Federal Trade Commission procedure in radio cases embraces a continuous, systematic review of commercial continuity. In most instances where misleading advertising representations are found, correction is made through the advertiser's signing of a stipulation agreement to discontinue the misrepresentation. Where necessary, such cases are disposed of by the Commission through its regular procedure of formal complaint and order to cease and desist which may be subject to review by the United States Circuit Court of Appeals.

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

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

## "Obviously Unobjectionable"

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

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

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

## Stipulation

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

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

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

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

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

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

### **Amendment of the Federal Trade Commission Act**

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

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

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

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

### **Injunctions**

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

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

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

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

# RADIO AND TELEVISION FACTS

## — SOUGHT BY 1940 CENSUS —

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

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

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

### Product Development

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

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

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

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

Data based on answers to a question

on expenditures for plant and equipment will reveal factory expansion being undertaken in expectation of demand for production of these new lines.

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

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

### Census of Business

In 1937, the greatest number of sets produced (1,192,725, about 15 per cent of the total) were socket-operated receivers with range beyond standard broadcast band and factory value not over \$18. In terms of value, however, sets of these specifications in the \$30-\$45 class were tops, accounting for \$30,053,486, or about 17 per cent of the value of receivers produced.

Directly bearing on radio retailers' problems will be figures gathered in the Census of Business. Comparative sales will be shown for independents, chains, utility-operated stores and department stores handling radios. Revenue from non-radio items often carried will be listed—household appliances, sporting goods, photographic equipment, etc. Receipts from repairs by radio stores and by service establishments will be reported.

# **26,666,500\***

## **Radio Homes**

### **In The United States**

*A REPORT BY*

## *The Joint Committee on Radio Research*

Estimate of radio homes in the United States as indicated on the two pages following, was compiled by the Joint Committee on Radio Research as of January 1, 1938. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there is more than one radio set in many homes, apart from those in public places, etc., and in automobiles.

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

In connection with the Joint Committee figures by states and geographical divisions, full estimate by counties will be found in the 1939 edition of RADIO ANNUAL.

\*Latest available statistics and information indicate that during the two-year lapse since the last Joint Committee estimate was made an increase of nearly 2,000,000 radio families have been noted in the United States bringing the current estimated total to some 28,000,000 homes owning one or more sets. Number of receivers is placed at 45,000,000, including 6,500,000 auto sets of which number approximately 1,500,000 have been put in use during the past two years.

# ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS

STATE	URBAN			RURAL			TOTAL		
	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES	JULY 1937 FAMILIES	% OWNER-SHIP	1938 RADIO FAMILIES
Alabama	207,000	75	154,600	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	33,000	81	26,800	67,000	86	57,600
Dist. of Columbia	168,000	91	152,900	.....	..	.....	168,000	91	152,900
Florida	238,000	80	189,500	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	295,000	44	129,300	510,000	58	297,400
Maine	88,000	81	79,700	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,100	93	309,300	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	223,000	74	164,000	352,000	81	284,100
Nevada	12,000	91	11,000	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	59,000	93	54,700	136,000	92	124,400



New Jersey	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	205,000	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	1,553,900	765,000	85	652,500	2,452,000	90	2,205,400
Rhode Island	155,000	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	211,200	430,000	58	248,700	689,000	67	459,900
Texas	661,000	556,200	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	18,100	42,000	75	31,700	62,000	80	49,800

### GEOGRAPHIC DIVISIONS

New England	1,651,000	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
<b>U. S. TOTAL</b>	<b>18,920,000</b>	<b>17,195,600</b>	<b>13,721,000</b>	<b>69</b>	<b>9,470,900</b>	<b>32,641,000</b>	<b>82</b>	<b>26,666,500</b>

# FURGASON & WALKER, INC.

Radio Station Representatives

OFFICES:  
NEW YORK  
CHICAGO  
ST. LOUIS, MO.  
LOS ANGELES  
SAN FRANCISCO

RADIO  
Executives  
Everywhere

*Receive*

and

*Read*

RADIO DAILY  
REGULARLY

# FORJOE & COMPANY

*Radio Station Representatives*  
NEW YORK — CHICAGO

## ENGLISH DEPARTMENT

### RICH SPOT MARKETS

NEW ENGLAND  
Boston, Massachusetts ..... WORL  
Lewiston, Maine ..... WCOU  
MID-WEST  
Milwaukee, Wisconsin ..... WEMP  
Muncie, Indiana ..... WLBC  
SOUTH-WEST  
Longview, Texas ..... KFRO  
Laredo, Texas ..... KPAB  
Enid, Oklahoma ..... KCRC  
Clovis, New Mexico ..... KICA  
Decatur, Alabama ..... WMSL  
WEST COAST  
San Francisco, California ..... KSAN  
Aberdeen, Washington ..... KXRO

SPOT ADVERTISING  
BRINGS SPOT CASH

## FOREIGN DEPARTMENT

### THE MARKET WITHIN THE MARKET

POLISH  
ITALIAN  
JEWISH  
GERMAN  
and other languages.

Radio stations, covering the rich U. S. Foreign-Language markets, available as NETWORK or SPOT.

*Complete program service for both live and transcribed programs for your National, or Spot.*  
FOREIGN LANGUAGE RADIO  
CAMPAIGNS

# ★ RADIO STATION ★ REPRESENTATIVES

*Radio has no more ardent salesman and supporter than the representative. Individually and collectively he has been a vital force in the successful growth of radio. In servicing agencies by supplying needed facts, availabilities and other data, he bridges the gulf of hundreds and thousands of miles separating the station and the agency. The listing follows as of Feb. 15, 1940.*

## ALLIED REPRESENTATION CO.

*Chicago*—300 N. Michigan Ave.....Central 2079  
*Stations*—KGDE, Fergus Falls, Minn.; WPIC, Sharon, Pa.; KRLH, Midland, Texas; KONO, San Antonio, Texas; WRJN, Racine, Wisc.

## ALL AMERICAN NEWSPAPER REPRESENTATIVES, INC.

*(Latin American Representative)*

*New York*—420 Lexington Ave.....Murray Hill 5-6515  
 M. Garcia Pena, President; Edwin Seymour, Vice-President.

## ALL-CANADA RADIO FACILITIES LIMITED

*Calgary*—Southam Bldg. ....R 2021  
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

*Montreal*—Dominion Square Bldg., B. Hall.....Lancaster 640

*Toronto*—Victory Bldg., G. F. Herbert.....Elgin 2464

*Winnipeg*—Manitoba Telephone Bldg., P. H. Gayner.....92-191

*Vancouver*—541 West Georgia St., J. E. Baldwin.....Trinity 1391  
*Stations*—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKLN, Nelson, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Bragdon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKCA, Kenora, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCE, Montreal, Que.; CKBD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

## ASSOCIATED BROADCASTING CO., LTD.

*Montreal*—Dominion Square Bldg. ....Belair 3325  
 K. Jasen, President; M. Maxwell, Vice-President-General Manager; G. Ticktin, Secretary-Treasurer; J. O. Denis, French Program Director; J. Fuller, Script Director; J. Winter, Talent Director.  
*Stations*—CJCJ, Calgary, Alta.; CHWK, Chilliwack, B. C.; CKMO, Vancouver, B. C.; CFCT, Victoria, B. C.; CJLS, Yarmouth, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CKCR, Kitchener, Ont.; CKSO, Sudbury, Ont.; CKNX, Wingham, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CHNC, New Carlisle, Que.; CKCV, Quebec, Que.; CHLN, Three Rivers, Que.

## BERTHA BANNAN

(New England Representative\*)

*Boston*—15 Little Bldg., Bertha Bannan.....HANcock 6178  
*Stations*—WDRG, Hartford, Conn.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WHAI, Greenfield, Mass.; WLAW, Lawrence, Mass.; WBRK, Pittsfield, Mass.; WSPR, Springfield, Mass.; WTAG, Worcester, Mass.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WHEB, Portsmouth, N. H.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WSYR, Syracuse, N. Y.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WNBX, Springfield, Vt.; WDEV, Waterbury, Vt.

\*Stations represented on a regional basis in New England only.

## WALTER BIDDICK COMPANY

*Los Angeles*—568 Chamber of Commerce Bldg.....Richmond 6184  
 Walter Biddick, Manager; M. Cornell, Guy Mead, C. A. Burpee, M. Thompson.

*San Francisco*—1623 Russ Bldg., Gordon Owen, Manager.....Sutter 5415

*Seattle*—1038 Exchange Bldg.....Main 6440

*Stations*—\*KTAR, Phoenix, Ariz.; \*KVOA, Tucson, Ariz.; KXO, El Centro, Calif.; KARM, Fresno, Calif.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLX, Oakland, Calif.; KROY, Sacramento, Calif.; KTMS, Santa Barbara, Calif.; KSRO, Santa Rosa, Calif.; KHUB, Watsonville, Calif.; KFXJ, Grand Junction, Colo.; KGU, Honolulu, Hawaii; KRLC, Lewiston, Ida.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WHB, Kansas City, Mo.; KGVO, Missoula, Mont.; KAST, Astoria, Ore.; KFJL, Klamath Falls, Ore.; KOOS, Marshfield, Ore.; KWJJ, Portland, Ore.; KTSM, El Paso, Texas; KLO, Ogden, Utah; KFIO, Spokane, Wash.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KFQD, Anchorage, Alaska.

\*Los Angeles office only.

## R. J. BIDWELL COMPANY

*San Francisco*—681 Market St., R. J. Bidwell, President-Treasurer.....Garfield 0947

*Los Angeles*—1031 South Broadway, W. H. Grubbs, Executive In Charge....Prospect 3746

*Stations*—WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WCOA, Pensacola, Fla.; KFDA, Amarillo, Texas; KLO, Ogden, Utah.

## JOHN BLAIR & COMPANY

*Chicago*—520 N. Michigan Avenue.....Superior 8660  
 John Blair, President; Gale Blocki, Charles Dilcher, W. Ward Dorrell.

*New York City*—341 Madison Avenue.....Murray Hill 9-6084  
 George Bolling, Vice-President; Richard Buckley, William Weldon, H. Leach Laney.

*Detroit*—New Center Bldg., R. H. Bolling.....Madison 7889

*Los Angeles*—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3548

*San Francisco*—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188

*St. Louis*—455 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 4154

*Stations*—KOY, Phoenix, Ariz.; KTHS, Hot Springs, Ark.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; WOW, Omaha, Nebr.; WNBZ, Binghamton, N. Y.; WNEW, New York, N. Y.; WIBX, Utica, N. Y.; WBNS, Columbus, Ohio; WGBI, Scranton, Pa.; KTRH, Houston, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; Don Lee Network.

## THE BRANHAM COMPANY

*New York*—230 Park Avenue.....Murray Hill 6-1860  
 M. H. Long, Vice-President; James H. Connolly, Manager of radio department.

*Chicago*—360 N. Michigan Avenue.....Central 5726  
 John Petrie, President; Joseph Timlin, Manager radio department.

*Detroit*—General Motors Bldg., Harry Anderson.....Trinity 1-0440

*Dallas*—723 Mercantile Bldg., A. J. Putman.....Dallas 2-8569

<i>Atlanta</i> —Rhodes Haverty Bldg., J. B. Keough.....	Walnut	4851
<i>St. Louis</i> —Arcade Bldg., W. F. Patzlaff.....	Chestnut	6192
<i>Kansas City</i> —National Fidelity Life Bldg., G. F. Dillon.....	Harrison	1023
<i>San Francisco</i> —5 Third St., George D. Close.....	Garfield	6740
<i>Los Angeles</i> —448 S. Hill St., W. L. Blythe.....	Michigan	1269
<i>Portland</i> —429 S. W. Fourth Ave., Fred Young.....	Atwater	7484
<i>Seattle</i> —1004 Second Ave., A. G. Neitz.....	Melrose	9193
<i>Charlotte, N. C.</i> —612 Commercial National Bank Bldg., H. L. Ralls.....	Charlotte	8839
<i>Stations</i> —KWKH, Shreveport, La.; KTBS, Shreveport, La.; WWNC, Asheville, N. C.; KBIX, Muskogee, Okla.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRLD, Dallas, Texas; KXYZ, Houston, Texas; KRIS, Corpus Christi, Texas; West Virginia Network (WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg).		

### BROADCASTING ABROAD, LTD.

(Latin America Representative)

<i>New York</i> —119 West 57th Street.....	Circle	7-4161
Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-President.		
<i>Buenos Aires</i> —Av. Roque Saenz Pena 567, Harold Yale Rose.		
<i>Sao Paulo</i> —Av Sao Joao 1285, Olavo de Castro Fontoura.		
<i>Havana</i> —Edificio Nova Scotia, Guido Garcia Inclan.		
<i>Tampico</i> —Madero Num. 102, Wendell Cox.		
<i>Stations</i> —in Argentina, Bolivia, Brazil, British West Indies, Canary Island, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippine Islands, Puerto Rico, Spain, Uruguay, Venezuela.		

### HOWARD C. BROWN COMPANY

<i>Hollywood</i> —6418 Santa Monica Blvd.....	Hollywood	6045
<i>Stations</i> —3XY, Melbourne, Australia; 2VE, Sydney, Australia.		

### BRYANT, GRIFFITH & BRUNSON, INC.

<i>New York City</i> —9 East 41st Street.....	Murray Hill	2-2174
Harry C. Griffith, President and General Manager; George Gundling, Secretary; F. J. Coyle, Bob Greene, John McDonald.		
<i>Chicago</i> —360 N. Michigan Avenue.....	Andover	1040
F. F. Parsons, Vice-President; W. W. Sauerberg, Roy Black, John Murphy.		
<i>Detroit</i> —General Motors Bldg., Harry W. Pollard, Vice-President.....	Madison	3534
<i>Boston</i> —201 Devonshire Street, J. F. Walsh.....	Liberty	4259
<i>Atlanta</i> —Walton Bldg., B. Frank Cook.....	Walnut	1231
<i>Salt Lake City</i> —838 - 24 St. (Ogden, Utah), Wayne Eldredge		
<i>Stations</i> —WISE, Asheville, N. C.; WFBC, Greenville, S. C.; KLO, Ogden, Utah.		

### BURN-SMITH COMPANY, INC.

<i>New York City</i> —7 West 44th St.....	Murray Hill	2-7461
G. Byron Smith, II, Secretary-Treasurer.		
<i>Chicago</i> —307 N. Michigan Ave., John A. Toothill, President.....	Central	4270
<i>Detroit</i> —New Center Bldg.....	Madison	3350
<i>Atlanta</i> —1265 Boulevard Drive, S. E.....	Main	5261
<i>Stations</i> —WAGF, Donthan, Ala.; WMSD, Sheffield, Ala.; KMTR, Los Angeles, Calif.; WRUF, Gainesville, Fla.; WRDW, Augusta, Ga.; WTAX, Springfield, Ill.; WGRC, Louisville, Ky.; WORL, Boston, Mass.; WELL, Battle Creek, Mich.; WDF, Flint, Mich.; WKBZ, Muskegon, Mich.; KGVO, Missoula, Mont.; WAAT, Jersey City, N. J.; WFTC, Kinston, N. C.; WMFD, Wilmington, N. C.; KTOK, Oklahoma City, Okla.; WKST, New Castle, Pa.; WOPI, Bristol, Tenn.; KMAC, San Antonio, Texas; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WFVA, Fredericksburg, Va.; WGH, Newport News, Va.; Oklahoma Network (KTOK, Oklahoma City; KOMA, Tulsa; KBIX, Muskogee; KGRC, Enid; KGFF, Shawnee; KADA, Ada).		

### CAPPER PUBLICATIONS

<i>New York City</i> —420 Lexington Avenue.....	Mohawk	4-3280
William L. McKee, Dean A. Bailey.		

<i>Chicago</i> —180 N. Michigan Avenue, Felix Morris.....	Central	5977
<i>Detroit</i> —General Motors Bldg., E. J. McKernan.....	Madison	2125
<i>San Francisco</i> —1207 Russ Bldg., William B. Flowers.....	Douglas	5220
<i>Stations</i> —KCKN, Kansas City, Kans.; WIBW, Topeka, Kans.		

### CONQUEST ALLIANCE CO., INC.

(Latin America Representative)

<i>New York</i> —515 Madison Avenue.....	Plaza	3-5650
Clarence H. Venner, President; A. M. Martinez, Vice-President.		
<i>Havana</i> —Metropolitana Bldg., Rene Canizares, Manager.....	M	2953
<i>Rio de Janeiro</i> —Edificio Odeon 710, Roberto Constantinesco, Manager.....		42-0945

### COX AND TANZ

<i>Philadelphia</i> —Drexel Building.....	Lombard	1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.		
<i>New York City</i> —535 Fifth Avenue, E. R. Tanz.....	Murray Hill	2-8284
<i>Chicago</i> —228 N. La Salle Street, Joseph C. Cox, Jr.....	Franklin	2095
<i>Stations</i> —KGLU, Safford, Ariz.; KGFJ, Los Angeles, Calif.; KTRB, Modesto, Calif.; WFOY, St. Augustine, Fla.; KRLC, Lewiston, Ida.; WJBC, Bloomington, Ill.; KIUL, Garden City, Kans.; WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WNOE, New Orleans, La.; WAGM, Presque Isle, Me.; WCAP, Asbury Park, N. J.; WSNJ, Bridgeton, N. J.; WBRB, Red Bank, N. J.; KAWM, Gallup, N. M.; WGTM, Wilson, N. C.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; WPAY, Portsmouth, Ohio; KAST, Astoria, Ore.; KBND, Bend, Ore.; KFJI, Klamath Falls, Ore.; KLBW, La Grande, Ore.; KWJJ, Portland, Ore.; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WWSW, Pittsburgh, Pa.; KOBH, Rapid City, S. D.; KWTN, Watertown, S. D.; KNEL, Brady, Texas; KGFI, Brownsville, Texas; KRBA, Lufkin, Texas; KNET, Palestine, Texas; KSUB, Cedar City, Utah; KUJ, Walla Walla, Wash.		

### HARRY E. CUMMINGS

(Southeastern Representative\*)

<i>Jacksonville, Fla.</i> —306 Florida National Bank Bldg.....	Jacksonville	3-0381
<i>Stations</i> —WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WCHV, Charlottesville, Va.		

\*Stations represented on a regional basis in Southeastern United States only.

### DOMINION BROADCASTING CO.

<i>Toronto, Canada</i> —4 Albert Street, Hal B. Williams, Manager.....	Adelaide	3383
<i>Stations</i> —CKOV, Kelowna, B. C.; CJLS, Yarmouth, N. S.; CKCR, Kitchener, Ont.; CKTB, St. Catherines, Ont.; CKCH, Hull, Que.; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.		

### FORJOE & COMPANY

<i>New York City</i> —19 West 44th Street.....	Vanderbilt	6-3816
Joseph Bloom, President; Forrest U. Daughdrill, Vice-President and General Manager; Kent Godfrey, National Sales Manager.		
<i>Chicago</i> —201 N. Wells St., William L. Klein, Manager.....	Andover	1685
<i>Stations</i> —KFRO, Longview, Texas; WLBC, Muncie, Ind.; WORL, Boston, Mass.; WCOU, Lewiston, Me.; KSAN, San Francisco, Calif.; WGES, Chicago, Ill.; WCBW, Chicago, Ill.; WSBC, Chicago, Ill.; KCRC, Enid, Okla.; KFVD, Los Angeles, Calif.; WCLS, Joliet, Ill.; WEMP, Milwaukee, Wisc.; KPAB, Laredo, Texas; KXRO, Aberdeen, Wash.; WMSL, Decatur, Ala.; KICA, Clovis, N. M.		
<i>Foreign Language Station Representation</i> —KDB, Santa Barbara, Calif.; KFAM, St. Cloud, Minn.; KFOX, Long Beach, Calif.; KFVD, Los Angeles, Calif.; KGER, Long Beach, Calif.; KGIW, Alamosa, Colo.; KLAH, Carlsbad, N. M.; KMTR, Los Angeles, Calif.; KPAB, Laredo, Texas; KQV, Pittsburgh, Pa.; KSAN, San Francisco, Calif.; KYOS, Merced, Calif.; WARD, Brooklyn, N. Y.; KONO, San Antonio, Texas; WATR, Waterbury, Conn.; WAZL, Hazleton, Pa.; WBBC, Brooklyn, N. Y.; WBNY, Buffalo, N. Y.; WBRE, Wilkes-Barre, Pa.; WCBW, Chicago, Ill.; WCOP, Boston, Mass.; WDAS, Philadelphia, Pa.; WDEV, Waterbury, Vt.; WEBC, Duluth, Minn.; WEDC, Chicago, Ill.; WEEU, Reading, Pa.; WELI, New Haven, Conn.; WSAY,		

Rochester, N. Y.; WSBC, Chicago, Ill.; WSBT, South Bend, Ind.; WTEL, Philadelphia, Pa.; WEMP, Milwaukee, Wisc.; WEVD, Brooklyn, N. Y.; WEW, St. Louis, Mo.; WFAM, South Bend, Ind.; WFEA, Manchester, N. H.; WGAR, Cleveland, Ohio; WGBI, Scranton, Pa.; WGES, Chicago, Ill.; WHBQ, Memphis, Tenn.; WHOM, Jersey City, N. J.; WIBX, Utica, N. Y.; WIND, Gary, Ind.; WJBK, Detroit, Mich.; WJMS, Ironwood, Mich.; WJW, Akron, Ohio; WKBN, Youngstown, Ohio; WKST, New Castle, Pa.; WLAW, Lawrence, Mass.; WLNH, Laconia, N. H.; WMAS, Springfield, Mass.; WMBC, Detroit, Mich.; WMFF, Plattsburg, N. Y.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WPEN, Philadelphia, Pa.; WSAR, Fall River, Mass.; WSAU, Wassau, Wisc.; WTOL, Toledo, Ohio; WVFW, Brooklyn, N. Y.; WWRL, Woodside, N. Y.; WWSW, Pittsburgh, Pa.

**FREE & PETERS, INC.**  
(and Free, Johns & Field)

<i>New York</i> —247 Park Avenue.....	Plaza	5-4131
H. Preston Peters, Vice-President; Russel Woodward, N. Y. District Manager; C. Terence Clyne, Hugh K. Boice, Jr., James M. Wade.		
<i>Chicago</i> —180 N. Michigan Avenue .....	Franklin	6373
James L. Free, President; L. H. Avery; Arthur J. Barry, Jr.; Hal W. Hoag, J. W. Knodel.		
<i>Atlanta</i> —617 Walton Bldg., F. Lacelle Williams.....	Jackson	1678
<i>San Francisco</i> —111 Sutter Street, A. Leo Bowman.....	Sutter	4353
<i>Detroit</i> —New Center Bldg., Charles G. Burke.....	Trinity	2-8444
<i>Los Angeles</i> —650 South Grand Ave., H. J. Tyler.....	Vandike	0569
<i>Stations</i> —KECA, Los Angeles, Calif.; KSFO-KROW, San Francisco-Oakland, Calif.; WMBD, Peoria, Ill.; WOWO-WGL, Fort Wayne, Ind.; WOC, Davenport, Ia.; WHO, Des Moines, Ia.; WAVE, Louisville, Ky.; WTCN, Minneapolis, Minn.; KMBC, Kansas City, Mo.; KSD, St. Louis, Mo.; WGR-WKBW, Buffalo, N. Y.; WFBL, Syracuse, N. Y.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, N. C.; WDAY, Fargo, N. D.; WCKY, Cincinnati, Ohio; KOMA, Oklahoma City, Okla.; KTUL, Tulsa, Okla.; KOIN-KALE, Portland, Ore.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KGKO, Fort Worth, Texas; KVI, Tacoma, Wash.; Lone Star Chain.		

**FURGASON & WALKER, INC.**

<i>New York City</i> —551 Fifth Avenue.....	Murray Hill	2-3734
Gene Furgason, R. L. Ferguson.		
<i>Chicago</i> —360 North Michigan Ave.....	State	5262
Wythe Walker, Richard Westbrook, Arch Kerr.		
<i>Stations</i> —KQOA, Siloam Springs, Ark.; KMPC, Beverly Hills, Calif.; WELI, New Haven, Conn.; WATR, Waterbury, Conn.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WIND, Gary, Ind.; WTAD, Quincy, Ill.; WHBF, Rock Island, Ill.; KTRI, Sioux City, Ia.; KOAM, Pittsburgh, Kans.; WABI, Bangor, Me.; WSAR, Fall River, Mass.; WLAW, Lawrence, Mass.; WRBK, Pittsfield, Mass.; WHB, Kansas City, Mo.; WSAN, Allentown, Pa.; WHJB, Greensburg, Pa.; WJAS, Pittsburgh, Pa.; KQV, Pittsburgh, Pa.; WCOS, Columbia, S. C.; Z-Bar Net, (KGIR, Butte, Mont.; KRBM, Bozeman, Mont.; KPFA, Helena, Mont.).		

**MELCHOR GUZMAN COMPANY, INC.**

(Latin American Representative)

<i>New York</i> —9 Rockefeller Plaza.....	Circle	7-2450
Melchor Guzman, President; L. Hahn, Treasurer; Ada Guzman, Secretary.		

**ARTHUR H. HAGG & ASSOCIATES, INC.**

<i>Chicago</i> —360 N. Michigan Ave., Arthur H. Hagg, Manager.....	Central	7553
<i>New York</i> —366 Madison Ave., Phil A. Broderick, Manager.....	Murray Hill	2-8865
<i>Kansas City, Mo.</i> —621 Dwight Bldg., Harold Benight, Manager.....	Victor	5333
<i>Denver</i> —1863 Wazee St., Jack Perry, Manager.....	Keystone	2371
<i>Omaha</i> —300 Brandeis Theatre Bldg., Frank P. Samuels, Manager.....	Jackson	7319
<i>Minneapolis</i> —2660 Fremont Ave., S., Robert O'Brien, Manager.....	Kenmore	0753
<i>Oklahoma City</i> —2715 N. W. 12th St., Ted McCorkhill, Manager.....		5-7272
<i>Stations</i> —KGNO, Dodge City, Kans.; KADA, Ada, Okla.; KGFF, Shawnee, Okla.		

## HEADLEY-REED COMPANY

*(Successor to Kelly-Smith Co.)*

<i>New York</i> —420 Lexington Ave.....	Murray Hill 3-5470
Frank M. Headley, President; Lester J. Blumenthal, William B. Faber.	
<i>Chicago</i> —180 N. Michigan Ave.....	Franklin 4686
Dwight S. Reed, Vice-President; John H. Wrath.	
<i>Detroit</i> —New Center Bldg., Robert B. Rains, Vice-President.....	Madison 9444
<i>Atlanta</i> —Glenn Bldg., Gregory Murphy, Jr.....	Jackson 0864
<i>Stations</i> —WSGN, Birmingham, Ala.; WSFA, Montgomery, Ala.; WNBC, New Britain, Conn.; WCOP, Boston, Mass.; KFEQ, St. Joseph, Mo.; WBAB, Atlantic City, N. J.; WKIP, Poughkeepsie, N. Y.; WFAS, White Plains, N. Y.; WSJS, Winston-Salem, N. C.; WROK, Rockford, Ill.; WJW, Akron, Ohio; WFMJ, Youngstown, Ohio; WSIX, Nashville, Tenn.; KRIC, Beaumont, Texas; Alabama Network.	

## GEORGE P. HOLLINGBERY CO.

<i>New York City</i> —420 Lexington Avenue.....	Murray Hill 3-8078
F. E. Spencer, Jr., Vice-President; Robert Davies, Donald A. Donahue, Harold Heady.	
<i>Chicago</i> —307 N. Michigan Avenue.....	State 2898
George P. Hollingbery, President; Walter Holden.	
<i>Detroit</i> —Park & Adams Street, Fred Hague.....	Cherry 5200
<i>Atlanta</i> —Walton Bldg., G. M. Kohn, Jr.....	Walnut 4039
<i>San Francisco</i> —564 Market St., Leslie Meek.....	Garfield 7511
<i>Stations</i> —WIOD, Miami, Fla.; WAAF, Chicago, Ill.; WIRE, Indianapolis, Ind.; KSCJ, Sioux City, Ia.; WJBO, Baton Rouge, La.; WSPR, Springfield, Mass.; WBCM, Bay City, Mich.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WJDX, Jackson, Miss.; WMFF, Plattsburg, N. Y.; WHAM, Rochester, N. Y.; WNBZ, Saranac, N. Y.; WBIG, Greensboro, N. C.; WADC, Akron, Ohio; WHIO, Dayton, Ohio; WEEU, Reading, Pa.; WTMA, Charleston, S. C.; KTSM, El Paso, Texas; WEAU, Eau Claire, Wisc.; Arrowhead Network.	

## INLAND BROADCASTING SERVICE

<i>Winnipeg, Man.</i> —171 McDermot Ave.....	92-532
Dawson Richardson, President; F. K. Tully, Secretary-Treasurer; A. L. Gar-side, Manager.	
<i>Stations</i> —CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKPR, Fort Wil-liam, Ont.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.	

## INTERNATIONAL BROADCASTING COMPANY, LTD.

*(European Representatives)*

<i>London</i> —37, Portland Place, W.1.....	Langham 2000
Capt. Leonard F. Plugge, Chairman; C. Shanks and H. E. Needham, Directors; Richard L. Meyer, General Manager; Frank Lamping, Assistant General Manager; Jack Hargreaves, Program Director.	
<i>Stations</i> —Radio Normandy, Radio International, Radio Mediterranean, Canadian Broadcasting Corp. Network.	

## INTERNATIONAL RADIO SALES

*(A Division of Hearst Radio, Inc.)*

<i>New York</i> —20 East 57th Street.....	Plaza 8-2600
Loren L. Watson, General Manager; Robert E. Howard; Allen W. Kerr.	
<i>Chicago</i> —326 W. Madison Street.....	Central 4547
R. N. Weil, Manager; Robert M. Flanigan, Peterson Kurtzer.	
<i>San Francisco</i> —Hearst Bldg., John Livingston, Manager.....	Douglas 2536
<i>Stations</i> —KYA, San Francisco, Calif.; WSUN, St. Petersburg, Fla.; WKBB, Dubuque, Ia.; WBAL, Baltimore, Md.; WINS, New York, N. Y.; WQXR, New York, N. Y.; WSAI, Cincinnati, Ohio; WING, Dayton, Ohio; WCAE, Pittsburgh, Pa.; WAIM, Anderson, N. C.; WISN, Milwaukee, Wisc.; New York Broadcasting System.	



## THE KATZ AGENCY, INC.

<i>New York City</i> —500 Fifth Avenue.....	Longacre	5-4594
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, M. S. Kellner, D. H. Denenholz, Ted Kruglak, H. R. Goldberg, Martin Beck, M. J. Flynn.		
<i>Chicago</i> —307 N. Michigan Avenue.....	Central	4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Ned Costello.		
<i>Detroit</i> —General Motors Bldg.....	Trinity	2-7685
Ralph Bateman, Manager; David H. Decker.		
<i>Kansas City</i> —Bryant Bldg.....	Victor	7095
Gordon Gray, Manager; Gilbert Berry.		
<i>Atlanta</i> —22 Marietta Street Bldg.....	Walnut	4795
Fred M. Bell, Manager; Marvin Smith.		
<i>Dallas</i> —Republic Bank Bldg., Frank Brimm.....	Dallas	2-7936
<i>San Francisco</i> —Monadnock Bldg., Richard S. Railton.....	Sutter	7498
<i>Stations</i> —KLRA, Little Rock, Ark.; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; WDAE, Tampa, Fla.; WGST, Atlanta, Ga.; WMAZ, Macon, Ga.; WTOC, Savannah, Ga.; KGU, Honolulu, Hawaii; WCFL, Chicago, Ill.; WMT, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; KSO, Des Moines, Ia.; KANS, Wichita, Kans.; WWL, New Orleans, La.; KGHL, Billings, Mont.; KFAB, Lincoln, Nebr.; KFOR, Lincoln, Nebr.; KOIL, Omaha, Nebr.; KOB, Albuquerque, N. M.; WSPD, Toledo, Ohio; WKY, Oklahoma City, Okla.; WNAX, Yankton, S. D.; WREC, Memphis, Tenn.; KIRO, Seattle, Wash.; KFPY, Spokane, Wash.		

## JOSEPH HERSHEY MCGILLVRA

<i>New York</i> —366 Madison Avenue (Main Office).....	Murray Hill	2-8755
Joseph M. McGillvra, Owner; Adam Young, Jr.; Terry Gunn.		
<i>Chicago</i> —919 North Michigan Avenue, S. M. Aston.....	Superior	3444
<i>San Francisco</i> —627 Mills Building, Duncan A. Scott, Manager.....	Sutter	1393
<i>Los Angeles</i> —527 West Seventh Street, William S. Wright, Manager.....	Vandyke	6336
<i>Boston</i> —Hotel Touraine, A. H. Swift.....	Hancock	0900
<i>Toronto</i> —Metropolitan Building.....	Adelaide	4429
C. W. Wright, Manager; J. L. Alexander.		
<i>Montreal</i> —510 Keefer Building, Lovell Mickles, Jr., Manager.....	Marquette	1184
<i>Stations</i> —KTUC, Tucson, Ariz.; KELD, El Dorado, Ark.; KUOA, Siloam Springs, Ark.; KARM, Fresno, Calif.; KRKD, Los Angeles, Calif.; KROY, Oakland, Calif.; KJBS, San Francisco, Calif.; KQW, San Jose, Calif.; KVEC, San Luis Obispo, Calif.; WBRY, Waterbury, Conn.; WTBO, Cumberland, Md.; WSAR, Fall River, Mass.; KROC, Rochester, Minn.; KGVO, Missoula, Mont.; KVSF, Santa Fe, N. M.; WQXR, New York, N. Y.; KTOK, Oklahoma City, Okla.; KCRC, Enid, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KOMA, Tulsa, Okla.; WBBZ, Ponca City, Okla.; KRBC, Abilene, Texas; KBST, Big Spring, Texas; KPLT, Paris, Texas; KGKL, San Angelo, Texas; KUTA, Salt Lake City, Utah; WRJN, Racine, Wisc.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CKOV, Kelowna, B. C.; CJOR, Vancouver, B. C.; CJRC, Winnipeg, Man.; CKCW, Moncton, N. B.; CHSJ, Saint John, N. B.; CJCB, Sydney, N. S.; CKPC, Brantford, Ont.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CKCO, Ottawa, Ont.; CFLC, Prescott, Ont.; CJIC, Saulte Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CFRB, Toronto, Ont.; CKLW, Windsor, Ont.; CKNX, Wing- ham, Ont.; CFCY, Charlottetown, P. E. I.; CKAC, Montreal, Que.; CHNC, New Carlisle, Que.; CHRC, Quebec, Que.; CJBR, Rimouski, Que.; CJRM, Regina, Sask.; CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.		

## WILLIAM A. MCGUINEAS

(Eastern Representative)

<i>New York City</i> —220 East 42nd Street.....	Murray Hill	2-3033
<i>Station</i> —WGN, Chicago, Ill.		

## J. P. MCKINNEY, SPECIAL AGENT

<i>New York City</i> —30 Rockefeller Plaza, N. L. O'Brien.....	Circle	7-1178
<i>Chicago</i> —400 N. Michigan Avenue, Ray Davis, C. W. Erwin.....	Superior	9866
<i>San Francisco</i> —681 Market Street.....	Sutter	5333
<i>Stations</i> —WTHT, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WESG, Elmira, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WRAK, Williamsport, Pa.		

## NATIONAL BROADCASTING COMPANY

*(General National Spot and Local Sales Department)*

<i>New York City</i> —30 Rockefeller Plaza.....	Circle	7-8300
James V. McConnell, General National Spot and Local Sales Manager; Maurice M. Boyd.		
<i>Boston</i> —Bradford Hotel, Frank R. Bowes.....	Hancock	4261
<i>Cleveland</i> —815 Superior Ave., N. E., Donald G. Stratton.....	Cherry	0942
<i>Detroit</i> —Fisher Bldg., Robert A. White.....	Trinity	2-7900
<i>Pittsburgh</i> —Grant Bldg., W. E. Jackson.....	Grant	4200
<i>Chicago</i> —Merchandise Mart, Oliver Morton.....	Superior	8300
<i>Denver</i> —1625 California Street, A. W. Crapsey.....	Main	6211
<i>Hollywood</i> —5515 Melrose Avenue, Sidney Dixon.....	Hollywood	3631
<i>San Francisco</i> —111 Sutter Street, Glenn Ticer.....	Sutter	1920
<i>Stations</i> —KPO, San Francisco, Calif.; KGO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WMAQ, Chicago, Ill.; WBZ-WBZA, Boston-Springfield, Mass.; WEAJ, New York, N. Y.; WJZ, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.		

## NORTHWEST RADIO ADVERTISING CO., INC.

<i>Seattle</i> —802 American Bank Bldg.....	Main	9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.		
<i>Station</i> —KINY, Juneau, Alaska.		

## PAN AMERICAN BROADCASTING COMPANY

*(Latin America, Alaska, and Newfoundland Representative)*

<i>New York City</i> —330 Madison Avenue, E. Bernald, Manager.....	Murray Hill	2-0811
<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922

## JOHN H. PERRY ASSOCIATES

<i>New York City</i> —225 West 39th Street.....	Bryant	9-3357
William K. Dorman, Manager; W. T. Kelly, H. H. Hachette.		
<i>Chicago</i> —122 S. Michigan Avenue, O. J. Ranft, Manager.....	Harrison	8085
<i>Detroit</i> —7338 Woodward Avenue, J. J. Higgins, Manager.....	Madison	0790
<i>Atlanta</i> —406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....	Walnut	3443
<i>San Francisco</i> —742 Market Street, (R. J. Bidwell Co.).....	Garfield	4917
<i>Philadelphia</i> —1524 Chestnut St., M. S. Lewin.....	Rittenhouse	0886
<i>Stations</i> —WALA, Mobile, Ala.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KFDA, Amarillo, Texas.		

## EDWARD PETRY & COMPANY, INC.

<i>New York City</i> —17 East 42nd Street.....	Murray Hill	2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Lawrence Field, Henry Ringgold, Albert Young, Jr., Carl Doty, Mason McGuire, Norman Prouty, Lloyd George Venard, Volney F. Righter.		
<i>Chicago</i> —400 N. Michigan Avenue.....	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Boncil, James L. Thompson.		
<i>Detroit</i> —General Motors Bldg., Richard Daley.....	Madison	1035
<i>San Francisco</i> —111 Sutter Street, Earle H. Smith.....	Garfield	4010
<i>Los Angeles</i> —601 W. 5th Street, Chester Matson.....	Michigan	8729
<i>St. Louis</i> —Southwestern Bell Telephone Bldg., George Kercher.....	Garfield	5194
<i>Stations</i> —KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; KVOD, Denver, Colo.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; WFBM, In-		

dianapolis, Ind.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WFBR, Baltimore, Md.; WAAB, Boston, Mass.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WTAG, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KEX, Portland, Ore.; KGW, Portland, Ore.; WFIL, Philadelphia, Pa.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Texas; WBAP, Fort Worth, Texas; KPRC, Houston, Texas; WOAI, San Antonio, Texas; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRTD, Richmond, Va.; KJR, Seattle, Wash.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; KHQ, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; Colonial Network; Minnesota Network; Texas Quality Network; Yankee Network.

**RALPH L. POWER**

*(Australian Representative)*

*Los Angeles*—407 Van Nuys Bldg. . . . . Madison 5617  
*Stations*—Macquarie Broadcasting Services, Macquarie Network (19 stations).

**RADIO ADVERTISING ASSOCIATES**

*(Southeastern Representatives\*)*

*Atlanta*—925-6 Grant Bldg., R. L. Watkins, President. . . . . Walnut 1833  
*Stations*—WALA, Mobile, Ala.; WFOY, St. Augustine, Fla.; KALB, Alexandria, La.; KMBL, Monroe, La.; KGFF, Shawnee, Okla.; KFRO, Longview, Texas; KFYO, Lubbock, Texas.

\*Stations represented on a regional basis only.

**RADIO ADVERTISING CORP.**

*New York City*—341 Madison Avenue. . . . . Murray Hill 4-0212  
 Henri O. Molley, Executive in Charge.  
*Chicago*—400 North Michigan Avenue, George Roesler, Manager. . . . . Whitehall 4262  
*Cleveland*—Terminal Tower, Charles A. Stevens, Manager. . . . . Prospect 5800  
*San Francisco*—681 Market St., Homer Griffith, Manager. . . . . Douglas 4475  
*Hollywood*—6362 Hollywood Blvd., Homer Griffith, Manager. . . . . Hillside 7157  
*Stations*—KITE, Kansas City, Mo.; WHK, Cleveland, Ohio; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WKBN, Youngstown, Ohio; WIP, Philadelphia, Pa.

**RADIO SALES, INC.**

*New York*—485 Madison Avenue. . . . . Wickersham 2-2000  
 Howard Meighan, Eastern Sales Manager; William H. Hylan, Jr., Robert Somerville, Frank McDonnell, Howard Schreiber, Eldon Hazard.  
*Chicago*—410 N. Michigan Avenue. . . . . Whitehall 6000  
 Kelly Smith, General Manager; Paul Wilson, Ernest Shomo, Wendell Campbell.  
*Detroit*—902 Fisher Bldg., Herbert Carlborg. . . . . Trinity 2-5500  
*Milwaukee*—4118 Plankington Arcade Bldg., Martin McGeehan. . . . . Marguette 0688  
*Sau Francisco*—Palace Hotel, Henry M. Jackson. . . . . Yukon 1700  
*Los Angeles*—Columbia Square. . . . . Hollywood 2484  
 Roger K. Huston, Western Sales Manager.  
*Stations*—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WJSV, Washington, D. C.; WBBM, Chicago, Ill.; WEEI, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WABC, New York, N. Y.; WBT, Charlotte, N. C.; CBS California Network; CBS New England Network; CBS Pacific Network.

**RADIO TIME AGENCY**

*Chicago*—360 N. Michigan Ave., Palmer Terhune, Manager. . . . . Dearborn 0351  
*Stations*—WBNX, New York, N. Y.; KFRO, Longview, Texas; KCMC, Texarkana, Texas.

**WILLIAM G. RAMBEAU COMPANY**

*Chicago*—1617 Tribune Tower, William G. Rambeau, Manager. . . . . Andover 5566  
*New York City*—Chanin Bldg., Roy Shults, Manager. . . . . CAledonia 5-4940  
*Detroit*—10-217 General Motors Bldg., George O'Leary, Manager. . . . . Madison 6828  
*Sau Francisco*—Russ Bldg., Ross C. Rambeau, Manager. . . . . Douglas 1294  
*Stations*—WDGY, Minneapolis, Minn.; KQV, Pittsburgh, Pa.; WJAS, Pittsburgh, Pa.

**PAUL H. RAYMER CO.**

<i>Chicago</i> —435 N. Michigan Avenue.....	Superior	4473
Paul H. Raymer, Manager; George W. Diefenderfer, Richard F. Kopf.		
<i>New York</i> —366 Madison Avenue.....	Murray Hill	2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.		
<i>Detroit</i> —General Motors Bldg., George W. Diefenderfer.....	Trinity	2-8060
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373
<i>Los Angeles</i> —530 West 6th St., J. Leslie Fox.....	Vandike	1901
<i>Stations</i> —Mason-Dixon Radio Group; WBRC, Birmingham, Ala.; Arizona Broadcasting Co.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; California Radio System; KERN, Bakersfield, Calif.; KMJ, Fresno, Calif.; KFVB, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KWG, Stockton, Calif.; WDRG, Hartford, Conn.; WDEL-WILM, Wilmington, Del.; WMBR, Jacksonville, Fla.; WDBO, Orlando, Fla.; WJJD, Chicago, Ill.; WFAM-SBT, South Bend, Ind.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD-WASH, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WJTN, Jamestown, N. Y.; WHEC, Rochester, N. Y.; WSYR, Syracuse, N. Y.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazelton, Pa.; WGAL, Lancaster, Pa.; WCAU, Philadelphia, Pa.; WORK, York, Pa.; WPRO, Providence, R. I.; WDOI, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Texas; WNBX, Springfield, Vt.; WRVA, Richmond, Va.		

**REYNOLDS-FITZGERALD, INC.**

<i>New York City</i> —515 Madison Ave.....	ELdorado	5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.		
<i>Chicago</i> —360 N. Michigan Ave.....	State	4294
John T. Fitzgerald, George A. Jones, Lee Small, Edwin C. Allen, M. H. Petersen.		
<i>Detroit</i> —General Motors Bldg., Richard T. Healy.....	Madison	4250
<i>Philadelphia</i> —Land Title Bldg., J. David Cathcart.....	Rittenhouse	3839
<i>Seattle</i> —1423 Joseph Vance Bldg., Fred A. Bartlett.....	Elliott	6452
<i>San Francisco</i> —58 Sutter Street.....	Garfield	6144
Judson H. Carter, Ralph E. DeMotte.		
<i>Los Angeles</i> —117 West Ninth Street, Charles E. Fisher.....	Tucker	2474
<i>Stations</i> —KFNF, Shenandoah, Ia.; WIL, St. Louis, Mo.; WHBY, Green Bay, Wisc.; WTAQ, Green Bay, Wisc.; WIBA, Madison, Wisc.; WSAU, Wassau, Wisc.		

**SAWYER, FERGUSON & WALKER CO.**

<i>New York</i> —60 East 42nd Street.....	MURray Hill	2-5495
F. H. Anderson.		
<i>Stations</i> —WRNL, Richmond, Va.; WGH, Newport News, Va.		

**VIRGIL REITER & CO.**

<i>New York</i> —22 West 48th Street.....	PENnsylvania	6-2409
<i>Stations</i> —WCAU, Philadelphia, Pa.; WFBM, Indianapolis, Ind.		

**SEARS & AYER, INC.**

<i>Chicago</i> —612 N. Michigan Ave.....	Superior	8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —565 Fifth Ave., Paul Adler, Manager.....	PLaza	8-1312
<i>Stations</i> —WJBY, Gadsden, Ala.; WGPC, Albany, Ga.; WATL, Atlanta, Ga.; WRBL, Columbus, Ga.; KRLC, Lewiston, Ida.; KID, Idaho Falls, Ida.; WDWS, Champaign, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; KTSW, Emporia, Kans.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WPG, Atlantic City, N. J.; WSOC, Charlotte, N. C.; WRAL, Raleigh, N. C.; WSTP, Salisbury, N. C.; WAIR, Winston-Salem, N. C.; WAIM, Anderson, S. C.; WSVL, Harrisonburg, Va.; KUJ, Walla Walla, Wash.; KDFN, Casper, Wyo.; KWYO, Sheridan, Wyo.		

**JACK SLATTER**

<i>Toronto, Ont.</i> —4 Albert Street.....	Waverley	5564
<i>Stations</i> —CFCN, Calgary, Alta.; CKPR, Fort William, Ont.; CJRC, Winnipeg, Man.; CJRM, Regina, Sask.; CFQC, Saskatoon, Sask.; CJGX, Yorkton, Sask.		

## TENNEY, WOODWARD & CONKLIN, INC.

<i>New York City</i> —285 Madison Ave.....	ASHland	4-0996
Walter I. Tenney, President; Ralph E. Dennis, Manager.		
<i>Chicago</i> —333 N. Michigan Ave., John E. Rohde, Manager.....	Delaware	2107
<i>Detroit</i> —New Center Bldg., T. E. Etter, Manager.....	Trinity	1-0529
<i>Station</i> —WTRC, Elkhart, Ind.		

## EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Douglas	2373
<i>Stations</i> —WGN, Chicago, Ill.; WOR, Newark, N. J.; WCAU, Philadelphia, Pa.		

## J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative\*)

<i>New York City</i> —152 West 42nd Street, J. Franklyn Viola, President....	CHickering	4-3254
*Stations represented for the broadcasting and producing of foreign language programs only.		

## WEED & CO.

<i>New York</i> —350 Madison Avenue.....	Vanderbilt	6-4542
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.		
<i>Chicago</i> —203 N. Wabash Avenue.....	Randolph	7730
Neal Weed, Vice-President; William Reilly, William Flynn.		
<i>Detroit</i> —Michigan Building, Charles M. Adell.....	Cadillac	3810
<i>San Francisco</i> —111 Sutter St., Roy Frothingham.....	Douglas	6446
<i>Stations</i> —KARM, Fresno, Calif.; KTSM, Santa Barbara, Calif.; WTIC, Hartford, Conn.; WJNO, West Palm Beach, Fla.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCHS, Portland, Me.; WSAL, Salisbury, Md.; WPRC, Worcester, Mass.; KERU, Columbia, Mo.; KXOK, St. Louis, Mo.; KFBB, Great Falls, Mont.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WEBR, Buffalo, N. Y.; WKRC, Cincinnati, Ohio; WCOL, Columbus, Ohio; WBAX, Wilkes-Barre, Pa.; WJAR, Providence, R. I.; KABR, Aberdeen, S. D.; WQDM, St. Albans, Vt.; CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CKY, Winnipeg, Man.; CFNB, Fredericton, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKPR, Fort William-Port Arthur, Ont.; CKOC, Hamilton, Ont.; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CJCS, Stratford, Ont.; CKGB, Timmins, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.		

## HOWARD H. WILSON COMPANY

<i>Chicago</i> —75 East Wacker Drive.....	Central	8744
Howard H. Wilson, Owner; J. F. Johns, Harlan G. Oakes.		
<i>New York</i> —551 Fifth Ave.....	Murray Hill	6-1230
Horace Hagedorn, Manager; Thomas Pedlar.		
<i>Kansas City, Mo.</i> —1012 Baltimore, J. J. Farrell.....	Grand	8010
<i>San Francisco</i> —681 Market St., Homer O. Griffith.....	Douglas	4475
<i>Hollywood</i> —6362 Hollywood Blvd., Homer O. Griffith.....	Hillside	7157
<i>Stations</i> —KGER, Long Beach, Calif.; KGHF, Pueblo, Calif.; WDZ, Tuscola, Ill.; WIBC, Indianapolis, Ind.; KMA, Shendoan, Ia.; KFBI, Abilene, Kans.; WREN, Lawrence, Kans.; WKZO, Kalamazoo, Mich.; KYSM, Mankato, Minn.; KGBX, Springfield, Mo.; KWTO, Springfield, Mo.; KMMJ, Grand Island, Nebr.; WJAG, Norfolk, Nebr.; KGGM, Albuquerque, N. M.; KELO, Sioux Falls, S. D.; KSOO, Sioux Falls, S. D.; KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San Antonio, Texas; KRGV, Weslaco, Texas; WDEV, Waterbury, Vt.; WKBH, La Crosse, Wisc.; WHBL, Sheboygan, Wisc.; Lone Star Chain.		

## WOR (Newark, N. J.)

<i>Boston</i> —80 Federal Street.....	Liberty	0437
Paul A. Belaire, Manager.		
<i>Chicago</i> —Tribune Tower, Harold C. Higgins, Manager.....	Superior	5110
<i>San Francisco</i> —Russ Bldg., Edward S. Townsend.....	Douglas	2373

# RESEARCH — ORGANIZATIONS

## **The Advertising Checking Bureau, Inc.**

538 South Clark St., Chicago, Ill.  
Phone Wabash 6131  
President.....W. B. Katzenberger  
Director, Newspaper Research  
Department.....James H. Watt

### *Branch Offices*

79 Madison Ave., New York, N. Y.  
Phone CAledonia 5-8333  
Eastern Manager.....Horace Carver  
500 Sansome St., San Francisco, Calif.  
Phone Sutter 6978  
Pacific Coast Manager.....Jack Kendrick

Services Offered: (1) Analysis of radio publicity (individual items) with circulation figures and monthly summaries. (2) Check-up of radio log listing. (3) Weekly scrap-book service.

## **Advertising Research Bureau**

1425 Dorchester St., West, Montreal, Que.,  
Canada  
Phone Plateau 3858

Director.....Jack Selinger  
Services Offered: Advertising surveys of all types (e.g., telephone, door-to-door, dealer, public opinion); French language surveys.

## **Anderson Nichols Associates**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-2278

President.....E. R. Anderson  
Secretary & Treasurer.....H. B. Nichols  
Radio Research.....Paul W. Stewart

### *Branch Office*

Suite 307, 53 State St., Boston, Mass.  
Phone Capital 8498

## **Booz, Fry, Allen & Hamilton**

135 South La Salle St., Chicago, Ill.  
Phone Stage 8344

285 Madison Ave., New York, N. Y.  
Phone CAledonia 5-1223

Services Offered: Business Surveys.

## **Walter P. Burn & Associates, Inc.**

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

President.....Walter P. Burn  
Vice-President.....William Noble

Services Offered: Market data, economic studies, media coverage studies, radio coverage maps, decorative maps, economic maps, charts, trade paper advertising, brochures, dramatized sales presentation, complete promotion plans.

## **Canadian Facts, Registered**

100 Adelaide St., West, Toronto, Ont., Canada  
Phone Adelaide 2067

General Manager.....N. P. Colwell  
Director of Personnel.....Ethel Fulford Colwell  
*Branch Offices*

Operating branches in 99 Canadian cities and towns with a total staff of 2100.

Services Offered: All types of marketing research including market coverage data, consumer studies, dealer investigations and checks on effectiveness of various media.

## **Paul T. Cherington**

c/o McKinsey & Co., 2 Wall Street,  
New York, N. Y.  
Phone REctor 2-2820

Services Offered: Distribution consultant, market surveys, media studies.

## **Commercial Checking Service**

1474 Olive St., Louisville, Ky.

President.....Newton P. Owen  
Secretary-Treasurer.....P. A. Johns

Services Offered: Checking service for advertising and agencies.

## **The Cooperative Analysis of Broadcasting**

330 West 42nd Street, New York, N. Y.  
Phone MEdallion 3-3898

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

D. P. Smelser, Chairman (Procter & Gamble Co.); George H. Gallup, Treasurer (Young & Rubicam); C. H. Lang (General Electric Co.); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson); A. W. Lehman, Manager.

Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings by geographical sections, income groups,

etc. It is authorized by the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has been doing since March, 1930.

•  
**Crossley, Inc.**

330 West 42 St., New York, N. Y.  
Phone BRyant 9-5462

President.....Archibald M. Crossley  
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•  
**Roy S. Frothingham**

111 Sutter Street, San Francisco, Calif.  
Phone, Douglas 6446

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

•  
**C. E. Hooper, Inc.**

51 East 42nd St., New York, N. Y.  
Phone, VAnDerbilt 6-4630

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

•  
**Hooper-Holmes Bureau**

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

Director of Research.....Chester E. Haring  
*Branch Offices*  
32 Offices Throughout  
United States and Canada

•  
**Irwin & Irwin**

1627 Locust St., St. Louis, Mo.  
Phone, Republic 3179

Manager.....M. C. Irwin  
Services Offered: Market research.

•  
**Joint Committee on Radio Research**

(cooperative AAAA, ANA & NAB survey)  
420 Lexington Ave., New York, N. Y.  
Phone MOhawk 4-7982  
Chairman .....John Benson

**Helen King**

17 East 48th St., New York, N. Y.  
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

•  
**Walter Mann & Staff**

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

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

•  
**Market Data Service**

211 State Street, Bridgeport, Conn.  
Phone, 5-6983

President .....W. G. Davis  
Vice-President.....W. P. Noble  
Secretary-Treasurer.....Walter P. Burn  
*Branch Offices*  
7 West 44th St., New York, N. Y.  
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

•  
**Market Research Corp. of America**

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

President.....Percival White  
Vice-President.....Pauline Arnold

•  
**National Radio Auditors**

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

Manager.....William H. Appleby  
Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

•  
**National Radio Records**

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

President.....N. Charles Rorabaugh  
Services Offered: Radio advertising statistics via monthly publications.

•  
**A. C. Nielsen Company**

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

President.....A. C. Nielsen

Executive Vice-President in Charge of  
Nielsen Radio Index.....H. L. Rusch  
Executive Vice-President.....F. K. Leisch  
*Branch Office*  
500 Fifth Ave., New York, N. Y.  
Phone, Pennsylvania 6-7126  
Vice-President In Charge of N. Y.  
Office .....J. O. Peckham

**Parb Research Services**

1526 - 48th Ave., San Francisco, Calif.  
Phone Overland 2935

Librarian .....Alice Thompson  
Assistant Librarian.....James Welhuan  
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.

**Radio Coverage Reports**

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

Director .....Edgar Felix  
Services Offered: Consultants to advertis-  
ing agencies, networks and stations on radio  
coverage and service; nationwide file of  
field intensity measurements.

**Radio Reports, Inc.**

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

President-Treasurer.....Edward F. Loomis  
Services Offered: Provides subscribers with  
digests and texts of radio news and comment.

**Elmo Roper**

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

Executives.....Elmo Roper, Arthur B.  
Chivvis, Carolyn W. Crusius, Robert W.

Pratt, Robert Williams.  
Services Offered: Marketing research, dis-  
tribution consultant, trade and consumer  
studies.

**Ross Federal Research Corp.**

18 East 48th St., New York, N. Y.  
Phone PLaza 3-6500

Chairman of Board-President-  
Treasurer.....Harry A. Ross  
Vice-President-General Manager  
Denimore A. Ross  
Vice-President-General Sales Manager  
Clifford B. Ross  
Vice-President.....Richard Ross  
Executive Assistant to President...E. J. Wall  
Secretary.....Frank X. Miske  
Director of Advertising and Publicity  
Thomas B. Ellsworth

*Branch Offices*

59 E. Van Buren St., Chicago, Ill.  
2210 Park Ave., Detroit, Mich.  
817 Hanna Bldg., Cleveland, Ohio  
1225 Grant Bldg., Pittsburg, Pa.  
130 West 42nd St., New York, N. Y.  
606 West Wisconsin Ave., Milwaukee, Wis.  
1553 Carew Tower, Cincinnati, Ohio  
317 Chamber of Commerce Bldg., Indianap-  
olis, Ind.  
817-18 Metropolitan Bldg., Boston, Mass.  
17 Court St., Buffalo, N. Y.  
Market St. National Bank Bldg., Philadel-  
phia, Pa.  
1028 Connecticut Ave., Washington, D. C.  
1807 Grand Ave., Kansas City, Mo.  
3615 Olive St., St. Louis, Mo.  
3723 Wilshire Blvd., Los Angeles, Calif.  
935 Market St., San Francisco, Calif.  
1904 Third Ave., Seattle, Wash.  
1700 Commerce St., Dallas, Texas  
635 Eighteenth St., Denver, Colo.  
175 S. Main St., Salt Lake City, Utah  
Rand Tower, Minneapolis, Minn.  
507 Tenth St., Des Moines, Ia.  
928-29 Sterick Bldg., Memphis, Tenn.  
112 S. Tyron St., Charlotte, N. C.  
206-207 Bona Allen Bldg., Atlanta, Ga.  
90 State St., Albany, N. Y.  
312 Pan American Bldg., New Orleans, La.  
412 Wright Bldg., Oklahoma City, Okla.  
306 S. Fifteenth St., Omaha, Nebr.  
602 Porter Bldg., Portland, Ore.  
Street Bldg., New Haven, Conn.

**Elsie M. Rushmore**

551 Fifth Ave., New York, N. Y.  
Phone MUrray Hill 2-3053

Services Offered: Surveys for market defi-  
nition; management and analysis of contests.

**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



# FEDERAL TRADE COMMISSION

*Activities of the Federal Trade Commission with  
Respect to Radio Advertising Matter*

**T**HE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy. False and misleading advertising matter as published in newspapers, magazines, almanacs and mail order catalogs and circulars, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of sufficient volume to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through its Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and, since 1934, commercial advertising continuities broadcast by radio.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created the Radio and Periodical Division, with a director in charge, transferring to it all of the former functions and duties of the Special Board and its personnel, which now consists of approximately 56 lawyers and clerks. There is also an assistant director.

## Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year 1938-39, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations, generally at the rate of four times yearly for each station. However, the frequency of calls to individual broadcasters is varied from time to time, dependent principally upon: transmittal power; the service radius or area of specific stations; and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs

of recorded commercial transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1939, the Commission received 626,293 copies of commercial radio broadcast continuities, amounting to 1,384,448 pages of typewritten script. These comprised 860,998 pages of individual station script and 523,540 pages of network script.

## Study of Commercials

The Commission staff read and marked 643,796 commercial radio broadcast continuities, amounting to 1,384,353 pages of typewritten script. These comprised 492,540 pages of network script and 891,813 pages of individual station script. An average of 4,539 pages of radio script were read each working day. From this material, 29,143 commercial broadcasts were marked for further study as containing representations that might be false or misleading. The 29,143 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission.

Many requests have been received from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised

of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised. It treats as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. After a stipulation has been accepted or approved, or a complaint issued, the facts concerning such proceedings are for the public record and are available to anyone who may request them.

### Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of nationwide and regional networks, and transcription producers, in addition to that of some 616 active commercial radio stations, 457 newspaper publishers, and 533 publishers of magazines and farm journals, and has observed an interested desire on the part of such broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

### Analysis of Questioned Advertising

Advertising matter appearing in publications and broadcast by radio which was questioned by the Commission during the fiscal year, pertained to the following classifications of commodities in the proportions indicated:

COMMODITIES NAMED IN ADVERTISEMENTS MARKED FOR INVESTIGATION	
<i>Name of Commodity</i>	<i>Per Cent</i>
Drugs, including preparations recommended for the treatment of: Respiratory, sinus (asthma, headaches, colds, hay fever), blood, rheumatic, nerve system, ulcer, stomach and intestinal disorders, skin diseases (eczema, athlete's foot, etc.), women's ailments, constipation, poultry and livestock diseases, excess weight, cancer, tuberculosis, epilepsy, gland diseases	42.4
Cosmetics and toiletries	10.4
Food products (including beverages)	7.8
Health devices, instruments, apparatus and contrivances	2.1
Commodity sales-promotion plans, with agency and employment offers, and specialty and novelty goods	6.8
Automobile, radio, refrigerator, and other equipment lines	5.3
Correspondence courses	3.3
Other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc.	21.9
Total	100.0

Drug preparations, cosmetics, health devices and contrivances and food products accounted for 62.7 per cent of the advertised articles given legal review during the fiscal year.

In the item of drug preparations listed above, which comprised 42.4 per cent

of the advertised products, a substantial proportion of the related advertising contained flagrant misrepresentations or representations which disclosed possible injurious results to the public and for that reason were given preferred attention.

### Number of Cases Handled

During the fiscal year ended June 30, 1939, the Commission, through its Radio and Periodical Division, sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and 8 without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation, complaints were recommended for violation of the terms of those stipulations.

### Cases Closed

In 135 cases the division recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the Commission's contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

On April 26, 1938, the Commission directed that all vendor-advertisers who signed stipulations should report within 60 days the manner and form of their compliance therewith, as had theretofore been required of respondents against whom cease and desist orders had issued. During the current fiscal year 236 such compliance reports were received and filed by the Commission in cases originating in the Radio and Periodical Division. Fifty-four of these compliance reports related to stipulations approved during the preceding fiscal year.

Following preliminary examination of the advertising matter concerning 29 products, reports were submitted to the Commission recommending investigations to determine whether injunctive or criminal procedure was warranted.

# A "Measuring Stick" For --- Radio Circulation

By

**B. E. JOLLEY**

*Production Manager, Ross Federal Research Corporation*

**S**ELLING anything successfully—whether it be marbles or radio time—depends very largely on being able to convince the purchaser that in buying your marbles, or radio time on your station, he is getting the most for his money. In the case of marbles the product can do much of its own tangible and visible convincing. A marble, or anything else you can take in your hand and evaluate on the spot, can be seen, felt and judged. Radio time, on the other hand, is likely to be regarded as an intangible. Your radio time salesman cannot place in the customer's hand his own time units and his competitor's—to be rated accurately on the spot. Instead, he must present his arguments, good or bad, and let his selling hinge upon how well he persuades.

We say "Radio time is likely to be regarded as an intangible." It would very definitely be an intangible if it were not that a precise and accurate method has been devised to make the demonstrating of values in radio time a simple and direct matter. Through properly executed radio coincidental studies the radio time salesman literally can place his own and competitive facts in the customer's hand, and the radio advertiser can buy with the blindfold removed.

In talking about the effective uses of radio coincidental studies, as they enable the radio station to lay real facts on the advertiser's desk, the most apt comparison which comes to mind is that of the newspaper. The aptness of this comparison springs from the fact that the newspaper, in soliciting advertising for its columns, must present certain facts to the potential advertiser.

## Comparison with Newspapers

Thus, if you can buy a page in the Gazette for \$1,000, and through the Gazette you reach 5,000 potential customers' homes, it has cost you twenty cents (for space) to send your message to each home. Your page in the Blade may cost only \$500, but if the Blade goes to only 1,000 homes in your market, then the cost of fifty cents per home is two and one-half times the cost for the Gazette. Other things, such as quality of circulation being equal, the Gazette is the best "buy."

How does this apply to the radio station, which sends its message into the air, uncontrolled and unchecked once the radio impulses have been flung out from the transmitting tower? It applies di-

rectly. For as the newspaper can prove its circulation, so can the radio station prove—through the scientifically gathered figures of the radio coincidental surveys—how many radios are tuned in to each station. It can show, hour by hour throughout the week, precisely how any radio station rates with competing stations.

To illustrate this fact, let us consider a hypothetical study (hypothetical, but still typical of actual studies now in the files of the Ross Federal Research Corporation). This study, for example, was made in a market locally served by five commercial broadcasting stations. In this market, almost 87.4 of the families own radio sets and make up the potential audience.

## Establish Popularity

The first step was to establish the relative popularity of these five stations. This was done by means of a continuous check made during the course of seven days of fourteen and one-half broadcasting hours each. Over the course of this entire week, out of each 1,000 radio sets in operation, stations are selected by listeners in the following proportions

Station A	39.0
" B	36.0
" C	12.0
" D	3.7
" E	4.4
Others and don't know	4.9

100.0

These figures are fundamental as far as telling how the stations rate in over-all popularity is concerned. But this knowl-

edge alone can tell us very little to answer the advertiser's key question: "Which station gives me the most for my money at my time on the air?"

Before we can get at the answer to this question we must first find out at least two more vital facts. By applying the rate costs of each station against the listening audience of that station we must find out what fraction of a dollar it costs to reach each listener. And—which is of the most vital and direct concern to the advertiser, we must find out how the listening audience of each station varies hour by hour and day by day. Your radio advertiser is buying a set and definite time. Only by applying the rate charges of each station against the listening audience for that definite time can he arrive at comparable figures showing the effective coverage for each dollar he invested.

### The "Best Buy"

Let us assume for the moment that the actual or potential advertiser's budget is fairly limited and see how he might go about evaluating a certain definite time period. All five stations are free from 12 noon to one PM on Sunday, and the problem is to choose between them. In the following table we list sample base rates\* for each station, its audience (number of listening homes) for that hour on Sunday, and the figure derived from applying these two factors—which is the vital one, the "audience per dollar."

Station	Base Rate	Audience	Audience per dollar
A	\$140	9068	65
B	125	10407	83
C	35	6493	185
D	30	6941	231
E	45	5114	114

Station D is undoubtedly the best buy; for in spite of its relatively limited audience, each dollar invested gives a yield well in excess of that achieved by any of the other stations. If, on the other hand, our advertiser feels that coverage is most important and cost secondary, Station B would offer the best buy, simply because its total audience is the greatest but cost not the highest.

Naturally, however, the situation pictured above will not always hold true. High priced stations must justify their higher gross rates by demonstrating mass coverage and its resultant low net cost.

\*Admittedly these sample rates are comparatively more "national" in character than "local" and thus generally contemplate coverage over a wider area than can be supplied by the weaker stations with lower rates. As this wider coverage may be of vital importance to a national advertiser, it can and should be measured and weighed. But, on the other hand, the local advertiser can evaluate any time period by simply applying the actual local rates as has been done above with the sample rates.

The following table shows the situation for a weekday morning between 8 and 9 o'clock.

Station	Base Rate	Audience	Audience per dollar
A	\$76	16,605	218
B	53.34	7,559	142
C	32	2,726	85
D	30	1,208	40
E	38.60	1,146	30

Here station A justifies its greater cost by offering the advertiser a greater return for his money in this particular period.

In like manner, each of the other stations has certain definite times when it offers a better buy than any of the other stations. This explains what was said earlier—that popularity figures covering an entire week do not answer the advertiser's question as to where he will get the most for his money at his particular time on the air. Similarly, reversing the process, we see how the potential advertiser can be guided in selecting his time.

### Helps Answer Questions

Study of other figures revealed by the complete radio coincidental can answer other highly significant questions. For example, it might well be that a certain station raises its base rate for the period between 5 and 6 P.M. as against what it was an hour earlier. Can the advertiser persuade himself to take the later hour and pay the added price? He can, if the "audience per dollar" figure, which he can readily obtain, satisfies him that he is getting enough added value for his money.

Having selected his time, the advertiser must select his program. This is a far more difficult matter to determine unless the choice lies between programs already established and on the air. But here again the coincidental can be of great assistance. Tests such as we have described can be of great value to stations which have developed sustaining programs suitable for sponsoring. Audience figures taken at the time these programs are running can be evaluated and analyzed. It is by no means out of the question that these results alone could impel the advertiser to buy the program—and become a new advertiser for the station.

We have touched on only a few of the problems which confront radio stations and radio advertisers. Every advertiser and every station has his individual variations of these problems, and his successful operation depends to a large extent on how well he solves them. The advertiser is insisting more and more that he know what his dollar is buying, and the radio station must be prepared to take the guesswork out of radio advertising.

# Radio's Increasing Costs

## In Developing Programs

By

**MARK WOODS**

*NBC Vice President and Treasurer*

**R**ADIO'S increasing popularity is accompanied by greater efforts on the part of broadcasters to furnish even better program service. An inevitable result of such effort is increased cost—in developing sustaining programs, special events, in higher wages paid to unionized actors and musicians—in a word, costs mount all along the line. The cost of maintaining broadcasting service has increased in proportion as the industry has grown and now constitutes one of radio's major problems.

A very large portion of the time on the major networks is devoted to sustaining programs, including entertainment, education, news and special events and broadcasts for the international short-wave audience. Increasing attention and recognition paid to radio's educational, musical and other types of sustaining productions is evidence that the public appreciates these services and that they are necessary in developing a balanced program structure. The costs, however, must be borne by broadcasters and it is possible that these costs will continue to increase.

### Increased Staffs

It has been necessary to employ constantly increasing staffs, each specially trained to produce and broadcast these programs. Talent and orchestra costs have increased due to the unionization of artists and the increasing demands of the musicians. Dramatic talent receives at least minimum scales set by the American Federation of Radio Artists, while musicians receive scales set by the American Federation of Musicians, both AFL unions. The networks must employ large orchestras on a permanent basis, the cost of which is increasing. The networks are required to pay license fees for music and other performing rights which are also constantly increasing.

### Growth of Newscasts

The National Broadcasting Company's news broadcasts have grown from strictly local or national events to those international in scope. This was well illustrated

during the past year by the many broadcasts on European events both from the United States and abroad. The National Broadcasting Company maintains three foreign offices with trained staffs. It has been necessary to increase these staffs to cover the present European situation. Internationally known authorities and commentators were engaged and additional radio facilities had to be provided, the cost of which amounted to many thousands of dollars. Unsettled conditions in Europe and throughout the world necessitate expenditures to insure trained staffs being in a position to cover unexpected events at any time of the year.

Frequently commercial broadcasts are cancelled in order to broadcast some special event, which results in the company losing commercial revenue, as well as having to absorb the expense of the broadcast. Many news and special events broadcasts are unpredictable and therefore the expense cannot be foretold.

### International Broadcasts

International short-wave broadcasts, designed especially for European, South and Central American audiences, also involve considerable expense to the networks and provide small possibility for return.

The problem, therefore, is many fold: The advertiser must obtain public acceptance to his program in order that he continue to support broadcasting. The public must be given a variety of fine programs, current news, special events in order to attract it and, last but not least, the budget must be balanced in order to secure a fair return for the stockholder.

# The Crossley-CAB Method Of Radio Research

By A. W. LEHMAN, *Manager*  
*Cooperative Analysis of Broadcasting*

**T**HE Cooperative Analysis of Broadcasting (CAB) is a mutual non-profit organization operated by a Governing Committee of five which maintains permanent headquarters in New York City. Three of the Committee are appointed by the President of the Association of National Advertisers and two by the President of the American Association of Advertising Agencies. All policies, business as well as research, are set by this committee; thus the work benefits from the direction of an active group of individuals who give their services. Crossley, Incorporated is employed to do the field work.

The groundwork for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929 and the field work was started in March, 1930. Today the CAB is serving parties interested in national radio programs, including the leading advertisers, agencies and networks.

## Several Types of Reports

It issues semi-monthly reports showing the relative popularity of sponsored network programs and their trends; an annual report on listening habits and one on rural program preferences and listening habits. Separate comprehensive reports each year cover program data for the Standard and Daylight Saving Time periods.

In addition to the regular reporting service, the CAB supplies its subscribers with special analyses of all types, such as ratings of transcribed programs, how set owners shift from one program to another, competition studies, sustaining programs, local programs, political speeches, sports events, and others.

The work is carried on in thirty-three major network cities by a staff of fifty-two trained investigators working simultaneously 168 days of the year. They complete 510,000 interviews based on more than 800,000 telephone calls per year. The calls are distributed geographically in rough accordance with the distribution of radio homes and are distributed by income groups in accordance with set ownership among the groups. Thus the criticism leveled at most telephone surveys, that they reach only the higher

income levels, has been eliminated, we believe, by the CAB.

## Interviews At Four Times of Day

From radio set owners information is obtained as to how long their sets were in use, at what particular times, to what programs and to what stations. The interviews are made four times a day: at noon, covering the morning period; at five P.M., covering from noon until that time; at eight P.M., covering the period 5:00 to 8:00 P.M.; and on the following morning, covering programs broadcast between eight and twelve at night.

Each program rating is an average of the identifications or mentions obtained in those cities where the investigations were made and which are also reached by the program network. If, out of each hundred set-owners who are called in an area covered by a given program, twenty report that they heard it, then the rating which appears in the report is 20.0. *The number of stations carrying a program does not affect the size of the rating.*

## Governing Committee

As a result of more than ten years of practice, experimentation and revision, the method which is now in use could perhaps be best defined as "the triple check identification method."

The Governing Committee consists of D. P. Smelser, Procter & Gamble Company, Chairman; George Gallup, Young & Rubicam, Inc., Treasurer; C. H. Lang, General Electric Company; A. Wells Wilbor, General Mills, Inc.; and L. D. H. Weld, McCann-Erickson, Inc.

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# ADVERTISING ADVANCES IN 1939

By

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**JOHN BENSON**

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*President, American Association of Advertising Agencies*

**T**HE YEAR 1939 contributed considerably to the further development of scientific method in evaluating advertising and advertising technique, and also of circulation of media. This took the course of a joint effort in research, involving advertiser, agency and medium, a trend which has been growing during recent years. It is a constructive trend; enables the studies undertaken to draw upon a wider experience, on the one hand, and to enjoy the greater acceptance which comes from associated effort in appraising values.

The Advertising Research Foundation, sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies, is a notable example of this advance. It was established to further scientific method in advertising and marketing, and to sponsor studies of an impartial and scientific character in these fields.

Last year it produced and published a study of copy-testing methods, drawn from the experience of experts in both the advertiser and agency fields; an analysis of what these methods are, what validity they have, where applicable, what pitfalls to avoid. It also sponsored a study of Merchandise Testing made by the Harvard Business School which is the most exhaustive of its kind—is in fact a mine of information on this much discussed question, indicating both its possibilities and limitations.

The most recent study undertaken is that of readership of newspapers, both in regard to editorial and news items and also advertising. This is meeting a long-felt want on the part of advertisers and agencies who feel that mere circulation figures, indispensable as they are, do not give adequate information about the real influence of a publication in terms of actual readership. Advertisements must be read to be influential, and editorial items must be seen. Similar studies are projected for magazines.

Another instance of cooperative study of media values is the Joint Committee on Radio Research, which after three years of work on finding yardsticks for measuring radio station coverage in terms of habitual audience, listening areas and listening habits and on estimating the number of receiving sets in this country by counties, has been dormant during the past year awaiting reorganization and new financing.

## Consumer Movement

One of the major happenings to advertising during the year 1939 was an immense expansion of the so-called consumer movement, which now penetrates into every up-to-date community in this country and extends from Coast to Coast. It is raising some basic questions about advertising, its benefits to the consumer, its truthfulness and informative value, and its cost. There may be some tinge of radicalism in this movement, but it is minor; the great bulk of organized women and educators who discuss advertising are not hostile to it or to business whose spokesman it is; they want to know more about it, get the facts, and these are now being ascertained and will be given to them without bias or special pleading.

The A.A.A.A. in conjunction with leading media has established a "Committee on Consumer Relations in Advertising," whose business it is to get and clarify the facts about advertising and make them available to consumer leaders and educators. It will seek to cooperate with them in making advertising ever more useful to consumers and more reliable.

The F.T.C. has done a constructive job in administering the Wheeler-Lea law. It is cleaning up abuses in advertising in a way which would not have been possible without legislation. There has been some complaint about the field examiners seeming a bit misinformed and sometimes arbitrary in pressing for stipulations by agencies and advertisers, but this is perhaps a temporary condition which time and experience will correct. On the whole, the Wheeler-Lea law is a masterpiece of legislation in behalf of advertising as well as of consumers.

1939 was a constructive year for advertising, although it did not recover more than four or five per cent of the 13 per cent loss in volume since 1937. It promises to do better in 1940.

# AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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## HEADQUARTERS

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

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JOHN BENSON  
President

FREDERIC R. GAMBLE  
Executive Secretary

L. W. MacKENZIE  
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

R. W. METZGER

Ruthrauff & Ryan, Inc.  
360 N. Michigan Ave., Chicago

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.  
Battcn, Barton, Durstine & Osborn, Inc.  
383 Madison Ave., New York

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## STANDARDS OF PRACTICE

### AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

*Revised Statement Adopted At the Twentieth Annual Meeting*

*White Sulphur Springs, West Virginia*

*April 29, 1937*

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

*(Continued on Page 202)*



# STANDARD CONDITIONS

## GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by  
*National Association of Broadcasters*  
In cooperation with  
*American Association of Advertising Agencies*

### 1. PAYMENT

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

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

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

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

### 2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

### 3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as

to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

### 4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

### 5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

### 6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program

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 program 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.

[e]. 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 pre-

pared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

#### 7. GENERAL.

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

Copyright, 1933, A.A.A.A.

### (A. A. A. Standards of Practice—Continued from Page 200)

## PROFESSIONAL PRACTICE ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific 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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# ★ FOREIGN ★ LANGUAGE MARKET

*Statistics Supplied by*  
**FOREIGN LANGUAGE DEPARTMENT**

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*of Forjoe & Company*

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**T**HE year 1940 ushers in a drive in foreign language radio advertising in the United States. National advertisers such as: Procter & Gamble, Pillsbury Flour, Carnation Milk, Rem and Rel, Planter's Products and Alka-Seltzer, Gold Medal Coffee, Iowa Soap Company, R. J. Reynolds Company, Vick Chemical Company, P. J. Lorillard Co., Ex-Lax, Ronzoni Macaroni, La Rosa Macaroni, Gambarelli & Davitto represented by leading national advertising agencies such as: Compton Advertising. Pedlar & Ryan, William Esty, Morse International, Joseph Katz, Blackett-Sample & Hummert, H. W. Kastor & Sons, De Biasi Agency, Lennen & Mitchell, Erwin, Wasey & Company, Commercial Radio and many others have already set aside appropriations covering national campaigns in the foreign language market within the market.

These national campaigns cover the leading metropolitan markets of this country because the United States foreign-language groups are located in these markets. Seventy-six per cent of the foreign language market or 29,339,373 people reside and do business in the United States-Urban Metropolitan Foreign Language Markets.

The potential buying power of the foreign language market within the market arises from a six million United States Urban-Foreign Families. These families can spend 1½ billion dollars for foods, drugs, soaps, household articles and all the other products turned out by United States manufacturers.

Sixty-five per cent of the United States-Urban Foreign population falls within five dominant language groups: 1. Ger-

man, 2. Jewish, 3. Italian, 4. Polish, 5. Scandinavian.

Foreign language stations such as: WEVD, WOV, WBNX, WHOM, WVFW, WARD, WWRL, WBBC in New York, and WPEN, Philadelphia, WBRE, Wilkes-Barre, WWSW, KQV, Pittsburgh, WELI, WNBC, in Connecticut, WCOP, WMEX, Boston, WSAR, Fall River, WPRO, Providence, WJBK, WMBC, Detroit, WENY, WEBR, Buffalo, WGES, WSBC, WEDC, WCBD, Chicago, WIND, Gary, WEMP, Milwaukee, WEW, KXOK, St. Louis, WGAR, Cleveland, KSAN, San Francisco, KRE, Berkley, KSAL, Santa Rosa, KLS, Oakland, KMTR, Hollywood and many other stations report considerable increase in activity.

1939 shows an estimated \$2,500,000 spent on foreign language radio advertising. 1940 should prove a banner year.

## **Foreign "Market Within The U. S. Market"**

38,727,593 people in the U. S. are of foreign birth or parentage.

29,339,373 of the U. S. Foreign Population, 76%, live and do business in the key Urban-Metropolitan areas.

There are 6,834,843 U. S. Foreign families.

There are 6,219,707 U. S. Urban-Foreign Radio Families.

78.1% of the Foreign Born White are in the Buying Ages of 25 to 65 years.

65% of the U. S. Urban-Foreign Population is in 5 language groups—German, Jewish, Italian, Polish and Scandinavian are dominant.

55% of Metropolitan populations are foreign language groups.

**AYERS-PRESCOTT**  
INCORPORATED

ROCKEFELLER CENTER, RADIO CITY, N. Y.

CREATORS

RADIO PRODUCTIONS

ARTIST MANAGEMENT

S KIRBY AYERS

ROBERT J. PRESCOTT

AUTHORS & ARTISTS, Inc.

NORMAN H. WHITE, JR.

RCA BUILDING

Columbus 5-1811-2-3

# ADVERTISING AGENCIES

The following listing includes all agencies placing network and important spot business during 1939 as well as those handling the larger local accounts.

## Key to Symbols of Membership and Recognition Abbreviations

- AAAA . . . American Association of Advertising Agencies  
 ABP . . . Associated Business Papers  
 ANPA . . . American Newspaper Publishers' Association  
 PPA . . . Periodical Publishers' Association  
 PRB . . . Pacific Recognition Bureau  
 SAAA . . . Southwestern Association of Advertising Agencies  
 SNPA . . . Southern Newspaper Publishers' Association

### ADVERTISING, INC.

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

#### Officers

President . . . . . J. Lynn Miller  
 Vice-President . . . . . M. T. Miller  
 Secretary-Radio Director . . . . . A. G. Smithers  
*Radio Accounts Placed*—Southern Dairies,  
 R. F. & P. Railroad, Richmond Maid Mfg.  
 Co.

### ADVERTISERS BROADCASTING CO.

205 E. 42nd St., New York, N. Y.  
 Phone Murray Hill 4-1360

#### Officers

Owner . . . . . M. Keilson  
 Radio Director . . . . . Z. H. Rubinstein

### ADVERTISING-BUSINESS CO.

1213 Throckmorton St.  
 Fort Worth, Texas  
 Phone 3-2421

#### Officers

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

### THE AITKIN-KYNETT COMPANY

1400 South Penn Square  
 Philadelphia, Pa.  
 Phone Rittenhouse 7810

AAAA - ABC - NOAB - ABP - ANPA  
 APA - PPA

#### Officers

Senior Partner-Radio Director . . . H. H. Kynett  
 Partner . . . . . A. K. Aitkin  
 Partner . . . . . M. E. Goldman  
*Radio Accounts Placed*—Stephano Bros.

### R. H. ALBER COMPANY

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

President . . . . . R. H. Alber  
*Radio Accounts Placed*—Gospel Broadcast-  
 ing Corp.

### EARL ALLEN COMPANY

638-15 Insurance Bldg., Omaha, Nebr.  
 Phone Harney 3241

#### Officers

President-Treasurer . . . . . Earl Allen  
 Vice-President . . . . . Milton H. Reynolds  
 Vice-President . . . . . Richard Cole  
 Radio Director . . . . . Robert Savage

## ADVERTISING AGENCIES

### ALLEN, HEATON & McDONALD, INC.

1001 Enquiree Bldg., Cincinnati, Ohio

#### Officers

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

### ANDERSON, DAVIS & PLATTE, INC.

1270 Sixth Ave., New York, N. Y.

Phone COLUMBUS 5-4868

PPA — ANPA

#### Officers

President.....T. H. Anderson, Jr.  
Executive Vice-President.....A. F. Platte  
Vice-President.....H. H. Smith  
Secretary-Treasurer.....H. L. Ives  
*Radio Accounts Placed*—Bell & Co.

### AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.

Phone RANDOLPH 0830

ANPA — ABP — PPA — APA

#### Officers

President.....James T. Aubrey  
Vice-Presidents.....John C. Moore,  
L. T. Wallace, John J. Finlay, L. O.  
Wilson  
Radio Time Buyer.....John H. North  
Radio Production.....J. T. Ainley  
*Radio Accounts Placed*—Campana Sales  
Co., Chicago Motor Club, Chicago Solvay  
Coke Co., E. J. Funk & Sons (Hybrid Corn),  
International Harvester Co., World Products  
Co. (Twenty Grand Razor Blades).

### AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.

Phone ELdorado 5-1270

ANPA — PPA — APA — ABP

#### Officers

President.....Raymond Spector  
Vice-President-Treasurer.....Alvin Austin  
Director of Research & Media,  
Horace Schwerin  
Director of Clients Service.....Sidney Rubin  
Radio Time Buyer.....Daniel I. Rodgers  
Copy Chief.....Harry Dodsworth  
Art Director.....Frank Roemer  
Production Manager.....Richard Scott

*Radio Accounts Placed*—Beverly Hills Memorial Park, Health Aids, Inc. (Serutan), Journal of Living, King David Memorial Park, The Lone Ranger, Inc., Maryland Baking Co. and subsidiary companies, Modern Camera Exchange, Inc., Pilot Radio Corp., Purity Products, Inc., Universal Camera Corp., Weco Products Co. (Dr. West's Toothpaste).

### N. W. AYER & SON, INC.

West Washington Square, Philadelphia, Pa.

Phone Lombard 0100

ANPA — PPA — ABP

#### Officers

President.....H. A. Batten  
Executive Vice-Presidents....Gerold Lauck,  
Clarence Jordan  
Vice-President in Charge of Radio Plans,  
C. Halstead Cottingham  
Radio Time Buyers...Thomas J. McDermott,  
Frank Coulter, Jr.

#### Branch Offices

30 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-0200

Vice-President.....Edward R. Dunning  
Vice-President in Charge of Radio  
Program Production...H. L. McClinton  
6253 Hollywood Blvd., Hollywood, Calif.  
Radio Production.....Ben Ward,  
Bradford Browne

Statler Office Bldg., Boston, Mass.

Phone Hubbard 4970

Manager.....E. Craig Greiner  
135 S. LaSalle St., Chicago, Ill.  
Phone Randolph 3456

Vice-President.....Sterling E. Peacock  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2534

Vice-President.....Carl J. Eastman  
Penobscot Bldg., Detroit, Mich.  
Phone Randolph 3800

Vice-President.....Frank L. Scott, Jr.  
80 Richmond St. West, Toronto, Canada  
Phone Adelaide 6156

Vice-President.....John F. Graydon  
Sun Life Bldg., Montreal, Canada  
Phone Plateau 6886

Manager.....Arthur G. White

*Radio Accounts Placed*—American Rolling Mills Co., American Telephone & Telegraph Co., Atlantic Refining Co., Paul F. Beich Co., Bovril of America, Inc., Curtice Brothers Co., Detroit Creamery Co., W. L. Douglas Shoe Co., Ford Motor Co., J. B. Ford Co., Gordon Baking Co., Dr. Hess & Clark, Inc., Illinois Bell Telephone Co., Kirkman & Son, Inc., Philadelphia Coke Co., Dr. Price Flavoring Extract Co., U-All-No Mints, Sheffield Farms Co., Supplee-Wills-Jones Milk Co., Universal Credit Co., Webster-Eisenlohr, Inc., Hawaiian Pineapple Co., Ltd., Cliquot Club Ginger Ale, General Ice Cream Co.

## BADGER & BROWNING

75 Federal St., Boston, Mass.

Phone Liberty 3364  
ANPA — ABP — PPA

### Officers

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

### Affiliated Agency

Badger & Browning & Hersey  
30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-3720  
Robert W. Hersey, President

## BADGER AND BROWNING & HERSEY, INC.

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

### Officers

President ..... R. W. Hersey  
Chairman of Board ..... J. L. Badger  
Treasurer ..... F. S. Browning  
Radio Director ..... Mrs. Marjorie de Mott

### Affiliated Agency

Badger & Browning  
75 Federal St., Boston, Mass.  
Phone Liberty 3364  
*Radio Account Placed*—American Chicle  
Co.

## BARLOW ADVERTISING AGENCY, INC.

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

### Officers

President ..... E. S. Barlow  
Vice-President ..... E. S. Crawford  
Vice-President ..... H. H. Goodhart  
Vice-President ..... M. S. Whitney  
Secretary ..... E. V. Cole  
Production Manager ..... C. A. Furstenburg  
Copy Chief ..... J. J. Hines  
Art Director ..... H. C. Millard  
Radio Manager ..... J. R. Coleman  
*Radio Accounts Placed*—Dairymen's League  
Co-operative Association, Inc., Procino &  
Rossi.

## BARNES CHASE CO.

530 Broadway, San Diego, Calif.  
Phone Franklin 7771

### Branch Office

1121 S. Hill St., Los Angeles, Calif.  
Phone Prospect 4118

## ADVERTISING AGENCIES

### Officers

Partners ..... Norman R. Barnes,  
Henry H. Chase  
*Radio Accounts Placed*—Milnor's, Inc.;  
Westgate Sea Products Co., Brown Motor  
Co., Qualitee Dairy Products Co., Southern  
California Baking Co., Gazosa Beverage Co.,  
Whitney & Co., Klauber-Wangenheim Co.

## 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.

## BATTEN, BARTON, DURSTINE & OSBORN, INC.

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

### Officers

Chairman of Board ..... William H. Johns  
President ..... Bruce Barton  
Chairman of Executive Committee—  
Treasurer ..... F. R. Feland  
Executive Vice-President ..... Alex F. Osborn  
Secretary ..... F. M. Lawrence  
Vice-President-Director of Radio,  
Arthur Pryor, Jr.  
Radio Producers and Writers,  
Herbert C. Sanford, William Spier, Homer  
Flickett, David White, Kenneth  
Webb, Frank Linder, C. M. Underhill,  
Kirk Alexander, John Driscoll, Kath-  
erine Winn.  
Radio Time Buyer ..... C. E. Midgley, Jr.

## **ADVERTISING AGENCIES**

### *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 3060

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

*Radio Accounts Placed*—American Cranberry Exchange, American Stove Co., Andersen Ryan Coffee, Armstrong Cork Co., Broadway-Hollywood Department Stores, Brown & Williamson Tobacco Corp. Borden Farm Products, Charm Products, Inc., Consolidated Edison, Cooky Groc, Central Finance Corp., Curtis Publishing Co., Duluth Brewing & Malting Co., E. I. du Pont de Nemours & Co., Inc., Ethyl Gasoline Corp., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble Stores, General Baking Co., General Electric, General Mills, Griesedieck Bros. Brewing Co., Hecker Products Corp., Hoffman Beverage, Geo. A. Hormel & Co., Household Finance Corp., Koppers Coke, Marine Trust Co., Nchi Corporation, New York Telephone, Penick & Ford, Ltd., Inc., Pittsburgh Auto Dealers, Remington Rand, Inc., Royal Crown Bottling Co., Savings Banks Association of Massachusetts, F. & M. Schaefer Brewing Co., Serval, Inc., Southern New England Telephone Co., Time, Inc., Wm. Underwood Co., Waitt & Bond, Western Savings Banks, Willow Brook Dairy.

### **BRACE BEEMER, INC. RADIO ADVERTISING**

14401 Dexter St., Detroit, Mich.  
Phone TO 8-5310

### *Officers*

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

### **BENTON AND BOWLES, INC.**

444 Madison Ave., New York, N. Y.

Phone Wickersham 2-0400

AAAA -- ANPA -- PPA -- ABP

ABC -- NOAB -- APA

### *Officers*

Chairman of Board ..... Chester B. Bowles

President ..... Atherton W. Hobler

Vice-President-General Manager,  
James G. Rogers, Jr.

Vice-President & Director of Radio,  
Tom Revere

### *Branch Offices*

Equitable Bldg., Hollywood, Calif.

Phone Hillside 9151

Production Head ..... Don Cope

*Radio Accounts Placed* --- General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Post's Bran Flakes); Colgate-Palmolive-Pect Co. (Palmolive Soap, Super Suds, Octagon, Palmolive Shave Cream and Palmolive Brushless, Colgate Dental Cream, Colgate Tooth Powder, Colgate Shave Cream, Cashmere Bouquet, Cue Dental Liquid, Halo Shampoo); Continental Baking Co. (Wonder Bread and Hostess Cake); Best Foods, Inc. (Nucoa); Quaker Oats Co. (Quaker Farina); Prudential Insurance Co.

### **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.

### **GEORGE BIJUR, INC.**

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-6330

ANPA

### *Officers*

Radio Director ..... George Bijur

*Radio Accounts Placed*—Mutual Broadcasting System, Radio Station WOR.



## THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-9300  
ANPA — PPA — ABP

### Officers

President and Treasurer.....Milton H. Biow  
Secretary .....Anna Hauptman  
Director of Radio.....Regina Schuebel  
Dramatic Radio Director.....Jack Johnstone

*Radio Accounts Placed* — Bulova Watch Co., Joe Lowe Corp., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches.

## BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.

Phone Dearborn 0900  
ANPA — PPA

### Officers

President.....J. G. Sample  
Vice-Pres. & Treasurer.....Hill Blackett  
Secretary .....J. R. Lieber  
Vice-Presidents.....L. D. Milligan,  
L. A. Crowell, O'Neill Ryan, M. Bent,  
G. R. Collins

Director of Radio.....Kirby Hawkes  
Radio Time Buyer.....Harlow Roberts  
Assistant Time Buyer.....J. W. Laemmar

### Branch Offices

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-2700

### Officers

V-P in Charge.....E. Frank Hummert  
Vice-Presidents .....Anne Hummert,  
George Torney, Duane Jones, C. D.  
Christoph

Radio Time Buyer.....L. Schroeder  
*Radio Accounts Placed*—Sterling Products, Inc.; American Home Products Corp., General Mills, Inc.; Procter & Gamble Co., B. T. Babbitt, Inc.; E. & F. Laboratories, Skelly Oil Co., Sears-Roebuck & Co., The Wander Co., Beneficial Management Corp. (Personal Loan Co.), Hecker Products Corp. (Shoe Polish Division); Frank H. Fleece Corp., La Choy Food Products 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  
*Radio Accounts Placed*—J. W. Marrow Mfg. Co.; Armand Varady.

## ADVERTISING AGENCIES

### BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th, Portland, Oregon  
Phone Atwater 9541

AAAA — ANPA — PPA — ABP

### Officers

President.....David M. Botsford  
Treasurer.....Merle W. Manly  
Secretary.....Frankie Coykendall  
Vice-Presidents.....C. P. Constantine,  
Stanley G. Swanberg, John H. Weiser,  
Ray Andrews, Frankie Coykendall, Merle  
W. Manly.

### Branch Offices

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

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

Vice-President.....Stanley G. Swanberg  
323 Petroleum Securities Bldg.,  
Los Angeles, Cal.

Vice-President.....John H. Weiser  
*Radio Accounts Placed*—Tillamook County  
Creamery Association, Gilmore Oil Co.

## EMIL BRISACHER AND STAFF

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

ANPA — APA — PPA

### Officers

President .....Emil Brisacher  
Vice-President.....R. T. Van Norden  
Account Executive.....Charles H. Gabriel

### Branch Offices

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

Robert J. Davis, Louise Ludke,  
Vernon Wosnick

*Radio Accounts Placed*—Joseph Magnin & Co., McRockey-Airflex Mattress Co., Rough Rider Manufacturing Co., "I Want a Divorce" Program Cooperative Accounts.

## BROOKE, SMITH & FRENCH, INC.

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

AAAA — ANPA — PPA — ABP

### Officers

Chairman of Board.....Charles W. Brooke  
President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith

## **ADVERTISING AGENCIES**

Vice-Presidents.....Guy C. Smith,  
H. H. Ohlmacher, Sturges Dorrance, J.  
C. Williams, Clarke C. Wilnot  
Director of Radio.....H. H. Ohlmacher

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

347 Madison Ave., New York, N. Y.  
Phone Murray Hill 6-1800  
AAAA — ANPA — PPA — ABP  
APA — NOAB

#### *Officers*

Chairman of Board.....Guy C. Smith  
President .....Sturges Dorrance  
Executive Vice-President.....Williard S. French  
Treasurer.....Charles W. Brooke  
Secretary.....H. H. Ohlmacher  
Vice-Presidents.....H. M. Overstreet,  
Henry E. Pengel, Jr.; Charles C. Kahlert  
Director of Radio.....H. M. Overstreet  
*Radio Account Placed*—State of Maine  
Development Commission.

### **D. P. BROTHER & CO., INC.**

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

#### *Officers*

President .....D. P. Brother  
Secretary.....A. C. Schroeder  
Treasurer & Radio Time Buyer,  
C. Georgi, Jr.  
*Radio Account Placed*—Oldsmobile Division of General Motors Sales Corp.

### **FRANKLIN BRUCK ADVERTISING CORP.**

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

#### *Officers*

President .....Franklin Bruck  
Secretary and Radio Time Buyer,  
M. J. Kleinfeld  
Treasurer .....Mort Heineman  
Radio Production.....M. I. Jurin  
*Radio Accounts Placed*—North American  
Accident Insurance Co., Manhattan Soap  
Company, The Sitroux Co., Remington-Rand,  
Inc.; Simplex Patterns, Inc.

### **BUCHANAN & COMPANY, INC.**

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

#### *Officers*

Chairman of Board.....Joseph A. Hanff  
President.....T. S. Buchanan  
Treasurer.....L. J. Seeger  
Secretary.....C. J. G. Atkinson  
Executive Vice-President.....A. O. Dillenheck  
Vice-President.....A. E. Bonn  
Vice-President.....John Hertz, Jr.  
Radio Director.....Paul Munroe  
Assistant Director.....Edith Hopfan

#### *Branch Offices*

919 No. Michigan Ave., Chicago, Ill.  
Phone Superior 3047  
Vice-President.....George Enzinger  
929 So. Broadway, Los Angeles, Cal.  
Phone Michigan 2156  
Vice-President.....Fred M. Jordan  
Radio Director.....Jack W. Runyon  
*Radio Accounts Placed*—The Texas Co.,  
Royal Typewriter Co., Paramount Pictures,  
Inc.

### **LEO BURNETT COMPANY, INC.**

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

#### *Officers*

President and Treasurer.....Leo Burnett  
Vice-President and Secretary.....E. Ross Gamble  
Vice-President.....DeWitt O'Kieffe  
Vice-President.....Frank Smith  
Vice-President.....R. N. Heath  
*Radio Accounts Placed*—Pure Oil Co.

### **CAHN, MILLER & NYBURG, INC.**

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

#### *Officers*

President .....Louis F. Cahn  
Vice-President-Treasurer.....C. LeRoy Miller  
Secretary .....Robert Nyburg  
Account Executive.....E. Lyell Gunts

### **CAMPBELL-EWALD CO.**

General Motors Bldg., Detroit, Mich.  
Phone Trinity 2-6200  
AAAA — ANPA — ABP — PPA

#### *Officers*

President.....Henry T. Ewald  
Executive Vice-President.....R. H. Crooker  
Vice-Pres. & Gen. Mgr.....W. W. Lewis  
Radio Executive.....G. C. Packard

#### *Branch Offices*

714 W. Olympic Blvd., Los Angeles, Calif.  
Phone Prospect 1275  
Manager.....Steven S. Arnett

1700 Claus Spreckels Bldg.,  
San Francisco, Calif.  
Phone Douglas 5670

Manager.....R. V. Dunne  
230 N. Michigan Ave.,

Chicago, Ill.

Manager.....Myron T. Harshaw

•  
**CAMPBELL-EWALD COMPANY OF  
NEW YORK, INC.**

1790 Broadway, New York, N. Y.

Phone Circle 7-6383

AAAA

*Officers*

Chairman of Board.....H. T. Ewald  
President & General Manager.....F. D. Richards  
Treasurer.....Duane W. Beurmann  
Secretary.....L. B. Dudley  
Vice-President.....W. W. Lewis  
Director of Radio.....Louis Dean  
Assistant Director.....Kenneth 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*—Cycle Trades of  
America, Inc., General Motors Acceptance  
Corp., General Motors Corp., U. S. Rubber  
Co.

•  
**THE CAPLES CO.**

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

Phone MURray Hill 6-6500

ANPA — PPA — APA — NOAB

*Officers*

President.....Ralph C. Caples  
Vice-President.....Albert Woodley

*Branch Offices*

225 E. Erie St., Chicago, Ill.

Phone Superior 6016

Vice-President.....R. N. Hartsing

1416 Dodge St., Omaha, Nebr.

Phone Jackson 1107

L. M. Branch

412 W. 6th St., Los Angeles, Calif.

Phone Prospect 9141

E. F. Bader

*Radio Account Placed* — Railway Express  
Agency, Union Pacific Railroad.

**ADVERTISING AGENCIES**

**CECIL & PRESBREY, INC.**

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

Phone Wickersham 2-8200

AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board.....James Cecil  
President.....Charles Presbrey  
Secretary-Treasurer.....Luther Wait  
Vice-President.....Edward B. Nockes  
Manager, Radio Dept.....Edward Tompkins  
Radio Production.....Henry Souvaine, Inc.

*Branch Office*

228 North LaSalle St., Chicago, Ill.

Phone Central 5255

Manager.....Leroy A. Kling  
*Radio Accounts Placed*—Booth Fisheries,  
Cunard White Star Lines, G. Washington  
Coffee Co., Nestles Chocolate Co., Regal  
Shoe Co.

•  
**C. P. CLARK, INC.**

2411 West End Ave., Nashville, Tenn.

Phone 7-6602

AAAA — NOAB — First Advertising Agency  
Group

*Officers*

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

•  
**THE CLEMENTS COMPANY, INC.**

1601 Chestnut St., Philadelphia, Pa.

Phone Rittenhouse 0236

ANPA — PPA

*Officers*

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

*Radio Accounts Placed*—Horn & Hardart  
Baking Co., Horn & Hardart Co., Morrison  
Co., Morton Co., Northwestern National  
Bank, Modern Food Process Co., Parkway  
Baking Co., P. J. Ritter Co., F. G. Vogt &  
Sous, Inc.

•  
**COMPTON ADVERTISING, INC.**

630 Fifth Ave., New York, N. Y.

Phone Circle 6-2800

AAAA

*Officers*

President.....Richard Compton  
Secretary-Treasurer.....Leonard T. Bush

## **ADVERTISING AGENCIES**

Vice-Presidents.....Leonard T. Bush,  
Alfred Stanford, Robert Holbrook,  
Chauncy Landon, Trel Yorum

Vice-President-Art Director..Gordon Aymar  
Vice-President-Director of Radio,  
John E. McMillin

Radio Time Buyer.....Murray Carpenter  
Network Time Buyer.....D. P. Potter  
Spot Time Buyer.....William Maillefert

### *Branch Offices*

Gwynne Bldg., Cincinnati, O.  
Robert Marsh, Anne Johnson  
221 N. La Salle St., Chicago, Ill.  
Phone State 8747  
Jane Stockdale

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

## **COOLIDGE ADVERTISING COMPANY**

310 Insurance Exchange Bldg.,  
Des Moines, Ia.  
Phone 3-5195

AAAA — PPA — ANPA — APA — ABP

### *Officers*

President .....Paul Blakemore  
Vice-President.....R. H. Cary  
Secretary .....H. J. Kroeger  
Radio Director.....David Ainsworth

*Radio Accounts Placed* — Bankers Trust  
Co., Chase Investment Co., Cownie Furs, Des  
Moines Ice & Fuel Co., Geppert Studios,  
Iowa Dairy Industry Commission, Marshall  
Canning Co., Oelwein Chemical Co., Shuler  
Coal Co., Western Grocer Co., Consumers  
Consolidated Coal Co.

## **CRITCHFIELD & COMPANY**

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

ANPA — APA — PPA — NAOB

### *Officers*

President.....Scott S. Smith  
Vice-Presidents.....W. Frank McClure,  
S. S. Smith, Jr., C. C. Greene, E. P.  
Nesbitt  
Secretary.....R. C. Scrymiger  
Treasurer.....N. W. Smith  
Production Manager.....R. M. Cowing

Radio Director.....M. E. Blackburn

*Radio Accounts Placed*—Aero Industries  
Technical Institute, Chicago Technical  
School, Hemphill Diesel Schools, Letz Man-  
ufacturing Co., Moody Bible Institute,  
Thermo Air Conditioning Institute, Voca-  
tional Service, Inc.; Wheeling Steel Corp.,  
Wonder Lake Syndicate, Wright & Lawrence  
Drug Co.

## **SAMUEL C. CROOT CO., INC.**

23 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.

## **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.

## **DOE-ANDERSON ADVERTISING AGENCY**

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

### *Officers*

President.....Elmer H. Doe  
Account Executives.....Warwick Anderson,  
H. S. McBride

## DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.

Phone Columbus 5-4252

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

### Officers

President.....Edward J. Churchill  
Treasurer.....W. B. Patterson  
Secretary.....O. A. Kingsbury

### Branch Office

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

Manager.....H. L. Morrill, Jr.

*Radio Accounts Placed*—National Association of Ice Industries, Scholl Mfg. Co., Metro-Goldwyn-Mayer, United Artists, National Theatre, The Playwrights' Company.

## DOREMUS & CO.

120 Broadway, New York, N. Y.

Phone REctor 2-1600

ANPA — NOAB

### Officers

Chairman of Board....William H. Long, Jr.  
President.....G. Munro Hubbard  
Vice-Presidents.....Walter H. Burham,  
Clifford B. Reeves  
Secretary-Treasurer....Richard E. Williams

## JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.

Phone Hubbard 8050

### Officers

President-Radio Director....John C. Dowd  
Executive Vice-President.....E. D. Parent

## JOHN H. DUNHAM COMPANY

333 N. Michigan Ave., Chicago, Ill.

ANPA — PPA — APA

### Officers

President.....John H. Dunham  
Vice-President-Treasurer.....J. C. Jones  
Vice-President.....W. S. Hoyt  
Secretary.....Herman A. Groth  
*Radio Accounts Placed* — Chamberlain Laboratories.

## SHERMAN K. ELLIS & CO.

500 Fifth Ave., New York, N. Y.

Phone LAckawanna 4-3570

ANPA — PPA

### Officers

President-Treasurer.....Sherman K. Ellis  
Vice-Presidents.....C. E. Staudinger,  
S. J. Hamilton, Jr., Richard Barrett,  
Clifford L. Fitzgerald, Milton J. Blair

## ADVERTISING AGENCIES

Director of Radio.....Larry Holcomb  
Radio, New Business.....Myron Kirk  
Radio Time Buyer.....Harry Torp

### Branch Offices

141 W. Jackson Blvd., Chicago, Ill.

Clifford L. Fitzgerald

C. P. R. Bldg., Toronto, Can.

Phone Adelaide 3051

Ralph Ashcroft

*Radio Accounts Placed*—Ward Baking Co., Quaker Oats Co., Richfield Oil Co., Saraka, Calox, MacLaughlin's Manor House Coffee, Falstaff Brewing Corp., Pennsylvania Salt Co., Standard Brands, Inc.

## ERWIN, WASEY & CO.

Graybar Bldg., 420 Lexington Ave.,

New York, N. Y.

Phone MOhawk 4-8700

### Officers

President.....Louis R. Wasey  
Treasurer.....A. G. Van Utt  
Secretary.....Owen B. Winters  
Vice-Presidents.....O. B. Winters,  
H. D. Williams, Paul E. Newman  
Director of Radio.....Edward J. Fitzgerald

### Branch Offices

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 4952

Vice-President.....W. L. Marshall  
Securities Bldg., Minneapolis, Minn.

Phone Atlantic 1223

President.....Mac Martin  
333 Montgomery St., San Francisco, Calif.

Phone Exbrook 7004

Vice-President.....S. R. Hutton  
714 W. 10th St., Los Angeles, Calif.

Phone Prospect 5317

Executive Vice-President....H. A. Stebbins  
Skinner Bldg., Seattle, Wash.

Phone Maine 6435

Vice-President.....W. E. Kraft

*Radio Accounts Placed*—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co., Florida Citrus Exchange, Vanti Pa-Pi-A Corp., The Alkine Co.

## WILLIAM ESTY & COMPANY, INCORPORATED

100 East 42nd St., New York, N. Y.

Phone Caledonia 5-1900

### Officers

President and Treasurer.....William Esty  
Secretary.....E. H. Cummings  
Director of Radio.....Richard Marvin

## **ADVERTISING AGENCIES**

Radio Producers.....Harry Holcombe,  
Joe C. Donohue, Kenneth M. Fickett,  
Don Bernard  
Radio Continuity Writers....Helen Phillips,  
Bernard Dougall, George Corey  
*Radio Accounts Placed*—R. J. Reynolds  
Tobacco Co., Lehn & Fink Products, Inc.,  
Pacquin's Hand Cream, Baume Bengue,  
White Laboratories, Lever Bros. (Lifebuoy).

### **FEDERAL ADVERTISING AGENCY, INC.**

444 Madison Avenue, New York, N. Y.  
Phone Eldorado 5-6400  
AAAA — ANPA — PPA — ABP

#### *Officers*

President .....Robert Tinsman  
Vice-Presidents.....James O'Brien,  
Jules B. Singer, Joseph Beck, J. M.  
Nichols, Jr.  
Treasurer .....George Dietrich  
General Manager.....D. E. Robinson  
Secretary .....George Dietrich  
Radio Department.....George Comtois,  
J. S. Davidson

*Radio Accounts Placed*—Sinclair Refining  
Co., National Biscuit Co. (for Shredded  
Wheat), General Cigar Co., Rockwood &  
Co., Durkee's Famous Foods, American Safety  
Razor Corp., State of New Jersey.

### **FERRY-HANLY COMPANY**

3200 Fidelity Bldg., Kansas City, Mo.  
Phone Harrison 4890  
AAAA — ANPA — PPA — ABP  
ABC — APA

#### *Officers*

President.....C. P. Hanly  
Secretary-Treasurer.....O. P. Luther  
Vice-President-Manager.....B. B. Brewer

#### *Offices*

500 Fifth Ave., New York City  
Phone Longacre 5-5000

President.....C. P. Hanly  
Vice-President-Manager... H. M. Montgomery  
111 W. Monroe St., Chicago, Ill.  
Phone Central 8333

Vice-President.....Matthew G. Pierce  
Vice-President.....A. Brooks Taylor  
Manager.....Chas. L. Collette

### **ROBERT G. FIELDS & CO.**

Bennie-Dillon Bldg., Nashville, Tenn.  
Phone 6-1977

#### *Officers*

President.....Robert G. Fields

### **FITZGERALD ADVERTISING AGENCY, INC.**

202 Southern Bldg., 833 Howard Ave.,  
New Orleans, La.  
Phone Raymond 5194  
AAAA — ANPA — PPA — SNPA  
APA — ABP — NOAB

#### *Officers*

President.....Joe L. Killeen  
Vice-President.....Joseph H. Epstein  
Vice-President.....Leonard Gessner  
Secretary-Treasurer.....Roy M. Schwarz  
Production Manager.....Warren G. Posey  
Art Director.....E. W. Rector Wootten  
Comptroller .....Lee O'Pry  
Director of Radio.....Joe L. Killeen  
Radio Continuity Writers...Roy M. Schwarz,  
Joe L. Killeen

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

### **FLACK ADVERTISING AGENCY**

Hills Bldg., Syracuse, N. Y.  
Phone 2-3129  
ABP — ANPA — PPA — APA

#### *Officers*

Owner.....John B. Flack  
Radio Director.....Frank C. Harrington

### **RICHARD FOLEY ADVERTISING AGENCY**

1616 Walnut St., Philadelphia, Pa.  
Phone Kingsley 1560  
AAAA — ANPA — APA — PPA — ABP  
ABC — NOAB

#### *Officers*

President.....Charles H. Eyles  
Radio Director.....Russell Gray, Sr.  
Radio Time Buyer.....Jos M. DeLone, Jr.  
*Radio Account Placed*—Hollywood Health  
Bread Co.

### **FORT & COMPANY**

301-304 Kinney Bldg., Charlotte, N. C.  
Phone 3-4217  
APA — PPA — SNPA

#### *Officers*

President.....John L. Fort  
Secretary .....Jean Dunham

### **ALBERT FRANK-GUENTHER LAW, INC.**

131 Cedar St., New York, N. Y.  
Phone Cortlandt 7-5060  
ANPA — PPA — ABP — NOAB

#### *Officers*

Chairman of Board.....Rudolph Guenther  
Chairman of Executive Committee,  
Russell Law

President.....Frank J. Reynolds  
 First Vice-President...Emil W. Kimmelberg  
 Vice-President-Treasurer...Emmett Corrigan  
 Vice-President-Secretary...Victor J. Civasco

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston, Mass.  
 Phone Liberty 0813  
 ANPA — PPA — APA

*Officers*

President.....Karl M. Frost  
 Vice-President-Treasurer...Harry M. Frost  
 Assistant Treasurer.....Edith G. Robinson  
 Secretary-Radio Director,

Harvey P. Newcomb

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

*Radio Accounts Placed*—Durkee Mower  
 Co., Page & Shaw Candy, Cranberry Can-  
 ners, Inc., Cold Spring Brewing Co.

**FULLER & SMITH & ROSS, INC.**

71 Vanderbilt Ave., New York, N. Y.  
 Phone MURray Hill 6-5600  
 1501 Euclid Ave., Cleveland, Ohio  
 Phone Cherry 6700  
 AAAA — ANPA — PPA — ABP

*Officers*

President.....A. L. Billingsley  
 Vice-Presidents.....F. B. Duncan,  
 C. R. Pelham, G. U. Weaver, J. E. Wiley  
 Secretary-Treasurer.....C. C. Reidenbaugh  
 Radio Director.....S. James Andrews  
 Radio Time Buyer.....C. T. Williams  
*Radio Accounts Placed* — Westinghouse  
 Electric & Mfg. Co.

**FULTON, DE GARMO & ELLIS, INC.**

9 Rockefeller Plaza, New York, N. Y.  
 Phone Circle 7-1085

*Officers*

President.....Louis de Garmo  
 Executive V-P & Treasurer.....Lee Ellis  
 V-P & Secretary.....Arthur H. Fulton  
 Director of Radio.....Louis de Garmo  
*Radio Account Placed*—Parker Watch.

**GANDY ADVERTISING AGENCY**

602 Mercantile Bldg., Dallas, Texas  
 Phone 2-4737

*Officers*

Owner.....William P. Gandy  
 Copy Chief.....Allen Brazell  
 Production Manager.....Mrs. K. Gandy  
 Account Executive.....Henry A. Hirsch

**GARDNER ADVERTISING CO.**

Mart Bldg., St. Louis, Mo.  
 Phone Garfield 2915  
 AAAA

**ADVERTISING AGENCIES**

*Officers*

Chairman of Board.....H. S. Gardner  
 President.....E. G. Marshutz  
 Executive Vice-President...Mrs. E. P. Proetz  
 Secretary-Treasurer.....E. R. Gardner  
 Secretary.....E. R. Gardner  
 Director of Radio.....C. E. Claggett  
 (St. Louis Director)

*Branch Offices*

9 Rockefeller Plaza, New York, N. Y.  
 Phone Columbus 5-2000  
 Vice-President in Charge of Radio,  
 Roland Martini  
 1419 Heyburn Bldg., Louisville, Ky.  
 Phone Jackson 5328  
*Radio Accounts Placed*—Pet Milk Co.,  
 Ralston Purina Co., Independent Packing  
 Co., L. & N. Rwy., Stokely Bros., Van Camp.

**SIDNEY GARFINKEL ADVERTISING AGENCY**

703 Market St., San Francisco, Calif.  
 Phone Exbrook 3420  
 APA — ABP — PPA

*Officers*

President.....Sidney Garfinkel  
 Director of Radio.....Walter Guild

*Branch Offices*

Commercial Exchange Bldg., Los Angeles,  
 Calif.  
 22 N. San Joaquin St., Stockton, Calif.  
 Phone Stockton 3-1260  
*Radio Accounts Placed*—Euclid Candy Co.

**J. STIRLING GETCHELL, INC.**

405 Lexington Ave., New York, N. Y.  
 Phone MURray Hill 6-4800  
 AAAA — ANPA — PPA  
 NOAB — ABC — APA

*Officers*

President.....J. Stirling Getchell  
 Treasurer.....Charles McCormack  
 Secretary & General Manager,  
 M. Peter Franceschi  
 Vice-Presidents.....J. V. Tarleton,  
 H. T. Mitchell, Frank Griffin  
 Director of Radio.....C. A. Snyder  
 Radio Time Buyer.....C. R. Moser

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone Trinity 2-3600  
 Radio Time Buyer.....I. H. MacKenzie  
 Bryant Bldg., Kansas City, Me.  
 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 & Reynolds Co.; Chrysler  
 Corp. (Plymouth and DeSoto cars).

## **ADVERTISING AGENCIES**

### **GEYER, CORNELL & NEWELL, INC.**

745 Fifth Ave., New York, N. Y.  
Phone Wickersham 2-5400  
AAAA — PPA — ANPA

#### *Officers*

President .....Bertram B. Geyer  
Vice-Presidents.....H. W. Newell,  
R. M. Ganger  
Radio Director.....Eleanor Larsen

#### *Branch Offices*

Third National Bank, Dayton, O.  
Phone Fulton 4145

Manager.....E. G. Frost  
New Center Bldg., Detroit, Mich.  
Phone Madison 6750

Manager.....J. L. McQuigg  
*Radio Accounts Placed*—Nash Motors Division (Nash-Kelvinator Corp.); Kelvinator Division, The Zeus Corp., Hat Corporation of America, E. P. Reed & Co.

### **GILLHAM ADVERTISING AGENCY**

Continental Bank Bldg.,  
Salt Lake City, Utah  
Phone Wasatch 1347  
ANPA — APA — ABP

#### *Officers*

President & Treasurer.....M. C. Nelson  
Vice-Presidents.....J. Y. Tipton,  
Lon Richardson

Secretary .....Genevieve Hunt  
Space Buyer & Production Manager,  
A. W. Rogers

Radio Director .....J. Y. Tipton

*Radio Accounts Placed*—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Execels Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Colville Ice Cream Co., Automatic Heat with Coal Campaign, Sweet Candy Co., Cloverleaf Dairy, Tracy Loan & Trust Co., Utah Finance Co., Peoples Finance & Thrift Co.

### **GLASER-GOTTSCHALDT, INC.**

Statler Bldg., Boston, Mass.  
Phone Liberty 6044

#### *Officers*

President & Treasurer.....Louis Glaser  
Executive

Vice-President.....Allen C. Gottschaldt  
Secretary .....Haskell Cohn  
Space Buyer.....E. E. Doten

### **GLASSER ADVERTISING AGENCY**

672 S. Lafayette Park Place,  
Los Angeles, Calif.  
Phone Fitzroy 2141

President .....G. F. Glasser  
Vice-President.....P. E. Gailey  
Treasurer.....G. A. Wildman  
Secretary .....Trula Boggs  
Radio Dept.....Ted Gailey  
*Radio Accounts Placed*—Colonial Dames, Inc.

### **GLICKSMAN ADVERTISING CO.**

400 Madison Ave., New York, N. Y.  
Phone Plaza 8-0716

#### *Officers*

President .....Joseph Glicksman  
Vice-President-Secretary William Glicksman  
Treasurer .....David Glicksman  
*Radio Accounts Placed*—Adam Hat Stores.

### **GRADY & WAGNER CO.**

501 Madison Ave., New York, N. Y.  
Phone Eldorado 5-1625  
ANPA — APA — PPA

#### *Officers*

President .....Frank Grady  
Vice-President .....Walter Wagner  
Vice-President .....A. V. Grady  
*Radio Accounts Placed*—Emerson Radio & Phonograph Co.

### **GRANT ADVERTISING, INC.**

Gulf State Bldg., Dallas, Texas  
Phone 7-8121  
APA — SNPA

#### *Officers*

President.....Will C. Grant, Jr.  
Executive Vice-President...Claude R. Miller  
Radio Directors.....Will C. Grant,  
David Echols

#### *Branch Office*

Palmolive Bldg., Chicago, Ill.  
Phone Superior 9055

Manager .....Lew Valentine  
Radio Directors.....Will C. Grant,  
Lew Valentine

*Radio Accounts Placed*—Vanette Hosiery Mills, Mars, Inc.

### **GRIFFITH ADVERTISING AGENCY**

317 Times Bldg., St. Petersburg, Fla.  
Phone 4311

#### *Officers*

Manager.....T. M. Griffith  
Radio Accounts Executive, Robert F. Bullard

### **JULIAN GROSS ADVERTISING AGENCY**

11 Asylum St., Hartford, Conn.  
Phone 7-7179 and 7-7170

#### *Officers*

Owner .....Julian Gross  
Radio Director.....Geraldine A. Kenney,  
Lester Kaufman, William Harner



**LAWRENCE C. GUMBINNER  
ADVERTISING AGENCY**

9 East 41st St., New York, N. Y.  
Phone MURray Hill 2-5680

*Executives*

L. C. Gumbinner  
Milton Goodman  
Max Geller

Paul G. Gumbinner

Director of Radio.....Paul G. Gumbinner  
*Radio Accounts Placed*—Royal Lace Paper  
Works, American Beverage Corp.



**WILLIAM IRVING HAMILTON, INC.**

267 Fifth Ave., New York, N. Y.  
Phone MURray Hill 5-1737  
ANPA — APA

*Officers*

President.....W. I. Hamilton  
Vice-President.....P. F. Hamilton  
*Radio Account Placed*—Ramsdell, Inc.



**GEORGE H. HARTMAN CO.**

307 North Michigan Ave., Chicago, Ill.  
Phone State 0055

ANPA — PPA — APA — ABP — NOAB

*Officers*

President.....George H. Hartman  
Vice-President.....Edwin Cahn  
Secretary-Treasurer.....Frank R. Hartman  
Radio Director.....Thomas Kivlan  
*Radio Accounts Placed*—Airy Fairy Foods,  
C & H Sugar Refining Corp., Hartz Moun-  
tain Products, Local Loan Co., Nelson Bros.  
Co., P. A. Starck Piano Co.



**HAYS ADVERTISING AGENCY**

Burlington, Vt.  
Phone 352

ANPA — PPA — ABP

*Officers*

President.....W. A. Myers  
Treasurer.....W. A. Myers  
Secretary.....A. E. Hawkins  
Director of Radio.....N. H. Myers  
*Radio Accounts Placed*—Dairy Association  
Co., Abraham's Cut Rate Drug Stores, C. P.  
Smith, Jr., Inc.; Moquin Baking Co., Kinox  
Co., F. J. Preston & Son, M. M. Farrell &  
Sons, Dominion Dry Co., Vermont Cleansing  
Co., Vermont Transit Co., Socony Dealers,  
Vermont Confectionary Co., LaBarge Flor-  
ists, Shepard Lumber Co., Green Mountain  
Power Corp., McKenzie Packing Co., Ver-  
mont Mattress Co., Bullock Laundries,  
White's Dairy Co.



**HELLWIG-MILLER CO.**

9 East 40th St., New York, N. Y.  
Phone Lexington 2-3080  
ANPA — PPA

**ADVERTISING AGENCIES**

*Officers*

President.....E. W. Hellwig  
Vice-President.....C. L. Miller  
Sec'y & Ass't Treasurer.....George Carhart  
Radio Director.....George Carhart  
*Radio Accounts Placed*—Corn Products  
Refining Co., Curtis Candy Co.



**HENRI, HURST & McDONALD**

520 N. Michigan Ave., Chicago, Ill.  
Phone SUperior 3000  
AAAA — ANPA — PPA

*Officers*

President.....W. B. Henri  
Secretary.....W. D. McDonald  
Treasurer.....J. F. Hurst  
Time Buyer.....N. H. Pumpian  
Radio Director.....Frank W. Ferrin  
*Radio Accounts Placed*—Acme White Lead  
& Color Works, John Morrell & Co., Ballard  
& Ballard Co., Carolene Products Co., Kroeh-  
ler Mfg. Co., Fairbanks-Morse Co., Interna-  
tional Shoe Co., Hall Bros., Inc.



**HILLMAN-SHANE ADVERTISING  
AGENCY, INC.**

412 West Sixth St., Los Angeles, Calif.  
Phone Vandike 5111

*Officers*

President-Radio Director..David S. Hillman  
Vice-President.....Jefferson K. Wood  
Secretary-Treasurer.....William Berger  
Publicity Director.....M. Lewin



**HIXSON-O'DONNELL ADVERTISING,  
INC.**

555 South Flower St., Los Angeles, Calif.  
Phone Mutual 8331

*Officers*

President.....G. K. Breitenstein  
Secretary.....R. M. Hixson  
Treasurer.....J. E. O'Donnell  
*Radio Accounts Placed*—Richfield Oil Co.,  
Rio Grande Oil, Inc.



**FRANCES HOOPER ADVERTISING  
AGENCY**

400 N. Michigan Ave., Chicago, Ill.  
Phone Superior 5480  
ANPA — PPA

*Radio Account Placed*—William Wrigley,  
Jr., Co.

## ADVERTISING AGENCIES

### CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.

Phone MURray Hill 2-0850

AAAA — ANPA — PPA — ABP — NOAB

#### Officers

President and Treasurer... Winthrop Hoyt  
Secretary... Everett W. Hoyt  
Vice-Presidents... F. A. Whipple,  
W. K. Dingleline  
Director of Radio... R. G. Pratt  
Time Buyer... C. B. Donovan

#### Branch Office

650 Main St., Hartford, Conn.

Phone 5-6066

Vice-Presidents... F. A. Whipple, Frank Busch  
*Radio Accounts Placed*—B. C. Remedy  
Co., Richardson & Robbins, Charles Guldens,  
Inc., American Molasses Co.

### THE H S G ADVERTISING AGENCY

19 East 53rd St., New York, N. Y.

Phone Wickersham 2-3338

#### Officers

President... H. S. Goodman  
Secretary... H. Knuth  
Vice-President... Andrew Schloss

### H. B. HUMPHREY CO.

1235 Statler Bldg., Boston, Mass.

Phone Liberty 4714

AAAA — ABC

#### Officers

Chairman of Board... Henry B. Humphrey  
President-Treasurer... Richard S. Humphrey  
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President-Radio Director,

John C. Strouse

Account Executive... Robert T. Hand, Jr.  
Production Manager... G. L. Leonard  
Art Director... Norman E. Coe  
Office Manager... H. S. Kenyon  
Secretary... Francis S. Moulton  
Assistant Treasurer... L. M. Fawcett

*Radio Accounts Placed*—Boston Beer Co.,  
Old Trusty Dog Food Co., Rumford Chemi-  
cal Works.

### HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.

Phone Main 3528

APA — ANPA — PPA — ABP

#### Officers

President... M. S. Hutchins  
Treasurer... F. I. Hutchins  
Secretary... F. R. Hutchins  
Vice-President & Director of Radio

F. A. Hutchins

*Radio Account Placed*—Phileo Radio and  
Television Corp.

### HUTCHINSON ADVERTISING CO.

1000 Hodgson Bldg., Minneapolis, Minn.

Phone Bridgeport 6301

ANPA — PPA — APA

#### Officers

Chairman of Board... A. Dollenmayer  
President & Treasurer... Merrill Hutchinson  
Secretary... J. V. Pidgeon  
Vice-Presidents... H. K. Painter,  
J. M. Bridge

Director of Radio... H. K. Painter

Radio Continuity Writers... Walter Martin,  
Tod Williams, Rebekah Kenney

*Radio Accounts Placed*—Pillsbury Flour  
Mills Co., Gluek Brewing Co., Northland  
Milk Co., Twin City Federal Savings & Loan  
Association, Atwood Coffee Co., Lavioris Co.

### INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio

Phone Main 9444

#### Officers

President... G. A. Kirkendale  
Vice-President... C. M. Marvin  
Secretary... E. A. Bowyer  
Production Director... W. B. Dye

*Radio Accounts Placed* — Marshall Drug,  
Bonne Bell Cosmetic, Dandee Pretzel Co.,  
William Taylor Co., Forest City Brewing Co.,  
Fisher Bros. Co., West End Laundry, Les  
Jolis Beauty Salons, Townsend Plan.

### IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.

Phone Locust 7909

ANPA

#### Officers

President... Neal D. Ivey  
Vice-President-Treasurer... Jesse T. Ellington  
Secretary... George V. Strong  
Radio Director... William Gallow

*Radio Accounts Placed*—Bayuk Cigars Inc.

### THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio

Phone Main 3351

AAAA — ANPA — PPA

#### Officers

Chairman of Board... Ralph H. Jones  
Director of Radio... C. M. Robertson, Jr.  
Assistant Director... C. J. Coward  
Radio Producer... Edward Obrist  
Radio Continuity Writer... George Sparling

#### Branch Office

580 Fifth Ave., New York City

Phone Wisconsin 7-5500

*Radio Accounts Placed*—The Drackett Co.,  
Kroger Grocery & Baking Co., Carter Coal  
Co., Country Home Magazine, Miami But-  
terine.

**H. W. KASTOR & SONS  
ADVERTISING CO., INC.**

360 N. Michigan Ave., Chicago, Ill.  
Phone Central 5331  
ANPA — APA — PPA — ABC — NOAB

*Officers*

President ..... Louis Kastor  
Treasurer ..... E. H. Kastor  
Secretary ..... W. B. Kastor  
Vice-President ..... R. H. Kastor  
Director of Radio ..... Robert G. Jennings

*Branch Offices*

9 Rockefeller Plaza, New York  
Phone Columbus 5-6135  
Arthur Kastor  
Robert Parman  
Arcade Bldg., St. Louis, Mo.  
Phone Main 3655  
Fred Kastor

*Radio Accounts Placed*—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co.

**THE JOSEPH KATZ COMPANY**

16 E. Mt. Vernon Place, Baltimore, Md.  
Phone Vernon 7094  
AAAA — ANPA — PPA — ABP

*Officers*

President ..... Joseph Katz  
Treasurer ..... Charles M. Harrison  
Director of Radio ..... J. C. Bridgwater  
Radio Producers & Continuity Writers,  
J. C. Bridgwater, Edward Prager, George  
Lucas, Nat C. Wildman, Jack Lewi

*Branch Offices*

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-2740

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

**KAYTON-SPIERO CO., INC.**

230 West 41st St., New York, N. Y.  
Phone Longacre 5-5090  
ANPA — PPA — ABP

*Officers*

President ..... Gerald B. Spiero  
Secretary-Treasurer ..... Alvin J. Kayton  
*Radio Accounts Placed*—Twentieth Century-Fox Film Corp.

**KELLY, MASON, INC.**

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

*Officers*

President ..... John C. Kelly  
Treasurer ..... James R. P. Nason  
Secretary ..... Frank J. Herel  
Media Director ..... Joseph Burland  
*Radio Accounts Placed*—Hotel Seymour, Lydia O'Leary, 44th Street Hotel, Roosevelt Hotel.

**ADVERTISING AGENCIES**

**KELLY, STUHLMAN & ZAHRNDT,  
INC.**

1101-1128 Mart Bldg., St. Louis, Mo.  
Phone Garfield 0777

*Officers*

President ..... C. F. Kelly, Jr.  
Vice-Pres. and Treasurer ..... W. W. Zahrndt  
Vice-Pres. and Secretary ..... C. F. Stuhlman  
Vice-President ..... V. A. Kelly  
Director of Radio ..... C. F. Kelly, Jr.  
Assistant Director ..... W. W. Zahrndt  
Radio Producers ..... C. F. Kelly, Jr.,  
V. A. Kelly  
Radio Continuity Writers ..... C. F. Kelly, Jr.,  
V. A. Kelly, C. F. Stuhlman

*Radio Accounts Placed*—Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

**KENYON & ECKHARDT, INC.**

247 Park Avenue, New York, N. Y.  
Phone Wickersham 2-3920  
AAAA — ANPA — PPA — ABP

*Officers*

Chairman of Board ..... Henry Eckhardt  
President ..... Thomas D'Arcy Brophy  
Treasurer ..... Otis Allen Kenyon  
Secretary ..... Joseph A. Vessey  
Vice-President ..... Dwight Mills  
Director of Radio ..... Tyler Davis

*Radio Accounts Placed*—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co., Quaker State Oil Refining Corp.

**H. M. KIESEWETTER ADVERTISING  
AGENCY, INC.**

9 East 40th St., New York, N. Y.  
Phone Lexington 2-0025  
ANPA — PPA — ABP

*Officers*

President & Treasurer ..... E. T. Kiewewetter  
General Manager ..... H. M. Kiewewetter  
Radio Time Buyer ..... S. G. Alexander  
*Radio Accounts Placed*—The Mennen Co., The Bathasweet Co.

**KLINGER ADVERTISING CORP.**

119 W. 57th St., New York, N. Y.  
Phone Columbus 5-5990

*Officers*

President-Radio Director ..... A. A. Klinger  
Secretary ..... E. French  
*Radio Accounts Placed*—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Jadwiga Remedies Co., Purepac Corp.

## ADVERTISING AGENCIES

### KNOX REEVES ADVERTISING, INC.

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

ANPA

#### Officers

President.....E. E. Sylvestre  
Executive Vice-President.....Wayne Hunt  
Vice-Presidents.....J. A. Sarles,  
Elizabeth B. Reeves, Helen A. Brown  
Secretary.....K. P. Torgerson  
Treasurer.....C. L. Greenwood  
Radio Director.....Lloyd Griffin

#### Branch Office

925 Chanin Bldg., New York, N. Y.  
Phone MURray Hill 4-3982

Manager.....Brad Robinson  
*Radio Account Placed* — General Mills,  
Inc.

### ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.  
Phone Circle 6-3200

AAAA — ANPA — PPA — ABP

#### Officers

President.....Arthur Kudner  
Vice-Presidents.....J. H. S. Ellis,  
E. J. Owens, Sam D. Fuson  
V.P. in Charge of Radio..Charles F. Gannon  
Radio Time Buyers.....James F. Nutt,  
William O'Connor, Ed. Krug

#### Branch Offices

New Center Bldg., Detroit, Mich.  
Phone Madison 5315

Robert Copeland

Albee Bldg., Washington, D. C.

Phone National 5506

Frank Getty

*Radio Accounts Placed*—Macfadden Pub-  
lications, Inc.; United States Tobacco Co.,  
Buick Motor Division, Goodyear Tire & Rub-  
ber Co.

### LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.  
Phone COLUMbus 5-3721

ANPA — PPA

#### Officers

President.....John L. Johnston  
Executive V.P.....Gordon Seagrove  
V.P.-Radio Director.....Martin Horrell  
Vice-President.....Berthold M. Nussbaum  
Treasurer.....Frank Mace  
Secretary.....Walter P. Lantz

*Radio Accounts Placed*—Lambert Phar-  
macal Co.; Prophylactic Brush Co.; Phillips  
Petroleum Co.

### LANG, FISHER & KIRK, INC.

1010 Euclid Ave., Cleveland, O.  
Phone Main 6579

#### Officers

President & Treasurer.....H. Jack Lang  
Vice-President & Secretary.....A. B. Fisher  
Vice-President.....Fred P. Stashower  
Director of Service.....Martin J. Cohn

### LAUESEN & SALOMON

520 North Michigan Ave., Chicago, Ill.  
Phone Superior 0738

#### Executives

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

### LEEFORD ADVERTISING AGENCY

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

PPA

#### Officers

President-Radio Director.....David D. Lee  
Treasurer.....W. C. Hoyt  
*Radio Account Placed* — Remington-Rand,  
Inc.

### LEIGHTON & NELSON

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

#### Officers

Partners.....Winslow P. Leighton  
and George R. Nelson  
Space Buyer.....Winifred Niles  
Production Manager.....Edward F. Flynn  
Radio Director.....George R. Nelson  
Copy Director.....Robert S. Cragin  
Account Executives.....Winslow Leighton,  
George R. Nelson, R. S. Cragin  
Radio Continuity Writers.....R. S. Cragin,  
G. R. Nelson, E. F. Flynn, Michael  
Carlo

*Radio Accounts Placed*—Hudson Coal Co.,  
Breslaw Bros., Central Markets, William W.  
Lee & Co., Jonathan Levi Co., Morris Plan  
Industrial Bank, A. L. Parson & Son, Ru-  
dolph Bros., Saratoga Racing Assn., The  
Wallace Co., Murray's Furniture, H. S.  
Barney Co., Albany Business College, Burtiss  
Motor Sales, The Carl Co., T. Arthur Cohen,  
National Accessories Stores.

### LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.  
Phone MURray Hill 2-9170

ANPA — PPA

#### Officers

President.....Philip W. Lennen  
Secretary.....Arthur L. Lynn  
Vice-President and Treasurer..Robert W. Orr  
Director of Radio.....Mann Holiner  
Radio Producers..Blayne Butcher, Jay Clark

#### Branch Offices

89-19 Sunset Blvd., Los Angeles, Calif.  
Jay Clark

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

**LEON LIVINGSTON ADVERTISING AGENCY**

Mills Bldg., San Francisco, Calif.  
Phone Sutter 7340

ANPA — ABP — AAAA — NOAB

*Officers*

President.....Leon G. Livingston  
Vice-President.....W. C. Day  
Space Buyer.....B. B. Biederman

*Radio Accounts Placed* — Langendorf United Bakeries.

**LOCKWOOD-SHACKELFORD ADVERTISING AGENCY**

122 East Seventh St., Los Angeles, Calif.  
Phone Trinity 9801

ANPA — NOAB

*Officers*

President.....M. W. Shackelford  
Vice-President.....Russell N. Lockwood  
Secretary.....Ralph D. Lockwood

**THE W. E. LONG CO.**

155 North Clark St., Chicago, Ill.  
Phone RAndolph 4606

ANPA

*Officers*

President.....W. E. Long  
V.P.-Treasurer.....Lloyd R. Wolfe  
Vice-President.....Walter D. Warrick  
Secretary.....Mildred Allrich

**LORD & THOMAS**

247 Park Ave., New York, N. Y.  
Phone Wickersham 2-6600

AAAA — ANPA — ABP — PPA

*Officers*

President.....Don Francisco  
Executive Vice-President...Sheldon R. Coons  
Vice-Presidents.....Thomas M. Kersey,  
Edgar Kobak  
Vice-President & Radio Director,  
Edward Lasker  
Radio Time Buyer.....John Hymes  
Script Buyer.....Frank Wilson  
Casting Department.....Sylvia Lowy

*Branch Offices*

919 N. Michigan Ave., Chicago, Ill.  
Phone Superior 4800

Executive Vice-President...David M. Noyes  
Vice-President.....Mary L. Foreman  
Vice-President.....John F. Whedon

**ADVERTISING AGENCIES**

Vice-President-Treasurer..William R. Sachse  
Radio Time Buyer.....Holly Shively  
6331 Hollywood Blvd., Hollywood, Calif.  
Phone Hollywood 6265

Manager.....Thomas A. McAvity  
601 West Fifth St., Los Angeles, Calif.  
Phone Michigan 7651

Vice-President.....Don Belding  
235 Montgomery St., San Francisco, Calif.  
Phone Sutter 2355

Manager.....Fairfax M. Cone

*Radio Accounts Placed*—American Tobacco Co., Pepsodent Co., Petroleum Advisers Inc., Union Oil Co., M. J. B. Company, California Fruit Growers Exchange, Beatrice Creamery Co., Liebmann Breweries Inc., J. A. Folger & Co., Southern Pacific Co., Sprague Warner & Co., Armour Soap Works.

**HAYS MacFARLAND & COMPANY**

333 North Michigan Ave., Chicago, Ill.  
Phone Randolph 9360

ANPA — PPA — ABP — SNPA

*Officers*

President.....Hays MacFarland  
Secretary-Treasurer.....B. G. Ruttingh  
1st Vice-President.....Malcolm A. Jennings  
Vice-Presidents.....Andrew Coburn,  
A. B. Dicus, S. V. Horton

Director of Radio.....Evelyn Stark

*Radio Accounts Placed*—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispics), Northwestern Yeast Co., Celotex Corp.

**MacLAREN ADVERTISING CO. LTD.**

372 Bay St., Toronto, Ont., Canada  
Phone Elgin 0321-2551

CAAA

*Officers*

President-General Manager..J. A. MacLaren  
Vice President-Assistant General  
Manager.....E. V. Rechnitzer  
Director of Broadcast Advertising,  
C. M. Pasmore  
Assistant.....M. Rosenfeld  
Radio Department Secretary...V. E. Ralph

*Branch Office*

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

Office Manager.....E. H. H. Smith

*Radio Accounts Placed*—Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oncida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

## ADVERTISING AGENCIES

### MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.  
Detroit, Mich.

Phone Trinity 2-8300  
ANPA — PPA — ABP

#### Officers

President.....W. A. P. John  
Treasurer.....James R. Adams  
Secretary.....John R. MacManus  
Exec. Vice-President.....James R. Adams  
Vice-Presidents.....Harvey G. Luce,  
John R. McManus

General Manager.....Leo A. Hillebrand  
Director of Radio.....Sherwood Reekie  
Media Director.....Elmer W. Froehlich

#### Branch Office

Monadnock Bldg., 681 Market St.,  
San Francisco, Calif.

*Radio Accounts Placed*—Pontiac Motor  
Co., Cadillac Motor Co., Tivoli Brewing Co.,  
Boydell Paint & Varnish Co., Peters Cleaners  
& Dyers.

### MALCOLM-HOWARD ADVERTISING AGENCY

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

APA

#### Officers

Owner.....Arthur M. Holland  
Radio Director.....John Sullivan  
Continuity Director.....Ray Freedman  
*Radio Accounts Placed*—Dad's Root Beer,  
Comfo-Bak Seats, Nu-Enamel Co., Roller  
Derby, Newart Co., Rubin's, Joy Candy  
Shoppes, Alert Laundry.

### DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston, Mass.  
Phone Liberty 1422

ANPA — ABP — APA

#### Officers

President.....David Malkiel  
Secretary.....Martha Brest  
Space Buyer-Production Manager

David Malkiel

*Radio Accounts Placed*—I. J. Fox Co.

### MARSCHALK & PRATT, INC.

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

ANPA — PPA — ABP — APA — ABC —  
AAAA — NOAB

#### Officers

Chairman of Board.....G. K. Simonds  
President.....Harry C. Marschalk  
Treasurer.....Harry C. Marschalk  
Secretary.....Arthur R. Anderson  
Vice-Presidents.....Wilbur E. Johnson,  
S. H. Giellerup, S. L. Meulendyke.

Director of Radio.....Curt Peterson  
Radio Continuity Writers...G. W. Freeman,  
Barrett Brady, E. T. Clark

*Radio Accounts Placed*—Underwood El-  
liott Fisher Co., Roger & Gallitt, Standard  
Oil Co. of N. J., National Lead Co., Con-  
gress Cigar Co., Ruud Manufacturing Co.,  
Dunn & McCarthy, Inc.

### MARTIN & ROBISON, INC.

Lincoln Tower, Fort Wayne, Ind.

Phone

#### Officers

Radio Director.....F. J. Kelty

### J. M. MATHES, INCORPORATED

122 East 42nd St., New York, N. Y.

Phone LExington 2-7450

#### Officers

President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle Rollins  
Vice-Presidents.....William B. Okie,  
Hyland L. Hodgson, Lester Loh,  
Charles O'Donnell

Director of Radio.....Wilfred S. King  
Assistant Director.....Fletcher Turner

*Radio Accounts Placed*—Ludens, Inc.; Na-  
tional Carbon Co., New York State Milk  
Publicity, Canada Dry Ginger Ale, Magazine  
Repeating Razor Co., Cocomalt Co.

### MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.

Phone Fitzroy 5710

ANPA — PPA

#### Officers

Chairman of Board.....Lou R. Maxon  
President.....T. K. Quinn  
Vice-President.....Scarle Hendee  
Treasurer.....W. I. O'Neil  
Radio Time Buyer.....H. G. Selby

#### Branch Offices

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

Phone Eldorado 5-2930

Vice-President In Charge....W. Ray Baker

Radio Director.....Don Forker

1260 Boston Ave., Bridgeport, Conn.

Phone Bridgeport 6-2177

Vice-President In Charge....W. Ray Baker

Vice-President.....Ray Baker

919 N. Michigan Ave., Chicago, Ill.

Phone Delaware 3536

Vice-President.....L. J. Sholty

*Radio Accounts Placed*—General Electric  
Co., H. J. Heinz Co., Gillette Safety Razor  
Co., Pfeiffer Brewing Co., Commercial Sol-  
vents Corp.

### McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York, N. Y.

Phone Circle 5-7000

AAAA — ANPA — PPA — ABP

#### Officers

President.....H. K. McCann

Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. S. Briggs, Lloyd O. Coulter, L. E. Firth, E. D. Hill, Gordon E. Hyde, Myron C. Lechner, E. D. Madden, J. J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jackson Taylor.

Secretary-Treasurer and Director of Radio  
John L. Anderson  
Director of Research.....L. D. H. Weld  
Radio Time Buyer.....Francis Conrad  
Program Directors.....Stuart D. Ludlum,  
Margaret E. Jessup, Lillian Steinfeld

**Branch Offices**

910 S. Michigan Ave., Chicago, Ill.  
Phone Webster 3701

Vice-President and Manager,  
Homer Havermale  
Vice-President.....H. G. Smith  
Guardian Bldg., Cleveland, O.  
Phone Cherry 3490  
Vice-President and Manager,  
Royal M. Alderman  
Penobscot Bldg., Detroit, Mich.  
Phone Randolph 9550

Vice-President and Manager. Donald C. Hight  
Patterson Bldg., Denver, Colo.  
Phone Keystone 4297

Manager.....J. S. Barrows  
448 S. Hill St., Los Angeles, Calif.  
Phone Michigan 4049

Manager.....August J. Bruhn  
114 Sansome St., San Francisco, Calif.  
Phone Douglas 5560

Vice-President and Manager. Henry Q. Hawes  
Skinner Bldg., Seattle, Wash.  
Phone Main 7459

Manager .....Vernon Churchill  
Public Service Bldg., Portland, Ore.  
Phone Atwater 4305

Manager .....Vernon Churchill  
*Radio Accounts Placed*—New York Office:  
Chesebrough Mfg. Co., Consolidated Edison  
Co. of N. Y., Croft Brewing Co., Crowell-  
Collier Publishing Co., Ford Motor Co.  
(dealer), Gruen Watch Co., Humble Oil &  
Refining Co., Manufacturers Trust Co., National  
Biscuit Co., Pacific Coast Borax Co.,  
Provident Loan Society, Stanco, Inc., Stand-  
ard Brands, Inc., Daggett & Ramsdell Co.

San Francisco Office: American Power &  
Light subsidiaries, Angle California National  
Bank of San Francisco, Borden Co., Cali-  
fornia Packing Co., Dwight Edwards Co.,  
Fisher Flouring Mills, Ford Motor Co.  
(dealer), W. P. Fuller & Co., General Brew-  
ing Co., Interstate Brewing Co., Los Angeles  
& Suburban Gas Co., Pacific Gas & Electric  
Co., San Francisco Emergency Committee,  
Standard Oil Co. of Calif.

Cleveland Office: City Ice & Fuel Co., Ford  
Motor Co. (dealer), National City Bank of  
Cleveland, Perfection Stove Co., Richman  
Bros., Standard Oil Co. of Ohio.

Denver Office: Ford Motor Co. (dealer),  
Great Western Sugar Co., McCarthy Sherman  
Motor Co.

**ADVERTISING AGENCIES**

Chicago Office: Ford Motor Co. (dealer),  
Maytag Co., Standard Oil Co. of Nebraska.

**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 Buyer.....C. F. Baker  
Director of Radio.....E. B. Grove  
Production Manager.....Lee Skaar  
*Radio Accounts Placed*—Hamm Brewing  
Co., McConnon & Co., Zinsmaster Baking  
Co., Coast-to-Coast Stores, Conrad Fur Co.,  
W. H. Barber Oil Co., Chocolate Products  
Co., Ray's Photo Service, Cowden Mfg. Co.

**McJUNKIN ADVERTISING CO.**

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

*Officers*

President.....William D. McJunkin  
Executive Vice-President.....Gordon Best  
V-P in Charge of Radio.....Frank R. Steel  
Vice-Presidents.....Roy M. Kirtland,  
I. M. Tuteur, Dade B. Epstein, James W.  
Egan  
Media Dept. Manager.....R. W. Shadinger  
Production Manager.....W. C. Mottershead  
*Radio Accounts Placed*—Feltman & Curme  
Shoe Store Co., Coyne Electrical School,  
Frank Fehr Brewing Co., Jewel Food Stores,  
Andes Candies, Sears Roebuck & Co., Keeley  
Brewing Co., Bremner Bros., Curtiss Candy  
Co.

**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  
Secretary.....T. E. Libby

*Branch Office*

30 Rockefeller Plaza, New York, N. Y.  
Phone COlumbus 5-2058  
*Radio Accounts Placed*—Sealtest, Inc.

**A. McKIM, LTD.**

Confederation Bldg., Montreal, Que., Canada  
Phone Lancaster 5192

*Officers*

President-General Manager.....C. T. Pearce  
Vice-President.....J. M. Baxter  
Directors.....B. A. Bennett,  
W. T. Brace, D. E. Longmore, A. N.  
McIntosh, J. D. Pearce, J. W. Thain  
Montreal Manager.....W. T. Brace  
Radio Director.....Don Henshaw

## ADVERTISING AGENCIES

### Branch Offices

320 Bay St., Toronto, Ont., Canada  
Phone Elgin 5351

Manager.....D. E. Longmore  
Royal Bank Bldg., Winnipeg, Man., Canada  
Manager.....A. A. Brown

514 Province Bldg.,  
Vancouver, B. C., Canada

Manager.....F. S. Auger  
Dennis Bldg., Halifax, N. S., Canada  
Phone Bishop 6917

Manager.....W. J. McKay

### DAN B. MINER CO.

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

#### Officers

President.....Dan B. Miner  
Treasurer.....M. R. Sweeney  
Vice-Presidents.....J. C. Morse,  
Isabel Moses, Fred W. Meyer

Director of Radio-Talent, Continuity &  
Script Buyer.....John Guedel  
Radio Time Buyer.....Fred W. Meyer  
Continuity Writers.....John Guedel,  
Maurice Zimm, Donald H. Clark, Edward  
Lynn, Walter Guedel, Arthur Shank,  
Daniel Lundberg

Producers.....John Guedel,  
Sam Pierce

#### Branch Offices

Affiliated with Continental Agency Network  
*Radio Accounts Placed*—Wilshire Oil Co.,  
Coast Fishing Co., Eckert Brewery, Forest  
Lawn Memorial Park, Los Angeles Electrical  
League, Globe Grain & Milling Co.

### MITCHELL-FAUST ADVERTISING CO.

230 N. Michigan Ave., Chicago, Ill.  
Phone State 6610

ANPA — PPA — APA — NOAB

#### Officers

President.....Paul E. Faust  
Treasurer.....Lyman L. Weld  
Secretary.....R. A. L. Herweg  
Vice-Presidents.....L. H. Copeland,  
V-P & Radio Director....Paul Holman Faust  
Manager, Radio Department

Dorothy L. Parsons

Space Buyer.....C. J. Turner  
Production.....Calvin S. Boynton

### EMIL MOGUL CO., INC.

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

#### Officers

Radio Director.....Emil Mogul  
Copy Chief.....Alfred Berger  
Production Manager.....James Hagan  
Art Director.....Seymour Salzman  
Radio Time Buyer.....Helen Munroe

### RAYMOND R. MORGAN CO.

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

#### Officers

President.....Raymond R. Morgan  
General Manager.....R. E. Messer  
Director of Radio.....Sam Pierce  
Radio Continuity Writers.....James J. McCleery,  
Catherine Turney

*Radio Accounts Placed*—Folger Coffee Co.,  
Los Angeles Soap Co., Bireley's Inc.

### MORRIS, SCHENKER-ROTH, INC.

737 N. Michigan Ave., Chicago, Ill.  
Phone Whitehall 6030

ANPA — PPA

#### Officers

President.....Sydney M. Roth  
Secretary.....Edgar Bernhard  
Vice-President.....B. W. Schenker  
Treasurer.....Harry Roth  
Director of Radio.....Ralph Schoolman  
*Radio Account Placed*—Allied Mills, Inc.

### MORSE, INTERNATIONAL, INC.

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

PPA

#### Officers

President.....Roy Head  
Vice-President.....Carl J. Balliett  
Secretary and Treasurer.....Shaw Newton  
Radio Director.....Richard Nicholls  
Radio Time Buyer.....William Hines  
*Radio Accounts Placed*—Vick Chemical  
Co., M. J. Breitenbach Co.

### C. WENDEL MUENCH & COMPANY

210 E. Ohio St., Chicago, Ill.  
Phone Whitehall 7717

ANPA — PPA — ABP

#### Officers

President.....C. W. Muench  
Director of Radio.....George Euwema  
*Radio Accounts Placed* — Durkee Famous  
Foods, Sokol & Co., Blue Moon Cheese Pro-  
ducts, Inc.

### NEEDHAM, LOUIS & BRORBY, INC.

360 N. Michigan Ave., Chicago, Ill.  
Phone State 5152

AAAA — ANPA — PPA — ABP

#### Officers

President.....Maurice H. Needham  
Secretary-Treasurer.....Otto R. Stadelman  
Vice-Presidents.....John J. Louis,  
Melvin Brorby, Harry Phelps, W. Ray  
Fowler, Jr.  
Program Director.....W. Ray Fowler, Jr.  
Radio Producer.....Cecil Underwood

#### Branch Offices

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

231 W. Wisconsin Ave., Milwaukee, Wis.  
Phone Marquette 7527

*Radio Account Placed*—S. C. Johnson &  
Son, Inc., Wieboldt Stores, Inc.



## NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York, N. Y.  
Phone Circle 7-4231

### Officers

President.....Walter J. Neff  
Vice-President.....William Rogow  
*Radio Accounts Placed*—J. W. Beardsley's  
Sons, Bond Stores, Inc., D'Arrigo Bros. Co.,  
Fischer Baking Co., Liggitt Drug Co., Fred-  
erick F. Lowenfels & Son, Nu-Enamel Corp.,  
Joseph Martinson & Co., Melville Shoe Corp.,  
Scars Roebuck & Co.

## NEISSER-MEYERHOFF, INC.

400 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 7860

ANPA — PPA

### Officers

President.....Arthur E. Meyerhoff  
Secretary and Treasurer...Walter R. Neisser  
Radio Director.....Nelson A. Shawn

### Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.  
Phone Madison 1151

759 N. Milwaukee St., Milwaukee, Wis.  
Phone Marquette 3144

*Radio Account Placed*—Wm. Wrigley Jr.  
Co., Automatic Soap Flakes Co., Lakeside  
Biscuit Co., Catalina Island, Edwards Motors,  
Schaff Sausage Co., Andy Lotshaw Body Rub,  
Chicago Cubs Baseball Team, Sawyer Biscuit  
Co., Manchester Biscuit Co.

## 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*—Liggitt & Myers  
Tobacco Co. (Chesterfields), Thomas Cook &  
Son, Loose-Wiles Biscuit Co., Pepsi-Cola Co.

## O'DEA, SHELDON & CANADAY, INC.

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

### Officers

Chairman of the Board....Ward M. Canaday  
President.....Mark O'Dea  
Executive Vice-President..George H. Sheldon  
Vice-President.....L. C. McElroy  
Vice-President.....C. E. Nelson  
Space Buyer.....Catherine Wohlpart  
Treasurer & General Manager...J. F. Quick

## PARIS & PEART

370 Lexington Ave., New York, N. Y.  
Phone Caledonia 5-9840

ANPA — ABP — PPA

Co-Partners.....A. G. Peart,  
John H. Rehm  
Radio Time Buyer.....Eugene J. Cogan

## ADVERTISING AGENCIES

*Radio Account Placed*—The Great Atlan-  
tic & Pacific Tea Co., John Wiley Jones Co.,  
Pennsylvania Refining Co.

## PECK ADVERTISING AGENCY, INC.

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

AAAA

### Officers

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

*Radio Accounts Placed*—Carfix, Oldcyme  
Distillers, Garcia Grande Cigars, S. Grover  
Graham Co., Glyco-Thymoline, Beverwyck  
Breweries, Tastyeast, Inc.; Fairfax Tobacco  
Co., Hammondsport Wineries, Wise Shoes,  
Jones Furniture Co., Actna Insurance Co.,  
Gold Recovery Corp., Roxy Clothes, Inc.,  
Modern Systems, Inc., Krasne Bros.

## PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.  
Phone Eldorado 5-7700

AAAA — ANPA — PPA — ABP

### Officers

President.....Thomas L. L. Ryan  
Secretary and Treas.....Arthur Cobb, Jr.  
Vice-Presidents.....Lawrence L. Shenfield,  
Francis J. Doherty  
Director of Radio.....Gregory Williamson  
Radio Copy Chief.....John Archer Carter  
Radio Producer.....John McClean, Jr.  
Radio Continuity Writers.....Beth Judson,  
Jack Finney, Orin Tovrov, Howard Mer-  
rill, Jettabee Ann Hopkins

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

## PLATT-FORBES, INC.

386 Fourth Ave., New York City  
Phone CAledonia 5-4440

### Officers

President & Treasurer.....W. A. Forbes  
Vice-President.....Rutherford Platt  
Vice-President.....T. F. Cosgrove  
Vice-President.....John Monsarrat  
Secretary.....W. S. Walker  
Space Buyer & Prod. Manager.George Kraus  
Account Executives...John K. L. Peterson,  
Parmelee Lyman

## R. J. POTTS & COMPANY

101 West 11th St., Kansas City, Mo.  
Phone Victor 4433

APA — NOAB — ANPA — PPA  
Continental Agency Network

## ADVERTISING AGENCIES

### Officers

President.....R. J. Potts  
Vice-President.....J. B. Woodbury  
Secretary-Treasurer.....Jerry McKee  
Account Executives.....Frank F. B. Houston,  
E. A. Warner, W. B. Hill, Ross Wallace  
Radio Department.....E. A. Warner

## THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.  
Kansas City, Mo.  
Phone Victor 9400

ANPA — PPA — APA — ABP — NOAB

### Officers

President.....W. J. Krebs  
V-P-Production Mgr.....D. E. Dexter  
Secretary.....G. F. Magill  
Treasurer.....E. T. Chester  
Time Buyer.....B. G. Wasser

## PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago, Ill.  
Phone Central 7683

APA — ABP — ANPA — NOAB

### Officers

President.....Bert S. Presba  
V-P in Charge of Radio.....E. A. Fellers  
Secretary.....Will B. Presba  
*Radio Accounts Placed*—De Forest Training, Flex-O-Glass Mfg. Co., Household Magazine, Mantle Lamp Co., Earl E. May Seed Co., Olson Rug Co., Pure Milk Association, Ryde & Co., Dr. Scholl Foot Comforts, United Factories, Woodmen Accident Co.

## THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa  
Phone 3-1889

ANPA — PPA — APA — ABP

President & Treasurer.....L. W. Ramsey  
Secretary.....E. G. Naeckel

### Branch Office

230 N. Michigan Ave., Chicago, Ill.  
Phone Franklin 8155

Vice-President.....F. L. Eason  
Director of Radio.....Fred Herenden  
*Radio Accounts Placed*—Chamberlain Laboratories Inc., F. W. Fitch Co.

## THE RANDALL CO.

75 Pearl St., Hartford, Conn.  
Phone 7-8233

### Officers

President-Space Buyer  
Radio Director.....Wilbur Randall  
*Branch Office*  
6 East 45th St., New York, N. Y.  
Phone Vanderbilt 6-4952  
Vice-President In Charge...Robert Dorfman

## CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.  
Phone Market 3-5100

AAAA — ANPA — PPA — ABP — APA

### Officers

President.....Chas. Dallas Reach  
Treasurer.....E. M. Reach  
Vice-President.....Howard E. Sands  
Director of Radio.....Chas. Dallas Reach

### Branch Office

Syracuse, N. Y.

Phone Syracuse 3-3136

Manager.....Howard E. Sands  
*Radio Accounts Placed*—Admiracion Laboratories, Inc., Cut-Rite Waxed Paper, Dugan Bros.

## REDFIELD-JOHNSTONE, INC.

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

Phone Plaza 3-6121

ANPA — PPA — ABP

### Officers

Chairman of the Board.....L. L. Redfield  
President.....E. F. Johnstone  
Vice-Presidents.....B. L. Rottenberg  
E. T. T. Williams, J. J. McNevin.  
Treasurer-Space Buyer.....B. L. Rottenberg  
Radio Department.....N. S. Livingston  
Radio Production.....R. Du Brown  
*Radio Accounts Placed*—Howard Clothes, Inc.

## MORGAN REICHNER & CO., INC.

400 Madison Ave., New York, N. Y.

Phone Wickersham 2-3100

AAAA — ABC — NOAB — PPA —  
APA — ABP

### Officers

President-Treasurer.....M. S. A. Reichner  
Vice-Presidents.....Harold A. Bowman,  
Chandler S. Woolley  
Secretary.....Harold A. Bowman

## C. E. RICKERD, INC.

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

### Officers

President and Treasurer.....C. E. Rickerd  
Executive Vice-President.....James Dickson, Jr.  
Vice-President.....Kenneth L. Wright  
Vice-President.....Edward C. Parker  
Secretary.....Fred B. Collier  
Radio Time Buyer.....Kenneth L. Wright

## ROCHE, WILLIAMS & CUNNINGHAM, 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., The Cudahy Packing Co., Williams Oil-O-Matic Heating Corp., Sun Oil Co., Horlick's Malted Milk Corp., The Milwaukee Road.

**ROGERS & SMITH**

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

SAAA

*Officers*

Owner.....Herbert A. Rogers  
Director of Radio.....Howard N. Smith  
Radio Continuity Writer....Dorothy Davis  
*Radio Accounts Placed*—Naughton Farms, McGaugh Hosiery Mills, Burleson's Honey, Sareger Bros.

*Affiliated with Rogers & Smith, Chicago.*

**ARTHUR ROSENBERG CO., INC.**

570 Seventh Ave., New York, N. Y.  
Phone CHickering 4-4420  
ANPA — PPA — APA

*Officers*

President .....Arthur Rosenberg  
Vice-President .....Samuel Rubenstein  
Secretary .....A. A. Rosenberg  
Treasurer .....Charles S. Silver  
Copy Chief.....H. J. Cowan  
Production Manager .....H. B. Fleischman  
Research Director....Walter Alwyn-Schmidt  
Radio Director.....Emanuel Denby

**RUTHRAUFF & RYAN, INC.**

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

*Officers*

President.....F. B. Ryan  
Vice-President & Treasurer..W. B. Ruthrauff  
Secretary.....Ralph Van Buren  
V-P & Director of Radio...Lawton Campbell  
Assistant.....S. Heagan Bayles  
Supervisor of Evening Programs  
Merritt W. Barnum  
Supervisor of Daytime Programs  
Herschel Williams, Jr.  
Asst. Supervisor of Daytime Programs  
Marguerite Dougherty  
Director of Radio Publicity....John Gordon  
Production Directors.....Nate Tufts,  
F. Bourne Ruthrauff, John Loveton,  
Everard Meade, Willard Tuttle  
Radio Commercial Director...Ruth Bordon  
Commercial Writers.....Regina Morgan,  
Avery Giles, Vivian Washburn, Florence Miles

**ADVERTISING AGENCIES**

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.  
Phone Randolph 2625

Manager.....Paul Watson  
In Charge of Radio.....Ros Metzger  
7430 Second Boulevard, Detroit, Mich.  
Phone Madison 1980

Manager.....Ellis J. Travers  
812 Olive St., St. Louis, Mo.  
Phone Main 0128

1680 N. Vine St., Hollywood, Calif.  
Phone Hillside 7593

Production Director.....William Robson  
Commercial Writers.....Edward Ettinger

*Radio Accounts Placed*—Alka Dent Products Co., Bree Cosmetics, Inc., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., B. F. Goodrich Co., Gunther Brewing Co., Hirsteen Corp., Holland Furnace Co., Hyde Park Brewers Assn., Independent Grocers' Alliance, Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros. Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc.

**SCHWIMMER & SCOTT**

75 E. Wacker Drive, Chicago, Ill.  
Phone Dearborn 1818  
ANPA — PPA — APA

*Officers*

Partners....Walter Schwimmer, R. J. Scott  
Director of Radio.....N. E. Heyne

**RUSSEL M. SEEDS COMPANY, INC.**

Palmolive Bldg., Chicago, Ill.  
Phone Delaware 1046  
ANPA — PP — ABP — PRB — SNPA

*Officers*

President.....Freeman Keyes  
Chairman of Board.....Freeman Keyes  
Treasurer.....Jack Harding  
Secretary.....H. J. Smith  
Vice-Presidents .....Paul Richey,  
T. J. Wallace

*Branch Offices*

Lemcke Bldg., Indianapolis, Ind.  
Paul Richey  
Jack Harding

Fountain Square, Cincinnati, Ohio  
John Lair

*Radio Accounts Placed*—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp.

**THEODORE H. SEGALL ADVERTISING AGENCY**

544 Market St., San Francisco, Calif.  
Phone SUTter 6557  
NCBA

## **ADVERTISING AGENCIES**

### *Officers*

General Manager.....T. H. Segall  
Radio Director.....Frank Wright  
Service Director.....Edward G. Lansdale  
Production Manager.....Kenton S. Bates  
Art Director.....Clifford Spooner

### **ROBERT L. SHEPHERD ADVERTISING**

230 N. Michigan Ave., Chicago, Ill.  
Phone State 4430

### *Officer*

Owner.....Robert L. Shepherd

### **SHERMAN & MARQUETTE, INC.**

Room 2602 Palmolive Bldg., Chicago, Ill.  
Phone Delaware 8000

### *Officers*

President.....Stuart Sherman  
Vice-President and Treasurer.

Arthur Marquette

*Radio Account Placed*—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Vel Washing Powder, Cashmere Bouquet Soap and Beauty Preparations, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds); Dr. W. B. Caldwell, Inc. (Syrup Pepsin).

### **SMALL & SEIFFER, INC.**

24 W. 40th St., New York, N. Y.  
Phone WIsconsin 7-8765

ANPA — PPA

### *Officers*

President.....Albert Seiffer  
Treasurer.....Marvin Small

### **SORENSEN & COMPANY**

919 N. Michigan Ave., Chicago, Ill.  
Phone Delaware 5030

ANPA — PPA

### *Officers*

President.....Roy A. Sorensen  
Production Manager.....Harry H. Hullinger  
*Radio Accounts Placed*—Bowey's, Inc.

### **STACK-GOBLE ADVERTISING AGENCY**

8 South Michigan Ave., Chicago, Ill.  
Phone Randolph 0160

ANPA — PPA — APA — ABC — NOAB

### *Officers*

President & Treasurer.....E. R. Goble  
Secretary.....E. A. Goble  
Vice-President.....H. L. Hulsebus  
Director of Radio.....Wynn Orr

### *Branch Offices*

400 Madison Ave., New York, N. Y.  
Phone PLaza 3-7445

Vice-Presidents...R. A. Porter, J. A. Butler  
*Radio Accounts Placed*—Swift & Co.,  
Lewis-Howe Co.

### **BARTON A. STEBBINS ADVERTISING AGENCY**

811 West Seventh St., Los Angeles  
Phone Trinity 8821

AAAA — ANPA — PPA — ABP — NOAB

### *Officers*

President.....B. A. Stebbins  
Copy Chief.....J. L. Rogers  
Director of Radio.....B. A. Stebbins  
Time Buyer.....Arthur W. Gudelman  
*Radio Accounts Placed*—Signal Oil Co.,  
Roman Meal Bread, Personal Finance Co.  
(Pacific Coast).

### **SWEENEY & JAMES CO.**

1501 Euclid Ave., Cleveland, Ohio  
Phone Main 7142

ANPA — PPA — APA

### *Officers*

President.....John F. Sweeney  
Vice-President.....Frank G. James  
Radio Time Buyer.....W. B. Watterson  
*Radio Account Placed*—Firestone Tire &  
Rubber Co.

### **J. D. TARCHER & CO., INC.**

630 5th Ave., New York, N. Y.  
Phone Circle 6-2626

### *Officers*

President.....J. D. Tarcher  
Treasurer.....Wm. E. Larcombe  
Vice-President.....Wm. E. Larcombe  
Director of Radio.....Wm. E. Larcombe  
Radio Producers and Continuity  
Writers.....George R. Marek,  
Norman Markwell  
*Radio Accounts Placed*—Smith Brothers,  
Inc., Seeman Bros., Inc.

### **THOMAS B. TATE, ADVERTISING**

World Building, Tulsa, Okla.  
Phone 4-0445

### *Officers*

Owner.....Thomas B. Tate  
Art Director.....Taylor Holmes

### **J. WALTER THOMPSON CO.**

420 Lexington Ave., New York, N. Y.  
Phone Mohawk 4-7700

AAAA — ANPA — ABP — PPA

### *Officers*

President.....Stanley Resor  
Secretary.....Howard Kohl  
Treasurer.....A. V. Pollock  
Vice-Presidents: Lloyd Baillie, William L.  
Day, Henry C. Flower, Jr., Howard Hender-  
son, Clement Watson, Henry M. Stevens,  
S. Hunter Richey, William Resor, Walter  
R. Hine, Thayer Jaccaci, Gilbert Kinney,  
William G. Palmer, Samuel W. Meek, Jr.,  
William C. McKechn, Jr., Marvin S.  
Knight.

Vice-President in Charge of Radio,  
 John U. Reber  
 Radio Time Buyer.....Linnea Nelson  
 Radio Talent Buyers,  
 Tom Luckenbill, M. Holland  
 Head Radio Writer.....Robert T. Colwell  
 Radio Production Staff: A. K. Spencer, Robert A. Simon, Maury Holland, Richard Eastland, Ed Rice, Frank O'Connor.  
 Continuity Writers: Tiffany Thayer, Robert A. Simon, Joe Bigelow.

*Branch Offices*

1549 North Vine St., Hollywood, Calif.  
 Phone Hillside 7241  
 Vice-President .....Danny Danker  
 Radio Production Staff: Calvin Kuhl, John Christ, Robert Brewster, Sanford Barnett.  
 Continuity Writers: Dick Mack, George Wells, Lynn McManus, Carroll Carroll, Stan Quinn, Harry Kerr.  
 Radio Talent Buyer.....Paul Rickenbacker  
 410 N. Michigan Ave., Chicago, Ill.  
 Phone Superior 0303  
 Vice-President and General Manager,  
 Henry T. Stanton  
 Vice-Presidents: Merton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf.  
 100 Bush St., San Francisco, Calif.  
 Phone Garfield 3510  
 Manager.....Arthur C. Farlow  
 Shell Bldg., St. Louis, Mo.  
 Phone Central 8040  
 Manager.....Raymond A. Mott  
 2012 Exchange Bldg., Seattle, Wash.  
 Phone Seneca 0655  
 Manager.....Norton W. Mogge  
*Radio Accounts Placed*—Standard Brands, Inc.; Lever Bros.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries; Kellogg; General Cigar Co.; J. B. Williams Co.; Northern Trust Co.; Scott Paper Co.; City Baking Co.

**TOMASCHKE-ELLIOTT, INC.**

1624 Franklin St., Oakland, Calif.  
 Phone Glencourt 4941  
 NOAB — NCBA

*Officers*

President.....F. L. Tomaschke  
 Secretary.....William M. Maxfield  
 V-P & Director of Radio..Wallace F. Elliott  
*Radio Accounts Placed*—Cardinet Candy Co., Pacific Guano Co., Par Soap Co., H. C. Capwell Co., Capwell, Sullivan & Furth, Downtown Merchants Association.

**TRACY-LOCKE-DAWSON, INC.**

1307 Pacific St., Dallas, Texas  
 Phone 7-8655  
 22 E. 40th St., New York, N. Y.  
 Phone Ashland 4-1690  
 AAAA — ANPA — PPA — ABP—  
 PRB — SAAA — SNPA — APA — NOAB

**ADVERTISING AGENCIES**

*Officers*

President.....J. M. Dawson  
 Radio Producers.....Raymond P. Locke,  
 Joe M. Dawson, J. J. Jefferies, Morris Hite, J. W. Moffett, Erle Racey  
 Radio Continuity Writers.....J. J. Jeffries,  
 Glenn Addington, Ishmael McCullough,  
 Thelma Gaines  
 Radio Time Buyers.....H E. Hendrick,  
 Mario Messina, E. J. Worthington, Monty Mann  
*Radio Accounts Placed*—Dr. Pepper Co., Imperial Sugar Co., Garza Sheets, Bordon Co. of the Southwest, Mrs. Baird's Bread, Peters Shoe Co., W. S. Kirby Co., Panerust Plato Co.

**UNITED STATES ADVERTISING CORP.**

Home Bank Bldg., Toledo, Ohio  
 Phone Main 8205  
 AAAA — ANPA — PPA — ABP

*Officers*

President & Treasurer....Ward M. Canaday  
 Secretary.....Geo. W. Ritter  
 Vice-President .....Bryan Warman  
*Branch Offices*  
 612 N. Michigan Ave., Chicago, Ill.  
 Vice-President .....James Ewell  
*Radio Accounts Placed*—Glass Container Association, Willys Overland Motors, Inc., Unitarian Fellowship for Social Justice, Foster-Dack Co., Wilson & Co.

**WADE ADVERTISING AGENCY**

208 W. Washington St., Chicago, Ill.  
 Phone State 7369

*Officers*

Director.....W. A. Wade  
 Radio Time Buyer.....L. J. Nelson  
 Radio Producers.....W. E. Jones,  
 P. C. Lunn, Edward Simmons.  
 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.

**WALKER & DOWNING**

Oliver Bldg., Pittsburgh, Pa.  
 Phone Grant 1900  
 ANPA — ABP — PPA

*Officers*

President .....William S. Walker  
 Secretary-Treasurer.....B. I. Davis  
*Radio Account Placed*—Allegheny Ludlum Steel Corp., Colonial Biscuit Co., Beauty Products Co., Mail Pouch Tobacco Co., American Fruit Growers, Inc.

## ADVERTISING AGENCIES

### WARWICK & LEGLER, INC.

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

Phone MUrray Hill 6-8585

AAAA — ANPA — PPA — APA — NOAB  
*Officers*

President.....H. Paul Warwick  
Vice-President.....Henry Legler  
Other Vice-Presidents.....S. O. Youngheart,  
J. R. Warwick, Lester M. Malitz, Arthur  
Deerson.

Secretary-Treasurer.....Robert H. Hughes  
Director of Radio.....Preston H. Pumphrey  
*Radio Accounts Placed*—The Wm. R. War-  
ner Co., The George W. Luft Company, Larus  
& Bro. Company, The Sherwin-Williams Com-  
pany.

### LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.

Phone Cedar 3777

*Officers*

President.....Luther Weaver  
Associate.....Donald Gardner  
Director of Radio.....Elizabeth Watkins  
Music Director.....Edward Megroth

*Radio Accounts Placed*—Northern Pacific  
Railroad, Minnesota Federal Savings & Loan  
Association, F. C. Hayer Co., The Pinolator  
Co., Minnesota State Optometric Association.

### NORMAN WEILL, INC.

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

Phone PLaza 5-3213

*Officers*

President.....Norman Weill  
Executive Vice-President..Berne W. Wilkins  
Treasurer.....Max Friedman  
Secretary.....R. F. Weill  
Account Executives.....W. Wright Beck,  
William Savacool  
Copy Chief.....Herbert K. Simon  
*Radio Accounts Placed*—Crawford Clothes,  
Inc., New York Institute of Photography, S.  
Stroock & Co.

### MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.

Phone Tucker 4111

ANPA — PPA — APA

*Officers*

Co-Partners.....Milton Weinberg,  
Bernard Weinberg.  
Director of Radio.....Bernard Weinberg

### WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.

Phone Rittenhouse 6576

*Officers*

President-Radio Director.....F. A. Wellman

# NORMAN WEILL, INC.

247 PARK AVENUE

PLaza 5-3213

. . . Advertising

*Radio Accounts Placed*—Foot Health Institute, Thomas B. Martindale Food Stores, Circus Gardens Roller Skating Rink, Carman Roller Skating Rink, Abe L. Greenberg, Inc., Select Shop, General Utilities Corp., Leopold's Tailoring Shop, Shubert Theater, Trocadero Theater, Brookside Distilling Corp., Rich's, Central Lions Club, W. C. Rautter & Co., Philadelphia Select Shops.

●  
**THE WESEL COMPANY**

458 East 30th St., Chicago, Ill.  
Phone Victory 1300

*Officers*

President.....E. Wessel  
Exec. V-P. and Treas.....Stanley L. Wessel  
Secretary.....Alfred Flesham  
Vice-President.....Theodore T. Weldon  
Director of Radio.....Theodore T. Weldon  
Assistant Directors.....R. U. Moore,  
Harold Weislow

Radio Producer.....Leroy Stewart  
Assistant Radio Producer...Martin Myrenik  
Radio Continuity Writers.....I. M. Gregori

*Branch Offices*

230 Park Ave., New York, N. Y.  
Phone Murray Hill 6-1566

Manager.....V. J. Swdon

*Radio Accounts Placed*—Group of American Banks, cooperative series on disk for undertakers, dairies, etc., Frex Fresh Dog Food.

●  
**WESTCO ADVERTISING AGENCY**

625 Market St., San Francisco, Calif.  
Phone Sutter 6744

*Officers*

President.....E. E. Sylvestre  
Manager.....R. W. Stafford

*Radio Accounts Placed*—Sperry Flour Co.

●  
**WARD WHELOCK CO.**

Lincoln-Liberty Bldg., Philadelphia, Pa.  
Phone Rittenhouse 7500  
ANPA — PPA — APA

*Officers*

President.....Ward Wheelock  
Vice-President.....R. K. Strassman  
Secretary-Treasurer.....H. R. Doak

*Branch Offices*

Equitable Building

Vine and Hollywood Blvd., Hollywood, Cal.  
Phone Hillside 0191

420 Lexington Ave., New York, N. Y.  
Phone LEXington 2-4926

*Radio Account Placed*—Campbell Soup Co.

●  
**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York, N. Y.  
Phone Ashland 4-8400  
ANPA — PPA — APA — AAAA —  
NOAB — ABC — ABP

**ADVERTISING AGENCIES**

*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 & Director of Copy & Radio

Research.....George Gallup

Secretary-Treasurer.....J. H. Geise

Director of Radio....Thomas F. Harrington

Radio Dept. Manager...Thomas H. A. Lewis

Asst. to Director of

Radio.....Frederic W. Wile, Jr.

Manager of Talent

Bureau.....Hubbell Robinson, Jr.

Manager, Station Relations

Bureau.....Carlos A. Franco

Asst. Mgr., Station Relations

Bureau.....Joseph J. Holmes, Jr.

Manager, Radio Publicity

Bureau.....Win. 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

Radio Publicity Supervisor...William Stuart

333 N. Michigan Ave., Chicago, Ill.

Phone Central 3144

Vice-President-Manager.....A. E. Tatham

Vice-President-Merch.

Director.....D. G. Schneider

7430 Second Blvd., Detroit, Mich.

Phone Madison 4300

Vice-President-Manager.....John F. Reeder

235 Montgomery St., San Francisco, Calif.

Phone Exbrook 3547

Manager.....Bryan Houston

660 St. Catherine Street, West, Montreal, Que.

Phone Plateau 4691

Vice-President-Canadian Mgr....E. D. Ring

80 King St., West, Toronto, Ont.

Phone Elgin 0397

Frank Goodman

E. D. Ring

*Radio Accounts Placed* — American Cigarette & Cigar Co., American Tobacco Co. (Half & Half), General Foods, Inc. (Postum, Grape-Nuts, Calumet, Swans-Down, La France, Satina, Jell-O Products, Minute Tapioca, Sanka, Frosted Foods), The Borden Co., Bristol-Myers Co. (Ipana and Sal Hepatica), Fels & Co., Gulf Oil Corp., International Silver Co., Sanforizing, Gordon Baking Co., Life Savers Corp., Packard Motor Co.



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# NEWS SERVICES

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## Associated Press

New York—50 Rockefeller Plaza .....Circle 6411

### Executives

General Manager ..... Kent Cooper  
Assistant General Manager ..... W. J. McCambridge  
Assistant General Manager ..... Lloyd Stratton  
Radio Editor ..... Charles Butterfield

## International News Service

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

### Executives

President ..... Joseph V. Connolly  
Editor-In-Chief ..... Barry Faris  
News Editor ..... Leo Dolan  
Radio Editor ..... Louis Allwell

## Press-Radio Bureau, Inc.

New York—551 Fifth Avenue ..... MUrray Hill 2-5670

President and Editor-in-Chief ..... James W. Barrett

## Radio News Association

New York—342 Madison Avenue ..... MUrray Hill 2-3332

### Executive

President ..... Frederick M. Harmon

## Transradio Press Service, Inc.

New York—342 Madison Avenue ..... MUrray Hill 2-4053-4

### Executives

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

## United Press Associations

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

### Executives

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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AND ITS MAKERS

**55 YEARS—THE VOICE OF AUTHORITY  
IN THE FIELD OF POPULAR MUSIC**

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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 field.

## **Advertising Age**

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; M. D. Hicks, Eastern Advertising Manager. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

## **Advertising & Selling**

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Noel C. Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative; 161 Spring St., N.W., Atlanta, Ga., A. D. Van Allen, Southern Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

## **Air Law Review**

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

## **Bell Laboratories Record**

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

## **Bell System Technical Journal**

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Editor, R. W. King. Scientific discussions of developments in wire and radio-telephony, telegraphy, television and broadcasting facilities.

## **The Billboard**

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Franken (New York); Los Angeles Correspondent, Dean Owen General Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill.,

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industry as it has  
serviced the entire  
show business for more  
than forty five years  
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**The  
Billboard**

Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

•

**Boxoffice**

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COLUMBUS 5-6370. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; Eastern Editor, William Ornstein; Chicago Correspondent, Eugene Rich; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

•

**Broadcasting—Broadcast Advertising**

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, Gate Taylor; Advertising Manager, Gate Taylor. Trade journal of the broadcasting and broadcast advertising fields.

•

**Canadian Advertising**

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, H. A. Nicholson; Manager, B. G. Newton; Advertising Manager, S. J. Allin; Data Editor, Jean R. Gemmill. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

•

**Commercial Broadcasting**

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippman; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of

particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations in Australia.

•

**Commercial Broadcasting Yearbook**

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Commercial Broadcasting Yearbook contains practically all the information required by those interested in Australian broadcasting for reference purposes.

•

**Communications**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

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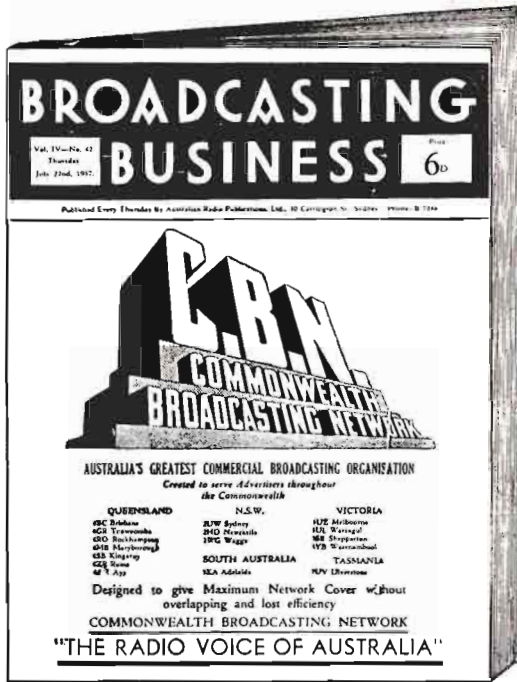
**Editor and Publisher**

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, Arthur T. Robb; Managing Editor, Warren L. Bassett; General Manager, Charles B. Groomes; Advertising Director, Charles T. Stuart; Assistant Publisher, James W. Brown, Jr.; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

•

**Education by Radio**

QUARTERLY. One Madison Ave., New York, N. Y. Phone, CAledonia 5-6965. Publisher, National Committee on Education by Radio; Editor, S. Howard Evans. This publication is edited in line with the purposes of the National Committee on Education by Radio, which acts as a spokesman for organized edu-



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cation, aiding and encouraging non-commercial educational stations and promoting cooperation between educators and commercial broadcasters. It is one of the means by which the committee acts as a clearing house for information about education by radio.

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**Electrical Digest**

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

•

**Electrical and Radio World  
Trade News**

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio has to do with the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports primarily on changes in foreign market possibilities, regulations, quotas, exchange, statistics of radio and electrical imports and exports, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

•

**Electronics**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Assistant Editor, Craig Walsh; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N.

Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

•

**Electronics and Television  
and Short-Wave World**

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to electronics, television and allied subjects, and short-wave communication.

•

**Film Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

•

**Foreign Communication  
News**

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

•

**FREC Service Bulletin**

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, J. Kenneth Jones. This publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

•

**Heinl Radio News Service**

2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers; the other going to various radio station subscribers.

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CANADA



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**Hollywood Reporter**

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Assistant to Publisher, Frank Pope; Advertising Manager, Thomas F. Seward; Radio Editor, Nick Lukats. BRANCH OFFICES: 229 West 42nd St., New York, N. Y. H. J. Schleier, Manager, and Jack Harrison, News Editor, Phone, Wisconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 41 Rue Copernic, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

•

**Journal of the Society of Motion Picture Engineers**

MONTHLY. Hotel Pennsylvania, New York, N. Y. Phone, Pennsylvania 6-0620. Published by the Society of Motion Picture Engineers; Editor, Sylvan Harris. This publication is the official organ of the Society of Motion Picture Engineers and is devoted to the particular field of its readers. Technical developments in television is one of the subjects that are treated in its articles.

•

**Journal of the Television Engineers' Institute of America**

763 Gower St., Hollywood, Calif. Phone, Gladstone 3558. Published by the Television Engineers' Institute of America; Editor, George H. Seward; Associate Editor, Leroy Bremmer; Business Manager, Arthur A. Stern. This publication has for its purpose the dissemination of knowledge regarding the art of television in all its ramifications.

•

**Marketing**

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

•

**Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp. Editors, Richard B. Gilbert and George Simon; Chicago Correspondent, M. W. Hall; Hollywood Correspondent, Jack Hirshberg; Pittsburgh Correspondent, Sid Dickler; Miami Correspondent, Mickey Chercp. This publication is a trade journal in the field of popular music, giving world coverage on news of the radio, band and

record reviews, interviews, gossip and personality stories, domestic band routes, instruction departments conducted by leading exponents of the various dance band instruments.

•

**Motion Picture Daily**

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, W. F. Crouch; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio reviews and columns.

•

**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.

•

**Musical Courier**

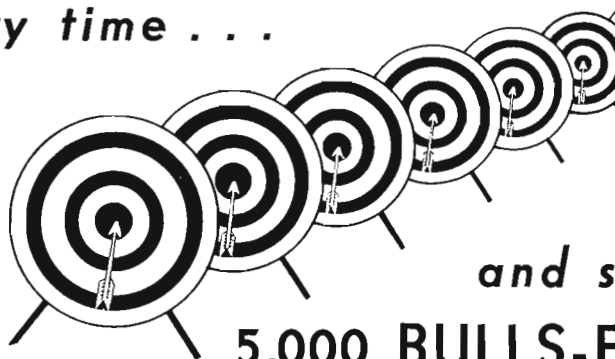
BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager; 6 Square Leon Guillot, Paris, France, Irving Schwerke, European Chief of Staff. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

•

**Parts**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Glad Henderson; Advertising Manager, Charles H. Farrell; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Eugene Heslin. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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**CANADA**

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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 broadcasting stations, police radio stations, aviation executives, schools, libraries and to others interested in all branches of commercial radio.

•

**Printer's Ink**

WEEKLY. 185 Madison Ave., New York, N. Y. Phone, ASHland 4-6500. Publisher, Printers' Ink Publishing Co.; President, Roy Dickinson; Vice-President In Charge of Sales, Douglas Taylor; Editor, G. A. Nichols; Associate Editor In Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Andrew M. Howe, Associate Editor, and Gove Compton, Manager; 326 West Third St., Los Angeles, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

•

**Printer's Ink Monthly**

MONTHLY. 185 Madison Ave., New York, N. Y. (For further information on personnel, addresses and editorial content see listing under "Printers' Ink.")

•

**Proceedings of I. R. E.**

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

•

**Proceedings of the Radio Club of America**

NINE ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul F. God-

ley; Corresponding Secretary, J. L. Callahan; Editor, L. C. F. Horle.

•

**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.

•

**Radex**

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

•

**Radio**

MONTHLY (except August and September.) 1300 Kenwood Rd., Santa Barbara, Calif. Phone, 4242. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

•

**Radio Advertising Rates and Data**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Secretary-Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

•

**Radio Amateur Call Book**

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WABash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimpson. BRANCH OF-



CHEVROLET MOTOR CO., Detroit, ordered — and reordered — more than 12,000 copies of October, 1939 edition.

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THIS advertisement is for the men who place schedules for broadcasters, publishers, lithographers, outdoor plants, and for EVERY concern that seeks to reach the national advertiser and advertising agency! We're telling you our FULL circulation story, briefly, so you'll know how to regard The ADVERTISER when we come up for consideration on your list.

FIRST, all advertisers in The ADVERTISER and MARKETS of AMERICA (Annual) get *biggest circulation quality by complete coverage of their logical prospects.*

IN ADDITION TO THAT, they ride along *free* with EXTRA circulation which accrues from issue to issue. Thus, in the past

twelve months, extra circulation which our advertisers enjoyed, mounted to **20,000 COPIES** — an equivalent of **THREE EXTRA EDITIONS!** The most important point about this bonus, though is this— that excellence of editorial content inspired it and that it is such editorial content that continuously excites intense reader interest, in every monthly issue of The ADVERTISER.

There's our story—a *good book*, going to the *right people* (regardless of "numbers") who READ it regularly. That excellent type of circulation does justice to anybody's advertising message . . . take profitable advantage of it for YOURS— **NOW!**

*Space rate \$155 per page (12 T. \$130 per page)*

MARKETS OF AMERICA, published annually, enjoys the same complete circulation as The ADVERTISER—to all national and regional advertisers in the U. S. and every agency time buyer in the country. They ALL Read MARKETS of AMERICA, too (we have proof!), and they *use* it throughout the year. \$155 per page.

The ADVERTISER  
and MARKETS of AMERICA...Vol. 4

NEW YORK—11 West 42nd Street—PENnsylvania 6-3265  
CHICAGO—1138 Lake Shore Drive — DELaware 9083  
Gen. Office: 3557 Bogart Ave., CINCINNATI—AVon 6825

FICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

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### **Radio-Craft**

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WALKer 5-0730. President and Publisher, H. Gernsback; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, SUperior 7306. This publication reports latest developments in the radio art, telegraphy and radio telephony, electronics, television, public address and facsimile, including servicing, trade news and technical descriptions.

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### **Radio Daily**

DAILY. 1501 Broadway, New York, N. Y. Phone, WISconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Larry Wolters. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

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### **Radio Technical Digest**

BI-MONTHLY. 1300 Kenwood Rd., Santa Barbara, Calif., Phone 4242. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Managing Editor, A. McMullen; Associate Editors, W. W. Smith, R. L. Dawley, B. A. Ontiveros, L. Norton. BRANCH OFFICES: 71 West 35th St., New York, N. Y.; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

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### **Radio-Television**

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. CHICAGO OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

### **Radio & Electrical Retailer of Australia**

FORTNIGHTLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Advertising Representative, J. Angus; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

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### **Radio and Electrical Sales**

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

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### **Radio Guide**

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; Ass't to Publisher, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum; Circulation Manager, Ed Zoty. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

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### **Radio Mirror**

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

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### **Radio News**

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G.

Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Karl A. Kopetzky. **BRANCH OFFICE:** 381 Fourth Ave., New York, N. Y., Manager, Sanford L. Cahn. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

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**Radio Retailing**

**MONTHLY.** 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Sales Manager, Lee Robinson; Managing Editor, W. W. Macdonald. **BRANCH OFFICE:** 520 N. Michigan Ave., Chicago, Ill., K. Groener; Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturing executives, engineers, purchasing agents and their sales representatives. The publication covers the news of the radio and home appliance industries, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

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**Radio and Television**

**MONTHLY.** 99 Hudson St., New York, N. Y. Phone, Walker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters.

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**Radio Today**

**MONTHLY.** 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

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**Radio Trade Annual and Service Manual**

**YEARLY.** 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. **BRANCH OFFICE:** 239 Collins St., Melbourne, Victoria. Radio Trade Annual is an Australian yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

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**Radio Trade-Builder**

**MONTHLY.** 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

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**Radio and Television Weekly**

**WEEKLY.** 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis; News Editor, Frank Coupe.

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**RCA Review**

**QUARTERLY.** 75 Varick St., New York, N. Y. Phone, Walker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; Dr. H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

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**Report of Radio Research in Japan**

**TRI-ANNUAL.** Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretaries, K. Tani, T. Ono and T. Yamazak. This publication reviews the radio progress in Japan.

### **Sales Management**

BI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Vice-President, Merril V. Read. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone, State 1266, C. E. Lovejoy, Manager; 29 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth.

### **Service**

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenmeyer; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

### **Standard Rate and Data Service**

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President and Secretary, Albert W. Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave.,

New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

### **Telecommunications Reports**

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

### **Tide**

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASland 4-3390. President and Publisher, David Frederick; Editor, Ellen Hess; Radio Editor, Reginald T. Clough; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

### **Variety**

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Hyatt Daab. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

### **Western Advertising**

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim; Assistant Publisher, R. S. Oppenheim; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

# RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1st, 1940)



*The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Third Annual Radio Daily Poll and through the cooperation of radio stations in both countries.*

## ALABAMA

Birmingham News: **Turner Jordan**  
Birmingham Post: **Jean Moyer**  
Southern Radio News (Birmingham):  
**Homer T. Suddeth**  
Mobile Register & Press: **George Cox**

## ARIZONA

Phoenix Gazette: **Dan Crumley, Oley Henson**  
Phoenix Republic: **Frank Ross**  
Tucson Citizen: **Maston Jacks**  
Tucson Star: **Al Welke**

## ARKANSAS

Jonesboro Sun: **Fred Troutt**  
Jonesboro Tribune: **Donald Murray**  
Arkansas Democrat (Little Rock): **Lynn Liske**  
Siloam Springs Daily Herald & Democrat: **Alf Perrine**

## CALIFORNIA

Bakersfield Californian: **Bill Moses**  
Berkeley Gazette: **Helane Peters**  
Fresno Bee: **A. J. Welter**  
Fresno Guide: **Joe King, Jr.**  
Hanford Sentinel: **J. E. Richmond**  
Hollywood Citizen-News: **Zuma Palmer**  
Long Beach Press-Telegram & Sun:  
**Jimmy Allen**  
Gilmore Mike (Los Angeles): **Bernie Miligan**  
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only):  
**Jack Holmes**  
Oakland Post Enquirer: **Charles Loomis**

Oakland Tribune: **Charles McIntosh**  
Pasadena Independent: **Bill Bird**  
Pasadena Post & Star News: **Reginald Warren**  
Porterville Recorder: **Homer Wood**  
Redding Searchlight & Courier-Free Press: **Mr. Brown**  
Redding Record: **Bowden Neimer**  
Sacramento Bee: **Ronald Schofield**  
San Bernardino Sun & Telegram: **Earl Buey**  
San Diego Union & Tribune-Sun: **Maury Savage**  
San Francisco Call Bulletin: **Bob Hall, Edward Romero**  
San Francisco Chronicle: **George Rafter**  
San Francisco Examiner: **Edward Murphy**  
San Francisco News: **Emily Hodell**  
Santa Ana Independent: **A. B. Berry**  
Santa Ana Register: **Mason Gould**  
Santa Barbara Independent: **Phil Nordley**  
Santa Barbara News-Press: **Charles A. Storke**  
Santa Rosa Press-Democrat & Republican: **Mike Pardee**  
Stockton Independent: **Al Trivelpiece**  
Stockton Record: **Rossi Reynolds**  
Turlock Times: **Bob Whiteside**  
Visalia Times-Delta: **Click Relander**  
Watsonville Register-Pajaronian: **Edgar Slusser, Frank Orr**  
Watsonville Sun: **Clem Fye**  
Woodland Democrat: **Lucille Evans**

## COLORADO

Denver Daily Record-Stockman: **Willard Simms**  
Denver Post: **Betty Craig**  
Rocky Mountain News (Denver): **James Briggs**  
Denver Monitor: **Carson Harris**



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Durango News: **William B. O'Rourke**  
Grand Junction Daily Sentinel: **Preston Walker**  
Greeley Booster: **Loren Walling**  
Longmont Ledger: **Fred Ferguson**  
Crow Valley News (New Raymer): **Tom Thompson**

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**CONNECTICUT**

Hartford Courant: **Douglas B. Fellows, John Reitmeyer**  
Hartford Times: **Harold B. Waldo**  
Connecticut Echo (New Haven): **Nelson R. Durant**  
Stamford Advocate: **Leonard Massell**

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**DISTRICT OF COLUMBIA**

Washington Herald & Times: **Bill Frank**  
Washington News: **Helen Buchalter**  
Washington Post: **Dick Coe**  
Washington Star: **George Huber, William Coyle**

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**FLORIDA**

Florida Times Union (Jacksonville): **R. G. Moffett**  
Jacksonville Journal: **Jim Massey**  
Miami Herald: **Marion Stevens**  
Miami News: **Jimmie McLean**  
Miami Beach Topics: **Jack Rice**  
Orlando Times: **Colonel William Glenn**  
Orlando Sentinel-Star: **L. J. Hagood**  
Palm Beach Daily News: **John Githens**  
Panama City News-Herald: **Thorne Lane**  
Pensacola Journal: **John Cole**  
Pensacola News: **Don Hogan**  
St. Petersburg Independent: **Bill Dunlap**  
Sebring American: **Rod Arkell**  
Tampa Times: **J. F. Smiley**  
Tampa Tribune: **Harry Schaden**  
Palm Beach Sun (West Palm Beach): **Bernon Smith**  
Sunshine Special (West Palm Beach): **Elmer Burgess**  
Winter Park Herald: **William Traer**

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**GEORGIA**

Atlanta Constitution: **Howell Jones**  
Atlanta Georgian & American: **Treville Lawrence, Tom Ham**  
Atlanta Journal: **Ernest Rogers**  
Augusta Chronicle: **Bob Parks**  
Hartwell Sun: **Louis Morris**  
Lavonia Times: **Rush Burton**  
Macon News-Telegraph: **Holt Gewinner**  
Southern Georgian (Moultrie): **Bill Aycock**  
Rome News: **Ernestine Hornady**

Savannah Morning News: **Gray C. Brandon**  
Waycross Journal-Herald: **Jack Williams, Jr.**

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**IDAHO**

Boise Capital News: **Jewel Carpenter, Bill Wheeler**  
Idaho Daily Statesman (Boise): **Robert McDevitt**  
Caldwell News-Tribune: **Maurice Russell, Tom La Fonde**  
Idaho State Journal & Tribune (Pocatello): **Mel Dorius**  
Pocatello Shopper News: **Jim Rutherford**

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**ILLINOIS**

Champaign News-Gazette: **Fred Vance**  
Chicago Herald-American: **Lorraine Neistrum, Ulmer Turner**  
Chicago News: **Joseph Gorg**  
Chicago Times: **Don Foster, Don Moore**  
Chicago Tribune: **Larry Wolters**  
Advertising Age (Chicago): **Irwin Robinson**  
Cicero-Berwyn Life: **Richard Cecil**  
Danville Commercial-News: **H. B. Heck**  
Decatur Herald & Review: **E. O. McCann**  
East St. Louis Journal: **Howard Moore**  
Harrisburg Daily Register: **Alta Givans**  
Marion Republican: **Homer Butler**  
Moline Dispatch: **Jack Thompson, Fred Klann**  
Peoria Journal-Transcript: **R. M. Shepherdson**  
Peoria Star: **Golda Lauterbach**  
Rockford Morning Star: **Allen Brophy**  
Rock Island Argus: **J. W. Ramsey**  
Illinois State Journal (Springfield): **Harry Moody**  
Tuscola Journal: **R. B. Pickard**

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**INDIANA**

Decatur Democrat: **John Heller**  
Elkhart Truth: **Dan Albrecht**  
Evansville Press & Courier: **Clifton Brooks, Theo Nadelstein**  
Fort Wayne Journal Gazette: **Chester Brouwer**  
Fort Wayne News-Sentinel: **Jack Barker**  
Indianapolis News: **Herbert Kenney, Jr.**  
Indianapolis Star: **Herbert Tucker**  
Indianapolis Times: **James M. Thrasher, Harry Morrison**  
South Bend Tribune: **Ira Carpenter**  
The Spectator (Terre Haute): **R. Tuttle**

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**IOWA**

Davenport Times & Democrat: **Ina Wickham**  
Davenport Daily Times: **Tom O'Hearn**  
Decorah Journal: **Justin Hammond**  
Decorah-Posten: **Kristian Prestgard**  
Public Opinion (Decorah): **A. C. Bishop**  
Des Moines Register & Tribune: **Mary Little**  
Dubuque Daily Tribune: **Carl Ochs**  
Dubuque Telegraph Herald: **William Arndt**  
Little Rock Free Lance: **Mrs. H. E. Randolph**  
Shenandoah Sentinel: **R. K. Tindall**  
Sioux City Journal: **Willis Forbes**  
Sioux City Tribune: **John Kelly**

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**KANSAS**

Kansas City Kansan: **W. A. Bailey**  
Lawrence Journal: **Robert Busby**  
Manhattan Chronicle: **Charles Platt**  
Manhattan Mercury: **H. O. Dendurant**  
Pittsburg Advertiser: **A. C. Runyan**  
Salina Journal: **Stuart Dunbar**  
Topeka Capital: **E. D. Keilmann**  
Topeka State-Journal: **Eileen Reinhardt**

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**KENTUCKY**

Louisville Journal-Courier & Tribune: **James Sheehy**  
Owensboro Messenger & Inquirer; LeRoy Woodward  
Paducah Sun-Democrat: **Joe La Gore**

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**LOUISIANA**

Baton Rouge Morning Advocate: **Harris Jackson**  
Baton Rouge State Times: **C. P. Liter**  
Lafayette Advertiser-Gazette: **T. M. Calahan**  
New Orleans Item & Tribune: **Edith Ballard**  
New Orleans States & Times-Picayune: **Mercia Mateu**  
Shreveport Journal: **Tom Ashley**  
Shreveport Times: **Pat White**

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**MAINE**

Kennebec Journal (Augusta): **Beatrice Levasseur**  
Kittery Press: **Horace Mitchell**  
Lewiston Sun-Journal: **Miss Bennett**  
Le Massager (Lewiston): **Rudolphe Hamann**  
Portland Press & Herald Express: **Ina B. Somerville**

**MARYLAND**

Baltimore News-Post & Sunday American: **J. Hammond Brown**  
Baltimore Evening Sun: **Harry Stewart**  
Baltimore Morning Sun: **Robert Snyder**  
Baltimore Sunday Sun: **Harry Haller, Frances Hiss**

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**MASSACHUSETTS**

Attleboro Sun: **Ethel MacDonald**  
Boston American: **Newcomb F. Thompson**  
Boston Globe: **Elizabeth L. Sullivan**  
Boston Herald-Traveler: **Alice Quinlan**  
Boston Post: **Howard Fitzpatrick**  
Boston Transcript: **Frederick W. Hobbs**  
Christian Science Monitor (Boston): **Albert Hughes**  
Fall River Herald News: **Edward J. Delaney**  
Lowell Leader: **Ethel K. Billings**  
Lowell Sun: **Charles G. Sampas**  
New Bedford Mercury: **Paul Williams**  
New Bedford Standard Times: **John Dakin, Jr.**  
Newburyport News: **C. S. Coffin**  
Springfield News & Republican: **Benjamin Buxton**  
Springfield Union: **Henry P. Lewis, Frank H. Blumenfield**  
Taunton Gazette: **James N. Lincoln**  
Worcester Evening Gazette: **Don Williams**  
Worcester Telegram: **Joseph Dine, Frederick L. Rushton**

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**MICHIGAN**

Battle Creek Enquirer & News: **Ralph Koons**  
Detroit Free Press: **Edgar A. Guest, Jr., Ella McCormick, Douglas Martin**  
Detroit News: **Herschell Hart**  
Detroit Times: **Ray Thomas**  
Detroit Times (Flint edition): **Jim Kauffmann**  
Flint News-Advertiser: **Irving Chimo-vitz**  
Grand Rapids Press: **Evelyn Husen**  
Lansing State Journal: **Jerry Root**  
Muskegon Chronicle: **William Bowles**  
Royal Oak Tribune: **L. Miller**

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**MINNESOTA**

Freeborn County Graphic (Albert Lea): **Fay Child**  
Duluth Herald: **Nathan Cohen**  
Duluth News Tribune: **Jim Watts**  
Lake & Farms Journal (Duluth): **George Kelley**

• • • **RADIO EDITORS AND WRITERS** • • •

Minneapolis Star-Journal: **George Grinn, Eliot Tarbell, Jean Huck**  
Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom, A. C. Cartright**  
Moorhead News: **James Acton**  
Rochester Post Bulletin: **Glenn Witherstine**  
St. Cloud Times-Journal: **Harold Schoelkopf**  
St. Paul Dispatch & Pioneer Press: **Jules Steele, Oakes Miller**  
Winona Republican-Herald: **Gordon Clausway**

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**MISSISSIPPI**

Greenwood Commonwealth: **Bob Upshur**  
Jackson Advertiser: **Charles R. G. Schimpf**  
Magnolia Gazette: **O. W. Phillips**  
Summit Sun: **Mary Cain**  
Tupelo Journal: **Don Lilly**

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**MISSOURI**

Columbia Missourian: **E. A. Soderstrom**  
Independence Examiner: **Beulah Boone**  
Jefferson City News & Tribune: **L. R. Luketwite, Natalie Le Page**  
Joplin Globe & News Herald: **Steve Smith, Gordon Rollins**  
Kansas City Journal: **John Cameron Swayze, Kenneth Dickey**  
Kansas City Star: **H. Dean Fitzer, Mary Haman**  
Poplar Bluff American Republic: **Jim Hendrichson**  
St. Joseph Gazette: **M. Dow Mooney**  
St. Joseph News-Press: **Prentis Mooney**  
St. Louis Globe-Democrat: **Harry La Mertha**  
St. Louis Post-Dispatch: **James L. Spencer**  
St. Louis Star-Times: **Dave Fredericks, Harriet Hagen**

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**MONTANA**

Great Falls Buyer: **Ernest Simmons**  
Great Falls Tribune: **Norman Monsos**  
Western News (Hamilton): **Miles Romney, Jr.**

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**NEBRASKA**

The Nonpareil (Council Bluffs): **Andy Thornell**  
Fremont Tribune: **Ferde Larson**  
Lincoln Star & Journal: **Bruce Nicoll**  
Nebraska City News Press: **George Near, Jr.**

North Platte Daily Telegraph: **H. H. Brown**  
Omaha World-Herald: **Keith Wilson**

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**NEVADA**

Reno Evening Gazette: **John Sanford**  
Nevada State Journal (Reno): **Frank Sullivan**

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**NEW HAMPSHIRE**

Concord Monitor: **R. H. Keeler**  
Laconia Evening Citizen: **Ebba Jansen**  
Manchester Union: **Robert Blood**  
Rochester Observer: **Mr. Burbank**

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**NEW JERSEY**

Asbury Park Press: **Miss Adams**  
Atlantic City Press & Union: **Howard P. Dimon**  
Atlantic City Sun: **A. L. Simon** (address: 1540 Broadway, New York City)  
Atlantic City Daily World: **Irving Levy**  
Camden Argus: **William H. Jeffries**  
Camden Courier-Post: **Marian Gibson**  
South Jersey News (Camden): **Albert Kaplan**  
East Orange Courier: **Stan Coe**  
Jersey Observer (Hoboken): **Hannah Sullivan**  
Jersey Journal (Jersey City): **C. J. Ingram**  
Newark Star-Ledger: **Jack Shafer**  
Newark Sunday Call: **Albert Edwin Sonn**  
Paterson Evening News: **Harry C. Schwartz**  
Red Bank Daily Standard: **Sid Wain**  
Red Bank Register: **Mr. Brown**  
Vineland Journal: **Arthur Scholtz**

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**NEW MEXICO**

Albuquerque Journal: **Paul Weeks**  
Albuquerque Tribune: **Irene Fisher**  
New Mexico Sentinel (Albuquerque): **Joe Roehl**  
Duke City News: **William T. Harris**  
New Mexico Examiner (Santa Fe): **J. F. Pichler**

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**NEW YORK**

Knickerbocker News (Albany): **Ed Healy**  
Auburn Citizen-Advertiser: **Victor Callanan**  
Binghamton Press: **George Curtis**  
Binghamton Sun: **Letitia Lyon**  
Brooklyn Eagle: **Joe Ranson**  
Buffalo Courier-Express: **Don Trantor**

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Buffalo News: **Rod Reed, Joseph Haeffner**  
Canton Advertiser: **J. A. Finnegan**  
Canton Plain Dealer: **Atwood Manley**  
Elmira Sunday Telegram: **Ed Van Dyke**  
Associated Press (New York City):  
**Charles Butterfield**

New York Herald Tribune: **H. T. Rowe**  
New York Journal-American: **Tom Brooks**

New York Mirror: **Nick Kenny**  
New York Morning Telegraph: **Mel Spiegel**

New York News: **Ben Gross, Sid Shalit**  
New York Post: **Leonard Carlton**  
New York Sun: **E. L. Bragdon**  
New York Times: **Orrin E. Dunlap, Jr.**  
New York World Telegram: **Alton Cook**  
United Press (New York City): **Webb Artz**

Il Progresso (New York City): **Salvatore Pino**

Motion Picture Daily (New York City):  
**Ed Greif**

Radio Guide (New York City): **Wilson Brown**

Variety (New York City): **Bob Landry**  
Ogdensburg Advance News: **R. Rogers Orr**

Plattsburgh Press: **Mr. Lynch**  
Plattsburgh Republican: **T. M. Farrell**  
Rochester Democrat, Chronicle & Times  
Union: **Donald Yerger**

Rochester News: **J. P. Dwyer**  
Schenectady Gazette: **Ned Wintersteen**  
Schenectady Union-Star: **John L. Blawis**  
Syracuse Herald-Journal: **Robert Hoffman, George Wright**

Syracuse Post-Standard: **Jack Baker, John Grimes**

Syracuse Press: **Louis Kossoff**

Troy Times: **Walter Demers**

Utica Observer-Dispatch & Press: **W. T. McGurty**

Watertown Times: **Dominic Pepp**

•

### **NORTH CAROLINA**

Asheville Advertiser: **Walter Goan**  
Asheville Citizen: **Robert B. Bingham**  
Asheville Times: **Douglas Le Suer**  
Charlotte News: **W. Williams**  
Charlotte Observer: **H. A. Rouser**  
Durham Herald-Sun: **Fred Hanney**  
Goldsboro Herald (weekly): **Eugene Roberts**

Goldsboro Record (weekly): **Joseph Brown**

Raleigh News & Observer: **Charles Packer**

Raleigh Times: **Irving Cheek**  
Winston-Salem Journal: **Worth Bacon**  
Twin City Sentinel (Winston-Salem): **Art King**

### **NORTH DAKOTA**

Bismarck Capital: **Charles Goodwin**  
Bismarck Tribune: **William Moeller**  
Fargo Forum: **Roy Johnson**  
Peoples' Opinion (Valley City): **I. J. Moe**  
Valley City Times-Record: **Phil Marks**

•

### **OHIO**

Akron Beacon Journal: **Dorothy Doran**  
Cincinnati Enquirer: **Jack Rogers**  
Cincinnati Post: **Paul Kennedy**  
Cincinnati Times-Star: **Frances Raine**  
Cleveland Plain Dealer: **Robert S. Stephen**  
Cleveland Press: **Norman Siegel**  
Columbus Citizen: **Paul Adler**  
Columbus Dispatch: **Carl De Bloom, Jr., Grant Dillman**

Ohio State Journal (Columbus): **Harold Eckert**

Columbus Sunday Star: **Joe R. Mills**

Dayton Herald: **Jack Carr, Zeb Pike**

Dayton Journal: **Thomas Kirchner**

Dayton News: **Chuck Gay**

Elyria Chronicle-Telegram: **Robert W. Funk**

Findlay Republican Courier: **H. A. Fish**

Lima News: **James Blissell, Gray Knisely**

Lima Times: **Mike Johnston**

Lorain Journal: **James Maloney**

Minster Post: **Harry B. Heckman**

Portsmouth Times: **William Lamble**

Salem News: **Ray L. Dean**

Sandusky Daily News: **Jane Maiden**

Springfield News: **Richard Wolbert**

Toledo Blade: **Richard Pheatt**

Toledo Times: **Chester Morton, Don Wolfe**  
Youngstown Vindicator: **Marion C. MacDonald**

Zanesville News: **James Alexander**

Zanesville Times-Recorder: **John Durbin**

•

### **OKLAHOMA**

Enid Daily Eagle: **Keith Painton**

Norman Transcript: **Ida Sloan**

Oklahoma Daily (Norman): **Clarence Pearce**

Oklahoma City Oklahoman & Times:  
**Leon Hatfield, Marshall Moore, Bruce Palmer**

Shawnee News & Star: **Bryan Roberts**

Tulsa Tribune: **Bill Stevens**

Tulsa World: **Lee Earhart**

•

### **OREGON**

Astorian-Budget (Astoria): **Fred Andrus**

Bend Bulletin: **Jim Brenton**

Corvallis Gazette-Times: **C. E. Ingalls**

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• • • **RADIO EDITORS AND WRITERS** • • •

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Eugene Morning News: Arthur Prioux  
Coos Bay Times (Marshfield): Red Hor-  
nish  
Portland Journal: Lawrence Gilbertson  
Portland Oregonian: William Moyes

•

**PENNSYLVANIA**

Altoona Mirror: Jack M. Rickabaugh  
Altoona Tribune: Robert Boyer  
Erie Dispatch-Herald: C. B. Hollinger  
Johnston Democrat: John Sheridan  
Johnstown Tribune: Ben Coll  
Norristown Times-Herald: Miss T. Col-  
lins  
Philadelphia Bulletin: Elmer Cull  
Philadelphia Inquirer: Frank Rosen  
Philadelphia News: Raymond Gathrid  
Philadelphia Public Ledger: George Opp  
Philadelphia Record: George Lilley, Cecil  
Pennyfeather  
Radio Press (Philadelphia): Norman Jay  
Pittsburgh Post-Gazette: Darrell Martin  
Pittsburgh Press: Si Steinhauer  
Pittsburgh Sun-Telegraph: Zora Unko-  
vitch, Sam Kennedy  
Sharon Herald: Jerry Harshman  
Sunbury Daily-Item: Reg Meraiden  
Wilkes-Barre Sunday Independent: Paul  
J. Walker  
Wilkes-Barre Record: Fred Johnson, Jo-  
seph Collis  
Wilkes-Barre Times-Leader: Joseph Mur-  
phy  
Williamsport Gazette & Bulletin: Quen-  
tin Beauge  
Williamsport Sun: Mark Good

•

**RHODE ISLAND**

Newport Herald: Frances Flannery  
Newport News: Clifton Holman  
Pawtucket Times: Sylvester Sprague  
Providence Journal & Bulletin: Ben Kap-  
lan  
Woonsocket Call: Gregory C. Greene

•

**SOUTH CAROLINA**

Anderson Independent: S. A. Hall  
Anderson Daily Mail: J. B. Hall  
Belton News: Mr. Coward  
Charleston News & Courier: T. R. War-  
ring  
Charleston Evening Post: Manning Rubin  
Columbia Record: Caldwell Withers  
Columbia State: S. L. Latimer  
Greenville News: Norvin C. Duncan, Jr.  
Greenville Piedmont: Jimmie Thompson

•

**SOUTH DAKOTA**

Gate City Guide (Rapid City): T. B.  
Weiner

Rapid City Advocate: Boyd Cannell  
Rapid City Journal: Redford Dibble  
Sioux Falls Argus Leader: Ken H.  
Guenther  
Vermillion Plain Talk: Herb Evans  
The Volante (Vermillion): H. M. Dean  
Yankton Press & Dakotan: Fred H. Mon-  
fore

•

**TENNESSEE**

Chattanooga Free Press: Ralph Sanders  
Chattanooga News: Murray Wyche  
Chattanooga Times: Mr. Braehm  
Jackson Sun: James Elliott  
Knoxville Journal: Frank Larkin  
Knoxville News-Sentinel: Glenn McNeil,  
Dick Golden  
Memphis Commercial Appeal: Robert  
Gray  
Memphis Press-Scimitar: Robert John-  
son  
Nashville Tennessean: William Kings-  
berry  
Nashville Times: Warner Ray

•

**TEXAS**

Abilene Reporter-News: Wendell Bedi-  
chek, Prexy Anderson  
Amarillo Globe & News: Wes Izzard  
Amarillo Times: Howard Arnberg  
Austin Tribune: Pericles Alexander  
Beaumont Enterprise: Merita Mills  
Beaumont Journal: Mrs. Feinberg  
Big Spring Herald: Bob Whipkey  
Dallas Dispatch-Journal: Terrence G.  
Walsh  
Dallas News: Victor Davis  
Dallas Times-Herald: Douglas Hawley  
El Paso Herald-Post: Chester Chope  
El Paso Times: Bill Hooten  
Fort Worth Press: Morris Boykin  
Fort Worth Star-Telegram: Bill Potts,  
Mark Burrowe, William Jolesch  
Hope Star: Alex Washburn  
Houston Chronicle: Mildred Stockard  
Houston Post: Lois Cam  
Houston Press: Tony Triolo  
Lubbock Avalanche-Journal: Charles  
Watson  
McAllen Monitor: Mynatt Smith  
San Antonio Express: A. W. Grant  
San Antonio Light: Renwicke Carey  
San Antonio News: Mary Louise Walliser  
Sweetwater Reporter: Bob Cooke  
Temple Telegram: Carolyn Malina  
Texarkana Gazette & News: J. Q. Ma-  
haffey  
Wichita Falls Daily Times: Louis T.  
Hamlett  
Wichita Falls Record News: W. L. Un-  
derwood

**UTAH**

Cache American (Logan): **James Allen**  
Provo Daily Herald: **J. A. Owens**  
Salt Lake City Desert News: **Wilby Durham**  
Salt Lake City Tribune: **Mel Dorius**

•  
**VERMONT**

Burlington Daily News: **Gilbert Hammond**  
Waterbury Record: **Bill Picker**

•  
**VIRGINIA**

Bristol Herald Courier: **Harry S. Hudson**  
Culpeper Exponent: **Charles Green**  
Danville Variety News: **Watt Miles**  
Newport News Daily Press: **Lewis T. Jester**  
Newport News Times-Herald: **William M. Harrison**  
Norfolk Ledger Dispatch: **Charles Hoofnagle**  
Norfolk News-Index: **W. E. Debnam**  
Norfolk Virginian-Pilot: **C. Philip Donnell**  
Richmond News-Leader: **Elizabeth C. Norfleet**  
Richmond Times-Dispatch: **Bruce Clark**  
Roanoke Times: **William Atkinson**  
Roanoke World-News: **Shields Johnson**  
Northern Virginia Daily (Strasburg): **E. E. Keister**  
Shenandoah Herald (Woodstock): **Charles Cawthron**

•  
**WASHINGTON**

Aberdeen World: **Harlan Plumb**  
Gray's Harbor Post (Aberdeen): **John Clark**  
Anacortes Mercury: **J. O. McNary**  
Auburn Globe Republican: **Harry M. Leslie**  
Blaine Journal: **J. H. Cramer**  
Bremerton Daily News Searchlight: **Myra Spencer**  
Bremerton Sun: **Julius Guis**  
Chehalis Advocate: **George Hayden**  
Elma Chronicle: **Norman Dickerson**  
Enumclaw Courier-Herald: **C. B. Lafromboise**  
Everett Herald: **W. R. Butler**  
Everett News: **Fred Boone**

Grays Harbor City Washingtonian: **George Sundborg**  
Hoquiam Washingtonian: **William Kosk**  
Issaquah Press: **M. A. Boyden**  
Kent Valley News: **O. H. Barber**  
Kirkland East Journal: **H. P. Everest**  
Lynden Tribune: **S. H. Lewis**  
Montesano Vidette: **Chapin Collins**  
Mount Vernon Argus: **Fred Ornes**  
Mount Vernon Herald: **Harry B. Averill**  
Olympia Olympian: **Earl McCallum**  
Pe Ell Tribune: **W. H. Baker**  
Port Angeles News: **Jack Henson**  
Port Townsend Lader: **Ray O. Scott**  
Kitsap County Herald (Poulsbo): **Nels C. Gregerson**

Pullman Herald: **Karl Allen**  
Puyallup Valley Tribune: **Tom Montgomery**  
Kenton Chronicle: **Dan B. McGovern**  
Seattle Post-Intelligencer: **Eddie Mitchell, Paul Tieche**  
Seattle Star: **Roy Ryerson**  
Seattle Times: **Robert Heilman**  
Radio Review (Seattle): **Nick Hughes**  
Sedro Valley Courier-Times: **F. S. Evans**  
Mason County Journal & Independent (Shelton): **Thomas F. Crocker**  
Twin City News (Stanwood): **C. F. Brown**  
Sultan Valley News: **Ward Bowden**  
Tacoma News Tribune: **Paul Anderson, Ed Honeywell, H. N. Lyman**  
Tacoma Times: **Jane Mottau**  
Clark County Sun (Vancouver): **Marion Sexton**  
Walla Walla Union Bulletin: **H. Sherman Mitchell, R. W. Fisher**

•  
**WEST VIRGINIA**

Bluefield Daily Telegraph: **J. Lindsey Alley**  
Charleston Mail: **Annise Cassab**  
Charleston Gazette: **Mr. Connell**  
Clarksburg Exponent: **H. G. Rhawn**  
Clarksburg Telegram: **Frank Carpenter**  
Fairmont Valley News Index: **Bernard Gottlieb**  
Huntington Advertiser: **Catherine Enslow**

•  
**WISCONSIN**

Barron News-Shield: **Sydney Scofield**  
Chippewa Falls Herald-Telegram: **William H. Gharrity**  
Eau Claire Evening Telegram: **Nelson B. Nelson**  
Fond-du-Lac Commonwealth Reporter: **Lynn Fairbanks**

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• • • **RADIO EDITORS AND WRITERS** • • •

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Janesville Gazette: Ann Tenny  
Madison Capital Times: K. F. Schmitt  
Wisconsin State Journal (Madison): William L. Doudna  
Milwaukee Journal: Edgar Thompson  
Milwaukee Evening Post: Armand Tewes  
Milwaukee Sentinel: Buck Herzog  
Racine Journal-Times: Paul Fry  
Sheboygan Press: Elmer Zufelt  
Superior Evening Telegram: Bob McBride. Morgan Murphy

•  
**WYOMING**

Sheridan Press: L. L. MacBride

•  
**TERRITORY OF HAWAII**

Honolulu Advertiser: Harry F. Anderson  
Honolulu Star-Bulletin: Paul Findeisen  
Kauai Filipino News (Lihue): Leonora Curameng  
The Garden Island (Lihue): Dora Muranaka  
Maui News (Wailuku): Ez Crane, Jr.

•  
**ALBERTA**

Cardston News: W. Kearle  
Edmonton Bulletin: Mr. De Prose  
Edmonton Journal: V. MacDougall  
Radio Flashes (Edmonton): H. G. Turner  
Lethbridge Herald: Bill Hay  
MacLead Gazette: R. C. Jessup  
Pincher Creek Echo: F. P. Edwards  
Raymond Recorder: I. B. May  
Taber Times: R. A. Avery

•  
**BRITISH COLUMBIA**

Nelson News: H. A. Lethbridge  
Stewart News: Joseph J. Bouzek  
Vancouver News-Herald: Jack Scott, Jack Bird  
Vancouver Province: Miss Walls  
Vancouver Sun: William Newell  
Canadian Listener (Vancouver): John Cavadas  
Point Grey News Gazette (Vancouver): W. Reeder  
Victoria Daily Colonist: Bill Herbert  
Victoria Times: Lloyd Baker

**NEW BRUNSWICK**

St. John Telegraph Journal & Times-Globe: Christine A. Fewings

•  
**ONTARIO**

Blyth Standard: Kenneth Whitmore  
Clinton News-Record: G. E. Hall  
Kenora Miner & News: J. A. Sherrett  
Kincardine News: J. W. MacLeod  
Ottawa Citizen: A. Christopher  
Ottawa Journal: M. Taschereau  
Screen & Radio Guide (Port Arthur): C. McComber  
St. Catharines Standard: Bill Corfield  
Seaforth Huron Expositor: K. M. McLean  
Sudbury Star: C. H. Smith  
Teeswater News: V. A. Statia  
Timmins Press: Sonya Barnett

•  
**PRINCE EDWARD ISLAND**

Summerside Journal: A. R. Brennan  
Summerside Pioneer: J. P. MacInnis

•  
**QUEBEC**

Montreal Gazette: Thomas Archer  
Montreal Herald: Owen Shannon  
Montreal Standard: T. C. Gannon  
Montreal Star: R. Haviland  
Radio Monde (Montreal): L. Lamontagne  
Quebec Chronicle-Telegraph: Mr. Hood  
L'Action Catholique (Quebec): Jean-Thomas Perron  
Radio Information (Quebec): J. O. Grenier  
L'Echo du Bas St. Lawrent: J. B. Cote  
Le Progres du Golfe (Rimouski): Leopold Lamontagne

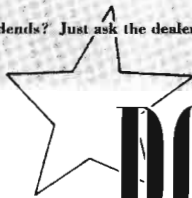
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**SASKATCHEWAN**

Birch Hills Gazette: Webb Bowen  
Moose Jaw Times-Herald: Vic Mackie  
Moose Jaw Weekly News: Louis Lewry  
Western Spotlight (Moose Jaw): Mac McBride  
Nipawin Advertiser-Journal: W. C. Roberts  
Prince Albert Reminder: Mr. Le Blanc  
Regina Post-Leader: Gee Johnson  
Regina Star: Fes Fairley  
Star City Echo: E. L. Hopkins

I'LL SAY  
**DON LEE'S**  
 GUARANTEED TIME  
 PAYS DIVIDENDS



You bet your life DON LEE'S time is worth shouting about. In the first place—IT'S GUARANTEED! When you place your advertising message on Don Lee's 31 stations, your good time is protected—and when I say GOOD TIME I mean *just* that. We know it's good because Don Lee has a hat full of surveys to prove it. For instance, get a load of these figures . . . a survey taken at 9:00 p.m. showed News on KHJ leading with 37% of the audience, KNX with music polled 20.9%, and KFI with Carefree Carnival showed 23.62%. Another survey taken at 8:00 p.m. showed KHJ with 35.4% bucking KNX with Amos and Andy at 36.6%, and KFI with Fred Waring at 16%. Another poll at 9:30 p.m. gave KHJ 24.7% with Fu Manchu against KNX with baseball at 23.7%, and music on KFI at 22.6%. Admittedly DON LEE dominates the outlying sections of the Pacific Coast, but these figures show what happens in the nation's third largest city where competition for top audience is plenty tough. And does Don Lee's Guaranteed Time pay dividends? Just ask the dealers; they know that Don Lee brings action at the cash registers.



**DON LEE**

1076 W. 7th St., Los Angeles, Calif.  
 Thomas S. Lee, Pres.  
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.  
 Affiliated with Mutual . . . Represented by Blair

**MUTUAL DON LEE BROADCASTING SYSTEM**  
 THE NATION'S GREATEST REGIONAL NETWORK





# NETWORKS



**NATIONAL**

**Regional**

# We're Spending A Quarter of a Million for YOU!



Erie Smith—News Editor



Walt Lochman—Sports Commentator



Beulah Karney—Food Consultant

28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.

2. A full-time news editor, veteran of more than a dozen successful sponsorships.

3. A full-time home economics director who is ninety per cent commercial the year 'round.

4. 375 solid hours of play-by-play sports within a year.

5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Reporter



Martha Hunter—The Food Scout

# KMBC OF KANSAS CITY

www.americanradiohistory.com Peters NAT REPS

**T**HE Columbia Broadcasting System looks forward to 1940 as the greatest year in the history of American radio. The trend established in 1939, when records of every description were broken, seems likely to continue. As far as the effect of the European war upon radio is concerned, it has proved to be an opportunity for additional public service and for the development of more effective radio news presentation.

Columbia's confidence about 1940 is rooted in two facts about radio: the constant growth of its listening audience and the steady improvement in program technique. More than 9,000,000 new sets went into American homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. Columbia has kept pace with the mounting popularity of radio by continuing to implement the network with the best possible facilities. Much of the improvement in CBS transmission must be attributed to the efforts of a mobile field laboratory crew of engineers, which in 1939 analyzed and solved transmission problems all over the country. Seven new stations, added during the year to bring the CBS total to 118, were WKAQ, San Juan, Puerto Rico; WRBL, Columbus, Ga.; WWNC, Asheville, N. C.; KOIL, Omaha; KWFT, Wichita Falls, Texas; WCKY, Cincinnati; and KVSF, Santa Fe. During the year a number of CBS station transmitters were relocated to improve market coverage.



**WM. S. PALEY**  
President

Concomitantly, 1939 saw an impressive advance in entertainment standards and more rapid development of Columbia's contributions to radio education. The number of programs broadcast by CBS increased from 19,074 programs in 6,662 hours in

1938 to 31,449 in 10,398 hours in 1939. War coverage was largely responsible for this striking increase. Early in the crisis, CBS inaugurated the highly effective practice of broadcasting two news "editions" each day direct from the warring capitals.

Variety and timeliness were the key characteristics of CBS educational programs in 1939, as new air forums were introduced and several series were prepared with the aid of governmental agencies. The American School of the Air was heard in 150,000 classrooms and was adopted as an official part of the school curriculum of six states. The general increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the audience—an interest which network broadcasting itself has developed. CBS' short wave stations, WCBX, New York, and WCAB, Philadelphia, relayed an expanded schedule of educational and general entertainment programs to Europe and South America.

Business, in general, in 1939 showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued. Meanwhile, CBS will continue to explore the new frontiers of television.



# CBS NETWORK SWEEPS

## ALL MAJOR "FIRSTS" IN 1940!

**CBS enters 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance.**

**These tangible records, today, reflect the "intangibles" that**

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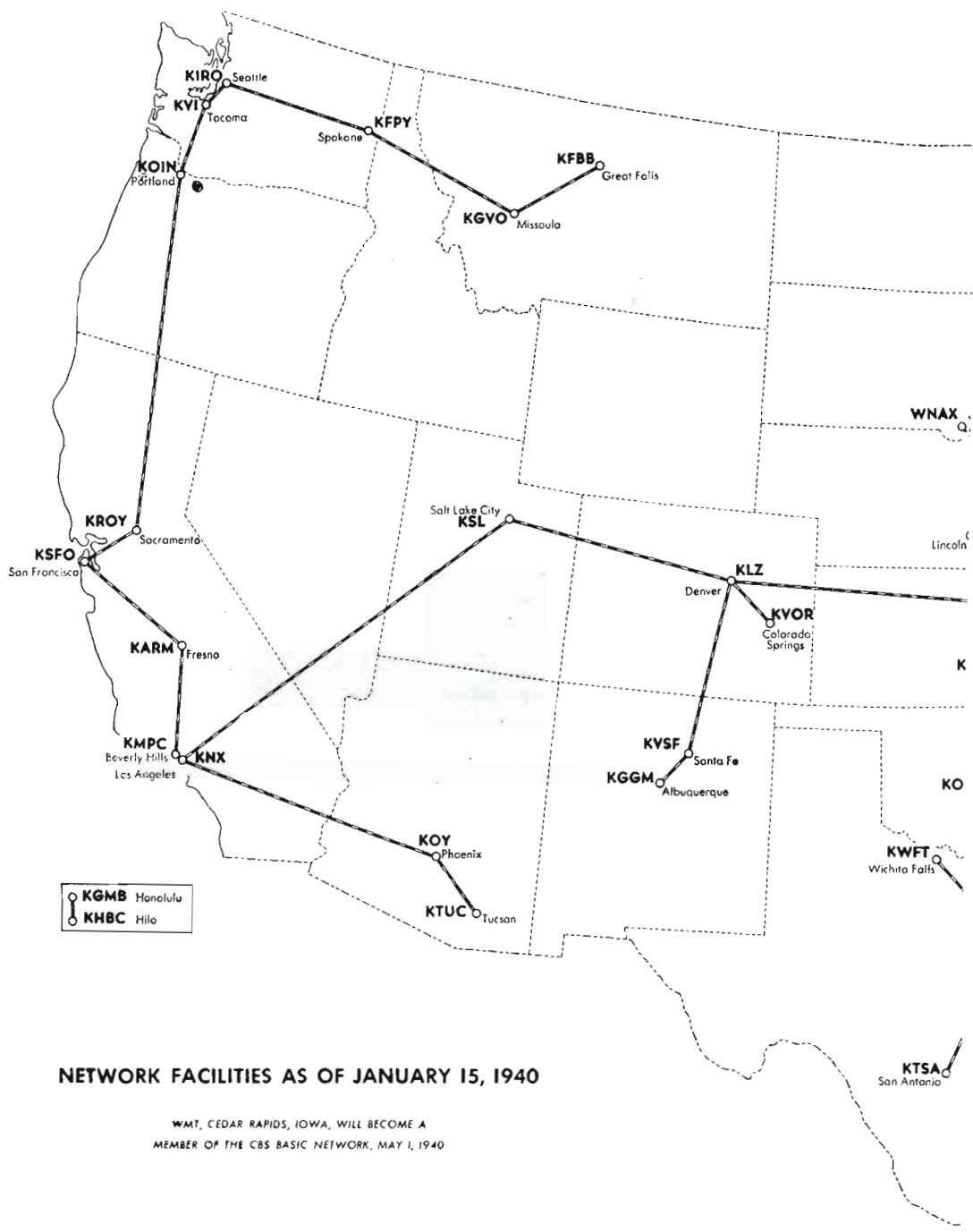
**AUDIENCE:** CAB figures show that CBS dominates the audience in the "major battle-ground of network competition." *They show CBS with a consistently stronger schedule than any other network from 6:00 to 11:00 in the evening — winning the largest audiences for CBS clients (against all competition) in 78 of the total evening quarter hours seven days a week; against 51 quarter-hour "firsts" for the second network; and 7 for the third; 34% more for CBS than for both others combined!* This CBS leadership is just as definite between 8:00 to 10:00 P.M. alone — the most tensely competitive hours in radio — when again CBS wins more "firsts" than both other networks combined.

have so long been associated  
with Columbia...the intangibles  
of service, of performance,  
of action; the basic contribu-  
tions which CBS has made to  
radio in twelve vigorous years.  
By these things the leadership  
of a network is measured.

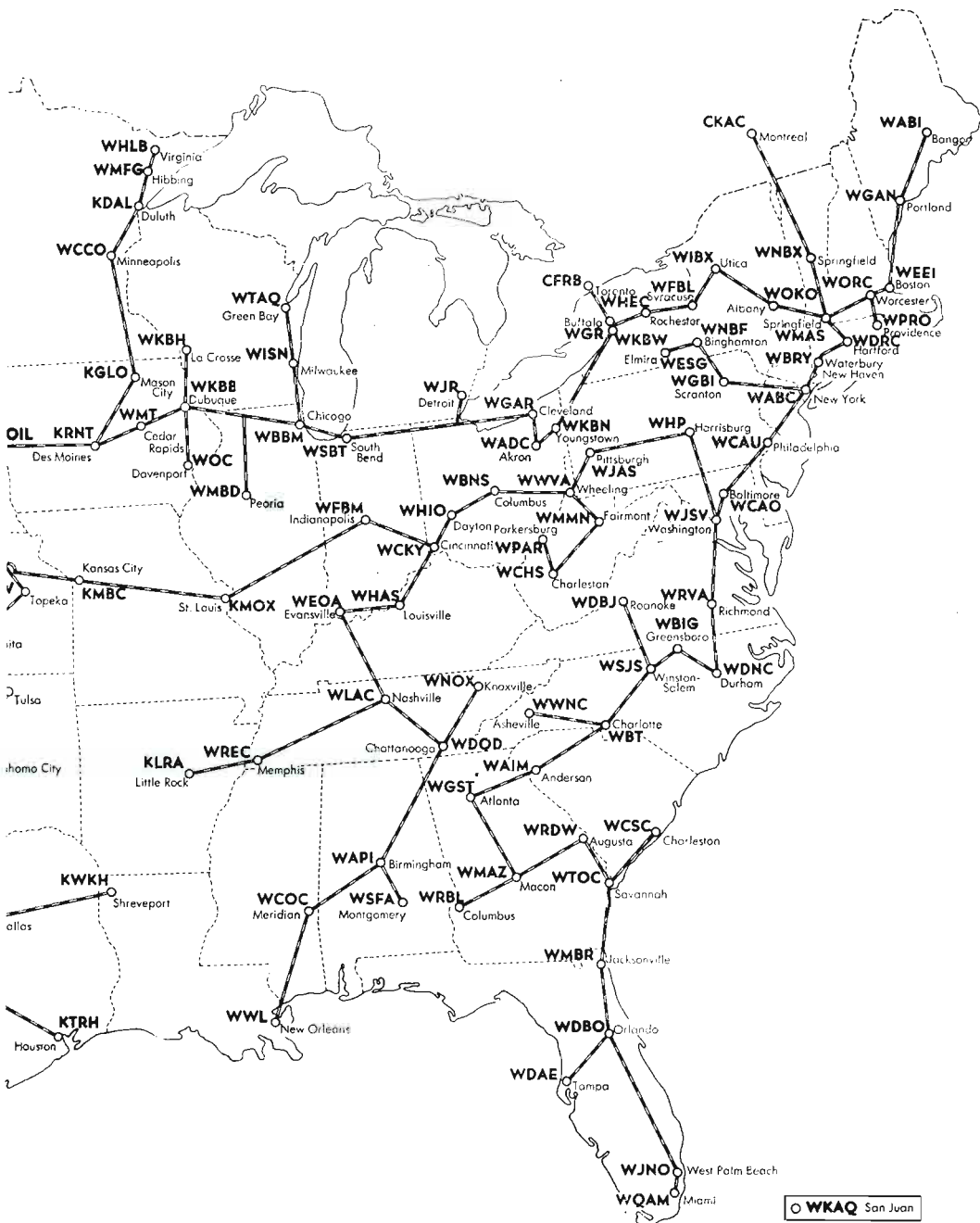
**FACILITIES:** CBS caps the swiftest technical rise in radio history with more high-powered U. S. stations, in 1940, than *any* other network—a total of *sixteen* CBS 50,000 watt stations. But that's not all. In the past twenty-four months 91 CBS stations made major technical improvements which increase their service-areas *without* increasing wattage; and a total of 45 CBS stations directly increased their wattage as well.

**ADVERTISING:** CBS now carries a larger volume of business than *any* other network; *the largest volume ever carried by any network in the history of radio.* CBS, consistently from October through December 1939, carried the largest volume of business ever carried by any network in any one month or in any quarter of any year. And in 1940, for the *sixth* consecutive year, more of the nation's *largest* advertisers use CBS than *any* other network.

**C O L U M B I A**  
**PAGE SETTER FOR THE NETWORKS**



# CASTING SYSTEM



# C O L U M B I A

## Broadcasting System

485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)

### BOARD OF DIRECTORS

William S. Paley  
Leon Levy  
John J. Burns  
Samuel Paley  
Jacob Paley  
Ralph F. Colin  
Edward Klauber

Prescott S. Bush  
Herbert Bayard Swope  
Isaac D. Levy  
J. A. W. Iglehart  
Dorsay Richardson  
Mefford R. Runyon  
Paul W. Kesten

### Officers

William S. Paley.....President  
Edward Klauber.....Executive Vice-President  
Paul W. Kesten.....Vice-President and Director  
Mefford R. Runyon.....Vice-President and Director  
Lawrence W. Lowman  
    Vice-President in Charge of Operations  
H. V. Akerberg  
    Vice-President in Charge of Station Relations  
W. B. Lewis  
    Vice-President in Charge of Broadcasts

H. Leslie Atlas.....Vice-President, Chicago  
Harry C. Butcher.....Vice-President, Washington  
D. W. Thornburgh.....Vice-President, Los Angeles  
Frank K. White.....Treasurer  
Samuel R. Dean.....Assistant Treasurer  
James M. Seward.....Assistant Treasurer  
Jos. H. Ream.....Secretary and General Attorney  
Arthur S. Padgett.....Auditor

### Staff

F. A. Willis.....Assistant to the President  
    & Director of Short Wave Operations  
William C. Gittinger.....Sales Manager  
William H. Ensign.....Assistant Sales Manager  
B. J. Prockter.....Manager of Sales Service  
J. J. Karol.....Market Research Sales Counsel  
Victor M. Ratner.....Director of Sales Promotion  
Frank N. Stanton.....Director of Market Research  
J. K. Churchill,  
    Chief Statistician of Market Research  
John Fox.....Promotion Production Manager  
    & Space Buyer  
Ted Sandler.....Promotion Art Director  
Herbert Bayard Swope, Jr.....Trade News Editor  
Douglas Coulter.....Assistant Director of Broadcasts  
Davidson Taylor.....Assistant to Vice-President in  
    Charge of Broadcasts  
Gerald Maulsby.....Production Manager  
Roy Passman,  
    Assistant Director of Program Operations

Max Wylie.....Director of Script Division  
S. Mark Smith,  
    Assistant Director of Script Division  
Francis C. Barton.....Manager of Program Service  
James Burke.....Program Service Assistant  
Paul W. White.....Director of Public Affairs  
John D. Fitzgerald,  
    In Charge of Special Events and Sports  
Sterling Fisher.....Director of Talks and Education  
Leon Levine,  
    Assistant Director of Educational Programs  
Helen Sioussat.....Assistant Director of Talks  
Jan Schimek.....Director of Copyright Division  
Julius Mattfield.....Director of Music Library  
James Fassett,  
    Assistant Director of Music Division  
Elizabeth Tucker,  
    Director of Short Wave Programs  
Walter R. Pierson,  
    Manager of Sound Effects Division  
Harriet Hess,  
    Supervisor of Program Typing Division



Gilson B. Gray.....Commercial Editor  
 Donald I. Ball.....Assistant Commercial Editor  
 Adrian Murphy.....Executive Director of Television  
 Gilbert Seldes.....Director of Television Programs  
 Leonard H. Hole

Manager of Television Operations  
 Dr. Peter C. Goldmark.....Chief Television Engineer  
 H. I. Rosenthal.....Executive Vice-President  
 of Columbia Artists, Inc.

I. S. Becker,  
 Vice-President & Business Manager  
 of Columbia Artists, Inc.

J. G. Gude.....Station Relations Manager  
 Louis Ruppel.....Director of Publicity  
 Luther J. Reid.....WABC Publicity Director  
 Michael J. Fish.....Manager Photographic Division  
 Edwin King Cohen,

Director of General Engineering

A. B. Chamberlain.....Chief Engineer  
 Hugh A. Cowham

Commercial Engineer In Charge of Traffic  
 Jos. H. Burgess, Jr.....Personnel Manager  
 Albert H. Bryant,

Manager of Mail and Files  
 & Mimeograph Division

John E. Forsander.....Purchasing Agent  
 W. J. Flynn.....Chief Accountant  
 G. Stanley McAllister,

Director of Construction and  
 Building Operations

### **Radio Sales**

J. Kelly Smith.....General Sales Manager  
 Howard Meighan,

Eastern Sales Manager, New York

H. A. Carlborg.....Manager, Detroit Office  
 Paul S. Wilson,

Western Sales Manager, Chicago

Roger K. Huston.....Manager, Los Angeles Office

Royal Penny.....Account Executive, Charlotte

John W. Bohn.....Account Executive, St. Louis

Charles E. Morrin,

Account Executive, San Francisco

### **New York City**

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....Sales Manager  
 George Allen.....Director of Programs  
 Henry Grossman,

Eastern Division Operations Engineer  
 & Chief Engineer of WABC

### **Chicago**

410 NO. MICHIGAN AVE.

H. Leslie Atlass.....Vice-President, Chicago  
 J. L. Van Volkenburg.....Assistant to Mr. Atlass  
 L. F. Erikson.....Western Sales Manager  
 Harry Mason Smith.....Chicago Sales Manager

James Kane,  
 Director of Publicity & Special Events

Frank B. Falknor,  
 Central Division Operations Engineer  
 & Chief Engineer of WBBM

J. Oren Weaver.....News Editor

Robert Hafter.....Production Manager

Urban Johnson.....Chief Sound Technician

Wayde Grinstead.....Sales Promotion Director

J. V. McLoughlin.....Accountant

### **Washington**

WJSV, EARLE BLDG.

Harry C. Butcher,  
 Vice-President in Charge at Washington

A. D. Willard, Jr.....Station Manager WJSV

Wm. D. Murdock.....Sales Manager WJSV

Clyde Hunt.....Chief Engineer

Harry R. Crow.....Accountant

Ann Gillis.....Director of Public Events

Paul A. Porter.....Attorney

Lloyd W. Dennis, Jr.....Program Director

William J. Slocum, Jr.....Publicity Director

John Heiney.....Sales Promotion Manager

### **Minneapolis**

WCCO, 625 SECOND AVE., S.

Earl H. Gammons.....Manager of Station WCCO

Emmett J. Heerd.....Accountant

H. S. McCartney.....Chief Engineer

Hayle C. Cavanor.....Program Director

Alvin B. Sheehan.....Manager of Artists Bureau

Carl Burkland.....Sales Manager

Robert L. Hutton, Jr.,  
 Sales Promotion & Publicity Manager

### **St. Louis**

KMOX, MART BLDG.

Merle S. Jones.....Manager of Station KMOX

Arthur Casey.....Assistant to Station Manager

G. L. Tevis.....Chief Engineer

R. S. Gillingham.....Accountant

C. G. Renier.....Program & Production Director

Jerry Hoekstra.....Public Events & Publicity Director

K. W. Church.....Sales Manager

Bob Reichenbach.....Sales Promotion Director

### **Pacific Coast**

LOS ANGELES OFFICE, KNX,  
 COLUMBIA SQUARE

D. W. Thornburgh.....Vice-President, Los Angeles

George L. Moskovics.....Director of Sales Promotion

Charles D. Ryder, Jr.....Accountant

Lester Bowman,

Western Division Operations Engineer  
 & Chief Engineer of KNX

Nelson G. Pringle.....News Editor  
 Charles Vanda...Western Director of Programs  
 Russ Johnston.....Program Manager  
 Fox Case,  
     Director of Special Events & Public Events  
 Edith S. Todesca.....Production Manager  
 Hal Rorke.....Publicity Director  
 Harry W. Witt.....Sales Manager  
 Alan Cormack.....Traffic Manager

**San Francisco Office**  
 PALACE HOTEL

Arthur J. Kemp...Sales Manager, Pacific Network  
 Henry M. Jackson.....Manager

**Charlotte, N. C.**  
 WBT, WILDER BLDG.

A. E. Joscelyn.....Manager of Station WBT  
 Robert W. Carpenter.....Accountant  
 James Beloungy.....Chief Engineer  
 Chas. H. Crutchfield.....Program Director  
 Arthur Forrest.....Sales Promotion Manager

**Boston**  
 WEEI, 182 TREMONT ST.

Harold E. Fellows.....Manager of Station WEEI  
 John J. Murray.....Accountant

Philip K. Baldwin.....Chief Engineer  
 Lloyd G. del Castillo  
     Production Manager and Musical Director  
 Kingsley Horton.....Sales Manager  
 George Dunham.....Sales Promotion Manager  
 Dorothy Drake.....Publicity Director

**Detroit**  
 FISHER BLDG.

Alfred N. Steele.....Manager of Detroit Office  
 Webster H. Taylor,  
     Assistant Manager of Detroit Office  
 G. T. C. Fry.....Manager of Sales Promotion

**European Staff**

E. R. Murrow...Chief of European Staff—London  
 Larry Le Seuer,  
     Assistant to Chief of European Staff,  
     London  
 William L. Shirer,  
     Central European Representative—Geneva  
 Russell Hill,  
     Assistant Central European Representative,  
     Berlin  
 W. R. Wills...Far Eastern Representative—Tokyo  
 Thomas Grandin.....Paris Representative  
 Eric Sevareid.....Assistant Paris Representative

**Stations Owned and Operated, or Leased by the**

- 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.

**L**USTIER than ever, the Mutual Broadcasting System faces the year 1940. The promises made to affiliated stations and the listening public have not been forgotten. Though it has grown in a short space of time to a chain of more than 118 radio stations in the United States, Hawaii, and Canada, the principles upon which this system was founded still guide our plans. On September 15, 1934, we said: "The Mutual Broadcasting System has pledged itself to render a new service to the listeners, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual network was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the continent by progressive independent outlets."

In 1940 we are ever mindful of this pledge. In the year just past, Mutual presented over 300 hours of broadcasting time to special features, both here and abroad, sporting events, spot news, and talks. It is interesting to note that this represented an increase of over 20 per cent for a similar period in 1938.

But the significance of this activity can not be pointed out in statistics alone. The quality of these broadcasts and recognition from listeners for such events as the exclusive broadcasts of the World Series, the commentaries of Raymond Gram Swing, the Wallenstein and Henry Weber concerts, the war coverage, meant much more to us.

Faced with the biggest special features assignment in the history of broadcasting — the European war — Mutual augmented its European staff under the capable direction of John Steele, whose journalistic experience helped him in selecting



ALFRED J. McCOSKER

veteran, foreign correspondents to represent Mutual in the old continent's major capitals.

Appreciation of Mutual's importance in the industry was indicated by a sizeable increase in business and accounted for the network's greatest time billings.

But when many of its early well wishers studied Mutual's fundamental policies in 1934, they doubted if its advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

These questions were tested when Mutual programs made their debut in October of that year. At that time Mutual programs could be heard in only four cities.

When Mutual's advertising opportunities were first explained, many farsighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total \$1,000,000 worth of time billings in its first fiscal year.

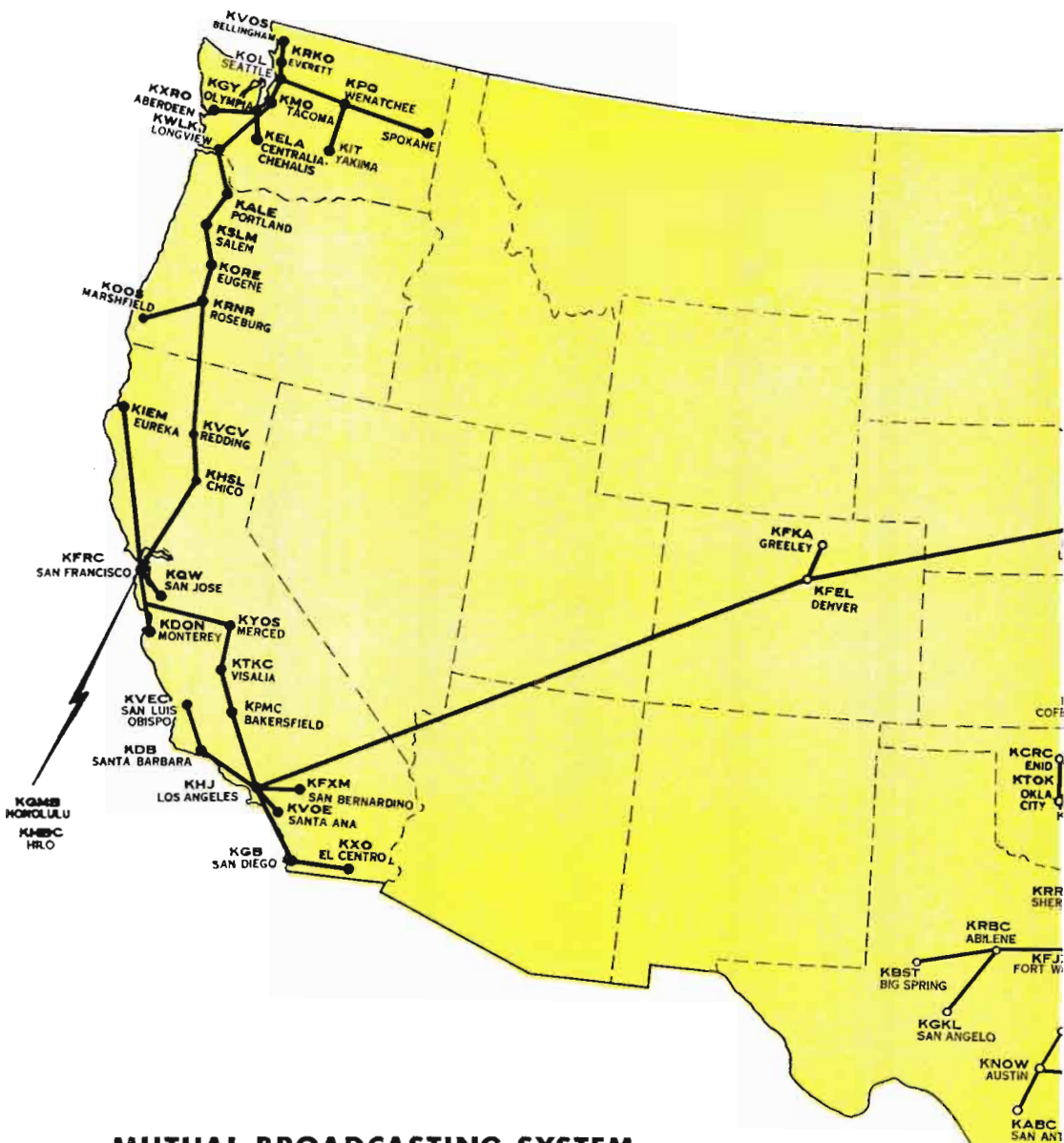
On December 29, 1936, Mutual went coast to coast. The strong Don Lee regional chain of California became affiliated with Mutual. More details on this network's progress may be found in the issues of RADIO DAILY and other periodicals.

But instead we prefer to look ahead. Our basic principles are more evident in 1940, five and one-half years since its creation; exactly three years since Mutual went coast to coast, and became of age.

ALFRED J. McCOSKER,  
*Chairman of the Board.*



# MUTUAL BROAD







# 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,  
Aifred J. McCosker  
President.....W. E. Macfarlane  
Vice-President.....Theodore C. Streibert  
Vice-President.....Lewis Allen Weiss  
Treasurer and Executive Secretary,  
E. M. Antrim  
General Manager.....Fred Weber  
Advertising and Sales Promotion Manager,  
Robert A. Schmid  
Auditor.....Miles E. Lamphiear

### **Staff**

Publicity Director.....Lester Gottlieb  
Program Service Mgr.....Adolph Opfinger  
Traffic Manager.....Andrew Poole  
Statistician.....Wallace A. Walker  
Sales Representative.....John R. Overall  
Sales Representative.....Sidney P. Allen  
Sales Representative.....Burt Lambert  
Sales Representative.....Morris Mudge  
Midwestern Sales Representative...Ade Hult  
Midwestern Program Coordinator...Don Pontius  
London and Foreign Representative,  
John S. Steele

### **Branch Offices**

Detroit.....Union Guardian Bldg.  
Cincinnati.....Alms Hotel  
Boston.....21 Brookline Ave.  
Cleveland.....Terminal Tower

Los Angeles.....Don Lee Bldg.  
San Francisco.....1000 Van Ness Ave.  
England.....Coulsdon, Surrey  
France.....2527 Rue Pagalle, Paris

### **Directors**

E. N. Antrim  
Willett Brown  
H. K. Carpenter

W. E. Macfarlane  
Alfred J. McCosker  
John Shepard III

Theodore C. Streibert  
Lewis Allen Weiss  
Fred Weber

### **\*Operating Board**

J. E. Campeau.....CKLW, Detroit-Windsor  
H. K. Carpenter.....WHK-WCLE, Cleveland  
John Shepard III.....The Colonial Network  
Theodore C. Streibert...WOR, Newark, N. J.

Hulbert Taft, Jr.....WKRC, Cincinnati  
Lewis Allen Weiss.....Don Lee Network  
Ed Wood, Jr.....WGN, Chicago  
\*Two to be selected

**T**HE year 1939, a year of sharply contrasted activities at home and abroad, placed a grave weight of responsibility upon the shoulders of radio in the part it played in the European conflicts. However well this challenge has been met throughout the United States, it has been and will remain our purpose to handle war situations as factually as we know how, separating fact from fancy as well as we can, confident in the belief that such a policy is in keeping with this country's democratic principles.

The wars have undoubtedly helped to create a new public interest in informational types of programs. This has had its influence in awakening keener interest in educational programs, demonstrating to a greater degree than ever before that no program need be dull because it is educational. We have much satisfaction over the fact that many such programs have shown considerably higher ratings in the program surveys than in previous years.

The National Broadcasting Company has expanded its coverage with the addition of twenty network affiliates during the past year, bringing the total of both the Red and Blue to an all-time high of 181 stations. This figure includes four stations of the Canadian Broadcasting Corporation and CMX in Havana, Cuba, as well as eight in the Middle West; one in the Southwest; four in the South and five in the East and Central-Atlantic regions. At many points, program reception was improved through the installation of new technical equipment, through increases of power, and through changes in station frequencies.

In the twelve month period, the regularly scheduled shortwave service over stations WRCA and WNBI has been built up to sixteen hours daily. The significance of this lies in its basic principle of building friendly international relations without propaganda.



**LENOX R. LOHR**  
President

The latter months of the year have witnessed our pioneer efforts to sell time in this field with a view to making international broadcasting self-supporting. The United Fruit Company is sponsoring a daily fifteen-minute news program in Spanish over a beam directed toward Latin America.

NBC and RCA have done their full share in furthering the radio art itself through heavy investment in television, no return for which is expected in the immediate future. We look forward to 1940 because we hope it will bring us program competition in the television field. When other companies match us in this endeavor, we will be much nearer the time when this youngest member of the radio family can take its rightful place in the industry.

Financially, in spite of the heavy expenditures in public service fields where there was no monetary return for the expenditures, NBC has had a successful year. In commercial billings, this past season has seen the biggest business year in the history of the company, with the Red Network showing a greater volume than has ever been shown by any single network in the existence of sponsored radio. This, coupled with the fact that the other major networks of the nation have recorded fairly uniform increases throughout the year, leads us to view the coming season with optimism and confidence.

Finally, 1939 has given concrete evidence that the radio industry recognizes the desirability of internal cooperation as a means of best serving the public interest. Probably the outstanding expression of this has been a program code to which members of the National Association of Broadcasters have voluntarily subscribed.

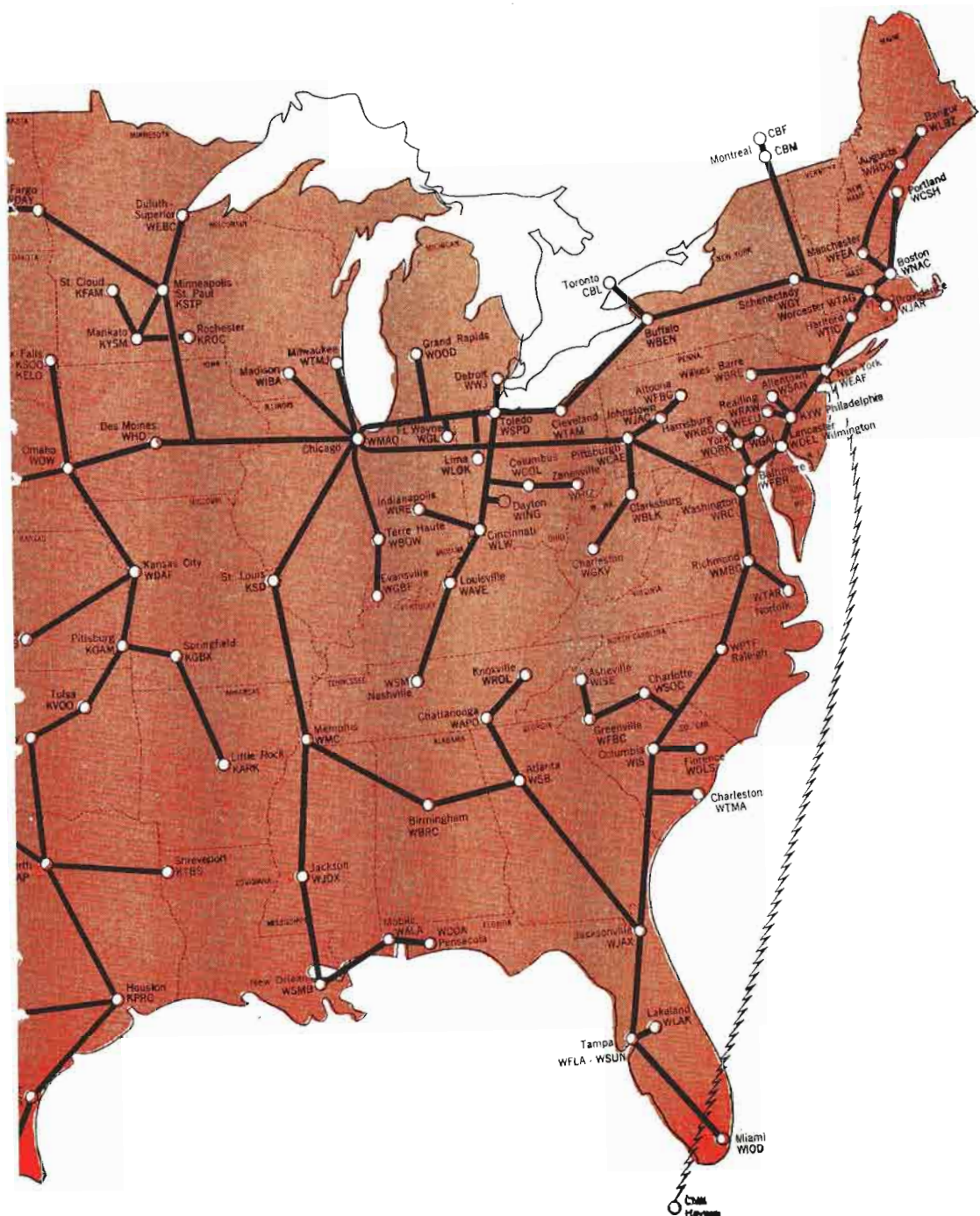
*LENOX R. LOHR.*



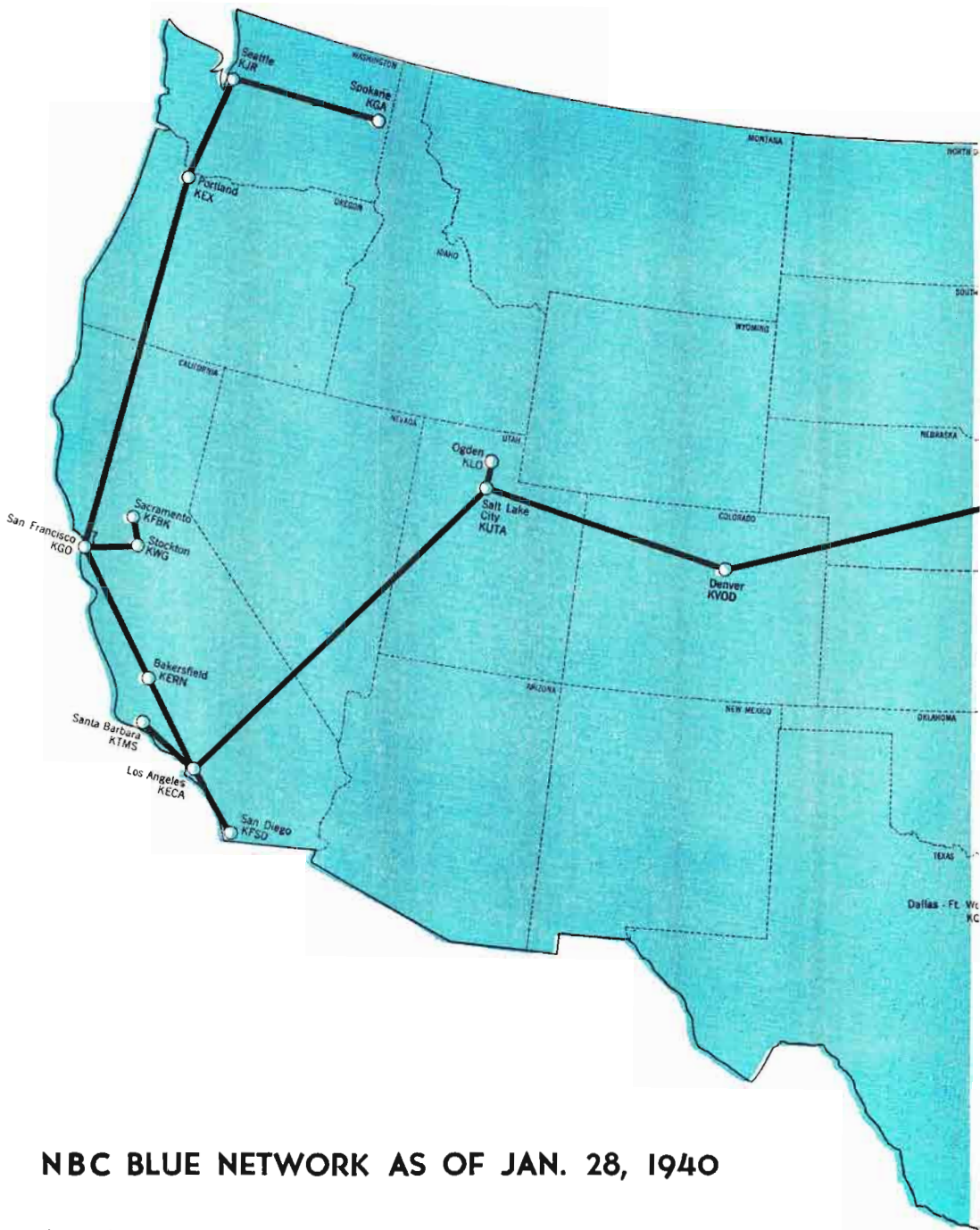




# CASTING COMPANY



# NATIONAL BROADCAST



NBC Research Division



# NATIONAL Broadcasting Company

30 Rockefeller Plaza, New York City

(Telephone number, Circle 7-8300)

Registered Telegraphic Address

NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Charles G.	Millhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David

Trammell, Niles

## Officers

Sarnoff, David.....Chairman of the Board	Royal, John F.....Vice-President
Lohr, Lenox R.....President	Russell, Frank M.....Vice-President
Trammell, Niles.....Executive Vice-President	Strotz, Sidney.....Vice-President
Ashby, A. L.....Vice-President & General Counsel	Witmer, Roy C.....Vice-President
Engles, George.....Vice-President	Woods, Mark, Vice-President, Treasurer and Assistant Sec'y
Gilman, Don E.....Vice-President	Horn, C. W.....Assistant Vice-President
Hanson, O. B.....Vice-President	MacConnach, Lewis.....Secretary
Hedges, William S.....Vice-President	Pfautz, C. E.....Assistant Secretary
Mason, Frank E.....Vice-President	Teichner, R. J.....Assistant Treasurer
Morton, Alfred H.....Vice-President	

## DEPARTMENTS AND DIVISIONS

### President's Office

Lohr, Lenox R.....President  
 Trammell, Niles.....Executive Vice-President  
 Almonte, J. de Jara.....Assistant to President  
 Angell, James Rowland...Educational Counselor  
 Kiggins, Keith.....Director of the Blue Network  
 McGrew, Martha.....Assistant to President  
 Morgan, Clayland T....Assistant to the President

### Artists Service Department

Engles, George,  
 Vice-President & Managing Director  
 Bottorff, O. O.....Vice-President and  
 General Manager of Civic Concert Service, Inc.  
 (subsidiary of NBC)  
 Jones, A. Frank  
 Assistant to Vice-President in Charge of  
 Artists Service

King, Frances Rockefeller,  
 Manager of NBC Private Entertainment  
 Levine, Marks.....Manager of Concert Division  
 Tuthill, Daniel S....Assistant Managing Director

### Continuity Acceptance

MacRorie, Janet.....Editor  
 Kemble, Dorothy.....Assistant Editor

### NBC Radio Recording Division

Egner, C. Lloyd.....Manager  
 Chizzini, Frank E.....Assistant Manager  
 MacDonald, John H.....Business Manager  
 Thomas, Reginald.....Program Director

### **Engineering Department**

Hanson, O. B. . . . . Vice-President and Chief Engineer  
 Clarke, William A.,  
     Manager of Technical Services  
 Guy, R. F. . . . . . Radio Facilities Engineer  
 McElrath, George . . . . . Operating Engineer  
 Milne, George O. . . . . Eastern Division Engineer  
 Morris, Robert M. . . . . Development Engineer  
 Rackey, C. A. . . . . Audio & Video Facilities Engineer  
 Shelby, R. E. . . . . . Video Operations Engineer

### **General Service Department**

Gilcher, Vincent J. . . . . Director of General Service  
 Lowell, Edward M.,  
     Manager of Building Maintenance Division  
 Thurman, Charles H.,  
     Manager of Guest Relations Division  
 Van Houten, D. B.,  
     Manager of Office Services Division  
 Wallace, Dwight G. . . . . Personnel Manager

### **Information Department**

Mason, Frank E. . . . . Vice-President in Charge  
 Braddock, Leonard W.,  
     Manager of Information Division  
 Hickok, Guy  
     Director of International Short Wave  
     Broadcasting  
 Kostka, William . . . . . Manager of the Press Division

### **Legal Department**

Asby, A. L. . . . . Vice-President & General Counsel  
 Graham, R. H., Attorney—  
     Assistant to Mr. Leuschner—Hollywood  
 Grimshaw, I. L. . . . . . Attorney  
 Hennessey, P. J., Jr. . . . . Counsel—Washington  
 Howard, Henry, Jr.,  
     Attorney—Washington  
 Hurley, J. . . . . . Attorney—Washington  
 Ladner, Henry . . . . . . Attorney—Hollywood  
 Leuschner, Frederick . . . . . Attorney—Hollywood  
 McDonald, J. A. . . . . . Attorney—Chicago  
 Myers, R. P. . . . . . Attorney  
 Swezey, Robert D. . . . . . Attorney

### **Program Department**

Royal, John F.,  
     Vice-President in Charge of Programs  
 Belviso, Thomas H. . . . . Manager, Music Division  
 Black, Frank . . . . . . General Music Director  
 Brainard, Bertha,  
     Manager, Commercial Program Division  
 Carlin, Phillips,  
     Manager, Sustaining Program Division

Chotzinoff, Samuel . . . . Director of Serious Music  
 Cuthbert, Margaret, . . . . Director, Women's and  
     Children's Programs Division  
 Dillon, Zale . . . . . Supervisor, Sound Effects Section  
 Dunham, Franklin  
     Director of Religious Broadcasts  
 Fitch, C. W. . . . . . Business Manager  
 Kelly, Patrick J. . . . . Supervisor, Announcing Division  
 Kelly, N. Ray . . . . . Manager, Sound Effects—  
     Development and Maintenance  
 La Prade, Ernest . . . . . Director, Music Research  
 Miller, William Burke . . . . Evening Program Manager  
 Preston, Walter G., Jr. . . . . Assistant to  
     Vice-President in Charge of Education  
 Roberts, Wilfred S.,  
     Manager of Production Division  
 Schechter, A. A.,  
     Director of News and Special Events  
 Titterton, Lewis H. . . . . Manager, Script Division

### **Sales Department**

Witmer, Roy C.,  
     Vice-President in Charge of Sales  
 Beville, H. M., Jr. . . . . Research Manager  
 Dyke, Ken R.,  
     Director of National Sales Promotion  
 Greene, F. Melville . . . . Sales Traffic Manager  
 Greene, John M. . . . . . Circulation Manager  
 Hitz, Edward R. . . . . Assistant to Vice-President  
 James, E. P. H. . . . . . Advertising Manager  
 Showerman, I. E. . . . . Eastern Sales Manager

### **Stations Department**

Hedges, William S.,  
     Vice-President in Charge of Stations  
 Norton, John H., Jr. . . . . Assistant to  
     Vice-President in Charge of Stations

#### *Station Relations Department*

Hickox, Sheldon B., Jr.,  
     Manager of the Red Network Division  
 Norton, John H., Jr.,  
     Manager of the Blue Network Division  
 Woolley, Easton C.,  
     Manager of the Service Division

#### *Managed, Operated & Programmed Stations Department*

Wailles, Lee B.,  
     Assistant Manager of Managed, Operated and  
     Programmed Stations

## National Broadcasting Company

### National Spot and Local Sales Department

McConnell, J. V.

National Spot & Local Sales Manager  
 Hauser, B. J. . . . . Managed, Operated &  
 Programed Stations, Promotion Manager  
 Boyd, Maurice M. . . . . New York Spot &  
 Local Sales Manager

### Traffic Department

McClancy, B. F. . . . . Traffic Manager

### Development and Research

Horn, C. W.  
 Assistant Vice-President in Charge of Develop-  
 ment and Research  
 Merryman, Philip I. . . . . Assistant Director of  
 Development and Research  
 Lent, W. C. . . . . Assistant Director of  
 Development and Research (Washington office)

## Station Managers

**BOSTON AND SPRINGFIELD, MASS.**  
 Holman, John A., Manager, Stations WBZ  
 WBZA  
**CLEVELAND, OHIO**  
 Pribble, Vernon H., Manager, Station WTAM  
**DENVER, COLO.**  
 Yoder, Lloyd C., Manager, Station KOA  
**PHILADELPHIA, PA.**  
 Joy, Leslie W., Manager, Station KYW  
**PITTSBURGH, PA.**  
 Gregory, Sherman D., Manager Station KDKA  
**SCHENECTADY, N. Y.**  
 Hager, Kolin, Manager, Station WGY  
**SAN FRANCISCO, CALIF.**  
 Nelson, A. E., Manager Stations KPO-KGO  
**WASHINGTON, D. C.**  
 Berkeley, Kenneth H., Manager Stations WRC  
 WMAL

## Television Department

Morton, A. H.  
 Vice-President in Charge of Television  
 Farrier, Clarence . . . . . Television Coordinator  
 Gordon, Max  
 General Production Director of Television  
 Hutchinson, Thomas H.  
 Manager of Television Program Division

## Treasury Department

Woods, Mark,  
 Vice-President, Treasurer & Asst. Secretary  
 Bloxham, William D. . . . . Purchasing Agent  
 Kelly, Harold M. . . . . Asst. Auditor  
 McKeon, Harry F. . . . . Auditor  
 Payne, Glenn W. . . . . Commercial Engineer

Teichner, R. J. . . . . Assistant Treasurer  
 Wall, C. A. . . . . Budget Officer

## Central Division—Chicago

Strotz, Sidney . . . . . Vice-President In Charge  
 Carlson, Emmons C.  
 Sales Promotion and Advertising Manager  
 Carpenter, Kenneth, Blue Network Sales Manager  
 Cunningham, E. C. . . . . Evening Manager  
 Drips, William . . . . . Director of Agriculture  
 Fry, Kenneth D. . . . . Director of Special Events  
 Herbeuveaux, Jules . . . . . Program Manager  
 Kaney, A. W. . . . . Assistant to the Manager  
 Kopf, R. C. . . . . Sales Manager  
 Luttgens, Howard C. . . . . Central Division Engineer  
 McDonald, J. A. . . . . Attorney  
 Morton, Oliver . . . . . Local and Spot Sales Manager  
 Ray, William B. . . . . Manager of Press Relations  
 Robinson, Kenneth L. . . . . Continuity Editor  
 Stirton, James L. . . . . Manager, Artists Service  
 Stockmar, Edward . . . . . Traffic Supervisor  
 Waller, Judith C. . . . . Educational Director  
 Wetzell, Maurice S.,  
 Manager, Electrical Transcription  
 Whalley, John F. . . . . Office Manager and Auditor  
 Wright, W. P. . . . . Production Manager

## Western Division— Hollywood

Gilman, Don E. . . . . Vice-Pres. in Charge  
 Andrews, William . . . . . Manager of Guest Relations  
 Bock, Harold . . . . . Manager of Press Relations  
 Brown, Charles . . . . . Sales Promotion Manager  
 Dellett, F. V. . . . . Auditor  
 Dixon, Sydney L. . . . . Sales Manager  
 Frost, Lewis . . . . . Assistant to Vice-President  
 Gale, Paul . . . . . Traffic Supervisor  
 Leuschner, Frederick . . . . . Attorney  
 Graham, R. H. . . . . Attorney—Assistant to Leuschner  
 Robb, Alex S. . . . . Manager, Artists Service  
 Saxton, A. H. . . . . Western Division Engineer  
 Schuetz, Robert . . . . . Manager Transcription Service  
 Swallow, John . . . . . Program Director  
 Williams, Wendell . . . . . Continuity Editor

## Washington, D. C.

Russell, Frank M. . . . . Vice-President in Charge  
 Berkeley, Kenneth H.,  
 General Manager WRC and WMAL  
 Hennessey, P. J., Jr. . . . . Counsel  
 Hurley, J. . . . . Attorney

## Foreign Representatives

Bate, Fred . . . . . England  
 Jordan, Max . . . . . Switzerland

Stations Owned and/or Managed and/or Programmed by the

# NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

# REGIONAL NETWORKS

*Steadily increasing growth of regional network billings indicates that more and more national advertisers are directing their campaigns in high-spot markets.*

*With the advantage of purchasing the time actually wanted, tailor-made talent of particular appeal to the specific area, and aggressive merchandising policies of the individual networks, the advertiser is provided with sales impetus in those areas where sales can be produced.*

*As the majority of these networks are sufficiently flexible to provide coverage where and when the client wants it, it is believed that the trend in 1940 will be toward greater application to selective markets as exemplified by regional networks.*

## The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.  
Phone: 4-3434

### PERSONNEL

President ..... Henry P. Johnston  
Vice-President ..... Howard E. Pill  
Secretary-Treasurer ..... Bascom H. Hopson

### STATIONS

WMSL, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

### COVERAGE

Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

### NATIONAL REPRESENTATIVE

Headley-Reed Co.

## Arizona Broadcasting Co.

c/o KTAR, Heard Bldg., Phoenix, Ariz.  
Phone 4-4161

c/o KVOA, 48 East Broadway, Tucson, Ariz.  
Phone 3703

### PERSONNEL

President ..... R. B. Williams  
Manager ..... Dick Lewis  
Commercial Manager ..... J. R. Heath  
Promotion Manager ..... K. M. Pennington

### STATIONS

Primary: KTAR, Phoenix; KVOA, Tucson.  
Supplementary: KWJB, Globe-Miami; KCRJ, Jerome; KYUM, Yuma.

### COVERAGE

State of Arizona.

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company

## The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

### PERSONNEL

Manager (KOY) ..... Fred A. Palmer  
Manager (KTUC) ..... Ben Roush  
Manager (KSUN) ..... Carleton Morris

### STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KGLU, Safford.

### COVERAGE

	Primary	Secondary
Population	190,200	228,700
Radio Homes	32,770	31,060

### NATIONAL REPRESENTATIVE

John Blair Company

## Arrowhead Broadcasting System

WEBC Building, Duluth, Minn.

### PERSONNEL

General Manager ..... Walter C. Bridges  
Business Manager ..... Thomas W. Gavin

### STATIONS

WEBC, Duluth, Minn. & Superior, Wisc.:  
WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.



## Regional Networks

### COVERAGE

This network claims coverage in northern Minnesota and Wisconsin and the upper peninsular of Michigan.

### NATIONAL REPRESENTATIVE

George P. Hollingbery Co.

## California Radio System

708 Eye Street, Sacramento, Calif.

Phone: Main 5000

### PERSONNEL

Vice-President ..... G. C. Hamilton

General Manager ..... Howard Lane

### STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KSAN, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara; KFSD, San Diego.

### COVERAGE

Network offers state coverage through the nine stations located in each of the first eight population centers of California.

### BRANCH OFFICES

366 Madison Ave., New York, N. Y.

Phone: MUrray Hill 2-8690

Manager ..... Humboldt Grieg

500 West Sixth St., Los Angeles, Calif.

1814 Russ Bldg., San Francisco, Calif.

Phone: Douglas 2373

### NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

## Central States Broadcasting System

Omaha (Nebr.): Omaha National Bank Bldg.

Lincoln (Nebr.): Hotel Lincoln

### PERSONNEL

President ..... Frank D. Throop

General Manager ..... Don Searle

Sales Manager ..... Frank Pellegrin

Chief Engineer ..... Mark Bullock

### STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

### COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

### REPRESENTATIVE

The Katz Agency

## The Colonial Network

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

### PERSONNEL

President ..... John Shepard 3rd

V-P in Charge of Operations ..... R. L. Harlow

V-P in Chg. of Sales & Production .. Linus Travers

Sales Manager ..... W. W. Warner

Merchandising Manager ..... Carleton McVariah

Director of Promotion ..... Frank P. Foster, 2nd

Editor of Colonial Network

News Service ..... Leland Bickford

Director of Publicity ..... Al Stephenson

Technical Director ..... Paul A. DeMars

Chief Engineer ..... Irving Robinson

Sports Editor ..... Jim Britt

Manager of Artist Bureau ..... Josephine White

Director of Public Relations .. Gerald Harrison

### STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WHTT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury; WBRK, Pittsfield; WSYB, Rutland, Vt.

### COVERAGE

	Evening	Daytime
Population .....	5,538,299	5,674,855
Radio Homes .....	1,274,009	1,305,019

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

## Colorado Radio Network

Albany Hotel, Denver, Colo.

Phone Keyston 0178

### PERSONNEL

Sales Manager ..... Gene O'Fallon

Director of Station Relations ..... Frank Bishop

### STATIONS

KFEL, Denver (key station); KFKA, Greeley; KFJX, Grand Junction.

## Connecticut Broadcasting System

Address Individual Stations

### PERSONNEL

Manager (WELI) ..... James T. Milne

Manager (WNBC) ..... Richard W. Davis

Manager (WATR) ..... Harold Thomas

### STATIONS

WELL, New Haven; WNBC, New Britain; WATR, Waterbury.

### NATIONAL REPRESENTATIVE

Gene Furgason & Co.

## Corn Belt Wireless Rebroadcasting Service

c/o WHO, Des Moines, Ia.

Phone: 3-7147

### PERSONNEL

Vice-President ..... J. O. Maland

Sales Manager ..... Hale Bondurant

Technical Supervisor ..... Paul A. Loyet

## Regional Networks

### STATIONS

Basic: WHO, Des Moines; WOC, Davenport; KMA, Shenandoah.

Additional stations can be selected by the advertiser in Kansas City, St. Joseph and Columbia, Mo.; Mason City, Sioux City and Dubuque, Ia.; Rochester, Minn.; Topeka, Kans.; and Peoria, Ill.

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

### NATIONAL REPRESENTATIVE

Free & Peters, Inc.

## Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,  
Los Angeles, Calif.

Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

### PERSONNEL

V.P. & General Manager... Lewis Allen Weiss  
Assistant Manager... Willet Brown  
General Sales Manager... Wilbur Eickelberg  
Program Director... Van Newkirk  
Production Manager... James Burton  
Publicity Director... Mark Finley

### STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KHSL, Chico; KVCV, Redding; KYOS, Merced; KDON, Monterey; KIEM, Eureka; KTKC, Visalia.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Puyallup; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview.

### NATIONAL REPRESENTATIVE

John Blair & Co.

## Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.

Phone: 4300

Atlanta Office: Henry Grady Bldg.

Phone Walnut 4377

### PERSONNEL

Executive Manager... J. W. Woodruff, Jr.  
Commercial Manager... Maurice C. Coleman

### STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

### COVERAGE\*

	Evening	Daytime
Population .....	636,280	948,600
Radio Homes .....	112,577	140,990

\* In primary markets of west Georgia and eastern Alabama.

### NATIONAL REPRESENTATIVE

Sears & Ayer

## Inter-City Broadcasting System

"The Independent Network: of the North Atlantic Seaboard"

1657 Broadway, New York City

Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

Phone: State 9493

### PERSONNEL

President ..... Donald Flamm  
Executive Vice-President ..... Don S. Shaw  
National Sales Manager ..... Charles M. Stark  
Director of Special Events ..... Leon Goldstein  
Director of Publicity ..... Leon Goldstein  
Program Director ..... Ed Scheuing  
Chicago Office ..... J. M. Ward, G. B. McDermott

### STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WILM, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa.

### COVERAGE

Linked together by permanent A. T. & T. lines, the eight stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

## The Cowles Stations

Des Moines Register and Tribune Building,  
Des Moines, Ia.

Phone: 3-2111

Cedar Rapids Office: Paramount Theater Bldg.

Waterloo Office: Russell Lamson Hotel

Sioux City Office: Orpheum Theater Bldg.

Yankton Office: Gurney Bldg.

### PERSONNEL

President ..... Gardner Cowles, Jr.  
Vice-President ..... John Cowles  
Vice-President and Treasurer ..... Luther L. Hill  
Vice-President ..... Sumner Quarton  
Commercial Manager ..... Craig Lawrence  
National Sales Manager ..... H. T. Enns

### STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; WNAX, Yankton, S. D.

## Regional Networks

### SERVICES

Network maintains production, announcing and technical staffs available to advertisers without charge.

### COVERAGE\*

Population .....	6,700,649
Families .....	1,644,549
Radio Families .....	1,364,860

\* Summary of 385 primary counties (in Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Missouri, Wisconsin, Illinois).

### NATIONAL REPRESENTATIVE

The Katz Agency

### The Lone Star Chain

600 Thomas Bldg., Dallas, Texas  
Phone 7-8664

Fort Worth Office: Star-Telegram Bldg.  
Phone LD 18

### PERSONNEL

Managing Director.....Sam H. Bennett  
Operating Committee.....Harold V. Hough,  
Chairman; O. L. Taylor, Tilford Jones.

### STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;  
KRIS, Corpus Christi; K TSA, San Antonio;  
KRGV, Weslaco; KGNC, Amarillo; KFDM,  
Beaumont (supplementary).

### COVERAGE

Network with its supplementary station claims coverage of the entire state of Texas as a primary area.

### NATIONAL REPRESENTATIVES

Free & Peters Inc. and Howard H. Wilson Co.

### Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.  
Phone 5252

### PERSONNEL

General Manager.....Clair R. McCollough

### STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.;  
WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.;  
WEST, Easton, Pa.; WILM, Wilmington, Del.;  
WKBO, Harrisburg, Pa.

### NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

### Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.

Stroh Bldg., Detroit, Mich.  
Phone: Cherry 8321

### PERSONNEL

President.....George W. Trendle  
Treasurer & Genl. Mgr.....H. Allen Campbell  
Vice-President.....John H. King  
Secretary.....Howard O. Pierce

### STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

### COVERAGE

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

### REPRESENTATIVE

Paul H. Raymer Co.

### The Minnesota Radio Network

Radisson Hotel, Minneapolis, Minn.  
Phone Bridgeport 3222

St. Paul Office: St. Paul Hotel  
Phone Cedar 5511

### PERSONNEL

General Sales Manager.....Ray C. Jenkins

### STATIONS

KSTP, Minneapolis-St. Paul (key station);  
KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

### COVERAGE

	Primary*
Population .....	2,360,218
Radio Homes .....	490,563

\* The primary area of the four stations combines the total of 71 counties in Minnesota; network claims a total listening audience (primary and secondary) of 4,108,220 persons.

### NATIONAL REPRESENTATIVE

Edward Petry & Company

### Missouri-Illinois Broadcasting System

Hotel Chase, St. Louis, Mo.  
Phone Rosedale 3210

### PERSONNEL

President.....R. T. Convey

### STATIONS

KWOS, Jefferson City, Mo.; WTAX, Springfield, Ill.; WSOY, Decatur, Ill.

### NATIONAL REPRESENTATIVE

Paul H. Raymer Company

### New York Broadcasting System, Inc.

20 East 57th St., New York, N. Y.  
Phone Plaza 8-3355

### PERSONNEL

President.....Major E. M. Stoer  
Vice-President-General Manager...Carl Calman  
Sales Manager.....Ed Lennon  
Publicity Director.....B. S. Bercovici  
Traffic Manager.....Al Grobe

## Regional Networks

### STATIONS

WABY, Albany; WMBO, Auburn; WKBW-WGR, Buffalo; WJTN, Jamestown; WINS, New York; WSAY, Rochester; WSYR, Syracuse; WIBX, Utica.

\* Choice of selecting any New York City station as the New York outlet is allowed.

### COVERAGE

Population-Primary	3,446,778
Families-Primary	949,250
Radio Homes-Primary	869,670
Population-Secondary	758,997
Families-Secondary	209,090
Radio Homes-Secondary	188,530

### NATIONAL REPRESENTATIVE

International Radio Sales

## North Central Broadcasting System, Inc.

Empire National Bank Bldg., St. Paul, Minn.

### PERSONNEL

President-General Manager.....John W. Boler

### STATIONS

WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich.; KATE, Albert Lea, Minn.; KGDE, Fergus Falls, Minn.; KVOX, Moorhead, Minn.; KWNO, Winona, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KGCU, Mandan, N. D.; KABR, Aberdeen, S. D.; WDSM, Superior, Wisc.; WSAU, Wausau, Wisc.

## Northwest Triangle Chain

Address Individual Stations

### PERSONNEL

Manager (Seattle).....Birt Fisher  
Manager (Spokane).....Louis Wasmer  
Manager (Portland).....W. Carey Jennings

### STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

### REPRESENTATIVE

Edward Petry & Co.

## Oklahoma Metropolitan Line

c/o KOMA, Biltmore Hotel  
Oklahoma City, Okla.  
Phone 2-3291

c/o KTUL, 320 S. Boston Ave., Tulsa, Okla.  
Phone 4-8188

### PERSONNEL

Manager (KOMA).....Neal Barrett  
Manager (KTUL).....William C. Gillespie  
Commercial Manager (KOMA).....Jack Howell  
Commercial Manager (KTUL).....Lawson Taylor

### NATIONAL REPRESENTATIVE

Free & Peters, Inc.

## The Oklahoma Network

"Complete Coverage at Minimum Cost"  
1800 West Main St., Oklahoma City, Okla.  
Phone: 3-4881

### PERSONNEL

President.....Ross U. Porter  
Vice-President.....Tams Bixby, Jr.  
Secretary-Treasurer.....Kenyon M. Douglass  
Managing Director.....Kenyon M. Douglass

### STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa.

### NATIONAL REPRESENTATIVE

Burn-Smith Company, Inc.

## Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.  
Phone: Main 4144

### PERSONNEL

General Manager.....Carl E. Haymond

### STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett; KWLK, Longview.

### COVERAGE

Network outlets in each of the 11 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

### NATIONAL REPRESENTATIVE

John Blair & Co.

## The Pennsylvania Network

1622 Chestnut St., Philadelphia, Pa.  
Phone Locust 7700

### PERSONNEL

Manager.....Kenneth W. Stowman

### STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAC, Williamsport; (Harrisburg, Wilkes-Barre and Pittsburgh stations optional).

### COVERAGE

Network claims coverage of Pennsylvania, southern New Jersey, Delaware and portions of states bordering Pennsylvania.

## Regional Networks

### 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; WGBL, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

### The Southern Network

Radio Bldg., Walnut & Short Sts.  
Lexington, Ky.

Phone 1721

#### PERSONNEL

President.....Gilmore N. Nunn  
Vice-President.....J. Lindsay Nunn  
Secretary-Treasurer.....Warren G. Davis  
Production Manager.....Ted Grizzard  
Chief Engineer.....Sanford Helt

#### STATIONS

WLAP, Lexington, Ky.; WCMI, Ashland, Ky. (Huntington, W. Va.); WGRC, New Albany, Ind. (Louisville, Ky.); WSIX, Nashville, Tenn.

### The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

#### STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

### Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas

Phone: 3-3474

#### PERSONNEL

President.....Elliott Roosevelt  
Vice-President-Secretary.....  
General Manager.....Harry A. Hutchinson  
Vice-President-Treasurer.....Gerald T. Stanley  
Vice-President in Charge of Mdsing.,  
Publicity & Promotion.....Benton Ferguson  
Musical Director.....Ralph Rose

#### STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman; KPLT, Paris; KNOW, Austin; KABC, San Antonio; KVWC, Vernon.

#### BRANCH OFFICES

630 Fifth Ave., New York, N. Y.

Frank Fenton, Manager

400 N. Michigan Ave., Chicago, Ill.

W. W. Joyce, Manager

### West Virginia Network

WCHS Auditorium, Charleston, W. Va.

#### PERSONNEL

President.....John A. Kennedy  
Managing Director.....Howard L. Chernoff  
Program Director & Artist  
Bureau Head.....N. Pagliara  
Chief Engineer.....O. Robinson  
Publicity Director.....James L. Cox

#### STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSZA, Huntington.

#### POLICIES

Advertising of alcoholic beverages accepted.

#### NATIONAL REPRESENTATIVE

The Branham Co.

### The Yankee Network

"Covering New England"

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

#### PERSONNEL

President.....John Shepard 3rd  
V-P in Chg. of Operations.....R. L. Harlow  
V-P in Chg. of Sales & Production.....Linus Travers  
Merchandising Manager.....Carleton McVarish  
Director of Promotion.....Frank P. Foster, 2nd  
Editor of Yankee Network

News Service.....Leland Bickford

Director of Publicity.....Al Stephenson  
Technical Director.....Paul A. De Mars  
Chief Engineer.....Irving Robinson  
Merchandising.....Hervey Carter  
Sports Editor.....Jim Britt  
Director Home Economics.....Bette Ragland  
Manager of Yankee Network

Artists Bureau.....Josephine White

#### STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSYB, Rutland.

#### COVERAGE

	Evening	Daytime
Population.....	6,444,623	5,293,767
Radio Homes.....	1,482,264	1,217,559

#### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

### Z Net

P. O. Box 1956, Butte, Montana

Phone: 22-344

#### PERSONNEL

Manager.....E. B. Craney

#### STATIONS

KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

#### NATIONAL REPRESENTATIVE

Gene Furgason & Co.

**“As you know,** the product was

practically unknown in the domestic market . . . .

When we started on WOR approximately five months

ago, we had less

than 50 dealers -

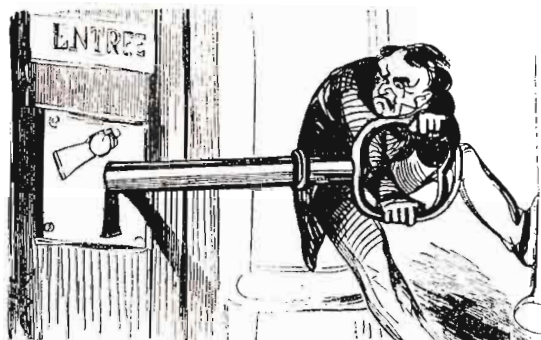
most of whom were

inactive. Today

we have over 600

in WOR's primary

area.



Most important of all, independent surveys show that this product is currently second in total units sold and first in dollar volume. Considering the highly competitive nature of the industry and of the market for our client's product in particular, we believe that this success story is the finest tribute to the power of effective broadcasting..."

**WOR**

excerpt from a letter written to a WOR executive by the advertising agent for a manufacturer currently using this station.

our address is 1440 Broadway, in New York



# **S T A T I O N S**

*of the  
United States*



*Standard                      Developmental  
International              High-Frequency*

*Newspaper  
Owned Stations*

*F.C.C. Application  
Regulations*

# WBNX

NEW YORK

5000  
WATTS

*The Station that speaks your language!*  
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION  
COSMOPOLITAN AUDIENCE**

**WBNX** NEW YORK 5000 WATTS DAY  
1000 WATTS NIGHT



# INDEX OF THE STANDARD STATIONS OF THE UNITED STATES

*Call Letter—City—Power in Watts—Frequency in Kilocycles and  
Page Number Providing Complete Station Information*

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization;  
d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250	533
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	516
KADA	Ada, Okla.	1200	100	486
KALB	Alexandria, La.	1210	250	391
KALE	Portland, Ore.	1300	1000	
			C.P. 5000 d.	493
KAND	Corsicana, Tex.	1310	100	527
KANS	Wichita, Kans.	1210	100	
			C.P. 250	387
KARK	Little Rock, Ark.	890	1000	316
KARM	Fresno, Calif.	1310	250	319
KASA	Elk City, Okla.	1210	100	486
KAST	Astoria, Ore.	1200	250	491
KATE	Albert Lea, Minn.	1120	250	419
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	442
KBIX	Muskogee, Okla.	1500	100	487
KBKR	Baker, Ore.	1500	250 d., 100 n.	492
KBND	Bend, Ore.	1310	250	492
KBPS	Portland, Ore.	1420	100	493
KBST	Big Spring, Tex.	1500	100	526
KBTM	Jonesboro, Ark.	1200	250 d., 100 n.	316
KCKN	Kansas City, Kan.	1310	250	384
KCMC	Texarkana, Ark.-Tex.	1420	250	536
KCMO	Kansas City, Mo.	1450	1000	427
			C.P. 5000 d.	
KCRC	Enid, Okla.	1360	250	487
KCRJ	Jerome, Ariz.	1310	250	312
KDAL	Duluth, Minn.	1500	100	
			C.P. 250 d.	419
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	329
KDFN	Casper, Wyo.	1440	500	561
KDKA	Pittsburgh, Pa.	980	50000	505
KDLR	Devils Lake, N. Dak.	1210	250	471
KDNT	Denton, Tex.	1420	100	528
KDON	Monterey, Calif.	1210	100	324
KDRO	Sedalia, Mo.	1500	250	430
KDTH	Dubuque, Ia.	1340	500	378
KDYL	Salt Lake City, Utah.	1290	5000 d., 1000 n.	538
KECA	Los Angeles, Calif.	780	5000 d., 1000 n.	321
KEEN	Seattle, Wash.	1370	100	548
RELA	Between Centralia and Chehalis, Wash.	1440	1000	547

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KELD	El Dorado, Ark.	1370	250	315
KELO	Sioux Falls, S. Dak.	1200	250	317
KERN	Bakersfield, Calif.	1370	100	
		C.P. 1380	1000	317
KEUB	Price, Utah	1420	100	538
KEX	Portland, Ore.	1160	5000	494
KFAB	Lincoln, Nebr.	770	10000	435
KFAC	Los Angeles, Calif.	1300	1000	321
KFAM	St. Cloud, Minn.	1420	250	422
KFAR	Fairbanks, Alaska	610	1000	562
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	432
KFBI	Ablene, Kans.	1050	5000	382
KFBK	Sacramento, Calif.	1400	10000	325
KFDA	Amarillo, Tex.	1500	250	525
KFDM	Beaumont, Tex.	560	1000	526
KFDY	Brookings, S. Dak.	780	1000	516
KFEL	Denver, Colo.	920	1000	333
KFEQ	St. Joseph, Mo.	680	2500 d., 500 n.	429
KFGQ	Boone, Ia.	1370	100	377
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	387
KFI	Los Angeles, Calif.	640	50000	321
KFIO	Spokane, Wash.	1120	100	551
KFIZ	Fond Du Lac, Wis.	1420	100	556
KFJB	Marshalltown, Ia.	1200	250	379
KFJI	Klamath Falls, Ore.	1210	100	492
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	471
KFJZ	Fort Worth, Tex.	1240	1000	529
KFKA	Greeley, Colo.	880	1000 d., 500 n.	335
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	384
KFNF	Shenandoah, Ia.	800	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	381
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	435
KFOX	Long Beach, Calif.	1250	1000	319
KFPL	Dublin, Tex.	1310	250 d., 100 n.	528
KFPW	Fort Smlth, Ark.	1210	100	
		C.P. 1370	250	315
KFPY	Spokane, Wash.	800	5000	550
KFQD	Anchorage, Alaska	780	250	562
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	
			C.P. 5000	326
KFRO	Longview, Tex.	1370	250	
		C.P. 1340	1000	531
KFRU	Columbia, Mo.	630	1000 d., 500 n.	426
KFSD	San Diego, Calif.	600	1000	326
KFSG	Los Angeles, Calif.	1120	2500 d., 1000 n.	322
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	426
KFVD	Los Angeles, Calif.	1000	1000	322
KFVS	Cape Girardeau, Mo.	1210	250	426
KFWB	Los Angeles, Calif.	950	5000	322
KFXD	Nampa, Idaho	1200	250	357
KFXJ	Grand Junction, Colo.	1200	250	335
KFXM	San Bernardino, Calif.	1210	100	326
KFYO	Lubbock, Texas	1310	250 d., 100 n.	531
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	470
KGA	Spokane, Wash.	1470	5000	551
KGB	San Diego, Calif.	1330	1000	
			C.P. 5000	326
KGBU	Ketchikan, Alaska	900	500	562

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGBX . . .	Springfield, Mo. . . . .	1230	500	431
KGCA . . .	Decorah, Ia. . . . .	1270	100	377
KGCU . . .	Mandan, N. Dak. . . . .	1240	250	473
KG CX . . .	Wolf Point, Mont. . . . .	1450	1000	434
KGDE . . .	Fergus Falls, Minn. . . . .	1200	250 d., 100 n.	420
KGDM . . .	Stockton, Calif. . . . .	1100	1000	330
KGEK . . .	Sterling, Colo. . . . .	1200	100	337
KGER . . .	Long Beach, Calif. . . . .	1360	1000	321
KGEZ . . .	Kalispell, Mont. . . . .	1310	100	433
KGFF . . .	Shawnee, Okla. . . . .	1420	250	489
KGFI . . .	Brownsville, Tex. . . . .	1500	250 d., 100 n.	527
KG FJ . . .	Los Angeles, Calif. . . . .	1200	100	322
KGFL . . .	Roswell, New Mex. . . . .	1370	100	443
KGFW . . .	Kearney, Nebr. . . . .	1310	250	434
KGFX . . .	Pierre, S. Dak. . . . .	630	200	516
KGGF . . .	Coffeyville, Kans. . . . .	1010	1000	382
KGGM . . .	Albuquerque, N. Mex. . . . .	1230	1000	442
KGHF . . .	Pueblo, Colo. . . . .	1320	500	337
KGHI . . .	Little Rock, Ark. . . . .	1200	250	316
KGHL . . .	Billings, Mont. . . . .	780	5000 d., 1000 n.	431
KGIR . . .	Butte, Mont. . . . .	1340	5000	432
KGIW . . .	Alamosa, Colo. . . . .	1420	100	331
KGKB . . .	Tyler, Tex. . . . .	1500	250	536
KGKL . . .	San Angelo, Tex. . . . .	1370	250	533
KGKO . . .	Fort Worth, Tex. . . . .	570	5000 d., 1000 n.	529
KGKY . . .	Scottsbluff, Nebr. . . . .	1500	250	437
KGLO . . .	Mason City, Ia. . . . .	1210	250	379
KGLU . . .	Safford, Ariz. . . . .	1420	250	314
KGMB . . .	Honolulu, Hawaii . . . . .	1320	1000	
		C.P. 590	5000	563
KGNC . . .	Amarillo, Tex. . . . .	1410	2500 d., 1000 n.	525
KGNF . . .	North Platte, Nebr. . . . .	1430	1000	436
KGNO . . .	Dodge City, Kans. . . . .	1340	250	
			C.P. 1000 d.	383
KG O . . .	San Francisco, Calif. . . . .	790	7500	327
KGU . . .	Honolulu, Hawaii . . . . .	750	2500	563
KGVO . . .	Missoula, Mont. . . . .	1260	5000 d., 1000 n.	133
KGW . . .	Portland, Ore. . . . .	620	5000 d., 1000 n.	494
KG Y . . .	Olympia, Wash. . . . .	1210	100	548
KHAS . . .	Hastings, Nebr. . . . .	C.P. 1200	250	434
KHBC . . .	Hilo, Hawaii . . . . .	1200	250	563
KHBG . . .	Okmulgee, Okla. . . . .	1210	100	
			C.P. 250	489
KHJ . . .	Los Angeles, Calif. . . . .	900	5000 d., 1000 n.	322
KHQ . . .	Spokane, Wash. . . . .	590	5000	551
KHSL . . .	Chico, Calif. . . . .	1260	250	
			C.P. 1000 d., 500 n.	318
KHUB . . .	Watsonville, Calif. . . . .	1310	250	331
KICA . . .	Clovis, New Mex. . . . .	1370	100	442
KID . . .	Idaho Falls, Idaho . . . . .	1320	5000 d., 500 n.	357
KIDO . . .	Boise, Idaho . . . . .	1350	2500 d., 1000 n.	357
KIDW . . .	Lamar, Colo. . . . .	1420	100	337
KIEM . . .	Eureka, Calif. . . . .	1450	1000 d., 500 n.	319
KIEV . . .	Glendale, Calif. . . . .	850	250	319
KINX . . .	Juneau, Alaska . . . . .	1430	1000	562
KIRO . . .	Seattle, Wash. . . . .	710	1000	548
KIT . . .	Yakima, Wash. . . . .	1250	1000	552
KITE . . .	Kansas City, Mo. . . . .	1530	1000	427
KIUL . . .	Garden City, Kans. . . . .	1210	100	383
KIUN . . .	Pecos, Tex. . . . .	1370	100	533
KIUP . . .	Durango, Colo. . . . .	1370	100	335
KJBS . . .	San Francisco, Calif. . . . .	1070	500	327
KJR . . .	Seattle, Wash. . . . .	970	5000	540
KLAH . . .	Carlsbad, New Mex. . . . .	1210	250	442
KLBM . . .	La Grande, Ore. . . . .	1420	250	493
KLCN . . .	Blytheville, Ark. . . . .	1290	100	315
KLO . . .	Ogden, Utah . . . . .	1400	5000	538
KLPM . . .	Minot, N. Dak. . . . .	1360	1000 d., 500 n.	473

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	316
KLS	Oakland, Calif.	1280	250	324
KLUF	Galveston, Tex.	1370	250	530
KLX	Oakland, Calif.	880	1000	324
KLZ	Denver, Colo.	560	5000 d., 1000 n.	
			C.P., 5000	333
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	381
KMAC	San Antonio, Tex.	1370	250	534
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	
			C.P., 5000	428
KMED	Medford, Ore.	1410	1000 d., 250 n.	493
KMJ	Fresno, Calif.	580	1000	
			C.P., 5000	319
KMLB	Monroe, La.	1200	250	392
KMMJ	Grand Island, Nebr.	740	1000	434
KMO	Tacoma, Wash.	1330	1000	551
KMOX	St. Louis, Mo.	1090	50000	429
KMPC	Beverly Hills, Calif.	710	500	
			C.P., 5000 d., 1000 n.	318
KMTR	Los Angeles, Calif.	570	1000	323
KMYR	Denver, Colo.	C.P., 1310	250 d., 100 n.	333
KNEL	Brady, Tex.	1500	250 d., 100 n.	527
KNET	Palestine, Tex.	1420	100	532
KNOW	Austin, Tex.	1500	250	525
KNX	Los Angeles, Calif.	1050	50000	335
KOA	Denver, Colo.	830	1000	492
KOAC	Corvallis, Ore.	550	1000	385
KOAM	Pittsburg, Kans.	790	10000	442
KOB	Albuquerque, New Mex.	1180	250	517
KOBH	Rapid City, S. Dak.	1370	250	531
KOCA	Kilgore, Tex.	1210	250	487
KOCY	Oklahoma City, Okla.	1310	500	
KOH	Reno, Nev.	1380	1000	437
		C.P., 630	5000 d., 1000 n.	436
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	
KOIN	Portland, Ore.	940	C.P., 5000	495
			100	335
KOKO	La Junta, Colo.	1370	5000 d., 1000 n.	549
KOL	Seattle, Wash.	1270	5000	487
KOMA	Oklahoma City, Okla.	1480	250	489
KOME	Tulsa, Okla.	1310	5000 d., 1000 n.	549
KOMO	Seattle, Wash.	920	250	534
KONO	San Antonio, Tex.	1370	250	493
KOOS	Marshfield, Ore.	1200	250	492
KORE	Eugene, Ore.	1420	250 d., 100 n.	434
KORN	Fremont, Nebr.	C.P., 1370	100	317
KOTN	Pine Bluff, Ark.	1500	250	473
KOVC	Valley City, N. Dak.	1500	250	538
KOVO	Provo, Utah	1210	500	436
KOWH	Omaha, Nebr.	660	1000	313
KOY	Phoenix, Ariz.	1390	250	531
KPAB	Laredo, Tex.	1500	500	
KPAC	Port Arthur, Tex.	1260	C.P., 1220	583
			100	532
KPDN	Pampa, Tex.	1310	250	132
KPFA	Helena, Mont.	1210	250	392
KPLC	Lake Charles, La.	1500	250	533
KPLT	Paris, Tex.	1500	1000	317
KPMC	Bakersfield, Calif.	1550	50000	327
KPO	San Francisco, Calif.	680	1000	333
KPOF	Denver, Colo.	880	100	325
KPPC	Pasadena, Calif.	1210	250	552
KPQ	Wenatchee, Wash.	1500	5000 d., 1000 n.	530
KPRC	Houston, Tex.	920	1000	507
KQV	Pittsburgh, Pa.	1380	5000 d., 1000 n.	328
KQW	San Jose, Calif.	1010	250	532
KRBA	Lufkin, Tex.	1310	250	525
KRBC	Abilene, Tex.	1420	250	432
KRBM	Bozeman, Mont.	1420	250	318
KRE	Berkeley, Calif.	1370	1000	537
KRGV	Weslaco, Tex.	1260	250	526
KRIC	Beaumont, Tex.	1420	500	527
KRIS	Corpus Christi, Tex.	1330		

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KRKD	Los Angeles, Calif.	1120	2500 d., 1000 n.	323
KRKO	Everett, Wash.	1370	50	547
KRLC	Lewiston, Idaho	1390	250	357
KRLD	Dallas, Tex.	1040	50000	527
KRLH	Midland, Tex.	1420	100	532
KRMC	Jamestown, N. Dak.	1370	250	471
KRMD	Shreveport, La.	1310	250	393
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	495
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	378
KROC	Rochester, Minn.	1310	250	422
KROD	El Paso, Tex.	C.P. 1500	100	529
KROW	Oakland, Calif.	930	1000	324
KROY	Sacramento, Calif.	1210	100	325
KRRV	Sherman, Tex.	1310	250	
		C.P. 880	1000	535
KRSC	Seattle, Wash.	1120	250	
			C.P. 1000	550
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	385
KSAL	Salina, Kans.	1500	250 d., 100 n.	
		C.P. 1120	1000 d., 500 n.	385
KSAM	Huntsville, Tex.	1500	250	531
KSAN	San Francisco, Calif.	1420	250	327
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	
			C.P. 5000	381
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	429
KSEI	Pocentello, Idaho	900	1000 d., 250 n.	359
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	328
KSL	Salt Lake City, Utah	1130	50000	539
KSLM	Salem, Ore.	1370	1000 d., 500 n.	495
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	378
KSOO	Sioux Falls, S. Dak.	1110	5000	517
KSRO	Santa Rosa, Calif.	1310	250	329
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	
			C.P. 50000	422
KSUB	Cedar City, Utah	1310	100	537
KSUN	Lowell, Ariz.	1200	250	313
KTAR	Phoenix, Ariz.	620	1000	313
KTBC	Austin, Tex.	1120	1000	526
KTBS	Shreveport, La.	1450	1000	394
KTEM	Temple, Tex.	1370	250	535
KTFI	Twin Falls, Idaho	1240	1000	359
KTHS	Hot Springs National Park, Ark.	1040	10000	315
KTKC	Visalia, Calif.	890	1000	330
KTMS	Santa Barbara, Calif.	1220	500	329
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	563
KTOK	Oklahoma City, Okla.	1370	250	488
KTRB	Modesto, Calif.	740	250	324
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	530
KTRI	Sioux City, Ia.	1420	250	381
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	535
KTSM	El Paso, Tex.	1310	250	529
KTSW	Emporia, Kans.	1370	250	383
KTUC	Tucson, Ariz.	1370	250	314
KTUL	Tulsa, Okla.	1400	5000	491
KTW	Seattle, Wash.	1220	1000	550
KUIN	Grants Pass, Ore.	C.P. 1310	100	492
KUJ	Walla Walla, Wash.	1370	100	552
KUOA	Siloam Springs, Ark.	1260	5000	317
KUSD	Vermillion, S. Dak.	890	500	517
KUTA	Salt Lake City, Utah	1500	100	
			C.P. 250	510
KVAK	Atchison, Kans.	1420	100	382
KVAN	Vancouver, Wash.	880	250	552
KVCV	Redding, Calif.	1200	100	
			C.P. 250	325
KVEC	San Luis Obispo, Calif.	1200	250	329
KVFD	Fort Dodge, Ia.	C.P. 1370	250 d., 100 n.	379
KVGB	Great Bend, Kans.	1370	100	
			C.P. 250	383
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	551
KVIC	Victoria, Texas	C.P. 1310	250 d., 100 n.	536
KVNU	Logan, Utah	1200	100	
			C.P. 250	537

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVOA	Tucson, Ariz.	1260	1000	314
KVOD	Denver, Colo.	920	1000	333
KVOE	Santa Ana, Calif.	1500	100	320
KVOL	Lafayette, La.	1310	250	392
KVOO	Tulsa, Okla.	1140	25000	491
KVOR	Colorado Springs, Colo.	1270	1000	331
KVOS	Bellingham, Wash.	1200	250	517
KVOX	Moorhead, Minn.	1310	250	422
KVRS	Rock Springs, Wyoming	1370	250	561
KVSF	Santa Fe, N. M.	1310	100	443
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	486
KVWC	Vernon, Tex.	1500	250	536
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	359
KWAT	Watertown, S. D.	C.P. 1210	250	518
KWBD	Plainview, Tex.	C.P. 1200	100	533
KWBG	Hutchinson, Kans.	1420	100	
			C.P. 250	383
KWEW	Hobbs, New Mexico	1500	100	443
KWFC	Hot Springs, Ark.	C.P. 1310	250 d., 100 n.	316
KWFT	Wichita Falls, Tex.	620	1000 d., 250 n.	537
KWGG	Stockton, Calif.	1200	100	330
KWJB	Globe, Ariz.	1210	250 d., 100 n.	312
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		495
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	429
KWKH	Shreveport, La.	850	10000	
		S.A. 1100	50000	394
KWLC	Decorah, Iowa	1270	100	378
KWLK	Longview, Wash.	780	250	548
KWNO	Winona, Minn.	1200	250	423
KWOC	Poplar Bluff, Mo.	1310	100	
			C.P. 250	428
KWOS	Jefferson City, Mo.	1310	250	426
KWSC	Pullman, Wash.	1220	5000	548
KWTO	Springfield, Mo.	560	5000	431
KWYO	Sheridan, Wyoming	1370	250	561
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	550
KXL	Portland, Ore.	1420	250	495
KXO	El Centro, Calif.	1500	100	318
KXOK	St. Louis, Mo.	1250	1000	430
KXON	Sweetwater, Tex.	1210	250	535
KXRO	Aberdeen, Wash.	1310	250	547
KXYZ	Houston, Tex.	1440	1000	531
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	328
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	314
KYOS	Merced, Calif.	1040	250	323
KYSM	Mankato, Minn.	1500	250	420
KYUM	Yuma, Ariz.	C.P. 1210	250 d., 100 n.	314
KYW	Philadelphia, Pa.	1020	10000	501
WAAB	Boston, Mass.	1410	1000	401
WAAF	Chicago, Ill.	920	1000	361
WAAT	Jersey City, N. J.	940	500	440
WABC	New York, N. Y.	860	50000	449
WABI	Baugor, Me.	1200	250	395
WABY	Albany, N. Y.	1370	250	143
WACO	Waco, Tex.	1420	250	536
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	473
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	353
WAGF	Dothan, Ala.	1370	250	310
WAGM	Presque Isle, Maine	1420	100	396
WAIM	Anderson, S. C.	1200	100	513
WAIR	Winston-Salem, N. C.	1250	250	470
WAKR	Akron, Ohio	1500	1000	473
WALA	Mobile, Ala.	1380	1000 d., 500 n.	
			C.P. 1000	310
WAML	Laurel, Miss.	1310	250	425
WAOV	Vincennes, Ind.	C.P. 1420	100	376
WAPI	Birmingham, Ala.	1140	5000	309
WAPO	Chattanooga, Tenn.	1420	250	
		C.P. 1120	1000 d., 500 n.	519
WARD	Brooklyn, N. Y.	1400	500	445
WASH	Grand Rapids, Mich.	1270	500	414

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WATL	Atlanta, Ga.	1370	250	354
WATR	Waterbury, Conn.	1290	250	340
WATW	Ashland, Wisc.	C.P. 1370	100	556
WAVE	Louisville, Ky.	940	1000	389
WAWZ	Zarephath, N. J.	1350	1000	441
WAYX	Waycross, Ga.	1200	250	356
WAZL	Hazleton, Pa.	1420	100	
			C.P. 250	499
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	376
WBAB	Athlantic City, N. J.	C.P. 1200	250 d., 100 n.	439
WBAL	Baltimore, Md.	1060	10000	397
WBAP	Fort Worth, Tex.	800	50000	530
WBAX	Wilkes-Barre, Pa.	1210	100	511
WBBC	Brooklyn, N. Y.	1400	500	445
WBBL	Richmond, Va.	1210	100	545
WBMM	Chicago, Ill.	770	50000	361
WBRR	Brooklyn, N. Y.	1300	1000	445
WBBZ	Ponca City, Okla.	1200	250	489
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	411
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	446
WBHP	Huntsville, Ala.	1200	1000	310
WBIG	Greensboro, N. C.	1440	5000 d., 1000 n.	467
WBLK	Clarksburg, W. Va.	1370	250	554
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	481
WBNX	New York, N. Y.	1350	1000	
			C.P. 5000 d.	451
WBNY	Buffalo, N. Y.	1370	250	446
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	
		C.P. 1200	250	376
WBRB	Red Bank, N. J.	1210	100	441
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	309
WBRE	Wilkes-Barre, Pa.	1310	250	511
WBRK	Pittsfield, Mass.	1310	250	409
WBRY	Waterbury, Conn.	1530	1000	340
WBT	Charlotte, N. C.	1080	50000	465
WBTH	Williamson, W. Va.	1370	250	555
WBTM	Danville, Va.	1370	250 d., 100 n.	541
WBZ	Boston, Mass.	990	50000	401
WBZA	Boston, Mass.	990	1000	401
WCAD	Canton, N. Y.	1220	500	447
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	
			C.P. 5000	507
WCAI	Northfield, Minn.	760	5000	422
WCAM	Camden, N. J.	1280	500	439
WCAO	Baltimore, Md.	600	1000 d., 500 n.	398
WCAP	Asbury Park, N. J.	1280	500	439
WCAR	Pontiac, Mich.	C.P. 1100	1000 d.	417
WCAT	Rapid City, S. Dak.	1200	100	517
WCAU	Philadelphia, Pa.	1170	50000	503
WCAX	Burlington, Vt.	1200	250	540
WCAZ	Carthage, Ill.	1070	100	361
WCBA	Allentown, Pa.	1440	500	497
WCBD	Chicago, Ill.	1080	5000	363
WCBM	Baltimore, Md.	1370	250	398
WCBS	Springfield, Ill.	1420	250	371
WCCO	Minneapolis, Minn.	810	50000	420
WCFL	Chicago, Ill.	970	5000	363
WCHS	Charleston, W. Va.	580	5000 d., 500 n.	553
WCHV	Charlottesville, Va.	1420	250	541
WCKY	Cincinnati, Ohio	1490	50000	475
WCLE	Cleveland, Ohio	610	500	479
WCLO	Janesville, Wisc.	1200	250	556
WCLS	Joliet, Ill.	1310	100	369
WCM1	Ashland, Ky.	1310	250	387
WCNC	Elizabeth City, N. C.	1370	250	466
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	445
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	347
WCOC	Meridian, Miss.	880	1000	425
WCOL	Columbus, Ohio	1210	100	481
WCOP	Boston, Mass.	1120	500	403
WCOS	Columbia, S. C.	1370	250	514
WCOU	Lewiston, Me.	1210	250	395
WCOV	Montgomery, Ala.	1210	100	311

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250	475
WCRW	Chicago, Ill.	1210	100	363
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	513
WCSH	Portland, Maine	940	2500 d., 1000 n.	396
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	
			C.P. 5000	351
WDAF	Kansas City, Mo.	610	5000	428
WDAH	El Paso, Texas	1310	250	529
WDAN	Danville, Ill.	1500	250	368
WDAS	Philadelphia, Pa.	1370	250	503
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	471
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	546
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	347
WDEL	Wilmington, Delaware	1120	1000 d., 250 n.	341
WDEV	Waterbury, Vt.	550	1000	541
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	421
WDMJ	Marquette, Mich.	1310	250	416
WDLF	Panama City, Fla.	C.P. 1200	250 d., 100 n.	347
WDNC	Durham, N. C.	1500	250	466
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	519
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	
			C.P. 5000	339
WDSM	Superior, Wis.	1200	100	560
WDSU	New Orleans, La.	1250	1000	392
WDWS	Champaign, Ill.	1370	250	361
WDZ	Tuscola, Ill.	1020	1000	371
WEAF	New York, N. Y.	660	50000	451
WEAN	Providence, R. I.	780	5000 d., 1000 n.	512
WEAU	Eau Claire, Wis.	1050	5000 d., 1000 n.	556
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	420
WEBQ	Harrisburg, Ill.	1210	250	369
WEBR	Buffalo, N. Y.	1310	250	447
WEDC	Chicago, Ill.	1210	250	363
WEED	Rocky Mount, N. C.	1420	250	469
WEEI	Boston, Mass.	590	5000 d., 1000 n.	
			C.P. 5000	403
WEFU	Reading, Pa.	830	1000	509
WELI	New Haven, Conn.	930	500 d., 250 n.	339
WELL	Battle Creek, Mich.	1420	100	411
WEMP	Milwaukee, Wis.	1310	250	558
WENR	Chicago, Ill.	870	50000	363
WENY	Elmira, N. Y.	1200	250	448
WEOA	Evansville, Ind.	1370	250	372
WESG	Elmira, N. Y.	850	1000	448
WEST	Easton, Pa.	1200	250	497
WENX	Salem, Mass.	1200	100	409
WEVD	New York, N. Y.	1300	1000	451
WEW	St. Louis, Mo.	760	1000	430
WEXL	Royal Oak, Mich.	1310	50	417
WFAA	Dallas, Tex.	800	50000	528
WFAM	South Bend, Ind.	1200	100	376
WFAS	White Plains, N. Y.	1210	100	463
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	
			C.P. 5000	515
WFBG	Altoona, Pa.	1310	100	497
WFBM	Syracuse, N. Y.	1360	5000 d., 1000 n.	461
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	374
WFBZ	Baltimore, Md.	1270	5000 d., 1000 n.	398
WFDF	Flint, Mich.	1310	100	414
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	438
WFIG	Sunter, S. C.	C.P. 1310	250 d., 100 n.	516
WFIL	Philadelphia, Pa.	560	1000	505
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	351
WFMD	Frederick, Md.	900	500	399
WFMJ	Youngstown, Ohio	1420	100	
			C.P. 250	485
WFNC	Fayetteville, N. C.	C.P. 1340	250	466
WFOR	Hattiesburg, Miss.	1370	100	
			C.P. 250 d.	421
WFOY	St. Augustine, Fla.	1210	250	349
WFTE	Kinston, N. C.	1200	250	468
WFTL	Fort Lauderdale, Fla.	1370	250 d., 100 n.	343
WFTM	Fort Myers, Fla.	C.P. 1210	350	344



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WFVA	Fredericksburg, Va.	1260	250	542
WGAL	Lancaster, Pa.	1500	250	501
WGAN	Portland, Me.	640	500	396
WGAR	Cleveland, Ohio	1450	5000 d., 1000 n.	479
WGAU	Athens, Ga.	1310	250	353
WGBB	Freeport, N. Y.	1210	100	448
WGBF	Evansville, Ind.	630	1000 d., 500 n.	373
WGBI	Scranton, Pa.	880	1000 d., 500 n.	510
WGBR	Goldsboro, N. C.	1370	250	466
WGCM	Gulfport, Miss.	1210	250 d., 100 n.	424
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	365
WGH	Newport News, Va.	1310	250	542
WGIL	Galesburg, Ill.	1500	250	369
WGKV	Charleston, W. Va.	1500	100	553
WGL	Fort Wayne, Ind.	1370	250	373
WGN	Chicago, Ill.	720	50000	365
WGNC	Gastonia, N. C.	1420	250	466
WGNV	Newburgh, N. Y.	1220	250	449
WGPC	Albany, Ga.	1420	100	353
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	447
WGRC	New Albany, Ind.	1370	250	375
WGRM	Grenada, Miss.	1210	250	424
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	354
WGTC	Greenville, N. C.	C.P. 1500	250	467
WGTM	Wilson, N. C.	1310	100	
			C.P. 250	469
WGY	Schenectady, N. Y.	790	50000	460
WHA	Madison, Wis.	940	5000	557
WHAI	Greenfield, Mass.	1210	250	405
WHAL	Saginaw, Mich.	C.P. 950	500	417
WHAM	Rochester, N. Y.	1150	50000	459
WHAS	Louisville, Ky.	820	50000	391
WHAT	Philadelphia, Pa.	1310	100	503
WHAZ	Troy, N. Y.	1300	1000	462
WHB	Kansas City, Mo.	860	1000	428
WHBB	Selma, Ala.	1500	100	312
WHBC	Canton, Ohio	1200	250	475
WHBF	Rock Island, Ill.	1240	1000	370
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	441
WHBL	Sheboygan, Wis.	1300	1000 d., 250 n.	560
WHBQ	Memphis, Tenn.	1370	100	520
WHBU	Anderson, Ind.	1210	250 d., 100 n.	372
WHBY	Appleton, Wis.	1200	250	555
WHDF	Calumet, Mich.	1370	250	411
WHDH	Boston, Mass.	830	1000	401
WHDL	Olean, N. Y.	1400	250	457
WHEB	Portsmouth, N. H.	740	250	438
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	460
WHFC	Cleero, Ill.	1420	250	368
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	483
WHIP	Hammond, Ind.	1480	5000	374
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	553
WHIZ	Zanesville, Ohio	1210	100	
			C.P. 250	486
WHJB	Greensburg, Pa.	620	250	498
WHK	Cleveland, Ohio	1390	5000 d., 1000 n.	481
WHKC	Columbus, Ohio	640	500	482
WHKY	Hickory, N. C.	C.P. 1370	250	467
WHLB	Virginia, Minn.	1370	250	423
WHLD	Niagara Falls, N. Y.	C.P. 1260	1000	456
WHLS	Port Huron, Mich.	1370	250	417
WHMA	Anniston, Ala.	1420	100	
			C.P. 250	309
WHN	New York, N. Y.	1010	5000 d., 1000 n.	461
WHO	Des Moines, Ia.	1000	50000	378
WHOM	Jersey City, N. J.	1450	250	440
WHOP	Hopkinsville, Ky.	C.P. 1200	250	389
WHP	Harrisburg, Pa.	1430	5000 d., 1000 n.	499
WHTR	Spartanburg, S. C.	C.P. 1370	250 d., 100 n.	515
WHUB	Cookeville, Tenn.	C.P. 1370	250	519
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	557
WIBC	Indianapolis, Ind.	1050	1000	374
WIBG	Glenside, Pa.	970	100	498

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WIBM	Jackson, Mich.	1370	250	415
WIBU	Poynette, Wisc.	1210	250	559
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	387
WIBX	Utica, N. Y.	1200	250	463
WICA	Ashtabula, Ohio	940	250	
			C.P. 500	474
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	337
WIL	St. Louis, Mo.	1200	250	430
WILL	Urbana, Ill.	580	5000	371
WILM	Wilmington, Del.	1420	100	
			C.P. 250	341
WIND	Gary, Ind.	560	5000 d., 1000 n.	373
WING	Dayton, Ohio	1380	500 d., 250 n.	483
WINN	Louisville, Ky.	C.P. 1210	250 d., 100 n.	389
WINS	New York, N. Y.	1180	1000	453
WIOD-WMBF	Miami, Fla.	610	1000	346
WIP	Philadelphia, Pa.	610	1000	
			C.P. 5000	505
WIRE	Indianapolis, Ind.	1400	5000	375
WIS	Columbia, S. C.	560	5000 d., 1000 n.	515
WISE	Asheville, N. C.	1370	250	465
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	558
WJAC	Johnstown, Pa.	1310	250	501
WJAG	Norfolk, Nebr.	1060	1000	435
WJAR	Providence, R. I.	890	5000 d., 1000 n.	512
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	507
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	344
WJBC	Bloomington, Ill.	1200	250	361
WJBK	Detroit, Mich.	1500	250	413
WJBO	Baton Rouge, La.	1120	500	
			C.P. 1000	392
WJBW	New Orleans, La.	1200	100	393
WJBY	Gadsden, Ala.	1210	250	310
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	424
WJEF	Hagerstown, Md.	1210	100	400
WJHL	Johnson City, Tenn.	1200	250	520
WJHP	Jacksonville, Fla.	C.P. 1290	250	344
WJIM	Lansing, Mich.	1210	250	415
WJJD	Chicago, Ill.	1130	20000	367
WJLS	Beekley, W. Va.	1210	250	553
WJMC	Rice Lake, Wisc.	1210	250	559
WJMS	Ironwood, Mich.	1420	250	415
WJNO	West Palm Beach, Fla.	1200	250	351
WJPF	Herrin, Ill.	C.P. 1310	250 d., 100 n.	369
WJPR	Greenville, Miss.	1310	250	421
WJR	Detroit, Mich.	750	50000	413
WJRD	Tuscaloosa, Ala.	1200	250	312
WJSV	Washington, D. C.	1460	50000	342
WJTN	Jamestown, N. Y.	1210	250	448
WJW	Akron, Ohio	1210	250	474
WJZ	New York, N. Y.	760	50000	453
WKAQ	San Juan, Puerto Rico	1240	1000	564
WKAQ	East Lansing, Mich.	850	1000	
			C.P. 5000	414
WKAT	Miami Beach, Fla.	1500	250	345
WKBB	Dubuque, Ia.	1500	250	379
WKBH	La Crosse, Wisc.	1380	1000	557
WKBN	Youngstown, Ohio	570	1000 d., 500 n.	485
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	199
WKBV	Richmond, Ind.	1500	100	375
WKBW	Buffalo, N. Y.	1480	5000	447
WKBZ	Muskegon, Mich.	1500	250	416
WKEU	Griffin, Ga.	1500	100	355
WKIP	Poughkeepsie, N. Y.	C.P. 1420	250	457
WKNE	Keene, N. H.	1260	1000	438
WKNY	Kingston, N. Y.	C.P. 1500	100	449
WKOK	Sunbury, Pa.	1210	100	510
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	476
WKST	New Castle, Pa.	1250	1000	501
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	488
WKZO	Kalamazoo, Mich.	590	1000	415
WLAC	Nashville, Tenn.	1470	5000	521
WLAK	Lakeland, Fla.	1310	250	345

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WLAP	Lexington, Ky.	1420	250 d., 100 n.	389
WLAW	Lawrence, Mass.	680	1000	407
WLB	Minneapolis, Minn.	760	5000	421
WLBC	Muncie, Ind.	1310	250	375
WLBJ	Bowling Green, Ky.	C.P. 1310	250	389
WLBL	Stevens Point, Wis.	900	5000	560
WLBZ	Bangor, Me.	620	1000 d., 500 n.	395
WLEU	Erie, Pa.	1420	250 d., 100 n.	497
WLLH	Lowell, Mass.	1370	250	407
WLNH	Laconia, N. H.	1310	250	437
WLOK	Lima, Ohio	1210	100	483
WLPM	Suffolk, Va.	C.P. 1420	250 d., 100 n.	547
WLS	Chicago, Ill.	870	50000	367
WLTH	Brooklyn, N. Y.	1400	500	453
WLVA	Lynchburg, Va.	1200	250	542
WLW	Cincinnati, Ohio	700	50000	476
WMAL	Washington, D. C.	630	500 d., 250 n.	
			C.P. 5000	342
WMAM	Marinette, Wis.	570	250	558
WMAN	Mansfield, Ohio	1370	250	483
WMAQ	Chicago, Ill.	670	50000	367
WMAS	Springfield, Mass.	1420	250	410
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	355
WMBC	Detroit, Mich.	1420	250	413
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	370
WMBF-WIOD	Miami, Fla. (See WIOD, Page 346)			
WMBG	Richmond, Va.	1350	500	
			C.P. 5000 d., 1000 n.	546
WMBH	Joplin, Mo.	1420	250	426
WMBI	Chicago, Ill.	1080	5000	368
WMBO	Auburn, N. Y.	1310	250	414
WMBR	Jacksonville, Fla.	1370	250	345
WMBS	Uniontown, Pa.	1420	250	511
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	521
WMCA	New York, N. Y.	570	1000	453
WMEX	Boston, Mass.	1500	250	
		C.P. 1470	500	401
WMFD	Wilmington, N. C.	1370	100	
			C.P. 250 d.	469
WMFF	Plattsburg, N. Y.	1310	250	457
WMFG	Hibbing, Minn.	1210	250	420
WMFJ	Daytona Beach, Fla.	1420	100	
			C.P. 250	343
WMFR	High Point, N. C.	1200	250	467
WMGA	Moultrie, Ga.	1370	250	355
WMIN	St. Paul, Minn.	1370	250	423
WMJM	Cordele, Ga.	C.P. 1500	250 d., 100 n.	355
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	554
WMOB	Mobile, Ala.	1200	100	311
WMOG	Brunswick, Ga.	C.P. 1500	250 d., 100 n.	354
WMPC	Lapeer, Mich.	1200	250	415
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	521
WMRO	Aurora, Ill.	1250	250	359
WMSD	Muscle Shoals City, Ala.	1420	100	
			C.P. 250	311
WMSL	Decatur, Ala.	1370	100	310
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	377
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	403
WNAD	Norman, Okla.	1010	1000	487
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	518
WNBC	New Britain, Conn.	1380	1000	339
WNBF	Binghamton, N. Y.	1500	250	444
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	
			C.P. 250	409
WNBX	Springfield, Vt. (See WKNE, Keene, N. H.)			
WNBZ	Saranac Lake, N. Y.	1290	100	460
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	564
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	453
WNLC	New London, Conn.	1500	100	340
WNOE	New Orleans, La.	1420	250	393
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	529
WNYC	New York, N. Y.	810	1000	455
WOAI	San Antonio, Tex.	1190	50000	534

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WOC	Davenport, Ia.	1370	250	377
WOCB	Hyannis, Mass.	C.P. 1210	250	405
WOI	Ames, Ia.	640	5000	377
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	444
WOL	Washington, D. C.	1230	1000	343
WOLF	Syracuse, N. Y.	C.P. 1500	100	426
WOLS	Florence, S. C.	1200	250	515
WOMI	Owensboro, Ky.	1500	250	391
WOMT	Manitowoc, Wisc.	1210	100	557
WOOD	Grand Rapids, Mich.	1270	500	414
WOPI	Bristol, Tenn.	1500	250	519
WOR	Newark, N. J.	710	50000	441
WORC	Worcester, Mass.	1280	500	410
WORK	York, Pa.	1320	1000	512
WORL	Boston, Mass.	920	500	405
WOSU	Columbus, Ohio	570	1000	482
WOV	New York, N. Y.	1130	5000	455
WOW	Omaha, Nebr.	590	5000	436
WOWO	Fort Wayne, Ind.	1160	10000	373
WPAD	Paducah, Ky.	1420	250	391
WPAR	Parkersburg, W. Va.	1420	100	554
WPAX	Thomasville, Ga.	1210	250	356
WPAY	Portsmouth, Ohio	1370	100	483
WPEN	Philadelphia, Pa.	920	1000	505
WPIC	Sharon, Pa.	780	250	510
WPID	Petersburg, Va.	1210	250 d., 100 n.	543
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	
		C.P. 780	2500 d., 1000 n.	564
WPRO	Providence, R. I.	630	1000 d., 500 n.	
			C.P. 5000	513
WPRP	Ponce, Puerto Rico	1420	250	564
WPTF	Raleigh, N. C.	680	5000	468
WQAM	Miami, Fla.	560	1000	345
WQAN	Scranton, Pa.	880	1000 d., 500 n.	510
WQBC	Vicksburg, Miss.	1360	1000	425
WQDM	St. Albans, Vt.	1390	1000	540
WQXR	New York, N. Y.	1550	1000	
			C.P. 5000	456
WRAK	Williamsport, Pa.	1370	250	511
WRAL	Raleigh, N. C.	1210	250	469
WRAW	Reading, Pa.	1310	100	510
WRBL	Columbus, Ga.	1200	250	354
WRC	Washington, D. C.	950	5000 d., 1000 n.	
			C.P. 5000	343
WRDO	Augusta, Me.	1370	100	394
WRDW	Augusta, Ga.	1500	250	354
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	523
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	385
WRGA	Rome, Ga.	1500	250	355
WRJN	Racine, Wisc.	1370	250	550
WRNL	Richmond, Va.	880	500	
			C.P. 1000	543
WROK	Rockford, Ill.	1410	1000 d., 500 n.	370
WROL	Knoxville, Tenn.	1310	250	520
WRB	Dallas, Tex.	1280	500	528
WRTD	Richmond, Va.	1500	100	544
WRUF	Gainesville, Fla.	830	5000	344
WRVA	Richmond, Va.	1110	50000	545
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	
			C.P. 5000	479
WSAJ	Grove City, Pa.	1310	100	498
WSAL	Salisbury, Md.	1200	250	400
WSAM	Saginaw, Mich.	C.P. 1200	250 d., 100 n.	417
WSAN	Allentown, Pa.	1440	500	497
WSAR	Fall River, Mass.	1450	1000	405
WSAU	Wausau, Wisc.	1370	250	560
WSAV	Savannah, Ga.	C.P. 1310	100	356
WSAY	Rochester, N. Y.	1210	250	459
WSAZ	Huntington, W. Va.	1190	1000	551
WSB	Atlanta, Ga.	740	50000	353
WSBC	Chicago, Ill.	1210	250	368
WSBT	South Bend, Ind.	1360	500	376

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	311
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	309
WSIX	Nashville, Tenn.	1210	250	523
WSJS	Winston-Salem, N. C.	1310	250	470
WSKB	McComb, Miss.	1200	100	425
WSLB	Ogdensburg, N. Y.	C.P. 1370	250	456
WSLI	Jackson, Miss.	1420	250	425
WSM	Nashville, Tenn.	650	50000	523
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	
			C.P. 5000	393
WSNJ	Bridgeton, N. J.	1210	250	439
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	465
WSOO	Sault Ste. Marie, Mich.	C.P. 1200	250 d., 100 n.	417
WSOY	Decatur, Ill.	1310	250 d., 100 n.	368
WSPA	Spartanburg, S. C.	920	1000	515
WSPB	Sarasota, Fla.	1420	250 d., 100 n.	349
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	
			C.P. 5000	485
WSPR	Springfield, Mass.	1140	500	410
WSTP	Salisbury, N. C.	1500	250	469
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	379
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	340
WSVA	Harrisonburg, Va.	550	500	542
WSVS	Buffalo, N. Y.	1370	50	447
WSYB	Rutland, Vt.	1500	250	540
WSYR-WSYU	Syracuse, N. Y.	570	1000	462
WTAD	Quincy, Ill.	900	1000	370
WTAG	Worcester, Mass.	580	1000	
			C.P. 5000 d.	410
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	351
WTAM	Cleveland, Ohio	1070	50000	481
WTAQ	Green Bay, Wisc.	1330	5000 d., 1000 n.	
			C.P. 5000	556
WTAR	Norfolk, Va.	780	5000 d., 1000 n.	543
WTAW	College Station, Tex.	1120	500	527
WTAX	Springfield, Ill.	1210	100	371
WTBO	Cumberland, Md.	800	250	399
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	421
WTEL	Philadelphia, Pa.	1310	100	505
WTHT	Hartford, Conn.	1200	100	
			C.P. 250 d.	337
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		339
WTJS	Jackson, Tenn.	1310	250	520
WTMA	Charleston, S. C.	1210	250	514
WTMC	Ocala, Fla.	1500	100	346
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	559
WTMV	East St. Louis, Ill.	1500	250	369
WTNJ	Trenton, N. J.	1280	500	441
WTOC	Savannah, Ga.	1260	5000 d., 1000 n.	356
WTOL	Toledo, Ohio	1200	100	
			C.P. 250	485
WTRC	Elkhart, Ind.	1310	250	372
WTRY	Troy, N. Y.	C.P. 950	1000	462
WTSP	St. Petersburg, Fla.	1370	250	349
WVFW	Brooklyn, N. Y.	1400	500	445
WVAE	Hammond, Ind.	1200	100	374
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	413
WWL	New Orleans, La.	850	50000	393
WWNC	Asheville, N. C.	570	1000	465
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	463
WWSW	Pittsburgh, Pa.	1500	250	507
WWVA	Wheeling, W. Va.	1160	5000	555
WXYZ	Detroit, Mich.	1240	5000 d., 1000 n.	413
Unassigned	Erie, Pa.	C.P. 1500	250 d., 100 n.	498
"	Logan, Utah	C.P. 1200	100	554
"	Martinsville, Va.	C.P. 1420	250 d., 100 n.	542
"	Marysville, Calif.	C.P. 1420	100	323
"	Minneapolis, Miss.	C.P. 1300	1000	421
"	Opelika, Ala.	C.P. 1370	250 d., 100 n.	312
"	Phoenix, Ariz.	C.P. 1200	250 d., 100 n.	313
"	Scranton, Pa.	C.P. 1370	250 d., 100 n.	510

# STATIONS BY CITIES

## WITH MAJOR NETWORK AFFILIATIONS

*Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.*

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR		Baker, Ore.	KBKR	
Aberdeen, Wash.	KXRO	M	Bakersfield, Calif.	KERN	NB
Abilene, Kansas	KFBI			KPMC	M
Abilene, Texas	KRBC	M	Baltimore, Md.	WBAL	NB-M
Ada, Okla.	KADA	M		WCAO	C
Akron, Ohio (Tallmadge)	WADC WAKR WJW	C		WCBM	M
Alamosa, Colo.	KGIW			WFBR	NR
Albany, Ga.	WGPC		Bangor, Me.	WABI	C
Albany, N. Y.	WABY WOKO	NB-M C		WLBZ	NB-NR-M
Albert Lea, Minn.	KATE		Baton Rouge, La.	WJBO	NB
Albuquerque, N. M.	KGGM KOB	C NB-NR	Battle Creek, Mich.	WELL	NB
Alexandria, La.	KALB		Bay City, Mich.	WBCM	NB
Allentown, Pa.	WCBA WSAN	NB-NR NR	Beaumont, Tex.	KFDM KRIC	NB
Altoona, Pa.	WFBG		Beckley, W. Va.	WJLS	
Amarillo, Texas	KFDA KGNC	NB-NR	Bellingham, Wash.	KVOS	M
Ames, Iowa	WOI		Bend, Ore.	KBND	
Anchorage, Alaska	KFQD		Berkeley, Calif.	KRE	
Anderson, Ind.	WHBU		Beverly Hills, Calif.	KMPC	C
Anderson, S. C.	WAIM	C	Big Spring, Tex.	KBST	M
Anniston, Ala.	WHMA		Billings, Mont.	KGHL	NB-NR
Appleton, Wisc.	WHBY	C	Binghamton, N. Y.	WNBF	C-M
Ardmore, Okla.	KVSO		Birmingham, Ala.	WAPI WBRC WSGN	C NR NB
Asbury Park, N. J.	WCAP		Bismarck, N. D.	KFYR	NB-NR
Asheville, N. C.	WISE WWNC	NB C	Bloomington, Ill.	WJBC	
Ashland, Ky.	WCMI	M	Bluefield, W. Va.	WHIS	
Ashland, Wisc.	WATW		Blytheville, Ark.	KLCN	
Ashtabula, Ohio	WICA		Boise, Ida.	KIDO	NB-NR
Astoria, Ore.	KAST		Boone, Iowa.	KFGQ	
Atchison, Kans.	KVAK		Boston, Mass.	WAAB WBZ WBZA WCOP WEEI	M NB NB C
Athens, Ga.	WGAU			WHDH	
Atlanta, Ga.	WAGA WATL WGST WSB	NB M C NR		WMEX	
Atlantic City, N. J.	WBAB	C		WNAC	NR
Auburn, N. Y.	WMBO			WORL	
Augusta, Ga.	WRDW	C	Bowling Green, Ky.	WLBJ	
Augusta, Me.	WRDO	NB-NR-M	Bozeman, Mont.	KRBM	
Aurora, Ill.	WMRO		Brady, Texas	KNEL	
Austin, Texas	KNOW KTBC	M	Bridgeport, Conn.	WICC	NB-M
			Bridgeton, N. J.	WSNJ	
			Bristol, Tenn.	WOPI	
			Brookings, S. D.	KFDY	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Brooklyn, N. Y.	WARD		Coffeyville, Kans.	KGGF	M
	WBBC		College Station, Tex.	WTAW	
	WBBR		Colorado Springs, Colo.	KVOR	C
	WCNW		Columbia, Mo.	KFRU	
	WVFW		Columbia, S. C.	WCOS	
Brownsville, Texas	KGFI			WIS	NB-NR
Brunswick, Ga.	WMOG		Columbus, Ga.	WRBL	C
Buffalo, N. Y.	WBEN	NR	Columbus, Ohio	WBNS	C
	WBNY			WCOL	NB-NR
	WEBR	NB		WHKC	M
	WGR	C-M		WOSU	
	WKBW	C-M	Cookeville, Tenn.	WHUB	
	WSVS		Cordele, Ga.	WMJM	
Burlington, Vt.	WCAX	C	Corpus Christi, Tex.	KRIS	NB-NR
Butte, Mont.	KGIR	NB-NR	Corsicana, Texas	KAND	
Calumet, Mich.	WHDF		Corvallis, Ore.	KOAC	
Camden, N. J.	WCAM		Cumberland, Md.	WTBO	
Canton, N. Y.	WCAD		Dallas, Tex.	KRLD	C
Canton, Ohio	WHBC			WFAA	NR
Cape Girardeau, Mo.	KFVS			WRR	M
Carlsbad, N. M.	KLAH		Danville, Ill.	WDAN	
Carthage, Ill.	WCAZ		Danville, Va.	WBTM	
Casper, Wyoming	KDFN		Davenport, Iowa	WOC	C
Cedar City, Utah	KSUB		Dayton, Ohio	WHIO	C
Cedar Rapids, Iowa	WMT	NB-M		WING	NR-NB
Centralia-Chehalis, Wash.	KELA	M	Daytona Beach, Fla.	WMFJ	
Champaign, Ill.	WDWS		Decatur, Ala.	WMSL	
Charleston, S. C.	WCSC	C	Decatur, Ill.	WJBL	
	WTMA	NB	Decorah, Iowa	KGCA	
Charleston, W. Va.	WCHS	C		KWLC	
	WGKV	NR-NB	Denton, Tex.	KDNT	
Charlotte, N. C.	WBT	C	Denver, Colo.	KFEL	M
	WSOC	NB-NR-M		KLZ	C
Charlottesville, Va.	WCHV			KMYR	
Chattanooga, Tenn.	WAPO	NB-NR		KOA	NR
	WDOD	C		KPOF	
Chicago, Ill.	WAAF			KVOD	NB
	WBBM	C	Des Moines, Iowa	KRNT	C
	WCBD			KSO	NB-M
	WCFL	NB-NR		WHO	NR
	WCRW		Detroit, Mich.	WJBK	
	WEDC			WJR	C
	WENR	NB		WMBC	
	WGES			WWJ	NR
	WGN	M		WXYZ	NB
	WJJD		Devils Lake, N. D.	KDLR	
	WLS	NB	Dodge City, Kans.	KGNO	
	WMAQ	NR	Dotham, Ala.	WAGF	
	WMBI		Dublin, Texas	KFPL	
	WSBC		Dubuque, Ia.	KDTH	
Chico, Calif.	KHSL	M		WKBB	C
Cicero, Ill.	WHFC		Duluth, Minn.	KDAL	C
Cincinnati, Ohio	WCKY	C		WEBC	NB-NR-M
	WCPO		Durango, Colo.	KIUP	
	WKRC	M	Durham, N. C.	WDNC	C
	WLW	NB-NR	East Lansing, Mich.	WKAR	
	WSAI	NB-NR	East St. Louis, Ill.	WTMV	
Clarksburg, W. Va.	WBLK	NR-NB	Easton, Pa.	WEST	
Clayton, Mo.	KFUO		Eau Claire, Wis.	WEAU	
Cleveland, Ohio	WCLE	M	El Centro, Calif.	KXO	M
	WGAR	C	El Dorado, Ark.	KELD	
	WHK	NB-M	Elizabeth City, N. C.	WCNC	
	WTAM	NR	Elk City, Okla.	KASA	
Clovis, N. M.	KICA		Elkhart, Ind.	WTRC	

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Elmira, N. Y.	WENY	M	Greensboro, N. C.	WBIG	C
	WESG	C	Greensburg, Pa.	WHJB	
El Paso, Tex.	KROD		Grenada, Miss.	WGRM	
	KTSM	NB-NR	Griffin, Ga.	WKEU	
	WDAH		Grove City, Pa.	WSAJ	
Emporia, Kans.	KTSW	M	Gulfport, Miss.	WGCM	
Enid, Okla.	KCRC	M	Hagerstown, Md.	WJEJ	
Erie, Pa.	WLEU	NB	Hammond, Ind.	WH1P	
	(unassigned)			WWAE	
Eugene, Ore.	KORE	M	Harrisburg, Ill.	WEBQ	
Eureka, Calif.	KIEM	M	Harrisburg, Pa.	WH1P	C
Evansville, Ind.	WEOA	C		WKBO	NR-NB
	WGBF	NB-NR	Harrisonburg, Va.	WSVA	
Everett, Wash.	KRKO	M	Hartford, Conn.	WDRG	C
Fairbanks, Alaska	KFAR			WTHT	M
Fairmont, W. Va.	WMMN	C		WTIC	NR
Fall River, Mass.	WSAR	M	Hastings, Nebr.	KHAS	
Fargo, N. D.	WDAY	NB-NR	Hattiesburg, Miss.	WFOR	
Fayetteville, N. C.	WFNC		Hazleton, Pa.	WAZL	
Fergus Falls, Minn.	KGDE		Helena, Mont.	KPFA	NB-NR
Flint, Mich.	WFDF	NB	Herrin, Ill.	WJPF	
Florence, S. C.	WOLS	NR-NB	Hickory, N. C.	WHKY	
Fond du Lac, Wis.	KFIZ		Hibbing, Minn.	WMFG	C
Fort Dodge, Ia.	KVFD		High Point, N. C.	WMFR	
Fort Lauderdale, Fla.	WTFI		Hilo, Hawaii	KHBC	C-M
Fort Myers, Fla.	WTFM		Hobbs, N. M.	KWEW	
Fort Smith, Ark.	KFPW		Honolulu, Hawaii	KGMB	C-M
Fort Wayne, Ind.	WGL	NB-NR		KGU	NB-NR
	WOWO	NB	Hopkinsville, Ky.	WHOP	
Fort Worth, Tex.	KFJZ	M	Hot Springs, Ark.	KTHS	NB
	KGKO	NB		KWFC	
	WBAP	NR	Houston, Texas	KPRC	NR
Frederick, Md.	WFMD			KTRH	C
Fredericksburg, Va.	WFVA			KXYZ	NB-M
Fremont, Mont.	KORN		Huntington, W. Va.	WSAZ	
Freeport, N. Y.	WGBB		Huntsville, Ala.	WBHP	
Fresno, Calif.	KARM	C	Huntsville, Tex.	KSAM	
	KMJ	NR	Hutchinson, Kans.	KWBG	
Gadsden, Ala.	WJBY		Hyannis, Mass.	WOCB	
Gainesville, Fla.	WRUF		Idaho Falls, Ida.	KID	
Galesburg, Ill.	WGIL		Indianapolis, Ind.	WFEM	C
Gallup, N. M.	KAWM			WIBC	
Galveston, Texas	KLUF			WIRE	NR-M
Garden City, Kans.	KIUL		Iowa City, Iowa	WSUI	
Gary, Ind.	WIND	C	Ironwood, Mich.	WJMS	
Gastonia, N. C.	WGNC		Jackson, Mich.	WIBM	NB
Glendale, Calif.	KIEV		Jackson, Miss.	WJDX	NR
Glenside, Pa.	WIBG			WSLI	
Globe, Ariz.	KWJB		Jackson, Tenn.	WTJS	M
Goldsboro, N. C.	WGBR		Jacksonville, Fla.	WJAX	NB-NR
Grand Forks, N. D.	KFJM			WJHP	
Grand Island, Nebr.	KMMJ			WMBR	C
Grand Junction, Colo.	KFXJ		Jamestown, N. Y.	WJTN	NB
Grand Rapids, Mich.	WASH		Jamestown, N. D.	KRMC	
	WOOD	NB-NR	Janesville, Wisc.	WCLO	
Grants Pass, Ore.	KUIN		Jefferson City, Mo.	KWOS	
Great Bend, Kans.	KVGB		Jerome, Ariz.	KCRJ	
Great Falls, Mont.	KFBB	C	Jersey City, N. J.	WAAT	
Greeley, Colo.	KFKA	M		WHOM	
Green Bay, Wisc.	WTAQ	C	Johnson City, Tenn.	WJHL	
Greenfield, Mass.	WHAI	M	Johnstown, Pa.	WJAC	NR
Greenville, Miss.	WJPR		Joliet, Ill.	WCLS	
Greenville, N. C.	WGTC		Jonesboro, Ark.	KBTM	
Greenville, S. C.	WFBC	NB-NR	Joplin, Mo.	WMBH	
			Juneau, Alaska	KINY	



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Kalamazoo, Mich.	WKZO		Lufkin, Texas	KRBA	
Kalispell, Mont.	KGEZ		Lynchburg, Va.	WLVA	
Kansas City, Kans.	KCKN		Macon, Ga.	WMAZ	C
Kansas City, Mo.	KCMO		Madison, Wisc.	WHA	
	KITE	M		WIBA	NB-NR
	KMBC	C	Manchester, N. H.	WFEA	NB-NR-M
	WDAF	NR	Mandan, N. D.	KGCU	
	WHB	M	Manhattan, Kans.	KSAC	
Kearney, Nebr.	KGFV		Manitowoc, Wisc.	WOMT	
Keene, N. H.	WKNE	C	Mankato, Minn.	KYSM	NR-NB
Ketchikan, Alaska	KGBU		Mansfield, Ohio	WMAN	
Kilgore, Texas	KOCA		Marquette, Mich.	WDMJ	
Kingston, N. Y.	WKNY		Marrinette, Wisc.	WMAM	
Kinston, N. C.	WFTC		Marshalltown, Ia.	KFJB	
Klamath Falls, Ore.	KFJI		Marshfield, Ore.	KOOS	M
Knoxville, Tenn.	WNOX	C	Martinsville, Va.	(unassigned)	
	WROL	NB-NR	Marysville, Ohio	(unassigned)	
Laconia, N. H.	WLNH	M	Mason City, Iowa	KGLO	C
LaCrosse, Wisc.	WKBH	C	Mayaguez, P. R.	WPRA	
Lafayette, La.	KVOL		McComb, Miss.	WSKB	
La Grande, Ore.	KLBM		Medford, Ore.	KMED	NB-NR
LaJunta, Colo.	KOKO		Memphis, Tenn.	WHBQ	
Lake Charles, La.	KPLC			WMC	NR
Lakeland, Fla.	WLAK	NB-NR		WMPS	NB-M
Lamar, Colo.	KIDW			WREC	C
Lancaster, Pa.	WGAL	NB-NR	Merced, Calif.	KYOS	M
Lansing, Mich.	WJIM	NB	Meridian, Miss.	WCOC	C
Lapeer, Mich.	WMPC		Miami, Fla.	WIOD-WMBF	NB-NR
Laredo, Tex.	KPAB			WQAM	C
Laurel, Miss.	WAML		Miami Beach, Fla.	WKAT	
Lawrence, Kans.	KFKU		Midland, Texas	KRLH	
	WREN	NB	Milwaukee, Wisc.	WEMP	
Lawrence, Mass.	WLAW			WISN	C
Lewiston, Ida.	KRLC			WTMJ	NR
Lewiston, Me.	WCOU	M	Minneapolis, Minn.	WCCO	C
Lexington, Ky.	WLAP	M		WDGY	M
Lihue, Hawaii	KTOH			WLB	
Lima, Ohio	WLOK	NR		WTCN	NB
Lincoln, Nebr.	KFAB	C		(unassigned)	
	KFOR	M	Minot, N. D.	KLPM	
Little Rock, Ark.	KARK	NR	Missoula, Mont.	KGVO	C
	KGHI		Mobile, Ala.	WALA	NB-NR
	KLRA	C		WMOB	
Logan, Utah	KVNU		Modesto, Calif.	KTRB	
Logan, W. Va.	(unassigned)		Monroe, La.	KMLB	
Long Beach, Calif.	KFOX		Monterey, Calif.	KDON	M
	KGER		Montgomery, Ala.	WCOV	
Longview, Texas	KFRO			WSFA	C
Longview, Wash.	KWLK	M	Moorhead, Minn.	KVOX	
Los Angeles, Calif.	KECA	NB	Moultrie, Ga.	WMGA	
	KFAC		Muncie, Ind.	WLBC	
	KFI	NR	Muscle Shoals City, Ala.	WMSD	
	KFSG		Muskegon, Mich.	WKBZ	
	KFVD		Muskogee, Okla.	KBIX	M
	KFWB		Nampa, Ida.	KFXD	
	KGFJ		Nashville, Tenn.	WLAC	C
	KHJ	M		WSIX	M
	KMTR			WSM	NR-NB
	KNX	C	New Albany, Ind.	WGRC	M
	KRKD		Newark, N. J.	WHBI	
Louisville, Ky.	WAVE	NB-NR		WOR	M
	WHAS	C	New Bedford, Mass.	WNBH	M
	WINN		New Britain, Conn.	WNBC	NB
Lowell, Ariz.	KSUN		Newburgh, N. Y.	WGNV	
Lowell, Mass.	WLLH	M	New Castle, Pa.	WKST	
Lubbock, Texas	KFYO		New Haven, Conn.	WELI	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
New London, Conn.	WNLC	M	Portland, Me.	WCSS	NR
New Orleans, La.	WDSU	NB		WGAN	C
	WJBW		Portland, Ore.	KALE	M
	WNOE			KBPS	
	WSMB	NR		KEX	NB
	WWL	C		KGW	NR
Newport News, Va.	WGH			KOJN	C
New York	WABC	C		KWJJ	
	WBNX			KXL	
	WEAF	NR	Portsmouth, N. H.	WHEB	
	WEVD		Portsmouth, Ohio	WPAY	
	WHN		Poughkeepsie, N. Y.	WKIP	
	WINS		Poynette, Wis.	WIBU	
	WJZ	NB	Prescott, Ariz.	KYCA	
	WLTH		Presque Isle, Me.	WAGM	
	WMCA		Price, Utah	KEUB	
	WNEW		Providence, R. I.	WEAN	NB-M
	WNYC			WJAR	NR
	WOV			WPRO	C
	WQXR		Provo, Utah	KOVO	
Niagara Falls, N. Y.	WHLD		Pueblo, Colo.	KGHF	NB-NR
Norfolk, Nebr.	WJAG		Pullman, Wash.	KWSC	
Norfolk, Va.	WTAR	NB-NR	Quincy, Ill.	WTAD	
Norman, Okla.	WNAD		Racine, Wis.	WRJN	
Northfield, Minn.	WCAL		Raleigh, N. C.	WPTF	NB-NR
North Platte, Neb.	KGNF			WRAL	M
Oakland, Calif.	KLX		Rapid City, S. D.	KOBH	
	KLS			WCAT	
	KROW		Reading, Pa.	WEEU	NR
Ocala, Fla.	WTMC			WRAW	NR
Ogden, Utah.	KLO	NB	Red Bank, N. J.	WBRB	
Ogdensburg, N. Y.	WSLB		Redding, Calif.	KVCV	
Oklahoma City, Okla.	KOCY	C	Reno, Nev.	KOH	NB-NR
	KOMA	C	Rice Lake, Wis.	WJMC	
	KTOK	NB-M	Richmond, Ind.	WKBV	
	WKY	NB	Richmond, Va.	WBBL	
Okmulgee, Okla.	KHBG			WMBG	NR
Olean, N. Y.	WHDL			WRNL	
Olympia, Wash.	KGY	M		WRTD	NB
Omaha, Nebr.	KOIL	C-M		WRVA	C-M
	KOWH	NB	Roanoke, Va.	WDBJ	C
	WOW	NR	Rochester, Minn.	KROC	NB-NR
Opelika, Ala.	(unassigned)		Rochester, N. Y.	WHAM	NB
Orlando, Fla.	WDBO	C		WHEC	C
Owensboro, Ky.	WOMI			WSAY	M
Paducah, Ky.	WPAD		Rockford, Ill.	WROK	M
Palestine, Tex.	KNET		Rock Island, Ill.	WBFB	M
Pampa, Texas	KPDN		Rock Springs, Wyo.	KVRS	
Panama City, Fla.	WDLP		Rocky Mount, N. C.	WEED	
Paris, Texas	KPLT		Rome, Ga.	WRGA	
Parkersburg, W. Va.	WPAR	C	Roseburg, Ore.	KRNR	M
Pasadena, Calif.	KPPC		Roswell, N. M.	KGFL	
Pecos, Texas	KIUN		Royal Oak, Mich.	WEXL	
Pensacola, Fla.	WCOA	NB-NR	Rutland, Vt.	WSYB	M
Peoria, Ill.	WMBD	C	Sacramento, Calif.	KFBK	NB
Petersburg, Va.	WPID			KROY	C
Philadelphia, Pa.	KYW	NR	Safford, Ariz.	KGLU	
	WCAU	C	Saginaw, Mich.	WHAL	
	WDAS			WSAM	
	WFIL	NB-M	St. Albans, Vt.	WQDM	
	WHAT		St. Augustine, Fla.	WPOY	
	WIP	M	St. Cloud, Minn.	KFAM	NB-NR
	WPEN		St. Joseph, Mo.	KFEQ	
	WTEL		St. Louis, Mo.	KMOX	C
Phoenix, Ariz.	KOY	C		KSD	NR
	KTAR	NB-NR		KWK	NB-M
	(unassigned)			KXOK	M
Pierre, S. D.	KGFX			WEW	
Pine Bluff, Ark.	KOTN			WIL	
Pittsfield, Mass.	WBRK	C	St. Paul, Minn.	KSTP	NR
Pittsburg, Kans.	KOAM	NB-NR		WMIN	
Pittsburgh, Pa.	KDKA	NB	St. Petersburg, Fla.	WSUN	NB-NR
	KQV			WTSP	
	WCAE	NR-M	Salem, Mass.	WESX	
	WJAS	C	Salem, Ore.	KSLM	M
	WWSW	M	Salina, Kans.	KSAL	
Plainview, Texas	KWBD		Salisbury, Md.	WSAL	
Plattsburg, N. Y.	WMFF	NB	Salisbury, N. C.	WSTP	M
Pocatello, Ida.	KSEI	NB-NR	Salt Lake City, Utah	KDYL	NR
Ponca City, Okla.	WBBZ			KSL	C
Ponce, Puerto Rico	WPRP			KUTA	NB
Pontiac, Mich.	WCAR		San Angelo, Tex.	KGKL	M
Poplar Bluff, Mo.	KWOC		San Antonio, Tex.	KABC	M
Port Arthur, Tex.	KPAC	M		KMAC	
Port Huron, Mich.	WHLS				

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	KONO		Tacoma, Wash.	KMO	M
	KTSA	C		KVI	C
	WOAI	NB-NR	Tallahassee, Fla.	WTAL	
San Bernardino, Calif.	KFXM	M	Tallmadge, Ohio (Akron)	WADC	C
San Diego, Calif.	KFSD	NB	Tampa, Fla.	WDAE	C
	KGB	M		WFLA	NB-NR
San Francisco, Calif.	KFRC	M	Temple, Texas	KTEM	M
	KGO	NB	Terre Haute, Ind.	WBOW	NB-NR
	KJBS		Texarkana, Ark.-Tex.	KCMC	NB-NR-M
	KPO	NR	Thomasville, Ga.	WPAX	
	KSAN		Toledo, Ohio	WSPD	NR
	KSFO	C		WTOL	
	KYA		Topeka, Kans.	WIBW	C
San Jose, Calif.	KOW	M	Trenton, N. J.	WTNJ	
San Juan, P. R.	WKAQ	C	Troy, N. Y.	WHAZ	
	WNEL			WTRY	
San Luis Obispo, Calif.	KVEC	M	Tucson, Ariz.	KTUC	C
Santa Ana, Calif.	KVOE	M		KVOA	NB-NR
Santa Barbara, Calif.	KDB	M	Tulsa, Okla.	KOME	M
	KTMS	NB		KTUL	C
	KVSF	C		KVOO	NR
Santa Fe, N. M.	KVSF		Tuscaloosa, Ala.	WJRD	
Santa Rosa, Calif.	KSRO		Tuscola, Ill.	WDZ	
Saranac Lake, N. Y.	WNBZ		Twin Falls, Ida.	KTFI	NB-NR
Sarasota, Fla.	WSPB		Tyler, Texas	KGKB	
Sault Ste. Marie, Mich.	WSOO		Uniontown, Pa.	WMBS	
Savannah, Ga.	WSAV		Urbana, Ill.	WILL	
	WTOC	C	Utica, N. Y.	WIBX	C
Schenectady, N. Y.	WGY	NR	Valley City, N. D.	KOVC	
Scottsbluff, Nebr.	KGKY		Vancouver, Wash.	KVAN	
Scranton, Pa.	WGBI	C	Vermilion, S. D.	KUSD	
	WQAN		Vernon, Texas	KVWC	
	(unassigned)		Vicksburg, Miss.	WQBC	
Seattle, Wash.	KEEN		Victoria, Texas	KVIC	
	KIRO	C	Vincennes, Ind.	WAOV	
	KJR	NB	Virginia, Minn.	WHLB	C
	KOL	M	Visalia, Calif.	KTTC	M
	KOMO	NR	Waco, Texas	WACO	M
	KRSC		Wallace, Ida.	KWAL	
	KTW		Walla Walla, Wash.	KUJ	
	KXA		Washington, D. C.	WJSV	C
Sedalia, Mo.	KDRO			WMAL	NB
Selma, Ala.	WHBB			WOL	M
Sharon, Pa.	WPIC			WRC	NR
Shawnee, Okla.	KGFF	M	Waterbury, Conn.	WATR	M
Sheboygan, Wisc.	WHBL			WBRY	C
Shenandoah, Ia.	KFNF		Waterbury, Vt.	WBDEV	
	KMA	NB-M	Watertown, S. D.	KWAT	
Sheridan, Wyo.	KWYO		Watsonville, Calif.	KHUB	
Sherman, Texas	KRRV	M	Wausau, Wisc.	WSAU	
Shreveport, La.	KRMD		Waycross, Ga.	WAYX	
	KTBS	NR	Wenatche, Wash.	KPO	M
	KWKH	C	Weslaco, Texas	KRGV	NB-NR
Siloam Springs, Ark.	KUOA		West Palm Beach, Fla.	WJNO	C
Sioux City, Ia.	KSCJ	NB	West Lafayette, Ind.	WBAA	
	KTRI		Wheeling, W. Va.	WWVA	C
Sioux Falls, S. D.	KELO	NR-NB	White Plains, N. Y.	WFAS	
	KSOO	NB-NR	Wichita, Kans.	KANS	NB-NR
South Bend, Ind.	WFAM			KFH	C
	WSBT	C	Wichita Falls, Tex.	KWFT	C
Spartanburg, S. C.	WHTR		Wilkes-Barre, Pa.	WBAX	M
	WSPA			WBRE	NB-NR
Spokane, Wash.	KFIO		Williamson, W. Va.	WBTH	
	KFPY	C	Williamsport, Pa.	WRAK	
	KGA	NB	Wilmington, Del.	WDEL	NR
	KHQ	NR		WILM	
Springfield, Ill.	WCBS		Wilmington, N. C.	WMFD	
	WTAX		Wilson, N. C.	WGTM	
Springfield, Mass.	WMAS	C	Winona, Minn.	KWNO	
	WSPR	M	Winston Salem, N. C.	WAIR	M
Springfield, Mo.	KGBX	NB-NR		WSJS	C
	KWTO		Wolf Point, Mont.	KGCX	
Sterling, Colo.	KGEK		Woodside, N. Y.	WWRL	
Stevens Pt., Wisc.	WLBL		Worcester, Mass.	WORC	C
Stockton, Calif.	KGDM			WTAG	NR
	KWG	NB	Yakima, Wash.	KIT	M
Suffolk, Va.	WLPM		Yankton, S. Dak.	WNAX	C
Sumter, S. C.	WFIG		York, Pa.	WORK	NB-NR
Sunbury, Pa.	WKOK		Youngstown, Ohio	WKBN	C
Superior, Wisc.	WDSM	M		WFMJ	M
Sweetwater, Tex.	KXOX		Yuma, Arizona	KYUM	
Syracuse, N. Y.	WFBL	C	Zanesville, Ohio	WHIZ	NB-NR
	WOLF		Zarephath, N. J.	WAWZ	
	WSYR-WSYU	NB			



# 821 STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*Following list of stations is arranged in alphabetical order.*

*Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to stations early in December. Corrections were made up to the time of going to press to insure keeping pace with late developments.*

*RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative, advertising agency or the current issue of STANDARD RATE and DATA.*

## STATION COVERAGE

In this edition of RADIO ANNUAL coverage data has been added for both the benefit of the station and time-buyer. Approximately 95 per cent of this information has been supplied by the station itself. The rest was compiled from the most authoritative sources available. RADIO ANNUAL, however, does not assume responsibility for market data supplied by stations or taken from sources considered reliable.

# ALABAMA

Population 2,895,000

Number of Families 670,000

Number of Radio Homes 375,200

Retail Sales \$370,938,700

Auto Registrations 307,254

## WHMA

"ALABAMA'S MODEL CITY STATION"  
ANNISTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
OWNED BY: Harry M. Ayers. OPERATED BY:  
John S. Pitts. BUSINESS ADDRESS: WHMA  
Bldg., 14th & Noble Sts. PHONE: 2380-2381.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Same. TIME ON THE AIR: Unlimited,  
6 a.m. to 10:15 p.m. NEWSPAPER AFFILIA-  
TION: Anniston Star. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System, NBC Thesaurus.

### Personnel

Owner..... Harry M. Ayers  
General Manager..... John S. Pitts  
Commercial Manager..... A. Lynne Brannen  
Promotional Director..... Edwin Mullinax  
Program Director..... Harold Russey  
Chief Engineer..... Vernon Story

### Coverage

	Daytime	Evening
Population—Primary .....	96,000	45,000
Radio Homes— " .....	19,300	10,500
Population—Secondary .....	33,000	12,000
Radio Homes— " .....	6,800	3,500

Source: Chamber of Commerce statistics and station survey.

## WAPI

"THE VOICE OF ALABAMA"  
BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.  
OWNED BY: Alabama Polytechnic Institute,  
University of Alabama and Alabama College.  
PROGRAMMED BY: Voice of Alabama, Inc.  
BUSINESS ADDRESS: Protective Life Bldg. STU-  
DIO ADDRESS: 14th floor, same building.  
TRANSMITTER LOCATION: Sandusky. TIME  
ON AIR: 6:00 a.m. to 12:00 midnight; Sundays,  
8: a.m. to 12:00 midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:

### Personnel

Chairman of Board..... Ed Norton  
President & Genl. Mgr..... Thad Holt  
Treasurer-Business Mgr..... H. H. Holthouser  
Chief Announcer..... Lionel Baxter  
Agricultural-Publicity Director... Harwood Hull

### Coverage

	Daytime	Evening
Population—Primary .....	260,180*	124,740*

Radio Homes— " .....	155,620	88,690
Population—Secondary .....	197,250*	140,920*
Radio Homes— " .....	100,770	71,850

\* Families

Source: CBS research.

### Representative Radio Sales

## WBRC

"ALABAMA'S DOMINANT STATION"  
BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts.  
d.; 1000 Watts, n. OWNED BY: Birmingham  
Broadcasting Co. OPERATED BY: Same. BUSI-  
NESS ADDRESS: Bankhead Hotel. PHONE:  
3-9293. STUDIO ADDRESS: Bankhead Hotel.  
TRANSMITTER LOCATION: Coalburg Moun-  
tain. TIME ON THE AIR: 6:00 A.M. to 11:00  
P.M. NEWSPAPER AFFILIATION: Birming-  
ham Post. NEWS SERVICE: International News  
Service. TRANSCRIPTION SERVICE: Standard  
Radio, Davis & Schwegler.

### Personnel

President ..... K. G. Marshall  
Vice President and General Manager J. C. Bell  
Secretary-Treasurer ..... Eloise Hanna  
Ass't Manager ..... John M. Connolly  
Musical Director ..... Herbert C. Grieb  
Chief Engineer ..... J. C. Bell

### Coverage

	Daytime	Evening
Population—Primary .....	574,829	453,295
Radio Homes— " .....	103,300	88,467
Population—Secondary .....	1,190,285	571,566
Radio Homes— " .....	183,066	103,545

Source: Field intensity survey.

### Representative Paul H. Raymer Co.

## WSGN

"THE NEWS-AGE HERALD STATION"  
BIRMINGHAM—EST. 1926

NBC (BLUE)

ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: R. B. Broyles  
Co. OPERATED BY: The Birmingham News  
Co. BUSINESS ADDRESS: Tutwiler Hotel.  
PHONE: 4-3434. STUDIO ADDRESS: Tutwiler  
Hotel. TRANSMITTER LOCATION: Druid Hills.  
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.,

daily; 7:00 A.M. to 11:00 P.M., Sundays. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

**Personnel**

V.P. and Gen. Mgr. .... Henry P. Johnston  
 Chief Engineer. .... P. B. Cram  
 Program Director. .... Bob McRaney  
 Promotion Manager. .... Carl Cannon

**Coverage**

Population—Primary ..... 431,493  
 Radio Homes— " ..... 85,710  
 Population—Secondary ..... 782,267  
 Radio Homes— " ..... 124,800

Source: U. S. Census 1930.

**Representative**

Headley-Reed Company

**W M S L**

"THE MUTUAL SAVINGS LIFE INSURANCE CO." DECATUR—EST. 1935

ALABAMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: The Tennessee Valley Broadcasting Co. OPERATED BY: The Tennessee Valley Broadcasting Co. BUSINESS ADDRESS: 511 Bank St. STUDIO ADDRESS: 511 Bank St. TRANSMITTER LOCATION: 511 Bank St. TIME ON THE AIR: Daytime Schedule, 6:00 A.M. to local sunset, daily; 8:30 A.M. to local sunset, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President. .... M. K. Vickrey  
 Vice-President ..... Bryan McAfee  
 Secy.-Treasurer-Genl. Mgr. .... Ted R. Woodard  
 Commercial and Adv. Mgr. .... R. H. Albright  
 Program Director. .... Ken Vance  
 Chief Engineer. .... Ted Jeffries

**Coverage**

	Daytime
Population—Primary .....	175,370
Radio Homes— " .....	17,509
Population—Secondary .....	98,705
Radio Homes— " .....	12,640

Source: Local survey.

**Representative**

Headley-Reed Company

**W A G F**

"THE TRI-STATES STATION" DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANS-

MITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

**Personnel**

Station Manager. .... Julian C. Smith  
 Commercial Manager. .... Fred Moseley  
 Chief Announcer. .... Samuel Hall  
 Chief Engineer. .... John T. Hubbard

**Coverage**

Population—Primary ..... 380,000  
 Radio Homes— " ..... 45,000

Source: Station estimate.

**Representative**

Burn-Smith Co.

**W J B Y**

GADSDEN—EST. 1928

ALABAMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Gadsden Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President. .... B. H. Hopson  
 Station Manager. .... J. W. Buttram  
 Chief Engineer. .... William Pigg

**Coverage**

Population—Primary ..... 379,000  
 Radio Homes— " ..... 44,200  
 Population—Secondary ..... 189,000  
 Radio Homes— " ..... 21,700

Source: Mail analysis.

**Representative**

Sears & Ayer.

**W B H P**

HUNTSVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President-Station Mgr. .... W. H. Pollard  
 Chief Engineer. .... M. C. Davie, Jr.

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P., 1000 watts, unlimited.) OWNED BY: W. O. Pape. OPERATED BY:

Pape Broadcasting Company. **BUSINESS ADDRESS:** 106 St. Joseph St. **PHONE:** Dexter 5893-4. **STUDIO ADDRESS:** 106 St. Joseph St. **TRANSMITTER LOCATION:** Mobile. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

**General Manager**.....W. O. Pape  
**Assistant Manager**.....J. H. Hunt  
**Sales Manager**.....H. K. Martin  
**Chief Announcer-Artists' Bureau**  
**Head-Musical Director**.....Jack Bridges  
**Chief Engineer**.....R. M. Cole

**Coverage**

Population—Primary ..... 215,000  
 Radio Homes— " ..... 31,800  
 Population—Secondary ..... 390,000  
 Radio Homes— " ..... 48,500

Source: Station estimate.

**Representative**

John H. Perry Associates

**W M O B**

**MOBILE—EST. 1939**

**FREQUENCY:** 1200 Kc. **POWER:** 100 watts. **OWNED BY:** S. B. Quigley. **OPERATED BY:** S. B. Quigley. **BUSINESS ADDRESS:** 600 St. Louis St. **STUDIO ADDRESS:** 600 St. Louis St. **TRANSMITTER LOCATION:** 600 St. Louis St. **TIME ON THE AIR:** 7:00 A.M. to local sunset, daily; 8:00 A.M. to local sunset, Sundays. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

**Owner-Manager**.....S. B. Quigley  
**Commercial Manager**.....Richard Kingston  
**Program Director**.....Byron Jenkins

**Coverage\***

Population—Primary ..... 300,000  
 Radio Homes— " ..... 60,000

\* Primary area covers a 40-mile radius; secondary area covers a 75-mile radius.

Source: Station estimate.

**W C O V**

"CAPITAL'S OWN VOICE"  
**MONTGOMERY—EST. 1938**

**FREQUENCY:** 1210 Kc. **POWER:** 100 Watts. **OWNED BY:** Capital Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Exchange Hotel. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Narrow Lane Road. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M., daily; 6:45 A.M. to 11:00 P.M., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

**Manager**.....G. W. Covington, Jr.

**Executive Secretary**.....Evelyn B. Robinson  
**Commercial Manager**.....R. B. Ramey  
**Program Director**.....Weston Britt

**Coverage**

Population—Primary ..... 104,310  
 Radio Homes— " ..... 23,180  
 Population—Secondary ..... 191,565  
 Radio Homes— " ..... 42,570

Source: Station estimate.

**Representative**

W. R. Stewart

**W S F A**

**MONTGOMERY—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**  
**FREQUENCY:** 1410 Kc. **POWER:** 1000 watts, d.; 500 watts, n. **OWNED BY:** Montgomery Broadcasting Co., Inc. **OPERATED BY:** Montgomery Broadcasting Co., Inc. **BUSINESS ADDRESS:** Jefferson Davis Hotel. **PHONE:** Cedar 5880. **STUDIO ADDRESS:** Jefferson Davis Hotel. **TRANSMITTER LOCATION:** Narrow Lane Road. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

**President**.....Howard E. Pill  
**Local Sales Manager**.....John B. DeMotte  
**Publicity Director**.....M. E. Price  
**Musical Director**.....E. Caldwell Stewart  
**Chief Engineer**.....Paul B. Duncan

**Coverage**

Population—Primary ..... 340,000  
 Radio Homes— " ..... 76,000

Source: Station estimate.

**Representative**

Headley-Reed Co.

**W M S D**

**MUSCLE SHOALS CITY—EST. 1933**  
**ALABAMA NETWORK**

**FREQUENCY:** 1420 Kc. **POWER:** 250 watts. **OWNED BY:** Muscle Shoals Broadcasting Corp. **OPERATED BY:** Muscle Shoals Broadcasting Corp. **BUSINESS ADDRESS:** Box 688, Sheffield. **PHONE:** 821. **STUDIO ADDRESS:** Highland Park. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M.

**Personnel**

**Station Manager**.....Joe Van Sandt  
**Chief Announcer**.....Don Campbell  
**Advertising Manager**.....Joe Van Sandt  
**Program Director**.....James Connolly  
**Musical Director**.....Ernest Ervin  
**Chief Engineer**.....J. V. Sanderson

**Coverage**

	Daytime	Evening
Population—Primary	134,561	75,000

## ALABAMA — ARIZONA

Radio Homes— " . . . . . 13,500 8,500  
 Population—Secondary . . . 222,000 102,000  
 Radio Homes— " . . . . . 21,600 10,200

Source: Station estimate.

### Representative

Burn-Smith Co.

### (CALL LETTERS UNASSIGNED)\*

#### OPELIKA—EST. 1940

FREQUENCY: 1370 Kc. POWER 250 watts, d.; 100 watts, n. OWNED BY: Yetta G. Sanford, C. S. Shealy, Thomas D. Sanford, Jr. and J. H. Ord d/b as Opelika-Auburn Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Opelika. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited license.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

### W H B B

"CREATING BUSINESS FOR YOU IS  
OUR BUSINESS"

#### SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

### Personnel

President . . . . . B. H. Hopson

Vice-President-Station Mgr. . . . . Julien Smith, Jr.  
 Chief Engineer . . . . . John Yarns

### Coverage

Population—Primary . . . . . 174,000  
 Radio Homes— " . . . . . 21,710

Source: Station estimate.

### W J R D

"COVERING WEST ALABAMA"

#### TUSCALOOSA—EST. 1936

#### ALABAMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 921. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road on Southern Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Manager . . . . . J. L. Doss  
 Commercial Manager . . . . . J. Ed Reynolds  
 Chief Announcer . . . . . William "Dick" DeFreitas  
 Program Director . . . . . Wilhelmina Quarles  
 Chief Engineer . . . . . Fred James

### Coverage

	Daytime	Evening
Population—Primary . . . . .	360,000	185,000
Radio Homes— " . . . . .	75,000	35,000

Source: Station estimate.

### Representative

Headley-Reed Company

# ARIZONA

Population 412,000

Number of Families 104,000

Number of Radio Homes 79,600

Retail Sales \$133,191,300

Auto Registrations 130,350

### K W J B

"THE GLOBE-MIAMI STATION"  
GLOBE—EST. 1938

#### ARIZONA BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press.

### Personnel

Manager . . . . . Bartley T. Sims  
 Commercial Manager . . . . . Vester Sansing

### K C R J

#### JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Arizona Broadcasting Co. OPERATED BY: Central Arizona Broadcasting Co. BUSINESS ADDRESS: Robinson's Jewelry



Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual. 9:00 A.M. to 9:00 P.M.).

**Personnel**

Manager.....Howard Kuhn

**Coverage**

Population—Primary ..... 205,900  
Radio Homes— " ..... 41,500

Source: Mail analysis survey.

**K S U N**

"BISBEE-DOUGLAS STATION"

**LOWELL—EST. 1933**

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President.....James S. Matfeo  
Station & Commercial Mgr...Carleton W. Morris  
Chief Engineer.....David C. Karbach

**Coverage**

	Daytime	Evening
Population—Primary .....	35,000	22,000
Radio Homes— " .....	6,000	.....
Population—Secondary ..	70,000	.....
Radio Homes— " .....	11,500	.....

Source: U. S. Census.

**Representative**

John Blair & Company

**K O Y**

**PHOENIX—EST. 1921 (as KFCE)**

**1929 (as KOY)**

COLUMBIA BROADCASTING SYSTEM

THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Camelback Road & 12th St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Transcription Service.

**Personnel**

President .....William A. Baldwin  
Business Manager.....Albert D. Johnson  
Chief Announcer.....Joe Dana  
Program Director.....Jack Williams  
Station Manager.....Fred A. Palmer  
Publicity Director.....Marlene Ayers  
Musical Director.....Alfred Becker  
Chief Engineer.....Robert Thompson

**Coverage**

Population—Primary .....	190,200
Radio Homes— " .....	32,770
Population—Secondary .....	228,700
Radio Homes— " .....	31,060

Source: CBS Listener and Dealer Study.

**Representative**

John Blair & Company

**K T A R**

"SERVING ARIZONA WITH THE BEST IN RADIO"

**PHOENIX—EST. 1922**

NBC (Red and Blue)

ARIZONA BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 1000 watts. OWNED BY: KTAR Broadcasting Co. OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

**Personnel**

General Manager.....Dick Lewis  
Commercial Manager.....J. R. Heath  
News Editor.....Hal Roach  
Program Director.....J. Howard Pyle  
Chief Engineer.....A. C. Anderson

**Coverage**

	Daytime	Evening
Population—Primary .....	298,803	298,803
Radio Homes— " .....	55,800	55,800
Population—Secondary ..	74,483	74,483
Radio Homes— " .....	13,560	13,560

Source: U. S. Census 1930; Joint Committee; NBC Network Aircas.

**Representative**

Paul H. Raymer Company

**(CALL LETTERS UNASSIGNED)\*  
PHOENIX—EST. 1940**

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: M. C. Reece. OPERATED BY: M. C. Reece. BUSINESS ADDRESS: Phoenix. STUDIO ADDRESS: Phoenix. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**KYCA** \*

PRESCOTT—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

\*Station was licensed to operate under a C. P. at time of going to press.

**KGLU**

"IN THE HEART OF THE VALLEY OF SMILES"

SAFFORD—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. BUSINESS AND STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:00 A.M. to 10:00 P.M. (12 hours per day on unlimited license). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor.

**Personnel**

President.....Louis F. Long  
General Manager.....John Merino  
Chief Technician.....Paul Merrill  
Program Director.....Ralph W. Langley

**Coverage**

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	45,310	25,000

Source: Mail survey, Chamber of Commerce.

**KTUC**

"THE VOICE OF TUCSON"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: S. 6th Ave. 12th St. PHONE: Tucson 918 & 5800. STUDIO ADDRESS: Sixth & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 Midnight; Sundays, 9 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs, C. P. MacGregor.

**Personnel**

President.....Frank Z. Howe  
Manager.....D. B. Roush  
Studio Director.....R. H. Johnson  
Traffic Manager.....Dick Johnson  
Chief Engineer.....C. Livingston

**Coverage**

	Daytime	Evening
Population—Primary	75,000	55,000
Radio Homes—"	8,000	7,000
Population—Secondary	4,000	3,000
Radio Homes—"	3,240	2,240

Source: Joint Committee.

**Representative**

Joseph Hershey McGillvra (N. Y. and Chicago)

**KVOA**

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co. OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2911. PHONE: 3703. STUDIO ADDRESS: 48 East Broadway. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M., daily; 7:00 A.M. to 11:00 P.M. Sundays; NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....R. B. Williams  
Sales Director.....S. H. Schaeffer  
Program Director.....Andrew White  
Technical Director.....Leonard L. Nalley

**Representative**

Paul H. Raymer Co.

**KYUM** \*

YUMA—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Yuma Broadcasting Co. OPERATED BY: Yuma Broadcasting Co. BUSINESS ADDRESS: First National Bank Bldg., 22 Second St. STUDIO ADDRESS: First National Bank Bldg., 22 Second St. TRANSMITTER LOCATION: First Street & 19th Ave. TIME ON THE AIR: Unlimited Schedule. NEWSPAPER AFFILIATION: Yuma Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Representative**

Paul H. Raymer Company

\* Station was licensed to operate under a C. P. at time of going to press.

# ARKANSAS

Population 2,048,000

Number of Families 501,000

Number of Radio Homes 254,800

Retail Sales \$264,796,400

Auto Registrations 232,500

## K L C N

"ARKANSAS' OLDEST BROADCASTING STATION"

**BLYTHEVILLE—EST. 1923**

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: Fred O. Grimwood. OPERATED BY: Same. BUSINESS ADDRESS: Second & Walnut Sts. PHONE: 1000. STUDIO ADDRESS: Railroad & Walnut Sts. TRANSMITTER LOCATION: Second & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

### Personnel

Owner and Operator.....Fred O. Grimwood  
Advertising Manager.....Fred O. Grimwood  
Chief Announcer.....A. J. Bishop  
Publicity Director.....Harold Sudbury  
Chief Engineer.....Joe Harrington

### Coverage

Population—Primary ..... 446,000  
Radio Homes— " ..... 92,000  
Source: Engineering survey.

## K E L D

"IN TUNE WITH SOUTH ARKANSAS  
**EL DORADO—EST. 1935**

**ARKANSAS NETWORK**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... R. E. Melnert  
Vice-President.....G. E. Zimmerman  
Station Manager ..... F. E. Bolts  
Assistant Manager.....Waymond Ramsey  
Promotional & Adv. Mgr.....R. H. Laux  
Chief Engineer.....Carl Wilson

### Representative

Joseph Hershey McGillvra.

## K F P W

**FORT SMITH—EST. 1930**

FREQUENCY: 1210 Kc. POWER: 100 watts. (C. P. 1370 Kc.; 250 watts.) OWNED BY: Southwestern Hotel Co. OPERATED BY: Same.

BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....John A. England  
Commercial Manager .....Jimmie Barry  
Advertising Manager .....Jimmie Barry  
Station Manager.....Dorothy A. Gibson  
News Bureau Director.....J. E. Garner  
Musical Director .....Aiton Blake  
Chief Engineer.....D. W. Hoisington

## K T H S

"SERVING ARKANSAS FROM  
HOT SPRINGS"

**HOT SPRINGS—EST. 1924**

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: 135 Benton St., P. O. Box 916. PHONE: 212-3. STUDIO ADDRESS: 135 Benton St. TRANSMITTER LOCATION: Malvern Highway. TIME ON THE AIR: 8:00 A.M. to Local Sunset, 8:00 P.M. to Midnight daily; 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight, Sundays. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

### Personnel

President.....S. A. Kemp  
Chairman, C of C. Radio Board. Lewis Brenner  
General Manager.....John I. Prosser  
Commercial Manager.....Edward C. Appler  
Program Director.....Ewald Kockkritz  
Chief Engineer.....J. Clinton Norman

### Coverage

Population—Primary ..... 451,360  
Radio Homes— " ..... 72,150  
Population—Secondary ..... 462,159  
Radio Homes— " ..... 58,320  
Source: Field intensity survey and mail analysis.

### Representative

John Blair & Co.

**K W F C \***

**HOT SPRINGS—EST. 1940**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Clyde E. Wilson and Howard A. Shuman d/b as Hot Springs Broadcasting Co. BUSINESS ADDRESS: Hot Springs. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: Unlimited Schedule.

\* Station was licensed to operate under a C. P. at time of going to press.

**K B T M**

"NORTHEAST ARKANSAS' FRIENDLY VOICE"

**JONESBORO—EST. 1930**

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager-Owner ..... Jay P. Beard  
 President ..... W. J. Beard  
 Chief Announcer ..... Ottis Roush  
 Publicity Director ..... Clarence Adams  
 Chief Engineer ..... J. C. Warren

**Coverage**

	Daytime	Evening
Population—Primary	192,198	64,066
Radio Homes—"	44,685	14,895
Population—Secondary	165,500	55,167
Radio Homes—"	38,589	12,893

Source: Mail response survey; Joint Committee.

**K A R K**

**LITTLE ROCK—EST. 1931**

NBC (Southwest Red)  
 ARKANSAS NETWORK

TRI-STATE GROUP (WMC-KARK-KWKH-KTBS)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

V.P. and Gen. Mgr. .... G. E. Zimmerman  
 Commercial Manager ..... C. K. Beaver  
 Program Director ..... Jack Lewis  
 Sales Manager ..... C. K. Beaver  
 Musical Director ..... Harris Owen  
 Chief Engineer ..... Dan Winn

**Coverage**

	Daytime	Evening
Population—Primary	616,092	368,983
Radio Homes—"	87,780	54,170
Population—Secondary	1,333,186	347,109
Radio Homes—"	166,920	43,610

Source: NBC coverage map; Joint Committee.

**Representative**

Edward Petry & Company

**K G H I**

**LITTLE ROCK—EST. 1927**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Arkansas Gazette. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager ..... R. G. Terrill  
 Program Director ..... Dorothy Weise  
 Chief Engineer ..... W. O. Van Dusen

**K L R A**

"VOICE OF ARKANSAS"

**LITTLE ROCK—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: LD 132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Transcription System.

**Personnel**

President ..... A. L. Chilton  
 General Manager ..... S. C. Visonhaler  
 Chief Engineer ..... K. F. Tracy

**Coverage**

Population—Primary	375,000
Radio Homes—"	56,000

Source: Field intensity survey.

**Representative**

The Katz Agency.

# KOTN

"COTTON CENTER OF ARKANSAS"  
PINE BLUFF—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Universal Broadcasting Corp.  
OPERATED BY: Universal Broadcasting Corp.  
BUSINESS ADDRESS: 505½ Main St. PHONE:  
721. STUDIO ADDRESS: 505½ Main. TRANS-  
MITTER LOCATION: 505½ Main. TIME ON  
THE AIR: 7:00 A.M. to 9:00 P.M., CST. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: C. P. MacGregor.

## Personnel

President.....B. J. Parrish  
Commercial Manager.....R. W. Etter  
Station Manager.....B. J. Parrish  
Musical Director.....Lucille Grubbs  
Chief Engineer.....J. R. Whitworth

## Coverage

	Daytime	Evening
Radio Homes—Primary..	31,800	31,800

Source: Station Estimate.

# KUOA

"VOICE OF THE OZARKS"  
SILOAM SPRINGS—EST. 1923

FREQUENCY: 1260 Kc. Power: 5000 Watts.  
OWNED BY: KUOA, Inc. OPERATED BY:  
KUOA, Inc. BUSINESS ADDRESS: Siloam  
Springs. PHONE: Long distance 77. STUDIO  
ADDRESS: Siloam Springs. TRANSMITTER  
LOCATION: 1 mile west of Siloam Springs.  
TIME ON THE AIR: 6:00 A.M. to local sunset.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICES: World Broadcasting System,  
Lang-Worth Programs, NAB Bureau of Copy-  
rights.

## Personnel

Chairman of Board.....John E. Brown  
President.....Richard Hodges  
Station Manager.....Storm Whaley  
Program Director.....Leslie Wright  
Asst. Program Director.....Elnora Kincaid  
Chief Engineer.....J. L. Miller

## Coverage

Population—Primary .....	992,655
Radio Homes— " .....	231,470

Source: Station estimate.

## Representative

Furgason & Walker, Inc.

# CALIFORNIA

Population 6,154,000

Number of Families 1,818,000

Number of Radio Homes 1,719,800

Retail Sales \$2,462,909,000

Auto Registrations 2,597,536

# KERN

BAKERSFIELD—EST. 1932  
NBC (RED & BLUE) CALIFORNIA RADIO  
SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
OWNED BY: McClatchy Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Eik's Bldg. PHONE: 5700-1. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to mid-  
night; Sundays, 8:00 A.M. to midnight. NEWS-  
PAPER AFFILIATIONS: Fresno Bee, Sacra-  
mento Bee. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICE:  
Standard Radio. MAINTAINS ARTISTS' BU-  
REAU.

## Personnel

President.....Guy C. Hamilton  
Commercial Manager.....Howard Lane  
Station & Sales Mgr.....Robert L. Stoddard  
Publicity Director.....Walter Baziuk  
Chief Engineer.....Verne Shatto

## Coverage

	Daytime	Evening
Population—Primary ....	120,000	120,000
Radio Homes— " .....	24,000	24,000

Source: Station estimate.

## Representative

Paul H. Raymer Co.

# KPMC

BAKERSFIELD—EST. 1933  
MUTUAL—DON LEE BROADCASTING  
SYSTEM; CBS

FREQUENCY: 710 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: Pioneer Mer-  
cantile Co. OPERATED BY: Pioneer Mer-  
cantile 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. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

**Personnel**

President.....F. G. R. Schamblin  
 Station Manager.....L. A. Schamblin  
 Commercial Manager.....L. A. Schamblin  
 Chief Announcer.....C. C. Sturm  
 Chief Engineer.....L. P. Jarvis

**Coverage**

Population—Primary ..... 198,000  
 Radio Homes— " ..... 53,600  
 Source: Field intensity survey.

**K R E**

**BERKELEY—EST. 1922**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

**Personnel**

Station & Commercial Mgr.... Arthur Westlund  
 Advertising & Sales Mgr.... Donald Hambly  
 Musical Director.....Harrold S. Hawley  
 Chief Engineer.....Ralph Kennedy

**Coverage**

	Daytime	Evening*
Population—Primary	1,258,174	1,500,000
Radio Homes— " "	357,500	400,000
Population—Secondary	413,400	500,000
Radio Homes— " "	102,380	150,000

\* Estimate.

Source: Field intensity survey and mail analysis: U. S. Department of Commerce.

**K M P C**

**BEVERLY HILLS—EST. 1928**

FREQUENCY: 710 Kc. POWER: 500 watts. (C. P. 5000 watts, d.; 1000 watts, n. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, NBC Thesaurus.

**Personnel**

President.....G. A. Richards  
 Vice-President.....Leo Fitzpatrick  
 Vice-President.....John Patt  
 Vice-President-General Manager..Leo B. Tyson  
 Publicity Director.....Lois Cowan  
 Chief Engineer.....Roger Love

**Coverage**

Population—Primary ..... 3,100,000  
 Radio Homes— " ..... 914,000  
 Source: Field survey.

**Representative**

Furgason & Walker, Inc.

**K H S L**

"YOUR STATION"

**CHICO—EST. 1935**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 250 watts. (C. P. 5000 watts, d.; 1000 watts, n.) OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 303. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Marysville Appeal-Democrat. NEWS SERVICE: Don Lee Press Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....Horace Thomas  
 Vice-President.....Hugh McClung  
 Secretary-General Mgr.....M. F. Woodling  
 Chief Announcer.....Oral Phillips  
 Musical Director.....Earl Wright  
 Chief Engineer.....Morton Weibers

**Coverage**

	Daytime	Evening
Population—Primary	307,717	307,717
Radio Homes— " "	103,662	103,662
Population—Secondary	47,701	47,701
Radio Homes— " "	16,054	16,054

Source: Field strength measurements and mail response survey.

**Representative**

John Blair & Co.

**K X O**

**EL CENTRO—EST. 1927**

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

**Personnel**

Manager.....E. R. Irey  
 Promotion Manager.....F. M. Bowles

**Coverage**

Population—Primary ..... 83,800  
 Radio Homes— " ..... 17,000  
 Population—Secondary ..... 86,750  
 Radio Homes— " ..... 20,300

Source: Field intensity survey.

## K I E M

"THE VOICE OF THE REDWOODS"  
EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Titan, C. P. MacGregor, Lang-Worth.

### Personnel

Station Manager.....Wm. B. Smullin

### Coverage

Population—Primary ..... 120,000  
Radio Homes— " ..... 34,000  
Source: Mail analysis.

### Representative

John Blair & Company

## K A R M

"THE VOICE OF CENTRAL CALIFORNIA"  
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License (Daily, 18 hours; Sundays, 18 hours). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Station Manager .....Lou Keplinger  
Program Director .....Dick Wegener  
Chief Engineer .....John Scales

### Representative

Weed & Co.  
Walter Biddick Co. (Coast)

## K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. (C. P. 5000 watts, d.) OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President .....Guy Hamilton  
Commercial Manager.....Howard Lane  
National Sales Manager (N. Y. C.)  
Humboldt J. Gregg  
Station Manager.....Keith Collins

### Coverage

Population—Primary ..... 512,600  
Radio Homes— " ..... 137,000  
Population—Secondary ..... 115,000  
Radio Homes— " ..... 32,000  
Source: Station estimate.

### Representative

Paul H. Raymer Co.

## K I E V

"THE CHOICE SPOT ON THE DIAL"  
GLENDALE—EST. 1932

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press.

### Personnel

Co-owner .....D. H. Cannon  
Co-owner .....Reed Callister  
General Manager .....L. W. Peters  
Program Director.....W. R. McLain

## K F O X

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President .....Hal G. Nichols  
Commercial Manager..Lawrence W. McDowell  
Publicity Director.....Lou Huston  
Musical Director.....Rolly Wray  
Chief Engineer.....Lawrence W. McDowell

### Coverage

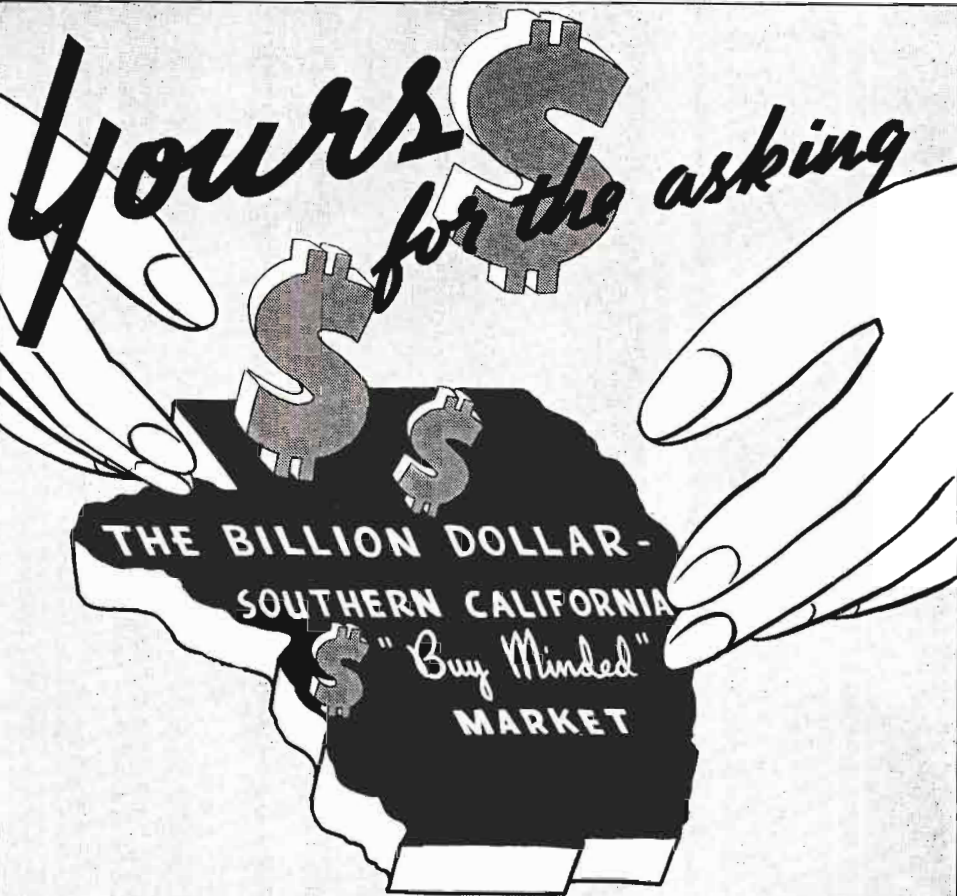
	Daytime	Evening
Population—Primary ....	*740,000	*825,000
Radio Homes— " .....	420,000	468,000
Population—Secondary ..	*20,000	*20,000
Radio Homes— " .....	8,000	8,000

\* Families.

Source: Station estimate.

### Representative

Walter Biddick Co.



**780**  
**KECA**  
NBC BLUE NETWORK  
5000 watts day  
1000 watts night

Owned and Operated by  
*Frank C. Anthony, Inc.*  
LOS ANGELES, CALIFORNIA

**640**  
**KFI**  
NBC RED NETWORK  
50,000 watts  
clear channel

**FREE & PETERS, Inc.**  
KECA National Sales Representative

**EDWARD PETRY & CO.**  
KFI National Sales Representative



**KGER**

"THE HARBOR STATION"  
LONG BEACH—EST. 1925

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
OWNED BY: Consolidated Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Dobyns Footwear Bldg., 643 S. Olive St.  
PHONE: 660-41. STUDIO ADDRESS: Dobyns  
Footwear Bldg.; 643 S. Olive St., Los Angeles;  
County Hall of Records, Los Angeles. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Long Beach Press, Telegram and Sun. NEWS SERVICE: Transradio Press, KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions.

**Personnel**

President-Gen'l Manager...C. Merwyn Dobyns  
Commercial Manager .....John A. Dobyns  
Business Manager .....Tom Hunter  
Sales Manager.....Don Alderman  
Chief Announcer.....Paul Masterson  
Program Director.....Helene Smith  
Publicity and Production Director  
Iola Josephson  
News Editor.....Kelly Woolpert  
Public Relations Manager.....Lee Wynne  
Director of Educational Programs  
Evalyn E. Dobyns  
Office Manager.....Constance Brown  
Chief Engineer .....Jay Tapp

**Coverage**

Population—Primary ..... 2,440,000  
Radio Homes— " ..... 725,000  
Population—Secondary ..... 501,000  
Radio Homes— " ..... 145,000  
Source: Field intensity survey and mail analysis.

**Representative**

Howard H. Wilson Company

**KECA**

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont Ave. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2951 Maynier Lane. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

**Personnel**

President.....Earle C. Anthony  
General and Station Manager  
Harrison Holliday  
Commercial and Sales Manager...Clyde Scott  
Program Manager.....Glan Heisch  
Musical Director.....Claude Sweeten  
Production Manager.....John I. Edwards

Chief Engineers .....Curtis Mason,  
H. L. Blatterman

**Coverage**

Population-Primary ..... 3,154,380  
Radio Home- " ..... 896,830  
Source: Station estimate

**Representative**

Free & Peters, Inc.

**KFAC**

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 watts.  
OWNED BY: Los Angeles Broadcasting Co.  
OPERATED BY: Los Angeles Broadcasting Co.  
BUSINESS ADDRESS: 645 So. Mariposa.  
PHONE: Fitzroy 1234. STUDIO ADDRESS: 645  
So. Mariposa. TRANSMITTER LOCATION:  
8581 W. 18th St. TIME ON THE AIR: 24 hours  
daily. NEWS SERVICE: United Press.

**Personnel**

President and Gen'l Manager...Calvin J. Smith  
Sales Manager.....Chas. T. Hughes  
Program Manager.....R. Van Des Autels  
Publicity Director.....Lucille Dinsmore  
Traffic Manager.....Ruth Brown  
Chief Engineer.....H. W. Anderson

**Coverage**

Population—Primary ..... 3,000,000  
Radio Homes- " ..... 851,210  
Source: Station estimate

**KFI**

LOS ANGELES—EST. 1922

NBC—RED

FREQUENCY: 640 Kc. POWER: 50,000  
watts. OWNED BY: Earle C. Anthony, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 141 N. Vermont St. PHONE: Fairfax 2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 6:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

**Personnel**

President.....Earle C. Anthony  
General and Station Manager  
Harrison Holliday  
Sales Manager.....Clyde Scott  
Program Manager.....Glan Heisch  
Production Manager.....John I. Edwards  
News Editor.....Jose Rodriguez  
Chief Engineers.....Curtis Mason,  
H. L. Blatterman

**Coverage**

	Daytime	Evening
Population—Primary	4,739,129	4,739,129
Radio Homes— "	1,300,000	1,300,000

Source: Station estimate

**Representative**

Edward Petry & Co., Inc.

**K F S G**

"THE VOICE OF ANGELUS TEMPLE"  
LOS ANGELES—EST. 1923

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 1000 Watts. n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. BUSINESS ADDRESS: 1100 Glendale Blvd. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Los Angeles. TIME ON THE AIR: 7:45 P.M. to 12:00 Midnight, daily except Friday; 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:15 P.M., and 9:00 P.M. to 1:00 A.M., Sundays.

**Personnel**

President.....Dr. Giles N. Knight  
Program Director.....Phil Kerr

**K F V D**

"CENTER OF THE DIAL"  
LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Drexel 2391. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: 9300 Cattaraugus St., Palms, Calif. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

Owner.....J. F. Burke  
Station Manager.....Frank Burke  
Commercial Manager.....F. J. Smalley, Jr.  
Chief Announcer.....Howard Gray  
Chief Engineer.....Jack Smithson

**K F W B**

"WARNER BROS. MOTION PICTURE  
STUDIOS IN HOLLYWOOD"  
LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

**Personnel**

President.....J. L. Warner  
Station Manager.....Harry Maizlish  
Commercial Manager.....Jack O. Gross  
Chief Announcer.....Harry Hall  
Production Manager.....Manning Ostroff  
Publicity Director.....David Davidson  
Musical Director.....Leon Leonardi  
Chief Engineer.....Harry Myers

**Coverage**

Population—Primary ..... 2,400,000  
Population—Secondary ..... 525,000  
Source: Chamber of Commerce

**Representative**

Paul H. Raymer Co.  
(See Page 40)

**K G F J**

"KEEPING GOOD FOLKS JOYFUL"  
LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: 1828 Oak St. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service; Standard Radio.

**Personnel**

Manager .....Ben S. McGlashan  
Assistant Manager .....H. Duke Hancock  
Program Director.....Thelma Kirchner

**Representative**

Cox & Tanz

**K H J**

"KINDNESS, HAPPINESS AND JOY"  
LOS ANGELES—EST. 1923

MUTUAL & DON-LEE BROADCASTING  
SYSTEMS

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....Thomas Lee  
Vice-President and General Manager  
Lewis Allen Weiss  
Assistant Manager.....Wilmet H. Brown  
General Sales Manager...Wilbur Eickelberg  
Television Director.....Harry Lubcke  
Program Director.....Van C. Newkirk  
Commercial Manager.....Sydney Gaynor  
Publicity Director.....Mark Finley  
Musical Director.....William Krauth  
Chief Engineer .....Frank Kennedy

**Coverage**

	Daytime	Evening
Population—Primary	2,283,847	2,283,847
Radio Homes—"	693,800	693,800
Population—Secondary	385,823	385,823
Radio Homes—"	96,455	96,455

Source: Joint Committee.

**Representative**

John Blair & Company

# K M T R

"TOP OF THE DIAL"

**LOS ANGELES—EST. 1924**

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:30 P.M. (on unlimited license). NEWS SERVICE: Transradio Press. MAIN-TAINS ARTISTS' BUREAU.

### Personnel

President ..... Victor E. Dalton  
 General Manager..... Kenneth O. Tinkham  
 Production Manager..... Mort Werner  
 Musical Director ..... Salvatore Santaella  
 Chief Technician ..... Carrol Hauser

### Representative

Burn-Smith Co.

# K N X

"THE VOICE OF HOLLYWOOD"  
**LOS ANGELES—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6121 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 1212. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, International News Service. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

### Personnel

General Manager... Donald W. Thornburgh  
 Pacific Coast Sales Manager... Arthur J. Kemp  
 S. Calif. Sales Manager..... Harry W. Witt  
 N. Calif. Sales Manager.... Henry M. Jackson  
 National Network Sales.... William E. Forbes  
 CBS Western Program Director. Charles Vanda  
**KNX-Pacific Network Program**  
 Director ..... Russ Johnston  
 Pacific Network Sales Promotion  
 Manager..... George L. Moskovics  
 Chief Engineer..... Lester H. Bowman  
 Director of Public Relations..... Fox Case  
 Director of Publicity..... Hal Rorke  
 Traffic Manager..... Alan Cormack  
 Auditor..... Charles D. Ryder, Jr.  
 Assistant Program Director..... Ben Paley  
 Musical Director..... Lud Gluskin  
 Continuity Chief..... Paul Pierce  
 Production Manager..... Edith Todesca  
 Sound Effects Chief..... Alfred Span  
 Managing News Editor..... Nelson Pringle  
 Announcing Supervisor..... William Gay  
 Director of Education... Frances Farmer Wilder

### Coverage

	Daytime	Evening
Population—Primary . . . . .	3,322,600	7,069,700
Radio Homes— " . . . . .	836,030	1,553,920
Population—Secondary .. . . .	2,800,400	4,743,900
Radio Homes— " . . . . .	664,280	1,105,810

Source: Market Research Division of Columbia Broadcasting System.

### Representative

Radio Sales.

# K R K D

**LOS ANGELES—EST. 1927**

FREQUENCY: 1120 Kc. POWER: 2500 watts. d.; 1000 watts. n. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: Shares Time with KFSG. NEWS SERVICE: United Press.

### Personnel

General Manager..... John A. Driscoll  
 Studio Manager & Program Director  
 Howard R. Bell  
 Publicity Director..... Joe Micciche  
 Chief Engineer..... Willis O. Freitag

### Representative

Joseph Hershey McGillvra.

## (CALL LETTERS UNASSIGNED)\*

**MARYSVILLE—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Marysville-Yuba City Broadcasters, Inc. OPERATED BY: Marysville-Yuba City Broadcasters, Inc. BUSINESS ADDRESS: Marysville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit subject to approval of site at time of going to press and no further information was available.

# K Y O S

"THE GATEWAY TO YOSEMITE"  
**MERCED—EST. 1936**

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: Merced Star. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President ..... Hugh McClung  
 Station Manager ..... John W. Crews  
 Production Manager-Chief  
 Announcer ..... Charles Kingsley, Jr.  
 Sales Manager ..... John W. Crews  
 Publicity Director ..... Larue Curd  
 Chief Engineer ..... Morton Weibers

**Coverage**

Population—Primary ..... 88,161  
 Population—Secondary ..... 365,321  
 Source: Station estimate.

**Representative**

John Blair & Co.

**K T R B**

"VOICE OF CENTRAL CALIFORNIA"  
**MODESTO—EST. 1934**

FREQUENCY: 740 Kc. POWER: 250 Watts.  
 OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: P. O. Box 405. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: 6:30 A.M. to sunset. NEWS SERVICE: United Press and local news.

**Personnel**

General Manager ..... William H. Bates, Jr.  
 Commercial Manager ..... T. R. McTammany

**Representative**

Walter Biddick Co. and Cox & Tanz

**K D O N**

"MUTUAL'S VOICE FOR THE MONTEREY BAY AREA"  
**MONTEREY—EST. 1935**

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Casa Del Rey Hotel, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... Allen Griffin  
 Station Manager ..... Howard V. Walters  
 Commercial Manager ..... H. V. Walters  
 Chief Announcer ..... Jack Eliassen  
 Publicity Director ..... Bob Pinkerton  
 Chief Engineer ..... Melvin Johnson

**Coverage**

	Daytime	Evening
Population—Primary ....	128,690	97,650
Radio Homes " .....	30,182	22,050

Population—Secondary ..	421,000	336,800
Radio Homes " .....	90,100	72,080

Source: Field intensity survey.

**Representative**

John Blair & Co.

**K L S**

**OAKLAND—EST. 1921**

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Highgate 1212. STUDIO ADDRESS: 327-21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

**Personnel**

Station Manager ..... S. W. Warner  
 Commercial Manager ..... F. W. Morse

**Coverage**

Radio Homes—Primary .....	412,630
Radio Homes—Secondary .....	80,990

Source: Station estimate.

**K L X**

**OAKLAND—EST. 1922**

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager ..... Preston D. Allen

**K R O W**

**OAKLAND—EST. 1925**

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS AND STUDIO ADDRESS: Radio Center Bldg., 19th & Broadway. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: Bellevue Hotel. PHONE: Glencourt 6774. PHONE: Orday 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited (18 hours, daily). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

**Personnel**

President ..... W. I. Dumm  
 Vice-President-General  
 Manager ..... Philip G. Lasky

# CALIFORNIA

## Coverage

	Daytime	Evening
Population—Primary . . . . .	1,920,000	1,920,000
Radio Homes— " . . . . .	460,960	460,960
Population—Secondary . . . . .	212,000	212,000
Radio Homes— " . . . . .	52,200	52,200

Source: Joint Committee.

## Representative

Free & Peters, Inc.

# K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Same. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Sycamore 3-2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday 7:00 P.M. to 9:30 P.M. Non-Commercial).

## Personnel

Station Manager . . . . . David Black  
 Chief Announcer . . . . . Vincent Parsons  
 Program Director . . . . . Leon Hall  
 Chief Engineer . . . . . N. V. Parsons

## Coverage

	Daytime	Evening
Population—Primary . . . . .	344,000	344,000
Population—Secondary . . . . .	625,000	625,000

Source: Chamber of Commerce.

# K V C V

"VOICE OF THE SHASTA DAM AREA"  
 REDDING—EST. 1936

MUTUAL

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Highway No. 99. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: Redding Searchlight. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President . . . . . Hugh McClung  
 Vice-President . . . . . M. F. Woodling  
 Station Manager . . . . . E. P. Milburn  
 Commercial Manager . . . . . Clyde Wiegand  
 Advertising Manager . . . . . Carl Winther  
 Production Manager-Publicity  
 Director . . . . . Clyde Wiegand  
 Chief Announcer . . . . . E. Dawson  
 Chief Engineer . . . . . Robert Boren

## Coverage

	Daytime	Evening
Population—Primary . . . . .	14,000	17,000
Radio Homes— " . . . . .	3,325*	4,040*

Population—Secondary . . . . .	36,000	32,000
Radio Homes— " . . . . .	8,550*	7,600*

\* Approximation.

Source: Chamber of Commerce; Joint Committee; Mail analysis.

## Representative

John Blair & Company

# K F B K

"THE CAPITOL STATION OF  
 CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA

RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Vice-President . . . . . G. C. Hamilton  
 Station & Business Manager . . . . . Howard Lane  
 Chief Announcer . . . . . Tony Koester  
 Sales Manager . . . . . Leo Ricketts  
 Publicity Director . . . . . H. Jacobsen  
 Musical Director . . . . . George Breece  
 Chief Engineer . . . . . Norman D. Webster

## Coverage

Population—Primary . . . . .	730,000
Radio Homes— " . . . . .	197,000
Population—Secondary . . . . .	276,000
Radio Homes— " . . . . .	79,000

Source: Field intensity survey and mail response analysis.

## Representative

Paul H. Raymer Company

# K R O Y

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Owner . . . . . Royal Miller  
 Station Manager . . . . . Will Thompson, Jr.  
 Sales Manager . . . . . D. E. Lundy  
 Chief Engineer . . . . . Milton Cooper

# CALIFORNIA

## Coverage

Population—Primary .....	375,000
Radio Homes— " .....	104,700
Population—Secondary .....	145,000
Radio Homes— " .....	42,000

Source: Mail response analysis.

## Representative

Joseph Hershey McGillvra.  
Walter Biddick & Company (Coast).

# K F X M

"VOICE OF THE SUNKIST VALLEY"  
SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

## Personnel

Station Manager.....J. Clifford Lee  
Commercial Manager.....Gene W. Lee  
Chief Announcer.....Howard Baichly  
Sales Manager.....Maurice Vroman  
Publicity Director.....E. W. Lee  
Chief Engineer.....Richard T. Sampson

## Coverage

	Daytime	Evening
Population—Primary .....	149,911	106,241
Radio Homes— " .....	41,657	25,379
Population—Secondary .....	49,121	27,491
Radio Homes— " .....	17,278	7,634

Source: Station survey.

## Representative

John Blair & Company

# K F S D

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.  
OWNED BY: Airtan Radio Corp., Ltd. OPERATED BY: Airtan 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 Lipsell  
Commercial Manager.....John Babcock  
Sales Manager.....John Babcock

Program-Publicity Director ... Leah McMahon  
Musical Director ..... Leah McMahon  
Chief Engineer ..... Harold Hasenbeck

## Coverage

Population—Primary .....	2,591,700
Radio Homes— " .....	825,000

Source: Field intensity measurement; Joint Committee; U. S. Census.

## Representative

Paul H. Raymer Company

# K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Genl. Mgr.....Lewis Allen Weiss  
Station Manager.....S. W. Fuller  
Sales Manager.....D. J. Donnelly  
Program Director.....Edgar L. Tidwell  
Chief Engineer.....Milam Cater

## Coverage

	Daytime	Evening
Population—Primary .....	280,000	280,000
Radio Homes— " .....	54,300	54,300

Source: Station survey.

## Representative

John Blair & Co.

# K F R C

SAN FRANCISCO—EST. 1924

MUTUAL—DON LEE BROADCASTING SYSTEMS

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President .....Thomas S. Lee  
Station Manager.....William D. Pabst  
Commercial Manager.....Ward D. Ingram  
Production Supervisor.....Robert Bence  
Sales-Traffic Manager.....Enes Canata  
Publicity Director.....Phil Stearns

Musical Director.....Cy Trobbe  
 Chief Engineer.....Ernest G. Underwood

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,467,010	2,136,890
Radio Homes— " . . . . .	663,120	580,940
Population—Secondary . . . . .	3,270,260	
Radio Homes— " . . . . .	841,710	780,670

Source: Joint Committee.

**Representative**

John Blair & Co.

**K G O**

**SAN FRANCISCO—EST. 1924**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts.  
 OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 6:30 A.M. to midnight—(Sunday) 7:30 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davls & Schwegler.

**Personnel**

President .....Charles Wilson  
 Station Manager.....A. E. Nelson  
 Sales Promotion Manager...Robert McAndrews  
 Program Director.....Glenn Dolberg  
 Production Manager.....Robert Seal  
 Office Manager.....S. P. Dorais  
 Chief Announcer.....Paul Gates  
 Sales Manager.....William B. Ryan  
 Traffic Manager.....George Fuerst  
 Education & Agriculture  
 Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 Musical Director.....Robert Seal  
 Station Engineer.....Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,428,600	2,460,500
Radio Homes— " . . . . .	660,900	672,000
Population—Secondary . . . . .	803,300	2,644,600
Radio Homes— " . . . . .	221,500	683,400

Source: NBC circulation airtel method.

**Representative**

National Broadcasting Co., Inc.

**K J B S**

**SAN FRANCISCO—EST. 1925**

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts.  
 OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset.

(Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press. KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

**Personnel**

General Manager.....Ralph R. Brunton  
 Manager.....E. P. Franklin

**Coverage**

Population—Primary . . . . .	1,497,000
Radio Homes— " . . . . .	400,000

Source: Field intensity measurements.

**Representative**

Homer Owen Griffith, Los Angeles

**K P O**

"THE VOICE OF THE GOLDEN WEST"  
**SAN FRANCISCO—EST. 1922**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

**Personnel**

President.....Lenox R. Lohr  
 Station Manager.....A. E. Nelson  
 Sales Promotion Manager...Robert McAndrews  
 Program Director.....Glenn Dolberg  
 Production Manager.....Robert Seal  
 Office Manager.....S. P. Dorais  
 Chief Announcer.....Paul Gates  
 Sales Manager.....William B. Ryan  
 Traffic Manager.....George Fuerst  
 Education & Agriculture

Director .....Jennings Pierce  
 Publicity Director.....Milton Samuel  
 Musical Director.....Robert Seal  
 Station Engineer.....Curtis D. Peck

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	2,736,500	2,624,600
Radio Homes— " . . . . .	741,200	714,100
Population—Secondary . . . . .	293,100	3,034,300
Radio Homes— " . . . . .	80,800	753,300

Source: NBC circulation airtel method (field intensity strength plus mail response).

**Representative**

National Broadcasting Co., Inc.

**K S A N**

"SAN FRANCISCO'S TWENTY-FOUR  
 HOUR STATION"

**SAN FRANCISCO—EST. 1925**

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Golden Gate Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Station Manager..... S. H. Patterson  
 Assistant Manager..... William C. Grove  
 Sales Manager..... C. E. Hopkins  
 Publicity Director..... Les. Malloy  
 Musical Director..... Dudley Manlove  
 Chief Engineer..... Wm. C. Grove

**Coverage**

	Daytime	Evening
Population—Primary	1,561,528	1,561,528
Radio Homes— "	391,000	391,000
Population—Secondary	1,753,460	1,753,460
Radio Homes— "	451,030	451,030

Source: Station survey.

**Representative**

Forjoe & Co.

**K S F O**

**SAN FRANCISCO—EST. 1925**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 Esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islia Creek. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth.

**Personnel**

President..... W. I. Dumm  
 General Manager..... Lincoln Dellar  
 National Sales Manager..... Charles Morin  
 Program Director..... Arthur E. Stowe  
 Publicity Director..... Marie Houlihan  
 Musical Director..... Dick Aurandt  
 Chief Engineer..... R. V. Howard

**Coverage**

	Daytime	Evening
Population—Primary	2,152,392	2,179,825
Radio Homes— "	635,450	638,860
Population—Secondary	566,480	148,575
Radio Homes— "	159,720	47,250

Source: Joint Committee; county auditor's estimate (1939).

**Representative**

Free & Peters, Inc.

**K Y A**

"SERVING NORTHERN CALIFORNIA"

**SAN FRANCISCO—EST. 1926**

FREQUENCY: 1230 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Hearst Ra-

dio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: American Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

**Personnel**

President..... J. V. Connolly  
 General Manager..... Reiland Quinn  
 Commercial & Assistant  
 Manager..... Gurden Mooser  
 National Advertising Manager. John Livingston  
 Chief Announcer..... David S. Vaile  
 Publicity Director..... J. Clarence Meyers  
 Musical Director..... Edward Fitzpatrick  
 Chief Engineer..... Paul C. Schulz

**Coverage**

Population—Primary	1,552,000
Radio Homes— "	457,000
Population—Secondary	1,960,000
Radio Homes— "	578,000

Source: Field intensity measurement; Joint Committee; U. S. Census.

**Representative**

International Radio Sales.

**K Q W**

**SAN JOSE—EST. 1910**

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Pacific 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 Bay. SAN FRANCISCO OFFICE AND STUDIO ADDRESS: 1470 Pine St. PHONE: Ordway 4148. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library, Davis & Schwegler.

**Personnel**

President..... Ralph R. Brunton  
 General Manager..... C. L. McCarthy  
 Sales Manager..... H. O. Fiebig

**Coverage**

	Daytime	Evening
Population—Primary	2,834,542	2,834,542
Radio Homes— "	545,870	545,870

Source: Joint Committee; Chamber of Commerce.

**Representative**

Joseph Hershey McGillvra



## K V E C

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Manager ..... Les Hacker  
 Commercial Manager ..... John C. Clifton  
 Sales Manager ..... Jack Wasson  
 Program Director ..... Aram Rejebian  
 Chief Announcer ..... H. Fleming Wood

### Coverage

Population—Primary\* ..... 74,033  
 Radio Homes— " ..... 17,763

\* San Luis Obispo County and parts of Santa Barbara, Monterey, King, Kern and Fresno counties.

Source: Station survey.

### Representative

John Blair & Co.

## K V O E

"THE VOICE OF THE ORANGE EMPIRE"  
**SANTA ANA—EST. 1926**

**DON LEE—MUTUAL**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President and General Manager, Ernest L. Spencer  
 Commercial Manager ..... Ed McCaffrey  
 Merchandising & Promotion  
 Manager ..... Vic Rowland  
 Chief Engineer ..... Wallace S. Wiggins

### Coverage

Population—Primary	580,000
Radio Homes— "	117,500

Source: U. S. Census.

### Representative

John Blair & Company

## K D B

"THE VOICE OF SANTA BARBARA"

**SANTA BARBARA—EST. 1929**

**MUTUAL—DON-LEE BROADCASTING SYSTEMS**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 4131. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President ..... Thomas S. Lee  
 Station Manager ..... Earl Pollock  
 Production Manager & Chief  
 Announcer ..... Robert Boyd  
 Sales Manager ..... Arthur Manuel  
 Chief Engineer ..... Robert Arne

### Coverage

	Daytime	Evening
Population—Primary	118,400	118,400
Radio Homes— "	37,000	37,000
Population—Secondary	26,000	26,000
Radio Homes— "	8,000	8,000

Source: Station survey.

### Representative

John Blair & Co.

## K T M S

**SANTA BARBARA—EST. 1937**

**NATIONAL BROADCASTING CO.**

**CALIFORNIA RADIO SYSTEM**

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Manager ..... Frank V. Webb  
 Program Director ..... William Sanford

### Coverage

	Daytime	Evening
Population—Primary	138,958	138,958
Radio Homes— "	34,450	34,450

Source: U. S. Census.

### Representative

Weed & Company

**K S R O**

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: Press Democrat Bldg. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Vallejo & Fresno Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS-PAPER AFFILIATION: Santa Rose Press-Democrat, Santa Rosa Republican. NEWS SERVICE: United Press, International News Service, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... E. L. Finley  
 Manager ..... Wilt Gunzendorfer

**Coverage**

	Daytime	Evening
Population—Primary .....	34,495	34,495
Radio Homes— " .....	15,710	15,710
Population—Secondary ..	32,985	32,985
Radio Homes— " .....	14,145	14,145

Source: Mail response survey.

**Representatives**

Joseph Hershey McGillvra  
 Walter Biddick Co.

**CALIFORNIA  
 RADIO  
 EXECUTIVES  
 READ  
 RADIO  
 DAILY  
 REGULARLY**

**K G D M**

STOCKTON—EST. 1928

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager..... Joe D. Carroll  
 Program Director..... Lillian Best Parkin

**K W G**

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Guy C. Hamilton  
 Station & Sales Manager..... George Ross  
 Chief Announcer..... Howard Thurston  
 Chief Engineer..... Russell Bennett

**Representative**

Paul H. Raymer Company

**K T K C**

VISALIA—EST. 1937

FREQUENCY: 890 Kc. POWER: 1000 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily except Saturday; 6:00 A.M. to 12:00 midnight, Saturdays. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Langworth, NBC Thesaurus.

**Personnel**

General Manager..... Chas. A. Whitmore  
 Station Manager..... Chas. P. Scott

**CALIFORNIA — COLORADO**

Sales Manager.....Milliard Kibbe  
 Program Director.....Charles B. Foll  
 Chief Announcer.....Sheldon Anderson  
 Chief Engineer.....Bert Williamson

**Coverage**

	Daytime	Evening
Population—Primary .....	455,400	350,000
Radio Homes— " .....	93,650	
Population—Secondary ..	*750,000	

\* Approximation.

**Representative**

John Blair & Company

**K H U B**

"THE VOICE OF THE MONTEREY  
 BAY AREA"  
 WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: John P. Scripps. OPERATED BY:  
 Same. BUSINESS ADDRESS: P. O. Box 349.  
 PHONE: 1700-1. STUDIO ADDRESS: Watson-  
 ville. TIME ON THE AIR: 7:00 A.M. to 11:00  
 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays.  
 NEWSPAPER AFFILIATION: Watsonville Reg-  
 ister-Pajaronian. NEWS SERVICE: Associated  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

**Personnel**

Manager.....M. S. Walker  
 Production Manager.....Jack R. Wagner  
 Chief Announcer.....Gordon Roth  
 Publicity Director.....Phil Bernhelm  
 Musical Director.....Helen Farrell  
 Women's Director.....Helen Farrell  
 Chief Engineer.....Jack R. Wagner

**Representative**

Walter Biddick Co.

**COLORADO**

Population 1,071,000

Number of Families 288,000

Number of Radio Homes 233,500

Retail Sales \$332,814,900

Auto Registrations 341,000

**K G I W**

"THE VOICE OF THE GREAT SAN LUIS  
 VALLEY"

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
 OWNED BY: E. L. Allen. OPERATED BY: E. L.  
 Allen. BUSINESS ADDRESS: Alamosa, Colo.  
 PHONE: Alamosa 26. STUDIO ADDRESS:  
 Alamosa and Monte Vista. TRANSMITTER LO-  
 CATION: East Alamosa, Colo. TIME ON THE  
 AIR: 7:30 A.M. to 9:30 P.M. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 C. P. MacGregor, Standard Radio.

**Personnel**

Owner.....E. L. Allen  
 News Editor.....John R. Thomas  
 Chief Engineer.....Will M. Thomas

**K V O R**

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts.  
 OWNED BY: Outwest Broadcasting Co. OP-

ERATED 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 AF-  
 FILIATIONS: Colorado Springs Gazette & Tele-  
 graph. NEWS SERVICE: Associated Press.  
 TRANSCRIPTION SERVICES: NBC Thesaurus,  
 Standard Radio, & Lang-Worth Features.  
 MAINTAINS ARTISTS BUREAU.

**Personnel**

President.....E. K. Gaylord  
 Station Manager.....Hugh B. Terry  
 Artists Bureau Head.....Duane Osborn  
 Program and Publicity  
 Director.....Lucille Santarelli  
 Musical Director.....Arbor Fuller  
 Chief Engineer.....Cozine Strang

**Coverage**

Population—Primary .....	166,000
Radio Homes— " .....	38,000
Population—Secondary .....	59,300
Radio Homes— " .....	11,500

Source: Mail response analysis.

**Representative**

The Katz Agency

# EXCLUSIVE

ON **K F E L**

IN **DENVER**

## **MUTUAL NETWORK CO-OPERATIVE PROGRAMS**

offer EXCLUSIVE sponsorship identification with the major audience of live coast-to-coast network programs like these:

**THE SHADOW**

**THE LONE RANGER**

**FULTON LEWIS, JR.**

**THE JOHNSON FAMILY**

**SHOW OF THE WEEK**

**KEEP FIT TO MUSIC**

**MARRIAGE LICENSE ROMANCES**



Complete information, availabilities and low pro-rata talent costs on request to:

**GENE O'FALLON — KFEL, Manager**

*OR ASK A JOHN BLAIR MAN*

# K F E L

"THE NEW CRY OF THE OLD WEST"

**DENVER—EST. 1923**

MUTUAL  
COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 1000 Watts.  
OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth, Standard Radio, Davis & Schwegler.

### Personnel

President-Station Manager.....Gene O'Fallon  
Director.....Frank Bishop  
Commercial Manager.....Holly Moyer  
Traffic Manager.....Don McCaig  
News Service Manager.....Bill Welsh  
Chief Announcer.....Herb Trackman  
Chief Engineer.....J. P. Veatch

### Coverage

	Daytime	Evening
Population—Primary .....	526,445	526,445
Radio Homes— " .....	125,786	124,780
Population—Secondary .....	323,300	526,445
Radio Homes— " .....	162,230	125,780

Source: Mail analysis.

### Representative

John Blair & Company

# K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

**DENVER—EST. 1920**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

### Personnel

President.....E. K. Gaylord  
Station Manager.....F. W. Meyer  
Sales Manager.....Fred L. Allen  
Program Director.....Arthur Wuth  
Production Manager.....Howard R. Chamberlain  
Promotion Director.....Charles Inglis  
Musical Director.....Les Weelans  
Chief Engineer.....T. A. McClelland

### Coverage

	Daytime	Evening
Population—Primary .....	1,286,193	1,051,055
Radio Homes— " .....	255,000	214,990

Source: U. S. Census; Joint Committee.

### Representative

The Katz Agency

# K M Y R \*

**DENVER—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. W. Meyer. OPERATED BY: F. W. Meyer. BUSINESS ADDRESS: Denver. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a C.P. at the time of going to press and no further information was available after the usual requests.

# K P O F

**DENVER—EST. 1928**

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St.

# K V O D

"THE VOICE OF DENVER"  
**DENVER—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Tenth Floor, Midland Savings Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pecos St., North of Denver. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler.

### Personnel

President and General Manager....W. D. Pyle  
Secretary-Treasurer.....T. C. Ekrem  
Station & Commercial Manager....T. C. Ekrem  
Chief Announcer.....J. E. Finch  
Publicity Director.....B. H. Stanton  
Musical Director.....J. E. Finch  
Chief Operator.....D. Garretson

### Coverage

	Daytime	Evening
Population—Primary .....	761,025	524,260
Radio Homes— " .....	172,960	119,150
Population—Secondary .....	434,280	185,460
Radio Homes— " .....	98,700	42,150

Source: U. S. Census; Joint Committee.

### Representative

Edward Petry & Co.

So The Advertiser May Know WHICH Station Is

# FIRST in DENVER

*in Everything*

POWER • AUDIENCE • SHOWMANSHIP  
PROGRAMS • ADVERTISING • SALES RESULTS  
*in* **AUDIENCE**

Vast audiences throughout the nation follow with keen interest the great NBC Red Network programs which lead America in popularity polls. On KOA these same most popular programs in America also assure you of audience superiority.

To make doubly sure, 8,000,000 yearly screen impressions in Denver's 12 leading movie theaters constantly remind 160,000 weekly theater fans in Denver of KOA's splendid programs. In addition, from time to time KOA trailers likewise are run in 97 Fox Intermountain Theaters throughout Colorado and portions of Wyoming, Kansas, Nebraska, New Mexico, and Utah.

Thus, in addition to all other values, you find the West's greatest listening audience on this 50,000 watt station.

# KOA

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

**WORLD'S GREATEST BROADCASTING SYSTEM**

BOSTON-SPRINGFIELD

WBZ & WBZA

CHICAGO—WENR & WMAQ

CLEVELAND—WTAM

DENVER—KOA

NEW YORK—WEAF & WJZ

PHILADELPHIA—KYW

PITTSBURGH—KDKA

SAN FRANCISCO—KGO & KPO

SCHENECTADY—WGY

WASHINGTON, D. C.—WMAL & WRC

# K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:00 A.M. to 12:00 Mid-night. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

## Personnel

President ..... Charles Wilson  
 General Manager ..... Lloyd E. Yoder  
 Assistant Manager ..... Robert H. Owen  
 Program Director ..... Clarence C. Moore  
 Promotion & Publicity  
 Director ..... James MacPherson  
 Sales Manager ..... A. W. Crapsey  
 Artists Bureau Head ..... Duncan McCall  
 Chief Engineer ..... Robert H. Owen

## Coverage

	Daytime	Evening
Population—Primary	1,099,400	1,113,400
Radio Homes—"	239,200	249,100
Population—Secondary	568,200	3,255,100
Radio Homes—"	44,100	201,500

Source: NBC Area method of field strength measurements and mail response analysis.

## Representative

National Broadcasting Co., Inc.

# K I U P

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler.

## Personnel

Station Manager ..... Raymond M. Beckner  
 Chief Engineer ..... G. L. Schmehl

## Coverage

	Daytime	Evening
Population—Primary	50,000	50,000
Radio Homes—"	10,340	10,340
Population—Secondary	125,000	125,000
Radio Homes—"	30,000	30,000

Source: Field intensity survey and mail response analysis.

# K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM  
 COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hillcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

## Personnel

General Manager ..... Rex Howell  
 Secretary-Treasurer ..... Chas. Howell  
 Chief Engineer ..... Fred Mendenhall

## Coverage

Radio Homes—Primary ..... 15,000  
 Source: Field strength measurements.

# K F K A

GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM  
 COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 7:15 A.M., 9:00 A.M. to 2:30 P.M., 4:30 P.M. to 6:30 P.M. and 8:30 P.M. to 12:30 A.M., daily; 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3 P.M., 4:30 P.M. to 6:00 P.M. and 9:00 P.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

Managing Director ..... H. E. Green

## Coverage

	Daytime
Population—Primary	983,170
Radio Homes—"	230,180

Source: U. S. Census; Joint Committee.

## Representative

Bassler & Co.

# K O K O

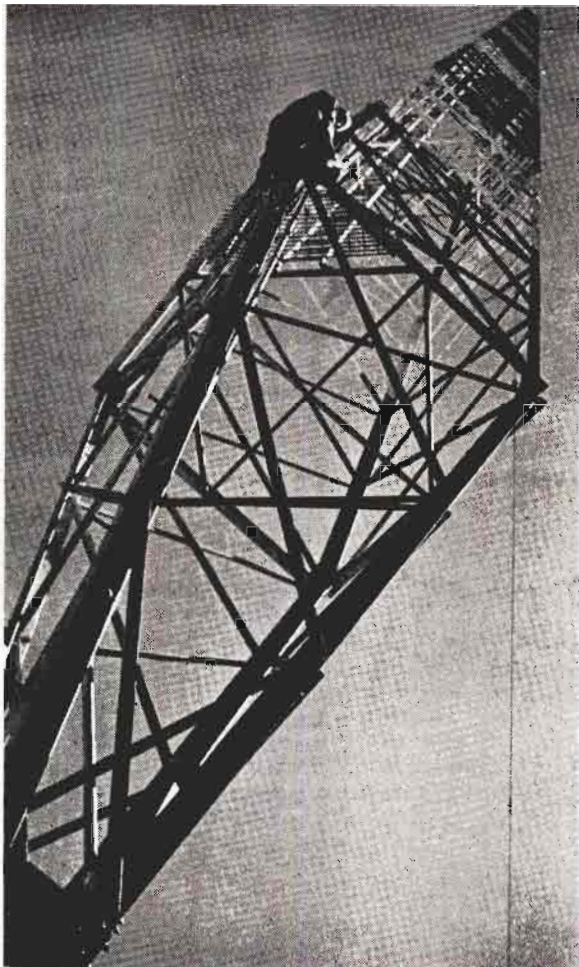
LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: 42. STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: Standard Radio.

# More "REACH" For Your Money

A new antenna system is at work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of full-strength reception has been extended to 10,000 square miles, including a primary population of 2,570,000—a notable increase over our former 6,000 square mile primary area embracing 1,863,570 people.



## BETTER RECEPTION

Not only has our new equipment extended our "reach" but it also has brought a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

## REACHING UP AND OUT

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system has extended WTIC's "reach" 72% in area, and includes 38% more families than formerly.

IN SOUTHERN NEW ENGLAND WTIC RATES

# FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

# WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation  
Member NBC Red Network and Yankee Network  
Representatives: Weed & Company  
New York Chicago Detroit San Francisco



**COLORADO — CONNECTICUT**

**Personnel**

Station Manager.....Leonard E. Wilson  
 Commercial Manager.....R. B. Miller  
 Chief Announcer.....Jack Lund  
 Chief Engineer.....Jack Lund

**K I D W**

**LAMAR—EST. 1932**

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
 OWNED BY: The Lamar Broadcasting Co.  
 OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager.....Harold Anderson

**K G H F**

**PUEBLO—EST. 1928**

NATIONAL BROADCASTING CO.  
 (BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts.

OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Maryland & Lake Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

**Personnel**

Owner.....Curtis P. Ritchie  
 Station Manager.....J. H. McGill  
 Commercial Manager.....Maxson I. Bevans  
 Program Director.....Fred Amos  
 Chief Engineer.....George Ikelman

**K G E K**

**STERLING—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

**CONNECTICUT**

Population 1,741,000

Number of Families 437,000

Number of Radio Homes 402,100

Retail Sales \$612,394,200

Auto Registrations 444,590

**W I C C**

**BRIDGEPORT (New Haven)—  
 EST. 1926**

NBC (BLUE)—YANKEE—COLONIAL  
 FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Davis & Schwegler. AFFILIATED with Yankee Network Artists' Bureau.

**Personnel**

President.....John Shepard 3rd  
 Vice-President in Charge of  
 Station Operations.....R. L. Harlow

Supervisor, New Haven  
 Studios.....Judson LaHaye  
 Station Manager.....Joseph Lopez  
 Sales Manager.....Fred Rowe  
 Publicity Director and  
 Program Director.....Florence Ballou  
 Chief Engineer.....Garo Ray

**Coverage**

	Daytime	Evening
Population—Primary .....	803,320	517,757
Radio Homes—" .....	184,764	119,064

Source: Field intensity measurements.

**Representative**

Edward Petry & Co., Inc.

**W T H T**

**HARTFORD—EST. 1936**

**MUTUAL—COLONIAL**

FREQUENCY: 1200 Kc. POWER: 100 Watts (C.P. 250 Watts, d.). OWNED BY: The Hart-



**DAY IN**



**DAY OUT**

**YOUR BEST BUY  
IN THIS MARKET**

Pick your radio station the way your listeners do, according to the programs! Better than any claims, current program ratings show a station's popularity and point to WDRC, basic CBS outlet, as the best buy in this market.

**IF YOU WANT MORE THAN PROGRAMMING**

ADD WDRC's signal and prestige. In WDRC's Good Listening Area, there's a total population of 1,548,109. These people know WDRC as Connecticut's Pioneer Broadcaster (established in 1922), know too that WDRC consistently has showed the way for radio in Connecticut.

WDRC is exclusively a radio organization, and WDRC will continue to pioneer the improvements which are technically sound and in the public interest.

Look to WDRC for the best in radio, day in, day out.



**WDRC**

**HARTFORD**  
CONNECTICUT'S PIONEER BROADCASTER  
1330 ON YOUR DIAL

# CONNECTICUT

ford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

## Personnel

Station Manager ..... Cedric W. Foster  
 Commercial Manager..... C. Glover Delaney  
 Program Director..... Laureat H. Martineau  
 Chief Engineer ..... Richard K. Blackburn

## Coverage

Population—Primary .....	262,000
Radio Homes— " .....	60,600
Population—Secondary .....	198,000
Radio Homes— " .....	45,500

Source: Field intensity measurements.

## Representative

J. P. McKinney & Son

# W D R C

"THE ADVERTISING TEST STATION IN  
 THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press.

## Personnel

President and Station  
 Manager ..... Franklin M. Doolittle  
 Commercial & Advertising  
 Manager..... Wm. F. Malo  
 Program Manager-Publicity  
 Director ..... Walter Haase  
 Chief Engineer..... Italo Martino

## Coverage

	Daytime
Population—Primary .....	1,548,109
Radio Homes— " .....	341,959

Source: Station survey.

## Representative

Paul H. Raymer Co.

# W T I C

HARTFORD—EST. 1925

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50,000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St.

PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler, Lang-Worth, Miller Transcription Tape.

## Personnel

Station Manager ..... P. W. Morency  
 Sales Promotion Manager..... J. F. Clancy  
 Sales Manager..... Walter Johnson  
 Chief Announcer ..... Fred Wade  
 Publicity Director ..... G. Malcolm-Smith  
 Musical Director ..... Moshe Paranov  
 Chief Engineer ..... J. C. Randall

## Coverage

	Daytime
Population—Primary .....	1,863,570
Radio Homes— " .....	431,200
Population—Secondary .....	1,788,430
Radio Homes— " .....	416,860

Source: U. S. Census; Joint Committee.

## Representative

Weed & Company  
 (See Page 336)

# W N B C

"CENTRAL CONNECTICUT STATION"  
 NEW BRITAIN-HARTFORD—

EST. 1935

NBC—BLUE

FREQUENCY: 1380 Kc. POWER: 1000 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. and 54 Pratt St., Hartford. PHONE: 240-1 and 7-9131. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

## Personnel

President..... Patrick J. Goode  
 Vice-President ..... Harold Lafount  
 Treasurer ..... Rosalyn Richman  
 General Manager..... Richard W. Davis  
 Program Director..... Doris Peck  
 Commercial Manager.. Laurence C. Edwardson

## Representative

Headley-Reed Company

# W E L I

"NEW HAVEN'S OWN STATION"  
 NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE:

# CONNECTICUT

8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: Hamden, Conn. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Patrick J. Goode  
 Manager.....James T. Milne  
 Artists' Bureau Head.....Marion Reynolds  
 Chief Announcer.....Charles Wright  
 Publicity Director.....Vincent E. Palmeri  
 Musical Director.....Marion Reynolds  
 Chief Engineer.....J. Gordon Keyworth

## Coverage

Population—Primary .....	1,200,000
Radio Homes— " .....	276,000
Population—Secondary .....	2,500,000
Radio Homes— " .....	315,000

Source: Field strength measurements.

## Representative

Gene Furgason & Co.

# W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 4900. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to Midnight. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....R. L. Morey  
 Station Manager.....G. J. Morey  
 Commercial & Advertising Manager.....Ivon B. Newman  
 Artists' Bureau Head.....Len Stevens  
 Publicity Director.....Edwin J. Morey  
 Musical Director.....Richard Benvenuti  
 Chief Engineer.....Francis C. Garufy

## Coverage

	Daytime	Evening
Population—Primary .....	192,090	192,090
Radio Homes— " .....	30,575	30,575
Population—Secondary .....	32,240	
Radio Homes— " .....	6,934	

Source: U. S. Census.

# W A T R

"VOICE OF WATERBURY"  
 WATERBURY—EST. 1934  
 MUTUAL—COLONIAL—YANKEE

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: Baldwin Ave. TIME ON THE AIR: 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

## Personnel

President-Station Manager.....Harold Thomas  
 Commercial & Advertising.....Sam Elman  
 Chief Announcer.....James Parker  
 Publicity Director.....Chas. Cutler  
 Musical Director.....Romeo Delfino  
 Chief Engineer.....Norman Blake

## Coverage

	Daytime	Evening
Population—Primary .....	178,813	178,813
Population—Secondary .....	268,298	268,298

Source: Field intensity measurements.

## Representative

Gene Furgason & Co.

# W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"  
 WATERBURY-NEW HAVEN

EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....W. J. Pape  
 Station Manager.....E. J. Frey  
 Program Director.....Jack Henry  
 Manager—New Haven Office.....D. E. Halpern  
 Chief Engineer.....S. E. Warner

## Coverage

Population—Primary .....	478,000
Radio Homes— " .....	116,000
Population—Secondary .....	240,000
Radio Homes— " .....	59,000

Source: Field intensity survey.

## Representative

Joseph Hershey McGillvra

# DELAWARE

Population 261,000

Number of Families 67,000

Number of Radio Homes 57,600

Retail Sales \$84,564,700

Auto Registrations 66,500

## WDEL

WILMINGTON—EST. 1922

NBC—MASON-DIXON GROUP

FREQUENCY: 1120 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Persomel

Station & Commercial

Manager.....J. Gorman Walsh  
Program Manager.....Edw. Browning  
Publicity Director.....Lonny Starr

### Coverage

	Daytime	Evening
Population—Primary	3,817,944	879,242
Radio Homes—"	832,866	193,264

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

### Representative

Paul H. Raymer Co.

## WILM

WILMINGTON—EST. 1922

MBS—INTERCITY NETWORK

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Blvd. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

### Persomel

Station & Commercial

Manager.....J. Gorman Walsh  
Program Manager.....Sidney Horwitz  
Publicity Director.....Harvey Smith

### Coverage

	Daytime	Evening
Population—Primary	541,467	319,810
Radio Homes—"	108,004	66,316

Source: U. S. Census; Joint Committee; Field intensity measurements; mail response analysis.

### Representative

Paul H. Raymer Co.

# 4,359,772 EARS

*in Delaware, Maryland, New Jersey, Pennsylvania*

CAN TUNE

# WDEL

1120 Kc—1000 Watts

NBC BASIC RED NETWORK

Careful Network and Local Programming With a Clear Signal Means a Big Percentage of Ears in This Rich Territory Are Actually Tuned to WDEL Regularly Every Day.

# DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000

Number of Radio Homes 152,900

Retail Sales \$363,894,300

Auto Registrations 170,000

## W J S V

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 50000 Watts.  
 OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 817 Earle Bldg. PHONE:  
 Metropolitan 3200. STUDIO ADDRESS: 817  
 Earle Bldg. TRANSMITTER LOCATION:  
 Wheaton, Md. TIME ON THE AIR: (daily) 7:00  
 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00  
 A.M. NEWS SERVICE: United Press, Associ-  
 ated Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

### Personnel

General Manager.....A. D. Willard, Jr.  
 Commercial Manager...William D. Murdock  
 Sales Promotion Director.....John Heiney

Program Director.....Lloyd W. Dennis, Jr.  
 Public Events Director.....Ann Gillis  
 Publicity Director.....William J. Slocum, Jr.  
 Auditor.....Harry R. Crow  
 Chief Engineer.....Clyde Hunt

### Coverage\*

	Daytime	Evening
Population—Primary	958,500	801,200
Radio Homes— " "	187,760	163,870
Population—Secondary	939,100	1,583,400
Radio Homes— " "	154,020	267,230

\* Based on 10,000 watts; no data available for 50,000 watts; secondary figures are based on "regular listening" rather than "occasional listening."

Source: CBS Research Department.

### Representative

Radio Sales

## W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.  
 (BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. (C.P. 5000 Watts). OWNED BY: National Broadcasting Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

### Personnel

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager. John H. Dodge  
 Publicity Director.....Phebe M. Gale  
 Chief Engineer.....A. E. Johnson

### Coverage

	Daytime	Evening
Population—Primary	905,000	824,400
Radio Homes— " "	201,200	190,400
Population—Secondary	704,900	153,100
Radio Homes— " "	126,700	23,600

Source: NBC Statistical Department.

### Representative

National Broadcasting Co., Inc.

Selected us one of America's "10 Most Distinguished Young Men of the Year"

## FULTON LEWIS JR.



"It is due entirely to his efforts that radio newscasters now have the same privileges as press representatives in covering Congressional activities and White House conferences."

Durward Howes, Editor, "America's Young Men"

Fulton Lewis, Jr., became a news commentator for WOL in 1937. He is now heard on over 80 stations of the Mutual Broadcasting System! Fulton Lewis, Jr., is but one of the many features promoted by WOL and broadcast daily.

## W O L

1000 WATTS—WASHINGTON, D. C.

Affiliated with Mutual Broadcasting System  
 Nat'l Reps.: International Radio Sales

**W O L**

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

**WASHINGTON, D. C.—EST. 1928**

MUTUAL BROADCASTING SYSTEM—  
INTERCITY BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.  
OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library, Davis & Schwegler.

**Personnel**

Vice-President-General  
 Manager.....W. B. Dolph  
 Sales Manager.....James Fishback  
 Program Director.....Madeline Ensign  
 Publicity Director.....Walter Knobloch  
 Musical Director.....Frank Blair  
 Chief Engineer.....H. H. Lyon

**Coverage**

Population—Primary .....	773,000
Radio Homes— " .....	146,400
Population—Secondary .....	129,000
Radio Homes— " .....	40,400

Source: Field intensity survey.

**Representative**

William G. Rambeau Co.

**W R C**

**WASHINGTON, D. C.—EST. 1923**

NATIONAL BROADCASTING CO.  
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts.  
OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Radio Center, 724—14th St., N. W. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

**Personnel**

Vice-President.....Frank M. Russell  
 General Manager.....K. H. Berkeley  
 Assistant Manager.....Carleton D. Smith  
 Assistant Manager.....Fred Shawn  
 Sales & Advertising Manager..John H. Dodge  
 Publicity Director.....Phebe M. Gale  
 Chief Engineer.....A. E. Johnson

**Coverage**

	Daytime	Evening
Population—Primary ....	1,102,000	802,100
Radio Homes— " .....	237,500	187,200
Population—Secondary ..	873,900	465,800
Radio Homes— " .....	167,100	74,000

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**FLORIDA**

Population 1,670,000

Number of Families 443,000

Number of Radio Homes 297,900

Retail Sales \$468,387,700

Auto Registrations 449,000

**W M F J**

**DAYTONA BEACH—EST. 1935**

FREQUENCY: 1420 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music.

**Personnel**

Manager.....W. Wright Esch  
 Commercial Manager.....Ed Sims  
 Program Director.....A. B. Esch  
 Chief Engineer.....W. K. Ellenwood

**W F T L**

"THE VOICE OF THE TROPICAL  
WONDERLAND"

**FORT LAUDERDALE—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tom M. Bryan. OPERATED BY: Fort Lauderdale Broadcasting

Co. BUSINESS ADDRESS: 2700 South Andrews Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated Library.

**Personnel**

Owner & Operator.....Tom M. Bryan  
 Program Director-Chief  
 Announcer.....Jim H. Knox  
 Commercial Salesman.....Joseph Smedley  
 Chief Engineer.....Francis Carroll

**Coverage**

This station was established on December 3, 1939 and no coverage figures were available at time of going to press. Estimated coverage gives radius of 30 miles for primary area.

**WFTM** \*

FORT MEYERS—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. OPERATED BY: Fort Meyers Broadcasting Co. OWNED BY: Fort Meyers Broadcasting Co. BUSINESS ADDRESS: Fort Meyers. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a C.P. at time of going to press and no further information was available after usual requests.

**WJAX**  
 JACKSONVILLE, FLORIDA

THE  
 MUNICIPAL  
 BROADCASTING  
 STATION

900 Kc. 5000 Watts Day  
 1000 Watts Night

AFFILIATED NBC  
 Phone Jacksonville 5-5821

Representatives  
 John Blair & Co., New York, Chicago,  
 Detroit and West Coast  
 H. E. Cummings, Southeast

**WRUF**

"THE VOICE OF FLORIDA"  
 GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OPERATED BY: University of Florida. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

Station Executive.....Garland Powell  
 Asst. Director.....Russell McCaughan  
 Chief Announcer.....Dan Riss  
 Engineer.....F. Banks Duncan

**Coverage**

	Daytime
Population—Primary .....	40,690
Radio Homes— .....	22,780
Population—Secondary .....	150,400
Radio Homes— .....	56,000

Source: Field intensity survey.

**Representative**

Burn-Smith Company

**WJAX**

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"

(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925  
 NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Commissioner in Charge.....Thos. C. Imeson  
 Station Manager and Chief  
 Engineer.....John T. Hopkins, III  
 Merchandising .....

**Representative**

John Blair & Co.  
 Harry Cummings, Atlanta

**WJHP** \*

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.



**FLORIDA**

\* Station was licensed to operate under a construction permit and because case was in the U. S. Court of Appeals no further information was available at time of going to press.

**W M B R**

**JACKSONVILLE—EST. 1933**  
COLUMBIA BROADCASTING SYSTEM  
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: 118 West Adams St. PHONE: 5-4387-8. STUDIO ADDRESS: 118 West Adams St. TRANSMITTER LOCATION: Foot of Vine and Massachusetts Sts. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press.

**Personnel**

President.....Frank King  
Secretary-Treasurer.....Glenn Marshall  
Chief Announcer.....Chas. Stone  
Musical Director.....Clyde Gardner  
Chief Engineer.....H. B. Greene

**Coverage**

	Daytime	Evening
Population—Primary .....	196,835	196,835
Radio Homes— " .....	35,500	35,500
Population—Secondary .....	337,172	337,172
Radio Homes— " .....	38,800	38,800

Source: Department of Commerce.

**Representative**

Paul H. Raymer Co.

**W L A K**

**LAKELAND—EST. 1936**  
NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: 1300 East Lime St. PHONE: 2128. STUDIO ADDRESS: 1300 E. Lime St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwiegler.

**Personnel**

General Manager.....Bert Arnold  
Commercial Manager.....D. M. Brown  
Program Director.....Gordon Fletcher  
Musical Director.....Elvan B. Wilson  
Chief Engineer.....Powell Hunter

**Coverage**

	Daytime	Evening
Population—Primary .....	91,000	91,000
Radio Homes— " .....	14,234	14,234

Population—Secondary . . . . . 265,000 265,000  
Radio Homes— " . . . . . 28,956 28,956  
Source: Joint Committee; U. S. Census.

**Representative**

John Blair & Co.

**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 .....	275,000
Radio Homes— " .....	61,000
Population—Secondary .....	57,500
Radio Homes— " .....	10,200

Source: Field intensity survey.

**Representative**

John Blair & Co.

**W K A T**

**MIAMI BEACH—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

**Personnel**

Owner.....A. Frank Katzentine  
General Manager.....John C. McCloy  
Program Director.....Betty Lee Taylor  
Chief Engineer.....Walter Kinney

**Coverage**

Station has not determined present coverage owing to power increase and technical improvements.

# W I O D

"BEST ON THE DIAL"  
**MIAMI—EST. 1926**  
 NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts.  
 OWNED BY: Isle of Dreams Broadcasting Co.  
 OPERATED BY: Isle of Dreams Broadcasting Co.  
 BUSINESS ADDRESS: 600 Biscayne Blvd., News Tower. PHONE: 3-6444. STUDIO ADDRESS: 600 Biscayne Blvd., News Tower.  
 TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 Midnight, Sunday. NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

### Personnel

President.....D. J. Mahoney  
 Vice-Pres. and Genl. Mgr.....Hal I. Leyshon  
 Secretary-Treasurer.....Ross A. Reeder  
 Station Manager.....Martin S. Wales  
 Commercial Manager.....S. A. Vetter  
 Promotion Manager.....J. M. LeGate  
 Musical Director.....Isabel Shaffer  
 Chief Engineer.....Milton C. Scott Jr.

### Coverage

	Daytime	Evening
Population—Primary .....	299,504	299,504
Radio Homes— " .....	62,170	62,170
Population—Secondary .	47,714	47,714
Radio Homes— " .....	8,670	8,670

Source: Joint Committee; State Census.

### Representatives

George P. Hollingbery Co.  
 Harry S. Cummings, Jacksonville and Atlanta

# W T M C

**OCALA—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Ocala Broadcasting Co. OPERATED BY: Ocala Broadcasting Co. BUSINESS ADDRESS: Ocala. STUDIO ADDRESS: Ocala. TRANSMITTER LOCATION: Ocala. TIME ON THE AIR: Unlimited License; actual, 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President.....John T. Alsop, Jr.  
 General Manager.....R. H. Powell  
 Commercial Manager.....Hal Davis  
 Chief Engineer.....G. E. Mead

### Representatives

John H. Perry Associates  
 R. J. Bidwell Company



# WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TRANSMITTER LOCATION: Dubsdread Country Club, Near Fairvilla, Fla. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m.; (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Library.

### Personnel

President.....Col. Geo. C. Johnston  
 Vice-President-General and Commercial  
 Manager.....Harold P. Danforth  
 Local Advertising Manager.....J. M. Pedrick  
 Educational Director-Chief Announcer,  
 W. Gage McBride  
 Publicity Director.....Orval Anderson  
 Program Director.....Emily B. Humphries  
 Musical Director.....Robert Willard  
 Chief Engineer.....J. E. Yarbrough

### Coverage

	Daytime	Evening
Population—Primary .....	510,960	275,541
Radio Homes— " .....	75,400	39,100
Population—Secondary .....	274,206	509,625
Radio Homes— " .....	45,500	81,800

Source: Field intensity survey.

### Representative

Paul H. Raymer Company

# WDL P \*

PANAMA CITY—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Panama City Broadcasting Co. OPERATED BY: Panama City Broadcasting Co. BUSINESS ADDRESS: Panama City. STUDIO ADDRESS: Panama City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a C.P. at time of going to press and further information was unavailable after usual requests.

# WCOA

"THE ONLY STATION COMPLETELY COVERING WEST FLORIDA AND SOUTH ALABAMA"

PENSACOLA—EST. 1926

NATIONAL BROADCASTING COMPANY

# WDBO is

FLORIDA'S  
**2nd**  
 STATION

5000 WATTS DAY  
 1000 WATTS NIGHT  
 580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY  
 ORLANDO BROADCASTING COMPANY  
 ORLANDO, FLORIDA

*Spot Shot!*

NOW AVAILABLE ON

**WSUN**

ST. PETERSBURG - TAMPA

620 KC  
DAY  
5000 W  
NIGHT  
1000 W

*Honored by*

**VARIETY**

*with showmanship plaque*

*for 1939*

FOR FURTHER DETAILS

In New York      call Plaza 8-2600  
In Chicago        call Central 4547  
In San Francisco   call Douglas 2536  
In St. Petersburg   call 4747 or 4748



**INTERNATIONAL RADIO SALES**

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



Business Office  
ST. PETERSBURG, FLORIDA  
HAROLD H. MEYER, Gen. Mgr.

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1669. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M., daily; 8:00 A.M. to 11:00 P.M., Sundays. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....John H. Perry  
 General Manager.....Henry G. Wells, Jr.  
 Station Manager.....Irving F. Welch  
 Program Director.....C. E. Vann  
 Musical Director.....Ray Rogers  
 Chief Engineer.....Beecher Hayford

**Coverage**

Population—Primary ..... 162,500  
 Radio Homes— " ..... 21,026  
 Population—Secondary ..... 258,700  
 Radio Homes— " ..... 35,380

SOURCE: Joint Committee; station survey.

**Representative**

John H. Perry Associates

**WFOY**

"THE BIRTHPLACE OF A NATION"  
**ST. AUGUSTINE—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Park, St. Magnolia St. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Park, St. Magnolia St. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Walter B. Fraser  
 Station Manager.....R. M. Tigert  
 Commercial Manager.....John H. Cummins  
 Program Director.....Ruth Tanksley  
 Chief Engineer.....Ernest Raistrick

**Coverage**

	Daytime	Evening
Population—Primary ....	17,000	14,000
Radio Homes— " .....	5,000	4,000

Source: Field intensity survey.

**WSUN**

**ST. PETERSBURG—EST. 1927**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation

Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

Chairman of Board.....Glenn V. Leland  
 Director and Manager.....Harold H. Meyer  
 Chief Engineer and Assistant Manager,

Louis J. Link

Artists Bureau Head.....B. Cunningham  
 Program Director.....Bob Wilbur  
 Chief Announcer.....Lynn Gearhart  
 Production Chief.....Maurice F. Hayes  
 Musical Director.....Joe Sherman

**Coverage**

Population—Primary ..... 578,919  
 Radio Homes— " ..... 89,000  
 Population—Secondary ..... 607,980  
 Radio Homes— " ..... 65,900

Source: State Census; Joint Committee.

**Representative**

International Radio Sales

**WTSP**

**ST. PETERSBURG—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Pinellas Broadcasting Co. OPERATED BY: Pinellas Broadcasting Co. BUSINESS ADDRESS: 4th St., North at 35th Ave. STUDIO ADDRESS: 4th St., North at 35th Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Fred Bugg  
 Commercial Manager.....Heidt Swearingen  
 Program Director.....Ralph Feather  
 Musical Director.....Keeta Martin

**Coverage**

No survey had been made at time of going to press.

**WSPB**

**SARASOTA—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSPB, Inc. OPERATED BY: WSPB, Inc. BUSINESS ADDRESS: City Island, Sarasota. STUDIO ADDRESSES: City Island, Sarasota and Peninsular Telephone Bldg., Bradenton, Fla. TRANSMITTER LOCATION: City Island. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....S. H. Campbell, Jr.

*Crossley Inc. finds*

**94%** of All Sets in Use Tuned  
to One Station . . . Tuned to  
**WJNO**

*As a Result*

**WJNO** Showed a **207%**  
Increase in Business in 1939 Over 1938.

*The Conclusion Is Obvious*

Only Through **WJNO** Can You Reach the  
Wealthy Palm Beach Market And Its Environs.

*No Other Station Gets In!*

•

**WJNO,** WEST PALM BEACH, FLORIDA

COLUMBIA BROADCASTING SYSTEM • REP., WEED & CO., NEW YORK, N. Y.

Vice-President-General Manager.

Frank S. Lane

Treasurer..... S. H. Hutchinson

**W T A L**

TALLAHASSEE—EST. 1935

FLORIDA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Box No. 1237. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Florida State News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Davis & Schwegler, Lang-Worth.

**Personnel**

President ..... Gilbert Freeman  
Station Manager..... William C. Wyatt

**Coverage**

	Daytime	Evening
Population—Primary ....	100,000	25,000
Radio Homes— " .....	28,000	10,000
Population—Secondary .	350,000	
Radio Homes— " .....	100,000	

Source: Mail response analysis.

**W D A E**

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

**Personnel**

President ..... David E. Smiley  
Vice-President..... Ralph Nicholson  
Station Manager ..... L. S. Mitchell

**Coverage**

	Daytime	Evening
Population—Primary ....	343,600	416,500
Radio Homes— " .....	59,460	146,500
Population—Secondary .	210,100	70,910
Radio Homes— " .....	29,650	18,950

Source: CBS survey.

**Representative**

The Katz Agency

**W F L A**

"SERVES FLORIDA'S CENTER OF POPULATION"

TAMPA—EST. 1925

ORANGE NETWORK

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tarr Bldg., Tampa. PHONE: M H 1828 and H 1829, Tampa—Clearwater 2754. STUDIO ADDRESS: Tarr Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS-PAPER AFFILIATION: Tampa Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President..... S. E. Thomasson  
Vice-President-General Manager.

W. Walter Tison

Artists' Bureau Head..... Frank Grasso  
Program Director..... Paul Bell  
Sales Manager..... Melvin A. Myer (Local)  
Publicity Director..... Ronnie Rogers  
Musical Director..... Frank Grasso  
Chief Engineer..... Joe Mitchell

**Coverage**

Population—Primary .....	561,000
Radio Homes— " .....	111,000
Population—Secondary .....	515,000
Radio Homes— " .....	83,500

Source: Station survey.

**Representative**

John Blair & Co.

**W J N O**

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... Jay O'Brien  
Secretary-Treasurer..... Louise De Lea  
General Manager..... Reginald B. Martin  
Chief Announcer..... Ben Decker  
Program Director..... Ronald Jenkins  
Chief Engineer..... John Moore

**Coverage**

Population—Primary .....	58,000
Radio Homes— " .....	12,350

Source: Station survey.

**Representative**

Weed & Company

**NEW OWNERSHIP  
EQUIPMENT**

**WISB**  
**GREATER COVERAGE**

**FOR 18 YEARS  
THE VOICE OF THE SOUTH**

*In  
Southern  
Ohio*

**IT'S  
WHIO  
DAYTON**

*In  
Florida*

**IT'S  
WIOD  
MIAMI**

**The Atlanta Journal**

**50,000 WATTS — NBC — CLEAR CHANNEL**

**EDWARD PETRY & CO., INC.—National Representatives**



# GEORGIA

Population 3,085,000

Number of Families 716,000

Number of Radio Homes 370,800

Retail Sales \$533,162,300

Auto Registrations 470,800

## WGPC

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 100 Watts.  
OWNED BY: Albany Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

### Personnel

President.....J. W. Woodruff, Sr.  
General Manager.....J. W. Woodruff, Jr.  
Resident Manager.....Stewart Watson  
Chief Announcer.....Hubert Batey  
Program Manager.....Louis B. Poole  
Chief Engineer.....Byron Lindsey, Jr.

### Coverage

Population—Primary ..... 460,500  
Radio Homes— " ..... 24,970  
Population—Secondary ..... 480,349  
Radio Homes— " ..... 26,690

Source: U. S. Census; station estimate.

### Representative

Sears & Ayer

## WGAU

"YOUR CHOICE ON THE DIAL"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts.  
OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Athens Banner-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Manager-Chief Engineer.....M. C. Gorman  
Program and Musical Director, Harry L. Grimes

### Coverage

	Daytime	Evening
Population—Primary	292,433	292,433
Population—Secondary	500,000	500,000

Source: Mail response analysis.

## WSB

"THE VOICE OF THE SOUTH"  
ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus, Langworth.

### Personnel

Manager.....J. Leonard Reinsch  
Director of Public Service.....Lamdin Kay  
Sales Manager.....John M. Outler, Jr.  
Program Director.....Roy McMillen  
Musical Director.....Marcus Bartlett  
Continuity Editor.....Lessie Smithgall  
Traffic Manager.....Herbert Harris  
Transcription Editor.....Dana Waters  
News Editor.....Walter Paschall  
Director of School of Air.....Louis T. Rigdon  
Chief Engineer.....C. F. Daugherty

### Coverage

Population—Primary ..... 3,780,000  
Radio Homes— " ..... 481,000  
Population—Secondary ..... 4,390,000  
Radio Homes— " ..... 631,000

Source: Field intensity survey and mail response analysis.

### Representative

Edward Petry & Company

## WAGA

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Atlanta Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Executive Director.....Lamdin Kay

Station Manager ..... Jess M. Swicegood  
 Chief Announcer ..... Earle J. Pudney  
 Chief Engineer ..... Clif H. Hanson

**Coverage**

Population—Primary ..... 436,196  
 Radio Homes— " ..... 87,160  
 Population—Secondary ..... 208,869  
 Radio Homes— " ..... 17,070

Source: Station survey.

**W A T L**

"THE NEWS STATION OF ATLANTA"  
**ATLANTA—EST. 1931**

MUTUAL BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Atlanta Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Henry  
 Grady Bldg. PHONE: Walnut 4377-8. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 26 Cain St., N. W. TIME ON THE AIR: 6:00  
 A.M. to 1:05 A.M. (all night Sat.). NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: Associated Music, Davis  
 & Schwegler, Lang-Worth.

**Personnel**

President..... J. W. Woodruff  
 General Manager ..... Maurice C. Coleman  
 Chief Announcer..... Julian Flint  
 Musical Director ..... Ken Keese  
 Chief Engineer ..... Jim Comer Jr.

**Coverage**

Population—Primary ..... 496,000  
 Radio Homes— " ..... 89,000  
 Population—Secondary ..... 372,500  
 Radio Homes— " ..... 37,800

Source: Mail response analysis.

**Representative**

Sears & Ayer

**W G S T**

**ATLANTA—EST. 1929**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 890 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Georgia School  
 of Technology. OPERATED BY: Southern  
 Broadcasting Stations, Inc. BUSINESS AD-  
 DRESS: Ansley Hotel. PHONE: Walnut 8441.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Cheshire Bridge Road. TIME ON  
 THE AIR: Sundays, 7:00 A.M. to 12:00 mid-  
 night; Daily, 6:00 A.M. to 12:00 midnight.  
 NEWS SERVICE: Transradio Press. TRAN-  
 SCRPTION SERVICE: Standard Radio.

**Personnel**

General Manager ..... W. H. Summerville  
 Treasurer..... P. J. Wilhite  
 Program Director..... John Fulter  
 Promotion Director..... Frank Gaither  
 Production Director..... Don Naylor  
 Musical Director..... Lola Wallace

**Coverage**

Population—Primary ..... 640,000  
 Radio Homes— " ..... 102,000  
 Population—Secondary ..... 215,000  
 Radio Homes— " ..... 21,800

**Representative**

The Katz Agency

**W R D W**

**AUGUSTA—EST. 1930**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Augusta Broadcasting Co. OP-  
 ERATED BY: Augusta Broadcasting Co. BUSI-  
 NESS ADDRESS: 10th & Broad Sts. PHONE:  
 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts.  
 TRANSMITTER LOCATION: Buena Vista Ave.,  
 North Augusta, S. C. TIME ON THE AIR: 6:55  
 A.M. to midnight; Sunday, 7:45 A.M. to mid-  
 night. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting  
 System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager..... W. R. Ringson  
 Sec. & Treas..... F. J. Miller  
 Program Director..... James Davenport  
 Sales Manager..... Thurston Bennett  
 Musical Director..... James M. Harman  
 Chief Engineer..... Harvey Aderhold

**Coverage**

	Daytime	Evening
Population—Primary ....	285,701	141,264
Radio Homes— " .....	30,100	19,530
Population—Secondary .....	428,791	144,437
Radio Homes— " .....	37,700	10,570

Source: Mail response analysis.

**Representative**

Burn-Smith Co.

**W M O G \***

**BRUNSWICK—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
 d.; 100 watts, n. OWNED BY: Coastal Broad-  
 casting Co. OPERATED BY: Coastal Broad-  
 casting Co. BUSINESS ADDRESS: Brunswick.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Brunswick. TIME ON THE AIR:  
 Unlimited License.

\*Station was licensed to operate under a  
 construction permit and no further information  
 was available after the usual requests at the  
 time of going to press.

**W R B L**

"THE VOICE OF FRIENDLY SERVICE"  
**COLUMBUS—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: The Columbus Broadcasting Co.,

Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth, Davis & Schwegler.

**Personnel**

President.....J. W. Woodruff, Sr.  
General Manager.....J. W. Woodruff, Jr.  
Chief Announcer Program Director, Jack Gibney

**Coverage**

Population—Primary .....	445,700
Radio Homes— " .....	57,000
Population—Secondary .....	281,000
Radio Homes— " .....	26,500

Source: Station survey.

**Representative**

Sears & Ayer

**W M J M \***

**CORDELE—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Cordele Dispatch Publishing Co. OPERATED BY: Cordele Dispatch Publishing Co. BUSINESS ADDRESS: Cordele. STUDIO ADDRESS: Cordele. TRANSMITTER LOCATION: Cordele. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Cordele Dispatch.

\*Station was licensed to operate under a construction permit and no further information was available after usual requests at time of going to press.

**W K E U**

**GRIFFIN—EST. 1934**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Manager.....A. W. Marshall, Jr.

**Representative**

Burn-Smith Co.

**W M A Z**

**MACON—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211

Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight; NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

**Personnel**

President, General Manager.....E. K. Cargill  
Vice-President.....George P. Rankin  
Secretary-Treasurer and Assistant Manager,  
Wilton E. Cobb  
Commercial Manager.....Frank Crowther  
Musical Director.....Allie V. Williams  
Chief Engineer.....George P. Rankin Jr.

**Coverage**

	Daytime	Evening
Population—Primary ....	180,371	180,371
Radio Homes— " .....	23,748	23,748
Population—Secondary .	524,864	524,864
Radio Homes— " .....	59,649	59,649

Source: Field intensity survey.

**Representative**

The Katz Agency

**W M G A**

**MOULTRIE—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Frank R. Pidcock, Sr. BUSINESS ADDRESS: Box 429. STUDIO ADDRESS: Moultrie. TRANSMITTER LOCATION: Moultrie. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Manager.....W. T. Hix  
Executive Manager.....John Pidcock  
Chief Engineer.....James W. Stewart

**Coverage**

Population—Primary .....	205,026
Radio Homes— " .....	23,644
Population—Secondary .....	294,066
Radio Homes— " .....	32,526

Source: Station survey.

**W R G A**

**ROME—EST. 1929**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M., daily; 7:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: United Press.

**Personnel**

President.....John W. Quarles

Station Manager-Treasurer...Happy Quarles  
Commercial Manager.....Price Selby  
Chief Engineer.....R. L. Starr

**W S A V**

**SAVANNAH—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 100 watts.  
OWNED BY: WSAV, Inc. OPERATED BY:  
WSAV, Inc. BUSINESS ADDRESS: Liberty National Bank Bldg. STUDIO ADDRESS: Liberty National Bank Bldg. TRANSMITTER LOCATION: President St. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....Harben Daniel  
Advertising Manager.....N. W. Brandon  
Chief Engineer.....Meredith Thompson

**Coverage**

	Daytime	Evening
Population—Primary	111,633	125,000
Radio Homes—"	22,350	23,000
Population—Secondary	125,000	130,000
Radio Homes—"	25,000	25,000

Source: WPA Census of Savannah.

**W T O C**

**SAVANNAH—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: 516 Abercorn St. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Louisville Rd. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System.

**Personnel**

President .....W. T. Knight, Jr.  
Vice-President-Secretary.....S. P. Driscoll  
Treasurer-Station Manager..Marjorie B. Willis  
Promotion-Merchandising Director, W. B. Smart  
Continuity Director.....Esther Shearouse  
Chief Engineer.....James Reynolds Donovan

**Coverage**

Population—Primary	430,000
Radio Homes—"	53,800
Population—Secondary	522,000
Radio Homes—"	82,300

Source: Mail response analysis.

**Representative**

The Katz Agency, Inc.

**W P A X**

**THOMASVILLE—EST. 1934**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: H. Wimpy. OPERATED BY: H.

Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

**Personnel**

Station Manager.....H. Wimpy

**W A Y X**

**WAYCROSS—EST. 1936**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Jack Williams. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS-PAPER AFFILIATION: Waycross Journal-Herald. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....Jack Williams

**Coverage**

Population—Primary	303,815
Population—Secondary	404,834

Source: Mail response analysis.



**K I D O**

Exclusive outlet this territory for NBC Red and Blue

**BOISE, IDAHO**

# IDAHO

Population 493,000

Number of Families 124,000

Number of Radio Homes 98,700

Retail Sales \$154,183,700

Auto Registrations 140,000

## K I D O

"DEVOTED TO COMMUNITY SERVICE"  
BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts, d., 1000 watts, n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....C. G. Phillips  
Commercial Manager....Richard G. McBroom  
Chief Announcer.....Billy Phillips  
Merchandising Manager.....Clete Lee  
Publicity Director.....Leroy Cville  
Musical Director.....Vern Moore  
Chief Engineer.....Harold Toedtemeier

### Representative

John Blair and Company

## K I D

"IDAHO'S MOST POWERFUL RADIO  
STATION COVERING THE WEST  
FROM IDAHO FALLS"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ammon Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President and General Manager,  
J. W. Duckworth  
Assistant Manager.....Maxine Chaffin  
Chief Engineer.....W. J. Provis

### Coverage

	Daytime	Evening
Population—Primary	160,000	160,000
Radio Homes—"	35,000	35,000
Population—Secondary	183,462	183,462
Radio Homes—"	33,692	33,692

### Representatives

Sears & Ayer  
Homer Owen Griffith

## K R L C

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc., C. P. MacGregor.

### Personnel

Owner.....H. E. Studebaker  
Station Manager.....Donald A. Wike

### Coverage

	Daytime	Evening
Population—Primary	91,387	91,387
Radio Homes—"	24,100	24,100
Population—Secondary	77,921	77,921
Radio Homes—"	12,700	12,700

### Representatives

Walter Biddick Co.—Pacific Coast  
Sears & Ayers—Chicago  
Cox & Tanz—Philadelphia

## K F X D

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor, Davis & Schwegler.

### Personnel

Owner and Station Manager....Frank E. Hurt  
Commercial Manager.....Doyle Cain  
Chief Engineer.....Edward Hurt

### Coverage

Population—Primary	250,000
Radio Homes—"	30,810
Population—Secondary	500,000
Radio Homes—"	55,000

Charlie McCarthy and  
 Edgar Bergen——★  
 Jack Benny——★  
 Bing Crosby——★  
 Fibber McGee and  
 Molly——★  
 Bob Hope——★  
 Fitch Bandwagon——★  
 Kay Kyser's Musical  
 Klass——★  
 Good News of 1940——★  
 One Man's Family——★  
 Fred Allen——★  
 Pot O'Gold——★  
 Those We Love——★  
 The Voice of Firestone  
 Tommy Riggs—Betty  
 Lou——★  
 Battle of the Sexes——★  
 Manhattan Merry-Go-  
 Round——★  
 American Album of  
 Familiar Music——★  
 Dr. I. Q.——★  
 Uncle Walter's  
 Doghouse——★  
 Hollywood Playhouse  
 Cities Service Concert  
 Pepper Young's  
 Family——★  
 Ma Perkins——★  
 Johnny Presents——★  
 Alec Templeton Time  
 George Jessel——★  
 What's My Name——★  
 Waltztime——★  
 The Guiding Light——★  
 The Story of  
 Mary Marlin——★  
 The Woman in White  
 Milton Berle——★  
 Vic and Sade——★  
 I Love a Mystery——★  
 Fred Waring——★



The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

*In Chicago it's on ....*

**WMAQ**

50,000 WATTS — 670 KC. CHICAGO KEY  
 STATION OF NBC RED NETWORK.

## IDAHO — ILLINOIS

### K S E I

NATIONAL BROADCASTING CO.  
(RED AND BLUE)  
POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

#### Personnel

President.....O. P. Soule  
Vice-President and General Manager,  
Henry H. Fletcher  
Chief Announcer.....Harold A. Sparks  
Publicity Director.....Ruthe A. Fletcher  
Musical Director.....Ruthe A. Fletcher  
Chief Engineer.....James E. Mitchell

#### Coverage

Population—Primary ..... 164,443  
Radio Homes— " ..... 33,730

#### Representative

Ferguson & Walker, Inc.

### K T F I

NBC (RED AND BLUE)  
TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSI-

NESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth, Davis & Schwegler.

#### Personnel

President.....O. P. Soule  
Vice-President-General Manager,  
John E. Gardner  
Commercial Manager.....Jay Spracher  
Production Manager-Chief Announcer,  
Charles Crabtree  
Program Director.....F. M. Soule  
Musical Director.....Will E. Wright  
Chief Engineer.....Franklin V. Cox

#### Coverage

	Daytime	Evening
Population—Primary . . . . .	88,072	77,500
Radio Homes— " . . . . .	16,900	14,600
Population—Secondary . . . . .	247,000	55,570
Radio Homes— " . . . . .	49,830	11,700

Source: U. S. Department of Commerce;  
Joint Committee; U. S. Census of Business.

### K W A L

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Wallace and Kellogg, Ida. TRANSMITTER LOCATION: Between Wallace and Kellogg. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

## ILLINOIS

Population 7,878,000

Number of Families 2,063,000

Number of Radio Homes 1,857,100

Retail Sales \$2,390,375,900

Auto Registrations 1,848,500

### W M R O

AURORA—EST. 1938

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: 24 S. River St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWS SERVICE: Associated Press through Aurora Beacon News. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BU-REAU.

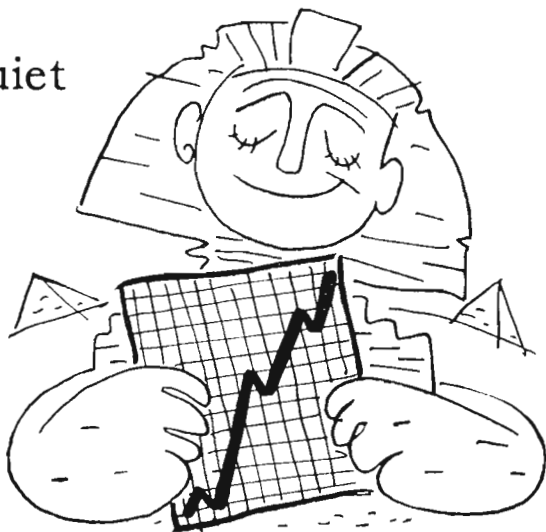
#### Personnel

Owner-General Manager....Martin R. O'Brien  
Chief Counsel.....Sam Alschuler  
Program Director.....Russ Salter  
Musical Director.....Mary Louise Brown  
Chief Engineer.....Leo Burch

#### Coverage

Population—Primary ..... 1,000,000  
Population—Secondary ..... 2,300,000  
Source: U. S. Census; field intensity measurements.

Some of our advertisers  
keep mighty quiet  
about their  
sales figures.  
But their re-  
newals tell us  
loudly they get results with WBBM.



Because of these results . . . orders,  
store traffic, sales, cash . . . WBBM  
has led all other Chicago stations in  
local and national spot advertising for  
eight straight years.

It pays to use WBBM.

---

**WBBM**

**50,000 WATTS • CHICAGO**

Represented nationally by RADIO SALES, a division  
of the Columbia Broadcasting System: New York  
Chicago • Detroit • Los Angeles • San Francisco

**A CBS STATION**



**W J B C**

**BLOOMINGTON—EST. 1934**

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

**Personnel**

President and Station Manager, A. M. McGregor  
Commercial Manager..... Hugh L. Gately

**Coverage**

	Daytime	Evening
Population—Primary .....	401,000	401,000
Radio Homes— " .....	95,200	95,200
Population—Secondary .....	593,300	
Radio Homes— " .....	143,200	

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W C A Z**

**CARTHAGE—EST. 1921**

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

**Personnel**

President and General Manager.. Bob Compton  
Com. Mgr. and Adv. Mgr..... John Palmer

**W D W S**

**CHAMPAIGN—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 6-1855. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South of Champaign. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS-PAPER 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

**W A A F**

**CHICAGO—EST. 1922**

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drivers Journal. OPERATED BY: Chicago Daily Drivers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drivers Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated. Lang-Worth.

**Personnel**

President..... Ward A. Neff  
General Manager..... William E. Hutchinson

**Coverage**

Population—Primary .....	5,000,000
Radio Homes— " .....	1,750,000
Population—Secondary .....	2,500,000
Radio Homes— " .....	700,000

Source: Field intensity measurements.

**Representative**

George P. Hollingbery Co.

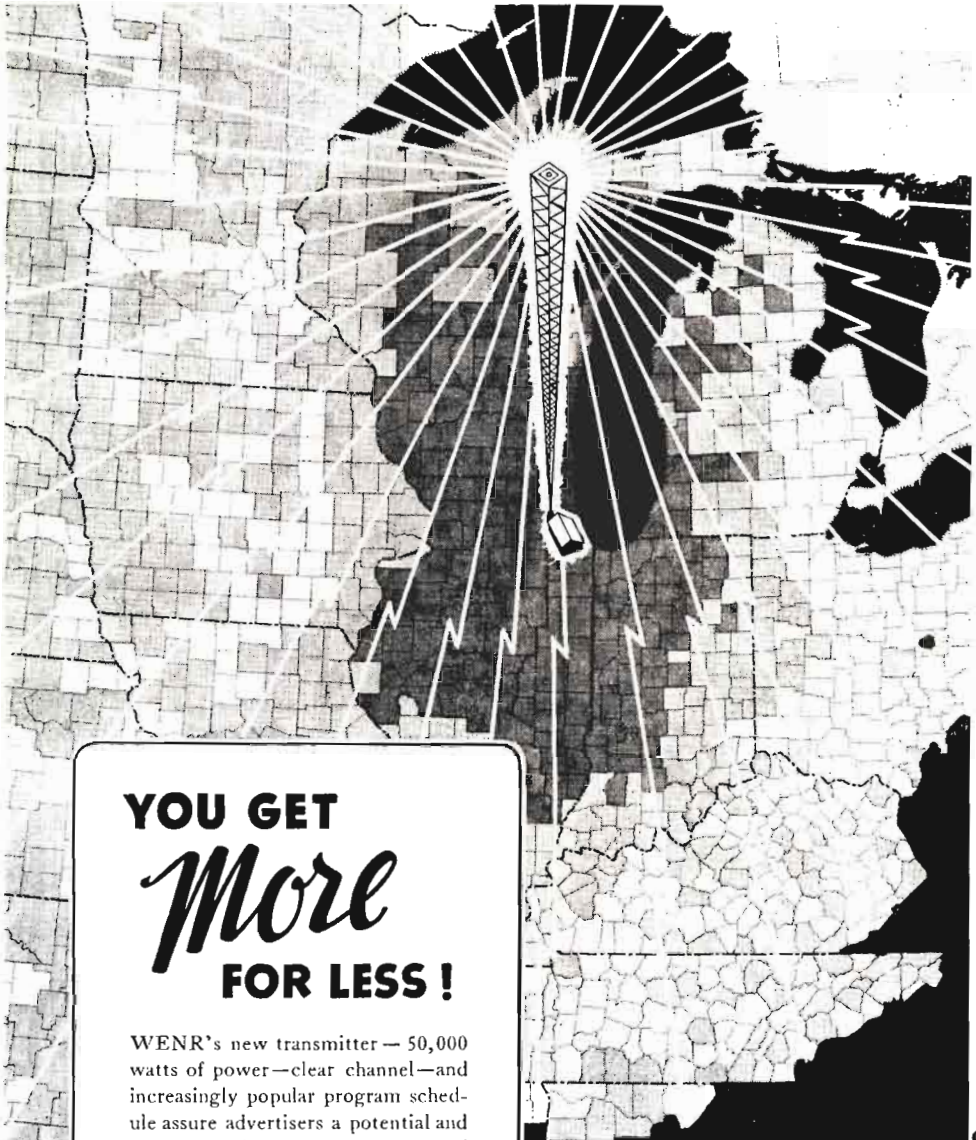
**W B B M**

"WBBM AIR THEATER"  
**CHICAGO—EST. 1923**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:30 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President ..... Wm. S. Paley  
Vice-President and Station  
Manager ..... H. Leslie Atlas  
Assistant Manager..... J. L. Van Volkenburg  
Sales Promotion Manager... Wayde Grinstead  
Program Director..... Robert N. Brown  
Production Manager..... Robert Hafter  
Sales Manager ..... J. Kelly Smith  
Publicity and Special Events Director,  
James J. Kane  
News Editor..... J. Oren Weaver  
Office Manager..... John V. McLoughlin  
Musical Director ..... Carl Hohengarten  
Chief Engineer..... Frank B. Falknor



**YOU GET**  
*More*  
**FOR LESS !**

WENR's new transmitter — 50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

**WENR**

CHICAGO KEY STATION NBC — BLUE NETWORK  
870 ON YOUR DIAL

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	9,552,400	8,173,400
Radio Homes— " . . . . .	2,248,000	1,884,410
Population—Secondary . . . . .	8,998,400	9,419,000
Radio Homes— " . . . . .	1,936,300	2,042,140

Source: CBS Listener Survey; U. S. Census.

**Representative**

Radio Sales

**W C B D**

"MIGHTY VOICE OF THE MID-WEST"

**CHICAGO**

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Associated Music Publishers, Davis & Schwegler.

**Personnel**

President . . . . . Gene T. Dyer  
Station and Commercial  
Manager . . . . . Joseph Rudolph  
Chief Engineer . . . . . Edward J. Jacker

**W C F L**

"CHICAGO'S MOST POWERFUL INDEPENDENT FULL TIME STATION"

**CHICAGO—EST. 1926**

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 9:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President . . . . . John Fitzpatrick  
General Manager . . . . . Maynard Marquardt  
Commercial Manager . . . . . M. B. Wolens  
Program Director . . . . . Miles Reed  
Musical Director . . . . . John Kelly  
Chief Engineer . . . . . Maynard Marquardt

**Coverage**

Population—Primary . . . . .	4,900,000
Radio Homes— " . . . . .	1,181,000
Population—Secondary . . . . .	1,630,000
Radio Homes— " . . . . .	378,000

Source: Field intensity measurements.

**Representative**

The Katz Agency

**W C R W**

**CHICAGO—EST. 1926**

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

**W E D C**

"THE PIONEER OF FOREIGN-AMERICAN PROGRAMS"

**CHICAGO—EST. 1926**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Emil Denmark, Inc. OPERATED BY: Emil Denmark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M.—12:00 Midnight to 6:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Emil Denmark  
Manager . . . . . Frank J. Kolnour  
Chief Announcer . . . . . Al Lavalley  
Musical Director . . . . . William P. Brady  
Chief Engineer . . . . . C. K. Frisk

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,049,391	1,049,391
Population—Secondary . . . . .	4,365,755	4,365,755

Source: Field intensity survey.

**W E N R**

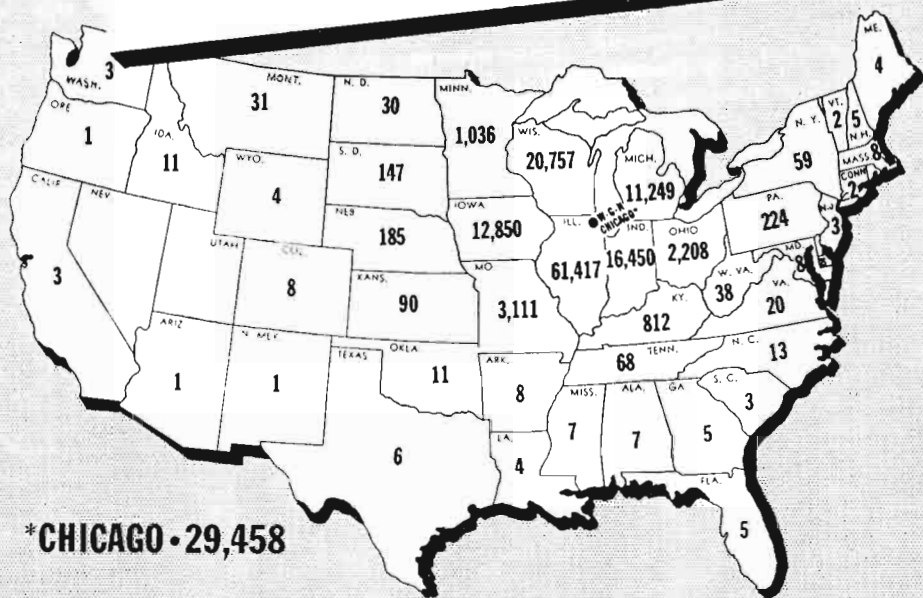
"THE VOICE OF SERVICE"  
**CHICAGO—EST. 1925**  
NATIONAL BROADCASTING CO.  
(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Lenox R. Lohr

# W-G-N BASEBALL LISTENERS IN 44 STATES!



**\*CHICAGO • 29,458**

More than 130,000 baseball listeners in 44 states responded to a proof of purchase offer • These results can only be obtained by a station of W-G-N's strength, following, and super-merchandiseable coverage • Ask us for details.



**THE MUTUAL BROADCASTING SYSTEM**  
*coast-to-coast*



441 North Michigan Avenue  
Chicago, Illinois

Paul H. Raymer Co.  
San Francisco and Los Angeles

220 East 42nd Street  
New York City

# ILLINOIS

Manager, Central Division... Sidney N. Strotz  
 Division Engineer... Howard C. Luttgens  
 Supervisor of Music Library... D. A. Marcotte  
 Night Manager... E. C. Cunningham  
 Program Manager... Jules Herbeveux  
 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 Sfirton  
 Chief Announcer... William Kephart  
 Publicity Director... William Ray  
 Continuity Editor... Kenneth L. Robinson  
 Musical Director... Roy Shield  
 Sales Manager... Oliver Morton  
 Educational Director... Judith Waller  
 Office Manager... J. F. Whalley

### Coverage

	Daytime	Evening
Population—Primary	10,910,000	11,147,500
Radio Homes—"	2,540,600	2,584,400
Population—Secondary	6,285,900	21,798,400
Radio Homes—"	505,500	821,200

Source: Field intensity measurements and mail response analysis.

### Representative

National Broadcasting Co., Inc.

## WGES

"IN THE HEART OF CHICAGO"

**CHICAGO—EST. 1924**

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
 Sundays; 500 watts, daily. OWNED BY: Oak  
 Leaves Broadcasting Station, Inc. OPERATED  
 BY: Same. BUSINESS ADDRESS: 2400 Madison  
 St. PHONE: Seeley 8066. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: 4000 Wash-  
 ington 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. TRAN-  
 SCRPTION SERVICE: Lang-Worth, Associated  
 Music Publishers, Davis & Schwegler.

### Personnel

Station Manager... Gene T. Dyer  
 Commercial Manager... M. B. Arbeiter  
 Chief Announcer... Peter Bradley  
 Publicity Director... Dick Kross  
 Musical Director... Irma Gareri  
 Chief Engineer... George Bush

## WGN

"THE VOICE OF THE PEOPLE"

**CHICAGO—EST. 1924**

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000  
 Watts. OWNED BY: WGN, Inc. OPERATED  
 BY: WGN, Inc. BUSINESS ADDRESS: 441 N.  
 Michigan Ave. PHONE: Superior 0100. STU-  
 DIO ADDRESS: 441 N. Michigan Ave. TRANS-

MITTER LOCATION: Roselle, Ill. TIME ON THE  
 AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until  
 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M.  
 NEWSPAPER AFFILIATION: Chicago Tribune.  
 NEWS SERVICE: Press Radio Bureau, Asso-  
 ciated Press, United Press. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

### Personnel

President... Col. Robert R. McCormick  
 Managing Director... W. E. Macfarlane  
 General Manager... Quin A. Ryan  
 Sales Manager... Edward W. Wood, Jr.  
 Publicity Director... Frank P. Schreiber  
 Musical Director... Henry Weber  
 Chief Engineer... Carl J. Meyers

### Coverage

Population—Primary	11,683,000
Radio Homes—"	3,100,000
Population—Secondary	25,875,000
Radio Homes—"	5,427,000

Source: Mail response analysis.

### Representatives

WGN, Inc. (New York)

Paul H. Raymer Co. (San Francisco and  
 Los Angeles)

## WIND

(See Gary, Ind.)

# W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana

560 Kilocycles

5000 WATTS DAYS • 1000 WATTS NIGHTS

# CHICAGO'S FAVORITE SPORTS STATION

NATIONAL SALES OFFICE

201 North Wells Street, Chicago, Ill.

# 10 MILLION

For the tenth consecutive year—another year and another million! WLS, in 1939, again received over a million letters.

Over ten million letters (10,460,658 to be exact) have been received by WLS in the ten years under its present management. That's a lot of mail, representing a lot of listeners—an audience loyal and responsive to WLS programs and the advertisers who present them.

This responsive audience can be your audience. Ask WLS or any John Blair man.



**WLS**  
**THE PRAIRIE FARMER STATION**  
Burrage D. Butler, President (Chicago) Glenn Snyder, Manager

**KOY**  
PHOENIX, ARIZONA

1000 WATTS  
DAY & NIGHT  
CBS Affiliate

To sell goods in Phoenix—use KOY. Plenty of proof from prominent national advertisers that KOY gets results, too! Write Fred Palmer . . . or ask any John Blair man.

Represented by

**JOHN BLAIR & COMPANY**

New York Chicago Detroit St. Louis Los Angeles San Francisco

# WJJD

CHICAGO—EST. 1932

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Ralph L. Atlass  
 Vice-President.....A. L. Linick  
 Commercial Manager.....H. P. Sherman  
 Program Manager.....J. L. Allabough, Jr.  
 Studio Supervisor.....Hilton L. Remley  
 Director of Public Relations.....Al Hollender  
 Musical Director.....Ben Kanter  
 Chief Engineer.....Walter Myers

## Coverage

Population—Primary ..... 6,877,376  
 Radio Homes— " ..... 1,535,612  
 Source: Field intensity measurements.

## Representatives

Paul H. Raymer Co.  
 Walter Biddick Co. (West Coast)

# WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 5:30 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

## Personnel

President.....Burridge D. Butler  
 Station Manager.....Glenn Snyder  
 Commercial Manager.....Wm. R. Cline  
 Artists' Bureau Head.....George Ferguson  
 Publicity and Sales Promotion  
 Director.....Don Kelley  
 Program Director.....Harold Safford  
 Chief Engineer.....Thomas L. Rowe

## Coverage

Population—Primary ..... 19,209,500  
 Radio Homes— " ..... 4,408,800  
 Source: Mail response analysis.

## Representative

John Blair & Company

# WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.  
 (BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bloomingdale, Ill. TIME ON THE AIR: (daily) 6:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Lenox R. Lohr  
 Manager, Central Division.....Sidney N. Strotz  
 Division Engineer.....Howard C. Luttgens  
 Supervisor of Music Library.....D. A. Marcotte  
 Night Manager.....E. C. Cunningham  
 Director of Agriculture.....William E. Drips  
 Special Events Director.....Kenneth D. Fry  
 Asst. to Manager.....A. W. Kaney  
 Artists' Service Manager.....James Stirton  
 Chief Announcer.....William Kephart  
 Publicity Director.....William Ray  
 Continuity Editor.....Kenneth L. Robinson  
 Program Manager.....Jules Herbuveaux

EXCLUSIVE FEATURES  
 ENTERTAINING PROGRAMS  
 RADIO AS CHICAGO LIKES IT  
 ASSURES YOU—

*"The Largest Audience per  
 Dollar Spent in the Chicago  
 Market"*

# WJJD

20,000 WATTS  
 CHICAGO

"THE NATION'S LARGEST  
 INDEPENDENT STATION"

PAUL H. RAYMER CO.  
 NATIONAL REPRESENTATIVES

• • • **ILLINOIS** • • •

Advertising and Sales Promotion Manager,  
Emmons C. Carlson  
Musical Director.....Roy Shield  
Sales Manager.....Oliver Morton  
Educational Director.....Judith Waller  
Office Manager.....J. F. Whalley

**Coverage**

	Daytime	Evening
Population—Primary	14,123,500	12,291,600
Radio Homes—"	3,272,600	2,855,700
Population—Secondary	10,209,300	23,101,000
Radio Homes—"	628,900	1,218,300

Source: Field strength surveys and mail response analysis.

**Representative**

National Broadcasting Co., Inc.  
(See Page 358)

•  
**W M B I**

**CHICAGO—EST. 1926**

FREQUENCY: 1080 Kc. POWER: 5000 Watts.  
OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

**Personnel**

Director .....H. Coleman Crowell  
Program Director...Rev. Wendell P. Loveless

•  
**W S B C**

"THE FRIENDLY VOICE OF  
CHICAGOLAND"  
**CHICAGO—EST. 1925**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: WSBC, Inc. OPERATED BY: WSBC, Inc. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President .....Gene T. Dyer  
Station Manager.....John A. Dyer  
Chief Announcer.....John Steadman  
Publicity Director.....Dick Kross  
Musical Director.....Dean Remick  
Chief Engineer.....Ed Jacker

•  
**W H F C**

**CICERO—EST. 1936**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak

Rd. PHONE: Cicero 4305 Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

**Personnel**

President.....R. W. Hoffman  
Manager.....M. E. Clifford

**Coverage**

	Daytime	Evening
Population—Primary	2,210,749	2,210,749
Radio Homes—"	1,730,212	1,730,212
Radio Homes—Secondary	375,504	375,504

Source: Field strength measurements.

•  
**W D A N**

"THE COMMUNITY STATION"  
**DANVILLE—EST. 1938**

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....E. C. Hewes  
Station Manager.....C. R. Richardson  
Program Director.....Gleason Kistler  
Chief Engineer.....Ted Magin

**Coverage**

Population—Primary	
and Secondary	171,211
Radio Homes—Primary	
and Secondary	32,720

Source: Field strength measurements.

**Representative**

J. P. McKinney & Sons

•  
**W S O Y**

**DECATUR—EST. 1925**

MISSOURI-ILLINOIS BROADCASTING  
SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE: 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1891 N. Oakland Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.



# ILLINOIS

## Personnel

President and General Manager, Merrill Lindsay  
 Chief Announcer..... Berne Enterline  
 Musical Director..... Cary Robards  
 Technical Supervisor and In Charge of  
 Production ..... M. N. Stockwish

## Coverage

	Daytime	Evening
Population—Primary .....	312,294	81,731
Radio Homes— " .....	82,183	21,508
Population—Secondary .....	296,013	70,277
Radio Homes— " .....	74,093	17,569

Source: Field strength measurements (primary); mail response analysis (secondary).

## W K B B

### EAST DUBUQUE

(See Dubuque, Ia.)

## W T M V

### EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... William H. West  
 Vice-President-Promotion Manager,  
 Carlin S. French  
 Program Director..... George T. Case  
 Business Manager..... E. White  
 Chief Engineer..... Thos. R. McLean

## Coverage

	Daytime	Evening
Population—Primary .....	1,347,600	1,347,600
Radio Homes— " .....	355,210	355,210
Population—Secondary .....	416,900	416,900
Radio Homes— " .....	90,810	90,810

Source: U. S. Department of Commerce.

## W G I L

### GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President and General  
 Manager..... Howard A. Miller

## Coverage

Population—Primary .....	350,000
Radio Homes— " .....	100,000

Source: Station survey.

## Representative

Sears & Ayer

## W E B Q

"VOICE OF SOUTHERN ILLINOIS"

### HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

## Personnel

Station Manager..... I. M. Taylor  
 Program Director..... Virginia Crane  
 Chief Announcer-Artists' Bureau Head,  
 Lindle Moore  
 Publicity Director..... Bernie Smith  
 Chief Engineer..... Joseph R. Tate

## Coverage

	Daytime	Evening
Population—Primary .....	396,680	198,340
Radio Homes— " .....	99,170	49,585
Population—Secondary .....	686,040	343,020
Radio Homes— " .....	171,510	85,755

Source: Field intensity measurements.

## W J P F \*

### HERRIN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Orville W. Lyerla. OPERATED BY: Orville W. Lyerla. BUSINESS ADDRESS: Herrin. STUDIO ADDRESS: Herrin. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

## Personnel

Owner..... Orville Lyerla  
 \*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

## W C L S

### JOLIET—EST. 1926

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: 7 East Clinton. PHONE: 7133. STUDIO ADDRESS: 7 Clinton St. TRANSMITTER LOCATION: U. S. High-

# ILLINOIS

way No. 6. TIME ON THE AIR: 7:00 A.M. to 8:33 P.M., except Fri.: 7:00 A.M. to 10:30 P.M., Fridays; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President-General Manager.....L.W. Wood  
 Program Director.....Robert M. Holt  
 Continuity Chief.....Jack Sharp  
 Chief Engineer.....George Ives

### Coverage

Population—Primary .....	110,732
Radio Homes— " .....	23,558
Population—Secondary .....	305,123
Radio Homes— " .....	92,137

Source: U. S. Census; Joint Committee.

## W M B D

"FROM THE HEART OF ILLINOIS"  
**PEORIA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

President and Manager.....Edgar L. Bill  
 Commercial Manager.....Charles C. Caley  
 Program Manager.....Gene Trace  
 Public Relations Director.....Gomer Bath  
 Business Manager.....Paul Scherer  
 News Editor.....Brooks Watson  
 Artists' Bureau Head.....Milton Budd  
 Musical Director.....Hod Hiatt  
 Chief Announcer.....Harry Luedeke  
 Chief Engineer.....Ted Giles

### Coverage

	Daytime	Evening
Population—Primary .....	605,646	605,646
Radio Homes— " .....	133,737	133,737

Source: Field intensity measurements and mail response analysis.

### Representative

Free & Peters, Inc.

## W T A D

"VOICE OF THE MISSISSIPPI VALLEY"  
**QUINCY—EST. 1926**

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President.....W. Emery Lancaster  
 Secretary-Treasurer.....H. G. Kreitemeyer  
 Vice-President.....R. E. Whitfield  
 General Manager.....C. Arthur Fifer  
 Commercial Manager.....W. J. Rothschild  
 Program Director.....Don Fischer  
 News Editor.....William H. Sohm  
 Traffic Manager.....Zcula Gatewood  
 Chief Engineer.....Francis Wentura

### Coverage

Population—Primary .....	1,291,523
Radio Homes— " .....	315,500

Source: Station survey.

## W R O K

"SERVING NORTHERN ILLINOIS AND  
 SOUTHERN WISCONSIN"  
**ROCKFORD—EST. 1923**

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Ruth Hanna Simms  
 Managing Director.....James Rodgers  
 General Manager.....Walter Koessler  
 Sales Manager.....William Carlson  
 Program Director.....John Dixon  
 Chief Announcer.....Maurice P. Owens  
 Publicity Director.....Allen O. Brophy  
 Musical Director.....Helene Kimberley  
 Chief Engineer.....Thomas C. Cameron

### Coverage

	Daytime	Evening
Population—Primary .....	350,221	350,221
Radio Homes— " .....	125,420	125,420
Population—Secondary .....	502,242	502,242
Radio Homes— " .....	200,841	200,841

Source: Department of Commerce.

### Representative

Headley-Reed Co.

## W H B F

"VOICE OF THE QUAD-CITIES"  
**ROCK ISLAND—EST. 1925**

MUTUAL BROADCASTING SYSTEM  
 FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE:

R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: 23 Ave. & 52 St., Moline, Ill. TIME ON THE AIR: (daily) 5:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....John W. Potter  
 General Manager.....L. C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Ivan Streed  
 Publicity Director.....Don Wright  
 Musical Director.....Lucia Thompson  
 Chief Engineer.....R. J. Sinnett

**Coverage**

	Daytime	Evening
Population—Primary	678,000	304,900
Radio Homes—	167,600	77,500
Population—Secondary	1,175,000	570,600
Radio Homes—	292,400	136,400

Source: U. S. Census.

**Representative**

Furgason & Walker, Inc.

**WCBS**

SPRINGFIELD—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 523 E. Capitol Ave. PHONE: 9855. STUDIO ADDRESS: 523 E. Capitol Ave. TRANSMITTER LOCATION: 2209 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Transcription Service.

**Personnel**

President.....Harold L. Dewing  
 Vice-President.....A. W. Shipton  
 Secretary-Program Director.....L. G. Pfefferle  
 Commercial Manager.....Jack Heintz  
 Artists' Bureau Head.....Bill Nelms  
 Chief Announcer.....John Connelly  
 Publicity Director.....Miriam Hill  
 Musical Director.....John Geil  
 Chief Engineer.....Richard L. Ashenfelter

**Coverage**

Population—Primary	955,000
Radio Homes—	201,300

Source: Joint Committee.

**Representative**

Sears & Ayers, Inc.

**WTAX**

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 720 Reisch

Bldg. PHONE: 1630-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

**Personnel**

President and Station

Manager.....Jay A. Johnson

**Representative**

Burn-Smith Co.

**WDZ**

"THE RIGHT SPOT ON YOUR DIAL"  
 TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 1000 watts. OWNED BY: WDW Broadcasting Co. OPERATED BY: WDW Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....E. L. Bill  
 Station and Sales Manager.....Clair B. Hull  
 Promotion Manager.....Tom McNutt  
 Artists' Bureau Head.....Don Ebarsbach  
 Chief Announcer.....Hank Fisher  
 Publicity Director.....Fran Booton  
 Musical Director.....Herbert L. Johnston  
 Traffic Manager.....Ruth Moore  
 Chief Engineer.....Mark C. Spies

**Coverage**

Population—Primary	1,158,049
Radio Homes—	327,480

Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**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. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

**Personnel**

Director.....Jos. F. Wright  
 Artists' Bureau Head.....F. E. Schooley  
 Program Director.....Frank E. Schooley  
 Publicity Director.....Art Wildhagen  
 Musical Director.....Lanson F. Demming  
 Production Director.....Nat H. Cohen  
 Chief Engineer.....A. James Ebel

# INDIANA

Population 3,474,000

Number of Families 934,000

Number of Radio Homes 816,800

Retail Sales \$858,558,800

Auto Registrations 940,000

## W H B U

ANDERSON—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: 1110 Meridian St. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

President-General Manager.....L. M. Kennett  
Commercial Manager.....L. Podhaski  
Chief Engineer.....R. Fulwider

### Coverage

Population—Primary ..... 905,000  
Radio Homes— " ..... 238,000  
Source: Field intensity measurements.

## Indiana's BRIGHT SPOT

covered by

# WOWO

296,010

INDIANA RADIO HOMES  
(plus 199,940 in Ohio and  
Michigan)

INDIANA'S LARGEST  
ADVERTISING MEDIUM

Westinghouse **WOWO**  
FORT WAYNE

1160 Kc. Clear Channel NBC Blue  
See **FREE** and **PETERS**

## W T R C

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 948. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

President.....C. D. Greenleaf  
General Manager.....R. R. Baker  
Studio Director.....Carl Schrock  
Musical Director.....Ethel Geiss  
Chief Engineer.....Kenneth Singleton

### Coverage\*

Population—Primary ..... 260,000  
Radio Homes— " ..... 64,750  
Source: U. S. Census.

\*Station estimates primary daytime primary-area within a radius of 40 miles of Elkhart; and the night-time primary-area within a radius of 25 miles of Elkhart.

### Representative

Tenney, Woodward & Conklin, Inc.

## W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St. Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Station Manager.....Martin L. Leich  
Program Director.....Pat Roper  
General Manager.....Clarence Leich  
Chief Engineer.....John B. Caraway, Jr.

### Coverage

	Daytime	Evening
Population—Primary	252,394	139,615
Radio Homes— "	44,350	27,300

# INDIANA

Population—Secondary .. 63,818  
 Radio Homes— " .. 9,466  
 Source: U. S. Census; Joint Committee; field intensity measurements.

## Representative

Weed & Co.

# W G B F

**EVANSVILLE—EST. 1925**

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General Manager..... Clarence Leich  
 Program Director..... Pat Roper  
 Chief Engineer..... Fay Gehres

## Coverage

Population—Primary & Secondary... 1,323,995  
 Radio Homes— " " " .. 185,600  
 Source: U. S. Census; Joint Committee; field intensity measurements.

## Representative

Weed & Co.

# W G L

"FORT WAYNE'S METROPOLITAN STATION"

**FORT WAYNE—EST. 1924**

NBC—SUPPLEMENTARY BASIC RED & BLUE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Westinghouse Bldg. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

Vice-President..... Walter Evans  
 Station Manager..... W. C. Swartley  
 Sales Manager..... Ford Billings  
 Auditor-Asst. Treasurer..... J. B. Conley  
 Program Director..... W. C. Roe  
 Sales Promotion Mgr..... Jack O'Mara  
 Musical Director..... Jeane Brown  
 Chief Engineer..... Fred W. Fischer

## Coverage

	Daytime	Evening
Population—Primary .....	147,675	131,314

Radio Homes— " .....	41,250	36,680
Population—Secondary ..	15,343	
Radio Homes— " ..	4,286	

Source: NBC Airea method of circulation ascertainment.

## Representative

Free & Peters, Inc.

# W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

**FORT WAYNE—EST. 1925**

NBC BASIC BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 33 and 33 R. R. Fort Wayne. TIME ON THE AIR: 6:00 A.M. to local sunset; shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

## Personnel

Vice-President..... Walter Evans  
 Station Manager..... W. C. Swartley  
 Sales Manager..... Ford Billings  
 Auditor & Asst. Treasurer..... J. B. Conley  
 Program Manager..... Franklin Tooke  
 Sales Promotion Mgr..... Jack O'Mara  
 Musical Director..... Jeane Brown  
 Chief Engineer..... Fred W. Fischer

## Coverage

	Daytime	Evening
Population—Primary .....	1,816,456	1,993,594
Radio Homes— " .....	507,390	556,870
Population—Secondary ..	1,145,678	574,593
Radio Homes— " ..	329,022	160,501

Source: NBC Airea method of circulation ascertainment.

## Representative

Free & Peters, Inc.

# W I N D

"THE TWENTY-TWO-HOUR-A-DAY STATION"

**GARY—EST. 1927**

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... Ralph L. Atlas  
 Manager ..... E. S. Mittendorf  
 Sales Manager ..... John T. Carey  
 Program Director ..... Brooks Connelly  
 Director of Public Relations ..... Al Hollender

**Coverage**

Population—Primary ..... 8,506,156  
 Radio Homes— " ..... 1,886,405

Source: Field intensity measurements.

**Representative**

Furgason & Walker, Inc.  
 (See Page 365)

**W H I P**

**HAMMOND—EST. 1937**

FREQUENCY: 1480 Kc. POWER: 5000 Watts.  
 OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 25 E. Jackson Blvd. PHONE: Webster 4514. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President-General Manager. George F. Courrier  
 Managing Director ..... Doris Keane

**Coverage**

Population—Primary ..... 5,537,000  
 Radio Homes— " ..... 1,729,000  
 Population—Secondary ..... 1,661,000  
 Radio Homes— " ..... 337,500

Source: Station survey.

**W W A E**

**HAMMOND**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM in evening; daytime, unlimited. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President ..... George F. Courrier  
 Managing Director ..... Doris Keane

**W F B M**

**"THE HOOSIER STATION"  
 INDIANAPOLIS—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts n. OWNED BY: WFBM, Inc. OPERATED BY: WFBM, Inc. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8596. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Rural Route 13, Box 125-G, Indianapolis. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President-General Mgr. .... Jesse L. Kaufman  
 Commercial Manager ..... Earl G. Thomas  
 Program Director ..... F. O. Sharp  
 Musical Director ..... William F. Wirges  
 Chief Engineer ..... M. R. Williams

**Coverage**

	Daytime	Evening
Population—Primary	1,509,700	678,697

Source: Field test measurements.

**Representative**

Edward Petry & Co., Inc.

**W I B C**

1050 K C—1000 WATTS

**Indiana's Fastest  
 Growing Station!**

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WIBC the most talked of, and most listened to, station serving Central Indiana—an area wherein 300,000 radio families are influenced in the spending of \$238,000,000 yearly by the messages heard over Indiana's Friendly, Compelling Voice—WIBC!

**W I B C**

1050 K C—1000 WATTS

Indianapolis

Howard H. Wilson, Nat'l Rep.

**"INDIANA'S FRIENDLY STATION"  
 INDIANAPOLIS—EST. 1938**

FREQUENCY: 1050 Kc. POWER: 1000 Watts.  
 OWNED BY: Indiana Broadcasting Corp. OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Vice-President Genl. Mgr. . . . . C. A. McLaughlin  
 Program Director . . . . . Robert Longwell  
 Chief Announcer . . . . . George Palmer  
 Chief Engineer . . . . . Harry Adams

**Coverage**

Population—Primary . . . . . 1,235,391  
 Radio Homes— " . . . . . 454,360  
 Source: Field intensity measurements.

**Representative**

Howard H. Wilson Co.

**W I R E**

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL  
 FREQUENCY: 1400 Kc. POWER: 5,000 watts.  
 OWNED BY: Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: Claypool Hotel. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 7:30 A.M. to 1:00 A.M., Sundays. NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Standard Radio.

**Personnel**

President . . . . . Eugene C. Puliam  
 Sales Manager . . . . . R. E. Bausman  
 Secretary-Treasurer . . . . . N. G. Mason  
 Merchandising Manager,  
 Lawrence O. Hammer

Publicity Director . . . . . Eugene S. Pulliam  
 Musical Director . . . . . Harry Bason  
 Chief Engineer . . . . . Earl W. Lewis

**Coverage**

Population—Primary . . . . . 1,569,900  
 Radio Homes— " . . . . . 393,500  
 Population—Secondary . . . . . 1,872,000  
 Radio Homes— " . . . . . 422,700  
 Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**W L B C**

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Owner . . . . . Donald A. Burton  
 Commercial Manager . . . . . Wm. F. Craig  
 Station Manager . . . . . Donald A. Burton  
 Sales Manager . . . . . Wm. F. Craig  
 Publicity Director . . . . . Ed De Miller  
 Musical Director . . . . . Carl Noble  
 Chief Engineer . . . . . Maurice Crain

**Coverage**

Population—Primary . . . . . 350,593  
 Radio Homes— " . . . . . 68,900  
 Population—Secondary . . . . . 411,757  
 Radio Homes— " . . . . . 72,500  
 Source: Station survey.

**Representatives**

William R. Stewart (Chicago)  
 Forjoe & Co. (New York)

**W G R C**

NEW ALBANY—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343. STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President and Manager . . . . . S. A. Cisler  
 Commercial Manager . . . . . J. Porter Smith  
 Business Manager . . . . . C. L. Harris  
 Program Director . . . . . C. E. Schroeder  
 Musical Director . . . . . Rosalind Brown  
 Chief Engineer . . . . . William Tharp

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	448,300	420,000
Radio Homes— " . . . . .	114,060	110,000
Population—Secondary . . . . .	132,400	
Radio Homes— " . . . . .	26,560	

Source: Station survey.

**Representative**

Burn-Smith Company

**W K B V**

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full

time license. TRANSCRIPTION SERVICE:  
Lang-Worth.

**Personnel**

President.....William O. Knox

**W F A M**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1200 Kc. Power: 100 watts.  
OWNED BY: South Bend Tribune. OPERATED  
BY: South Bend Tribune. BUSINESS AD-  
DRESS: 225 West Collax Ave. PHONE:  
3-6161. STUDIO ADDRESS: 225 West Col-  
fax Ave. TRANSMITTER LOCATION: One-  
half mile west of city limits on U. S. No. 2.  
TIME ON THE AIR: (daily) 7:00 A.M. to 12:00  
noon and 3:30 P.M. to 8:00 P.M.; (Sunday)  
8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILI-  
ATION: South Bend Tribune. NEWS SER-  
VICE: United Press. TRANSCRIPTION SER-  
VICE: 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

**W S B T**

**SOUTH BEND—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1360 Kc. POWER: 500 watts.  
OWNED BY: South Bend Tribune. OPERATED  
BY: South Bend Tribune. BUSINESS ADDRESS:  
225 West Collax Ave. PHONE: 3-6161.  
STUDIO ADDRESS: 225 West Collax Ave.  
TIME ON THE AIR: (daily) 12:00-3:30 P.M. and  
8:00 P.M. to midnight; (Sunday) 5:00 P.M. to  
11:00 P.M. NEWSPAPER AFFILIATION:  
South Bend Tribune. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: Associ-  
ated 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

**W B O W**

"THE FRIENDLY STATION"  
**TERRE HAUTE—EST. 1926**

NBC (RED and BLUE)

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Banks of Wabash, Inc. OPER-  
ATED BY: Banks of Wabash, Inc. BUSINESS  
ADDRESS: 303 S. 6th St. PHONE: Crawford  
3394. STUDIO ADDRESS: 6th & Ohio. TRANS-  
MITTER LOCATION: First St. and Peyton Ave.  
TIME ON THE AIR: 6:45 A.M. to 12:00 midnight.  
NEWS SERVICE: Transradio Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth, Standard  
Radio.

**Personnel**

General Manager.....W. W. Behrman  
Assistant Manager.....Luke Walton  
Auditor.....Martha Turner  
Chief Announcer.....Sig Rousch  
Musical Director.....Leo Baxter  
Chief Engineer.....Stokes Gresham, Jr.

**Coverage**

	Daytime	Evening
Population—Primary	320,465	217,000
Radio Homes— "	75,760	56,000
Population—Secondary	332,984	156,718
Radio Homes— "	75,580	43,803

Source: Field intensity measurements; Joint  
Committee.

**Representative**

Weed & Co.

**W A O V \***

**VINCENNES—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: Vincennes Newspapers, Inc. OP-  
ERATED BY: Vincennes Newspapers, Inc. BUSI-  
NESS ADDRESS: Vincennes. STUDIO AD-  
DRESS: Vincennes. TRANSMITTER LOCATION:  
Same. NEWSPAPER AFFILIATION: Vincennes  
Newspapers, Inc.

\*Station was licensed to operate under a  
construction permit at time of going to press  
and reports that construction has not started.

**W B A A**

"THE VOICE OF PURDUE"  
**WEST LAFAYETTE—EST. 1922**

FREQUENCY: 890 Kc. POWER: 1000 watts,  
d.; 500 watts. n. OWNED BY: Purdue Univer-  
sity. OPERATED BY: Purdue University. BUSI-  
NESS ADDRESS: West Lafayette. PHONE: 6076.  
STUDIO ADDRESS: Electrical Engineering Bldg.  
TRANSMITTER LOCATION: Electrical Engineer-  
ing Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00  
P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00  
A.M. to 4:00 P.M. (Saturday).

**Personnel**

Station Manager, Program Director  
Gilbert D. Williams  
Asst. Program Director.....Mildred Chamberlin  
Chief Engineer.....Ralph R. Townsley



# IOWA

Population 2,552,000

Number of Families 680,000

Number of Radio Homes 577,800

Retail Sales \$715,031,900

Auto Registrations 747,820

## W O I

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

### Personnel

Director..... W. I. Griffith  
Assistant Director..... A. G. Woolfries  
Chief Announcer..... Robert Miles  
Musical Director..... Tolbert McRae  
Chief Engineer..... Louie L. Lewis

## K F G Q

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

### Personnel

Manager..... Lois Crawford

## W M T

CEDAR RAPIDS, WATERLOO—  
EST. 1922

NBC (BLUE)—MUTUAL—THE COWLES  
STATIONS

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library, Davis & Schwegler.

### Personnel

President..... Gardner Cowles, Jr.  
V.-P. and General Manager..... S. D. Quarton

Commercial Manager

W. B. Quarton (Cedar Rapids)

Commercial Manager... Don Inman (Waterloo)

National Sales Manager..... Ted Eans

Program Director..... Douglas B. Grant

Merchandising Director..... Leo F. Cole

Chief Engineer..... Charles F. Quentin

### Coverage

Population—Primary ..... 3,253,200

Radio Homes— " ..... 768,100

Source: Field strength survey.

### Representative

The Katz Agency

## W O C

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
CORN BELT WIRELESS REBROADCASTING  
SERVICE

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

### Personnel

President ..... Col. B. J. Palmer

Vice-President..... Dave Palmer

General Manager..... J. Buryl Lottridge

National Sales Manager..... Clair Heyer

Commercial Manager..... Ben F. Hovel

Merchandising Manager..... J. Neff Wells, Jr.

Program Director..... J. Neil Reagan

Chief Engineer..... Harold Higby

### Coverage

	Daytime	Evening
Population—Primary	180,800	198,100
Radio Homes— "	42,730	46,160
Population—Secondary	1,113,400	564,300
Radio Homes— "	264,550	138,600

Source: CBS Listener Study.

### Representative

Free & Peters, Inc.

## K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts.

OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

# KWLC

"THE RADIO VOICE OF LUTHER COLLEGE"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: Shares daytime with KGCA.

## Personnel

Director.....F. C. Gamelin  
Station Manager.....O. Eittrheim  
Production Manager.....R. E. Lee  
Music Director.....Professor T. H. Nickel  
Chief Operator.....A. Woolery

# KRNT

DES MOINES—EST. 1935

CBS—THE COWLES STATIONS

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Gardner Cowles, Jr  
General Manager.....Luther L. Hill  
Assistant General Manager and  
Commercial Manager.....Craig Lawrence  
National Sales Manager.....Ted Enns  
Program Director.....Ed Linehan  
Sales Promotion Manager.....Wayne Welch  
Chief Engineer.....Paul Huntsinger

## Coverage

Population—Primary.....1,057,141  
Radio Homes— ".....248,777

Source: U. S. Census; Joint Committee.

## Representative

The Katz Agency

# KSO

DES MOINES—EST. 1932

NBC (BLUE)—MBS—THE COWLES STATIONS  
FREQUENCY: 1430 Kc. POWER: 5000 Watts-d., 1000 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des

Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

## Personnel

President.....Gardner Cowles, Jr.  
General Manager.....Luther Hill  
Assistant General and  
Commercial Manager.....Craig Lawrence  
National Sales Manager.....Ted Enns  
Program Director.....Ed Linehan  
Sales Promotion Manager.....Wayne Welch  
Chief Engineer.....Paul Huntsinger

## Coverage

Population—Primary.....812,340  
Radio Homes— ".....192,968

Source: U. S. Census; Joint Committee.

## Representative

The Katz Agency

# WHO

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS  
REBROADCASTING SERVICE

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Col. B. J. Palmer  
V.P. & Treasurer.....D. D. Palmer  
V.P. & Station Manager.....J. O. Maland  
Secretary.....William Brandon  
Sales Manager.....Hale Bondurant  
Publicity Director.....Woody Woods  
Program Director.....Harold Fair  
Technical Director.....Paul A. Loyet

## Coverage

Population—Primary.....3,745,000  
Radio Homes— ".....866,000

Source: Field intensity measurements.

## Representative

Free & Peters, Inc.

# KDTH\*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED

BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

\*Station was licensed to operate under a construction permit at time of going to press.

**Representative**

William J. Arndt

**W K B B**

"THE RADIO VOICE OF IOWA'S KEY CITY"

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: Rural Route No. 2. TIME ON THE AIR: 6:30 A.M. to midnight (daily), 8:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

**Personnel**

President.....Walter E. Klauer  
Station Manager.....James D. Carpenter  
Chief Announcer.....Vaughn Gayman  
Publicity Director.....Sigmund Fritschel  
Musical Director.....M. K. Galliant  
Chief Engineer.....Leonard Carlson

**Coverage**

	Daytime	Evening
Population .....	379,549	
Radio Homes .....	85,517	40,140

**Representative**

International Radio Sales

**K V F D**

FORT DODGE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Northwest Broadcasting Co. OPERATED BY: Northwest Broadcasting Co. BUSINESS ADDRESS: Warden Bldg. PHONE: Walnut 2761. STUDIO ADDRESS: Warden Bldg. TRANSMITTER LOCATION: Fort Dodge. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Edward Breen  
Commercial Manager.....Charles A. Kennedy

**W S U I**

IOWA CITY—EST. Code—1911—  
Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. (C. P. 5000 watts, d.;

1000 watts, n.). OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

**Personnel**

Chairman Radio Board.....Bruce E. Mahan  
Station Director.....Carl H. Menzer  
Program Director.....Pearl B. Broxam  
Production Manager

Prof. H. Clay Harshberger

Staff Announcer.....William Sener  
Chief Engineer.....S. J. Ebert

**K F J B**

"IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station Manager...Earl Peak  
Chief Engineer.....Warren D. Bailey

**Coverage**

Population—Primary .....	191,700
Radio Homes— " .....	72,100
Population—Secondary .....	383,200
Radio Homes— " .....	91,700

Source: Mail response analysis.

**Representative**

Allied Representation Co.

**K G L O**

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Radio, and NAB Library.

**Personnel**

Station Manager.....F. C. Eighmey

# There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

**KSCJ** AFFILIATE  
NBC  
**The JOURNAL**  
**SIOUX CITY, IOWA**  
Represented by George Hollingbery  
C. W. Corkhill, Manager

# I O W A

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.

# K F N F

"THE FRIENDLY FARMER STATION"  
 SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDRESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager..... W. E. MacDonald

## Coverage

Population—Primary .....	3,010,600
Radio Homes— " .....	761,500
Population—Secondary .....	3,625,400
Radio Homes— " .....	791,500

Source: Field intensity measurements and mail response analysis.

## Representative

Reynolds-Fitzgerald, Inc.

# K M A

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL

CORN BELT WIRELESS REBROADCASTING  
 SERVICE

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 4:30 A.M. Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... Earl E. May  
 Station & Commercial Mgr..... J. (Cy.) Rapp  
 Program Director..... Fred Greenlee  
 Production Manager..... Owen Saddler

Promotion Manager..... Frank Jaffe  
 Musical Director..... Faylon Geist  
 Chief Engineer..... Ray Schroeder

## Coverage

	Daytime	Evening
Population—Primary .....	2,200,100	1,261,464
Radio Homes— " .....	476,440	285,330
Population—Secondary .....	1,884,060	1,792,410
Radio Homes— " .....	451,710	388,130

Source: Field intensity measurements and mail response analysis.

## Representative

Howard Wilson & Co.

# K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ;  
 READ IT IN THE SIOUX CITY JOURNAL"  
 SIOUX CITY—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4500 Floyd Ave. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler.

## Personnel

Station Manager..... C. W. Corkhill  
 Studio Director..... Ruth Fachman  
 Publicity Director..... Roberta Deany  
 Musical Director..... Bertha Reese  
 Chief Engineer..... S. C. Dier

## Coverage

Population—Primary .....	1,189,871
Population—Secondary .....	1,688,810

Source: Field intensity measurements.

## Representative

George P. Hollingbery Co.

# K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President..... Eugene Kelly  
 General Manager..... Dietrich Dirks  
 Program Director..... Gordon Horner  
 Commercial Manager..... Ray Jensen  
 Chief Engineer..... Carleton Gray

**Coverage**

	Daytime	Evening
Population—Primary	476,940	476,940
Radio Homes—	101,430	101,430

Source: Field intensity measurements and mail response analysis.

**Representative**

Furgason & Walker, Inc.

**KANSAS**

Population 1,864,000

Number of Families 501,000

Number of Radio Homes 367,800

Retail Sales \$493,087,100

Auto Registrations 589,474

**K F B I**

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Farmers & Bankers Life Insurance Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 42nd St. & Broadway. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: International News Service.

TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

**Personnel**

President ..... H. K. Lindsley  
Station Manager..... Herb Hollister  
Chief Engineer..... K. W. Pyle

**Coverage**

Population—Primary	1,010,900
Radio Homes—	199,700
Population—Secondary	1,669,000
Radio Homes—	383,600

Source: Mail response analysis.

**Representative**

Howard H. Wilson Company

*Confucius Says—*

“A Well Programmed  
Station  
Brings Better Results”

**K W B G**

Hutchinson, Kansas  
Is  
Well Programmed

The Station in the  
Center of the Nation

**K V A K**

“THE VOICE OF ATCHINSON, KANSAS”  
ATCHINSON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Latenser Bldg., 622 Commercial St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Atchinson. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Davis & Schwegler.

**Personnel**

Owner & Director..... Carl Latenser  
Manager..... W. H. Reity  
Program Director..... L. V. Butcher

**Coverage**

Population—Primary	35,000
Population—Secondary	500,000

Source: Station survey.

**K G G F**

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM  
FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: South Coffeyville.  
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATION: The Coffeyville  
 Journal. NEWS SERVICE: The Associated  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Davis & Schwegler.

**Personnel**

Owner.....Hugh J. Powell  
 General Manager.....Melvin Drake  
 Program Director.....Clair A. Foster  
 Chief Engineer.....J. Fred Case

**Coverage**

Population—Primary ..... 717,900  
 Radio Homes— " ..... 132,800  
 Population—Secondary ..... 503,900  
 Radio Homes— " ..... 102,000

Source: Field intensity measurements.

**Representative**

The Katz Agency

**K G N O**

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 1000 Watts,  
 d.; 250 Watts, n. OWNED BY: Dodge City  
 Broadcasting Co. OPERATED BY: Same.  
 BUSINESS ADDRESS: Globe Bldg. PHONE:  
 1100. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Westview Park. TIME  
 ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00  
 P.M. to 9:00 P.M. NEWSPAPER AFFILIATION:  
 Dodge City Globe. NEWS SERVICE: Associ-  
 ated Press. TRANSCRIPTION SERVICE: Stand-  
 ard Radio.

**Personnel**

President.....J. C. Denious  
 Business Manager.....N. C. Petersen  
 Commercial Manager.....Vaughn Kimball  
 Chief Engineer.....Emil Doane

**Representative**

Arthur H. Hagg and Associates

**K T S W**

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
 OWNED BY: Emporia Broadcasting Co. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Em-  
 poria. TIME ON THE AIR: 6:00 A.M. to 12:00  
 Midnight, daily; 8:00 A.M. to 12:00 Midnight,  
 Sundays. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio, C.  
 P. MacGregor.

**Personnel**

President.....S. B. Warren  
 General & Commercial  
 Manager.....K. W. Trimble  
 Program Director.....Larry Simms  
 Chief Engineer.....Paul H. Daniels

**Representative**

Sears & Ayer, Inc.

**K I U L**

"VOICE OF WESTERN KANSAS"  
 GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Garden City Broadcasting Co.  
 OPERATED BY: Garden City Broadcasting Co.  
 BUSINESS ADDRESS: 404 N. Main. PHONE:  
 666-999. STUDIO ADDRESS: 404 N. Main.  
 TRANSMITTER LOCATION: Warner Terrace.  
 TIME ON THE AIR: 6:00 A.M. to 7:15 P.M.,  
 daily; 10:00 A.M. to 5:00 P.M., Sundays. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

President.....F. D. Conard  
 Station Manager.....Clem Morgan  
 News Editor.....M. E. Pence  
 Chief Engineer.....Ralph Childs

**Coverage**

Radio Homes—Primary ..... 18,200  
 Radio Homes—Secondary ..... 22,510

Source: Station survey.

**Representative**

Cox and Tanz

**K V G B**

"THE VOICE OF GREAT BEND"  
 GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
 OWNED BY: Helen Townsley. OPERATED BY:  
 Helen Townsley. BUSINESS ADDRESS: Cork  
 Bldg., P. O. Box 757. PHONE: 1080. STUDIO  
 ADDRESS: Cork Bldg. TRANSMITTER LOCA-  
 TION: 2 miles south of Great Bend on High-  
 way No. 281. TIME ON THE AIR: 7:00 A.M. to  
 10:00 P.M., daily; 8:45 A.M. to 4:00 P.M., Sun-  
 day. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: NBC Thesaurus, C. P.  
 MacGregor.

**Personnel**

Manager.....H. T. Townsley  
 Program Manager.....Dave Wilson  
 Commercial Manager.....Everette Smart  
 Chief Engineer.....Leo Legleiter

**Coverage**

Population—Primary ..... 301,900  
 Radio Homes— " ..... 53,100

Source: Mail analysis.

**K W B G**

"THE STATION IN THE CENTER  
 OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts  
 (C.P. 250 Watts). OWNED BY: Nation's Center  
 Broadcasting Co., Inc. OPERATED BY: W. B.  
 Greenwald. BUSINESS ADDRESS: 201 S. Main.  
 PHONE: 5202. STUDIO ADDRESS: 201 S. Main.



**KANSAS  
STATION  
EXECUTIVES  
READ  
RADIO  
DAILY  
REGULARLY**



TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: 18 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

**Personnel**

President.....W. B. Greenwald  
Station Manager.....H. A. Delp  
Commercial Manager.....Ken Irving  
Chief Engineer.....Harold Bourrell

**KCKN**

KANSAS CITY—EST. 1925 (as WLBF)  
1936 (as KCKN)  
KANSAS NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

**Personnel**

President.....W. A. Bailey  
Vice-President-General  
Manager.....Ellis Atteberry  
Commercial Manager.....Owen Balch  
Program Director.....George Engelter  
Director of Publicity.....Ruth Kendall  
Special Productions Manager.....John Drake  
News Commentator.....Olaf Soward  
Musical Director.....Ruth Royal  
Chief Engineer.....C. E. Salzer, Jr.

**Coverage**

	Daytime	Evening
Population—Primary	797,703	600,000
Radio Homes—	210,530	180,000

Source: Field intensity measurements; Joint Committee.

**Representative**

Capper Publications

**KFKU**

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tonganoxie, Kans. TIME ON THE AIR: Shares time with WREN.

**Personnel**

Director.....Harold G. Ingham  
Assistant Program  
Director.....Mildred I. Seaman



**WREN**

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFKU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Vernon H. Smith  
Assistant Manager.....Verl Bratton  
Commercial Manager.....Ernest Pontius  
Promotion Director.....John Bondeson

**Coverage**

Population—Primary ..... 3,699,476  
Radio Homes— " ..... 771,200

Source: Field intensity measurements; U. S. Census; Joint Committee.

**Representative**

Howard H. Wilson Co.

**KSAC**

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays. 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; 4:30 P.M. to 5:30 P.M.; and Saturdays. 9:30 A.M. to 10:30 A.M.; and 12:30 P.M. to 2:30 P.M. NEWS SERVICES: Associated Press.

**Personnel**

President ..... F. D. Farrell  
Director ..... H. Umberger  
Program Director.....L. L. Longsdorf

**KOAM**

"THE FOUR STATE STATION—KANSAS, OKLAHOMA, ARKANSAS AND MISSOURI"

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.  
(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....E. Victor Baxter  
Station Manager.....R. E. Wade  
Sales Manager.....R. G. Patterson  
Program Director.....Bruce Robertson  
Chief Engineer.....W. L. Brown

**Coverage**

Population—Primary ..... 920,451  
Radio Homes— " ..... 187,483

Source: U. S. Census; Joint Committee.

**Representative**

Ferguson & Walker, Inc.

**KSAL**

"YOUR FRIEND OF THE AIRWAYS"

SALINA—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: KSAL, Inc. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus, Langworth.

**Personnel**

President.....R. J. Laubengayer  
Station Manager.....Owen Balch  
Commercial Manager.....H. C. Fagerstrom  
Chief Engineer.....N. E. Vance, Jr.

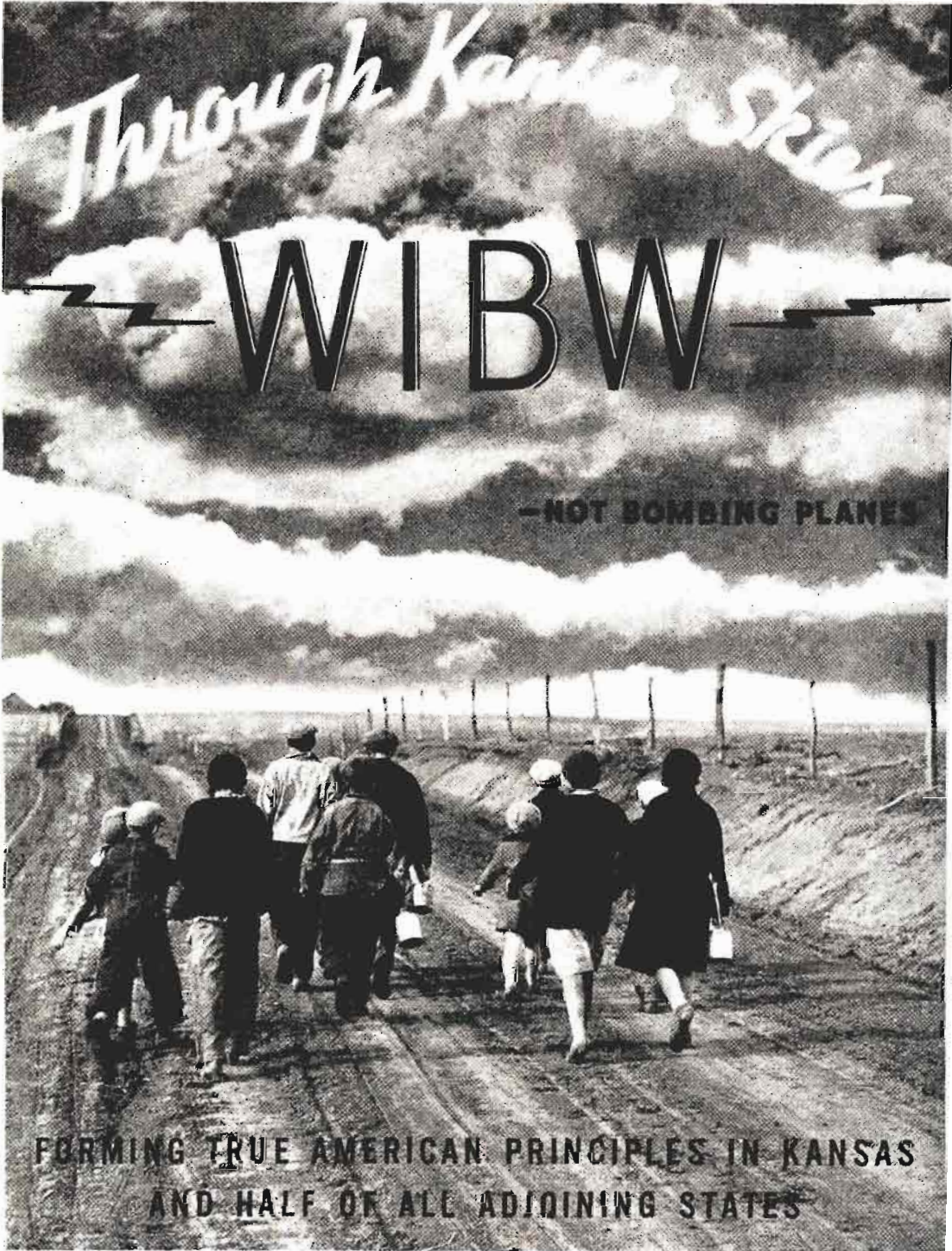
**Coverage**

Population—Primary ..... 525,031  
Radio Homes— " ..... 140,000  
Population—Secondary ..... 1,000,000  
Radio Homes— " ..... 300,000

Source: Field intensity measurements.

**Representative**

The Katz Agency



*Through Kansas Skies*

**WIBW**

**-NOT BOMBING PLANES**

**FORMING TRUE AMERICAN PRINCIPLES IN KANSAS  
AND HALF OF ALL ADJOINING STATES**

# WIBW

"THE VOICE OF KANSAS"  
TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

## Personnel

General Manager.....Ben Ludy  
Chief Engineer.....Karl Troeglen

## Coverage

Population—Primary ..... 1,920,500  
Radio Homes— " ..... 361,980  
Population—Secondary ..... 6,819,100  
Radio Homes— " ..... 1,300,100

Source: CBS Listener Study.

## Representative

Capper Publications, Inc.

# KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts (C.P. 250 Watts). OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President-General Manager.....Herb Hollister  
Commercial Manager.....Phil McKnight  
Chief Engineer.....Glenn Ritter

## Coverage

Population—Primary .....	Daytime	365,080
Radio Homes— " .....		73,016

Source: Field intensity measurements.

## Representative

The Katz Agency

# KFH

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 5:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

## Personnel

Vice President-General Mgr....M. M. Murdock  
Business Manager.....P. S. Clark  
Program Director.....Vernon E. Reed  
National Sales & Promotion  
Manager.....Clark A. Luther  
Chief Engineer.....Amos C. Dadisman

## Coverage

Population—Primary .....	700,200
Radio Homes— " .....	142,800
Population—Secondary .....	1,127,200
Radio Homes— " .....	188,700

Source: Mail response analysis.

## Representative

Edward Petry & Co.

# KENTUCKY

Population 2,920,000

Number of Families 708,000

Number of Radio Homes 494,900

Retail Sales \$427,105,800

Auto Registrations 425,000

# WCMI

"WHERE COAL MEETS IRON"  
ASHLAND—EST. 1935

MUTUAL—SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Ashland Broadcasting Co. OPERATED BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 3010-11.

STUDIO ADDRESS: WCMI Bldg.; First National Bank Bldg., Ironton, Ohio; Prichard Hotel, Huntington, W. Va. TRANSMITTER LOCATION: WCMI Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ashland Daily Independent. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

# WAVE STILL ISN'T REACHING CHINA!

**(OR CHICKEN BRISTLE, KENTUCKY!)**

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . . leaving the Whangpoo (and the Kentucky mountains) for the *other fellows!*

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

*An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives*

*Station*

**WAVE**

*Louisville*

**1000 WATTS**

**INCORPORATED**

**940 K. C.**

# KENTUCKY

## Personnel

President ..... Gilmore Nunn  
 Station & Sales Manager ..... Robert MacKenzie  
 Program Director ..... Russell Hirsch  
 In Charge of Huntington  
 Studio ..... Bert Georges  
 In Charge of Ironton  
 Studio ..... Ken McClure

## Coverage

Population—Primary ..... \*208,194  
 Population—Secondary ..... 454,775  
 Radio Homes—Primary & Secondary ..... 86,300

\* Area covered includes 7 counties in Kentucky, 3 in Ohio and 4 in West Virginia.  
 Source: Station survey.

## Representative

John H. Perry Associates

# W L B J \*

## BOWLING GREEN—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: Bowling Green Broadcasting Co.  
 OPERATED BY: Bowling Green Broadcasting Co.  
 BUSINESS ADDRESS: Bowling Green.  
 STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

# W H O P

## "THE VOICE OF THE PENNYRILE" HOPKINSVILLE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Paducah Broadcasting Co. OPERATED BY: Paducah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 539. STUDIO ADDRESS: Princeton Pike. TRANSMITTER LOCATION: Princeton Pike. TIME ON THE AIR: 18 hours daily. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-General Manager ..... Pierce E. Lackey  
 Managing Director ..... Hecht S. Lackey  
 Commercial Manager ..... F. Ernest Lackey

# W L A P

## LEXINGTON—EST. 1928

MUTUAL—SOUTHERN NETWORK  
 FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE

AIR: 6:30 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-Genl. Mgr. .... Gilmore N. Nunn  
 Vice President ..... J. Lindsay Nunn  
 Secretary-Treasurer ..... Warren G. Davis  
 Chief Engineer ..... Sanford Helt

## Representative

John H. Perry Associates

# W A V E

## LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 940 Kc. POWER: 1000 Watts.  
 OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

## Personnel

President ..... Geo. W. Norton, Jr.  
 Commercial Manager ..... James F. Cox  
 Station Manager ..... Nathan Lord  
 Sales Manager ..... James F. Cox  
 Program Director ..... George Patterson  
 Musical Director ..... Clifford Shaw  
 Chief Engineer ..... Wilbur E. Hudson

## Coverage

Population—Primary .....	Evening
Radio Homes— " .....	830,080
Population—Secondary .....	136,160
Radio Homes— " .....	241,834
Population—Secondary .....	30,890
Radio Homes— " .....	

Source: NBC Aircas Survey.

## Representative

Free & Peters, Inc.

# W G R C

## LOUISVILLE

(See New Albany, Ind.)

# W I N N \*

## LOUISVILLE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Kentucky Broadcasting Corp. OPERATED BY: Kentucky Broadcasting Corp. BUSINESS ADDRESS: Louisville. STUDIO ADDRESS: Louisville. TRANSMITTER LOCATION: Louisville. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

*Roger Babson says..*

"Well-balanced, well-diversified Louisville can look ahead confidently to the next six months . . . Practically all of Louisville's 500-odd factories will roar along at new post-depression peaks . . . I look for a gain of roughly 10 per cent in the national farm income during 1940. The rich Bluegrass . . . Gains in home building will be continued. Industrial construction will be at the best levels of the last ten years. . . High factory employment, prosperous farmers, busy building artisans all add up to a good year for everyone in Louisville . . ."

**T**O PRODUCE maximum sales in this \$2,-214,269,000 market, use the key station in this prosperous area . . . .

# WHAS

**50,000 WATTS**  
**820 KILOCYCLES**  
**Basic CBS Outlet**

## HERE'S WHAT HAPPENED IN LOUISVILLE IN 1939

Bank Deposits up \$21,000,000  
 Bank Clearings up \$163,000,000  
 Industrial Power Consumption up  
 13,000,000 kwh  
 Gas Consumption up 89,000,000  
 cu. ft.  
 L. & N. Carloadings up 121,000  
 cars  
 Retail Sales up 6 per cent  
 Wholesale Sales up 15 per cent  
 Construction in city almost double  
 Distillery production up 4,000,000  
 gallons  
 Brewery production up nearly  
 2,000,000 gallons

In the Kentuckiana market there were sustained gains in virtually every line of business and every index points to the continuance of this prosperity during 1940.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

*Owned and Operated by*

**The Courier-Journal — THE LOUISVILLE TIMES**

# W H A S

"IN THE HEART OF THE RICH  
OHIO RIVER VALLEY"  
LOUISVILLE—EST. 1922

## COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts.  
OWNED BY: Barry Bingham. OPERATED BY:  
Louisville Times Company. BUSINESS AD-  
DRESS: 300 W. Liberty St. PHONE: Wa. 2211.  
STUDIO ADDRESS: 300 W. Liberty St. TRANS-  
MITTER LOCATION: New Eastwood. TIME  
ON THE AIR: 5:30 A.M. to 1:00 A.M. daily;  
8:00 A.M. to midnight Sunday. NEWSPAPER  
AFFILIATION: Courier Journal and Louisville  
Times. NEWS SERVICE: United Press, Inter-  
national News Service. MAINTAINS AN ART-  
ISTS' BUREAU. TRANSCRIPTION SERVICE:  
Associated Music Publishers Library.

### Personnel

Owner ..... Barry Bingham  
Radio Director ..... Credo Fitch Harris  
Executive Manager ..... W. Lee Coulson  
Commercial Manager ..... Joe Eaton  
Program Manager ..... Robert L. Kennett  
Publicity Director ..... John H. Hoagland  
Technical Advisor ..... Orrin W. Towner

### Coverage

Population—Primary ..... 4,907,600  
Radio Homes— " ..... 1,156,900

Source: Field intensity measurements.

### Representative

Edward Petry & Company

# W O M I

OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
OWNED BY: Owensboro Broadcasting Co., Inc.

OPERATED BY: Owensboro Broadcasting Co.,  
Inc. BUSINESS ADDRESS: Byers Ave. & Liver-  
more Road. PHONE: 420 & 421. STUDIO AD-  
DRESS: Byers Ave. & Livermore Road. TRANS-  
MITTER LOCATION: Same. TIME ON THE  
AIR: 16 hours daily; 15 hours Sunday. NEWS-  
PAPER AFFILIATIONS: Owensboro Messenger  
(morning); Owensboro Inquirer (evening).  
NEWS SERVICE: Associated Press. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... Lawrence W. Hager  
General Manager ..... Hugh O. Potter

### Coverage

Population—Primary ..... 146,705  
Radio Homes— " ..... 41,880  
Population—Secondary ..... 344,102  
Radio Homes— " ..... 96,400

Source: Field intensity survey.

# W P A D

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
OWNED BY: Paducah Broadcasting Co., Inc.  
OPERATED BY: Paducah Broadcasting Co.,  
Inc. BUSINESS ADDRESS: 9th and Terrell.  
PHONE: 4100. STUDIO ADDRESS: 9th and  
Terrell. TRANSMITTER LOCATION: 9th and  
Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30  
P.M. NEWSPAPER AFFILIATION: Paducah-  
Sun Democrat. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICE: C. P. Mac-  
Gregor, World Broadcasting System.

### Personnel

President & Genl. Mgr. .... Pierce E. Lackey

### Representative

Cox & Tanz

# LOUISIANA

Population 2,132,000

Number of Families 510,000

Number of Radio Homes 297,400

Retail Sales \$378,832,300

Auto Registrations 344,900

# K A L B

"IN THE HEART OF LOUISIANA"  
ALEXANDRIA—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
OWNED BY: Alexandria Broadcasting Co., Inc.  
OPERATED BY: Alexandria Broadcasting Co.,  
Inc. BUSINESS ADDRESS: P. O. Box 788.  
PHONE: 65. STUDIO ADDRESS: 3rd & Jackson.  
TRANSMITTER LOCATION: Upper 4th St. TIME  
ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday,  
9:00 A.M. to 5:30 P.M. NEWS SERVICE: In-

ternational News Service. TRANSCRIPTION  
SERVICE: Davis & Schwegler, NAB Library,  
Langworth, Standard Radio.

### Personnel

President ..... Walter H. Allen  
Vice-President ..... Grove Stafford  
Secretary-Treasurer ..... Mrs. W. H. Allen  
General Manager ..... C. Edly Rogers  
Sales Manager ..... Edgar Cappellini  
Program Director ..... Gordon Loudon  
Musical Director ..... John Pegues Kelley  
Chief Engineer ..... Truman Stanley

# W J B O

**BATON ROUGE—EST. 1934**

**NATIONAL BROADCASTING CO.**

**LOUISIANA NETWORK**

FREQUENCY: 1120 Kc. POWER: 500 watts (C.P. 1000 watts). OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Chas. P. Manship, Jr.  
Vice Pres. & Genl. Mgr.....H. Vernon Anderson  
Secretary-Treasurer...Charles P. Manship, Sr.  
Production Supervisor...W. H. Bland, Jr.  
Sales Manager.....J. Roy Dabadie  
Chief Engineer.....Wilbur T. Golson

## Coverage

Population—Primary ..... 344,291  
Radio Homes— " ..... 41,700

Source: Field intensity measurements; U. S. Census; Joint Committee.

## Representative

George P. Hollingbery Co.

# K V O L

**"VOICE OF LAFAYETTE"  
LAFAYETTE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President .....Morgan Murphy  
Station Manager.....Geo. H. Thomas  
Commercial Manager.....R. A. Escudier  
Chief Engineer.....J. G. Cooper

## Coverage

	Daytime	Evening
Population—Primary	250,000	150,000
Radio Homes— "	75,000	50,000
Population—Secondary	300,000	250,000
Radio Homes— "	100,000	75,000

Source: Station survey.

# K P L C

**"VOICE OF THE POPULAR PORT"  
LAKE CHARLES—EST. 1935**

**LOUISIANA NETWORK**

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujot St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....T. B. Lanford  
Commercial Manager.....F. C. Carroll  
Chief Announcer.....K. McDaniel  
Station Manager.....C. R. Porter  
Publicity Director.....H. L. Barnett  
Chief Engineer.....E. C. Moses

## Coverage

Population—Primary ..... \*110,900  
Radio Homes— " ..... \*14,800

\* Includes portions of secondary area.  
Source: Station survey.

# K M L B

**"VOICE OF MONROE"  
MONROE—EST. 1930**

**LOUISIANA NETWORK**

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC The-saurus.

## Personnel

President-General Manager.....J. C. Liner, Sr.  
Commercial Manager.....J. C. Liner, Jr.  
Program Director.....Don Breitenmoser  
Chief Engineer.....O. L. Morgan

## Coverage

	Daytime
Population—Primary	94,200
Radio Homes— "	11,640
Population—Secondary	132,000
Radio Homes— "	10,960

Source: Field intensity measurements.

# W D S U

**"FIRST WITH THE LATEST AND ALWAYS  
A FEW HEADLINES AHEAD"**

**NEW ORLEANS—EST. 1923**

**NBC (BLUE)—LOUISIANA NETWORK**

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.



**Personnel**

President ..... Joseph H. Uhalt  
 Commercial Manager ..... P. K. Ewing  
 Station Manager ..... Joseph H. Uhalt  
 Sales Manager ..... P. K. Ewing  
 Chief Engineer ..... Kenneth Ervin

**Representative**

John Blair & Co.

**W J B W**

"LOUISIANA'S ORIGINAL FRIENDLY ALL-NIGHT STATION"

**NEW ORLEANS—EST. 1926**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: 947 Howard Ave. TRANSMITTER LOCATION: 3617 Bruxelles St. TIME ON THE AIR: 6:30 A.M. to 12:00 noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 1:30 A.M. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

General Manager ..... C. C. Carlson

**Coverage**

	Daytime	Evening
Population—Primary	200,000	200,000
Radio Homes—	100,000	100,000
Population—Secondary	500,000	500,000
Radio Homes—	250,000	250,000

Source: Station estimate.

**W N O E**

**NEW ORLEANS—EST. 1926**

LOUISIANA NETWORK

FREQUENCY: 1420 KC. POWER: 250 Watts.  
 OWNED BY: WNOE, Inc. OPERATED BY: WNOE, Inc. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... James A. Noe  
 Vice-President-General Manager ..... Raymond F. Hufft  
 Program Director ..... Hubert J. Grant  
 Educational Director ..... Benet F. Cain  
 Sales Manager ..... Clark B. Alexander

**Coverage**

	Daytime	Evening
Population—Primary	1,000,000	750,000
Radio Homes—	105,000	.....
Population—Secondary	2,000,000	1,000,000
Radio Homes—	250,000	.....

Source: Station estimate.

**Representative**

Cox & Tanz

**W S M B**

**NEW ORLEANS—EST. 1925**

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 watts.  
 OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. 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 Brenzel  
 Musical Director ..... E. Fontana  
 Chief Engineer ..... H. G. Nebe

**Coverage**

Population—Primary	836,700
Radio Homes—	145,400
Population—Secondary	246,600
Radio Homes—	28,000

Source: Field intensity measurements and mail response analysis.

**Representative**

Edward Petry & Company

**W W L**

**NEW ORLEANS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

**Personnel**

General Manager ..... W. H. Summerville  
 Commercial Manager ..... Louis Read  
 Program Manager ..... Jimmie Willson  
 Publicity Director ..... Henry Dupre  
 Musical Director ..... Pinky Vidacovich  
 Chief Engineer ..... J. D. Bloom, Jr.

**Coverage**

Survey being conducted with directional antenna at time of going to press.

**Representative**

The Katz Agency

**K R M D**

"YOUR FRIENDLY STATION"

**SHREVEPORT—EST. 1928**

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.

## LOUISIANA — MAINE

OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

President ..... R. M. Dean  
 Station Manager ..... G. V. Wilson  
 Sales Manager ..... David Wilson  
 Program Director ..... Elizabeth Alford  
 Chief Engineer ..... W. J. Wilkinson

### Coverage\*

Population—Primary ..... 92,000  
 Radio Homes— " ..... 29,000  
 \*Secondary area adds an additional 15-mile radius covering an additional 100,000 persons.  
 Source: Station survey.

## K T B S

### SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President ..... John D. Ewing  
 General Manager ..... John C. McCormack

Commercial Manager ..... J. A. Oswald  
 Program Director ..... B. G. Robertson  
 Chief Engineer ..... C. H. Haddox

### Coverage

Population—Primary ..... 398,700  
 Radio Homes— " ..... 54,000  
 \* Includes portions of secondary area.  
 Source: Mail response analysis.

### Representative

The Branham Company

## K W K H

### SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 2-8711. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Gamm Rd., Dixie, La. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library.

### Personnel

President ..... John D. Ewing  
 General Manager ..... John C. McCormack  
 Commercial Manager ..... J. A. Oswald  
 Program Director ..... Fred Ohl  
 Promotion Manager ..... B. G. Robertson  
 Chief Engineer ..... W. E. Antony

### Representative

The Branham Company

# MAINE

Population 856,000

Number of Families 221,000

Number of Radio Homes 201,000

Retail Sales \$255,858,900

Auto Registrations 206,000

## W R D O

"THIS IS THE FRIENDLY VOICE FROM THE CAPITAL OF MAINE"

### AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.—

YANKEE NETWORK—COLONIAL NETWORK  
 FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 175 Water St. PHONE: 2285. STUDIO ADDRESS: 175 Water St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Net-

work 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.

# WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

**BANGOR—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President . . . . . F. B. Simpson  
Station Manager . . . . . R. M. Wallace  
Chief Engineer . . . . . Nelson Lawson

### Coverage

Population—Primary . . . . .	188,400
Radio Homes— " . . . . .	46,900
Population—Secondary . . . . .	143,700
Radio Homes— " . . . . .	34,100

Source: Field intensity measurements.

### Representative

Furgason & Walker, Inc.

# WL B Z

"THE MAINE STATION FOR MAINE PEOPLE"

**BANGOR—EST. 1926**

**NBC—MBS**

FREQUENCY: 620 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

General Manager . . . . . Thompson L. Guernsey

### Coverage

Population—Primary* . . . . .	805,200
Radio Homes— " . . . . .	191,100

\*Includes portions of secondary area.

Source: Station survey.

### Representative

Weed & Company

# W C O U

"MAINE'S BUSIEST STATION"

**LEWISTON—EST. 1938**

**MUTUAL BROADCASTING SYSTEM  
YANKEE-COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License (18 hours daily). TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

President . . . . . Jean B. Couture  
Treasurer . . . . . Faust O. Couture  
Secretary . . . . . Valdor L. Couture  
Manager . . . . . Guy P. Ladouceur  
Program Director . . . . . Elden Shute, Jr.  
Office Manager . . . . . Oscar Normand  
Musical Director . . . . . Bertrand Cote  
Chief Engineer . . . . . Leslie R. Hall

### Coverage

	Daytime	Evening
Population—Primary . . . . .	70,154	70,154
Radio Homes— " . . . . .	17,720	17,720
Population—Secondary . . . . .	84,163	25,229
Radio Homes— " . . . . .	21,023	6,744

Source: Field intensity measurements.

### Representative

Forjoe & Co.

CALL YOUR SPOTS  
IN THE MAINE MARKET

# W-C-O-U

Lewiston, Maine

COVERS MAINE'S RICHEST MARKET  
WITH YOUR SPOT CAMPAIGN

**LEWISTON-AUBURN**

*"The Industrial  
Heart of Maine"*

- 1st—In Payrolls
- 1st—In Wage Earners
- 1st—In Product Values

Represented by  
**FORJOE & COMPANY**

# W C S H

PORTLAND—EST. 1925

NBC-RED—YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts. d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarborough, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Supervisor.....George F. Kelley, Jr.  
 Station Manager.....Linwood T. Pitman  
 Program Director.....Albert W. Smith  
 Merchandising Director.....Arthur E. Bucknam  
 Chief Engineer.....G. Fred Crandon

## Coverage

Radio Homes—Primary ..... 95,200

Radio Homes—Secondary ..... 18,412

Source: NBC Aircas Survey; Joint Committee.

## Representative

Weed & Co.

# W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

## Personnel

President-Treasurer.....Guy P. Gannett  
 Assistant Treasurer.....Laurence H. Stubbs  
 General Manager.....Creighton E. Gatchell  
 Program Manager.....Richard E. Bates  
 Chief Announcer.....Sam Henderson  
 Chief Engineer.....Rodger D. Hodgkins

## Representative

Paul H. Rayner Co.

# W A G M

"WONDERFUL AROOSTOOK—GARDEN OF MAINE"

PRESQUE ISLE—EST. 1930

MAINE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: Northern National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: Northern National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Maine Radio News Service. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....H. J. McGuire  
 Treasurer.....R. W. MacIntosh  
 Chief Announcer.....Ted Coffin

## Coverage

Population—Primary ..... 80,000

Radio Homes— " ..... 14,600

Source: Joint Committee.

## Representative

Cox & Tanz

*In Portland Maine, It's*

# WGAN



THE PRESS HERALD EXPRESS STATION

• CBS •

CREIGHTON E. GATCHELL

*General Manager*

Representative: Paul H. Raymer Co.

# MARYLAND

Population 1,679,000

Number of Families 410,000

Number of Radio Homes 355,100

Retail Sales \$509,161,400

Auto Registrations 428,536

## W B A L

"BALTIMORE'S POWERFUL VOICE"  
"WBAL MEANS BUSINESS IN  
BALTIMORE"

**BALTIMORE—EST. 1925**

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:30 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS. Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News

Service, United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager.....Harold C. Burke  
Program Manager.....Paul Girard  
Merchandising Manager.....G. W. Schults  
Publicity Director.....Dorothy Schmitt  
Chief Engineer.....Gerald W. Cooke

### Coverage

Population—Primary .....	2,500,000
Radio Homes— " .....	309,430
Population—Secondary .....	1,500,000
Radio Homes— " .....	664,670

Source: Joint Committee.

### Representative

International Radio Sales

# WBAL

*means business  
in Baltimore*

**W C A O**

"THE VOICE OF BALTIMORE"  
"BALTIMORE'S OLDEST BROADCAST STATION"

**BALTIMORE—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M.; (Sunday) 8:45 A.M. to 12:30 A.M. NEWS SERVICE: International News Service.

**Personnel**

President.....Lewis M. Milbourne  
Vice-President.....L. Waters Milbourne  
Treasurer.....Melvin W. Woods  
Secretary.....Clarence W. Miles  
Chief Announcer.....William J. O'Toole  
Publicity Director.....Dwight W. Burroughs  
Musical Director.....Jack Lederer  
Chief Engineer.....Martin L. Jones

**Representative**  
Paul H. Raymer Co.

**W C B M**

**BALTIMORE—EST. 1924**  
INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: University 8400; Calvert 2480-1. STUDIO ADDRESS: North Ave. at Harford. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight, daily; 8:45 A.M. to midnight, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, Langworth, NAB Library.

**Personnel**

President and Commercial  
Manager.....John Elmer  
Vice-President.....J. Purdon Wright  
Treasurer.....J. Lawrence Schanberger  
Station Manager.....Geo. H. Roeder  
Publicity Director.....Newell Warner  
Chief Engineer.....G. Porter Houston

**W F B R**

"MARYLAND'S PIONEER BROADCAST STATION"

**BALTIMORE—EST. 1922**  
NBC (RED)

**MARYLAND COVERAGE NETWORK**

FREQUENCY: 1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Baltimore Radio Show, Inc. OPERATED BY: Baltimore Radio Show, Inc. BUSINESS ADDRESS: 10 East North Ave. PHONE: Vernon 6900. STUDIO ADDRESS: 10 East North Ave. TRANSMITTER LOCATION: Westport, Baltimore. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Recorded Program Service.

**Personnel**

President.....Robert S. Maslin  
Executive Vice-President.....Hope H. Barroll, Jr.  
Treasurer.....Harold W. Batchelder  
Assistant Treasurer.....Robert S. Maslin, Jr.  
Commercial Manager.....Purnell H. Gould  
Program Director.....Bert Hanauer  
Musical Director.....Jos. Imbroglia  
Chief Engineer.....Wm. Q. Ranft

**Coverage**

Population—Primary.....1,150,300  
Radio Homes— ".....246,000  
Population—Secondary.....727,900  
Radio Homes— ".....172,000

Source: Field intensity measurements and mail analysis.

**Representative**  
Edward Petry & Co., Inc.

**W·C·B·M**

**Baltimore, Maryland**

★ ★ ★

**NEW, LARGER STUDIOS READY!**

WCBM is now in even larger public influence through its potent new home. WCBM is now in a position to serve both advertiser and listener in a broader and uncommon way. WCBM is now in handsome, modern, larger studios! A great new auditorium is provided—and every modern facility known to broadcast engineering. WCBM moves ahead!

**WCBM**  
**Baltimore, Md.**

John Elmer, Pres. G. H. Roeder, Gen. Mgr.

MARYLAND

**WTBO**

**CUMBERLAND—EST. 1928**

MARYLAND COVERAGE NETWORK  
QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts.  
OWNED BY: Associated Broadcasting Corp.  
OPERATED BY: Associated Broadcasting Corp.  
BUSINESS ADDRESS: 31 Frederick St. PHONE:  
Cumberland 299. STUDIO ADDRESS: 31 Fred-  
erick St. TRANSMITTER LOCATION: Fort Hill.  
TIME ON THE AIR: 7:00 A.M. to local sunset,  
at Dallas, Tex.; Sunday, 8:00 A.M. to local  
sunset at Dallas. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: World  
Broadcasting System, NBC Thesaurus.

**Personnel**

President-General Manager... Frank V. Becker  
Vice-President ..... Arnold Nygren  
Treasurer..... L. E. Pamphilon  
Secretary..... Chas. Z. Heskett  
Commercial Manager..... William Mullen  
Production Manager..... Stewart W. Phillips  
Chief Announcer..... Willis Conover  
Chief Engineer..... George H. Lenhart

**Coverage**

Population—Primary ..... 357,081  
Radio Homes— " ..... 53,300  
Population—Secondary ..... 261,883

Radio Homes— " ..... 45,100  
Source: Field intensity measurements and  
mail response analysis.

**Representative**

Joseph Hershey McGillvra

**WFMD**

"IN THE HEART OF MARYLAND"  
**FREDERICK—EST. 1936**

FREQUENCY: 900 Kc. POWER: 500 Watts.  
OWNED BY: Monocacy Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Winchester Hall. PHONE: 1466. STUDIO AD-  
DRESS: Winchester Hall Bldg., and West Main  
St., Westminster, Md. TRANSMITTER LOCA-  
TION: Jefferson Pike. TIME ON THE AIR:  
6:30 A.M. to local sunset. NEWS SERVICE:  
Transradio Press. TRANSCRIPTION SERVICE:  
World Broadcasting System. MAINTAINS  
ARTISTS' BUREAU.

**Personnel**

Vice-President and General Manager,  
A. V. Tidmore  
Commercial and Promotion Manager,  
Arthur Symons  
Program Director-Chief Announcer,  
R. L. Longstreet  
Musical Director-Artists' Bureau Head,  
Winston Shipley  
Chief Engineer..... John A. Fels

Don't Make Mole Hills of These Mountains



98,000 Families Without Effective Daytime Network Coverage!

[ But we eat down here—and brush our teeth, wash, furnish our  
homes, drive our cars, listen to our radios, and do everything else  
you'd expect us to do with \$100,000,000 cash to spend every year. ]

When Are YOU Comin' 'Round The Mountain?

Get Your Share in this Fertile Market!

800 Kc.  
Clear Channel  
250 Watts

**WTBO**

NBC and World  
Transcriptions  
United Press

*Cumberland, Maryland*

[ And Seventeen Adjacent Counties in Maryland,  
West Virginia, Virginia, and Pennsylvania ]

Quaker Network  
Maryland Coverage Network

Nat'l Representative  
JOSEPH H. MCGILLVRA

**Coverage**

Population—Primary .....	476,567
Radio Homes— " .....	82,250
Population—Secondary .....	576,210
Radio Homes— " .....	155,540
Source: U. S. Census.	

**W J E J**

"VOICE OF THE VALLEYS"  
**HAGERSTOWN—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Hagerstown Broadcasting Co.  
 OPERATED BY: Hagerstown Broadcasting Co.  
 BUSINESS ADDRESS: Franklin Court. STUDIO  
 ADDRESS: Franklin Court. TRANSMITTER  
 LOCATION: Hagerstown. TIME ON THE AIR:  
 7:00 A.M. to 12:00 midnight. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 Standard Radio, Davis & Schwegler. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

Secretary-General Manager .. Grover C. Crilley  
 Commercial Manager .. Clarence Myers  
 Chief Engineer .. Harold Brewer

**Coverage**

Population—Primary .....	280,500
Radio Homes— " .....	60,000
Population—Secondary .....	184,000
Radio Homes— " .....	40,000
Source: Station survey.	



"The Voice of the Valleys" Hagerstown, Md.



When you buy WJ E J in Hagerstown  
 you buy two of the richest  
 Valleys in the East

**W S A L**

"THE EASTERN SHORE'S OWN STATION"  
 "THE RADIO VOICE OF THE DELMARVA  
 PENINSULA"

**SALISBURY—EST. 1937**

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Frank M. Stearns. OPERATED  
 BY: Same. BUSINESS ADDRESS: 415 E. Main  
 St. PHONE: 1540-1. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: (Daily) 6:30 A.M. to local sunset;  
 (Sunday) 8:00 A.M. to local sunset. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICES: Standard Library, NAB Library,  
 Langworth.

**Personnel**

Owner and Station Manager .. Frank M. Stearns  
 Program Manager and Chief  
 Announcer .. Deane Long  
 Publicity Director .. Robert Rogers  
 Continuity Chief .. Jane Allen  
 Chief Engineer .. Edward J. Hager

**Coverage**

Population—Primary .....	45,876
Radio Homes— " .....	8,879
Population—Secondary .....	142,988
Radio Homes— " .....	28,531
Source: U. S. Census.	

**Representative**

Weed & Co.

*Serving*  
**The Public Interest**  
*Convenience And*  
**Necessity**  
*In And About*  
**SALISBURY**  
 M A R Y L A N D  
**W S A L**



# MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000

Number of Radio Homes 1,019,200

Retail Sales \$1,607,298,000

Auto Registrations 885,800

## W A A B

"KEY STATION—COLONIAL NETWORK"  
BOSTON—EST. 1930  
MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 2:00 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS' BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Langworth, Davis & Schwegler.

### Personnel

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Sales Manager.....Wm. Warner  
Merchandising Manager.....C. McVarish  
Promotion Director.....Frank P. Foster, 2nd  
Artists Bureau Head.....Josephine White  
Publicity Director.....A. J. Stephenson  
Musical Director.....Andrew Jacobson  
Chief Engineer.....Irving B. Robinson  
Technical Director.....Paul A. DeMars

### Coverage

	Daytime	Evening
Population—Primary	1,972,320	1,716,823
Radio Homes—	453,634	394,870

Source: Field intensity measurements.

### Representative

Edward Petry & Co., Inc.

## W H D H

"THE VOICE FROM HOME"  
BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver

(approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

### Personnel

President.....John J. Matheson  
Station and Commercial Manager,  
Ralph G. Matheson  
Chief Announcer.....Frederick Garrigus  
Chief Engineer.....Watson Kownaski

## W M E X

BOSTON—EST. 1934

FREQUENCY: 1500 Kc. POWER: 250 watts (C.P. 1470 Kc., 5000 watts). OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Comm. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 111 Hours weekly. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

### Personnel

President-Program Director.....John E. Reilly  
Managing Director.....Alfred J. Pote  
Commercial Manager.....W. S. Pote  
Office Manager.....Marie Wilson  
Assistant Program Director, Vivienne Cameron

## W B Z & W B Z A

"WBZ, BOSTON'S NEW LEADER IN RADIO"

BOSTON & SPRINGFIELD  
EST. 1921

NATIONAL BROADCASTING CO.  
(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA—Springfield—1,000 Watts. WBZ—Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ—Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M., daily; 8:00 A.M. to 1:00

# WBZ

# BOSTON'S 1940 LEADER

WESTINGHOUSE STATIONS WBZ-WBZA  
50,000—1,000 Watts

*Programmed by*  
NATIONAL BROADCASTING COMPANY  
*A Radio Corporation of America Service*  
BOSTON and SPRINGFIELD, MASS.

---

# MASSACHUSETTS

A.M., Sundays. NEWS SERVICE: United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.  
MAINTAINS ARTISTS' BUREAU.

## Personnel

President ..... Geo. H. Bucher  
Station Manager..... John A. Holman  
Assistant Manager..... Vincent F. Callahan  
Program Manager..... John F. McNamara  
Chief Announcer..... Robert E. White  
Sales Manager..... Frank R. Bowes  
Publicity Director..... George A. Harder  
Musical Director..... John H. Wright  
Plant Manager..... Dwight A. Myer (WBZ)  
Plant Manager..... H. E. Randol (WBZA)

## Coverage

	Daytime	Evening
Population—Primary .....	5,467,500	5,691,000
Radio Homes— " .....	1,265,400	1,318,500
Population—Secondary .....	1,682,500	1,907,000
Radio Homes— " .....	390,800	443,900

Source: NBC Statistical Department; Joint Committee; U. S. Census.

## Representative

National Broadcasting Co., Inc.

# W C O P

"BOSTON'S VOICE—BOSTON'S CHOICE"  
BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts.  
OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President.....Harold A. Lafount  
General Manager.....Gerald H. Slattery  
Sales Manager.....Arthur Leary  
Program Director.....Katherine F. Batchelder  
Production Manager.....Arthur Hall  
Public Relations Director.....John K. Gowen, 3rd  
Chief Announcer.....Morton Blender  
Artists' Bureau Head.....Eleanor Kane  
Chief Engineer.....Whitman N. Hall

## Coverage

Population—Primary .....	1,904,600
Radio Homes— " .....	409,400
Population—Secondary .....	475,000
Radio Homes— " .....	108,600

Source: Field intensity measurements.

## Representative

Headley-Reed Co.

See Page 406

# W E E I

"THE FRIENDLY VOICE OF THE COLUMBIA BROADCASTING SYSTEM IN BOSTON"  
BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. (C.P. 5000 watts, unlimited). OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Mystic Valley Parkway, Medford, Mass. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M.; (Sunday) 8:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Station Manager.....H. E. Fellows  
Sales Manager.....Kingsley Horton  
Production Manager.....L. G. Del Castillo  
Musical Director.....C. R. Hector  
Chief Engineer.....P. K. Baldwin  
Publicity Director.....Dorothy Drake  
Chief Announcer.....C. H. Dickerman

## Coverage

	Daytime	Evening
Population—Primary .....	4,927,500	3,961,900
Radio Homes— " .....	1,097,120	893,200
Population—Secondary .....	2,393,500	3,430,600
Radio Homes— " .....	545,570	769,900

Source: CBS Market Research Division.

## Representative

Radio Sales, Inc.

See Page 404

# W N A C

"KEY STATION—YANKEE NETWORK"  
BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library.

## Personnel

President.....John Shepard, 3rd  
Vice-President in Charge of  
Station Operations.....R. L. Harlow  
Vice-President in Charge of  
Sales and Production.....Linus Travers  
Merchandising Manager.....C. McVarish

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**WEEI has 700,000 new neighbors at night**

★ they're *old* neighbors during the day

★ Now WEEI broadcasts with equal power day *and* night...5000 watts on 590 kilocycles.

WEEI-land by night is 700,000 listeners greater than before. Now by night and by day 4,000,000 New England listeners can enjoy the WEEI programs that have so long set New England's radio pace.

The Columbia-caliber WEEI originations for New England—back-logged by the full CBS schedule—make “Columbia's friendly voice in Boston” the popular voice in 27 rich outside counties as well as in the Metropolitan area. That's why—WEEI sells goods so effectively!\*

**WEEI BOSTON ★ A CBS STATION**

Operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco

**\* TYPICAL HIGHLIGHTS  
IN 12 YEARS OF WEEI  
LOCAL NIGHT-TIME  
SPONSORS:**

**I. J. FOX (*Furs*)**

Consistent WEEI night-time sponsor since 1928.

**FATHER JOHN'S MEDICINE**

Consistent seasonal WEEI night-time sponsor since 1935.

**R. G. SULLIVAN (*Cigars*)**

Consistent WEEI night-time sponsor since 1936.

**BOSTON & MAINE RAILROAD**

Continuing its third solid year as a WEEI night-time sponsor.

**MARVELS CIGARETTES**

WEEI night-time sponsor since 1938. Now on 52 week contract.

**ANTHRACITE INDUSTRIES**

20% of their total advertising appropriation was devoted to WEEI night-time. 60% of their results were traced to WEEI.

**NEW HAVEN RAILROAD**

Six WEEI night-time announcements brought almost 11,000 requests for free picture of clipper ship.

• • • **MASSACHUSETTS** • • •

Promotion Director.....Frank P. Foster, 2nd  
 Artists Bureau Head.....Josephine White  
 Assistant Sales Manager.....Gerald Harrison  
 Publicity Director.....A. J. Stephenson  
 Musical Director.....Francis J. Cronin  
 Chief Engineer.....Irving B. Robinson  
 Technical Director.....Paul A. DeMars

**Coverage**

	Daytime	Evening
Population—Primary	2,296,726	2,021,665
Radio Homes—"	529,275	464,983

Source: Field intensity measurements.

**Representative**

Edward Petry & Co., Inc.

•  
**W O R L**

"BOSTON'S OWN STATION"

**BOSTON—EST. 1926**

FREQUENCY: 920 Kc. POWER: 500 Watts.  
 OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

**Personnel**

President.....Harold A. Lafount  
 General Manager.....George Lasker  
 Promotion Manager.....Frederick Bailey  
 Program Director.....Robert N. Perry  
 Publicity Director.....Marjorie L. Spriggs

**Coverage**

Population—Primary	1,970,200
Radio Homes—"	443,800
Population—Secondary	750,000
Radio Homes—"	150,000

Source: Field intensity survey.

**Representative**

Burn-Smith Co.  
 See Page 408

•  
**W S A R**

"WE SHOW ADVERTISING RESULTS"

**FALL RIVER—EST. 1921**

**MUTUAL—COLONIAL & YANKEE**

FREQUENCY: 1450 Kc. POWER: 1000 Watts.  
 OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: Standard Radio, Langworth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and Treasurer.....Wm. T. Welch  
 Secretary.....Philly J. Maurette  
 Program Director.....Josephine Y. Welch  
 Production Manager and  
 Publicity Director.....F. J. McLaughlin, Jr.  
 Commercial Mgr.....Leonard C. Cox  
 Chief Engineer.....John C. Pavao

**Coverage**

Population—Primary	1,022,753
Radio Homes—"	132,121
Population—Secondary	2,519,621
Radio Homes—"	377,600

Source: Joint Committee; Editor & Publisher.

**Representative**

Furgason & Walker, Inc.

•  
**W H A I**

"THIS IS THE TRI-STATE BROADCAST-  
 ING SERVICE"

**GREENFIELD—EST. 1938**

**MUTUAL—YANKEE &  
 COLONIAL NETWORKS**

FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner.....John W. Haigis  
 Manager.....James L. Spates  
 Commercial Manager.....C. D. Barradale  
 Program Director.....Warren Greenwood

**Coverage**

	Daytime	Evening
Population—Primary	45,756	30,450
Radio Homes—"	10,630	7,095
Population—Secondary	209,407	.....
Radio Homes—"	47,370	.....

Source: State census.

**Representative**

Joseph Hershey McGillvra

•  
**W O C B** \*

**HYANNIS—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Hyannis. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

\*Station was licensed under a C. P. at time of going to press.

W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.



is *the* distinguished station in *the*  
cultural center of America in *the*  
manner befitting *the* best traditions  
of BOSTON'S cherished position in  
American history and American  
culture.



WCOP is *the* station in Boston.



W C O P

COPLEY PLAZA HOTEL

BOSTON, MASS.

# W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....A. H. Rogers  
 General Manager.....Irving E. Rogers  
 Commercial Manager.....David M. Kimel  
 Program Director.....H. Harrison Flint  
 Assistant Program Director.....M. William Noble  
 Chief Engineer.....Herbert W. Brown

## Coverage

Population—Primary .....	325,000
Radio Homes— " .....	76,360
Population—Secondary .....	339,700
Radio Homes— " .....	79,060

Source: Field intensity survey.

## Representative

Furgason & Walker, Inc.

# W L L H

"VOICE OF THE MERRICK VALLEY"  
 LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: Lowell, 250 watts, d. and n.; Lawrence, 100 watts, d. and n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 8715. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music, Langworth.

## Personnel

President.....A. S. Moffat  
 Station Manager.....Robert F. Donahue  
 Commercial Manager.....Haskell Bloomberg  
 Production Manager.....Thomas Clayton  
 Chief Engineer.....Anthony Michaels

## Coverage

Population—Primary .....	585,684
Radio Homes— " .....	131,040
Population—Secondary .....	1,041,216
Radio Homes— " .....	232,960

Source: Field strength measurements and mail response analysis.

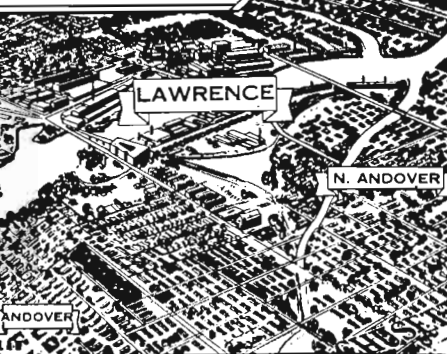
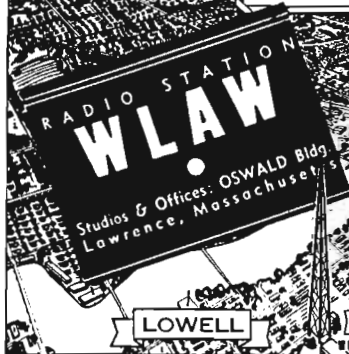
## Representative

Edward Petry & Co., Inc.

# THE LAWRENCE-LOWELL METROPOLITAN AREA

Ranks No. 37 among the nation's metropolitan districts. Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. WLAW provides the only primary service available to the combined cities.

680 Kilocycles 1000 Watts



# 920 CLUB

## BOSTON'S BIGGEST RADIO PROGRAM\*

*\*(Participating)*

*Excerpt from a 920 Club client's letter:*

Roland D. Mahoney, President of JAMESWAY ADVERTISING, INC., re PEPSINIC SELTZER announcements says:

*"These announcements . . . have been used on four major radio stations in the metropolitan district and over one network consisting of sixteen stations . . . Your station pulled very nearly as many requests as the other three stations and the network combined."*

*Another excerpt from a 920 Club client's letter:*

Frank Hemeon, Manager of the Starck Piano Company of Boston, says:

*"During Christmas week, 1939, the 920 Club was directly responsible for better than \$4,000 worth of business that week, at a cost of only \$150. We are glad to state, that in our estimation, the 920 Club has proven to be one of the best advertising mediums in Boston for us."*

For further proof of the 920 Club's popularity, see page 46, July 1, 1939 issue of BROADCASTING, Broadcast Advertising, where the 920 Club of WORL is rated nationally among the first 12 programs not on networks by the RADIO GUIDE radio popularity contest based on 729,000 votes.

**WRITE OR WIRE FOR OTHER SUCCESS STORIES**

**WORL** 920 Kilocycles **BOSTON**



# W N B H

"THE STANDARD-TIMES STATION"

**NEW BEDFORD—EST. 1921**

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 250 watts, unlimited.) OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Irving Vermilya  
 Assistant Manager.....G. Brewer  
 Chief Engineer.....Clyde Pierce

# W B R K

"VOICE OF THE BERKSHIRES"

**PITTSFIELD—EST. 1938**

MUTUAL—COLONIAL & YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East and Newell Sts. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Owner.....Harold Thomas  
 Local Manager.....Levon Thomas  
 Commercial Manager.....Bruff W. Olin  
 Program Director.....Walcott A. Wyllie

## Coverage

Population—Primary ..... 155,700  
 Radio Homes— " ..... 37,300

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# W E S X

**SALEM—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: North Shore Broadcasting Co.

OPERATED BY: North Shore Broadcasting Co. BUSINESS ADDRESS: 126 Washington St. STUDIO ADDRESS: 126 Washington St. TRANSMITTER LOCATION: Marblehead. TIME ON THE AIR: Unlimited Schedule (actual, 6:30 A.M. to 12:00 midnight). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Charles W. Phelan  
 General Manager.....Van D. Sheldon  
 Commercial Manager.....Robert C. Taylor  
 Program Director.....Marjorie Leadbetter  
 Chief Announcer.....Charles Higgins  
 Chief Engineer.....Richard I. Hammond

## Coverage

	Daytime	Evening
Population—Primary	400,000	300,000
Radio Homes— " "	91,000	76,000

Sources: Department of Commerce; Field strength measurements.

**DO YOU KNOW HOW  
 MUCH ONE HUNDRED  
 EIGHTY-SEVEN MILLION  
 DOLLARS IS? — THAT'S  
 WHAT WESX LISTENERS  
 CAN SPEND IN ONE  
 YEAR**

**WESX**  
 SALEM, MASSACHUSETTS  
 THE BEST LOCAL  
 STATION in the COUNTRY  
 — A N D —

*We Can Prove It*  
 1200 ON THE DIAL—FULL TIME

MASSACHUSETTS

WMAS

"THE VOICE OF WESTERN MASSACHUSETTS" SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pyncheon Park, West St. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President... A. S. Moffat
Treasurer... Josephine Dodge
General Manager... A. W. Marlin
Program Director... F. Turner Cooke
Chief Announcer... Frank Norton
Chief Engineer... Earl G. Hewinson, Sr.

Coverage

Table with 3 columns: Daytime, Evening, Population—Primary, Radio Homes, Population—Secondary, Radio Homes.

Source: CBS Listener Study.

Representative

Edward Petry & Co., Inc.

WSPR

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE and COLONIAL NETWORKS FREQUENCY: 1140 Kc. POWER: 500 watts. OWNED BY: WSPR, Inc. OPERATED BY: WSPR, Inc. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager... Quincy A. Brackett
Treasurer... Lewis B. Breed
Commercial Manager... Milton W. Stoughton
Program Director... W. H. Latham
Chief Announcer... Elwin Tacy
Chief Engineer... H. W. Holt

Coverage

Table with 3 columns: Daytime, Evening, Population—Primary, Radio Homes, Population—Secondary, Radio Homes.

Source: Field strength survey.

Representative

George P. Hollingsbery Co.

WORC

"BROADCASTING HOUSE" WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner... A. F. Kleindienst
Station Manager... Mildred P. Stanton
Chief Engineer... A. F. Kleindienst

Coverage

Table with 2 columns: Population—Primary, Radio Homes, Source: Field intensity measurements.

Representative

Weed & Co.

WTAG

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; (All published by the Worcester Telegram Pub. Co., Inc.). NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General
Manager... George F. Booth
Director... Edward E. Hill
Chief Announcer... Chester Gaylord
Publicity Director... Frederick L. Rushton
Program Director... William T. Cavanagh
Chief Engineer... Hobart H. Newell

Coverage

Table with 3 columns: Daytime, Evening, Population—Primary, Radio Homes, Population—Secondary, Radio Homes.

Source: Field intensity measurements; U. S. Census.

Representative

Edward Petry & Co., Inc.

# MICHIGAN

Population 4,830,000

Number of Families 1,220,000

Number of Radio Homes 1,122,200

Retail Sales \$1,527,059,600

Auto Registrations 1,450,000

## W E L L

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. 212-218 First National Bank Bldg. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press.

### Personnel

President ..... A. L. Miller  
 General Manager ..... D. E. Jayne  
 Commercial Manager ..... F. F. Owen  
 Program Director ..... A. H. Haight  
 Chief Engineer ..... R. B. Roof

### Coverage

Population—Primary ..... 93,600  
 Radio Homes— " ..... 19,140  
 Population—Secondary ..... 418,800  
 Radio Homes— " ..... 83,070

Source: Station survey.

### Representative

Burn-Smith Co.

## W B C M

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts. d.; 500 watts. n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M., daily; 8:00 A.M. to 12:30 A.M., Sundays. TRANSCRIPTION SERVICE: Standard Library. NBC Thesaurus.

### Personnel

President.....James E. Davidson  
 Station Manager.....S. W. Edwards  
 Chief Engineer.....Ralph H. Carpenter

### Coverage

Population—Primary ..... 193,300  
 Radio Homes— " ..... 44,700  
 Population—Secondary ..... 425,900  
 Radio Homes— " ..... 97,300

Source: Field intensity measurements.

### Representative

George P. Hollingbery Co.

## W H D F

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Calumet. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M., daily; 10:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: Houghton Morning Gazette, Calumet Evening News-Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System. Lang-Worth.

### Personnel

General Manager.....John W. Rice  
 Commercial Manager.....Merrill F. Trapp  
 Program Director .....Albert W. Payne  
 Technical Supervisor.....George L. Burgan

### Coverage

Population—Primary ..... 57,735  
 Radio Homes— " ..... 12,830  
 Population—Secondary ..... 53,177  
 Radio Homes— " ..... 11,595

Source: Signal strength survey; Joint Committee.

### Representative

Mitchell & Ruddell, Inc.

**WHEN ADVERTISING IN DETROIT  
DON'T OVERLOOK THE 1,117,000  
FOREIGN POPULATION**



Pillsbury's Flour—Fifteen-minute Drama. Monday through Saturday. Scripts written by Station.

Oxydol—Marek Family. Transcribed. Fifteen minutes, Monday through Friday.

Pet Milk—Musical Program. Fifteen minutes, Monday through Saturday.

Shedd's Salad Dressing—Household Hints. Five minutes, Monday through Saturday.

Altes' Lager—Thirty-seven announcements weekly, covering all programs.

**W J B K**  
**DETROIT**

ON THE AIR 24 HOURS A DAY

TWO AND A QUARTER MILLION LISTENERS IN OUR PRIMARY AREA

**COMPLETE MERCHANDISING SERVICE**  
DISTRIBUTION SECURED • ORDERS TAKEN • ADVERTISING MATERIAL DISTRIBUTED

**W J B K**

"TWENTY-FOUR HOUR STATION"  
DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 15551 Woodrow Wilson. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

**Personnel**

President.....James F. Hopkins  
Commercial Manager.....Art Croghan  
Chief Announcer.....Charles Starrett  
Station Manager.....James F. Hopkins  
Publicity Director.....Frank Perkins  
Musical Director.....Sybil Krieghoff  
Chief Engineer.....Paul Frinke

**Coverage**

Population—Primary ..... 1,999,000  
Radio Homes— " ..... 480,900  
Source: Field intensity measurements.

**W J R**

"GOODWILL STATION"  
DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts.  
OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TRANSMITTER LOCATION: R.F.D. No. 1, Wyandotte, Mich. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

**Personnel**

President.....G. A. Richards  
Executive Vice-President and General Manager.....Leo Fitzpatrick  
Vice-President.....John Patt  
Assistant General Manager-Sales Manager.....Owen Uridge  
Secretary-Treasurer.....P. M. Thomas  
Publicity Director.....Neal Tomy

**Coverage**

	Daytime	Evening
Population—Primary	7,961,800	7,176,100
Radio Homes— " "	1,689,960	1,532,300
Population—Secondary	11,678,500	22,904,800
Radio Homes— " "	2,500,510	4,974,470

Source: CBS Listener Study.

**Representative**

Edward Petry & Co.

**C K L W**

DETROIT  
(See Windsor, Ont., Canada)

**W M B C**

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

**Personnel**

President-General Manager.....John L. Booth

**W W J**

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts.  
OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12700 W. Eight Mile Rd., Oak Park, Mich. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

General Manager.....W. J. Scripps  
Assistant General Manager.....E. L. Tyson  
Sales Manager.....Harry Bannister  
Program Manager.....Mel Wissman  
Operations Manager.....Forrest Wallace  
Chief Engineer.....Walter Hoffman

**Coverage**

	Daytime	Evening
Population—Primary	3,170,062	2,388,741
Radio Homes— " "	641,502	488,090
Population—Secondary	2,541,000	744,000
Radio Homes— " "	607,000	153,000

Source: Field intensity measurements.

**Representative**

George P. Hollingbery Co.

**W X Y Z**

"THE FAMILY STATION"  
DETROIT—EST. 1930

NBC (BLUE)—CBC—MICHIGAN RADIO NETWORK (KEY STATION)

FREQUENCY: 1240 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: King-Trendle

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Joy Road at Greenfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Has wide range of transcription library.

**Personnel**

President.....George W. Trendle  
 Treasurer and General  
 Manager.....H. Allen Campbell  
 Commercial Manager.....Harry Sutton, Jr.  
 Traffic Manager.....James Riddell  
 Advertising and Sales Promotion Manager.  
 Charles C. Hicks  
 Studio Manager.....Harold True  
 Publicity Director.....Felix Holt  
 Musical Director.....Benny Kyte  
 Chief Engineer.....Roy Gardner

**Coverage**

	Daytime	Evening
Population—Primary .....	6,057,313	3,511,080
Radio Homes— " .....	1,373,797	788,795

Source: Department of Commerce.  
 (See Pages 16 & 17)

**Representative**

Paul H. Raymer Co.

**W K A R**

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:00 A.M. to 5:00 P.M., daily except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager.....Robert J. Coleman  
 Chairman, Radio Committee.....R. J. Baldwin  
 Production Manager.....L. D. Barnhart  
 Chief Engineer.....Norris Grover

**Coverage**

Population—Primary .....	2,370,000
Radio Homes— " .....	536,640

Source: Joint Committee.

**W F D F**

"THE VOICE OF FLINT"  
 FLINT—EST. 1922

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union

Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager.....Howard M. Loeb  
 Commercial Manager.....F. S. Loeb  
 Program Director.....Adrian R. Cooper  
 Publicity Director.....R. V. Osgood  
 Musical Director.....William Geyer  
 Chief Engineer.....Frank D. Fallain

**Coverage**

	Daytime	Evening
Population—Primary .....	279,400	304,540
Radio Homes— " .....	61,000	66,500
Population—Secondary .....	307,340	309,240
Radio Homes— " .....	67,100	69,340

Source: U. S. Census; Joint Committee; Station survey.

**Representative**

Burn-Smith Co.

**W O O D - W A S H**

"THIS IS GRAND RAPIDS"  
 GRAND RAPIDS—EST. 1923

NBC (RED & BLUE)

MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor, G. R. National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, G. R. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. Associated Program Service.

**Personnel**

President.....George W. Trendle  
 Station and Sales Manager, Stanley W. Barnett  
 Traffic Manager.....David H. Harris  
 Publicity Director.....T. Wilcox Putnam  
 Musical Director.....Sandy Meek

**Coverage**

	Daytime	Evening
Population—Primary .....	240,000	240,000
Radio Homes— " .....	59,000	59,000
Population—Secondary .....	519,000	519,000
Radio Homes— " .....	126,000	126,000

Source: Field intensity measurements; Joint Committee.

**Representative**

Paul H. Raymer Co.

# WJMS

"VOICE OF THE GOGEBIC RANGE"  
IRONWOOD—EST. 1931

ARROWHEAD BROADCASTING SYSTEM  
FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: WJMS, Inc. OPERATED BY:  
WJMS, Inc. BUSINESS ADDRESS: St. James  
Hotel Annex. PHONE: 20. STUDIO ADDRESS:  
St. James Hotel Annex. TRANSMITTER LOCA-  
TION: North of Ironwood on U. S. No. 2 near  
Douglas Blvd. TIME ON THE AIR: Unlimited  
time; regular schedule 7:00 A.M. to 7:30 P.M.;  
Sunday, 10:00 A.M. to 10:30 P.M. NEWS SER-  
VICE: Transradio Press, Associated Press.  
NEWSPAPER AFFILIATION: Ironwood Daily  
Globe. TRANSCRIPTION SERVICE: Associated  
Recorded Program Service.

## Personnel

Vice-President and General Manager,  
Noel C. Ruddell  
Program and Musical Director... Harry Wills  
Chief Engineer..... R. L. Johnson

## Coverage

	Daytime	Evening
Population—Primary .....	75,000	75,000
Radio Homes— " .....	18,000	18,000
Population—Secondary ..	25,000	25,000
Radio Homes— " .....	7,000	7,000

Source: U. S. Census; Mail analysis.

## Representative

Mitchell & Ruddell, Inc.

# WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: WIBM, Inc. OPERATED BY:  
Same. BUSINESS ADDRESS: Hayes Hotel, 228  
West Michigan Ave. PHONE: 6121. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 6:30 A.M. to 12:00  
midnight. MAINTAINS ARTISTS' BUREAU.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... Herman Radner  
Vice-President and Station  
Manager ..... Roy Radner  
Program Director..... Willie Dunn  
Musical Director..... William Cizek  
Chief Engineer..... C. W. Wirtanen

## Coverage

Population—Primary .....	102,400
Radio Homes— " .....	25,200
Population—Secondary .....	184,100
Radio Homes— " .....	51,200

Source: Field intensity survey.

# WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts,  
d. (C.P. for 1000 Watts, n.). OWNED BY: WKZO,  
Inc. OPERATED BY: WKZO, Inc. BUSINESS  
ADDRESS: Burdick Hotel. PHONE: Kalamazoo  
3-1223. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Parchment. TIME ON THE  
AIR: 7:00 A.M. to local sunset. NEWS SER-  
VICE: Transradio Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus. MAINTAINS ART-  
ISTS' BUREAU.

## Personnel

President-General Manager... John E. Fetzer  
Program Director..... Merlin Stonehouse  
Chief Engineer..... Edwin Rector

## Coverage

Population—Primary .....	675,200
Radio Homes— " .....	106,900
Population—Secondary .....	597,000
Radio Homes— " .....	146,200

Source: Station survey.

## Representative

Howard H. Wilson Co.

# WJIM

LANSING—EST. 1934

NBC (BLUE)—CBC

MICHIGAN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: WJIM, Inc. OPERATED BY: Same.  
BUSINESS ADDRESS: City Nat'l Bldg., 100 N.  
Washington Ave. PHONE: 2-1333-4-5. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to 12:00  
midnight. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President-General Manager... Harold F. Gross  
Publicity Director ..... H. K. Finch

## Coverage

	Daytime	Evening
Population—Primary .....	201,333	201,333
Radio Homes— " .....	183,213	183,213
Population—Secondary ..	175,867	175,867
Radio Homes— " .....	160,038	160,038

Source: Station survey.

# WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: The First Methodist Protestant  
Church of Lapeer. OPERATED BY: The First  
Methodist Protestant Church of Lapeer. BUSI-

NESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

**Personnel**

President.....Frank S. Hemingway  
 Chief Announcer.....Nora Eastman  
 Station Manager.....Frank S. Hemingway  
 Musical Director.....A. O. Voorheis  
 Chief Engineer.....H. F. Hayes

**W D M J**

**MARQUETTE—EST. 1931**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 146 West Washington St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Manager-Program Director..Gordon H. Brozek

**Coverage**

Population—Primary ..... 77,200  
 Radio Homes— " ..... 17,900  
 Source: Station estimate.

**W K B Z**

"THE VOICE OF WESTERN MICHIGAN"  
**MUSKEGON—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Muskegon Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Langworth, Davis & Schwegler.

**Personnel**

General Manager.....Grant F. Ashbacker  
 Chief Announcer.....Hilliard Eudelsky  
 Publicity Director.....Loran Haney  
 Artists' Bureau Head-Musical Director,  
 R. Van Wyck  
 Chief Engineer .....Geo. Krivitzky

**RADIO DAILY**

IS RECEIVED AND READ  
 BY IMPORTANT  
 RADIO EXECUTIVES  
**EVERYWHERE**

**5** Days  
 Each  
 Week



**52** Weeks  
 Each  
 Year



**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.

**W C A R**

PONTIAC—EST. 1939

FREQUENCY: 1310 Kc. POWER: 1000 watts. OWNED BY: Pontiac Broadcasting Co. OPERATED BY: Pontiac Broadcasting Co. BUSINESS ADDRESS: 6th Floor, Riker Bldg. STUDIO ADDRESS: 6th Floor, Riker Bldg. TRANSMITTER LOCATION: Square Lake & Telegraph Roads. TIME ON THE AIR: Daytime License to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager . . . . . H. Y. Levinson  
 Program Director . . . . . Stanley Schultz  
 Commercial Manager . . . . . W. K. Bailey  
 Chief Engineer . . . . . Wiley Wenger

**W H L S**

"THE BLUE WATER STATION"  
 PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

**Personnel**

Owners . . . . . Harmon L. Stevens.  
 and Herman S. Stevens  
 General Manager . . . . . Angus Pfaff  
 Production Manager . . . . . Harmon L. Stevens  
 Farm Relations Director . . . . . Edward P. Dougherty  
 Chief Announcer . . . . . William Rice  
 Chief Engineer . . . . . Wayne F. McDonnell

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	101,644	56,083
Radio Homes— " . . . . .	22,913	15,021
Population—Secondary . . . . .	285,636	.....
Radio Homes— " . . . . .	65,588	.....

Source: Station survey.

**W E X L**

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M.

**Personnel**

President . . . . . G. B. Hartrick  
 General Manager . . . . . E. C. Thompson  
 Publicity Director-Chief Announcer . . . . . K. Knight  
 Chief Engineer . . . . . J. McFarland

**W H A L \***

SAGINAW—EST. 1939

FREQUENCY: 950 Kc. POWER: 500 watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

**Personnel**

Owners . . . . . Harold F. Gross & Edmund C. Shields

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

**W S A M \***

SAGINAW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Saginaw Broadcasting Co. OPERATED BY: Saginaw Broadcasting Co. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Saginaw. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Share-Time License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

**W S O O \***

SAULT STE. MARIE—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts. n. OWNED BY: Hiawathaland Broadcasting Co. OPERATED BY: Hiawathaland Broadcasting Co. BUSINESS ADDRESS: Sault Ste. Marie. STUDIO ADDRESS: Sault Ste. Marie. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

**S-t-r-e-t-c-h-i-n-g DOLLARS?**

*just stretch a few into  
America's richest farm area  
and WATCH YOUR SALES  
RECORD CLIMB*

The North Central Broadcasting System is a 15 station network covering this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

*Wire or write today:*

**NORTH CENTRAL BROADCASTING SYSTEM, INC.**

Empire Bank Building, St. Paul, Minn.

*or branch office*

570 Lexington Avenue, New York, N. Y.

# MINNESOTA

Population 2,652,000

Number of Families 652,000

Number of Radio Homes 556,900

Retail Sales \$902,011,000

Auto Registrations 837,260

## K A T E

"GATEWAY TO TEN THOUSAND  
LAKES COUNTRY"

**ALBERT LEA—EST. 1937**

**NORTH CENTRAL BROADCASTING SYSTEM**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Albert Lea-Austin Broadcasting  
Co. OPERATED BY: Same. BUSINESS AD-  
DRESS: 332 South Broadway. PHONE: 2338.  
STUDIO ADDRESS: 332 Broadway; and Austin,  
Minn. TRANSMITTER LOCATION: Same. TIME  
ON THE AIR: 6:00 A.M. to 12:00 midnight,  
daily; 8:00 A.M. to 12:00 midnight, Sundays.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: C. P. MacGregor, World Broad-  
casting Co. and Standard Radio.

### Personnel

President and Station Manager... E. L. Hayek  
Commercial Manager... Warren C. Tidemann  
Program Director... Sherman Booen  
Austin Studio Manager... Herbert E. Nelson  
Publicity Director... Ernest Murray  
Musical Director... Helen Davis  
Chief Engineer... George Church

## K D A L

"COLUMBIA'S STATION FOR THE  
DULUTH-SUPERIOR AREA"

**DULUTH—EST. 1936**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: Red River  
Broadcasting Co. OPERATED BY: Red River  
Broadcasting Co. BUSINESS ADDRESS: 218  
Bradley Bldg. PHONE: Melrose 2230. STUDIO  
ADDRESS: Bradley Bldg. TRANSMITTER LO-  
CATION: Park Point. TIME ON THE AIR: 6:30  
A.M. to 11:00 P.M. NEWS SERVICE: Trans-  
radio Press - Radio Bureau. TRANSCRIPTION  
SERVICE: Langworth, NAB Library, Davis &  
Schwegler.

### Personnel

Station Manager... Dalton LeMasurier  
Commercial Manager... A. H. Flaten  
Publicity & Promotion Director... Sam L. Levitan  
Chief Engineer... Robert A. Dettman  
Program Director... Gilbert Fawcett



# \$100,000,000.

**KATE** is situated in the heart  
of prosperous Southern  
Minnesota and Northern Iowa, the  
much advertised dairy, poultry and  
livestock market with three meat pack-  
ing plants in our primary area.  
HORMEL & CO., WILSON & CO.,  
and the DECKER CO. pay our far-  
mer listener audience upwards of one  
hundred million dollars annually for  
livestock.

*Operating from*  
6:00 A. M. to 12:00 P. M.

# K A T E

ALBERT LEA-AUSTIN  
MINNESOTA

## ALBERT LEA-AUSTIN BROADCASTING COMPANY

E. L. HAYEK, *President*

Rep.: Furgason & Walker, Inc.



# MINNESOTA

## Coverage

	Daytime	Evening
Population—Primary .....	180,600	173,300
Radio Homes— " .....	38,950	37,230
Population—Secondary .....	135,400	142,700
Radio Homes— " .....	28,420	30,140

Source: Department of Commerce.

## W E B C

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY  
ARROWHEAD BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg. PHONE: Melrose 1537. STUDIO ADDRESS: WEBC Bldg., Duluth; WEBC Bldg., Superior. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Wisconsin. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager.....Walter C. Bridges  
Business Manager.....Thomas W. Gavin

### Coverage

Population—Primary .....	339,310
Radio Homes— " .....	70,894
Population—Secondary .....	182,501
Radio Homes— " .....	37,233

Source: Station survey.

### Representative

George P. Hollingbery Co.

## K G D E

"THE LAKE REGION STATION"  
FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls, PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M., daily; 9:00 A.M. to 10:00 P.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

### Personnel

General Manager.....C. L. Jaren  
Program and Personnel  
Manager .....

Manager .....

Chief Announcer and  
Musical Director.....Hub Warner

### Coverage

Population—Primary .....	250,100
Radio Homes— " .....	45,300

Population—Secondary .....	225,600
Radio Homes— " .....	49,200

Source: Mail response analysis.

### Representative

Allied Representation Co.

## W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM  
NORTH CENTRAL BROADCASTING SYSTEM  
ARROWHEAD BROADCASTING SYSTEM  
FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel, PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

### Personnel

President .....

Commercial Manager .....

Station Manager .....

Chief Engineer .....

### Representative

George P. Hollingbery Co

## K Y S M

"TO SERVE THE LISTENER FIRST IS TO  
SERVE THE ADVERTISER BEST"

MANKATO—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK  
FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: F. B. Clements & Co. OPERATED BY: F. B. Clements & Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Old U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license (19 hours per day). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

Manager.....Ray E. Schwartz  
Program Director.....Clinton Johnson

### Coverage

	Daytime	Evening
Population—Primary .....	311,165	311,165
Radio Homes— " .....	63,940	63,940

Source: Joint Committee.

### Representative

Howard H. Wilson Co.

## W C C O

"50,000 WATTS WHERE IT COUNTS THE  
MOST"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 810 Kc. POWER: 50,000 watts.

# MINNESOTA

OWNED BY: Columbia Broadcasting System.  
 OPERATED BY: Columbia Broadcasting System.  
 BUSINESS ADDRESS: 625 Second Ave., South.  
 PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul).  
 STUDIO ADDRESS: 625 Second Ave., South; Hotel Lowry, St. Paul.  
 TRANSMITTER LOCATION: Anoka, Minn.  
 TIME ON THE AIR: 6:00 A.M. to midnight.  
 MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press.

## Personnel

General Mgr. . . . . E. H. Gammons  
 Production Manager . . . . . Hayle C. Cavanor  
 Sales Manager . . . . . Carl J. Burkland  
 Artists Bureau Head . . . . . Al Sheehan  
 Sales Promotion Director . . . . . Robert L. Hutton, Jr.  
 Chief Engineer . . . . . Hugh S. McCartney

## Coverage

	Daytime	Evening
Population—Primary . . . . .	3,385,200	3,270,000
Radio Homes— " . . . . .	704,240	684,760
Population—Secondary . . . . .	3,016,100	2,299,300
Radio Homes— " . . . . .	638,750	572,540

Source: CBS Listener Study.

## Representative

Radio Sales

# W D G Y

"THE FRIENDLY STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Bridgeport 7777-7778, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. NEWS SERVICES: Transradio Press and affiliation with Minneapolis Tribune. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

## Personnel

Owner and General Mgr. . . . . Geo. W. Young  
 Sales & Promotion Mgr. . . . . Wallace E. Stone  
 Personnel & Traffic Mgr. . . . . Gertrude Faue  
 Chief Engineer . . . . . G. W. Young  
 Merchandising Manager . . . . . Grant Hopperstad  
 Public Relations Director . . . . . Margaret Ulseth  
 Continuity Director . . . . . E. A. Shea  
 Promotion Director . . . . . Jean Hadley  
 Farm Program Director . . . . . Edw. Courtney

## Coverage

Population—Primary . . . . .	2,440,900
Radio Homes— " . . . . .	510,000
Population—Secondary . . . . .	1,708,200
Radio Homes— " . . . . .	331,100

Source: Station survey.

## Representative

William G. Rambeau Co.

# W L B

"FOR GOOD MUSIC, TUNE TO 760"  
 MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 watts. OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL. WLB. NEWS SERVICE: United Press.

## Personnel

Manager . . . . . Burton Paulu  
 Program Director . . . . . Charles T. Harrell  
 Chief Engineer . . . . . Waldemar Klima

# W T C N

"OUT OF THE BLUE TO YOU"

ST. PAUL-MINNEAPOLIS—EST. 1928

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minnesota Broadcasting Co. OPERATED BY: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. BUSINESS ADDRESS: Wesley Temple Building. PHONE: Main 6562. TRANSMITTER LOCATION: Snelling Ave. and County Rd. B. TIME ON THE AIR: 124 hours weekly. NEWSPAPER AFFILIATION: Minneapolis Tribune-Times Tribune & St. Paul Dispatch-Pioneer Press. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio.

## Personnel

President . . . . . G. B. Bickelhaupt  
 Station Manager . . . . . C. T. Hagman  
 Commercial Manager . . . . . L. L. Whiting  
 Program Director . . . . . Robert DeHaven  
 Technical Director . . . . . John M. Sherman

## Coverage

	Daytime	Evening
Population—Primary . . . . .	1,326,171	1,047,309
Radio Homes— " . . . . .	259,084	224,400
Population—Secondary . . . . .	2,869,345	.....
Radio Homes— " . . . . .	332,863	.....

Source: Station survey.

## Representative

Free & Peters

(CALL LETTERS  
 UNASSIGNED)\*

MINNEAPOLIS—EST. 1940

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Independent Merchants Broadcasting Co. OPERATED BY: Same. BUSINESS

MINNESOTA

ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

'Station was licensed to operate under a construction permit subject to approval of transmitter site at time of going to press and no further information was available.

**KVOX**

"THE VOICE OF THE VALLEY"  
MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM  
—ASSOCIATED NORTHWEST  
BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 3-1523. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....R. K. Herbst  
Station Manager.....M. M. Marget  
Commercial Manager.....Reinhart Steinley  
Asst. Mgr.-Chief Engineer.....Robert Schulz

**Coverage**

Population—Primary ..... 268,392  
Radio Homes— " ..... 50,013  
Population—Secondary ..... 244,345  
Radio Homes— " ..... 44,827

Source: Field intensity measurements; Joint Committee; U. S. Census.

**WCAL**

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

**Personnel**

Director.....Dr. Martin Hegland  
Chief Announcer.....Alvar Sandquist  
Station Manager.....M. C. Jensen  
Musical Director.....O. R. Overby  
Chief Engineer.....M. C. Jensen

**KROC**

"THE FRIENDLY STATION"  
ROCHESTER—EST. 1935

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 First Ave. Bldg. PHONE: 3924-5-2727. STUDIO ADDRESS: 100 First Ave. Bldg.; Owatonna.

Minn.; Fairbault, Minn. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music Library.

**Personnel**

President and General

Manager .....Gregory Gentling  
Secretary.....Maxine Jacobs  
Commercial Manager.....E. Anson Thomas  
Artists' Bureau Head.....Dwight Merriam  
Studio Director.....Gerald Wing  
Program Director.....La Vell Waltman  
Chief Engineer.....Fred C. Clark  
Assistant Chief Engineer.....Robert W. Cross

**Coverage**

	Daytime	Evening
Population—Primary	306,984	306,984
Radio Homes— "	61,109	61,109
Population—Secondary	1,025,108	922,000
Radio Homes— "	139,298	.....

Source: U. S. Census; station survey.

**Representative**

Joseph Hershey McGillvra

**KFAM**

"THE TIMES JOURNAL STATION"  
"THE VOICE OF CENTRAL MINNESOTA"  
ST. CLOUD—EST. 1938

NATIONAL BROADCASTING CO.  
MINNESOTA RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-Treasurer.....Fred Schilplin  
General Manager.....George B. Bairey  
Commercial Manager.....Edgar Parsons

**Coverage**

Population—Primary ..... 197,396  
Radio Homes— " ..... 37,180  
Population—Secondary ..... 1,238,312  
Radio Homes— " ..... 289,290

Source: Field intensity measurements.

**KSTP**

"LOCALLY OWNED—NATIONALLY KNOWN"  
ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

MINNESOTA RADIO NETWORK  
FREQUENCY: 1460 Kc. POWER: 50,000 watts. OWNED BY: National Battery Broadcasting Co.

OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Radisson Hotel. TRANSMITTER LOCATION: Highway 61. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily), A.M. to 1:00 A.M. (Sunday). NEWSPAPER AFFILIATION: Minneapolis Star-Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

**Personnel**

President.....Stanley E. Hubbard  
 Vice President-Treasurer...Kenneth M. Hance  
 Sales Manager.....Ray C. Jenkins  
 Program Director.....Corrine Jordan  
 Educational Director.....T. D. Rishworth  
 Merchandising Director.....Fred Laws  
 Artists Bureau Head.....Charles Smith  
 Technical Supervisor.....Hector Skifter

**Coverage**

Population—Primary ..... 1,619,118  
 Radio Homes— " ..... 338,413  
 Population—Secondary ..... 2,489,102  
 Radio Homes— " ..... 457,800

Source: U. S. Department of Commerce; station survey; U. S. Census; Joint Committee; Editor and Publisher.

**Representative**

Edward Petry & Co., Inc.

**W M I N**

"THE NEWS OF THE HOUR STATION"  
**ST. PAUL & MINNEAPOLIS**  
**EST. 1936**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: 1287 St. Anthony St., St. Paul. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: 1287 St. Anthony St., St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: 1287 St. Anthony St., St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, Associated Music Publishers.

**Personnel**

President and General  
 Manager .....Edward Hoffman  
 Production Manager.....Warren Fritze  
 Chief Engineer.....Mat Walz

**Coverage**

Population—Primary ..... Daytime 825,000  
 Population—Secondary ..... 1,025,000  
 Source: Chamber of Commerce.

**W H L B**

"QUEEN CITY OF THE ARROWHEAD"  
**VIRGINIA—EST. 1936**

COLUMBIA BROADCASTING SYSTEM  
 ARROWHEAD NETWORK  
 NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W. & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS-PAPER AFFILIATION: Superior Telegram. NEWS SERVICE: United Press.

**Personnel**

President.....W. C. Bridges  
 Station Manager.....Barney Irwin  
 Chief Announcer.....Wayne C. Byers  
 Chief Engineer.....Chas. Persons

**Coverage**

Population—Primary ..... 81,067  
 Radio Homes— " ..... 17,642  
 Population—Secondary ..... 98,929  
 Radio Homes— " ..... 21,529

Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**K W N O**

"VOICE OF THE CITY BEAUTIFUL"  
**WINONA—EST. 1938**

NORTH CENTRAL BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., Daily; 9:00 A.M. to 10:30 P.M., Sundays. NEWS SERVICE: Associated Press, Transradio Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....M. H. White  
 Treasurer.....H. R. Wiekling  
 General Manager.....L. L. McCurnin  
 Program Director.....L. A. Gifford  
 Chief Engineer.....Maurice Reutter

**Coverage**

Population—Primary ..... 167,700  
 Radio Homes— " ..... 35,260  
 Population—Secondary ..... 476,500  
 Radio Homes— " ..... 93,670  
 Source: U. S. Census; mail response analysis.

# MISSISSIPPI

Population 2,023,000

Number of Families 494,000

Number of Radio Homes 207,000

Retail Sales \$196,182,800

Auto Registrations 226,000

## W J P R

"THE DELTA'S STATION"  
GREENVILLE—EST. 1939

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: John R. Pepper. OPERATED BY: John R. Pepper. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Greenville. TRANSMITTER LOCATION: Greenville. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

Owner.....John R. Pepper  
Manager.....Paul Thompson  
Program Director.....Bert Ferguson  
Chief Engineer.....Charles Mathis

### Representative

Frank Baldwin

1111. STUDIO ADDRESS: Markham Hotel. TRANSMITTER LOCATION: Great Southern Golf Club, Mississippi. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....P. K. Ewing  
Vice-President.....F. C. Ewing  
Secretary-Treasurer.....M. M. Ewing

### Coverage

Population—Primary .....	26,149
Radio Homes— " .....	10,342
Population—Secondary .....	76,296
Radio Homes— " .....	28,319

Source: Station survey.

### Representative

Burn-Smith Co.

## W G R M

"THE FRIENDLY VOICE OF NORTH  
MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 222 Howard St. PHONE: 1717. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1½ miles north of Greenwood. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M., daily; 9:00 A.M. to 8:30 P.M., Sundays. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....P. K. Ewing, Sr.  
General Manager.....W. E. Williams  
Commercial Manager.....P. K. Ewing, Jr.  
Program Director.....Adrian Roberts  
Chief Engineer.....C. A. Perkins

### Coverage

Population—Primary .....	400,000
Radio Homes— " .....	58,000

Source: State Census.

## W G C M

"THE VOICE OF MISSISSIPPI GULF  
COAST"

GULFPORT—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207. PHONE: Gulfport

## W F O R

"THE VOICE OF SOUTH MISSISSIPPI"  
HATTIESBURG—EST. 1924

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. 250 watts, d.). OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 302 Hemphill St. PHONE: 1866-67. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President and General Manager...C. J. Wright  
Secretary.....B. M. Wright  
Chief Announcer.....Les Carmichael  
Chief Engineer.....C. H. Dyess

## W J D X

"THE VOICE OF MISSISSIPPI"  
JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 1270 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. STUDIO ADDRESS: Lamar Life Bldg. & Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.



**MISSISSIPPI**

**Personnel**

Station Manager.....Wiley P. Harris  
 Commercial and Advertising  
 Manager.....C. A. Lacy, Jr.  
 Chief Announcer.....Maurice Thompson  
 Sales Manager.....Frank Gentry  
 Publicity Director.....Ralph Maddox  
 Musical Director.....Maurice Thompson  
 Chief Engineer.....P. G. Root

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,401,660	647,418
Radio Homes— " . . . . .	160,175	75,715
Population—Secondary . . . . .	1,244,218	765,242
Radio Homes— " . . . . .	115,425	35,250

Source: Station survey.

**Representative**

George P. Hollingsbery Co.

**W S L I**

"THE FRIENDLY VOICE OF STANDARD LIFE"

**JACKSON—EST. 1938**

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Broadcasting Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 3-2788. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager .....L. M. Sepaugh  
 Commercial Manager.....F. E. Wilkerson, Jr.  
 Merchandising Manager.....T. H. Lathrop  
 Chief Announcer.....Roy Pickett  
 Production Manager.....Vassar Dubard  
 Program Director.....George Philp  
 Chief Engineer.....Tommie Hubbard

**W A M L**

**LAUREL—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....D. A. Matison  
 Station & Commercial  
 Manager.....H. M. Smith  
 Program Director.....Bill Tracy  
 Chief Engineer .....A. A. Touchstone

**Coverage**

Population—Primary . . . . .	90,100
Radio Homes— " . . . . .	12,400

Population—Secondary . . . . . 112,000  
 Radio Homes— " . . . . . 9,600  
 Source: Field intensity survey.

**W S K B**

**McCOMB—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: McComb Broadcasting Corp. OPERATED BY: McComb Broadcasting Corp. BUSINESS ADDRESS: McColgan Hotel, Box 111. STUDIO ADDRESS: McColgan Hotel. TRANSMITTER LOCATION: Pike County, Miss. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M., daily except Saturday: 6:00 A.M. to 11:00 P.M., Saturdays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....George Blumenstock  
 Chief Engineer.....Robert Louis Sanders

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	500,000	300,000
Radio Homes— " . . . . .	60,000	40,000
Population—Secondary . . . . .	300,000	100,000
Radio Homes— " . . . . .	30,000	15,000

Source: Station estimate.

**W C O C**

"DOWN IN OLD MAGNOLIA STATE"  
**MERIDIAN—EST. 1926**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 880 Kc. POWER: 1000 Watts.  
 OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager.....D. W. Gavin

**W Q B C**

**VICKSBURG**

FREQUENCY: 1360 Kc. POWER: 1000 Watts.  
 OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

President.....L. P. Cashman  
 Station Director.....O. W. Jones  
 Chief Engineer.....C. E. Drake

# MISSOURI

Population 3,989,000

Number of Families 1,072,000

Number of Radio Homes 822,800

Retail Sales \$1,040,737,500

Auto Registrations 859,000

## K F V S

### CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

#### Personnel

President-General Manager... Oscar C. Hirsch  
Musical Director... Virginia Bahn

## K F U O

### "THE GOSPEL VOICE" CLAYTON—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun Ave., St. Louis, Mo. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time (26 hours weekly).

#### Personnel

Station Manager... Herman H. Hohenstein

## K F R U

### "IN THE HEART OF MISSOURI" COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus of Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

#### Personnel

President... Elzey Roberts  
Vice-President... John C. Roberts, Jr.  
Station Manager... C. L. Thomas  
Program Director... George Guyan

Commercial Manager... Clarence G. Cosby  
Artists Bureau Head... Wm. Haley, Jr.  
Musical Director... Carl Stepp  
Chief Engineer... Robert Haigh

#### Coverage

Population—Primary .....	790,000
Radio Homes— " .....	145,500
Population—Secondary .....	1,504,000
Radio Homes— " .....	321,600

Source: Station survey.

#### Representative

Weed & Co.

## K W O S

### "THE NEWS AND TRIBUNE STATION" JEFFERSON CITY—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 210 Monroe. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 8:00 A.M. to 10:00 P.M., Sundays. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

#### Personnel

President... R. C. Goshorn  
Station Manager... R. L. Rose  
Program Director... John J. Corrigan

#### Coverage

Population—Primary .....	161,987
Radio Homes— " .....	30,450
Population—Secondary .....	302,123
Radio Homes— " .....	62,730

Source: Joint Committee; U. S. Census.

#### Representative

Sears & Ayer, Inc.

## W M B H

### "AT THE CROSSROADS OF AMERICA" JOPLIN—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Keystone Hotel at 4th & Main Sts. PHONE: 330-1-2. STUDIO ADDRESS: Keystone Hotel at 4th & Main Sts. TRANSMITTER LOCATION: 13th & Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Joplin Globe & News-Herald. NEWS

# MISSOURI

SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library, Davis & Schwegler.

## Personnel

President-Station Manager..... D. J. Poyner  
 Chief Announcer..... J. Chas. McIntire  
 Sales Manager..... W. H. Clark  
 News Editor..... Tom Aden  
 Production Manager..... Stella Lukens  
 Chief Engineer..... Baxter Burriss

## Coverage

	Daytime	Evening
Population—Primary .....	285,000	225,000
Radio Homes— " .....	88,000	65,000
Population—Secondary .....	593,000	450,000
Radio Homes— " .....	118,490	96,000

Source: U. S. Census; Joint Committee.

## Representative

Sears & Ayer

# K C M O

"KANSAS CITY, MISSOURI"  
 KANSAS CITY—EST. 1925

FREQUENCY: 1450 Kc. POWER: 1000 Watts (C.P. for 5000 Watts, d.). OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: Victor 0900. STU-

DIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Kansas City. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

## Personnel

President..... T. L. Evans  
 General & Sales Manager..... Jack Stewart

# K I T E

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan.

## Personnel

Vice President and General Manager..... D. E. "Plug" Kendrick  
 Station Manager..... L. L. Jaquier

## Representative

Radio Advertising Corp.

**K C M O**

KANSAS CITY'S  
 FASTEST GROWING STATION

**K C M O**

JACK STEWART, Director

# K M B C

"TO KEEP IN TOUCH WITH THE TIMES,  
KEEP TUNED TO KMBC"

**KANSAS CITY—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

FREQUENCY: 950 Kc. POWER: 5000 Watts.  
OWNED BY: Midland Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Pickwick Hotel, 10th & McGee St. PHONE:  
Harrison 2650. STUDIO ADDRESS: Pickwick  
Hotel, 11th floor. TRANSMITTER LOCATION:  
50th & Belinder Rd., Johnson County, Kans.  
TIME ON THE AIR: 5:00 A.M. to 12:03 A.M.;  
Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERV-  
ICES: Transradio Press. MAINTAINS AN ART-  
ISTS' BUREAU. TRANSCRIPTION SERVICES:  
World Program Library, NAB Public Domain  
Library, Langworth, Davis & Schweigler; Sta-  
tion maintains own transcription service.

## Personnel

President and General

Manager . . . . . Arthur B. Church  
Vice-President . . . . . Karl Koerper  
Promotion Manager . . . . . M. F. Allison  
Artists Bureau Head . . . . . J. W. McConnell  
Director of Research &

Merchandising . . . . . Mark N. Smith  
Program Director . . . . . Felix Adams  
Sales Service . . . . . Carter Ringlep  
Director Natl. Program Sales . . . . . Geo. E. Halley  
Studio Director . . . . . Kenneth Krahl  
News Editor . . . . . Erle H. Smith  
Farm Service Director . . . . . Phil Evans  
Educational Director . . . . . Kenneth Graham  
Publicity Director . . . . . M. F. Allison  
Musical Director . . . . . P. Hans Flath  
Technical Supervisor . . . . . Ray Moler

## Coverage

	Daytime	Evening
Population—Primary . . . . .	2,720,544	1,388,949
Radio Homes— " . . . . .	596,980	325,810

Source: Joint Committee: Field intensity measurements.

## Representative

Free & Peters, Inc.  
See Page 258

# W D A F

**KANSAS CITY—EST. 1922**

**NATIONAL BROADCASTING CO. (RED)**

FREQUENCY: 610 Kc. POWER: 5000 watts.  
OWNED BY: The Kansas City Star Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
1729 Grand Ave. PHONE: Harrison 1200.  
STUDIO ADDRESS: 1729 Grand Ave. TRANS-  
MITTER LOCATION: 83rd & Mission Rd., John-  
son County, Kansas. TIME ON THE AIR: 6:00  
A.M. to midnight; Sunday, 7:00 A.M. to 12:00  
midnight. NEWSPAPER AFFILIATION: The  
Kansas City Star. NEWS SERVICES: Associ-  
ated Press. TRANSCRIPTION SERVICE: Stand-  
ard Radio, Langworth.

## Personnel

Station Manager . . . . . H. Dean Fitzer  
Assistant Manager . . . . . V. S. Batton  
Sales . . . . . R. Gardner Reames  
Program Manager . . . . . Harry J. Kaufmann  
Chief Engineer . . . . . Joseph A. Flaherty

## Coverage

	Daytime	Evening
Population—Primary . . . . .	5,683,275	3,008,538
Radio Homes— " . . . . .	979,113	509,675

Source: Field intensity measurements.

## Representative

Edward Petry & Co.

# W H B

"WHERE HEADLINERS BEGIN"

**KANSAS CITY—EST. 1922**

**MUTUAL**

FREQUENCY: 860 Kc. POWER: 1000  
Watts. OWNED BY: WHB Broadcasting Co.  
OPERATED BY: WHB Broadcasting Co.  
BUSINESS ADDRESS: Scarritt Bldg. PHONE:  
Harrison 1161. STUDIO ADDRESS: Scarritt  
Bldg. (Station maintains 9 remote studios  
through Kansas City.) TRANSMITTER LOCA-  
TION: North Kansas City. TIME ON THE AIR:  
6:00 A.M. to local sunset. NEWS SERVICE:  
United Press. MAINTAINS ARTISTS' BU-  
REAU. TRANSCRIPTION SERVICE: Associ-  
ated, NAB Library, Titan.

## Personnel

President . . . . . Donald Dwight Davis  
Station Manager . . . . . John T. Schilling

## Coverage

Population—Primary . . . . .	1,350,800
Radio Homes— " . . . . .	321,500
Population—Secondary . . . . .	1,570,000
Radio Homes— " . . . . .	322,700

Source: Mail response analysis.

# K W O C

**POPLAR BLUFF—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: A. L. McCarthy, C. A. Tedrick  
and J. H. Wolpers. OPERATED BY: Same.  
BUSINESS ADDRESS: 214 Poplar St. PHONE:  
1310. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: North Main St. TIME ON  
THE AIR: 7:00 A.M. to 7:00 P.M. NEWS-  
PAPER AFFILIATION: Poplar Bluff American  
Republic. NEWS SERVICE: Associated Press.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

## Personnel

Station Manager . . . . . Bill Bates  
Commercial Manager . . . . . P. H. Cunningham  
Chief Announcer . . . . . Bob Mabry  
Publicity Director . . . . . Bill Tedrick  
Musical Director . . . . . Lola Sechrest  
Chief Engineer . . . . . Don Lidenton

# MISSOURI

## Coverage

Population—Primary .....	40,000
Radio Homes— " .....	32,000
Population—Secondary .....	105,000
Radio Homes— " .....	79,000

Source: Chamber of Commerce.

## K F E Q

"THE MIDWEST MARKET STATION"  
ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to Pacific Coast sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

### Personnel

President-Treasurer ..... Barton Pitts  
Secretary ..... Beverly Pitts  
Nat'l Advertising Manager..... Glen G. Griswold  
Program Director..... Harry Packard  
Promotion Manager..... J. Ted Branson  
Chief Engineer..... J. Wesley Koch

## Coverage

Population—Primary .....	1,694,680
Radio Homes— " .....	292,270
Population—Secondary .....	3,013,880
Radio Homes— " .....	619,220

Source: Mail response analysis.

### Representative

Headley-Reed Co.

## K M O X

"THE VOICE OF ST. LOUIS"  
ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M., daily; 7:29 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

### Personnel

General Manager..... Merle S. Jones  
Sales Manager..... Kenneth W. Church  
Program Director..... Chester Renier  
Sales Promotion Director.... J. Soulard Johnson  
Public Affairs Dept. & Press  
Relations Director..... Jurien Hoekstra  
Chief Engineer..... Graham Tevis

## Coverage

	Daytime	Evening
Population—Primary ....	2,572,100	2,033,100
Radio Homes— " ....	519,640	434,390

Population—Secondary ..	5,899,900	2,586,600
Radio Homes— " ..	1,080,790	465,330

Source: Market Research Division of CBS; U. S. Census.

### Representative

Radio Sales

## 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.

## K W K

ST. LOUIS—EST. 1927

NBC (BLUE)—MBS—MISSOURI-ILLINOIS  
BROADCASTING SYSTEM

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight, daily; 7:00 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President..... R. T. Convey  
Sales Manager..... V. E. Carmichael  
Studio Supervisor..... Ray Dady  
National Sales Manager..... R. M. Sampson  
Chief Announcer..... Allan Anthony  
Program Director..... John Tinnea  
Publicity Director..... Louis C. Nelson  
Production Manager..... Dan Seyforth  
Musical Director..... Al Sarli  
Continuity Chief..... Claire Harrison  
Chief Engineer..... James Burke

## Coverage

Population—Primary .....	1,494,444
Radio Homes— " .....	431,108
Population—Secondary .....	954,812
Radio Homes— " .....	173,500

Source: Field intensity measurements.

### Representative

Paul H. Raymer Company

**K X O K**

ST. LOUIS—EST. 1939

FREQUENCY: 1250 Kc. POWER: 1000 Watts.  
 OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Times Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:30 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Times. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

**Personnel**

General Manager.....R. V. Hamilton  
 Sales Manager.....Clarence G. Cosby  
 Program Director.....Blaine Cornwell  
 News Editor.....Bruce Barrington  
 Publicity Director.....Dave Frederick  
 Chief Engineer.....Art Rekart

**Coverage**

	Daytime
Population—Primary .....	2,319,950
Radio Homes— " .....	398,495
Source: Station survey.	

**Representative**

Weed & Co.

For Concentrated Coverage  
 in the St. Louis Market, Use

**WEW**



Write for case histories  
 which tell a story of out-  
 standing results for clients  
 in the  
**ST. LOUIS Market**

**WEW**

"THE STATION YOU'LL TUNE IN AGAIN"  
 ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts.  
 OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

Faculty Director.....W. A. Burk, S.J.  
 General Manager.....A. S. Foster  
 Program Manager.....Arthur T. Jones  
 Publicity Director.....C. L. Kelliher  
 Musical Director.....Ralph Stein  
 Chief Engineer.....George Rueppel

**Representative**

Furgason & Walker, Inc.

**WIL**

"THE MOST WELCOME SPOT  
 ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M., daily except Saturday and Sunday; 7:00 A.M. to 3:00 A.M., Saturdays; 8:30 A.M. to 12:00 Midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor. NAB Library, Langworth.

**Personnel**

President and General  
 Manager.....Lester A. Benson  
 Vice-President.....Clarence W. Benson  
 Program Director.....Neil Norman  
 Continuity Editor.....David Pasternak  
 Merchandising Director.....William Durney  
 Publicity Director.....Bart Slattery  
 Musical Director.....Allister Wylie  
 Chief Engineer.....Chal H. Stoup

**Coverage**

	Daytime	Evening
Population—Primary ....	1,385,840	1,347,527
Radio Homes— " .....	362,820	354,950
Source: Mail response analysis.		

**Representative**

Reynolds-Fitzgerald, Inc.

**K D R O**

"KDRO, YOUR NEIGHBOR OF THE AIR IN  
 SEDALIA, MISSOURI"

SEDALIA—EST. 1939

FREQUENCY: 1500 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 ART-  
ISTS' BUREAU.

**Personnel**

Station Manager.....Robert A. Drohlich  
Promotion Manager.....Albert S. Drohlich  
Program Director.....Randall Jessee  
Commercial Manager.....A. W. Upchurch  
Chief Engineer.....C. Laverne Omer

**Coverage**

	Daytime	Evening
Population—Primary	207,706	207,706
Radio Homes—	46,100	46,100

Source: Mail response analysis.

**K G B X**

SPRINGFIELD—EST. 1924  
NATIONAL BROADCASTING CO.  
(RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts.  
OWNED BY: Springfield Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
508 St. Louis. PHONE: 1360-1-2-3. STUDIO  
ADDRESS: 508 St. Louis. TRANSMITTER LO-  
CATION: Bolivar Road. TIME ON THE AIR:  
7:00 A.M. to midnight. NEWSPAPER AF-  
FILIATION: Springfield Newspapers, Inc.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: NBC Thesaurus. Standard  
Radio, Davis & Schwegler.

**Personnel**

President.....T. W. Duvall  
General Manager.....Ralph D. Foster  
Business Manager.....C. Arthur Johnson  
Promotion Manager.....Carl S. Ward  
Chief Engineer.....Fritz Bauer  
National Sales Manager.....John E. Pearson  
Local Sales Manager.....Gordon Wardell

**Coverage**

Population—Primary	499,673
Radio Homes—	73,900
Population—Secondary	641,673
Radio Homes—	87,700

Source: Mail response analysis; Joint Com-  
mittee; U. S. Census.

**Representative**

Howard H. Wilson & Co.

**K W T O**

"KEEP WATCHING THE OZARKS"  
SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts.  
OWNED BY: Ozarks Broadcasting Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS: 508  
St. Louis. PHONE: 1360-1-2-3. STUDIO AD-  
DRESS: 508 St. Louis. TRANSMITTER LOCA-  
TION: Bolivar Road. TIME ON THE AIR:  
5:00 A.M. to local sunset. NEWSPAPER AF-  
FILIATION: Springfield Newspapers, Inc.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: Standard Radio, Davis &  
Schwegler, NBC Thesaurus.

**Personnel**

President and Station  
Manager.....Ralph D. Foster  
Business Manager.....Arthur Johnson  
Production Manager.....G. E. Wilson  
Chief Announcer.....Russ Davis  
National Sales Manager.....John E. Pearson  
Local Sales Manager.....Gordon Wardell  
Promotion Manager.....Carl S. Ward  
Program Director.....Terry Moss  
Chief Engineer.....Fritz Bauer

**Coverage**

Population—Primary	1,231,110
Radio Homes—	284,900
Population—Secondary	3,945,251
Radio Homes—	541,900

Source: U. S. Census; Joint Committee.

**Representative**

Howard H. Wilson & Co.

**MONTANA**

Population 539,000

Number of Families 142,000

Number of Radio Homes 114,600

Retail Sales \$208,402,700

Auto Registrations 177,500

**K G H L**

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: Northwestern  
Auto Supply Co. OPERATED BY: Northwest-  
ern 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. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KRBM Broadcasters. OPERATED BY: KRBM Broadcasters. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.

**Personnel**

Owner-General Manager..... A. J. Breitbach  
 Owners..... Arthur L. Roberts—R. B. McNab

**Representative**

Furgason & Walker, Inc.

**K G I R**

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET  
 PACIFIC NORTHWEST COVERAGE GROUP  
 FREQUENCY: 1340 Kc. POWER: 5000 Watts.  
 OWNED BY: KGIR, Inc. OPERATED BY: KGIR.

**K G I R**

KPFA

KRBM

Montana's Major  
 Market

60% of the population

90% of the payroll

Available under single contract.

Box 1956

Butte, Mont.

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, Langworth, NAB.

**Personnel**

Manager ..... Ed. B. Craney  
 Sales Manager..... M. E. Dunn  
 Musical Director ..... B. R. Sprague  
 Chief Engineer ..... Jack Nicholas  
 Program Director..... Syd Lines

**Representative**

Furgason & Walker, Inc.

**K F B B**

"VOICE OF THE TREASURE STATE"  
 GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor, Davis & Schweeler.

**Personnel**

President..... F. A. Buttrey  
 Station Manager..... Jessie Jacobsen  
 Advertising Manager..... Joe Wilkins  
 Program Director..... John Alexander  
 Publicity Director..... Jack McNichol  
 Special Events Director..... Phil Allen  
 News Editor..... LeRoy Mattingly  
 Chief Engineer..... Wilbur Myhre

**Coverage**

	Daytime	Evening
Population—Primary .....	129,200	73,900
Radio Homes— " .....	26,260	14,260
Population—Secondary .....	121,000	179,400
Radio Homes— " .....	23,350	46,000

Source: CBS Listener Study.

**Representatives**

Weed & Company  
 Walter Biddick Co. (Los Angeles & Seattle)

**K P F A**

"CAPITAL CITY STATION"  
 HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET  
 FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME



ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, Davis & Schwegler.

**Personnel**

President.....Barclay Craighead  
Station Manager.....K. O. MacPherson

**Representative**

Furgason & Walker, Inc.

**K G E Z**

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press.

**Personnel**

General Manager .....Donald C. Treloar

**K G V O**

"THE GARDEN CITY STATION"  
MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc.

OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Langworth, Davis & Schwegler.

**Personnel**

President and Station Manager....A. J. Mosby  
Secretary-Treasurer.....Edna Mae Mosby  
Commercial Manager.....Jack Burnett  
Comptroller.....Harry Miller  
Advertising Manager.....Nick Moriana  
Artists Bureau Head.....Duane Bowler  
Chief Announcer.....Alan Davis  
Sales Manager.....Fred Elsethagen  
Program and Publicity

Director.....James Aiden Barber  
Musical Director.....Margaret Castle  
Merchandising Manager.....Marion Dixon  
Traffic Manager.....Loretta Matthiesen  
Chief Engineer.....Tom Atherstone

**Coverage**

Population—Primary .....	135,200
Radio Homes— " .....	34,430
Population—Secondary .....	435,400
Radio Homes— " .....	110,200

Source: Station survey.

**Representative**

Burn-Smith Co.

**KGVO**

**- A \$50,000,000 MARKET**

Covering the 5 great valleys of Western Montana, KGVO serves a population of 570,600 within its primary and secondary areas.

Retail sales in Missoula are \$635 per capita—nearly three times the national average. A complete merchandising service will help you tap this rich empire of the North-west.

A. J. MOSBY, PRESIDENT

**KGVO, MISSOULA, MONTANA, 5000 WATTS 1260 KC  
AFFILIATE OF COLUMBIA BROADCASTING SYSTEM**

# K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, World Broadcasting System.

## Personnel

President.....E. E. Kresbach  
Station and Commercial  
Manager.....Milton J. Severson  
Promotion Manager.....Adolph Jystad  
Chief Engineer.....Harold Klempil

## Coverage

Population—Primary ..... 109,500  
Radio Homes— " ..... 20,000  
Population—Secondary ..... 230,000  
Radio Homes— " ..... 43,000  
Source: Field intensity measurements.

# NEBRASKA

Population 1,364,000

Number of Families 352,000  
Retail Sales \$395,732,700

Number of Radio Homes 284,100  
Auto Registrations 410,280

# K O R N \*

FREMONT—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Nebraska Broadcasting Corp. OPERATED BY: Nebraska Broadcasting Corp. BUSINESS ADDRESS: 6th & Broad Sts. STUDIO ADDRESS: 6th & road Sts. TRANSMITTER LOCATION: East 16th St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President-Manager .....Clark Standiford  
Commercial Manager.....Randall Ryan  
Program Director.....Larry Coke  
Chief Engineer.....E. A. Blackburn

## Coverage

Population—Primary ..... 134,000  
Population—Secondary ..... 375,000  
Source: Station estimate.

\* Station was licensed to operate under a construction permit at time of going to press.

# K M M J

"NEBRASKA'S FRIENDLY STATION"  
GRAND ISLAND—EST. 1925

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: 315½ North Locust St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Phillips, Nebr. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS-PAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President .....Don Searle  
General Manager.....Ted Matthews

## Coverage

Station data being compiled; no information available at time of going to press because of move from Clay Center to Grand Island.

## Representative

Howard H. Wilson Co.

# K H A S \*

HASTINGS—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Nebraska Broadcasting Co. OPERATED BY: Nebraska Broadcasting Co. BUSINESS ADDRESS: Hastings. STUDIO ADDRESS: Hastings. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available after usual requests.

# K G F W

"THE FRIENDLY MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: Federal Annex. PHONE: 31551. STUDIO ADDRESS: South Central Ave. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....Lloyd C. Thomas  
Commercial Manager.....Warren Binkley  
Program Manager.....Fred Christensen  
Chief Engineer.....Walter M. Ely

**Coverage**

Population—Primary ..... 454,497  
 Radio Homes— " ..... 87,140  
 Source: Mail response analysis.

**K F A B**

"NEBRASKA'S MOST POWERFUL  
 BROADCAST STATION"  
**LINCOLN—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**  
 FREQUENCY: 770 Kc. POWER: 10,000  
 Watts. OWNED BY: KFAB Broadcasting Co.  
 OPERATED BY: KFAB Broadcasting Co. BUSI-  
 NESS ADDRESS: Hotel Lincoln. PHONE: 2-3214.  
 STUDIO ADDRESS: Hotel Lincoln. TRANS-  
 MITTER 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: Inter-  
 national News Service. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank D. Throop  
 Vice-President ..... Joe W. Seacrest  
 Vice-President ..... C. L. Carper  
 Secretary-Assistant  
 Treasurer ..... Charles T. Stuart  
 Treasurer—Assistant  
 Secretary ..... Sarry B. Sidles  
 General Manager ..... Don Searle  
 Station Manager ..... W. Judson Woods

1310 ON **KGFW BULLETIN** PHONE  
 THE DIAL ..... 31551  
 "THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY  
 CENTRAL NEBRASKA BROADCASTING CORPORATION  
 KEARNEY, NEBRASKA

RADIO DAILY, NEW YORK  
 57,900 FARM HOMES AND 18,430 CITY HOMES  
 WITH RADIO SETS IN KGFW PRIMARY AREA  
 ARE REJOICING OVER HEAVY WINTER SNOWS  
 THAT INSURE MILLIONS OF DOLLARS IN 1940  
 CROPS. KGFW IS ONLY FULL TIME STATION  
 SERVING THIS RICH AGRICULTURAL AREA,  
 WITH 386,402 POPULATION. WILL GLADLY  
 SUPPLY NATIONAL AND REGIONAL ADVER-  
 TISERS AND THEIR AGENCIES WITH FULL IN-  
 FORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS  
 GENERAL MANAGER KGFW

KEARNEY, NEBRASKA  
 FEBRUARY 15, 1940

Sales Manager ..... Frank Pellegrin  
 Local Sales Manager ..... W. Judson Woods  
 Chief Announcer ..... C. D. "Chuck" Miller  
 Publicity Director ..... Bruce Wallace  
 Program Director ..... Lowell "Jiggs" Miller  
 Chief Engineer ..... Mark Bullock

**Coverage**

Population—Primary ..... 1,534,513  
 Radio Homes— " ..... 311,230  
 Population—Secondary ..... 1,810,960  
 Radio Homes— " ..... 368,590  
 Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K F O R**

"THE VOICE OF LINCOLN"  
**LINCOLN—EST. 1924**

**MUTUAL BROADCASTING SYSTEM**  
**CENTRAL STATES BROADCASTING SYSTEM**  
 FREQUENCY: 1210 Kc. POWER: 250 Watts.  
 d.; 100 Watts, n. OWNED BY: Cornbelt Broad-  
 casting Corp. OPERATED BY: Cornbelt Broad-  
 casting Corp. BUSINESS ADDRESS: Hotel Lin-  
 coln. PHONE: 2-3214. STUDIO ADDRESS:  
 Hotel Lincoln. TRANSMITTER LOCATION:  
 4607 South 48th. TIME ON THE AIR: 7:00 A.M.  
 to midnight. NEWSPAPER AFFILIATIONS:  
 State Journal, Lincoln Star. NEWS SERVICES:  
 International News Service. TRANSCRIPTION  
 SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank D. Throop  
 Vice-President ..... Joe W. Seacrest  
 Vice-President ..... C. L. Carper  
 Secretary-Assistant  
 Treasurer ..... Charles T. Stuart  
 Treasurer-Assistant  
 Secretary ..... Harry B. Sidles  
 General Manager ..... Don Searle  
 Station Manager ..... W. Judson Woods  
 Sales Manager ..... Frank Pellegrin  
 Local Sales Manager ..... W. Judson Woods  
 Chief Announcer ..... C. D. "Chuck" Miller  
 Program & Musical Director ..... John Hanssen  
 Publicity Director ..... Angus Nicoll  
 Chief Engineer ..... Mark Bullock

**Coverage**

Population—Primary ..... 270,990  
 Radio Homes— " ..... 58,770  
 Population—Secondary ..... 155,652  
 Radio Homes— " ..... 44,530  
 Source: U. S. Census.

**Representative**

The Katz Agency

**W J A G**

"WITH JOY AND GLADNESS"  
**NORFOLK—EST. 1922**

FREQUENCY: 1060 Kc. POWER: 1000 Watts.  
 OWNED BY: Norfolk Daily News. OPERATED  
 BY: Norfolk Daily News. BUSINESS AD-

DRESS: 116 N. Fourth St. PHONE: 432. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: Associated Press. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... Gene Huse  
 Station Manager..... Art Thomas  
 Program Director..... Russell Jensen  
 Chief Engineer..... Frank Weidenbach

**Coverage**

Population—Primary ..... 291,595  
 Radio Homes— " ..... 51,890  
 Population—Secondary ..... 1,358,649  
 Radio Homes— " ..... 283,750  
 Source: U. S. Census.

**Representative**

Howard H. Wilson Co.

**K G N F**

"WESTERN NEBRASKA'S DEPENDABLE  
 DAYTIME STATION"

**NORTH PLATTE—EST. 1930**

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President and Station  
 Manager..... W. I. LeBarron  
 Secretary-Treasurer ..... LeBarron  
 Chief Engineer ..... J. B. Eaves

**Coverage**

Population—Primary ..... 468,800  
 Radio Homes— " ..... 94,680  
 Source: Joint Committee; CBS survey.

**K O I L**

**OMAHA—EST. 1925**

COLUMBIA BROADCASTING SYSTEM  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha National Bank Bldg. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight, daily except Saturday and Sunday; 6:30 A.M. to 12:30 P.M., Saturdays; 8:00 A.M. to midnight, Sundays. NEWSPAPER AFFILIATION: Lincoln Star, Nebraska State Journal. NEWS SERVICE: International News

Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President ..... Frank Throop  
 General Manager..... Don Searle  
 Sales Manager..... Frank Pellegrin  
 Program Director..... Harold Hughes  
 Merchandising Manager.... R. Bruce Wallace  
 Chief Engineer..... Mark Bullock

**Coverage**

Population—Primary ..... 529,237  
 Radio Homes— " ..... 122,400  
 Population—Secondary ..... 422,726  
 Radio Homes— " ..... 90,080  
 Source: U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K O W H**

**OMAHA—EST. 1922**

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: Omaha World Herald. BUSINESS ADDRESS: 8th Floor, World-Herald Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press, Omaha World-Herald. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

**Personnel**

Manager..... Vernon H. "Bing" Smith  
 Assistant Manager..... Frank E. Shoppen  
 Commercial Manager..... Clem Young

**Representative**

William G. Rambeau Co.

**W O W**

"YOUR VOICE OF THE AIR"

**OMAHA—EST. 1923**

NBC (Basic Red)

CORNBELT WIRELESS REBROADCASTING  
 SERVICE

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: WE 3400. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library, Langworth.

**Personnel**

President..... De E. Bradshaw  
 Personnel Director..... William Ruess  
 Station Manager..... John J. Gillin, Jr.  
 Program Manager & Chief  
 Announcer ..... Harry Burke  
 Promotion Manager..... Howard O. Peterson  
 Publicity Director..... Bill Wiseman

**• • • NEBRASKA—NEVADA—NEW HAMPSHIRE • • •**

Director of News & Special Events ..... Foster May  
 Chief Engineer..... Wm. J. Kotera

**Coverage**

Population—Primary ..... \*4,003,800  
 Radio Homes— " ..... 816,690

\* Based on mail return from counties in six states.

**Representative**

John Blair & Company

**K G K Y**

"THE VOICE OF AMERICA'S VALLEY OF THE NILE"

**SCOTTSBLUFF—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
 OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½

Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: South Broadway. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

**Personnel**

President and Station Manager... L. L. Hilliard  
 Vice-President-Commercial Manager..... R. M. Stewart  
 Publicity Director-Chief Announcer ..... Bill Walter  
 Chief Engineer..... Harlan Morrison

**Coverage**

	Daytime	Evening
Population—Primary .....	63,358	47,942
Radio Homes— " .....	12,208	10,087
Population—Secondary ..	109,867	51,490
Radio Homes— " .....	20,463	11,397

Source: U. S. Census; Department of Commerce.

**NEVADA**

Population 101,000

Number of Families 30,000  
 Retail Sales \$48,325,200

Number of Radio Homes 28,500  
 Auto Registrations 38,800

**K O H**

"THE VOICE OF NEVADA"  
**RENO—EST. 1930**

NATIONAL BROADCASTING SYSTEM  
 CALIFORNIA RADIO SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
 OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ADDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M.

to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

**Personnel**

Vice-President ..... G. C. Hamilton  
 Business Manager..... Howard Lane  
 Station Manager..... Wallie D. Warren  
 Chief Announcer..... Merrill Inch  
 Chief Engineer..... Hewitt Kees

**Representative**

Paul H. Raymer Company

**NEW HAMPSHIRE**

Population 510,000

Number of Families 136,000  
 Retail Sales \$167,841,300

Number of Radio Homes 124,400  
 Auto Registrations 126,400

**W L N H**

"SERVING CENTRAL NEW HAMPSHIRE"  
**LACONIA—EST. 1922**

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Northern Broadcasting Co. OP-

ERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sanbornton, N. H. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News, United Press.

**NEW HAMPSHIRE**

**Personnel**

President.....Malcolm Jenney  
 General Manager.....Earle Clement  
 Chief Announcer.....Sherwin Greenlaw  
 Chief Engineer.....William MacDonald

**Coverage**

Population—Primary ..... 107,347  
 Radio Homes— " ..... 27,836

Source: Station survey.

**Representative**

Weed & Company

**W K N E**

"RADIO CAPITOL OF VERMONT & NEW HAMPSHIRE"

**KEENE—EST. 1927**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: Twin State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

Keene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR:

Unlimited License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....Harry C. Wilder  
 Station and Commercial  
 Manager .....Herman Steinbruch

**THE BIG NEWS OF 1940**

*A New Station in the  
 Heart of New England*

**WKNE**

**KEENE**

*New Hampshire*

*New Transmitter—Increased  
 Coverage — An Ideal Test  
 Market for New England*

**COLUMBIA NETWORK**

PAUL H. RAYMER CO., Nat'l Representatives

(Formerly WNBX—located in  
 Springfield, Vermont)

Program and Publicity Director... Nick Carter  
 Chief Engineer.....Willis F. Moore

**Coverage**

Population—Primary ..... 348,900  
 Radio Homes— " ..... 85,100  
 Population—Secondary ..... 265,000  
 Radio Homes— " ..... 65,600

Source: Field strength survey.

**Representative**

Paul H. Raymer Co.

**W F E A**

**MANCHESTER—EST. 1932**

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts.

d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 7:30 A.M. to Midnight; Sunday 8:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. C. P. MacGregor.

**Personnel**

President.....Mrs. Henry P. Rines  
 Manager.....C. G. H. Evans

**Coverage**

Population—Primary ..... 280,000  
 Radio Homes— " ..... 62,300  
 Population—Secondary ..... 198,700  
 Radio Homes— " ..... 42,000

Source: Mail response analysis.

**Representative**

Weed & Company

**W H E B**

**PORTSMOUTH—EST. 1932**

GRANITE STATE NETWORK

(WHEB—WFEA—WLNH—WNBX)

FREQUENCY: 740 Kc. POWER: 1000 Watts.

OWNED BY: Granite State Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS:

39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio. C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

**Personnel**

President .....H. J. Wilson  
 General Manager.....H. C. Wilson

**Coverage**

Population—Primary ..... 1,779,430  
 Radio Homes— " ..... 400,210  
 Population—Secondary ..... 671,140  
 Radio Homes— " ..... 125,280

Source: Station survey.

# NEW JERSEY

Population 4,343,000

Number of Families 1,098,000

Number of Radio Homes 1,022,500

Retail Sales \$1,342,328,900

Auto Registrations 1,023,226

## W C A P

"THE VOICE OF CITY OF ASBURY PARK"  
**ASBURY PARK—EST. 1927**

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
 OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....George S. Ferguson  
 Station Manager.....V. N. Scholes  
 Commercial Manager.....D. Johanson  
 Technical Advisor.....Thomas F. Burley  
 Musical Director.....G. H. Scott  
 Chief Engineer.....Ernest G. Ruckle

### Coverage

	Daytime	Evening
Population—Primary	491,486	491,486
Radio Homes— " "	98,750	98,750
Population—Secondary	4,100,976	4,100,976
Radio Homes— " "	1,385,700	1,385,700

Source: Station survey.

## W B A B \*

**ATLANTIC CITY—EST. 1939**

FREQUENCY: 1200 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: Press Union Publishing Co. OPERATED BY: Press Union Publishing Co. BUSINESS ADDRESS: Atlantic City. STUDIO ADDRESS: Atlantic City. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: Atlantic City Press, Atlantic City Union.

\*Station was licensed to operate under a construction permit and reported that construction had not begun on transmitter at time of going to press.

## W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

**BRIDGETON—EST. 1937**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Langworth, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President-Manager.....Howard S. Frazier  
 Commercial Manager.....Jack Plumley  
 Publicity Director.....Paul Alger  
 Chief Engineer.....Russel Ely

### Coverage

	Daytime	Evening
Population—Primary	106,380	106,380
Radio Homes— " "	26,595	26,595
Population—Secondary	343,043	.....

Source: Field intensity measurements; Joint Committee.

### Representative

Cox & Tanz

## W C A M

**CAMDEN—EST. 1926**

FREQUENCY: 1280 Kc. POWER: 500 Watts.  
 OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: 10:30 to 11:30 A.M., Mondays, Wednesdays and Fridays; 2:00 to 5:00 P.M., Mondays through Fridays; 8:00 P.M. to 12:00 Midnight, Mondays; 9:00 P.M. to 12:00 Midnight, Fridays; 10:15 A.M.

to 12:30 P.M. and 3:00 P.M. to 5:00 P.M.,  
Sundays. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager.....Frederick Caperoon  
Program Director and Chief  
Announcer .....Robert Horn  
Musical Director.....E. Nelson Layman  
Chief Engineer.....C. E. Onens

**Coverage**

Population—Primary ..... 2,696,919  
Radio Homes— " ..... 544,900  
Population—Secondary ..... 391,143  
Radio Homes— " ..... 82,400  
Source: Station survey.

**Representative**

Mack Radio Sales Co.

**W A A T**

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts.  
OWNED BY: Bremer Broadcasting Corp. OP-  
ERATED BY: Bremer Broadcasting Corp. BUSI-  
NESS ADDRESS: 50 Journal Square. PHONE:  
Journal Square 0716-7-8 and Market 3-0383.  
NEW YORK OFFICE: RKO Bldg. PHONE:

**WHAT  
MAKES  
A STATION  
A GOOD STATION?**

*GOOD* place on the dial (940 K.C.)  
*GOOD* signal strength (received as well as  
any 50,000 watts)  
*GOOD* market coverage (Metropolitan N. Y.,  
Jersey City & Suburbs.)  
*GOOD* audience acceptance (just ask us to  
prove it)

*And Most Important of All*

*LOW* comparative cost (look at our rate  
card)

**WAAT**

JERSEY CITY

Rector 2-5878 and Circle 5-5780. STUDIO  
ADDRESS: 50 Journal Square. TRANSMIT-  
TER LOCATION: Labor Bank Bldg. TIME  
ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.);  
6:00 A.M. to 7:00 P.M. (E.D.S.T.). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: NBC Thesaurus, Standard Radio.  
MAINTAINS ARTISTS' BUREAU.

**Personnel**

President and General  
Manager .....Paul H. LaStayo  
Program Director.....Gabrielle Haas  
Chief Announcer .....Maurice Hart  
Sales Manager.....A. B. Schillin  
Production Manager.....Louis Tappe  
Publicity Director.....Jay Stanle  
Musical Director .....Fabe Nicholson  
Chief Engineer.....Anthony Castellani

**Coverage**

Population—Primary ..... 12,000,000  
Radio Homes— " ..... 3,800,000  
Population—Secondary ..... 2,000,000  
Radio Homes— " ..... 587,000  
Source: Station survey.

**Representative**

Burn-Smith Co.

**W H O M**

"ON YOUR DIAL AT 1450"  
JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts.  
OWNED BY: N. J. Broadcasting Corp. OP-  
ERATED BY: N. J. Broadcasting Corp. BUSI-  
NESS ADDRESS: 29 W. 57th St., New York  
City. PHONE: Journal Square 2-9595, Plaza  
3-4204, New York. STUDIO ADDRESS: 2870  
Hudson Blvd., Jersey City, N. J.; 29 W. 57th  
St., New York City. TRANSMITTER LOCA-  
TION: Jersey City, N. J. TIME ON THE AIR:  
6:45 A.M. to 12:00 midnight. NEWS SERVICE:  
International News Service. TRANSCRIPTION  
SERVICE: Langworth. MAINTAINS ARTISTS'  
BUREAU.

**Personnel**

President.....Paul F. Harron  
Station and Commercial  
Manager .....Joseph Lang  
Program & Continuity  
Director.....West W. Willcox  
Musical Director.....G. DeLuca  
Office Manager.....Ida Mortenghi  
Chief Engineer.....Allison Burnham

**Coverage**

	Daytime	Evening
Population—Primary	10,000,000	12,000,000
Radio Homes— " .....	3,700,000	6,000,000

Source: Station survey.  
(See Page 455)



# W H B I

**NEWARK—EST. 1922**

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

## Personnel

President-General Manager, James L. Shearer

# W O R

"ONE OF AMERICA'S GREAT STATIONS"  
**NEWARK—EST. 1922**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PENNSYLVANIA 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:16 A.M. to 2:00 A.M. (Sunday) 7:45 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, General News Ticker (Sports). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

## Personnel

President.....Alfred J. McCosker  
Vice president and general manager.....Theodore C. Streibert  
Vice president in charge of sales.....Frank Braucher  
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.  
Director of public relations and special features.....G. W. Johnstone  
Chief Engineer.....J. R. Poppele  
Director WOR Artists Bureau...Nat Abramson  
Director of Sales Promotion....Joe Creamer  
Musical Director.....Alfred Wallenstein  
Sales Manager.....Eugene S. Thomas

## Coverage

Population—Guaranteed .....\*18,070,855  
Radio Homes— " ..... \*4,261,788

\* Includes both primary and secondary areas.

Source: U. S. Census.

## Representatives

Paul A. Belaire, Boston, Mass.  
Harold C. Higgins, Chicago, Ill.  
Edward S. Townsend, San Francisco

# W B R B

"HOME TOWN STATION"

**RED BANK—EST. 1935**

FREQUENCY: 1210 Kc. POWER: 100 watts.

OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WFAS and WGGB. NEWS SERVICE: Local and country news gathered.

## Personnel

President.....Thomas F. Burley, Jr.  
Station Manager.....Lillian Mayhew  
Commercial Manager.....V. N. Scholes  
Chief Engineer.....Robert Johnson

## Coverage

	Daytime	Evening
Population—Primary	359,417	359,417
Radio Homes— " "	89,300	89,300

Source: U. S. Department of Commerce.

# W T N J

**TRENTON—EST. 1923**

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 150 East State St. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION: NAB Library, Associated, Langworth.

## Personnel

Vice-President-General Manager....F. J. Wolff

# W A W Z

**ZAREPHATH—EST. 1931**

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions.

## Personnel

President .....Bishop Alma White  
Vice-President-Secretary-  
Co-Manager.....Arthur K. White  
Vice-President-Co-Manager....Ray B. White  
Musical Director.....Kenneth Randolph  
Chief Engineer.....N. L. Wilson

## Coverage

Population—Primary	92,200
Population—Secondary	504,484

Source: Field intensity measurements.

# NEW MEXICO

Population 422,000

Number of Families 102,000

Number of Radio Homes 62,300

Retail Sales \$97,626,100

Auto Registrations 118,327

## K G G M

"THE FRIENDLY VOICE OF  
NEW MEXICO"

**ALBUQUERQUE—EST. 1929**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts.

OWNED BY: New Mexico Broadcasting Co.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Kimo Theater Bldg. PHONE: 929-930. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Albuquerque. TIME ON THE AIR: 6:45 A.M.  
to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System.

### Personnel

President ..... N. M. Switzer  
Vice-President ..... A. R. Hebenstreit  
General Manager ..... Mike Hollander  
Production Manager ..... Elmer Fondren  
Merchandising Manager ..... C. E. Redman  
Musical Director ..... Ken Gorsuch  
Chief Engineer ..... Leonard Dodds

### Coverage

Population—Primary .....	207,540
Radio Homes— " .....	29,920
Population—Secondary .....	381,328
Radio Homes— " .....	59,910

Source: Mail response analysis.

### Representative

Howard H. Wilson Co.

## K O B

"THE VOICE OF NEW MEXICO"

**ALBUQUERQUE—EST. 1920**

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000  
watts. OWNED BY: Albuquerque Broadcast-  
ing Co. OPERATED BY: Albuquerque Broad-  
casting Co. BUSINESS ADDRESS: 424 W.  
Gold Ave. PHONE: 1180. STUDIO ADDRESS:  
424 W. Gold Ave. TRANSMITTER LOCATION:  
Alameda. TIME ON THE AIR: 7:00 A.M. to  
11:00 P.M. NEWS SERVICE: Transradio Press.  
International News Service, United Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus,  
MacGregor & Sollie.

### Personnel

President ..... T. M. Pepperday  
Manager ..... Frank Quinn  
Chief Engineer ..... Geo. S. Johnson

### Coverage

Population—Primary .....	191,261
Radio Homes— " .....	28,770
Population—Secondary .....	545,495
Radio Homes— " .....	88,670

Source: Field intensity measurements and  
mail response analysis; U. S. Census; Joint  
Committee.

### REPRESENTATIVE

The Katz Agency

## K L A H

"THE CAVERN CITY STATION"

**CARLSBAD—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 250 watts.

OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney  
Hubbs. BUSINESS ADDRESS: Crawford Ho-  
tel. PHONE: 244 STUDIO ADDRESS: Craw-  
ford Hotel. TRANSMITTER LOCATION: Carls-  
bad. TIME ON THE AIR: 6:30 A.M. to 9:00  
P.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Station Manager ..... Jack Hawkins  
Commercial Manager ..... Lucille Nelson  
Chief Announcer ..... Louis Pitchford  
Chief Engineer ..... Harry Boehnemann

## K I C A

"THE BROADCASTING SERVICE OF  
EASTERN NEW MEXICO AND  
WEST TEXAS"

**CLOVIS—EST. 1931**

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: Western Broadcasters, Inc. OP-  
ERATED BY: Western Broadcasters, Inc.  
BUSINESS ADDRESS: 412 Pile. PHONE: 3 & 4.  
STUDIO ADDRESS: 412 Pile. TRANSMITTER  
LOCATION: Hillcrest Park. TIME ON THE  
AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE:  
Radio News Ass'n, NEA. TRANSCRIPTION  
SERVICE: World Broadcasting System, C. P.  
MacGregor.

### Personnel

President and Station  
Manager ..... Chas. C. Alsop  
Continuity Director ..... Lyman Brown  
Publicity Director ..... Doris Williams  
Program Director ..... Karl William Schroeder  
Musical Director ..... Mrs. J. E. Alsop  
Chief Announcer ..... Olin Johnson  
Chief Engineer ..... Paul Cochran

## K A W M

"IN THE LAND OF ENCHANTMENT"

**GALLUP—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
d.; 100 watts, n. OWNED BY: A. W. Mills.  
OPERATED BY: A. W. Mills. BUSINESS AD-

**NEW MEXICO — NEW YORK**

DRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

**Personnel**

Station Manager ..... A. W. Mills  
Commercial Manager ..... Don Mills

**Representative**

Cox & Tanz

**K W E W**

"KWEW IN HOBBS, THE FRIENDLY GATE TO THE SUNSHINE STATE"

**HOBBS—EST. 1937**

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Davis & Schwegler.

**Personnel**

General Manager ..... W. E. Whitmore  
Station Manager ..... Orland A. Foster

**K G F L**

"THE VOICE OF THE PECOS VALLEY"  
**ROSWELL—EST. 1927**

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio, Davis & Schwegler.

**Personnel**

Station Manager ..... W. E. Whitmore  
Commercial Manager ..... Charles Teas  
Production Manager ..... Ed Safford, Jr.  
Chief Engineer ..... James Simpson

**K V S F**

**SANTE FE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: New Mexico Broadcasting Co. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager-Chief Engineer... J. L. Martin  
Chief Announcer ..... M. D. Marshall

**NEW YORK**

Population 12,959,000

Number of Families 3,372,000

Number of Radio Homes 3,132,300

Retail Sales \$5,224,678.800

Auto Registrations 2,642,994

**W A B Y**

**ALBANY—EST. 1934**

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

General Manager ..... Harold E. Smith  
Assistant Manager ..... Deuel Richardson  
Sales Manager ..... Harry Goldman  
Chief Engineer ..... James A. Corey

**Coverage**

Population—Primary .....	542,500
Radio Homes— " .....	136,300
Population—Secondary .....	112,400
Radio Homes— " .....	35,000

Source: Mail response analysis.

**Representative**

J. P. McKinney, Special Agent

# W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4193. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Lang-Worth and NAB Library.

## Personnel

President.....Raymond M. Curtis  
 General Manager.....Harold E. Smith  
 Assistant Manager.....Deuel Richardson

## Coverage

Population—Primary .....	621,000
Radio Homes— " .....	156,200
Population—Secondary .....	368,300
Radio Homes— " .....	93,200

Source: Mail response analysis.

## Representative

J. P. McKinney, Special Agent

# W M B O

"THE VOICE OF THE FINGER LAKES"  
 AUBURN—EST. 1926

NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....William O. Dapping  
 Station Manager.....Frederick L. Keesee  
 Commercial Manager.....F. L. Keesee  
 Publicity Director.....Dorothy Bolin  
 Chief Engineer.....Herbert House

## Coverage

Population—Primary .....	677,848
Radio Homes— " .....	167,890

Source: Station survey.

# W N B F

"WHY NOT BINGHAMTON FIRST"  
 BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

**WOKO**  
 DOMINATING THE PROSPERITY BELT  
 ALBANY, N.Y.  
 CHECK YOUR SURVEYS

John Blair & Co.  
 National Rep.

The  
 Albany  
 Combination

# THE RADIO CENTER

*Proved  
 Profit  
 Makers*

Harold E. Smith  
 General Manager

George P. Hollingbery Co.  
 National Rep.

TRY IT WHERE FOLKS ARE IN THE MONEY  
**WABY**  
 ALBANY, N.Y.  
 CHECK YOUR SURVEYS

OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... John C. Clark  
 General Manager ..... Cecil D. Mastin  
 Sales Manager ..... Harry Trenner  
 Advertising Manager ..... Virginia Howe  
 Service Director ..... Leonard Whitelaw  
 Chief Announcer ..... Durwood Finch  
 Musical Director ..... Elizabeth Lamb  
 Chief Engineer ..... Lester H. Gilbert

**Coverage**

	Daytime	Evening
Population—Primary .....	475,000	320,000
Radio Homes— " .....	119,000	78,000
Population—Secondary .....	428,000	581,000
Radio Homes— " .....	101,000	142,000

Source: Station survey.

**Representative**

John Blair & Company

**W A R D**

"THE INDEPENDENT METROPOLITAN STATION"

**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Greenpoint, Brooklyn. TIME ON THE AIR: Shares time (actual, 29½ hours). MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

Station Manager ..... Aaron Kronenberg  
 Program Director ..... Franklin H. Small  
 Artists Bureau Head ..... Samuel H. Cohen  
 Publicity Director ..... Dick Weaver  
 Musical Director ..... Samuel Medoff  
 Chief Engineer ..... Abraham Haas

**Representative**

Crown Advertising Inc.

**W B B C**

"BROOKLYN'S OWN STATION"  
**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW.

**Personnel**

General Manager and Chief  
 Engineer ..... Peter Testan  
 Commercial Manager ..... Arnold J. Jaffe

**W B B R**

**BROOKLYN—EST. 1934**

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. PHONE: MAIN 4-9735. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. PHONE: HONEYWOOD 1379. TIME ON THE AIR: Shares time.

**Personnel**

Manager ..... Andrew K. Wagner  
 Musical Director ..... Carl Klein  
 Dramatic Director ..... Max Freschel

**W C N W**

"THIS IS THE TRI-STATE BROADCASTING SYSTEM"

**BROOKLYN—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: INGERSOLL 2-1500. STUDIO ADDRESS: 846 Flatbush Ave. and 101 Park Ave., New York City. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

Owner-Chief Engineer ..... Arthur Faske  
 General Manager ..... A. R. Steinberg  
 Commercial Manager ..... Ben Levin  
 Program Director ..... Roger Wayne  
 Publicity Director ..... Wellington Wright  
 Musical Director ..... Roger Wayne  
 Chief Operator ..... M. Goldberg

**Coverage**

	Daytime	Evening
Population—Primary .....	12,000,000	4,000,000
Radio Homes— " .....	3,000,000	2,000,000

**Representative**

William R. Stewart

**W V F W**

"VOICE OF THE VETERANS OF FOREIGN WARS"

**BROOKLYN—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRI 5-0313 TRI 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR: Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

President.....Harold J. Burke  
 Managing Director.....Salvatore D'Angelo  
 Chief Announcer.....Frank Daniels  
 Musical Director.....Lillian Delson  
 Chief Engineer.....Hermann Florez

**Coverage**

Station claims coverage of the Metropolitan Area.

**W B E N**

**BUFFALO—EST. 1930**

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: United Press (also services of affiliated newspaper). TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler, Langworth.

**Personnel**

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer

Station Manager.....Edgar H. Twamley  
 Commercial Manager.....Clifford M. Taylor  
 Chief Announcer.....George Torge  
 Publicity Directors.....Joe Betzer,  
 Joe Haefner  
 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.

**W B N Y**

**BUFFALO—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 154 East Eagle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

NBC RED NETWORK

WHEN YOU  
*tell*  
 THE WBEN  
 AUDIENCE, YOU  
*sell*  
 ALL BUFFALO  
 .  
 NEW YORK STATE'S  
 SECOND MARKET

NEWS COMES FIRST

at

**WBNY**

.

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

.

**WBNY**

Owned and Operated by  
 ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

**Personnel**

Owner and General Manager.....Roy L. Albertson  
 Program Director.....Robert A. Sherry  
 Chief Engineer.....Thomas L. Vines

**Coverage**

Population—Primary ..... 1,023,200  
 Radio Homes— " ..... 241,900  
 Source: Field intensity measurements.

**W E B R**

"BUFFALO'S FRIENDLY STATION"  
 BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: WEBR, Inc. OPERATED BY:  
 Buffalo Evening News. BUSINESS ADDRESS:  
 Broadcasting House, 23 W. North St. PHONE:  
 Lincoln 7133. STUDIO ADDRESS: 23 W. North  
 St. TRANSMITTER LOCATION: Larkin Termi-  
 nal Bldg. TIME ON THE AIR: (daily) 7:00 A.M.  
 to 12:00 midnight; (Sunday) 8:30 A.M. to mid-  
 night. NEWSPAPER AFFILIATION: Buffalo  
 Evening News. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President.....Edward H. Butler  
 Vice-President.....A. H. Kirchofer  
 Station Director.....C. Robert Thompson  
 Sales Manager.....William Doerr, Jr.  
 Program Director.....Kay Burkhardt  
 Continuity Editor.....Roy Black, Jr.  
 Chief Announcer.....Peter Krug  
 Production Manager.....Albert Zink  
 Chief Engineer.....Ralph Kingsley

**Coverage**

	Daytime	Evening
Population—Primary	908,266	908,266
Radio Homes— " "	213,600	213,600

Source: Field intensity measurements.

**Representative**

Weed & Co.

**W G R**

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING  
 SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Buffalo Broad-  
 casting Corp. OPERATED BY: Buffalo Broad-  
 casting Corp. BUSINESS ADDRESS: Rand  
 Bldg. PHONE: Washington 3100. STUDIO  
 ADDRESS: Rand Bldg. TRANSMITTER LO-  
 CATION: Tonawanda. TIME ON THE AIR: 7:00  
 A.M. to 1:00 A.M. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System, Inc., Associated Music.

**Personnel**

Executive Vice-President.....I. R. Lounsberry  
 Advertising Manager.....A. F. Busch  
 Program Director.....H. C. Rice  
 Sales Manager.....Lewis H. Avery

Publicity Director.....A. F. Busch  
 Chief Engineer.....Karl B. Hoffman

**Coverage**

Population—Primary ..... 1,282,000  
 Radio Homes— " ..... 303,100  
 Population—Secondary ..... 1,542,600  
 Radio Homes— " ..... 367,500  
 Source: Mail response analysis.

**Representative**

Free & Peters, Inc.

**W K B W**

BUFFALO—EST. 1925

MUTUAL-COLUMBIA BROADCASTING  
 SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts.  
 OWNED BY: Buffalo Broadcasting Corp. OP-  
 ERATED BY: Buffalo Broadcasting Corp. BUSI-  
 NESS ADDRESS: Rand Building. PHONE:  
 Washington 3100. STUDIO ADDRESS: Rand  
 Bldg. TRANSMITTER LOCATION: Tonawanda.  
 TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.  
 NEWS SERVICES: United Press. TRANSCRIP-  
 TION SERVICE: World Broadcasting System,  
 Associated Music.

**Personnel**

Executive Vice-President.....I. R. Lounsberry  
 Program Director.....Herbert C. Rice  
 Sales Manager.....Lewis H. Avery  
 Publicity Director.....A. F. Busch  
 Chief Engineer.....Karl B. Hoffman

**Coverage**

Population—Primary ..... 1,110,600  
 Radio Homes— " ..... 258,900  
 Source: Field intensity survey.

**Representative**

Free & Peters, Inc.

**W S V S**

"BUFFALO'S EDUCATIONAL STATION"  
 BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts.  
 OWNED BY: Board of Education. OPERATED  
 BY: Seneca Vocational High School. BUSINESS  
 ADDRESS: 666 E. Delavan Ave. PHONE: Fil-  
 more 7190. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00  
 P.M. to 3:00 P.M.

**Personnel**

Principal.....Elmer S. Pierce  
 Station Manager.....Lowell C. Kitchin  
 Chief Engineer.....Walter Bieda

**W C A D**

"VOICE OF THE NORTH COUNTRY"  
 CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts.  
 OWNED BY: St. Lawrence University. OPER-  
 ATED 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.....Dr. Laurens H. Seelye  
 Chairman of Committee on  
 Radio.....R. C. Ellsworth  
 Station Manager.....H. K. Bergman  
 Chief Announcer.....Jack Emmanuel  
 Musical Director.....H. Wellington Stewart  
 Chief Engineer.....Dr. Ward C. Priest  
 Radio Workshop Director.....Ruth Willard

**W E N Y**

ELMIRA—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., daily; 9:00 A.M. to 12:00 Midnight, Sundays. NEWS-PAPER AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Director.....Dale L. Taylor  
 Commercial Manager.....Joseph M. Cleary  
 Program Director.....George R. Clapp  
 Chief Engineer.....Perry Esten

**Coverage**

Population—Primary ..... 150,000  
 Radio Homes— " ..... 40,595

Source: Station survey.

**Representative**

J. P. McKinney, Special Agent

**W E S G**

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts.  
 OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forest Home, N. Y. TIME ON THE AIR: 7:30 A.M. to sundown (New Orleans). NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager.....Dale L. Taylor  
 Commercial Manager.....Ernest Oliver  
 Program Director.....Hal Wagner  
 Publicity Director.....Glenn Williams  
 Musical Director.....Harry Springer

**Coverage**

Population—Primary ..... 472,100  
 Radio Homes— " ..... 110,000  
 Population—Secondary ..... 2,714,200  
 Radio Homes— " ..... 651,280

Source: CBS Listener and Dealer Survey.

**Representative**

J. P. McKinney, Special Agent

**W G B B**

"LONG ISLAND'S BROADCAST STATION"  
 FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts.  
 OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Toddell St. TIME ON THE AIR: Shares time with WBRB, WFAS. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Owner and General Manager...H. H. Carman  
 Chief Announcer .....J. Dudley  
 Publicity Director .....A. Chesman  
 Chief Engineer.....George Graham

**Coverage**

	Daytime	Evening
Population—Primary ....	400,000	200,000
Population—Secondary ..	200,000	100,000

Source: County Census.

**W J T N**

"YOUR FRIEND AND NEIGHBOR"  
 JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)  
 NEW YORK BROADCASTING SYSTEM, INC.

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 5-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President.....Col. H. C. Wilder  
 Vice-President.....Fred R. Ripley  
 Treasurer.....N. L. Kidd  
 Secretary-Manager.....Charles Denny  
 Station Manager.....Bosil F. Blizzard  
 Sales Manager.....Simon Goldman  
 Program Director.....G. T. Callison  
 Chief Engineer.....Harold J. Kratzert

**Coverage**

Population—Primary ..... 250,000
Radio Homes— " ..... 62,000
Population—Secondary ..... 380,000
Radio Homes— " ..... 84,500

Source: Field intensity measurements.

**Representative**

Paul H. Raymer Company



**W K N Y**

**KINGSTON—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 100 Watts.  
 OWNED BY: Kingston Broadcasting Corp. OP-  
 ERATED BY: Kingston Broadcasting Corp.  
 BUSINESS ADDRESS: Governor Clinton Hotel.  
 STUDIO ADDRESS: Governor Clinton Hotel.  
 TRANSMITTER LOCATION: Yarmouth St.  
 TIME ON THE AIR: 7:00 A.M. to local sunset.  
 NEWS SERVICE: International News Service.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**Personnel**

President.....John R. McKenna  
 General Manager.....Leon Bernard  
 Program Director.....Ezra McIntosh

**W G N Y**

"MID-HUDSON VALLEY'S OWN HOME STATION"

**NEWBURGH—EST. 1933**

FREQUENCY: 1220 Kc. POWER: 250 Watts.  
 OWNED BY: WGNV Broadcasting Co. OP-  
 ERATED BY: WGNV Broadcasting Co. BUSI-  
 NESS ADDRESS: 161 Broadway. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Cochection Turnpike. TIME ON THE AIR: Day-  
 time Schedule. NEWSPAPER AFFILIATION:  
 Newburgh Courier. NEWS SERVICE: Trans-

*"The Home Station of  
 the Mid-Hudson Valley"*

The Only 250 Watt Station  
 Between New York and Albany

**W G N Y**

1220 on the Dial

The Oldest and Only Local Station  
 in the Mid-Hudson Valley on a  
 Clear Regional Channel

*Complete and Modern Studios  
 Located in Newburgh and  
 Poughkeepsie.*

*Newspaper Affiliation*

radio Press. TRANSCRIPTION SERVICE: Asso-  
 ciated Music Publishers.

**Personnel**

President.....Merritt C. Speidel  
 Secretary.....Harry S. Bunker  
 Treasurer & Director.....Edward A. Chappell  
 Business Manager.....Dale Loughlin  
 Station & Commercial  
 Manager.....W. E. Dunkelbarger  
 Program Director.....Janet Lumb  
 Chief Engineer.....Patrick Simpson

**Coverage\***

Population—Primary ..... 563,335  
 Radio Homes— " ..... 84,100

\* Information based on 100 watts power;  
 station now operates on 250 watts on 1220  
 kilocycles.

**W A B C**

"THE KEY STATION OF THE COLUMBIA  
 BROADCASTING SYSTEM"

**NEW YORK CITY—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000  
 Watts. OWNED BY: Columbia Broadcasting  
 System. OPERATED BY: Same. BUSINESS  
 ADDRESS: 485 Madison Ave. STUDIO AD-  
 DRESS: 485 Madison Ave. and 799 Seventh  
 Ave. TRANSMITTER LOCATION: Wayne  
 Township, N. J. TIME ON THE AIR: 6:30 A.M.  
 to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.;  
 Sunday, 8:00 A.M. to 1:00 A.M. NEWS SER-  
 VICE: United Press, International News Service.  
 TRANSCRIPTION SERVICE: Associated (Trans-  
 criptions to 9:00 A.M. only).

**Personnel**

Sales Manager.....Arthur Hull Hayes  
 Sales Promotion Manager....Edwin Reynolds  
 Program Director.....George Allen  
 Sales Representative.....Jerome B. Harrison  
 Sales Representative.....Robert C. Mayo  
 Sales Representative....Beverly M. Middleton  
 (For additional personnel see listing of  
 Columbia Broadcasting System, Inc., under  
 networks.)

**Coverage**

	Daytime	Evening
Population—Primary	14,501,900	13,228,400
Radio Homes— " "	3,415,530	3,161,480
Population—Secondary	18,531,600	24,568,100
Radio Homes— " "	4,111,120	5,286,460

Source: Market Research Division of the  
 Columbia Broadcasting System.

**Representative**

Radio Sales

**W B I L \***

**NEW YORK—EST. 1937**

\* Call letters eliminated early in 1940 and  
 time taken over by WOV.

*back in 1939*

**FIRST...**

*in national spot advertising among all independent stations in America's greatest market!*

**...WHY?**

CALL BRY. 9-7800 FOR THE ANSWER

**W H N**

**N E W Y O R K**

AFFILIATED WITH LOEW'S THEATRES & M-G-M



CHICAGO OFFICE  
360 N. MICHIGAN AVE.  
TEL. RANDOLPH 5254

# W B N X

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161st St. PHONE: MELrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: International News Service.

## Personnel

President.....A. L. Haskell  
 Vice-President-General Manager.W. C. Alcorn  
 Secretary & Commercial Manager.W. I. Moore  
 Production Manager.....Edw. Ervin  
 Program Director.....Frank Johnson  
 Musical Director.....Fred Mendelsohn  
 Consult. Engineer.....H. L. Wilson

## Coverage

Population—Primary ..... 9,583,087  
 Source: Field intensity measurements.

# W E A F

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. NEWS SERVICE: Associated Press, United Press, International News Service.

## Personnel

Will Be Found Under NETWORKS

## Coverage

	Daytime	Evening
Population—Primary	14,886,600	13,939,100
Radio Homes— "	3,532,600	3,321,800
Population—Secondary	12,595,600	17,649,200
Radio Homes— "	796,100	1,117,100

Source: NBC Circulation Studies; Joint Committee.

# W E V D

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund.

OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

## Personnel

Chairman of Board.....Adolph Held  
 Managing Director.....Henry Greenfield  
 Chief Announcer.....Gene King  
 Program Director.....George Field  
 Musical Director.....Nicholas Saslavsky  
 Chief Engineer.....Charles Brown

## Coverage

Population—Primary ..... 11,738,710  
 Radio Homes— " ..... 2,754,834  
 Population—Secondary ..... 4,815,860  
 Radio Homes— " ..... 1,067,780  
 Source: Station survey.

# W H N

"DIAL 1010"

NEW YORK—EST. 1922

FREQUENCY: 1010 Kc. POWER: 5000 watts. d.; 1000 watts. n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRYant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: 20th Ave. & 31st St., Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

## Personnel

President.....Nicholas Schenck  
 Director.....Herbert L. Pettey  
 Sales Director.....Bert Leihar, Jr.  
 Station Manager.....Frank Roehrenbeck  
 Artists Bureau.....Leo Cohen  
 Program Manager.....Fred Raphael  
 Production Department.....Maurice Barrett  
 Comptroller.....Jacques Van Straten  
 Chief Announcer.....Russell Clancy  
 Publicity Department.....Al Simon  
 Musical Director.....Don Albert  
 Chief Engineer.....Paul Fuelling

## Coverage

Population—Primary ..... 11,500,000  
 Radio Homes— " ..... 2,917,512  
 Population—Secondary ..... 2,250,000  
 Radio Homes— " ..... 909,988  
 Source: Department of Commerce.

## Representative

Chicago Office: 360 N. Michigan Ave.

*Now the fact is* **PROVED**

**WNEW**

*is* **1st**

**AMONG NEW YORK  
NON-NETWORK STATIONS**

*Put it* **1st** *on your  
New York schedule for  
banner sales in 1940*

**WNEW**

**FIRST in audience listening**

(Hooper-Holmes Survey of New York listening)  
WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience against 18.8% by any other local station.

**FIRST in station publicity**

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 articles in TIME. All praise WNEW.

**FIRST in classified billings**

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

**FIRST in program ideas**

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U. S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

**NEW YORK 1250 on the dial**

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY  
5000 WATTS BY DAY ★ 1250 KILOCYCLES ★ 1000 WATTS BY NIGHT  
New York Office: 501 MADISON AVENUE**

**WINS**

"W-I-N-S, WINS, NEW YORK"  
**NEW YORK—EST. 1924**  
 COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.  
 OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

**Personnel**

Station Manager..... Carl Calman  
 Program Director..... Hazel Bower  
 Publicity Director..... B. S. Bercovici  
 Musical Director..... Louis Katzman  
 Production Manager..... Robert Cotton  
 Chief Engineer..... Paul Von Kunits

**Coverage**

Population—Primary ..... 9,166,520  
 Radio Homes— " ..... 2,857,000  
 Source: Station Survey.

**Representatives**

International Radio Sales

**WJZ**

**NEW YORK—EST. 1921**  
 KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press, Associated Press, International News Service.

**Personnel**

Will Be Found Under NETWORKS

**Coverage**

	Daytime	Evening
Population—Primary	18,229,300	16,941,800
Radio Homes— " "	4,260,400	3,967,600
Population—Secondary	8,857,600	15,908,400
Radio Homes— " "	854,800	1,173,000

Source: NBC Circulation Studies; Joint Committee.

**WLTH**

"THE RADIO THEATRE OF THE AIR"  
**NEW YORK—EST. 1926**

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y.

C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 302 Green St., Greenpoint, N. Y. TIME ON THE AIR: Quarter Schedule. (Shares time with WARD, WBBC, WVFW). TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

President and General Manager..... Samuel J. Gellard  
 Chief Announcer..... Norman H. Warembud  
 Chief Engineer..... John Temple

**Coverage\***

Population—Primary ..... 6,930,446  
 Radio Homes— " ..... 1,663,000

\* Station claims complete coverage of Jewish population.

Source: U. S. Census; Brooklyn Edison Market Survey; Joint Committee.

**WMCA**

"FIRST ON YOUR DIAL, NEW YORK"  
**NEW YORK—EST. 1925**

INTER-CITY BROADCASTING SYSTEM  
 FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Donald Flamm  
 Executive Vice-President-General Manager, Don S. Shaw  
 Vice President-Counsel.... William Weisman  
 Secretary-Assistant to President, Sidney Flamm  
 Director of National Sales..... Charles Stark  
 Artists' Bureau and Program Manager, Ed Scheuing  
 Publicity Director..... Leon Goldstein  
 Musical Director..... Lee Grant  
 Chief Engineer..... Frank Marx

**Coverage**

	Daytime	Evening
Population—Primary	11,500,000	11,500,000
Radio Homes— " "	3,000,000	3,000,000

Source: Field intensity measurements.

**Representative**

Chicago Branch Office  
 J. M. Ward

**WNEW**

"SERVING NEW YORK AND NEW JERSEY  
 24 HOURS A DAY"

**NEW YORK—EST. 1934**  
 FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: Wodaam Corp. BUSI-



*Tested Shows*

60 Min. (Daily Partic.)	.....	Italo-American Revue
30 Min. (Daily Partic.)	.....	La Famiglia Italiana
6—15 Min. Weekly	.....	Album of Love
5—15 Min. Weekly	.....	The Veiled Lady
3—15 Min. Weekly	.....	Sports by Spadaro
2—15 Min. Weekly	.....	Here's Your Answer
1—60 Min. Weekly	.....	Untold Glories of Italy

**S**TATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

**WOL**  
**GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY**  
**WOV**

NESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION 277½ Paterson Plank Rd., Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 12:00 Midnight to 7:00 A.M.; 10:00 A.M. to 12:30 P.M.; and 6:30 P.M. to 9:00 P.M. (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Associated Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

**Personnel**

Station Manager ..... Bernice Judis  
 Sales Manager ..... Herman Bess  
 National Sales Manager..... Walter Duncan  
 Artist Bureau Head ..... Bernice Judis  
 Sales Promotion Manager... Halsey V. Barrett  
 Special Events and Publicity Director,  
 Richard K. Bard  
 Continuity Editor..... Doris Smith  
 Production Head..... William McGrath  
 Chief Announcer ..... John Jaeger  
 Chief Engineer ..... M. J. Weiner  
 Musical Director..... Merle Pitt

**Coverage**

Population—Primary ..... 9,004,800  
 Radio Homes— " ..... 2,814,000  
 Population—Secondary ..... 947,200  
 Radio Homes— " ..... 296,000

**Representative**

John Blair & Co.

**W N Y C**

"NEW YORK CITY'S OWN STATION"  
 NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service, Associated Press.

**Personnel**

Director..... M. S. Novik  
 Chief Announcer..... T. H. Cowan  
 Program Director..... Seymour N. Siegel  
 Publicity Director..... Richard Pack  
 Musical Director..... Herman Neuman  
 Chief Engineer..... Isaac Brimberg

**W O R**

(See Newark, N. J.)

**W H O M**

(See Jersey City, N. J.)

**W O V**

"1100, THE SPOT FOR SALES"

NEW YORK—EST. 1928

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Greater New York Broadcasting Corp. OPERATED BY: Greater New York Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearney, N. J. TIME ON THE AIR: Full time license. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

General Manager..... Hyla Kizales  
 Program Director..... John C. Schramm  
 Sales Manager..... Ralph Nardella  
 Artist Bureau Director..... Syd Leipzig  
 Promotion Director..... Adrian J. Flanter  
 Musical Director..... Julio Occhiboi  
 Chief Engineer..... Robert E. Study

**Coverage**

Population—Primary ..... 1,557,725\*  
 Radio Homes— " ..... 300,000

\*Station is exclusively an Italian-language outlet and figures include only foreign-language statistics.

THE  
 LITTLE STATION  
 with the  
 BIG AUDIENCES!

2,000,000 Jews  
 1,250,000 Italians  
 650,000 Germans  
 450,000 Poles

ALL WANTING TO  
 Listen to Their  
 Mother-Tongue  
 Programs on

**WHOM**

COVERS THE NEW YORK  
 METROPOLITAN AREA

Let's Show You *How* to  
 Increase Your Sales!

★ ★ ★

IN  
LITTLE OLD  
NEW YORK  
RADIO  
EXECUTIVES  
READ  
RADIO  
DAILY  
FIRST  
THING  
EVERY  
MORNING

★ ★ ★

**W Q X R**

"NEW YORK'S HIGH-FIDELITY STATION"

**NEW YORK—EST. 1934**

FREQUENCY: 1550 Kc. POWER: 1000 watts. (C.P. for 5000 watts). OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: COLUMBUS 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: 3104 Northern Blvd., Long Island City. TIME ON THE AIR: Full Time License (81 hours weekly). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....John V. L. Hogan  
Station Manager.....Elliott M. Sanger  
Sales Manager.....Robert M. Scholle  
Publicity Director.....Dorothea Beckman  
Musical Director.....Eddy Brown  
Chief Engineer.....Russell Valentine

**Coverage**

Population—Primary .....10,000,000  
Radio Homes— " .....2,693,460  
Source: Station survey.

**Representative**

International Radio Sales

**W H L D \***

**NIAGARA FALLS—EST. 1939**

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Niagara Falls Gazette Publishing Co. OPERATED BY: Niagara Falls Gazette Publishing Co. BUSINESS ADDRESS: Niagara Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northeast of Niagara Falls, N. Y. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Niagara Falls Gazette.

**Personnel**

General Manager.....Earl C. Hull

**Representative**

Headley-Reed Co.

\* WHLD is licensed to operate under a construction permit and at time of going to press was under construction with probable completion date set for April 1, 1940.

**W S L B \***

**OGDENSBURG—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: St. Lawrence Broadcasting Corp. OPERATED BY: St. Lawrence Broadcasting Co. BUSINESS ADDRESS: Ogdensburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press.



# NEW YORK

## Personnel

President..... Joseph R. Brandy  
 Vice-President..... John D. VanKennen  
 Secretary-Treasurer..... Harold J. Frank

## Representative

Connaughton & Byrne  
 250 Park Ave., New York, N. Y.

\*Station was licensed to operate under a construction permit at time of going to press.

# W H D L

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

**OLEAN—EST. Tupper Lake, 1928;  
 Olean, 1934**

FREQUENCY: 1400 Kc. POWER: 250 watts.  
 OWNED BY: WHDL, Inc. OPERATED BY:  
 WHDL, Inc. BUSINESS ADDRESS: Main Of-  
 fice—601-619 Exchange National Bank Bldg.  
 Branch office—Citizens Nat'l Bank Bldg., Brad-  
 ford, Pa. PHONE: Bradford 6000; Olean 3300,  
 and 7597. STUDIO ADDRESS: Exchange  
 National Bank Bldg.; Citizens Nat'l Bank Bldg.  
 Bradford; St. Bonaventure College, Allegany,  
 N. Y.; Alfred University, Alfred. TRANSMITTER  
 LOCATION: Allegany. TIME ON THE AIR:  
 Full daytime (EST). NEWSPAPER AFFILIA-  
 TION: Olean Times-Herald. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS BUREAU.  
 TRANSCRIPTION SERVICE: Associated, NBC  
 Thesaurus.

## Personnel

President..... E. B. Fitzpatrick  
 Station Manager..... Thomas L. Brown  
 Sales Manager..... Everett Thompson  
 Program Director..... Charles Sebastian  
 Artists Bureau Head..... Albert De Luca  
 Musical Director..... J. Walter Connell  
 Chief Engineer..... Warren E. McDowell

## Coverage

Population—Primary .....	69,398
Radio Homes— " .....	16,900
Population—Secondary .....	105,671
Radio Homes— " .....	26,200

Source: Field signal measurements; Joint Committee.

## Representative

J. P. McKinney, Special Agent

# W M F F

"THE NORTH COUNTRY'S OWN STATION"

**PLATTSBURG—EST. 1935**

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Plattsburg Broadcasting Corp.

OPERATED BY: Plattsburg Broadcasting Corp.  
 BUSINESS ADDRESS: Hotel Cumberland.  
 PHONE: 1600. STUDIO ADDRESS: Hotel Cum-  
 berland. TRANSMITTER LOCATION: Boynton  
 Ave. TIME ON THE AIR: 7:30 A.M. to 12:00  
 Midnight; Sunday, 9:00 A.M. to 12:00 Midnight.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

## Personnel

President..... E. H. Bragg  
 Vice-President..... L. E. Bragg  
 Secretary-Treasurer..... George F. Bissell  
 Assistant Secretary..... B. W. Bissell  
 Station and Commercial Manager,

George F. Bissell

Publicity Director-Artists' Bureau Head,

Dale Jackson

Musical Director-Chief Announcer... Don Hart

Chief Engineer..... Jack Nazak

## Coverage

Population—Primary .....	147,000
Radio Homes— " .....	31,800
Population—Secondary .....	194,500
Radio Homes— " .....	44,700

Source: Mail response analysis.

## Representative

George P. Hollingbery Co.

# W K I P \*

**POUGHKEEPSIE—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: Poughkeepsie Broadcasting Corp.  
 OPERATED BY: Poughkeepsie Broadcasting  
 Corp. BUSINESS ADDRESS: Poughkeepsie.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: Unlimited  
 License. NEWSPAPER AFFILIATION: Through  
 stock ownership.

## Personnel

President-Treasurer..... Richard E. Coon  
 Vice-President..... James Townsend  
 Secretary..... John B. Grubb

\*Station was licensed to operate under a construction permit and at time of going to press construction plans were being made.

# WHAM LEADS

## WHERE LEADERSHIP MEANS SALES

Western New York is a rich area. Its rolling farm lands produce profitable crops for better than average farm families. Smoke pours from the stacks of its industries the year 'round, creating bulging payrolls for its workers. Well housed, well fed, driving good cars, with ample to spend on luxuries, Western New Yorkers are happy folks—always in a buying frame of mind as they sit down before their radios.

## HERE WHAM IS 1st IN COVERAGE

50,000 watts—clear channel—full time—means dial domination in all of WHAM's primary area 896,010 radio homes.

## 1st IN VALUE

WHAM gives complete one station coverage at approximately one third the cost of the 6 or 8 stations necessary for localized coverage of the same area.

## 1st IN LISTENERSHIP

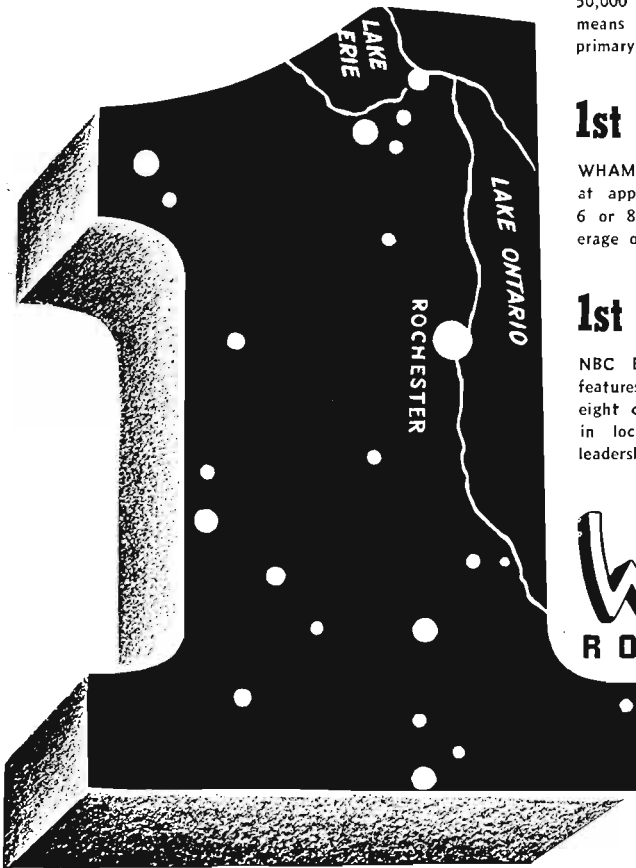
NBC Blue and Red Networks' outstanding features—seven of Radio Daily's top ten (the eight coming April 3rd)—plus programs high in local interest—all add up to program leadership that creates listener loyalty.

# WHAM

ROCHESTER N.Y.

National Representatives:  
George P. Hollingbery Co.

50,000 Watts . . .  
Clear Channel . . .  
Full Time . . . NBC  
Blue and Red Networks



*"The Stromberg-Carlson Station"*

# W H A M

"WHAM, THE STROMBERG CARLSON STATION"

ROCHESTER—EST. 1926

NATIONAL BROADCASTING CO.  
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg Carlson Telephone Mfg. Co. OPERATED BY: Stromberg Carlson Telephone Mfg. Co. BUSINESS ADDRESS: Sagamore Hotel. STUDIO ADDRESS: Sagamore Hotel. TRANSMITTER LOCATION: Victor, N. Y. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

President..... Wesley M. Angle  
Vice-President..... Edward A. Hanover  
Station Manager..... William Fay  
Assistant Manager..... Jack Lee  
Commercial Manager..... J. W. Kennedy, Jr.  
Publicity Director..... Arthur Kelly  
Program Director..... Chas. Siverson  
Technical Supervisor..... John J. Long, Jr.

### Coverage

Population—Primary ..... 3,607,424  
Radio Homes— " ..... 896,010  
Source: U. S. Census; Joint Committee.

### Representative

George P. Hollingsbery Co.

# W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

CBS—MBS—NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press and local news.

### Personnel

Owner & General Manager..... Gordon P. Brown  
Commercial Manager..... M. Nusbaum  
Sales Manager..... W. Thornburg  
Chief Announcer..... John Boothby  
Program Director..... Harold Kolb  
Chief Engineer..... Gordon P. Brown

### Coverage

	Daytime	Evening
Population—Primary .....	528,000	656,550
Radio Homes— " .....	128,700	167,500
Population—Secondary .....	823,000	1,110,100
Radio Homes— " .....	193,220	265,460

Source: Mail response analysis and field intensity survey.

# WSAY

ROCHESTER'S FRIENDLY STATION

*Basic Mutual  
Broadcasting System*

*Basic New York State  
Broadcasting System*

WSAY is doing an outstanding job for leading national advertisers in this — the third greatest market of the Nation's Greatest State!

Feature programs include the 1940 play-by-play broadcasts of the Rochester Baseball Club, sponsored by Atlantic Refining Company; Amoco broadcasts of Edwin C. Hill (CBS); Make-Believe Ballroom programs of National Biscuit Company; News and Sports broadcasts of Bond Clothes and Network programs including Wheeling Steelmakers, Lucky Strike, Bayuk Phillies, Carnation Milk, and Ovaltine.

WSAY Gets Results

*Get on the bandwagon!*

For further details write or wire collect to  
National Sales Manager, WSAY, Rochester.

1210 K.C. — Full Time — 250 Watts

# W N B Z

"VOICE OF THE ADIRONDACKS"  
**SARANAC LAKE—EST. 1937**

FREQUENCY: 1290 Kc. POWER: 100 watts.  
 OWNED BY: Upstate Broadcasting Corp. OP-  
 ERATED BY: Upstate Broadcasting Corp. BUSI-  
 NESS ADDRESS: 70 Broadway. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:30 A.M. to local  
 sunset. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

General Manager . . . . . W. H. Carpenter  
**Representative**  
 George P. Hollingbery Co.

# W H E C

"STATION OF THE STARS"  
**ROCHESTER—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts.  
 d.; 500 Watts. n. OWNED BY: WHEC, Inc.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 40 Franklin St. PHONE: Stone 1320-1-2. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: 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 News-  
 papers, Inc. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Associated Music Publishers.

### Personnel

Vice-President . . . . . Clarence Wheeler  
 Treasurer-General Manager . . . Gunnar O. Wiig  
 Commercial Manager . . . . . L. C. Wheeler  
 Chief Engineer . . . . . Maurice H. Clarke

### Coverage

	Daytime	Evening
Population—Primary . . . . .	533,000	533,000
Radio Homes— " . . . . .	132,350	132,350
Population—Secondary . . . . .	810,812	.....
Radio Homes— " . . . . .	210,361	.....

Source: CBS Listening and Dealer Study.

### Representative

Paul H. Raymer Company

# W G Y

"MOST INVITED GUEST IN THE GREAT  
 NORTHEAST"

**SCHENECTADY—EST. 1922**  
 NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000  
 Watts. OWNED BY: General Electric Co.

# WFBL

is the Preferred Station

in Syracuse and Central New York

## HERE'S WHY:

1. Full Basic Columbia Network Programs —and that means more of the better types of programs of all kinds.
2. Favorite of Syracuse Listeners —WFBL not only carries more network programs, but more short wave broadcasts, more national and local special features.
3. 5000-Watt Coverage —WFBL is recognized among national advertisers as the high-coverage station in one of the best markets of the country.
4. Complete Equipment —WFBL uses the finest and most modern equipment, including a MOBILE transmitter.

These same reasons explain why WFBL carries more national and local advertising —why WFBL advertisers are ahead in results per-dollar spent— why WFBL advertisers renew year after year.

For full details about WFBL . . . and the results obtained by WFBL adver-  
 tisers, write

5000  
watts daytime

1000  
watts nighttime

## ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President ..... Charles Wilson  
 Station Manager..... Kolin Hager  
 Program Manager..... A. O. Coggeshall  
 Sales Promotion Director..... A. MacDonald  
 Publicity Director..... W. T. Meenam  
 Chief Engineer..... W. J. Purcell

**Coverage**

	Daytime	Evening
Population—Primary	1,987,400	2,571,200
Radio Homes—"	488,000	600,300
Population—Secondary	2,453,100	2,273,600
Radio Homes—"	551,300	532,900

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co., Inc.

**W F B L**

"YOUR FAVORITE STATION"  
**SYRACUSE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Collamer, N. Y. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... S. Woodworth  
 Vice-President..... Robert G. Soule  
 Manager..... Charles F. Phillips

**Coverage**

Population—Primary	841,700
Radio Homes—"	205,800
Population—Secondary	2,501,600
Radio Homes—"	579,600

Source: Field intensity measurement and mail response analysis.

**Representative**

Free & Peters, Inc.

**A Sound MOVE BY WNBX**

**KEENE NEW HAMPSHIRE**

CBS AFFILIATE

**WKNE**  
 KEENE, N. H.

**WE** have made a preliminary report, based on the allocation curve standards of the Federal Communications Commission, of what our new coverage range should include. When you see this data, you'll agree with us that the change from Springfield to Keene is a *sound* move.

**And for coverage of Central New York, use WSYR, "Tops In Syracuse."**

# W S Y R

"THE VOICE OF CENTRAL NEW YORK"  
SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 570 Kc. POWER: 1000 watts.  
OWNED BY: Central New York Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—  
STUDIO ADDRESS: 223 Harrison Street.  
TRANSMITTER LOCATION: Valley Drive.  
TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight.  
NEWS SERVICE: United Press. MAIN-TAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated.

## Personnel

President.....Harry C. Wilder  
Vice-President.....Fred R. Ripley  
Program Director.....Lansing B. Lindquist  
Artists' Bureau Head.....Fred Jeske  
Chief Announcer.....Bill Rothrum  
Service Director.....Arnold Schoen  
Musical Director.....Victor Miller  
Chief Engineer.....Armand Belle Isle

## Coverage

Population—Primary ..... 878,263  
Radio Homes— " ..... 220,550  
Population—Secondary ..... 470,015  
Radio Homes— " ..... 121,340

Source: Station survey.

## Representative

Paul H. Raymer Company

# W S Y U \*

SYRACUSE

FREQUENCY: 570 Kc. POWER: 1000 Watts.  
OWNED BY: Central New York Broadcasting Corp.  
OPERATED BY: Same. BUSINESS ADDRESS: Syracuse.  
STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: Operates on WSYR Time.

\* Operated by WSYR for exclusive use of Syracuse University.

**RADIO DAILY  
READERS  
ARE  
EVERYWHERE**

# W O L F \*

SYRACUSE—EST. 1940

FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Civic Broadcasting Corp. OPERATED BY: Civic Broadcasting Corp.  
BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Syracuse.  
TRANSMITTER LOCATION: Van Tensselaer & Kirkpatrick Sts.  
TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

## Personnel

President-Manager.....T. S. Marshall

## Coverage

	Daytime	Evening
Population—Primary	300,000	245,000
Radio Homes— " "	60,000	50,000

Source: Field intensity measurements; U. S. Census; Joint Committee.

\* Station was licensed to operate under a construction permit at time of going to press and was expected to start actual operations on February 15, 1940.

# W H A Z

"LOCATED AT THE OLDEST SCHOOL OF  
ENGINEERING AND SCIENCE IN  
AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.  
OWNED BY: Rensselaer Polytechnic Institute.  
OPERATED BY: Rensselaer Polytechnic Institute.  
BUSINESS ADDRESS: Troy. PHONE: Troy 6810.  
STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy.  
TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

## Personnel

President.....Dr. W. O. Hotchkiss  
Station Manager.....W. J. Williams  
Commercial Manager.....Miss M. Bounds  
Chief Announcer.....R. W. Schmelzer  
Sales Manager.....W. C. Stoker  
Musical Director.....A. Olin Niles  
Chief Engineer.....H. D. Harris

# W T R Y \*

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts.  
OWNED BY: Troy Broadcasting Co. OPERATED BY: Same.  
BUSINESS ADDRESS: 92 Fourth St. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

## Personnel

Manager.....Fred R. Ripley  
Commercial Manager.....Edward S. Robinson

\* Station was licensed to operate under a C. P. but construction has been delayed pending the outcome of litigation before the Federal Court in the District of Columbia.

# WIBX

"THE VOICE OF THE MOHAWK VALLEY"  
**UTICA—EST. 1924**

COLUMBIA BROADCASTING SYSTEM  
 NEW YORK BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: WIBX, Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: First National Bank Bldg.  
 PHONE: 2-2101. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Schuyler St. TIME  
 ON THE AIR: (daily) 6:55 A.M. to 1:00 A.M.;  
 (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SER-  
 VICE: United Press, Transradio Press. TRAN-  
 SCRIPTON SERVICES: Associated Music Pub-  
 lishers, Davis & Schwegler.

## Personnel

President.....Scott H. Bowen  
 Business Manager.....E. K. Johnson  
 Public Relations.....Michael R. Hanna  
 Merchandising Manager.....Nathan W. Cook  
 Musical Director.....Walter Griswold  
 Chief Engineer.....Hubert M. Hathaway

## Coverage

	Daytime	Evening
Population—Primary	270,600	270,600
Radio Homes—"	63,090	63,090
Population—Secondary	571,700	571,700
Radio Homes—"	138,710	138,710

Source: CBS Listener and Dealer Survey.

## Representative

John Blair & Co.

# WFAS

"WESTCHESTER'S OWN STATION"  
**WHITE PLAINS—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Westchester Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Roger Smith Hotel. PHONE: White Plains  
 6400. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Same. TIME ON THE AIR:  
 Part time schedule. NEWS SERVICE: County  
 Publishers, Inc. TRANSCRIPTION SERVICE:  
 World Broadcasting System.

## Personnel

President.....J. Noel Macy  
 V-P-Managing Director.....Frank A. Seitz  
 Treasurer.....William Fanning  
 Secretary.....Harold F. Lippold  
 Chief Engineer.....Harry C. Laubenstein

## Coverage

	Daytime	Evening
Population—Primary	480,000	480,000
Radio Homes—"	122,000	122,000

Source: Field intensity survey.

## Representative

Headley-Reed Co.

# WWRL

"THE VOICE OF QUEENS COUNTY"  
**WOODSIDE—EST. 1926**

FREQUENCY: 1500 Kc. POWER: 250 watts,  
 d.; 100 watts, n. OWNED BY: L. I. Broad-  
 casting Corp. OPERATED BY: L. I. Broad-  
 casting Corp. BUSINESS ADDRESS: 41-30  
 58th St. PHONE: NEWTOWN 9-3300-1. STUDIO  
 ADDRESS: 41-30 58th St. TRANSMITTER LO-  
 CATION: Woodside. TIME ON THE AIR: Part  
 time schedule. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Lang-Worth, NAB Library, Davis & Schwegler.

## Personnel

President and General  
 Manager.....W. H. Reuman  
 Promotion Manager.....Emil Dorer  
 Commercial Manager.....Frank R. Clarke  
 Program Director.....Lou Cole  
 Office Manager.....Edith Dick  
 Special Events.....Dud Connolly  
 Production Manager and Musical Director,  
 Adolph Goebel

## Coverage

	Daytime	Evening
Population—Primary	7,500,000	3,000,000

Source: Chamber of Commerce.

# Westchester

Goes to a local listening  
 post for intimate neigh-  
 borhood news and enter-  
 tainment. That's when  
 families of wealth and  
 distinction let down their  
 hair.

That's the time to radio-  
 cast your sales message  
 over

# WFAS

Roger Smith Hotel, White Plains, N. Y.

Representatives  
**HEADLEY-REED CO.**

*3 out of every 4  
are on for more . . .*

75% of all *current* WBT advertisers  
were WBT advertisers a year ago.

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one-station* coverage of all this four-hundred-million-dollar market—the “Blue Chip” market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

**WBT** 50,000 WATTS • CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.  
Represented by Radio Sales: New York • Chicago • Detroit  
St. Louis • Charlotte, N. C. • Los Angeles • San Francisco



# NORTH CAROLINA

Population 3,492,000

Number of Families 736,000

Number of Radio Homes 408,600

Retail Sales \$509,540,900

Auto Registrations 540,000

## W I S E

"WISDOM IN SERVICE ENDURES"  
ASHEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Harold H. Thoms. OPERATED BY: Harold H. Thoms. BUSINESS ADDRESS: Langren Hotel. STUDIO ADDRESS: Langren Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 17½ hours daily. NEWS-PAPER AFFILIATION: Asheville Advertiser. NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

Owner-Manager.....Harold H. Thoms

### Coverage

Population—Primary .....	75,000
Radio Homes— " .....	20,000
Population—Secondary .....	100,000
Radio Homes— " .....	25,000

Source: Station survey.

## W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 5500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Flatiron Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

### Personnel

Executive Director.....Don S. Elias  
Commercial Manager.....John E. Thayer  
Program and Production Director,

Robert B. Bingham

Assistant Program Director.....Steve Douglas  
Musical Director.....John Eversman  
Continuity Director.....Ralph Gram  
Chief Engineer.....Cecil Hoskins

### Coverage

Population—Primary .....	191,000
Radio Homes— " .....	27,100
Population—Secondary .....	595,600
Radio Homes— " .....	105,000

Source: Field intensity measurement.

### Representative

The Branham Co.

## W B T

"VOICE OF THE FRIENDLY CAROLINAS"  
CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM  
FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: Nations Ford Road. TIME ON THE AIR: 5:30 A.M. to 2:00 A.M. (daily); 9:00 A.M. to 2:00 A.M. (Sunday). NEWS SERVICE: United Press.

### Personnel

President.....Wm. S. Paley  
Station Manager.....A. E. Joscelyn  
Sales Manager.....Royal E. Penny  
Sales Promotion Manager....Arthur L. Forrest  
Artists' Bureau.....CBS, N. Y.  
Program Director.....C. H. Crutchfield  
Publicity Director.....William Winter  
Musical Director.....John McAllister  
Chief Engineer.....J. J. Beloungy

### Coverage

	Daytime	Evening
Population—Primary .....	2,698,100	971,400
Radio Homes— " .....	289,700	107,750
Population—Secondary .....	5,334,700	7,901,200
Radio Homes— " .....	599,230	968,640

Source: CBS Research Division.

### Representative

Radio Sales

## W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.  
MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM  
FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President and Station Manager....E. J. Gluck  
Commercial Manager.....W. C. Irwin  
Chief Engineer.....L. L. Caudle

**Coverage**

Population—Primary .....	233,490
Radio Homes— " .....	54,300
Population—Secondary .....	421,701
Radio Homes— " .....	98,070

Source: Joint Committee.

**Representative**

Headley-Reed Co.

**W D N C**

**DURHAM—EST. 1934**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: 138 East Chapel Hill St. STUDIO ADDRESS: 138 East Chapel Hill St. TRANSMITTER LOCATION: Cole Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....C. C. Council  
 General Manager.....J. F. Jarman, Jr.  
 Commercial Manager.....C. J. Woodhouse  
 Chief Engineer.....R. A. Dalton

**Coverage**

	Daytime	Evening
Population—Primary .....	197,000	150,000
Radio Homes— " .....	30,840	29,000
Population—Secondary .....	247,900	176,000
Radio Homes— " .....	36,000	30,100

Source: Field intensity measurements.

**Representative**

The Katz Agency

**W C N C**

**ELIZABETH CITY—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. OPERATED BY: Aubrey G. McCabe and T. W. Aydlett d/b as Alemarle Broadcasting Co. BUSINESS ADDRESS: Colonial Ave. STUDIO ADDRESS: Colonial Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President-Manager.....T. W. Aydlett  
 Vice-President.....John Dawson  
 Secretary-Treasurer.....Julian Aydlett

**Coverage**

Population—Primary .....	488,379
Radio Homes— " .....	155,250

Source: Station survey.

**W F N C \***

**FAYETTEVILLE—EST. 1939**

FREQUENCY: 1340 Kc. POWER: 250 Watts.  
 OWNED BY: W. C. Ewing and Harry Layman.  
 OPERATED BY: Cumberland Broadcasting Co.  
 BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

**Personnel**

Co-Owners...W. C. Ewing and Harry Layman

\* Station licensed to operate under a C. P. and no further information available at the time of going to press.

**W G N C**

**GASTONIA—EST. 1939**

FREQUENCY: 1420 Kc. POWER: 250 watts.  
 OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: National Bank of Commerce Bldg. STUDIO ADDRESS: National Bank of Commerce Bldg. TRANSMITTER LOCATION: Gastonia. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Owner.....F. C. Todd  
 Manager.....Pat McSwain  
 Program Director.....W. Grady Newman

**Coverage**

	Daytime	Evening
Population—Primary .....	200,000	150,000
Radio Homes— " .....	50,000	38,000
Population—Secondary .....	125,000	80,000
Radio Homes— " .....	30,000	20,000

Source: Joint Committee.

**Representative**

Headley-Reed Co.

**W G B R**

**GOLDSBORO—EST. 1939**

CAROLINA NETWORK (SPECIAL)

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Eastern Carolina Broadcasting Co. OPERATED BY: Eastern Carolina Broadcasting Co. BUSINESS ADDRESS: P. O. Box 372. STUDIO ADDRESS: Goldsboro. TRANSMITTER LOCATION: Raleigh Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Director.....A. T. Hawkins  
 Secretary-Treasurer.....V. G. Herring  
 Commercial Manager.....R. L. Zealy  
 Chief Engineer.....H. H. Vance

**Coverage**

	Daytime	Evening
Population—Primary .....	300,000	50,000
Radio Homes— " .....	40,000	6,500

Source: Joint Committee.

# W B I G

"WHERE BUSINESS IS GOOD"  
GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS: O. Henry Hotel. TRANSMITTER LOCATION: Guilford Battleground Blvd. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service, Davis & Schwegler.

### Personnel

Station and Commercial  
 Manager ..... Edney Ridge  
 Program Director ..... Faye Kenyon  
 Publicity Director.. Virginia Wilson McKinney  
 Chief Engineer..... Earl Allison

### Coverage

	Daytime	Evening
Population—Primary .....	956,000	587,900
Radio Homes— " .....	112,300	97,200
Population—Secondary ..	2,110,000	1,644,000
Radio Homes— " .....	250,000	156,200

Source: Field strength survey and mail response analysis; U. S. Census.

**Representative**  
George P. Hollingbery Co.

# W G T C \*

GREENVILLE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: J. J. White. OPERATED BY:  
Greenville Broadcasting Co.

# W H K Y \*

HICKORY—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: Catawba Valley Broadcasting  
Co. OPERATED BY: Catawba Valley Broad-  
casting Co.

\* Stations were licensed to operate under a  
construction permit at time of going to press.

# W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Radio Station WMFR, Inc. OPER-  
ATED BY: Radio Station WMFR, Inc. BUSI-  
NESS ADDRESS: 156½ S. Main St. PHONE:  
4593. STUDIO ADDRESS: 156½ S. Main St.  
TRANSMITTER LOCATION: 156½ S. Main St.  
TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.

**ALWAYS  
A GOOD  
SHOW!**

**WBIG** GREENSBORO  
NORTH  
CAROLINA

George P. Hollingbery  
Co.

Nat'l Reps.

ASK  
EDNEY RIDGE

**WBIG**, GREENSBORO, N. C.

FOR

"COLD FACTS"!

5000 Watts, Day      1000 Watts, Night



SERVING NORTH CAROLINA'S RICHEST AREA!



## VIRGIN?

Sure, virgin territory for far-sighted  
advertisers. 20-mile radius em-  
braces ¼-million population, annual  
industrial payroll forty million, retail  
sales sixty million.

Carolinas' most successful non-  
network local.

# W M F R

1200 KC—250 W  
**HIGH POINT, N. C.**

"THE INDUSTRIAL CITY"

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth, Davis & Schwieger. **Personnel**

President and Station Manager.....Wayne M. Nelson

## W F T C

KINSTON—EST. 1936

CAROLINA BROADCASTING SYSTEM  
 FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: 210 East King St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: 15 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

### Personnel

President.....Jonas Weiland  
 Manager.....Rodney Prescott  
 Chief Engineer.....Harry Layman

### Coverage

	Daytime	Evening
Population—Primary .....	74,340	48,810
Radio Homes— " .....	5,800	.....
Population—Secondary ..	25,530	.....
Radio Homes— " .....	2,930	.....

### Representative

Burn-Smith Co.

## KINSTON, N. C.

*"The World's Foremost  
Tobacco Center"*

Where 20,000 tobacco farmers auction their product and spend their money.

The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.



## W F T C

1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.

## W P T F

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 680 Kc. POWER: 5000 Watts.  
 OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary, N. C. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC The-saurus, Lang-Worth.

### Personnel

President.....J. R. Weatherspoon  
 General Manager.....Richard H. Mason  
 Sales Manager.....John H. Field, Jr.  
 Program Director.....Graham B. Poyner  
 Publicity Director.....B. W. Huffington  
 Technical Supervisor.....Henry Hulick

### Coverage

	Daytime	Evening
Population—Primary .....	1,337,350	802,410
Radio Homes— " .....	161,760	97,056
Population—Secondary ..	1,937,705	1,162,623
Radio Homes— " .....	86,873	51,123

Source: Field intensity measurements and mail response analysis.

### Representative

Free & Peters, Inc.

## WPTF

Raleigh, North Carolina



## A "MUST" IN THE SOUTH

Serving the South's greatest market between Washington, D. C. and Atlanta, WPTF includes a population of 745,000 within the 0.5 MV/M Contour line.

1938 Retail Sales of \$117,568,000 prove the richness of this great market within the half milivolt line—WPTF's home grounds.

WPTF 5000 WATTS RALEIGH, N. C.

## NBC Red and Blue

## W R A L

**RALEIGH—EST. 1939**

MUTUAL BROADCASTING SYSTEM  
SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 121 S. Salisbury St. STUDIO ADDRESS: 121 S. Salisbury St. TRANSMITTER LOCATION: Davie St. Extension. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music Publishers.

### Personnel

President-Director of Station . . . E. Johnston Neal  
Vice-President-Treasurer . . . . . A. J. Fletcher

### Coverage

Population—Primary . . . . .	200,000
Radio Homes— " . . . . .	50,000
Population—Secondary . . . . .	225,000
Radio Homes— " . . . . .	54,000

Source: Station survey.

## W E E D

"THE VOICE OF EASTERN CAROLINA"  
**ROCKY MOUNT—EST. 1933**

CAROLINA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 391. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

### Personnel

Owner-Manager . . . . . W. Avera Wynne  
Assistant Manager in  
Charge of Sales . . . . . B. W. Frank  
Program-Production Manager, Thomas Snowden  
Chief Engineer . . . . . I. G. Murphrey

## W S T P

"WE SERVE THE PIEDMONT"  
**SALISBURY—EST. 1939**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 watts.  
OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Associated Music Publishers.

### Personnel

Manager . . . . . John W. Shultz  
Chief Engineer . . . . . James R. Yost

### Representative

Sears & Ayer, Inc.

## W M F D

**WILMINGTON—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 100 watts. (C. P. 250 watts, d.; 100 watts, n.). OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:30 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President-General Manager . . . . . R. A. Dunlea  
Assistant Manager . . . . . Julia M. Johnston  
Advertising Manager . . . . . Arthur G. Montaigne

### Coverage

Population—Primary . . . . .	50,000
Radio Homes— " . . . . .	10,000
Population—Secondary . . . . .	65,000
Radio Homes— " . . . . .	13,000

Source: Station survey.


### Representative

Burn-Smith Co.

## W G T M

"WORLD'S GREATEST TOBACCO MARKET"  
**WILSON—EST. 1937**

FREQUENCY: 1310 Kc. POWER: 250 watts.  
OWNED BY: WGTM, Inc. OPERATED BY:



And They  
Call This  
Tobacco Road!

## W G T M

WILSON, N. C.

♦

250 Watts • Full Time

**NORTH CAROLINA — NORTH DAKOTA**

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 & Schwegler, Associated Recorded Program Service.

**Personnel**

President and General Manager.....H. W. Wilson  
 Vice-President.....George C. McDonald  
 Commercial Manager.....Allen Wanamaker  
 Program Director.....Billy Steadman  
 Chief Engineer.....Jack Hudson  
 Assistant Engineer.....Bill Malone

**Coverage**

	Daytime	Evening
Population—Primary .....	50,000	50,000
Radio Homes— " .....	8,000	8,000
Population—Secondary .....	150,000	50,000
Radio Homes— " .....	22,000	8,000

Source: U. S. Census; station survey.

**Representative**

Cox & Tanz

**W A I R**

"IN WINSTON-SALEM IT'S WAIR"

**WINSTON-SALEM—EST. 1937**

MUTUAL BROADCASTING SYSTEM  
 SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 250 Watts.

OWNED BY: C. G. Hill, George D. Walker, and S. H. Walker. OPERATED BY: C. G. Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset.

MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

General Manager.....George D. Walker  
 Commercial Manager.....C. G. Hill

**Coverage**

Radio Homes—Primary .....	111,610
Radio Homes—Secondary .....	275,270

Source: Mail response analysis.

**Representative**

Sears & Ayer

**W S J S**

**WINSTON-SALEM—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.

OWNED BY: Piedmont Pub. Co. OPERATED

BY: Piedmont Pub. Co. BUSINESS ADDRESS:

416-420 N. Marshall St. PHONE: 4141. TRANS-

MITTER LOCATION: Liberia St. TIME ON THE

AIR: 6:00 A.M. to midnight (daily); 8:30 A.M.

to midnight (Sunday). NEWSPAPER AFFILI-

ATIONS: Winston-Salem Journal, Twin City

Sentinel. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICES: Associated, Davis

& Schwegler, NAB Library, Lang-Worth.

**Personnel**

Station Manager.....N. L. O'Neil  
 Chief Announcer.....John Miller  
 Sales Manager.....Harold Essex  
 Musical Director.....Bob Van Camp

**Coverage**

	Daytime	Evening
Population—Primary .....	199,940	199,940
Radio Homes— " .....	33,470	33,470
Population—Secondary .....	194,220	194,220
Radio Homes— " .....	27,630	27,630

Source: Field intensity measurements.

**NORTH DAKOTA**

Population 706,000

Number of Families 156,000

Number of Radio Homes 119,600

Retail Sales \$165,228,800

Auto Registrations 175,361

**K F Y R**

"THE REGIONAL STATION WITH  
 CLEARED CHANNEL COVERAGE"

**BISMARCK—EST. 1925**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Meno-

ken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Associated Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

**Personnel**

President and General Manager...P. J. Meyer  
 Station and Commercial

Manager.....F. E. Fitzsimonds  
 Program and Musical Director...W. R. Griffin  
 Chief Engineer.....Ivar Nelson

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,600,453	1,600,453
Radio Homes— " . . . . .	305,563	305,563
Population—Secondary . . . . .	985,156	985,156
Radio Homes— " . . . . .	199,734	199,734

Source: Joint Committee.

**Representative**

John Blair & Co.

**K D L R**

"DEVILS LAKE RADIO VOICE"

**DEVILS LAKE—EST. 1925**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Davis & Schwegler.

**Personnel**

President and General Manager . . . Bert Wick  
 Program Director . . . . . Hildur Marie Wick  
 Chief Engineer . . . . . Richard Moritz

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	89,509	89,509
Radio Homes— " . . . . .	11,900	11,900

Source: Mail response survey.

**Representative**

Cox and Tanz, Inc.

**W D A Y**

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

**FARGO—EST. 1922**

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 5357. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager . E. C. Reineke  
 Commercial Manager . . . . . B. J. Lavin  
 Production Manager . . . . . David Henley  
 Chief Announcer and  
 Artists' Bureau Head . . . . . Ken Kennedy  
 Publicity Director . . . . . Bill Dean  
 Chief Engineer . . . . . Julius Hetland

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	806,833	760,678
Radio Homes— " . . . . .	149,510	140,000
Population—Secondary . . . . .	487,885	381,905
Radio Homes— " . . . . .	89,130	70,790

Source: Mail response analysis.

**Representative**

Free and Peters, Inc.

**K F J M**

**GRAND FORKS**

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Station Manager . . . . . Dalton Le Masurier  
 Sales Manager . . . . . E. O. Hanson

**Coverage**

Population—Primary . . . . .	274,000
Radio Homes— " . . . . .	60,200
Population—Secondary . . . . .	201,700
Radio Homes— " . . . . .	43,700

Source: Mail response analysis.

**K R M C**

"SO FAR AHEAD WE'RE LONESOME"

**JAMESTOWN—EST. 1937**

**NORTH CENTRAL BROADCASTING SYSTEM**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Roberts-MacNab Co. OPERATED BY: Roberts-MacNab Co. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President . . . . . R. B. MacNab  
 Station Manager . . . . . Lloyd R. Amon  
 Program Director . . . . . Verna Bekken

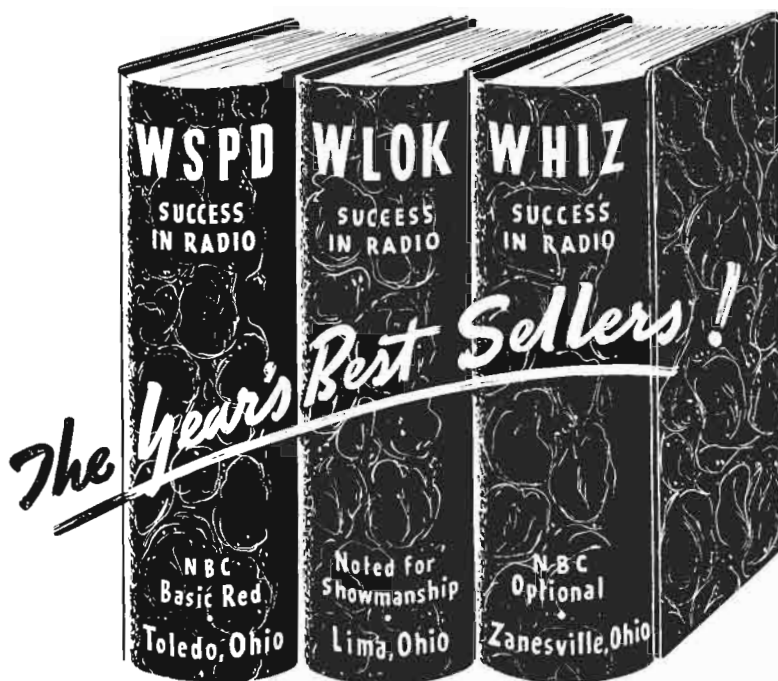
**Coverage**

Population—Primary . . . . .	150,000
Radio Homes— " . . . . .	22,191
Population—Secondary . . . . .	225,000
Radio Homes— " . . . . .	36,445

Source: Station survey.

**Representative**

Cox & Tanz



### THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company  
Toledo, Ohio



## K G C U

"VOICE OF THE WEST"  
MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts.  
OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg., Mandan; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 9:30 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association, Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President.....H. C. Schulte  
Secretary.....Charles Toman, Jr.  
Manager.....J. K. Kennelly  
Chief Engineer-Assistant  
Manager.....James Gilfoy  
Program Director.....Arne Anzjon

### Coverage

Population—Primary .....	107,583
Radio Homes— " .....	33,350
Population—Secondary .....	145,606
Radio Homes— " .....	18,940

Source: Station survey.

## K L P M

"VOICE OF MAGIC CITY"  
MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: John B. Cooley. OPERATED BY: Same. BUSINESS ADDRESS: Fair Block. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio

Press. TRANSCRIPTION SERVICES: World Broadcasting System.

### Personnel

President.....John B. Cooley  
Station Manager.....Richard J. Schmidt  
Commercial Manager.....E. H. Cooley  
Promotion Manager.....Leslie Maurin

### Coverage

Population—Primary .....	277,285
Radio Homes— " .....	26,896
Population—Secondary .....	189,197
Radio Homes— " .....	36,402

Source: Station survey.

### Representative

Transamerican Broadcasting & Television Corp.

## K O V C

"THE RADIO VOICE OF VALLEY CITY"  
VALLEY CITY—EST. 1936

DAKOTA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

### Personnel

General Manager.....Dalton LeMasurier  
Station and Commercial Manager,  
William L. Wallace  
Program Director.....Robert E. Ingstad  
Chief Engineer.....Bey Green

### Coverage

	Daytime	Evening
Population—Primary .....	229,476	81,265
Radio Homes— " .....	41,870	14,330
Population—Secondary .....	58,265	22,616
Radio Homes— " .....	12,930	6,376

Source: U. S. Census.

# OHIO

Population 6,733,000

Number of Families 1,777,000

Number of Radio Homes 1,641,500

Retail Sales \$2,152,635,100

Auto Registrations 1,940,000

## W A K R \*

AKRON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 1000 watts. OWNED BY: Summit Radio Corp. OPERATED BY: Summit Radio Corp. BUSINESS ADDRESS: Akron. STUDIO ADDRESS: Akron. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a construction permit at time of going to press.

## W A D C

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Stm-

mons. OPERATED BY: Same. BUSINESS ADDRESS: Box 830. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Talmadge, Ohio; Beacon Journal Bldg., Akron; Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Library.

**Personnel**

Station and Commercial Manager. Allen T. Simmons  
 Artists' Bureau Head ..... H. L. Hageman  
 Production Manager..... R. B. Wilson  
 Chief Engineer ..... John Aitkenhead

**Coverage**

	Daytime	Evening
Population—Primary ....	2,625,000	1,886,000
Radio Homes— " .....	590,644	424,277

Source: Field intensity measurements.

**Representative**

George P. Hollingsbery Co.

**W J W**

"WJW ADVERTISING DOESN'T COST;  
IT PAYS"

**AKRON—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: WJW, Inc. OPERATED BY: WJW,

Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS: 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... John F. Weimer  
 General Manager..... Edythe Fern Melrose

**Coverage**

Population—Primary .....	658,000
Radio Homes— " .....	168,000
Population—Secondary .....	1,485,000
Radio Homes— " .....	380,000

Source: Station survey.

**Representative**

Headley-Reed Co.

**W I C A**

"WELCOMING, INDUSTRY, COMMERCE,  
AND AGRICULTURE"

**ASHTABULA—EST. 1937**

FREQUENCY: 940 Kc. POWER: 500 watts.  
 OWNED BY: C. A. Rowley. OPERATED BY:  
 WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press.

**IN AKRON  
THEY'VE TURNED TO**



**Department Stores**

(Every Department Store in the City uses WJW!)

- The M. O'Neill Company
- The A. Polsky Company
- The C. H. Yeager Company
- The Akron Dry Goods Company
- Federman's Department Store
- The Hower Company

**Automobile Dealers**

More Automobile Dealers using WJW than any Akron Station.

- DODGE—Dodge Dealers Association (Programs)
- HUDSON—Lloyd Oliver Motor Co. (Programs)
- PONTIAC—Shaffer Sales and Service (Announcements)
- CHEVROLET—City Chevrolet (Programs—Announcements)
- PLYMOUTH—Conart Motor Company (Announcements)
- FORD—Ford Dealers (Programs), Market Motors (Programs)

We have the LISTENERS, TOO! A New York Agency wired us:—"Make survey this week during 6:00 P.M. Newscast. Wire us result. Contract pending." We engaged a well-known outfit to make this survey. Their report sent to agency showed:—

WJW .....	43.3%
Other Akron Station.....	38.3%
Cleveland Station .....	15.1%
Others .....	3.3%

We got the contract . . . for ADVERTISERS AND LISTENERS have turned to WJW in AKRON.

**EDYTHE FERN MELROSE**

General Manager

Representatives—Headley-Reed Company

TRANSCRIPTION SERVICE: Standard Radio. Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....C. A. Rowley  
 Manager.....R. B. Rowley  
 Commercial Manager.....R. C. Marvin  
 Program Director.....Walter W. Walgrath  
 Publicity Director.....T. F. Sigman  
 Chief Engineer.....George Gautney

**Coverage**

Population—Primary ..... 250,000  
 Radio Homes— " ..... 80,000  
 Population—Secondary ..... 1,000,000  
 Radio Homes— " ..... 200,000

Source: Field strength and mail response survey.

**Representative**

Interstate Advertising Agency

**W H B C**

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 550 S. Market Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles northwest of city. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Canton Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System. MAINTAINS ARTISTS BUREAU.

**Personnel**

General Manager.....Felix Hinkle  
 Commercial Manager.....Bill Kirkendale  
 Program Director.....Truesdale Mayers  
 Chief Engineer.....Kenneth Sliker

**Coverage**

	Daytime	Evening
Population—Primary	1,079,223	1,079,223
Radio Homes— " "	257,000	257,000

Source: U. S. Census; Joint Committee; Department of Commerce.

**W C K Y**

"POWERFUL AS ANY RADIO STATION IN THE UNITED STATES"

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1490 Kc. POWER: 50,000 watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: Gibson Hotel, Cincinnati. PHONE: Cherry 6565. STUDIO ADDRESS: Hotel Gibson. TRANSMITTER LOCATION: Near Crescent Springs, Ky. TIME ON THE AIR: (Daily) 5:45 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to

1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and General Manager...L. B. Wilson  
 Sales Director.....E. C. Krautters  
 Promotion Manager.....Bev Dean  
 Production Manager.....Mendel Jones  
 Sales Promotion Manager...George H. Moore  
 Traffic Manager.....O. J. Fuller  
 Merchandising Director.....Thomas Mitchell  
 Publicity Director-Continuity  
 Editor.....Elmer Dressman  
 Chief Engineer.....C. H. Topmiller  
 Assistant Chief Engineer...Arthur H. Gillette

**Coverage**

	Daytime	Evening
Population—Primary	2,212,275	2,212,275
Radio Homes— " "	557,920	557,920

Source: Field intensity measurements.

**Representative**

Free & Peters, Inc.

**W C P O**

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

**Personnel**

President.....Jack Howard  
 Vice President.....J. C. Hanrahan  
 General Manager.....M. C. Watters  
 Commercial Manager.....John P. Smith  
 Program Director.....Andre Carlon  
 Artists' Bureau Head.....Andre Carlon  
 Chief Announcer.....Paul Hodges  
 Publicity Director.....A. Stephan  
 Musical Director.....Jesse Walker  
 Chief Engineer.....Glen Davis

**Coverage**

	Daytime	Evening
Population—Primary	940,000	940,000
Radio Homes— " "	202,800	202,800
Population—Secondary	1,500,000	1,500,000
Radio Homes— " "	296,000	296,000

Source: Field intensity measurements; U. S. Census.

# WKRC

"FIRST ON YOUR DIAL"  
 "TIMES STAR STATION"  
**CINCINNATI—EST. 1923**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Cincinnati Times Star Co. OPERATED BY: Cincinnati Times Star Co. BUSINESS ADDRESS: Hotel Alms, Victory Parkway and Wm. H. Taft Rd. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M., daily; 8:00 A.M. to 2:00 A.M., Sundays; NEWSPAPER AFFILIATION: Cincinnati Times Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

### Personnel

General Manager.....Hulbert Taft, Jr.  
 Sales Manager.....H. E. Fast  
 Program Director.....Ruth Lyons  
 Publicity and Special Events  
 Director.....Margaret Maloney  
 Sales Promotion Director.....Harold Coulter  
 Chief Engineer.....John Tiffany

### Coverage

	Daytime	Evening
Population—Primary	1,127,600	990,300
Radio Homes—"	247,730	222,770
Population—Secondary	4,648,400	1,517,600

Radio Homes— " ..... 950,000 312,310  
 Source: Field intensity measurements and mail response analysis.

**Representative**  
 Weed & Co.

# WLW

"THE NATION'S STATION"  
**CINCINNATI—EST. 1922**

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 50,000 Watts. OWNED BY: The Crosley Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU.

### Personnel

President .....Powel Crosley, Jr.  
 Vice-President-General Manager  
 James D. Shouse  
 Sales Manager.....R. E. Dunville  
 Business Manager.....E. K. Bauer  
 Sales Service Manager.....Richard A. Garner  
 Promotion Manager.....William Oldham  
 Program Director—  
 Artists' Bureau Head.....George Biggar

Use **WKRC'S**

**CLEAR TOP-OF-THE-DIAL SIGNAL**

to Sell **CINCINNATI'S**

**RICH TOP-OF-THE-NATION MARKET**



# WKRC

5000 WATTS DAY  
 1000 WATTS NIGHT  
 550 KILOCYCLES

OWNED AND OPERATED BY THE CINCINNATI TIMES-STAR  
 CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM  
 NATIONAL REPRESENTATIVE. WEED & COMPANY, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



### IN CINCINNATI

survey showed WLW has 51.8% of the average weekly listening audience. In the other 24 cities WLW's percent of the average weekly audience is as follows:

Charleston, W. Va.	56.8%
Columbus, O.	59.6%
Dayton, O.	49.9%
Fort Wayne, Ind.	54.7%
Indianapolis, Ind.	53.8%
Kokomo, Ind.	55.5%
Lexington, Ky.	47.3%
Lima, O.	55.0%
Louisville, Ky.	11.5%
Muncie, Ind.	62.4%
Newark, O.	69.2%
Springfield, O.	65.9%
Anderson, Ind.	70.8%
Huntington, W. Va.	50.2%
Ironton O., and Ashland, Ky.	54.1%
Marion, Ind.	55.0%
Marion, O.	48.8%
Portsmouth, O.	47.6%
Zanesville, O.	45.2%
Terre Haute, Ind.	51.7%
Richmond, Ind.	75.4%
Bloomington, Ind.	51.1%
Mansfield, O.	54.2%
Lancaster, O.	56.4%

# 25 Cities TURN SPOTLIGHT ON WLW

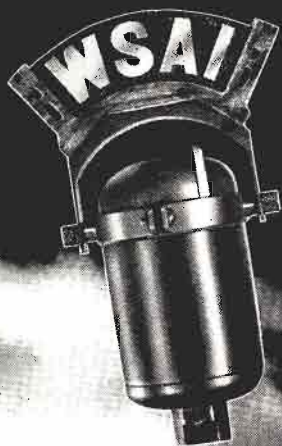


**S**SPOTLIGHTED by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory—small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

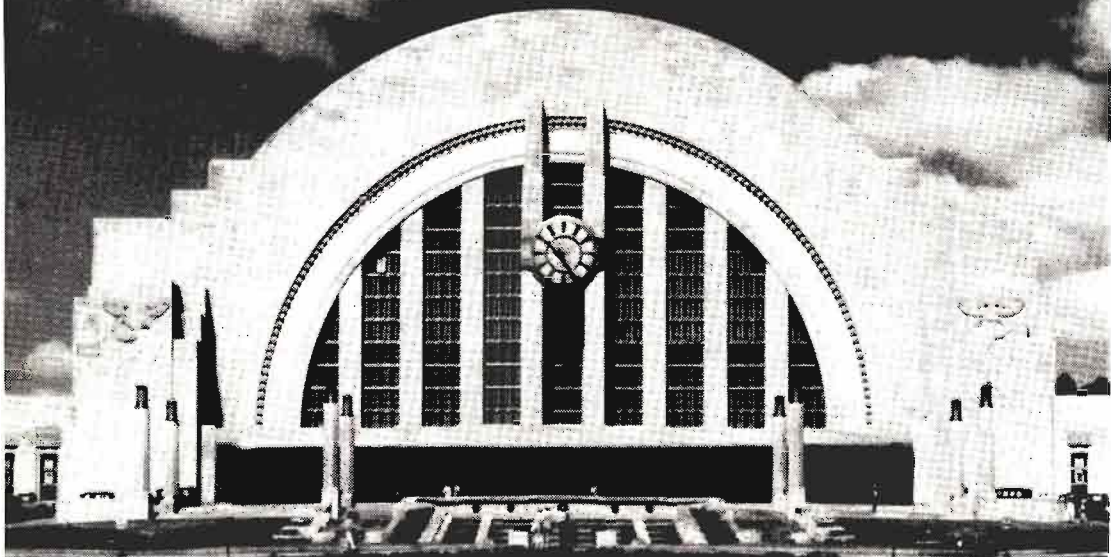
**WLW THE NATION'S  
most "Merchandise-Able"  
STATION**

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & TELEVISION CORPORATION—NEW YORK—CHICAGO



## 2 GATEWAYS TO CINCINNATI

TWO gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers . . . . .



**WSAI** . . . *Cincinnati's Own Station*

REPRESENTED BY INTERNATIONAL RADIO SALES • NEW YORK • CHICAGO • LOS ANGELES

Chief Announcer ..... Peter Grant  
 News Editor..... J. N. Bailey  
 Publicity Director..... Cecil Carmichael  
 Musical Directors..... William Stoess,  
 Josef Cherniavsky  
 Chief Engineer ..... R. J. Rockwell

**Coverage**

Data unavailable at time of going to press.

**Representative**

Transamerican Broadcasting and Television  
 Corp.

**W S A I**

"CINCINNATI'S OWN STATION"  
**CINCINNATI—EST. 1928**  
 NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 5000 Watts,  
 OWNED BY: Crosley Radio Corp. OPERATED  
 BY: Same. BUSINESS ADDRESS: 1329 Arling-  
 ton St. PHONE: Kirby 4800. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Near Mt.  
 Healthy, Ohio. TIME ON THE AIR: 6:00 A.M.  
 to 2:00 A.M. (daily); 8:00 A.M. to 2:00 A.M.  
 (Sunday). NEWS SERVICES: International News  
 Service, United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Asso-  
 ciated.

**Personnel**

President ..... Powel Crosley, Jr.  
 Vice-President..... James D. Shouse  
 General Manager..... Dewey H. Long  
 Sales Manager..... Arch Grinald  
 Artists' Bureau Head..... George Biggar  
 Chief Announcer ..... Peter Grant  
 News Editor..... J. N. Bailey  
 Program Director..... Clair Shadwell  
 Musical Directors..... William Stoess,  
 Josef Cherniavsky  
 Chief Engineer ..... R. J. Rockwell

**Coverage**

Station was in the process of changing both  
 site and number of broadcasting towers at  
 time of going to press and new estimates were  
 unavailable.

**Representative**

International Radio Sales

**W C L E**

**CLEVELAND—EST. 1927**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts.  
 OWNED BY: United Broadcasting Co. OPER-  
 ATED BY: United Broadcasting Co. BUSINESS  
 ADDRESS: 1311 Terminal Tower. PHONE:  
 Prospect 5800. STUDIO ADDRESS: 1311 Ter-  
 minal Tower; Higbee Bldg. TRANSMITTER LO-  
 CATION: Seven Hills. TIME ON THE AIR:  
 6:45 A.M. to local sunset. NEWSPAPER AF-  
 FILIATION: Cleveland Plain Dealer. NEWS  
 SERVICE: United Press. MAINTAINS ARTISTS'  
 BUREAU. TRANSCRIPTION SERVICE: Lang-  
 worth, Davis & Schwegler.

**Personnel**

President..... John S. McCarrens  
 Vice-President and Station  
 Manager..... H. K. Carpenter  
 Sales Manager..... K. K. Hackathorn  
 Program Director..... Russell Richmond  
 Merchandising and Advertising  
 Manager..... Robert Greenberg  
 Continuity Director..... Leslie Biehl  
 Production Manager..... Norman Drysdale  
 Chief Announcer..... Alan Jenkins  
 Publicity Director..... Milton Hill  
 Musical Supervisor..... Louis Rich  
 Musical Director..... Willard Pott  
 Chief Engineer..... E. L. Gove

**Coverage**

	Daytime
Population—Primary .....	2,290,135
Radio Homes— " .....	749,531
Source: U. S. Census; Joint Committee.	

**Representative**

Radio Advertising Corp.

**W G A R**

"CLEVELAND'S FRIENDLY STATION"  
**CLEVELAND—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: WGAR Broad-  
 casting Co. OPERATED BY: WGAR Broad-  
 casting Co. BUSINESS ADDRESS: Hotel Statler.  
 PHONE: Prospect 0200. STUDIO ADDRESS:  
 Hotel Statler. TRANSMITTER LOCATION: 1000  
 Harvard Ave., Cuyahoga Heights. TIME ON  
 THE AIR: 6:30 A.M. to 2:00 A.M. NEWS  
 SERVICE: International News Service. MAIN-  
 TAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: World Library, NAB Library, Davis  
 & Schwegler.

**Personnel**

President..... George A. Richards  
 Vice President-General Manager.. John F. Patt  
 Assistant Manager in Charge  
 of Sales..... Eugene Carr  
 Local Sales Manager..... Harry Camp  
 Editorial Director..... Ellis VanderPyl  
 Public Relations Director... Maurice Condon  
 Program Director..... Carl George  
 Production Manager..... David Baylor  
 Chief Announcer..... Wayne Mack  
 Artists' Bureau Head..... Worth Kramer  
 Musical Director..... Walberg Brown  
 Chief Engineer..... R. Morris Pierce

**Coverage**

	Daytime	Evening
Population—Primary .....	2,221,256	1,676,774
Radio Homes— " .....	539,988	409,103
Source: Field intensity measurements.		

**Representative**

Edward Petry & Co.

# WTAM

CLEVELAND

## HAS THE PROGRAMS

**10 Out of 16 Leaders in Radio Daily's  
Third Annual Poll of Writers—Critics**

*Entertainers*

**JACK BENNY**

*Programs*

**JELL-O PROGRAM**

*Female Vocalist—Popular*

**CONNIE BOSWELL**

*Male Vocalist—Popular*

**BING CROSBY**

*Sports Commentators*

**BILL STERN**

*Dance Bands*

**GUY LOMBARDO**

*Serials*

**ONE MAN'S FAMILY**

*Female Vocalist—Classical*

**MARGARET SPEAKS**

*Male Vocalist—Classical*

**NELSON EDDY**

*Favorite Comedian*

**JACK BENNY**

**8 Out of the First 10 Entertainers  
7 Out of the First 10 Programs**

*ENTERTAINERS*

- 1st • Jack Benny . . . . . WTAM
- 2nd • Edgar Bergen . . . . . WTAM
- 3rd • Fred Allen . . . . . WTAM
- 4th • Bing Crosby . . . . . WTAM
- 5th • Bob Hope . . . . . WTAM
- 6th • Kay Kyser . . . . . WTAM
- 7th • Fibber Mc Gee & Molly . . . . . WTAM
- 8th • Orson Welles . . . . .
- 9th • Alec Templeton . . . . . WTAM
- 10th • Kate Smith . . . . .

*PROGRAMS*

- 1st • Jell-O Program . . . . . WTAM
- 2nd • Chase & Sanborn Program . . . . . WTAM
- 3rd • Kraft Music Hall . . . . . WTAM
- 4th • Information Please . . . . .
- 5th • Fred Allen Show . . . . . WTAM
- 6th • Bob Hope Program . . . . . WTAM
- 7th • Lux Radio Theatre . . . . .
- 8th • Ford Sunday Evening Hour . . . . .
- 9th • Kay Kyser's College . . . . . WTAM
- 10th • Good News of 1940 . . . . . WTAM

*These results are just one more explanation why WTAM usually  
has as many listeners as all other Cleveland stations put together.*

VERNON H. PRIBBLE, MANAGER

RED NETWORK • CLEAR CHANNEL • 1070 KC • 50,000 WATTS  
THE NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE



## W H K

"CLEVELAND'S PIONEER STATION"

**CLEVELAND—EST. 1921**

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: United Broadcasting Co. OPERATED BY: United Broadcasting Co. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

President.....John S. McCarrens  
 Vice President and  
 Station Manager.....H. K. Carpenter  
 Sales Manager.....K. K. Hackathorn  
 Program Director.....Russell Richmond  
 Merchandising and Advertising  
 Manager.....Robert Greenberg  
 Continuity Director.....Leslie Biehl  
 Production Manager.....Norman Drysdale  
 Chief Announcer.....Alan Jenkins  
 Publicity Director.....Milton Hill  
 Musical Supervisor.....Louis Rich  
 Musical Director.....Willard Pott  
 Chief Engineer.....E. L. Gove

### Coverage

Radio Homes—Primary .....	Daytime 672,123
Source: Joint Committee.	

### Representative

Radio Advertising Corp.

## W T A M

**CLEVELAND—EST. 1923**

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....Lenox R. Lohr  
 Station Manager.....Vernon H. Pribble  
 Sales Manager.....Howard A. Barton  
 Publicity Director.....Bob Dailey  
 Program Director.....Hal Metzger  
 Musical Director.....Walter Logan  
 Chief Engineer.....S. E. Leonard

### Coverage

	Daytime	Evening
Population—Primary .....	5,344,000	4,628,000
Radio Homes— " .....	1,253,600	1,103,100
Population—Secondary .....	6,758,800	9,702,600
Radio Homes— " .....	1,527,200	2,217,200

Source: NBC Statistical Department; Joint Committee: U. S. Census.

### Representative

National Broadcasting Co., Inc.

## W B N S

**COLUMBUS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-7. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

### Personnel

President.....Robert H. Wolfe  
 Station Manager.....Richard A. Borel  
 Sales and Commercial Manager.....W. I. Orr  
 Program Director.....Jack Price  
 Chief Announcer.....Irwin A. Johnson  
 Publicity Director.....Jerome R. Reeves  
 Musical Director.....Lowell Riley  
 Chief Engineer.....Lester H. Natzger

### Coverage

	Daytime	Evening
Population—Primary .....	1,126,194	451,000
Radio Homes— " .....	255,440	113,000
Population—Secondary .....	2,297,200	713,000
Radio Homes— " .....	498,890	160,990

Source: Field intensity measurements.

### Representative

John Blair & Company

## W C O L

**COLUMBUS—EST. 1934**

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....K. B. Johnston  
 Station Manager.....Neal Smith  
 Production Manager.....Wallace Beavers  
 Sales Manager.....Jack Kelly  
 Program Director.....Ed Bronson  
 Chief Engineer.....Ernest Lowe

**Coverage**

	Daytime	Evening
Population—Primary	390,000	390,000
Radio Homes—	98,500	98,500

Source: U. S. Census.

**Representative**

Weed & Co.

**W H K C**

"THE VOICE OF OHIO"  
COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts.  
OWNED BY: United Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is owned by the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

**Personnel**

General Manager.....Carl M. Everson  
Assistant Manager.....B. A. Manning  
Sales Manager.....Harry H. Hoessly  
Production Manager.....Robert S. French

Chief Engineer.....J. E. Anderson

**Coverage**

	Daytime	Evening
Population—Primary	1,845,822	1,845,822
Radio Homes—	390,500	390,500

Source: U. S. Census.

**Representative**

Radio Advertising Corp.

**W O S U**

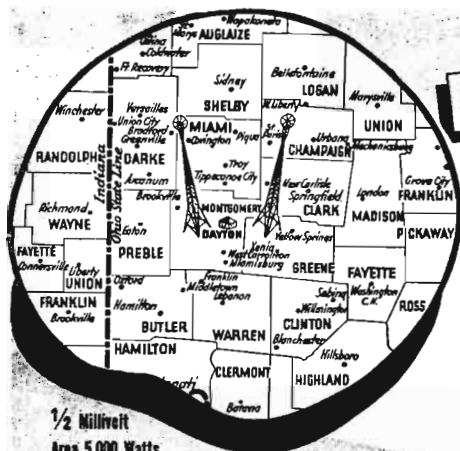
COLUMBUS—EST. 1922

MBS (Sustaining only)

FREQUENCY: 570 Kc. POWER: 1000 watts.  
OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Communications Laboratory. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: University Golf Course. TIME ON THE AIR: 40 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Acting President of Ohio State University.....William McPherson  
Station Director.....R. C. Higgy  
Production Supervisor.....C. W. Pettegren  
Program Supervisor.....W. F. Heimlich  
Technical Supervisor.....A. L. Hammerschmidt



**BRIGHT SPOT**  
*Any Year...Any Time*

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

**WHIO**

BASIC MEMBER CBS  
OWNED AND OPERATED BY  
THE DAYTON DAILY NEWS  
DAYTON, OHIO

# WHIO

"TEST STATION OF THE NATION"  
"ALWAYS A GOOD SHOW ON WHIO"  
**DAYTON—EST. 1935**

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager.....James Le Gate  
Commercial Manager.....D. A. Brown  
Production Manager.....Arch Robb  
Program Director.....Lester Spencer  
Chief Engineer.....Ernest L. Adams

## Coverage

	Daytime	Evening
Population—Primary	167,100	128,300
Radio Homes—"	141,170	113,430
Population—Secondary	1,165,800	549,700
Radio Homes—"	1,028,940	490,550

Source: CBS Listeners and Dealers Survey.

## Representative

George P. Hollingsbery Co.

# WING

**DAYTON—EST. 1922**

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Loew Theatre Bldg., 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Xenia Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Ronald B. Woodyard  
Sales Manager.....Jack Thornquest  
Production and Program Manager.....Walter Patterson  
Musical Director.....Charles Reeder  
Chief Engineer.....Paul Braden

## Coverage

	Daytime	Evening
Population—Primary	573,800	369,500
Radio Homes—"	146,260	92,170
Population—Secondary	412,346	219,345

Source: Station survey.

## Representative

International Radio Sales

# WLOK

**LIMA—EST. 1936**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Biye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 1316. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

Managing Director-Commercial  
Manager.....Don Ioset  
Program Director.....Howard Donahoe  
Chief Engineer.....Russell Shettler

## Coverage

Population—Primary	291,118
Radio Homes—"	76,877

Source: Signal strength and mail response survey.

# WMAN

**MANSFIELD—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts OWNED BY: Richland, Inc. OPERATED BY: Richland, Inc. BUSINESS ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. STUDIO ADDRESS: Ohio Theatre Bldg., 140 Park Ave., West. TRANSMITTER LOCATION: Longview and North Main St. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....George Satterlee  
Vice-President.....Clyde Kessel  
Secretary-Treasurer.....John Weimer  
Managing Director.....Marie W. Vandegrift  
Musical Director.....Earl Black  
Program Director.....Gwen Fields  
News Editor.....Chester Cook

# WPA Y

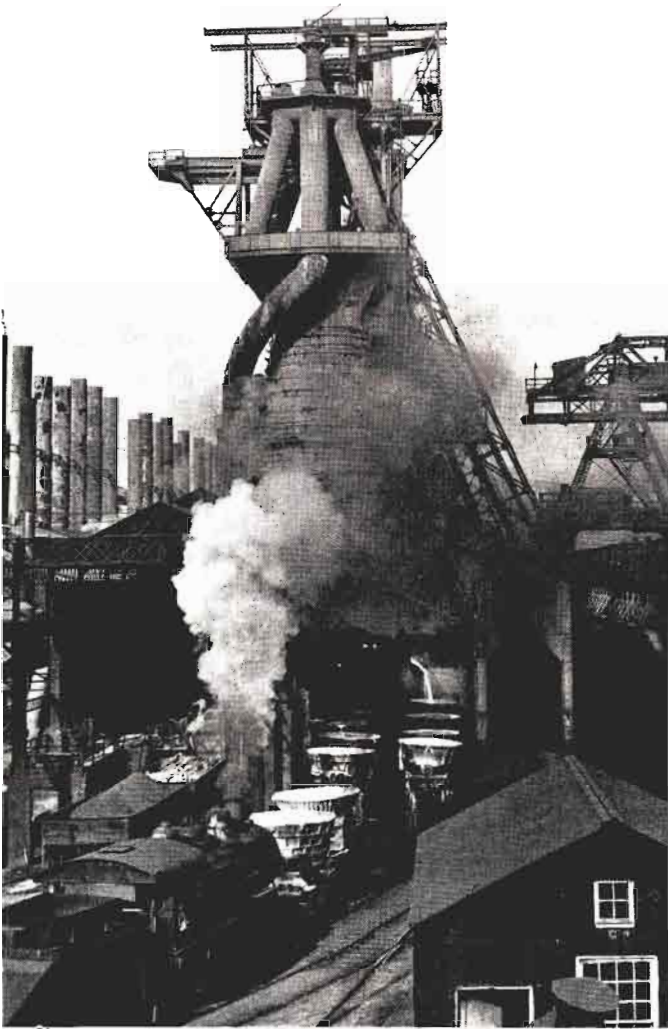
"THE VOICE OF SOUTHERN OHIO"  
**PORTSMOUTH—EST. 1935**

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillicothe St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: Portsmouth Repository (Brush-Moore, Inc.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....Chester B. Thompson  
General Manager.....Ralph H. Patt, Jr.  
Program Director.....Robert Horn  
Chief Engineer.....Maurice Myers

# Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

**W**  
**F**  
**M**  
**J**

The Station All  
Youngstown  
Listens To

**W F M J** • Youngstown, Ohio

National Representatives: Headley-Reed Co.  
Graybar Building, New York City

New York

• Chicago

• Detroit

• Atlanta

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

WSPD

"THE VOICE OF TOLEDO"  
TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: Commodore Perry Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R.F.D. No. 3, Perrysburg, Ohio. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

Personnel

President . . . . . George B. Storer  
Vice-President-Station Manager,  
J. Harold Ryan  
Commercial Manager . . . . . E. Y. Flanigan  
Program Director . . . . . Russell Gohring  
Publicity Director . . . . . Merrill N. Pheatt  
Chief Engineer . . . . . William Stringfellow

Coverage

	Daytime	Evening
Population—Primary . . . . .	1,203,574	900,000
Radio Homes— " . . . . .	302,590	225,000
Population—Secondary . . . . .	4,000,000	2,100,000
Radio Homes— " . . . . .	1,000,000	525,000

Source: Station survey.

Representative

The Katz Agency

WTOL

"TOLEDO'S FRIENDLY STATION"  
TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Community Broadcasting Co. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M., daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . Frazier Reams  
Executive Vice-President . . . . . Arch Shawd  
Program Director . . . . . Larry Payne  
Chief Engineer . . . . . Frank Ridgeway

Coverage

	Daytime	Evening
Population—Primary . . . . .	700,000	700,000
Radio Homes— " . . . . .	179,000	179,000
Population—Secondary . . . . .	1,250,000	1,250,000
Radio Homes— " . . . . .	336,000	336,000

Source: Mail Response analysis.

WFMJ

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: William F. Maag, Jr. OPERATED BY: Same. BUSINESS ADDRESS: 101 West Boardman St. STUDIO ADDRESS: 101 West Boardman St. TRANSMITTER LOCATION: 101 West Boardman St. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Manager . . . . . William F. Maag, Jr.  
Program Director . . . . . Edward J. Lord  
Advertising Manager . . . . . Leonard E. Nasman  
Chief Engineer . . . . . Frank Dieringer

Coverage

	Daytime	Evening
Population—Primary . . . . .	813,150	813,150
Radio Homes— " . . . . .	187,505	187,505

Source: Field strength measurements; U. S. Department of Commerce.

Representative

Headley-Reed Co.

WKBN

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.  
Station Director . . . . . J. L. Bowden  
National Sales Manager . . . . . C. Alden Baker  
Local Sales Manager . . . . . Walter Link  
Publicity and Musical Director . . . . . G. Davidson  
Production Manager . . . . . Wayne Johnson  
Chief Engineer . . . . . B. T. Wilkins

Coverage

Population—Primary . . . . .	542,000
Radio Homes— " . . . . .	101,500
Population—Secondary . . . . .	1,124,200
Radio Homes— " . . . . .	219,500

Source: Field strength survey.

# WHIZ

ZANESVILLE—EST. 1924  
 NATIONAL BROADCASTING CO.  
 FREQUENCY: 1210 Kc. POWER: 100 watts.  
 (C.P. 250 watts). OWNED BY: WALR Broad-  
 casting Corp. OPERATED BY: WALR Broad-  
 casting Corp. BUSINESS ADDRESS: 48-52  
 North Fifth St., Lind Arcade. PHONE: 5044.  
 STUDIO ADDRESS: 48-52 North Fifth St., Lind  
 Arcade. TRANSMITTER LOCATION: Newark  
 Road. TIME ON THE AIR: 7:00 A.M. to 12:00  
 midnight. NEWS SERVICE: International News  
 Service. MAINTAINS ARTISTS' BUREAU.

TRANSCRIPTION SERVICE: Standard Radio,  
 Davis & Schwegler.

## Personnel

Managing Director.....Stanton P. Kettler  
 Program Director and Assistant Manager,  
 Allen L. Haid  
 Chief Engineer.....Wm. Hunt

## Coverage

	Daytime	Evening
Population—Primary .....	150,000	65,000
Population—Secondary ..	230,000	100,000

Source: U. S. Census.

## Representative

John Blair & Co.

# OKLAHOMA

Population 2,548,000

Number of Families 619,000

Number of Radio Homes 454,300

Retail Sales \$478,272,300

Auto Registrations 553,062

# KADA

"GATEWAY TO OKLAHOMA'S VACATION  
 LAND"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK  
 FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: Dr. C. C. Morris. OPERATED BY:  
 Dr. C. C. Morris. BUSINESS ADDRESS: High-  
 way No. 48, north of Ada. PHONE: 1212.  
 STUDIO ADDRESS: Highway No. 48, north of  
 Ada. TRANSMITTER LOCATION: Same. TIME  
 ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS  
 SERVICE: Transradio Press.

## Personnel

Owner.....Dr. C. C. Morris  
 Station and Commercial  
 Manager.....John M. Whitney  
 Chief Announcer and  
 Publicity Director.....Russell Miller  
 Chief Engineer.....Leiland Seay

## Coverage

	Daytime	Evening
Population—Primary .....	225,000	150,000
Radio Homes— " .....	48,000	27,000

Source: U. S. Census.

## Representative

Arthur H. Hagg & Associates

# KVSO

"VOICE OF SOUTHERN OKLAHOMA"  
 ARDMORE—EST. 1935

FREQUENCY: 1210 Kc. POWER: 250 Watts,  
 d.; 100 Watts, n. OWNED BY: Ardmoreite  
 Pub. Co. OPERATED BY: Ardmoreite Pub.

Co. BUSINESS ADDRESS: 114-18 N. Washing-  
 ton. PHONE: 3030. STUDIO ADDRESS: Chick-  
 asaw and N. W. Blvd. TIME ON THE AIR:  
 7:00 A.M. to 11:00 P. M. NEWSPAPER AF-  
 FILIATION: Daily Ardmoreite. NEWS SER-  
 VICE: Associated Press (Non-Commercial).  
 TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

General Manager.....Albert Riesen  
 Station Manager.....James Griffith  
 Commercial Manager.....T. E. "Pat" Perrin  
 Chief Announcer.....Paul Duncan  
 Musical Director.....Dolly Dutton  
 Chief Engineer.....Paul Ross

## Coverage

	Daytime	Evening
Population—Primary .....	202,413	110,184
Radio Homes— " .....	31,668	18,243
Population—Secondary ..	221,559	135,721
Radio Homes— " .....	33,533	19,286

Source: U. S. Census; Joint Committee.

# KASA

ELK CITY—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 watts.  
 OWNED BY: E. M. Woody. OPERATED BY:  
 E. M. Woody. BUSINESS ADDRESS: Casa  
 Grande Hotel. PHONE: 730. STUDIO AD-  
 DRESS: Elk City. TRANSMITTER LOCATION:  
 Casa Grande Hotel. TIME ON THE AIR: 6:30  
 A.M. to 9:00 P.M. NEWS SERVICE: Trans-  
 radio Press.

## Personnel

President.....E. M. Woody  
 Station Manager.....F. E. Mayhew  
 Chief Engineer.....Geo. Patterson

## K C R C

"THE VOICE OF THE WHEAT BELT"  
ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK  
FREQUENCY: 1360 Kc. POWER: 250 Watts.  
OWNED BY: Enid Radiophone Co. OPERATED  
BY: Enid Radiophone Co. BUSINESS AD-  
DRESS: Willow & Kennedy Sts. PHONE: 447-8.  
STUDIO ADDRESS: Willow & Kennedy Sts.  
TRANSMITTER LOCATION: Willow & Kennedy  
Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.  
NEWSPAPER AFFILIATIONS: Enid Morning  
News, Enid Daily Eagle. NEWS SERVICE:  
Associated Press (Non-Commercial). TRAN-  
SCRIPTION SERVICE: World Broadcasting  
System.

### Personnel

President.....M. C. Garber  
Station Manager.....Milton B. Garber  
Advertising Manager.....James S. Stuart  
Artists' Bureau Head.....Keith Painton  
Sales Manager.....H. P. Hale  
Publicity Director.....Glen Williams  
Musical Director.....Mabel Waken  
Chief Engineer.....A. B. Clopton

### Coverage

Population—Primary .....	270,700
Radio Homes— " .....	44,700
Population—Secondary .....	761,700
Radio Homes— " .....	134,000

Source: Station survey.

### Representative

Burn-Smith Co.

## K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK  
FREQUENCY: 1500 Kc. POWER: 100 Watts.  
OWNED BY: Oklahoma Press Pub. Co. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
Barnes Bldg. PHONE: 302. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to  
12:00 midnight. NEWSPAPER AFFILIATION:  
Phoenix-Times Democrat, Muskogee Daily.  
NEWS SERVICE: Associated Press. TRAN-  
SCRIPTION SERVICE: World Broadcasting  
System.

### Personnel

Vice-President.....Tam Bixby, Jr.  
Commercial Manager.....Franklin Rough  
Chief Engineer.....Lester Harlow

### Coverage

Population—Primary .....	371,000
Radio Homes— " .....	53,000

Source: Mail response analysis.

### Representative

The Branham Co.

## W N A D

"THE VOICE OF SOONERLAND"  
NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.  
OWNED BY: University of Oklahoma. OPER-  
ATED BY: University of Oklahoma (extension  
division). BUSINESS ADDRESS: University of  
Oklahoma. PHONE: 900 — Stations, 123 and  
124. STUDIO ADDRESS: University of Okla-  
homa. TRANSMITTER LOCATION: University  
of Oklahoma. TIME ON THE AIR: Monday—  
3:00 to 3:30 P.M.; Tuesday and Thursday—  
2:00 to 3:00 P.M., 7:15 to 9:15 P.M.; Wednesday  
—2:00 to 3:00 P.M., 8:15 to 9:15 P.M. NEWS  
SERVICE Local Campus news through cour-  
tesy of the "Oklahoma Daily." Christian Sci-  
ence Monitor.

### Personnel

Station Director.....Homer Heck  
Director of Production.....H. H. Leake  
Chief Engineer.....Clyde Farrar

## K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: Plaza Court Broadcasting Co.  
OPERATED BY: Plaza Court Broadcasting Co.  
BUSINESS ADDRESS: Plaza Court. STUDIO  
ADDRESS: Same. TRANSMITTER LOCATION:  
Oklahoma City. TIME ON THE AIR: 17 hours  
daily. NEWS SERVICE: United Press. TRAN-  
SCRIPTION SERVICE: Lang-Worth, Associated,  
C. P. MacGregor.

### Personnel

Manager.....M. H. Bonnebrake  
Commercial Manager.....Sam D. Jones  
Production Manager.....Marvin Krause

### Coverage

	Daytime	Evening
Population—Primary .....	352,507	352,507
Radio Homes— " .....	72,511	

Source: Field strength survey.

## K O M A

OKLAHOMA CITY—EST. 1932  
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM  
OKLAHOMA METROPOLITAN LINE  
FREQUENCY: 1480 Kc. POWER: 5000  
Watts. OWNED BY: KOMA, Inc. OPERATED  
BY: Same. BUSINESS ADDRESS: Biltmore Hotel.  
PHONE: 2-3291-2,3. STUDIO ADDRESS: Biltmore  
Hotel. TRANSMITTER LOCATION: 7½ miles  
N. E. of Oklahoma City on Highway No. 66.  
TIME ON THE AIR: 6:00 A.M. to Midnight  
(daily); 8:00 A.M. to midnight (Sunday). NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: World Broadcasting System. MAIN-  
TAINS ARTISTS' BUREAU.

**Personnel**

President.....J. T. Griffin  
 Station Manager.....Neal Barrett  
 Commercial Manager.....Jack Howell  
 Director of Promotion.....Bill Anderson  
 Program Director.....Wilbur Lukenbill  
 Accountant.....Marie Green  
 Musical Director.....Paul Christenson  
 Chief Engineer.....M. W. Thomas

**Coverage**

Population—Primary ..... 1,407,200  
 Radio Homes— " ..... 254,730  
 Population—Secondary ..... 938,400  
 Radio Homes— " ..... 170,470

Source: CBS Research Department.

**Representative**

Free & Peters, Inc.

**K T O K**

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.

OWNED BY: Oklahoma Broadcasting Co., Inc.

OPERATED BY: Harold V. Hough. BUSINESS

ADDRESS: 1800 W. Main. PHONE: 3-8352-3.

STUDIO ADDRESS: Same. TRANSMITTER LO-

CATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Lang-Worth.

**Personnel**

President .....Harold V. Hough  
 Station Manager.....Kenyon M. Douglass  
 Commercial Manager .....Tom Johnson  
 Program Director.....Harold Shreve  
 Publicity Director.....Paul Buenning  
 Chief Engineer.....Bernard Tullius

**Coverage**

	Daytime	Evening
Population—Primary	561,010	561,010
Radio Homes— " "	114,200	114,200

Source: Joint Committee.

**Representative**

Burn-Smith Co.

**W K Y**

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts.

d.; 1000 Watts, n. OWNED BY: Oklahoma

Pub. Co. OPERATED BY: WKY Radiophone

Co. BUSINESS ADDRESS: Skirvin Tower.

PHONE: 3-4306—5-4406. STUDIO ADDRESS:

Skirvin Tower. TRANSMITTER LOCATION:

" the oil capital of the World "

**KVOO**

tulsa

KVOO has the pass-key to the southwest's great Oil Bowl, for within 75 miles of Tulsa lie 40% of Oklahoma's population and 44% of Oklahoma's actual retail sales. KVOO alone covers this area effectively, and, in addition, has primary coverage counties in Kansas, Missouri and Arkansas.



25,000 WATTS — BOTH N. B. C. NETWORKS — EDWARD PETRY, Inc., Rep.



Nine miles out on highway No. 66. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** The Daily Oklahoman, Oklahoma City Times. **NEWS SERVICE:** Associated Press (Non-Commercial). **TRANSCRIPTION SERVICES:** NBC Thesaurus, Standard Supplementary Library. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

President..... E. K. Gaylord  
 Secretary-Treasurer..... Edgar T. Bell  
 Station Manager..... Gayle V. Grubb  
 Commercial Manager..... R. E. Chapman  
 Special Events Director-Chief Announcer,  
 John C. Shafer  
 Musical Director..... Allan Clark  
 Chief Engineer..... Herman Lovell

**Coverage**

	Daytime	Evening
Population—Primary ....	1,624,799	942,547
Radio Homes— " .....	243,578	146,401
Population—Secondary ..	169,902	
Radio Homes— " .....	21,500	

Source: Field strength survey; mail response analysis; U. S. Census; Joint Committee.

**Representative**

The Katz Agency

**K H B G**

"SERVING EASTERN OKLAHOMA"  
**OKMULGEE—EST. 1937**

**FREQUENCY:** 1210 Kc. **POWER:** 250 watts. **OWNED BY:** Okmulgee Broadcasting Corp. **OPERATED BY:** Okmulgee Broadcasting Corp. **BUSINESS ADDRESS:** Parkinson Hotel. **PHONE:** 3646. **STUDIO ADDRESS:** Parkinson Hotel. **TRANSMITTER LOCATION:** 20th and S. Okmulgee Sts. **TIME ON THE AIR:** Unlimited license. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

President-Manager..... Pat Buford  
 Secretary-Treasurer and Commercial  
 Manager..... Lucille Buford  
 Chief Engineer..... A. F. Schultz

**Coverage**

Population—Primary .....	158,000
Radio Homes— " .....	33,200
Population—Secondary .....	409,500
Radio Homes— " .....	82,000

Source: Station survey.

**W B B Z**

"THE VOICE OF NORTHERN OKLAHOMA"  
**PONCA CITY—EST. 1928**

**FREQUENCY:** 1200 Kc. **POWER:** 250 watts. **OWNED BY:** Estate of C. L. Carrell. **OPERATED BY:** Adelaide Lillian Carrell, Executrix. **BUSINESS ADDRESS:** 615 West Grand Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Ponca City. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press.

**TRANSCRIPTION SERVICE:** Standard Radio. **MAINTAINS ARTISTS' BUREAU.**

**Personnel**

Managing Director..... A. L. Carrell  
 Commercial Manager..... Frank J. Lynch  
 Program Director..... Ted Compton  
 Promotion and Publicity Manager,  
 W. L. Stevens

**Coverage**

Population—Primary .....	420,000
Radio Homes— " .....	65,400

Source: Station survey.

**Representative**

Joseph Hershey McGillvra

**K G F F**

**SHAWNEE—EST. 1927**

**MUTUAL and OKLAHOMA NETWORK**  
**FREQUENCY:** 1420 Kc. **POWER:** 250 watts. **OWNED BY:** KGFF Broadcasting Co., Inc. **OPERATED BY:** KGFF Broadcasting Co., Inc. **BUSINESS ADDRESS:** Aldridge Hotel. **PHONE:** 4390. **STUDIO ADDRESS:** Aldridge Hotel. **TRANSMITTER LOCATION:** Shawnee Country Club. **TIME ON THE AIR:** 7:00 A.M. to midnight. **NEWSPAPER AFFILIATIONS:** Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. **NEWS SERVICE:** Associated Press.

**Personnel**

President..... Oscar Stauffer  
 Secretary-Treasurer and General Manager,  
 Joseph W. Lee  
 Commercial Manager..... Weldon Stamps  
 Chief Announcer..... Frank Jackson  
 Publicity Director..... Maxine Eddy  
 Chief Engineer..... John Molloy

**Coverage**

	Daytime	Evening
Population—Primary ....	437,563	179,931
Radio Homes— " .....	89,250	34,040

Source: Joint Committee; U. S. Census; field intensity measurements.

**Representative**

Arthur H. Hagg & Associates

**K O M E**

**TULSA—EST. 1938**

**MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK**  
**FREQUENCY:** 1310 Kc. **POWER:** 250 watts. **OWNED BY:** Oil Capital Sales Corp. **OPERATED BY:** Oil Capital Sales Corp. **BUSINESS ADDRESS:** Radio Bldg., 910 S. Boston. **PHONE:** 3-4121. **STUDIO ADDRESS:** Radio Bldg., Berryhill Bldg., Sapulpa. **PHONE:** 462. **TRANSMITTER LOCATION:** 3904 S. Newport, Tulsa. **TIME ON THE AIR:** 6:00 A.M. to 12:00 Midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Standard Radio.

# 5000 WATTS FULL TIME

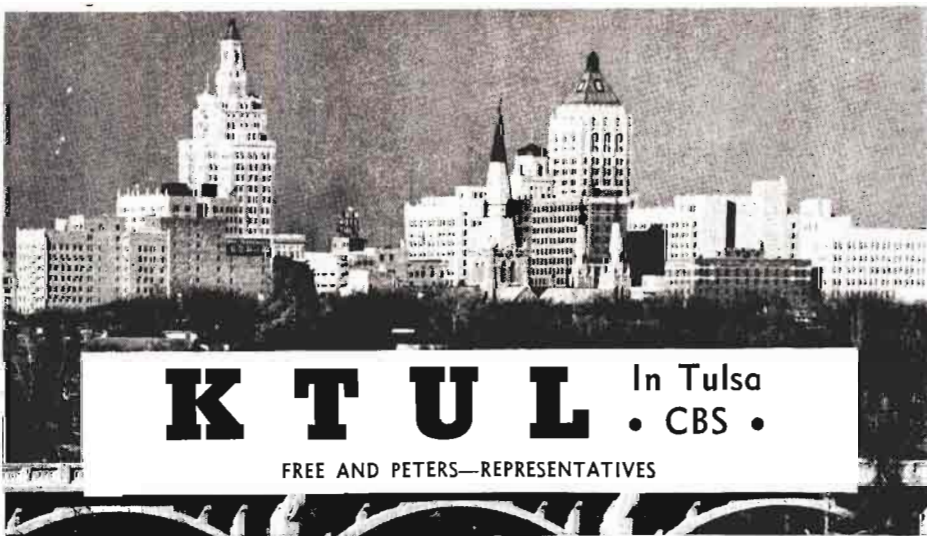
## BUSINESS IS UP IN THIS RICH MARKET!

. . . Home building in Tulsa doubled  
—best since 1929—leads Oklahoma and  
the southwest — \$500,000 expansion  
started at Textile Mills . . . Two new  
\$100,000 apartment buildings started  
. . . \$1,600,000 expansion completed,  
Mid-Continent Refinery starts another  
\$2,500,000 expansion.

YES, BUSINESS IS GOOD IN THE  
KTUL AREA!

Remember also

Within a 75 mile radius of KTUL lies  
28% of Oklahoma's area, 43% of  
Oklahoma's buying power plus 44%  
of Oklahoma's actual retail sales!



# KTUL

In Tulsa  
• CBS •

FREE AND PETERS—REPRESENTATIVES

**Personnel**

President ..... Harry Schwartz  
 General Manager..... Jack Neil  
 Commercial Manager..... Harold Grimes  
 Program Director..... R. H. Latting  
 Chief Engineer..... James F. Manship

**Representative**  
 Allied Representation Co.

**KTUL**

"YOUR FRIENDLY COLUMBIA STATION"  
 TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1400 Kc. POWER: 5000 watts.  
 OWNED BY: J. T. Griffin. OPERATED BY:  
 Tulsa Broadcasting Co., Inc. BUSINESS AD-  
 DRESS: National Bank of Tulsa Bldg. PHONE:  
 4-8188. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Route No. 8, Tulsa. TIME  
 ON THE AIR: 18 hours daily. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: C. P.  
 MacGregor.

**Personnel**

President..... J. T. Griffin  
 Vice President-General  
 Manager..... Wm. C. Gillespie  
 Commercial Manager..... Lawson Taylor  
 Program Director..... Vivian Sandler  
 Continuity Chief..... Ray Sollars  
 Promotion & Publicity  
 Director..... John Esau  
 Chief Engineer..... Nathan Wilcox

**Coverage\***

Population—Primary ..... 682,600†  
 Radio Homes— " ..... 138,424†  
 Population—Secondary ..... 1,321,374‡  
 Radio Homes— " ..... 284,760‡

\*No evening figures available; station has  
 been granted power increase.

†Within .5 Millivolt area.

‡Regular listening area.

Source: Field intensity measurements; De-  
 partment of Commerce; mail response analysis.

**Representative**  
 Free & Peters, Inc.

**KVOO**

"THE MOST POWERFUL STATION BE-  
 TWEEN ST. LOUIS, DALLAS AND DENVER"  
 TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY  
 FREQUENCY: 1140 Kc. POWER: 25,000  
 Watts. OWNED BY: Southwestern Sales Corp.  
 OPERATED BY: Southwestern Sales Corp.  
 BUSINESS ADDRESS: Phillower Bldg. PHONE:  
 2-2254. STUDIO ADDRESS: Phillower Bldg.  
 TRANSMITTER LOCATION: 11 miles east of  
 Tulsa, Highway 66. TIME ON THE AIR: Un-  
 limited Schedule. NEWS SERVICES: Interna-  
 tional News Service, United Press. TRAN-  
 SCRPTION SERVICES: World Broadcasting  
 System, Lang-Worth. MAINTAINS ARTISTS'  
 BUREAU.

**Personnel**

President ..... P. Q. Proctor  
 Vice President-General  
 Manager..... William B. Way  
 Commercial Manager..... Willard Egolf  
 Program Director..... Norvell Slater  
 Continuity Editor..... James Randolph  
 News Editor ..... Ken Miller  
 Publicity Director..... Allan Page  
 Chief Announcer..... Eddie Coontz  
 Artists' Bureau Manager..... Herald Goodman  
 Chief Engineer..... L. W. Stinson

**Coverage**

Population—Primary ..... 2,184,058  
 Radio Homes— " ..... 418,890  
 Population—Secondary ..... 2,191,598  
 Radio Homes— " ..... 437,780

Source: Joint Committee.

**Representative**

Edward Pety & Company  
 (See Page 488)

**OREGON**

Population 1,027,000

Number of Families 299,000

Number of Radio Homes 285,400

Retail Sales \$369,436,100

Auto Registrations 367,432

**KAST**

"THE VOICE OF COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Astoria Broadcasting Co. OPER-  
 ATED BY: Astoria Broadcasting Co. BUSINESS  
 ADDRESS: 1006 Taylor Ave. PHONE: 95. STU-  
 DIO ADDRESS: 1006 Taylor Ave. TRANSMIT-

TER LOCATION: 1006 Taylor Ave. TIME ON  
 THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER  
 AFFILIATION: Astorian-Budget. TRANSCRIP-  
 TION SERVICE: Standard Radio, Lang-Worth.

**Personnel**

President..... M. R. Chessman  
 Station Manager..... James C. Wallace  
 Commercial Manager..... Frank E. Marrion  
 Musical Director..... Sylvia Chandler  
 Chief Engineer..... Lawrence King

**Coverage**

Population—Primary ..... 60,000  
 Radio Homes— " ..... 15,000  
 Source: Station survey.

**Representatives**

Cox & Tanz and Walter Biddick

**KBKR**

**BAKER—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker Loan & Trust Co. Bldg. STUDIO ADDRESS: Baker Loan & Trust Co. Bldg. TRANSMITTER LOCATION: East "H" St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 9:00 A.M. to 9:00 P.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner ..... Louis P. Thornton  
 Resident Manager ..... Ellwood W. Lippincott  
 Sales Manager ..... Fred H. Pelger  
 Program Director ..... Herbert H. Haley  
 Chief Engineer ..... Robert B. Sutton

**KBND**

**"THE VOICE OF CENTRAL OREGON"  
 BEND—EST. 1938**

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: 1121 Wail St. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager ..... Frank H. Loggan  
 Commercial Manager ..... Chet Wheeler  
 Chief Technician ..... Gene Lovejoy

**Coverage**

	Daytime	Evening
Population—Primary .....	20,000	20,000
Radio Homes— " .....	4,300	4,300
Population—Secondary .....	15,000	15,000
Radio Homes— " .....	3,000	3,000

Source: U. S. Census; Joint Committee.

**KOAC**

**CORVALLIS—EST. 1922**

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

**Personnel**

Director ..... Luke L. Roberts  
 Chief Engineer ..... Grant S. Feikert

**KORE**

**"VOICE OF THE WILLAMETTE VALLEY"  
 EUGENE—EST. 1927**

MBS—DON LEE BROADCASTING SYSTEM  
 FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: Route 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner ..... Frank L. Hill  
 Station Manager ..... Glenn McCormick  
 Chief Engineer ..... Harold Gander

**Coverage**

Population—Primary .....	95,748
Radio Homes— " .....	20,100
Population—Secondary .....	39,220
Radio Homes— " .....	6,239

Source: Station survey.

**Representative**

John Blair & Co.

**KUIN**

**GRANTS PASS—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Southern Oregon Broadcasting Co. OPERATED BY: Southern Oregon Broadcasting Co. BUSINESS ADDRESS: P. O. Box 43. STUDIO ADDRESS: Grants Pass. TRANSMITTER LOCATION: Redwood Highway. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Grants Pass Courier. TRANSCRIPTION SERVICES: World Program Service, C. P. MacGregor.

**Personnel**

Manager ..... John G. Bauriedel

**Representative**

John Blair & Co.

**KFJI**

**KLAMATH FALLS—EST. 1928**

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

President ..... J. A. Kincaid  
 Station & Commercial Manager ..... Geo. Kincaid  
 Chief Engineer ..... Joe Carroll

**Representative**

Cox & Tanz

# K L B M

"THE VOICE OF EASTERN OREGON"  
LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay.  
BUSINESS ADDRESS: Sacajawea Inn. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager.....H. M. Finlay

## Representative

Cox & Tanz

# K O O S

"THE VOICE OF SOUTHWESTERN OREGON"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM  
FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATION: Coos Bay Times. NEWS SERVICE: United Press.

## Personnel

President.....Sheldon F. Sackett  
General Manager.....Ben E. Stone  
Commercial Manager.....A. Thomas Morris  
Program Director.....Roger Spaug  
Chief Engineer.....Paul Spargo

## Coverage

Population—Primary ..... 49,200  
Radio Homes— " ..... 12,700  
Population—Secondary ..... 114,000  
Radio Homes— " ..... 30,900

Source: Station survey.

## Representative

Walter Biddick (Pacific Coast)

# K M E D

MEDFORD—EST. 1926  
NATIONAL BROADCASTING CO.  
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 250 watts, n. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

Commercial Manager.....L. P. Bishop

Sales Manager.....A. A. Adler  
Program Director.....Gladys La Marr  
Chief Engineer.....D. H. Rees

# K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sylvan Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, World Broadcasting System, and Associated Recorded Program Service.

## Personnel

President.....C. Roy Hunt  
Vice-President.....S. R. Winch  
Secretary-Treasurer.....C. W. Myers  
Station Manager.....Ted Kooreman  
Sales Manager.....Charles Couche  
Program Director.....H. M. Swartwood, Jr.  
Production Manager.....Ted W. Cooke  
Publicity Director.....Lester Halpin  
Chief Engineer.....Louis Bookwaller

## 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.

# K B P S

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 1:00—3:00 to 5:00 P.M. (each school day).

## Personnel

Station Manager.....William Allingham  
Agent.....R. T. Stephens  
Program Director.....Hazel Kenyon  
Chief Engineer.....Fred Miller

## Coverage

Population—Primary ..... 350,000  
Source: U. S. Census.

**K E X**

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 1180 Kc. POWER: 5000  
 Watts. OWNED BY: Oregonian Pub. Co. (Les-  
 see). OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th and Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 6:30 A.M. to 12:00  
 midnight; (Sunday) 7:30 A.M. to 12:00 mid-  
 night. NEWSPAPER AFFILIATIONS: The Ore-  
 gonian. NEWS SERVICES: Transradio Press,  
 International News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

**Personnel**

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Continuity Director.....Barney Miller  
 Chief Engineer.....Harold Singleton

**Coverage**

	Daytime	Evening
Population—Primary .....	799,383	815,200
Radio Homes— " .....	195,210	199,743
Population—Secondary ..	297,952	562,325
Radio Homes— " .....	72,260	137,320

Source: Joint Committee; NBC Circulation figures.

**Representative**

Edward Petry & Co., Inc.

**K G W**

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE  
 FREQUENCY: 620 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Oregonian  
 Pub. Co. OPERATED BY: Oregonian Pub. Co.  
 BUSINESS ADDRESS: The Oregonian Bldg.,  
 6th & Alder Sts. PHONE: Atwater 2121.  
 STUDIO ADDRESS: 801 Oregonian Bldg.  
 TRANSMITTER LOCATION: North Portland.  
 TIME ON THE AIR: (daily) 7:00 A.M. to mid-  
 night; (Sunday) 8:00 A.M. to 12:00 midnight.  
 NEWSPAPER AFFILIATION: The Oregonian.  
 NEWS SERVICES: Transradio Press, Interna-  
 tional News Service. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus.

**Personnel**

Station Manager.....W. Carey Jennings  
 Sales Manager.....Paul H. Connet  
 Traffic Manager.....Ralph Greer  
 Program Director.....H. Q. Cox  
 Continuity Director.....Barney Miller  
 Chief Engineer.....Harold Singleton

**Coverage**

	Daytime	Evening
Population—Primary .....	922,565	724,569
Radio Homes— " .....	225,290	176,940
Population—Secondary ..	269,248	356,717
Radio Homes— " .....	65,750	87,110

Source: Joint Committee; NBC Circulation figures.

**Representative**

Edward Petry & Co., Inc.

EVERYBODY IN RADIO

READS

RADIO DAILY

REGULARLY

**K O I N**

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 watts. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Lang-Worth Public Domain.

**Personnel**

President.....C. W. Myers  
 Station Manager.....C. Roy Hunt  
 Sales and Promotion Manager...C. E. Couche  
 Artists' Bureau Head.....Johnnie Walker  
 Director of Public Relations.....Art Kirkham  
 Director of Public Affairs.....Stanly Church  
 Director of Commercial Relations,

Harry Buckendahl

Musical Director.....Joseph Sampietro  
 Technical Director.....Louis Bookwalter

**Coverage**

Population—Primary.....828,600  
 Radio Homes—“.....234,100  
 Population—Secondary.....1,656,000  
 Radio Homes—“.....454,000

Source: Station survey.

**Representative**

Free & Peters, Inc.  
 World Broadcasting System

**K W J J**

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393.4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park, Portland, Ore. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: United Press.

**Personnel**

President.....Wilbur J. Jerman  
 Secretary-Treasurer & General  
 Manager.....John C. Egan  
 Commercial Manager.....L. D. Henderson  
 Chief Engineer.....W. J. Jerman

**Representative**

Cox & Tanz

**K X L**

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg.

PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Lang-Worth, Standard Radio.

**Personnel**

President and General

Manager.....T. W. Symons, Jr.  
 Chief Engineer.....Ralph Mifflin

**Coverage**

Population—Primary.....438,500  
 Radio Homes—“.....123,900  
 Source: Station estimate.

**Representative**

Furgason & Walker, Inc.

**K R N R**

“VOICE OF UMPQUA VALLEY”  
 ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial).

**Personnel**

General Manager.....M. H. Pengra

**Representative**

John Blair & Co.

**K S L M**

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 633 N. Front St. PHONE: 6131. STUDIO ADDRESS: 633 N. Front St. TRANSMITTER LOCATION: 633 N. Front St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President-General Manager.....H. B. Read  
 Station Manager.....Earl Hoadrick  
 Artists' Bureau Head.....Dwight Hoxie  
 Chief Announcer.....Goodwin Lein  
 Publicity Director.....Clarice Kolbe  
 Musical Director.....Herbert Johnston  
 Chief Engineer.....Les Vaught

*The Pennsylvania*

**TRI-POLITAN**

**Market**

*WORK, York*  
*WKBO, Harrisburg*  
*WGAL, Lancaster*

This triple-metropolitan market with broadcasting stations located at three points of the triangle is one of America's greatest buying centers covering more than a half-million population. The area has an annual industry payroll exceeding \$100,000,000; more than \$150,000,000 retail sales yearly and is located in the nation's richest farming area.

**Now Available At One  
Cost On NBC Red or Blue  
Networks or "Spot Radio"**

Address "Spot Radio" Time Clearance Requests:—

**TRI-POLITAN RADIO MARKET**

8 West King Street

Lancaster, Penna.

Represented Nationally:—

**PAUL H. RAYMER CO.**

New York • Chicago • Detroit • San Francisco • Los Angeles



# PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000

Number of Radio Homes 2,206,400

Retail Sales \$2,740,001,000

Auto Registrations 2,067,321

## W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)

QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: Lehigh Valley Broadcasting Co. OPERATED BY: Lehigh Valley Broadcasting Co. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

### Personnel

General Manager.....B. Bryan Musselman  
Chief Engineer.....Wm. A. McCutcheon

### Coverage

Population—Primary ..... 363,000  
Radio Homes— " ..... 82,500  
Population—Secondary ..... 5,000,000  
Radio Homes— " ..... 1,100,000

Source: Mail response analysis.

### Representative

Ferguson & Walker, Inc.

## W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Managing Director.....Roy Thompson  
Chief Engineer .....James E. Moffat

Note: Commercial department is directed by the Managing Director.

### Coverage

	Daytime	Evening
Population—Primary	108,300*	108,300*
Radio Homes— " "	106,870	106,870
Population—Secondary	450,000	450,000

\* Families.

Source: Station survey; Chamber of Commerce.

### Representative

Cox & Tanz

## W E S T

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM  
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus, Lang-Worth.

### Personnel

Station & Commercial

Manager .....Elwood C. Anderson  
Program Manager.....Wilbert Markle  
Publicity Director.....Pauline Davis

### Coverage

	Daytime	Evening
Population—Primary	644,620	472,263
Radio Homes— " "	144,543	106,377

Source: U.S. Census; Joint Committee; Field intensity measurements and mail response analysis.

### Representative

Paul H. Raymer Co.

## W L E U

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Commerce Bldg., 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE

AIR: (Daily) 7:00 a.m. to 12:00 midnight; (Sunday) 10:15 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager.....V. Hamilton Weir  
 Chief Announcer.....James O'Shea  
 Program Director.....James Hamilton  
 Musical Director.....Anthony Conti  
 Chief Engineer.....Harold Roess

**Coverage**

	Daytime	Evening
Population—Primary	400,000	250,000
Radio Homes—	100,000	62,500

Source: Station survey.

**(CALL LETTERS UNASSIGNED)\*  
 ERIE—EST. 1940**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Presque Isle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Erie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Erie. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**WIBG**

**"PHILADELPHIA'S SUBURBAN STATION"  
 GLENSIDE—EST. 1925**

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100 & Majestic 2675. STUDIO ADDRESS: Same. SALES OFFICE: 428 Perry Bldg., Philadelphia, Pa. PHONE: Rittenhouse 9182. TRANSMITTER LOCATION: Chenttenham Township, Montgomery County, Pa. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press.

**Personnel**

President.....Paul F. Harron  
 Vice-President-Manager.....Edward D. Clery  
 Secretary-Treasurer.....Katharine A. Harron  
 Program Director.....Douglas Arthur  
 Publicity Director.....Rupe Werling  
 Chief Engineer.....John H. Henninger

**Coverage**

Population—Primary	3,000,000
Radio Homes—	691,000
Population—Secondary	4,000,000
Radio Homes—	1,000,000

Source: Station survey.

**WHJB**

**GREENSBURG—EST. 1933**

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

**Personnel**

President.....H. J. Brennan  
 Commercial Manager.....R. M. Thompson  
 Chief Announcer.....Howard Lewis  
 Station Manager.....Roy H. Verret  
 Chief Engineer.....Walter McCoy

**Coverage**

Population—Primary	4,494,652
Radio Homes—	992,110

Source: U. S. Census; Joint Committee.

**Representative**

William G. Rambeau Co.

**WSAJ**

**"THE EDUCATIONAL VOICE OF  
 WESTERN PENNSYLVANIA"  
 GROVE CITY—EST. 1922**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

*- in Erie it's*  
**WLEU**  
 NBC BLUE



Convinces, persuades and sells in the rich industrial and agricultural area of Northwestern Pennsylvania Eastern Ohio Western New York

*For complete data write*  
**V. HAMILTON-WEIR**  
 P. O. Box 95 Erie, Pa.

**PENNSYLVANIA**

Hall of Science. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 4:30 p.m. to 5:30 p.m., Sundays; 7:15 p.m. to 8:45 p.m., Tuesdays and Thursdays.

**Personnel**

Acting Director-Chief Engineer... H. W. Harmon  
Program Director.....Rea G. Walters

**Coverage\***

Population—Primary ..... 25,000  
Population—Secondary ..... 200,000

\* Primary area consists of 10-mile area around Grove City; secondary area, 25-mile radius.

Source: Station survey.

**W H P**

**HARRISBURG—EST. 1924**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: Paxtang, Pa. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

**Personnel**

Station Manager..... A. K. Redmond  
Production Director..... E. K. Smith  
Sales Director..... C. L. Bailey  
Chief Engineer..... R. S. Duncan

**W K B O**

**HARRISBURG—EST. 1927**

NBC—MBS—MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Corp. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager..... C. G. Moss  
Commercial Manager..... Geo. C. Smith

**Coverage**

	Daytime	Evening
Population—Primary .....	726,871	311,977
Radio Homes— " .....	145,633	66,261

Source: U. S. Census; Joint Committee; field intensity measurements and mail response analysis.

**Representative**

Paul H. Raymer Co.

**W A Z L**

"VOICE OF THE ANTHRACITE  
COAL REGION"

**HAZLETON—EST. 1932**

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Hazleton Broadcasting Service. Inc. OPERATED BY: Hazleton Broadcasting Service, Inc. BUSINESS ADDRESS: Hazleton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: Hazleton National Bank Bldg. TRANSMITTER LOCATION: Hazleton National Bank Bldg. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

**Personnel**

Station & Commercial Mgr..... V. C. Diehm  
Program Manager..... Thomas Tito  
Publicity Director..... Kathryn Kohler

**Coverage**

	Daytime	Evening
Population—Primary .....	567,890	373,639
Radio Homes— " .....	116,813	71,015

Source: U. S. Census; Joint Committee; Field

**WJAC**

JOHNSTOWN, PENNA.

★

providing the only full  
coverage of the large  
Johnstown trading area

★

**NOW**

**NBC RED**

---

---

***MORE PEOPLE***  
***Live in KYW's***  
***primary area than in***

**LOS ANGELES**

**ST. LOUIS**

**ROCHESTER**

**FT. WORTH**

***COMBINED***



WESTINGHOUSE

**KYW**

“the RED network station in the Nation’s  
THIRD Market—PHILADELPHIA”

**NATIONAL BROADCASTING COMPANY**

• • • **PENNSYLVANIA** • • •

intensity measurements and mail response analysis.

**Representative**

Paul H. Raymer Company

**W J A C**

**JOHNSTOWN—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 24-361. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

**Personnel**

President.....Walter W. Krebs  
 Treasurer.....L. W. Barnes  
 Secretary-Station Manager.....J. C. Tully  
 Chief Engineer.....Nevin Straub

**Coverage**

Population—Primary ..... 211,000  
 Radio Homes— " ..... 40,800  
 Population—Secondary ..... 258,400  
 Radio Homes— " ..... 51,400

Source: Field intensity measurements.

(See Page 499)

**W G A L**

**LANCASTER—EST. 1922**

NATIONAL BROADCASTING CO.  
 MUTUAL BROADCASTING SYSTEM  
 MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Davis & Schwegler, Lang-Worth.

**Personnel**

Station and Commercial  
 Manager.....Walter Miller  
 Program Manager.....Ernest Stanzola  
 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

**W K S T**

"VOICE OF WESTERN PENNSYLVANIA"

**NEW CASTLE—EST. 1938**

QUAKER STATE NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 watts. OWNED BY: WKST, Inc. OPERATED BY: WKST, Inc.. BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 a.m. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President & General  
 Manager.....S. W. Townsend  
 Vice-President & Commercial  
 Manager.....H. S. Kirk  
 Treasurer.....S. W. Townsend  
 Secretary & Station  
 Manager.....A. W. Graham  
 Continuity Director.....J. Leonard Taylor  
 Chief Announcer.....Carl Bates

**Coverage**

Population—Primary ..... 922,791  
 Population—Secondary ..... 3,391,018

Source: U. S. Census; field intensity measurements.

**Representative**

Burn-Smith Co.

**K Y W**

**PHILADELPHIA—EST. 1921**

NATIONAL BROADCASTING CO. (RED)  
 FREQUENCY: 1020 Kc. POWER: 10,000  
 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1819 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same.

*In Philadelphia*

**7 OUT OF 10\*** HOMES  
REGULARLY LISTEN TO WCAU

... **33.9%\*** MORE  
THAN THE NEXT BEST STATION



WHEN YOU THINK OF PHILADELPHIA

THINK OF **WCAU**

PHILADELPHIA'S ONLY 50,000 WATT STATION

\*Based on a survey published in — "Make Hay  
While The Sun Rises". Copy sent on request.

**P E N N S Y L V A N I A**

**TRANSMITTER LOCATION:** RFD No. 4, Norristown. **TIME ON THE AIR:** 5:59 a.m. to 1:00 a.m. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

**Personnel**

President.....George H. Bucher  
 Station Manager.....Leslie Joy  
 Program Manager.....James P. Begley  
 Sales Prom.-Advertising Manager  
   L. B. Beeuwkes  
 Sales Manager.....Griffith B. Thompson  
 Publicity Director.....J. A. Aull  
 Plant Manager.....E. H. Gager  
 Auditor-Personnel  
   Manager.....J. F. M. Proulx

**Coverage**

	Daytime	Evening
Population—Primary	4,354,600	4,196,300
Radio Homes—"	978,300	950,000
Population—Secondary	2,060,300	4,220,200
Radio Homes—"	126,200	221,200

Source: NBC Statistical Department.

**Representative**

National Broadcasting Co.

**W C A U**

**PHILADELPHIA—EST. 1921**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY:** 1170 Kc. **POWER:** 50,000 watts. **OWNED BY:** WCAU Broadcasting Co. **OPERATED BY:** WCAU Broadcasting Co. **BUSINESS ADDRESS:** 1622 Chestnut St. **PHONE:** Locust 7700. **STUDIO ADDRESS:** WCAU Bldg. **TRANSMITTER LOCATION:** Newtown Square. **TIME ON THE AIR:** 5:55 a.m. to 2:05 a.m.; Sunday, 9:30 a.m. to 2:05 a.m. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

**Personnel**

President and Station  
 Manager.....Dr. Leon Levy  
 Commercial Manager.....Jack Hammond  
 Director of Programs.....Stan Lee Broza  
 Publicity Director.....Kenneth W. Stowman  
 Musical Director.....Robert Golden  
 Chief Engineer.....John Leitch

**Coverage**

Population—Primary	6,500,000
Radio Homes—"	1,400,000
Population—Secondary	3,500,000

Radio Homes— " 650,000  
 Source: Station's personal interview survey.

**Representatives**

Robert A. Street, 485 Madison Ave., N. Y.  
 Bertha Bannon (Boston)  
 Virgil Reiter Co. (Chicago)  
 Paul H. Raymer Co. (San Francisco & Los Angeles)

**W D A S**

**PHILADELPHIA—EST. 1922**

**FREQUENCY:** 1370 Kc. **POWER:** 250 watts. **OWNED BY:** WDAS Broadcasting Sta., Inc. **OPERATED BY:** WDAS Broadcasting Sta., Inc. **BUSINESS ADDRESS:** 1211 Chestnut St. **PHONE:** Locust 7400—Race 7474. **STUDIO ADDRESS:** 1211 Chestnut St. **TRANSMITTER LOCATION:** Woodside Park. **TIME ON THE AIR:** 7:00 A.M. to midnight. **MAINTAINS ARTISTS' BUREAU.** **NEWS SERVICE:** International News Service. **TRANSCRIPTION SERVICE:** Lang-Worth & Wentworth.

**Personnel**

President.....Alexander W. Dannenbaum  
 Vice-President-General Manager...P. J. Stanton  
 Secretary-Treasurer & Commercial  
   Manager.....A. W. Dannenbaum, Jr.  
 Program Director.....Harold Davis  
 Publicity Director.....Jerry Stone  
 Musical Director.....Joseph Schribeman

**Coverage\***

	Daytime
Population—Primary	2,294,303
Radio Homes—"	552,256
Population—Secondary	3,201,627
Radio Homes—"	764,582

\* Station has no figures available for evening but estimates coverage is greater for evening.

Source: Field intensity survey; U. S. Census; Joint Committee.

**W H A T**

**PHILADELPHIA—EST. 1930**

**FREQUENCY:** 1310 Kc. **POWER:** 100 watts. **OWNED BY:** Independence Broadcasting Co., Inc. **OPERATED BY:** Independence Broadcasting Co., Inc. **BUSINESS ADDRESS:** Hotel Philadelphia, 39th & Chestnut Sts. **PHONE:** Lombard 2390-1—Main 2000. **STUDIO ADDRESS:** Public Ledger Bldg., 7th & Chestnut Sts. **TRANSMITTER LOCATION:** Hotel Philadelphia. **TIME ON THE AIR:** Shares time—(45 hours weekly). **TRANSCRIPTION SERVICE:** NAB Library.

**Personnel**

President.....John B. Knox  
 Manager.....Milton Laughlin  
 Program Director.....Sam Serota

**W**  
**F**  
**I**  
**L**

**THE CONFIDENCE  
OF THE  
COMMUNITY**

**WFIL**

"PHILADELPHIA'S  
STATION"

29% more local advertising in  
1939! . . . More than any other  
local network station!

Philadelphia business men  
know that civic minded, show-  
manly WFIL has LOCAL AC-  
CEPTANCE. Follow their lead.  
For your national spot cam-  
paign, tell Philadelphia through  
WFIL . . . and . . . you'll sell!

**560 on your dial  
PHILADELPHIA, PA.**

**NBC Blue . . . Mutual Networks**

**Nat'l Representatives  
EDW. PETRY CO.**



# WFIL

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1934

NATIONAL BROADCASTING CO. (BLUE)

MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts.

OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 6:30 a.m. to 2:00 a.m. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service, C. P. MacGregor.

## Personnel

President.....Samuel R. Rosenbaum  
General Manager.....Roger Clipp  
Assistant General

Manager.....Fred Dodge  
Sales Manager.....John Earle Surrick  
Publicity Director.....Joseph T. Connolly  
Program Director.....James Allen  
Musical Director.....Anthony Candelori  
Acting Chief Engineer.....Arnold Nygren

## Coverage

Population—Primary ..... 3,906,514  
Radio Homes— " ..... 944,160  
Population—Secondary ..... \*5,576,177  
Radio Homes— " ..... \*1,336,760

\* Including Primary Area.

Source: Field strength survey; mail response analysis.

## Representative

Edward Petry & Co.

# WIP

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 5000 watts.

OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President & Station  
Manager.....Benedict Gimbel, Jr.  
V-P in Charge of Sales.....Edward A. Davies  
Program Director.....Murray Arnold  
Technical Supervisor.....Clifford C. Harris

## Coverage

Population—Primary ..... 3,661,899  
Radio Homes— " ..... \*1,282,897  
Population—Secondary ..... 3,272,681

\* Includes both primary and secondary areas

Source: U. S. Census; field intensity measurements.

## Representative

Radio Advertising Corp.  
(See Page 508)

# WPEN

"PHILADELPHIA'S OWN STATION"  
PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.

OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager.....Arthur Simon  
Program Director.....Thomas B. Smith  
Publicity Director.....Lillian Slater  
Musical Director.....Joseph Fransoza  
Chief Engineer.....Charles Burtis

## Coverage

No exact figures available at time of going to press.

## Representative

WOV, New York City  
(See Page 506)

# WTGL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.

OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

## Personnel

President.....Doug. Hibbs  
General Manager.....Henry N. Cocker

# KDKA

"THE ONLY MASTER KEY TO THE MASTER MARKET"

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts. OWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Allison Park, Hampton Township, Pa. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

# SALES

*in a nutshell!*



**T**HE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit — "Sales in a Nutshell!"

**WPEN PHILADELPHIA**  
**1000 WATTS**

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

# P E N N S Y L V A N I A

## Personnel

President.....G. H. Bucher  
 General Manager.....S. D. Gregory  
 Artists Bureau Head.....E. J. Calahan  
 Sales Manager.....W. E. Jackson  
 Publicity Director.....James Luntzel  
 Program Manager.....Derby Sproul  
 Promotion Manager.....W. B. McGill  
 Auditor.....D. F. Dickson  
 Musical Director.....Maurice Spitalny  
 Plant Manager.....J. E. Baudino

## Coverage\*

	Daytime	Evening
Population—Primary .....	5,803,900	5,435,800
Radio Homes— " .....	1,233,800	1,146,000
Population—Secondary .....	3,997,500	17,866,900
Radio Homes— " .....	880,600	2,925,300

\* Based on previous transmitter location.

Source: NBC Statistical Department.

## Representative

National Broadcasting Co.

# K Q V

PITTSBURGH—EST. 1919

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
 OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, Davis & Schwegler.

## Personnel

President.....H. J. Brennen  
 Vice-President.....H. K. Brennen  
 Secretary.....H. N. Stehman  
 Station Manager.....John J. Laux  
 Commercial & Advertising  
 Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....J. Herbert Angell  
 Publicity Director.....Joe Vilella  
 Chief Engineer.....Walter W. McCoy

## Coverage

Population—Primary .....	2,582,669
Radio Homes— " .....	582,218
Population—Secondary .....	1,120,550
Radio Homes— " .....	262,265

Source: Field intensity survey; Joint Committee.

## Representative

William G. Rambeau Co.

# W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: WCAE, Inc.

OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun - Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

President-General  
 Manager.....Leonard Kapner  
 Sales Manager.....Lester Lindow  
 Publicity Director.....James F. Murray  
 Musical Director.....Earl Truxell  
 Chief Engineer.....James Schultz  
 Program Manager.....R. Clifton Daniel

## Coverage

Population—Primary .....	2,280,481
Radio Homes— " .....	597,700
Population—Secondary .....	2,016,195
Radio Homes— " .....	262,856

Source: U. S. Census; Joint Committee.

## Representative

International Radio Sales

# W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts.  
 OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

## Personnel

President & General  
 Manager.....H. J. Brennen  
 Commercial Manager.....R. M. Thompson, Sr.  
 Chief Announcer.....Beckley Smith  
 Publicity Director.....M. Caughey  
 Musical Director & Pgm. Mgr.....Jas. Hughes  
 Chief Engineer.....W. W. McCoy

## Coverage

Population—Primary .....	3,090,300
Radio Homes— " .....	652,500
Population—Secondary .....	7,200,000
Radio Homes— " .....	1,609,900

Source: Mail response analysis.

## Representative

William G. Rambeau Co.

# W W S W

PITTSBURGH—EST. 1931

MBS—NBC (Blue)—QUAKER NETWORK

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Walker & Downing Radio Corp.

# A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As Of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING WIP REGULARLY for TWO years!

51.5% have been USING WIP REGULARLY for THREE years!

43.7% have been USING WIP REGULARLY for FOUR years!

40.6% have been USING WIP REGULARLY for FIVE years!

32.8% have been USING WIP REGULARLY for SIX years!

17.1% have been USING WIP REGULARLY for SEVEN years!

12.5% have been USING WIP REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3%  
(yes, 85.3%!!!)

This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!

610 Kilocycles  
1,000 Watts\*  
35 S. Ninth Street  
Walnut 6800

# W I P

BENEDICT GIMBEL, JR.  
President

EDWARD A. DAVIES  
Director of Sales

"PHILADELPHIA'S PIONEER VOICE"

\*C. P.—5,000 WATTS

OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. STUDIO ADDRESS: Hotel Keystone. TRANSMITTER LOCATION: 341 Rising Main St. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Associated Music Publishers, Standard Radio.

**Personnel**

President..... Paul Block  
 Vice-President..... Oliver J. Keller  
 Treasurer..... Leo A. Wise  
 Secretary-General Manager Frank R. Smith, Jr.  
 Promotion Manager..... H. B. Trautman  
 Program Director..... Walter E. Sickles  
 Chief Engineer..... Ancil A. Lewis

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,500,000	1,500,000
Radio Homes— " . . . . .	361,000	361,000
Population—Secondary . . . . .	2,250,000	2,250,000
Radio Homes— " . . . . .	441,000	441,000

Source: Field intensity survey.

**Representative**

Cox & Tanz

**W E E U**

READING—EST. 1931

NATIONAL BROADCASTING CO.

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 a.m. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus, NAB Library, Standard Radio.

**Personnel**

General Manager . . . . . Clifford M. Chafey  
 Program Director . . . . . Paul Breedy  
 Sales Manager . . . . . W. A. Rippe

**Coverage**

Population—Primary . . . . .	1,526,900
Radio Homes— " . . . . .	346,000
Population—Secondary . . . . .	2,406,600
Radio Homes— " . . . . .	525,700

Source: Mail response analysis.

**Representative**

George P. Hollingbery Co.

# READING, PA.

AN IDEAL TEST MARKET  
AT LOW COST

The third market of Pennsylvania and 66th of the entire nation, Reading, Pa., is selected by many shrewd advertisers as a test market because of its similarity in make up to the large Metropolitan Centers and the purchasing power of its inhabitants. Of course, WEEU is selected as the test station because of its unusual coverage and its low rates per capita listener.

## W E E U

1000 Watts — 830 K.C. (A clear national Channel)

*Represented Nationally by*

**GEORGE P. HOLLINGBERY CO.**

# W R A W

READING—EST. 1921  
 NATIONAL BROADCASTING CO.  
 FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: Reading Broadcasting Co. OP-  
 ERATED BY: Reading Broadcasting Co. BUSI-  
 NESS 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 mid-  
 night.

## Personnel

President ..... Clifford M. Chafey  
 Station Manager ..... Raymond A. Gaul  
 Sales Manager ..... Robert Magee

## Representative

George P. Hollingbery Co.

# W G B I

SCRANTON—EST. 1925  
 COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 880 Kc. POWER: 1000 watts,  
 d.; 500 watts, n. OWNED BY: Scranton Broad-  
 casters, Inc. OPERATED BY: Scranton Broad-  
 casters, Inc. BUSINESS ADDRESS: 1000 Wy-  
 oming Ave. PHONE: 6296-7. STUDIO AD-  
 DRESS: Administration Bldg. of International  
 Correspondence Schools. TRANSMITTER LO-  
 CATION: Drinker Turnpike, Dunmore, Pa.  
 TIME ON THE AIR: (daily) 7:00 a.m. to 2:00  
 a.m., (Sunday) 8:45 a.m. to 2:00 a.m. NEWS  
 SERVICE: Transradio Press. TRANSCRIPTION  
 SERVICE: Standard Radio.

## Personnel

President ..... Frank Megargee  
 Station Manager ..... Robert E. McDowell  
 Commercial & Sales  
 Manager ..... Geo. D. Coleman  
 Program Director ..... Frank Monaghan  
 Chief Engineer ..... Kenneth R. Cooke

## Coverage

Population—Primary .....	835,200
Radio Homes— " .....	175,700
Population—Secondary .....	1,646,000
Radio Homes— " .....	372,500

Source: Field strength survey and mail re-  
 sponse analysis.

## Representative

John Blair & Co.

# W Q A N

SCRANTON  
 FREQUENCY: 880 Kc. POWER: 1000 Watts.  
 d.; 500 Watts, n. OWNED BY: The Scranton  
 Times. OPERATED BY: The Scranton Times.  
 BUSINESS ADDRESS: Scranton. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: Shares Time with  
 WGBI. NEWSPAPER AFFILIATION: The Scranton  
 Times.

## Personnel

Director ..... A. J. O'Malley

## (CALL LETTERS UNASSIGNED)\*

# SCRANTON—EST. 1940

FREQUENCY: 1370 Kc. POWER: 250 watts,  
 d.; 100 Watts, n. OWNED BY: Union Broad-  
 casting Co. OPERATED BY: Union Broad-  
 casting Co. BUSINESS ADDRESS: Scranton. STU-  
 DIO ADDRESS: Same. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: Unlimited  
 License.

\* Station was licensed to operate under a  
 construction permit at time of going to press  
 and no further information was available.

# W P I C

"THE FRIENDLY VOICE OF THE  
 SHENANGO VALLEY"

# SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts.  
 OWNED BY: Sharon Herald Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 P. O. Box 541. STUDIO ADDRESS: Pine Hol-  
 low Blvd. PHONE: 154. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 6:30  
 A.M. to local sunset. NEWSPAPER AFFILIA-  
 TION: Sharon Herald. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Associated.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

President & General  
 Manager ..... John Fahline, Jr.  
 Vice-President ..... A. W. McDowell  
 Secretary-Treasurer ..... George E. Heiges  
 Commercial Manager ..... J. T. Van Sweringen  
 Program Director ..... Paul Gamble  
 Chief Announcer ..... John C. MacDonald  
 Chief Engineer ..... A. C. Heck

## Coverage

Population—Primary .....	718,329
Radio Homes— " .....	268,830
Population—Secondary .....	3,250,000
Radio Homes— " .....	1,160,340

## Representatives

DeLisser-Boyd  
 Allied Representation Co.

# W K O K

"FRIENDLY VOICE OF CENTRAL  
 PENNSYLVANIA"

# SUNBURY—EST. 1933

## QUAKER NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts.  
 OWNED BY: B. E. Beck, H. Haddon & G. Beck.  
 OPERATED BY: Sunbury Broadcasting Co.  
 BUSINESS ADDRESS: 1150 N. Front St. PHONE:  
 1326. STUDIO ADDRESS: 1150 N. Front St.  
 TRANSMITTER LOCATION: 1150 N. Front St.  
 TIME ON THE AIR: 8:00 a.m. to 9:00 p.m.

# P E N N S Y L V A N I A

NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, Davis & Schwegler.

## Personnel

President.....H. H. Haddon  
 Secretary-Treasurer & General  
 Manager.....B. A. Beck  
 Station Manager.....Melvin Lahr  
 Chief Announcer.....Reg Merridew  
 Program Director.....Paul Miller  
 Sales Manager.....Homer Smith  
 Chief Engineer.....Clif Kerstetter

## Coverage

Population—Primary ..... 141,146  
 Radio Homes— " ..... 31,725

Source: Field intensity measurements.

## Representative

Furgason & Walker, Inc.

# W M B S

"YOUR HOME STATION"  
 UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
 OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

## Personnel

President and Station  
 Manager.....Joseph C. Burwell  
 Commercial Manager.....M. E. Slagel  
 Artists' Bureau Head.....Hugh Rafferty  
 Sales Manager.....M. E. Slagel  
 Publicity Director.....Sullivan Sages  
 Musical Director.....Sullivan Sages  
 Chief Engineer.....Kenneth M. Meredith

## Coverage

Population—Primary ..... 200,900

Source: Field intensity measurements.

# W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER 100 watts.  
 OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTION LOCATION: Plains Township. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m., daily; 9:00 a.m. to 1:00 a.m., Sundays. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

## Personnel

President.....John H. Stenger, Jr.  
 General Manager.....Dale Robertson  
 Commercial Manager.....Harry Thomas  
 Artists' Bureau Head.....Jones Evans  
 Musical & Program Director.....Ken Beghold  
 Promotion Manager.....John Garfield  
 Chief Engineer.....John H. Stenger, Jr.

## Coverage

	Daytime	Evening
Population—Primary .....	445,109	445,109
Radio Homes— " .....	92,020	92,020
Population—Secondary .....	685,000	685,000
Radio Homes— " .....	145,000	145,000

Source: Station survey.

## Representative

Weed & Co.

# W B R E

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 62 S. Franklin St. PHONE: 3-3101-2. STUDIO ADDRESS: 62 S. Franklin St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

President and Station  
 Manager.....Louis G. Baltimore  
 Commercial Manager.....S. R. Baltimore  
 Sales Manager.....A. C. Baltimore  
 Musical Director.....L. Savitt  
 Chief Engineer.....Charles Sakoski

## Coverage

	Daytime	Evening
Population—Primary .....	850,000	600,000
Radio Homes— " .....	95%*	.....
Population—Secondary .....	†	850,000
Radio Homes— " .....	95%	.....

\* Of total families.

† Over one million.

Source: Chamber of Commerce; field intensity measurements.

# W R A K

WILLIAMSPORT—EST. 1929

QUAKER—PENNSYLVANIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: WRAC, Inc. OPERATED BY: WRAC, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W.

**PENNSYLVANIA — RHODE ISLAND**

4th St. **TIME ON THE AIR:** 7:30 a.m. to 10:15 p.m. **NEWSPAPER AFFILIATIONS:** Williamsport Sun & Williamsport Gazette & Bulletin. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Associated Program Service, Davis & Schwegler.

**Personnel**

President.....E. M. Case  
 Vice-President.....R. T. S. Steele  
 Treasurer.....W. Van Person  
 Secretary-General Mgr.....George E. Joy  
 Advertising Manager.....Thomas W. Metzger  
 Chief Announcer.....Paul M. Breining  
 Program Manager.....Oscar Linn  
 Publicity Director.....J. W. Mackey  
 Chief Engineer.....Louis Persio

**Coverage**

	Daytime	Evening
Population—Primary .....	393,161	157,725
Radio Homes— " .....	85,505	34,308

Source: Mail count survey.

**Representative**

J. P. McKinney & Son

**W O R K**

**YORK—EST. 1932**

NBC (RED & BLUE)—MBS—MASON-DIXON GROUP

**FREQUENCY:** 1320 Kc. **POWER:** 1000 Watts. **OWNED BY:** York Broadcasting Co., Inc. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 13 S. Beaver St. **PHONE:** 6629. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** West Manchester Township. **TIME ON THE AIR:** 7:00 a.m. to 1:00 a.m. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Lang-Worth.

**Personnel**

Station Manager.....Robert Gulick  
 Program Manager.....Harold Miller

**Coverage**

	Daytime	Evening
Population—Primary .....	1,860,009	409,322
Radio Homes— " .....	423,879	84,289

Source: U. S. Census; Joint Committee; Field intensity measurements and mail response analysis.

**Representative**

Paul H. Raymer Co.

**RHODE ISLAND**

Population 681,000

Number of Families 169,000

Number of Radio Homes 155,500

Retail Sales \$241,676,600

Auto Registrations 175,802

**W E A N**

**PROVIDENCE—EST. 1922**

NBC (BLUE)—YANKEE & COLONIAL NETWORKS MUTUAL

**FREQUENCY:** 780 Kc. **POWER:** 5000 Watts. d.; 1000 Watts, n. **OWNED BY:** The Yankee Network, Inc. **OPERATED BY:** The Yankee Network, Inc. **BUSINESS ADDRESS:** Crown Hotel. **PHONE:** Dexter 1500. **BOSTON OFFICE:** 21 Brookline Ave. **STUDIO ADDRESS:** Crown Hotel. **TRANSMITTER LOCATION:** East Providence. **TIME ON THE AIR:** Sunday, 8:00 A.M. to 2:00 A.M. **Week Days, 6:00 A.M. to 2:00 A.M.** **NEWS SERVICE:** Local News by staff reporters, Yankee Network News Service. **MAINTAINS AN ARTIST BUREAU.** **TRANSCRIPTION SERVICE:** Associated, Davis & Schwegler.

**Personnel**

President.....John Shepard, III  
 Station & Sales Supervisor.....Malcolm S. Parker  
 Chief Engineer.....Harold Tilley

**Coverage**

	Daytime	Evening
Population—Primary .....	1,091,437	662,756
Radio Homes— " .....	251,030	152,434

Source: Field intensity measurements.

**Representative**

Edward Pety & Co.

**W J A R**

"SOUTHERN GATEWAY OF NORTH EAST"

**PROVIDENCE—EST. 1922**

NBC (Red)

**FREQUENCY:** 890 Kc. **POWER:** 5000 Watts, d.; 1000 Watts, n. **OWNED BY:** Outlet Co. **OPERATED BY:** Outlet Co. **BUSINESS ADDRESS:** Weybossett St. **PHONE:** Gaspee 1071. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Rumford. **TIME ON THE AIR:** 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. **TRANSCRIPTION SERVICE:** World Library Service **NEWS SERVICE:** Local news service.



**• • • RHODE ISLAND — SOUTH CAROLINA • • •**

**Personnel**

President.....Joseph Samuels  
 Station Manager.....John J. Boyle  
 Musical Director.....Earl Shean  
 Chief Engineer.....Thomas Prior

**Coverage**

Population—Primary ..... 983,600  
 Radio Homes— " ..... 219,900  
 Population—Secondary ..... 679,900  
 Radio Homes— " ..... 163,000

Source: Field intensity survey.

**Representative**

Weed & Co.

**W P R O**

**PROVIDENCE**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 5000 watts,  
 d.; 1000 watts, n. OWNED BY: Cherry and  
 Webb Broadcasting Co. OPERATED BY: Cher-

ry and Webb Broadcasting Co. BUSINESS AD-  
 DRESS: Metropolitan Theatre Bldg. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 E. Providence. TIME ON THE AIR: Sunday,  
 8:00 A.M. to 12:00 midnight. Week Days,  
 6:00 A.M. to 1:00 A.M. NEWS SERVICE:  
 United Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

**Personnel**

General Manager .....Stephen P. Willis  
 Commercial Manager .....William T. Bush

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,126,000	1,034,400
Radio Homes— " . . . . .	254,050	231,880
Population—Secondary . . . . .	7,072,700	4,153,400
Radio Homes— " . . . . .	1,604,350	945,030

Source: CBS Listening Area Study.

**Representative**

Paul H. Raymer Co.

**SOUTH CAROLINA**

Population 1,875,000

Number of Families 407,000

Number of Radio Homes 207,300

Retail Sales \$273,026,600

Auto Registrations 285,000

**W A I M**

"THE VOICE OF THE ELECTRIC CITY"

**ANDERSON—EST. 1935**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: Wilton E. Hall. OPERATED BY:  
 Same. BUSINESS ADDRESS: Anderson Col-  
 lege. PHONE: 800. STUDIO ADDRESS: Ander-  
 son College. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 6:00 a.m. to 12:00  
 midnight. NEWSPAPER AFFILIATIONS: Ander-  
 son Independent, Anderson Daily Mail. NEWS  
 SERVICE: Associated Press. MAINTAINS ART-  
 ISTS' BUREAU. TRANSCRIPTION SERVICE:  
 World Broadcasting System, Lang-Worth.

**Personnel**

Owner .....Wilton E. Hall  
 Station Manager.....W. Ennis Bray  
 Program Director.....James A. Bulleit  
 Chief Announcer.....James Waldrop  
 Auditor.....Helen Hall  
 Artists Bureau Head.....Edith Hall  
 Publicity Director.....G. Paul Browne  
 Musical Director.....Dan B. Ferguson  
 Chief Engineer.....Wendell C. Roberts  
 Recording Engineer.....J. Roger Skelton

**Coverage**

Population—Primary ..... 762,912  
 Radio Homes— " ..... 73,001  
 Population—Secondary ..... 376,873  
 Radio Homes— " ..... 33,100

Source: Station survey.

**W C S C**

"THE VOICE OF COASTAL CAROLINA"

**CHARLESTON—EST. 1930**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts,  
 d.; 500 watts, n. OWNED BY: The South  
 Carolina Broadcasting Co., Inc. OPERATED  
 BY: The South Carolina Broadcasting Co.,  
 Inc. BUSINESS ADDRESS: Francis Marion  
 Hotel. PHONE: 7611. STUDIO ADDRESS:  
 Francis Marion Hotel. TRANSMITTER LOCA-  
 TION: St. Andrews Farm, one mile west of  
 city. TIME ON THE AIR: Sundays—8:00 a.m.  
 to 12:00 midnight; daily—6:45 a.m. to 12:00  
 midnight. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: World Broadcast-  
 ing System.

**SOUTH CAROLINA**

**Personnel**

President-Station Manager.....J. M. Rivers  
 Program Director.....Charles McMahon  
 Sales Manager.....Roland Weeks  
 Publicity Director.....Phil Sutterfield  
 Chief Engineer.....J. B. Fuqua

**Coverage**

Population—Primary ..... 272,800  
 Radio Homes— " ..... 32,900  
 Population—Secondary ..... 505,300  
 Radio Homes— " ..... 58,200

Source: Field intensity survey and mail response analysis.

**Representative**

Free & Peters, Inc.

**WTMA**

"WTMA, FIRST WITH NEWS,  
 FIRST IN SPORTS"

**CHARLESTON—EST. 1939**

**NATIONAL BROADCASTING CO.**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Atlantic Coast Broadcasting Co.  
 OPERATED BY: Atlantic Coast Broadcasting Co.  
 BUSINESS ADDRESS: Wagener Terrace.  
 STUDIO ADDRESS: Wagener Terrace. TRANSMITTER LOCATION: Same. TIME ON THE AIR:

17½ hours daily; 16 hours, Sundays. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Station Manager...William D. Workman, Jr.  
 Commercial Manager.....Edward C. Powers  
 Program Director.....C. Wylle Calder  
 Chief Engineer.....D. M. Bradham

**Coverage**

	Daytime	Evening
Population—Primary .....	150,000	80,000
Radio Homes— " .....	22,950	15,000
Population—Secondary .....	180,000	100,000
Radio Homes— " .....	28,000	18,000

Source: Field intensity survey.

**Representative**

George P. Hollingbery Co.

**WCOS**

**COLUMBIA—EST. 1939**

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1202 Main St. PHONE: 2-5601. STUDIO ADDRESS: 1202 Main St. TRANSMITTER LOCATION: Columbia. TIME ON THE AIR: Unlimited Li-

277.0  
 237.0  
 196.1  
 291.5  
 174.0  
 316.2  
 242.4  
 12,121.2\*  
**PRIMARY**

**TOTAL SQ. MILES WIS DAYTIME COVERAGE**

★ COLUMBIA, S.C.

.5 My/M

**WOLS FLORENCE, S.C. SIMULTANEOUSLY AVAILABLE**

5000 watts on 560 kilocycles does the job of covering more of South Carolina from one station, WIS, than the combined total wattage of all other six South Carolina stations. Good programs from their state capital, Columbia, cause lots of folks to give WIS listener preference well beyond the half millivolt contour. If you want just one station in South Carolina, for best results use WIS.



N. B. C. — BOTH RED AND BLUE NETWORKS

**WIS**

**COLUMBIA**  
 SOUTH CAROLINA  
 5,000 WATTS DAY  
**560Kc.**  
 1,000 WATTS NIGHT

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

## SOUTH CAROLINA

cense (17 hours, daily). **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Library.

### Personnel

Commercial Manager.....J. W. McIver  
Program Director.....Sterling Wright  
Chief Engineer.....Charles A. Thoman

### Coverage

Population—Primary ..... 208,500  
Radio Homes— " ..... 51,000  
Population—Secondary ..... 239,380  
Radio Homes— " ..... 113,970

Source: Station survey.

### Representative

Furgason & Walker, Inc.

## W I S

"SERVING A STATE-WIDE AUDIENCE  
FROM COLUMBIA, SOUTH CAROLINA"

### COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 560 Kc. POWER: 5000 watts.

d.; 1000 watts, n. **OWNED BY:** The Liberty Life Insurance Co. **OPERATED BY:** The Liberty Life Insurance Co. **BUSINESS ADDRESS:** 1811 Main St. **PHONE:** 22135-22136. **STUDIO ADDRESS:** 1811 Main St. **TRANSMITTER LOCATION:** Bluff Road. **TIME ON THE AIR:** Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus.

### Personnel

President and Station  
Manager .....G. Richard Shafto  
Advertising-Commercial  
Manager.....J. D. Saumenig  
Chief Announcer.....James W. Young  
Program and Publicity  
Director.....Floyd D. Rodgers, Jr.  
Chief Engineer.....Scott Helt  
Chief Control Engineer.....R. D. Lambert, Jr.

### Coverage

Population—Primary ..... 948,400  
Radio Homes— " ..... 98,900  
Population—Secondary ..... 2,780,600  
Radio Homes— " ..... 389,600

Source: Field intensity and mail response analysis.

### Representative

Free & Peters, Inc.

## W O L S

"THE VOICE OF THE MAGIC CITY"

### FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 watts.  
**OWNED BY:** O. Lee Stone. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Sanborn Hotel. **PHONE:** 48. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Charleston Highway South of Florence. **TIME ON THE AIR:** Un-

limited License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Associated Program Service.

### Personnel

President-Station Manager.....O. Lee Stone  
Commercial Manager.....Willard Miller  
Program Director.....Rod Dorsey  
Chief Engineer.....Robert M. Wallace

## W F B C

### GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 watts.  
**OWNED BY:** The Greenville News-Piedmont Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Greenville. **PHONE:** 362-3. **STUDIO ADDRESS:** Hotel Greenville. **TRANSMITTER LOCATION:** Gantt, S. C. **TIME ON THE AIR:** 6:00 A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** Greenville News, Greenville Piedmont. **NEWS SERVICES:** United Press, International News Service, Associated Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus, C. P. MacGregor.

### Personnel

President .....B. H. Peace, Jr.  
Station Manager .....B. T. Whitmire  
Commercial Manager .....W. S. Lindsay  
Program Director.....Charles Batson  
Production Manager.....Jim Reid  
Publicity Director .....Dan Crosland  
Musical Director .....Eber Lineberger  
Chief Engineer.....W. C. Etheredge

### Coverage

	Daytime	Evening
Population—Primary .....	887,190	589,183
Radio Homes— " .....	92,100	65,000
Population—Secondary .....	954,994	887,190
Radio Homes— " .....	96,100	65,000

Source: U. S. Census.

### Representative

Bryant, Griffith and Brunson

## W H T R \*

### SPARTANBURG—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. **OWNED BY:** Spartanburg Advertising Co. **OPERATED BY:** Spartanburg Advertising Co. **BUSINESS ADDRESS:** Spartanburg. **STUDIO ADDRESS:** Spartanburg. **TRANSMITTER LOCATION:** Same. **TIME ON THE AIR:** Unlimited License.

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available after the usual requests.

## W S P A

### SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts.

**SOUTH CAROLINA — SOUTH DAKOTA**

OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: Press-Radio Bldg. PHONE: 2900. STUDIO ADDRESS: Press-Radio Bldg. TRANSMITTER LOCATION: Evanston H'ls. TIME ON THE AIR: 6:00 A.M. to sunset. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Population—Secondary ..... 3,000,000  
Radio Homes— " ..... 700,000  
Source: U. S. Census.

**Representative**  
Headley-Reed Co.

**W F I G \***

**SUMTER—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 watts. d.: 100 watts. n. OWNED BY: J. Samuel Brody. OPERATED BY: J. Samuel Brody. BUSINESS ADDRESS: Sumter. STUDIO ADDRESS: Sumter. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

**Personnel**

Owner ..... J. Samuel Brody  
\*Station was licensed to operate under a construction permit and reported that inauguration of service would begin on March 1.

**Personnel**

President and General Manager... Virgil Evans  
Commercial Manager..... John Brownlee  
Chief Announcer..... B. E. Rocozie  
Musical Director..... Hal. Moore  
Chief Engineer..... George Tate

**Coverage**

Population—Primary ..... 1,400,000  
Radio Homes— " ..... 365,000

**SOUTH DAKOTA**

Population 692,000

Number of Families 167,000

Number of Radio Homes 132,900

Retail Sales \$162,320,400

Auto Registrations 187,729

**K A B R**

"VOICE OF THE HUB CITY"  
**ABERDEEN—EST. 1935**

NORTH CENTRAL BROADCASTING SYSTEM  
FREQUENCY: 1390 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... H. C. Jewett, Jr.  
Vice-President..... C. H. Anderson  
Vice-President..... Olwin Ackley  
Treasurer..... J. H. McKeever  
Secretary-General Manager..... A. A. Fahy  
Program Director..... E. L. Weeks  
Publicity Manager..... F. E. Painter  
Chief Engineer..... Delbert Hunt

**Coverage**

Population—Primary ..... 117,744  
Radio Homes— " ..... 29,436  
Population—Secondary ..... 159,652  
Radio Homes— " ..... 69,349  
Source: Station survey.

**Representative**  
Weed & Co.

**K F D Y**

"THE SOUTH DAKOTA STATE COLLEGE  
RADIO STATION"  
**BROOKINGS—EST. 1923**

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: Shares daytime hours.

**Personnel**

Station Manager ..... S. W. Jones  
Chief Engineer ..... W. H. Gamble

**K G F X**

"THE PIONEER STATION"  
**PIERRE—EST. 1922**

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press.

**Personnel**

Owner and Director..... Ida A. McNeil

**Representative**

James Hanley (Washington, D. C.)

# SOUTH DAKOTA

## K O B H

"THE CALL OF THE BLACK HILLS"  
RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: Black Hills Broadcast Co. of Rapid City. OPERATED BY: Black Hills Broadcast Co. of Rapid City. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M., daily; 8:00 A.M. to 4:00 P.M., Sundays. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and C. P. MacGregor.

### Personnel

President.....C. A. Quarnberg  
Vice-President-Managing Director,  
Robert J. Dean  
Secretary.....George E. Bruntlett  
Treasurer.....W. J. McNulty  
Program Director.....A. H. George, Jr.  
Continuity Director.....B. C. Barth  
Business Manager.....Margaret Bamsey  
Chief Engineer.....M. J. Jones

### Coverage

	Daytime	Evening
Population—Primary	78,400	21,600
Radio Homes—"	19,600	5,400
Population—Secondary	86,900	21,710
Radio Homes—"	20,200	3,620

Source: Joint Committee.

### Representative

Cox & Tanz

## W C A T

"A PIONEER RADIO STATION OF THE  
MIDWEST"

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts.  
OWNED BY: South Dakota School of Mines.  
OPERATED BY: South Dakota School of Mines.  
BUSINESS ADDRESS: E. St. Joe St. PHONE:  
1600-1. STUDIO ADDRESS: E. St. Joe St.  
TRANSMITTER LOCATION: E. St. Joe St.  
TIME ON THE AIR: 11:00 A.M. to 1:00 P.M.  
MST. NEWSPAPER AFFILIATIONS: Rapid City  
Daily Journal. NEWS SERVICE: Associated  
Press (non-Commercial). TRANSCRIPTION SER-  
VICE: Standard Radio, NAB Library, Lang-  
Worth.

### Personnel

President.....J. P. Connolly  
Chief Announcer.....Max Friedman  
Station Manager.....C. M. Rowe  
Publicity Director.....Redford Dibble  
Chief Engineer.....E. E. Clark

## K E L O

SIOUX FALLS—EST. 1937  
NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 watts.  
OWNED BY: Sioux Falls Broadcast Assoc., Inc.  
OPERATED BY: Sioux Falls Broadcast Assoc.,  
Inc. BUSINESS ADDRESS: 317 S. Phillips.  
PHONE. 757-8-9. STUDIO ADDRESS: 317 S.  
Phillips. TRANSMITTER LOCATION: 3 miles  
west of city limits. TIME ON THE AIR: 10:00  
A.M. to 12:00 midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus, C. P. MacGregor.

### Personnel

President and Station  
Manager.....Joseph Henkin  
Vice-President-Promotion Manager,  
S. Fantle, Jr.  
Assistant Manager-Sales Director,  
George R. Hahn  
Program Director.....Morton Henkin  
Chief Engineer.....Max Staley

### Representative

Howard H. Wilson & Co.

## K S O O

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY  
FREQUENCY: 1110 Kc. POWER: 5000 watts.  
OWNED BY: Sioux Falls Broadcasting Ass'n.,  
Inc. OPERATED BY: Same. BUSINESS AD-  
DRESS: 317 S. Phillips. PHONE: 757-8-9. STU-  
DIO ADDRESS: Same. TRANSMITTER LOCA-  
TION: 3 miles west of city limits. TIME ON  
THE AIR: 6:00 A.M. to local sunset; Sunday,  
8:00 A.M. to local sunset. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE: NBC  
Thesaurus.

### Personnel

President and Station  
Manager.....Joseph Henkin  
Vice-President-Promotion Manager,  
S. Fantle, Jr.  
Assistant Manager-Sales Director,  
George R. Hahn  
Program Director.....Morton Henkin  
Chief Engineer.....Max Staley

### Coverage

Population—Primary	1,820,840
Radio Homes—"	364,110
Population—Secondary	808,882
Radio Homes—"	150,490

Source: NBC Statistical Department.

### Representative

Howard H. Wilson & Co.

## K U S D

"THE UNIVERSITY STATION"  
VERMILLION—EST. 1922

FREQUENCY: 890 Kc. POWER: 500 Watts.  
OWNED BY: University of South Dakota. OP-  
ERATED BY: University of South Dakota. BUSI-

• • • **SOUTH DAKOTA** • • •

NESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:30 P.M. to 5:00 P.M.

**Personnel**

Manager-Program Director . . . R. E. Rawlins, Jr.  
Chief Engineer . . . . . W. H. Jordan

**K W A T** \*

**WATERTOWN—EST. 1940**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Midland National Life Insurance Co. OPERATED BY: Midland National Life Insurance Co. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Watertown. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**W N A X**

"SERVING THE MIDWEST FARMER"  
**YANKTON—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
THE COWLES STATIONS

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol, Yankton; Orpheum Theatre Bldg., Sioux City. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight—(Daily) 7:30 A.M. to 12:00 midnight—(Sundays). NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President . . . . . Gardner Cowles, Jr.  
Station Manager . . . . . Robert R. Tinch  
Commercial Manager . . . . . Phil Hoffman  
Program Director . . . . . Arthur J. Smith  
Chief Engineer . . . . . Clifton M. Todd

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	3,917,100	1,673,900
Radio Homes— " . . . . .	719,590	300,610
Population—Secondary . . . . .	5,721,400	4,202,800
Radio Homes— " . . . . .	1,240,400	889,580

Source: CBS Listening Area Study.

**Representative**

The Katz Agency

**70,570** RADIO HOMES

await your message

**WOPI**

250 Watts Day and Night RCA Equipped Throughout

Merchandising Department

**Bristol**

Tennessee-Virginia

Two Markets to Market

Sometimes Overlooked by Smart Advertisers

# TENNESSEE

Population 2,893,000

Number of Families 689,000

Number of Radio Homes 459,900

Retail Sales \$530,844,600

Auto Registrations 412,100

## WOPI

"THE VOICE OF THE APPALACHIANS"  
BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: Old Abingdon Pike, Bristol, Va. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

### Personnel

President and General Manager. W. A. Wilson  
Commercial Manager. . . . . Walter Pritchard  
Artists Bureau Head. . . . . Mary Abell  
Program Director-Chief Announcer, . . . . . Fey Rogers

Publicity Director and Continuity, . . . . . Harry Hudson  
Chief Engineer. . . . . Robert Smith

### Coverage

	Daytime	Evening
Population—Primary . . . . .	186,984	103,120
Radio Homes— " . . . . .	29,880	22,910
Population—Secondary . . . . .	319,124	.....
Radio Homes— " . . . . .	40,690	.....

Source: Station survey.

### Representative

Burn-Smith Co.

## W A P O

"CHATTANOOGA'S FRIENDLY STATION"  
CHATTANOOGA—EST. 1936  
NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts (C.P. 1120 Kc., 500 watts). OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight, daily; 6:30 A.M. to 11:00 P.M., Sundays. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner. . . . . W. A. Patterson  
General Manager. . . . . R. G. Patterson  
Advertising Manager. . . . . Nelson Krepps  
Chief Engineer. . . . . B. B. Barnes

## WDOD

CHATTANOOGA—EST. 1925  
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: Brainerd, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

### Personnel

President. . . . . Norman A. Thomas  
Commercial Manager. . . . . Carter M. Parham  
Program Manager. . . . . D. W. McCurdy  
Chief Engineer. . . . . J. C. Vessels

### Coverage

Population—Primary . . . . .	669,867
Radio Homes— " . . . . .	81,127
Population—Secondary . . . . .	659,682
Radio Homes— " . . . . .	64,268

Source: Mail response analysis and field intensity survey.

### Representative

Paul H. Raymer Company

## WHUB

COOKEVILLE—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: M. L. Medley. OPERATED BY: M. L. Medley. BUSINESS ADDRESS: Cookeville. STUDIO ADDRESS: Cookeville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Owner. . . . . M. L. Medley  
Station Manager. . . . . Jim Turner  
Chief Engineer. . . . . Charles R. Duke

### Coverage

	Daytime
Population—Primary . . . . .	100,700
Radio Homes— " . . . . .	15,750
Population—Secondary . . . . .	299,300
Radio Homes— " . . . . .	45,000

Source: U. S. Census; Joint Committee.

## W T J S

**JACKSON—EST. 1930**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Sun Pub. Co. OPERATED BY:  
 Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg.  
 PHONE: 3340-3341-1106-1107. MAIN STUDIO  
 ADDRESS: Sun Bldg. OTHER STUDIOS: Union  
 City, Milan, Humboldt, and Corinth, Miss.  
 TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
 NEWSPAPER AFFILIATION: Jackson Sun.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SERV-  
 ICE: NBC Thesaurus.

### Personnel

President.....C. E. Pigford  
 Vice-President.....Albert A. Stone  
 Business-Commercial Manager.....A. B. Robinson  
 Advertising Manager.....Bill Winsett  
 Artists' Bureau Head.....James Allen  
 Publicity Director.....Leslie Brooks  
 Musical Director.....James Allen  
 Chief Engineer.....C. B. Brummell

### Coverage

Population—Primary .....	279,727
Radio Homes— " .....	46,495
Population—Secondary .....	226,499
Radio Homes— " .....	36,285

Source: Mail response analysis and field intensity survey.

### Representative

The Branham Company

## W J H L

**JOHNSON CITY—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: WJHL, Inc. OPERATED BY:  
 WJHL, Inc. BUSINESS ADDRESS: P. O. Box  
 871. STUDIO ADDRESS: 412 S. Roan St. and  
 Times Bldg., Kingsfirt, Tenn. PHONE: 998.  
 TRANSMITTER LOCATION: Johnson City.  
 PHONE: 2211. TIME ON THE AIR: 6:30 A.M. to  
 11:00 P.M. NEWS SERVICE: United Press.  
 TRANSCRIPTION SERVICE: Standard Radio,  
 Associated.

### Personnel

Manager.....W. Hanes Lancaster  
 Commercial Manager.....J. D. Schacklett  
 Program Director.....Henry Frick  
 Chief Engineer.....O. K. Garland

## W N O X

"TENNESSEE'S OLDEST STATION"  
**KNOXVILLE—EST. 1921**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts.  
 d.; 1000 watts, n. OWNED BY: Scripps-  
 Howard Radio, Inc. OPERATED BY: Scripps-  
 Howard Radio, Inc. BUSINESS ADDRESS:  
 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO

ADDRESS: 110-112 S. Gay St. TRANSMITTER  
 LOCATION: Anderson Road near Beverly.  
 TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.,  
 daily; Sunday, 6:00 A.M. to 12:00 midnight.  
 NEWSPAPER AFFILIATION: Knoxville News-  
 Sentinel. NEWS SERVICE: United Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: Associated Library, Standard  
 Radio.

### Personnel

General & Commercial  
 Manager.....R. B. Westergaard  
 Program Director.....Lowell Blanchard  
 Publicity Director.....C. B. Davis  
 Cashier-Office Manager.....Paul Healy  
 Chief Engineer.....J. B. Epperson

### Coverage

	Daytime	Evening
Population—Primary .....	495,000	.....
Radio Homes— " .....	75,840	57,560
Population—Secondary .....	493,000	.....
Radio Homes— " .....	90,770	61,000

Source: Field intensity survey; U. S. Census;  
 Joint Committee.

### Representative

The Branham Co.

## W R O L

**KNOXVILLE—EST. 1927**

NBC—(RED & BLUE)

TENNESSEE STATE NET

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: Stuart Broadcasting Corp. OP-  
 ERATED BY: Same. BUSINESS ADDRESS: 524  
 S. Gay St. PHONE: 2-7112. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 201 Randolph St. TIME ON THE AIR: 5:15  
 A.M. to 12:05 A.M., daily; 7:30 A.M. to 12:05  
 A.M., Sundays. NEWS SERVICE: International  
 News Service. TRANSCRIPTION SERVICE:  
 Davis & Schwegler.

### Personnel

President.....S. E. Adcock  
 Station Manager.....C. H. Frazier  
 Program Director.....John H. Reese  
 Chief Engineer.....Joe Wolford

### Coverage

Population—Primary .....	338,522
Radio Homes— " .....	58,280
Population—Secondary .....	548,655
Radio Homes— " .....	90,640

Source: Department of Commerce; Joint Com-  
 mittee.

### Representative

John Blair & Co.

## W H B Q

**MEMPHIS—EST. 1925**

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
 OWNED BY: Broadcasting Station WHBQ.  
 Inc. OPERATED BY: Broadcasting Station



# T E N N E S S E E

WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: Court & Neely. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth, Davis & Schwegler.

### Personnel

President.....Thos. Thompson  
 Secretary-Treasurer.....H. B. Wooten  
 General Manager.....E. A. Alburty  
 Chief Announcer.....Emmett McMurray  
 Sales Manager.....E. Pournelle  
 Publicity Director.....Sam Gordon  
 Artists' Bureau Head and  
 Musical Director.....J. M. Klaer  
 Chief Engineer.....Weldon Roy

### Coverage

	Daytime	Evening
Population—Primary .....	512,298	392,870
Radio Homes— " .....	82,400	70,000
Population—Secondary .....	987,900	791,450
Radio Homes— " .....	99,380	91,210

Source: Mail response analysis; U. S. Census; Department of Commerce.

## W M C

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth, Davis & Schwegler.

### Personnel

General Manager.....H. W. Slavick  
 Commercial Manager.....J. C. Eggleston  
 Chief Announcer.....Earl Moreland  
 Program Director.....John Cleghorn  
 Musical Director.....Leonard McEwen  
 Chief Engineer.....C. E. Baker

### Coverage

	Daytime	Evening
Population—Primary .....	2,820,693	1,258,775
Radio Homes— " .....	399,540	189,300

Source: U. S. Census; Joint Committee; field intensity survey.

### Representative

The Branham Company

## W M P S

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)  
 MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis

Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 62 North Main St. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICE: Standard Radio. NEWS SERVICE: United Press.

### Personnel

President.....Jack Howard  
 Vice President-General  
 Manager.....J. C. Hanrahan  
 Program Director-News  
 Editor.....Lawrence Trexler  
 Chief Engineer.....J. P. Epperson

### Coverage

Population—Primary .....	483,000
Radio Homes— " .....	91,700
Population—Secondary .....	342,400
Radio Homes— " .....	35,700

Source: Mail response analysis.

## W L A C

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.

OWNED BY: J. T. Ward. OPERATED BY:

## BUSINESS KEEPS Climbing AT WLAC

### NATIONAL ADVERTISING GAINS:

1936 over 1935 —	215%
1937 over 1936 —	69%
1938 over 1937 —	16%
1939 over 1938 —	85%
1939 over 1935 —	1,043%

And 1940 is showing substantial gains over 1939! The reason for these phenomenal gains is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.

## W L A C

5,000 Watts

Nashville, Tennessee

J. T. Ward, Owner F. C. Sowell, Gen. Mgr.

Member Station C. B. S.

Paul H. Raymer & Co.

National Representatives

Affiliated with World Broadcasting System



# X WE

● WSM has one of the Largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

*National Representatives, Edward Petry & Co., Inc.*



**NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM**

• • • **T E N N E S S E E** • • •

WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

**Personnel**

Owner.....J. T. Ward  
 Station and Sales Manager.....F. C. Sowell  
 Musical Director.....Charles Nagy  
 Chief Engineer.....F. D. Binns

**Coverage**

Population—Primary .....	583,000
Radio Homes— " .....	103,900
Population—Secondary .....	468,000
Radio Homes— " .....	72,900

Source: Mail response analysis.

**Representative**

Paul H. Raymer Company

**W R E C**

**MEMPHIS—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. OPERATED BY: Hoyt B. Wooten d/b as WREC Broadcasting Service. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

**Personnel**

President-General Manager...Hoyt B. Wooten

**Coverage**

Population—Primary .....	2,110,900
Radio Homes— " .....	348,500

Source: Field intensity survey.

**Representative**

The Katz Agency

**W S I X**

**NASHVILLE—EST. 1927**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Nashville Trust Bldg. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobel Sts. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Nashville Banner. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Lang-Worth, Associated Program Service, Davis & Schwegler.

**Personnel**

President.....Jack M. Draughon  
 Commercial Manager.....Gene Tanner  
 Chief Engineer.....B. E. Porter

**Representative**

Headley-Reed Co.

**W S M**

"WE SHIELD MILLIONS"

**NASHVILLE—EST. 1925**

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

**Personnel**

Vice-President.....Edwin W. Craig  
 Station Manager.....Harry Stone  
 Advertising Manager.....W. S. Dustin  
 Publicity Director.....Jack Harris  
 Chief Engineer.....J. H. DeWitt, Jr.

**Coverage**

Population—Primary .....	2,399,000
Radio Homes— " .....	317,900
Population—Secondary .....	3,389,200
Radio Homes— " .....	370,300

Source: Mail response analysis.

**Representative**

Edward Petry & Co.

**WSIX**

The Voice of Nashville

**NASHVILLE**

This rich Nashville area — one of the highest retail sales per capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

**MUTUAL BROADCASTING SYSTEM**  
 Headley-Reed Co., National Representatives

# HIGH IN THE TEXAS SKY!

## TAYLOR-HOWE- SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas' radio homes!

**KGNC**

AMARILLO

**KTSA**

SAN ANTONIO

**KFYO**

LUBBOCK

**KRGV**

WESLACO

**HOWARD H. WILSON COMPANY, REPRESENTATIVE**

New York

Chicago

Kansas City

San Francisco

# TEXAS

Population 6,172,000

Number of Families 1,516,000

Number of Radio Homes 1,033,500

Retail Sales \$1,418,190,400

Auto Registrations 1,605,930

## K R B C

"STARS OVER WEST TEXAS"

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts.

OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel PHONE: 6225 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: Abilene. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. daily except Saturday; 6:30 A.M. to 12:00 Midnight, Saturdays. NEWSPAPER AFFILIATION: Abilene Reporter-News. NEWS SERVICE: Associated Press, (United Press, from Texas State Network). TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President.....M. B. Hanks  
Vice-President & Managing  
Director.....Howard Barrett  
General Manager.....Elliott Roosevelt  
Secretary.....Athalene Culley  
Commercial Manager.....Poole Robertson  
Chief Engineer.....W. W. Robertson

### Coverage

Population—Primary ..... 273,052  
Radio Homes— " ..... 36,800  
Population—Secondary ..... 225,031  
Radio Homes— " ..... 30,500

Source: Mail response analysis.

### Representative

Texas State Network

## K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press supplied by Texas State Network. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler.

### Personnel

General Manager.....Earl R. Strandberg  
Program Director.....Carter Reynolds  
Chief Engineer.....Ralph E. Cannon, Jr.

### Coverage

	Daytime	Evening
Population—Primary .....	147,670	99,116
Radio Homes— " .....	33,420	18,900
Population—Secondary .....	182,768	65,584
Radio Homes— " .....	21,180	10,850

Source: U. S. Census; Joint Committee; mail response analysis.

### Representative

John H. Perry Associates

## K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500

Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

### Personnel

President.....O. L. Taylor  
Station and Commercial  
Manager.....John Ballard  
Artists' Bureau Head and  
Musical Director.....Eddie Baumel  
Chief Engineer.....W. S. Bledsoe  
Merchandise Manager, Raymond Hollingsworth

### Coverage

Population—Primary ..... 250,000  
Radio Homes— " ..... 44,300  
Population—Secondary ..... 180,500  
Radio Homes— " ..... 29,700

Source: Field intensity measurements.

### Representative

Howard H. Wilson Co.

## K N O W

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts.

OWNED BY: Frontier Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO

# TEXAS

ADDRESS: Same. TRANSMITTER LOCATION: 400 Tillery St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

General Manager.....James W. Pate  
Commercial Manager..... Paul Forchheimer  
Program Director..... Pat Adelman  
Production Manager..... Alvin Cowan  
Chief Engineer..... T. E. Daniels

## Coverage

Population—Primary .....	91,300
Radio Homes— " .....	13,500
Population—Secondary .....	297,000
Radio Homes— " .....	38,300

Source: Station survey.

# K T B C

AUSTIN—EST. 1939

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: 119 A West 8th St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dallas Highway. TIME ON THE AIR: Specified Daytime Hours with WTAW. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....R. B. Anderson  
Program Director..... Fred Caldwell  
News Editor..... Merle McMurry  
Office Manager..... Eva Wise  
Chief Engineer..... Harry Slife

## Coverage

Population—Primary .....

	304,510
--	---------

Source: Joint Committee.

# 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: P. O. Box 2950. PHONE: 3882. STUDIO ADDRESS: Edison Hotel. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President.....C. W. Snider  
Secretary-Treasurer..... D. A. Kahn  
General Manager..... C. B. Locke  
Program Director..... Faye McCarthy  
Production Manager..... Leon Taylor  
Chief Engineer..... Leon Saye

## Coverage

Population—Primary .....	320,400
Radio Homes— " .....	56,200
Population—Secondary .....	524,500
Radio Homes— " .....	68,100

Source: Mail response analysis.

## Representative

John Blair & Co.

# K R I C

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KRIC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 130 Wall St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. daily except Saturday and Sunday; 6:30 A.M. to 2:00 A.M., Saturdays; 8:00 A.M. to 12:00 Midnight, Sundays. NEWSPAPER AFFILIATION: Beaumont Enterprise & Journal. NEWS SERVICE: Associated Press, Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, World Broadcasting System.

## Personnel

President.....Mrs. J. L. Mapes  
Vice-President-Treasurer..... E. C. Davis  
Secretary..... Mrs. Eva Dujay  
Station Director..... Bert Horswell

## Coverage

	Daytime
Population—Primary .....	250,000
Radio Homes— " .....	71,400
Population—Secondary .....	500,000
Radio Homes— " .....	142,800

Source: Chamber of Commerce: station survey.

## Representative

Headley-Reed Co.

# K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 16½ hours daily. NEWSPAPER AFFILIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager..... Elliott Roosevelt  
Supervisor..... Howard Barrett  
Commercial Manager..... Jack Wallace  
Program Director..... Mary Vance Keneaster  
Chief Engineer..... J. B. Casey

**Coverage**

Population—Primary .....	120,600
Radio Homes— " .....	16,300
Population—Secondary .....	100,000
Radio Homes— " .....	15,400

Source: Joint Committee.

**Representative**

Texas State Network

**•**  
**KNEL**

**BRADY—EST. 1935**

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE: Hear O' Texas News (local). TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager.....G. L. Burns  
Commercial Manager.....John Sloane  
Chief Announcer.....Forest Cox  
Chief Engineer.....Marion Crawford

**Coverage**

Population—Primary .....	129,000
Radio Homes— " .....	20,800
Population—Secondary .....	126,900
Radio Homes— " .....	22,300

Source: Mail response analysis.

**Representative**

Cox & Tanz

**•**  
**KGFI**

**BROWNSVILLE—EST. 1927**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: P. O. Box 329. PHONE: 1044. STUDIO ADDRESS: Brownsville-San Benito Highway, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

General Manager.....Lawrence D. Yates  
Commercial Manager.....Grover A. Godfrey  
Chief Engineer.....Willis Wilson

**Representative**

Cox & Tanz

**•**  
**WTAW**

**COLLEGE STATION—EST. 1921**

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY:

A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

**Personnel**

Station Manager.....E. P. Humbert  
Chief Engineer.....H. C. Dillingham

**•**  
**KRIS**

**CORPUS CHRISTI—EST. 1937**

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 840. PHONE: 6354. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times.

**Personnel**

Manager .....T. Frank Smith  
Promotion Manager.....H. B. Lockhart

**Coverage**

Population—Primary .....	195,800
Radio Homes— " .....	28,700
Population—Secondary .....	76,500
Radio Homes— " .....	8,400

Source: Mail response analysis.

**Representative**

The Branham Co.

**•**  
**KAND**

**CORSICANA—EST. 1937**

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....J. C. West

**•**  
**KRLD**

**DALLAS—EST. 1926**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANS-

MITTER LOCATION: Garland. TIME ON THE AIR: 5:45 A.M. to midnight. NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....Tom C. Gooch  
 Managing Director.....J. W. Runyon  
 Station & Com. Mgr.....C. W. Rember  
 Chief Announcer.....Royce Colon  
 Chief Engineer.....R. M. Flynn

**Coverage**

Population—Primary ..... 1,750,900  
 Radio Homes— " ..... 256,200  
 Population—Secondary ..... 7,120,400  
 Radio Homes— " ..... 884,800

Source: Mail response analysis.

**Representative**

The Branham Co.

**W F A A**

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Baker Hotel. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 7:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth, Davis & Schwegler.

**Personnel**

General Manager.....Martin Campbell  
 Merchandising Manager.....Irvin Gross  
 Program Director.....Elph Nimmons  
 Regional Sales Manager.....Alex Keese  
 Publicity Director.....Dick Jordan  
 Chief Engineer.....Raymond Collins

**Coverage\***

	Daytime	Evening
Population—Primary	5,327,484	5,327,484
Radio Homes— " "	805,700	805,700
Population—Secondary	7,259,620	7,259,620
Radio Homes— " "	1,267,300	1,267,300

\* Coverage increase estimate 30 per cent over presented figures since installation of vertical antenna.

Source: NBC Airea Study.

**Representative**

Edward Petry & Co., Inc.

**W R R**

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts.

OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Municipal Radio Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

**Personnel**

Managing Director.....Charles B. Jordan  
 Commercial Manager.....Dale Drake  
 Program Director.....Pete Teddlie  
 Musical Director.....Murray Lambert  
 Chief Engineer.....D. J. Tucker

**Coverage**

	Evening
Population—Primary	2,400,412
Radio Homes— " "	285,600

Source: Station survey.

**K D N T**

"SERVING 2½ MILLION POPULATION"  
 DENTON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: 216 Jackson Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Highway No. 24. TIME ON THE AIR: Unlimited License. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner.....Harwell V. Shepard  
 Chief Engineer.....B. B. Honeycutt

**Coverage**

	Daytime	Evening
Population—Primary	2,500,000	1,000,000

Source: Mail and telephone response analysis.

**K F P L**

"SERVING 56 COUNTIES—WITH OVER  
 ONE MILLION POPULATION"  
 DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:30 A.M. to 9:30 P.M., daily; 7:00 A.M. to 5:00 P.M., Sundays. NEWS SERVICE: Christian Science Monitor, United Press, Transradio Press.

**Personnel**

Station Manager.....M. D. Gallagher  
 Commercial Manager.....J. D. Gallagher  
 Program Director.....Mickey Murphy  
 Continuity Editor.....E. Carr



Merchandise Director.....A. M. O'Donnell  
Sports & Publicity Editor.....Dave Tipton  
Chief Engineer.....Clarence B. Williams

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,000,000	500,000

Source: U. S. Census; Department of Commerce.

**K R O D \***

**EL PASO**

FREQUENCY: 1500 Kc. POWER: 250 Watts.  
OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: Cortes Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License. NEWS-PAPER AFFILIATION: El Paso Times.

**Personnel**

Owner.....Dorrance D. Roderick  
Chief Engineer.....Edward P. Talbott

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	130,000	130,000

Source: Station estimate.

\* Station was licensed to operate under a construction permit at time of going to press and transmitter was in the process of construction.

**K T S M**

"THE VOICE OF EL PASO"  
**EL PASO—EST. 1929**

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. (C.P. 1350 Kc., 500 Watts, d.; 250 Watts, n.). OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A. M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio.

**Personnel**

President.....Mrs. L. E. Bredberg  
General Manager.....Karl O. Wyler  
Sales Manager.....Willard E. Kline  
Program Director.....Roy T. Chapman  
Chief Engineer.....E. L. Gemoets

**Coverage**

Population—Primary . . . . .	125,000
Radio Homes— " . . . . .	25,500
Population—Secondary . . . . .	143,000
Radio Homes— " . . . . .	28,500

Source: Station survey.

**Representative**

George P. Hollingbery Co.

**W D A H**

**EL PASO—EST. 1929**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

**Personnel**

President.....Mrs. L. E. Bredberg  
Station Manager.....Karl O. Wyler

**K F J Z**

**FORT WORTH—EST. 1922**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts.  
OWNED BY: Tarrant Broadcasting Co. OPERATED BY: Tarrant Broadcasting Co. BUSINESS ADDRESS: Hotel Texas STUDIO ADDRESS: Hotel Texas, 1201 West Lancaster. PHONE: 3-3474. TRANSMITTER LOCATION: Birdville, Texas. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President .....Elliott Roosevelt  
Secretary-Treasurer.....H. A. Hutchinson  
Manager.....Gene L. Cagle  
Commercial Manager.....Charles B. Meade  
Program & Musical Director.....L. Roy Duffy  
Chief Engineer.....Ed L. Starnes

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,655,580	1,544,480
Radio Homes— " . . . . .	256,300	256,300

Source: Field intensity survey.

**Representative**

Texas State Network

**K G K O**

**FORT WORTH—EST. 1928**

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 a.m. to midnight, daily; 8:00 a.m. to midnight, Sundays. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President .....Amon G. Carter  
General Manager .....Harold V. Hough  
Assistant General Manager...George Cranston

# TEXAS

Commercial Manager.....Jack Keasler  
 Continuity Director.....Howard Carraway  
 Chief Engineer.....R. C. Stinson  
 Program Director.....Ed Lalley

## Coverage

	Daytime	Evening
Population—Primary .....	1,383,488	939,260
Radio Homes— " .....	493,775	479,667
Population—Secondary .....	2,437,802	1,234,783
Radio Homes— " .....	187,610	30,034

Source: Joint Committee.

## Representative

Free & Peters, Inc.

# W B A P

**FORT WORTH—EST. 1922**

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

## Personnel

President.....Amon G. Carter  
 General Manager.....Harold V. Hough  
 Assistant General Manager...Herb C. Southard  
 Program Director.....David Byrn  
 Chief Engineer.....R. C. Stinson

## Coverage\*

Population—Primary .....	5,327,484
Radio Homes— " .....	805,700
Population—Secondary .....	7,259,620
Radio Homes— " .....	1,267,300

\* Installation of new antenna is estimated to have increased coverage and new figures are in preparation.

Source: NBC Airea Study.

## Representative

Edward Pety & Company

# K L U F

**GALVESTON—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 60th & Broadway. PHONE: 6676. STUDIO ADDRESS: 60th & Broadway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m.—12:00 midnight to 1:00 a.m. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

President.....Geo. Roy Clough  
 Chief Engineer.....John Taylor

## Coverage

Population—Primary .....

	797,573
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Source: Station survey.

# K P R C

**HOUSTON—EST. 1925**

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC The-saurus.

## Personnel

President.....W. P. Hobby  
 Station Manager.....Kern Tips  
 Chief Engineer.....H. T. Wheeler

## Coverage

Population—Primary .....	1,412,700
Radio Homes— " .....	227,960
Population—Secondary .....	386,100
Radio Homes— " .....	45,400

Source: NBC Airea Study.

## Representative

Edward Pety & Co.

# K T R H

**HOUSTON—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 a.m. to midnight (daily); 7:45 a.m. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

## Personnel

Station Manager.....B. F. Orr  
 Commercial Manager.....Ray E. Bright  
 Program Director.....Harry Grier  
 Chief Engineer.....Tom Hiner

## Coverage

Population—Primary .....	847,800
Radio Homes— " .....	193,200
Population—Secondary .....	4,702,900
Radio Homes— " .....	652,700

Source: Mail response analysis and field intensity measurements.

## Representative

John Blair & Company

# K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.  
 OWNED BY: Harris County Broadcast Co.  
 OPERATED BY: Harris County Broadcast Co.  
 BUSINESS ADDRESS: 5th floor, Gulf Bldg.  
 STUDIO ADDRESS: Same. TRANSMITTER  
 LOCATION: Houston. TIME ON THE AIR:  
 24 hours a day. MAINTAINS AN ARTIST  
 BUREAU. TRANSCRIPTION SERVICE: NAB Li-  
 brary, Lang-Worth.

## Personnel

Manager.....T. F. Smith

## Coverage

Population—Primary .....	648,700
Radio Homes— " .....	153,900
Population—Secondary .....	396,000
Radio Homes— " .....	58,700

Source: Mail response analysis.

## Representative

The Branham Co.

# K S A M

"THE HOME OF THE SAM HOUSTON  
 STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Sam Houston Broadcasting Asso-  
 ciation. OPERATED BY: Same. BUSINESS AD-  
 DRESS: 1121 Twelfth St. STUDIO ADDRESS:  
 Same. TRANSMITTER LOCATION: Walker  
 County Fair Grounds. TIME ON THE AIR: 6:30  
 A.M. to local sunset. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: Standard  
 Radio.

## Personnel

Manager.....V. A. Coker  
 Program Director.....Sonny Phillips  
 Chief Engineer.....Jack Whitley

# K O C A

"KILGORE, THE OIL CAPITAL OF  
 AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Oil Capitol Broadcasting Asso-  
 ciation. OPERATED BY: Same. BUSINESS  
 ADDRESS: 102½ East North St. PHONE:  
 616. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Kilgore. TIME ON THE  
 AIR: 6:00 a.m. to 10:00 p.m. NEWSPA-  
 PER AFFILIATIONS: Kilgore Daily News.  
 NEWS SERVICE: United Press. MAINTAINS  
 ARTISTS' BUREAU. TRANSCRIPTION SER-  
 VICE: Standard Radio.

## Personnel

General Manager.....Roy G. Terry  
 Promotion Manager.....B. V. Hammond  
 Program Director.....Orvin Franklin  
 Chief Engineer.....Eugene A. Norris

# K P A B

"THE STATION WHERE NATION MEETS  
 NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Mervel M. Valentine. OPERATED  
 BY: Mervel M. Valentine. BUSINESS ADDRESS:  
 300 Gates St. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 1 Stone Ave. TIME  
 ON THE AIR: 24 hours daily. NEWS SERVICE:  
 Transradio Press. TRANSCRIPTION SERVICE:  
 NBC Thesaurus.

## Personnel

General Manager.....Mervel M. Valentine  
 Commercial Manager.....R. W. Bennett

## Coverage

	Daytime	Evening
Population—Primary .....	100,000	150,000
Radio Homes— " .....	20,000	35,000
Population—Secondary ..	150,000	200,000
Radio Homes— " .....	25,000	40,000

Source: Station survey.

## Representatives

Forjoe & Company, New York  
 William R. Stewart

# K F R O

LONGVIEW—EST. 1934

FREQUENCY: 1340 Kc. POWER: 1000 watts.  
 OWNED BY: Voice of Longview. OPERATED  
 BY: Voice of Longview. BUSINESS ADDRESS:  
 Box 616. PHONE: 411. STUDIO ADDRESS:  
 620 Glover Crim Bldg. TRANSMITTER LOCA-  
 TION: Marshall-Longview Highway. TIME ON  
 THE AIR: 6:00 a.m. to 12:00 midnight. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: NAB Library, Lang-Worth. MAINTAINS  
 ARTISTS' BUREAU.

## Personnel

President-General Manager.....James R. Curtis

## Coverage

	Daytime	Evening
Population—Primary .....	99,997	99,997
Radio Homes— " .....	26,595	26,595
Population—Secondary ..	787,107	500,000
Radio Homes— " .....	209,337	150,000

Source: Joint Committee.

## Representatives

Forjoe & Co.  
 John H. Reagin, Atlanta, Ga.  
 Radio Time Agency, Chicago  
 Walter Biddick, Los Angeles

# K F Y O

"LUBBOCK, HUB OF THE PLAINS,  
 HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 d.; 100 Watts, n. OWNED BY: Plains Radio  
 Broadcasting Co. OPERATED BY: Plains Radio

# T E X A S

Broadcasting Co. **BUSINESS ADDRESS:** Box 1448. **PHONE:** 1700-1 (Trans) 1540. **STUDIO ADDRESS:** 914 Ave. J. **TRANSMITTER LOCATION:** 2312 5th St. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). **MAINTAINS ARTISTS' BUREAU.** **NEWSPAPER AFFILIATIONS:** Lubbock Avalanche Journal. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Standard Radio, NAB Library.

### Personnel

President.....O. L. Taylor (Amarillo)  
 Station Manager.....DeWitt Landis  
 Commercial Manager.....DeWitt Landis  
 Artists' Bureau Head.....R. B. McAllister  
 Chief Announcer.....Wesley Youngblood  
 Publicity Director.....Bruce Collier  
 Musical Director.....O. D. Cook  
 Chief Engineer.....W. H. Torrey

### Coverage

Population—Primary ..... 171,696  
 Radio Homes— " ..... 22,510  
 Population—Secondary ..... 49,173  
 Radio Homes— " ..... 5,300

Source: Field intensity survey; U. S. Census.

### Representative

Howard H. Wilson Company

## K R B A

"THE VOICE OF WELCOME IN THE  
 HEART OF THE PINEY WOODS"

**LUFKIN—EST. 1938**

**FREQUENCY:** 1310 Kc. **POWER:** 250 watts.  
**OWNED BY:** Red Lands Broadcasting Association (Ben T. Wilson, President). **OPERATED BY:** Red Lands Broadcasting Association. **BUSINESS ADDRESS:** 108½ S. First St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 35. **TIME ON THE AIR:** Daytime License. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** Standard Radio.

### Personnel

President.....Ben T. Wilson  
 Manager .....Darrell E. Yates

## K R L H

"SERVICE, COOPERATION AND  
 EDUCATION"

**MIDLAND—EST. 1935**

**TEXAS STATE NETWORK**

**FREQUENCY:** 1420 Kc. **POWER:** 100 Watts.  
**OWNED BY:** Clarence Scharbauer. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Scharbauer. **PHONE:** 1070. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** 2100 West Wall. **TIME ON THE AIR:** 6:45 a.m. to 5:45 p.m., daily; 10:00 a.m. to 7:00 p.m., Sundays. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Standard Radio.

### Personnel

Station Manager.....W. H. McCumber  
 Program Director.....C. A. Roark  
 Director of Women's Programs. Claudine Hogan  
 Chief Engineer.....Robert Harmon

### Coverage

	Daytime	Evening
Population—Primary .....	40,000	40,000
Radio Homes— " .....	10,000	10,000
Population—Secondary .....	120,000	60,000
Radio Homes— " .....	38,000	10,000

Source: Field intensity measurements.

### Representative

Allied Representation Co.

## K N E T

**PALESTINE—EST. 1936**

**FREQUENCY:** 1420 Kc. **POWER:** 100 Watts.  
**OWNED BY:** Palestine Broadcasting Assn. **OPERATED BY:** Palestine Broadcasting Association. **BUSINESS ADDRESS:** John and Crawford Sts. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Highway No. 43. **TIME ON THE AIR:** Daytime License. **TRANSCRIPTION SERVICE:** Standard Radio.

### Personnel

General Manager.....M. E. Danbom  
 Station Manager.....John Sullivan  
 Program Director.....W. D. Martin, Jr.  
 Secretary.....Mary Louise Pryor  
 Chief Engineer.....W. S. Hall

### Coverage

	Daytime
Population—Primary .....	60,000
Radio Homes— " .....	8,000
Population—Secondary .....	75,000
Radio Homes— " .....	15,000

Source: Station estimate.

## K P D N

"HIGH FIDELITY"

**PAMPA—EST. 1936**

**FREQUENCY:** 1310 Kc. **POWER:** 100 Watts.  
**OWNED BY:** R. C. Hoiles. **OPERATED BY:** R. C. Hoiles. **BUSINESS ADDRESS:** 212½ N. Ballard. **PHONE:** 1100. **STUDIO ADDRESS:** 212½ N. Ballard. **TRANSMITTER LOCATION:** East of city limits. **TIME ON THE AIR:** 7:00 a.m. to 11:00 p.m. **NEWSPAPER AFFILIATION:** Pampa News. **NEWS SERVICE:** Associated Press. **TRANSCRIPTION SERVICES:** World Broadcasting System, C. P. MacGregor. **MAINTAINS ARTISTS' BUREAU.**

### Personnel

General Manager.....H. E. Kreiger  
 Commercial Manager.....Dale Robinson  
 Program Director.....Ray Monday  
 Chief Engineer.....Herman Kreiger

**Coverage**

	Daytime	Evening
Population—Primary .....	55,308	47,012
Radio Homes— " .....	19,170	.....
Population—Secondary .....	25,456	21,637
Radio Homes— " .....	6,600	.....

Source: U. S. Census; Joint Committee.

**K P L T**

"THE FRIENDLY STATION"  
PARIS—EST. 1936

TEXAS STATE NETWORK  
FREQUENCY: 1500 Kc. POWER: 250 Watts.  
OWNED BY: North Texas Broadcasting Co.  
OPERATED BY: North Texas Broadcasting Co.  
BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....A. G. Pat Mayse  
General Manager.....Fred E. Humphrey  
Chief Engineer.....Weldon Jeffus

**Coverage**

Population—Primary .....	209,400
Radio Homes— " .....	25,600

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillvra

**K I U N**

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Jack Hawkins and Barney Hubbs.  
OPERATED BY: Jack Hawkins and Barney Hubbs.  
BUSINESS ADDRESS: 306 S. Cedar St. STUDIO ADDRESS: 306 S. Cedar St. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Co-Owner-General Manager...Jack Hawkins  
Co-Owner-Publicity Director...Barney Hubbs  
Chief Announcer.....Bill Sharpe  
Musical Director.....Carl Watts  
Chief Engineer.....Grady Cotton

**K W B D \***

PLAINVIEW—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 watts.  
OWNED BY: W. B. Dennis. OPERATED BY: W.

B. Dennis. BUSINESS ADDRESS: Plainview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

**K P A C**

PORT ARTHUR—EST. 1934

FREQUENCY: 1220 Kc. POWER: 500 watts.  
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: 1521 Lake Shore Drive. PHONE: 7458. STUDIO ADDRESS: 1521 Lake Shore Drive. PHONE: 3320. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President.....Carl Vaughan

**Coverage**

Population—Primary .....	175,000
Radio Homes— " .....	43,750
Population—Secondary .....	201,000
Radio Homes— " .....	50,250

Source: Station survey.

**K G K L**

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: KGKL Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus.

**Personnel**

President.....H. C. Ragsdale  
Gen'l & Comm. Mgr.....Fred E. Humphrey  
Program Director.....Lynn Bigler  
Chief Engineer.....Frank M. Jones

**Coverage**

Population .....	180,000
Radio Homes .....	26,300

Source: Station survey.

**Representative**

Joseph Hershey McGillvra

**K A B C**

"THE SPORTS STATION"  
SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK  
FREQUENCY: 1420 Kc. POWER: 250 watts.  
OWNED BY: Alamo Broadcasting Co. OPER-

ATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 811 E. Myrtle St. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 11:00 p.m., Sundays. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President ..... R. Early Wilson  
 Manager ..... Cliff Tatom  
 Program Director ..... Dave Young  
 Production Manager ..... Jerry Fisher

**Coverage**

	Daytime	Evening
Population—Primary	465,000	465,000
Radio Homes—	119,500	119,500
Population—Secondary	153,000	153,000
Radio Homes—	33,700	33,700

Source: Station survey.

**K M A C**

SAN ANTONIO—EST. 1930

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: W. W. McAllister and Howard W. Davis d/b as Walmac Co. OPERATED BY: Walmac Company. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: 319 Avenue A. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Manager ..... Howard W. Davis  
 Program Director ..... A. S. Bessan  
 Secretary-Treasurer ..... Ruth Burleson

**Coverage**

	Daytime
Population—Primary	400,000
Source: Station survey.	

**Representative**

Burn-Smith Co.

**K O N O**

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 5171-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

**Personnel**

Owner-Manager ..... Eugene J. Roth  
 Program Director ..... Bill Laurie  
 Sales Manager ..... James M. Brown  
 Chief Engineer ..... George Ing

**Coverage**

	Daytime
Population—Primary	350,000
Radio Homes—	92,000
Source: U. S. Census; Chamber of Commerce.	

**Representative**

Allied Representative Co.

**W O A I**

"THE MOST POWERFUL ADVERTISING INFLUENCE IN SAN ANTONIO AND THE SOUTHWEST"

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3-4. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: 6:30 a.m. to 12:00 midnight, daily; 7:30 a.m. to 12:00 midnight, Sunday. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: Davis & Schwegler, NBC Thesaurus, Lang-Worth.

**Personnel**

Pres. & General Manager ..... Hugh A. L. Halff  
 Chairman of Board ..... G. A. C. Halff  
 Vice-President ..... Ellis Chaney

**"Come and get it"**

In the language of the range, we offer you this rich market—on a platter.

50,000 WATTS

**WOAI**

CLEARED CHANNEL

MEMBER TON - AFFILIATE NBC  
 REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Secretary.....George Beary  
 Sales Promotion & Merchandising  
 Manager.....Walter S. Zahrt  
 Program Director.....Dwight Bourn  
 Chief Engineer.....Fred Sterling

**Coverage**

	Daytime	Evening
Radio Homes—Primary..	274,480	207,800

Source: Field strength survey; mail response analysis; Joint Committee.

**Representative**

Edw. Petry & Co., Inc.

**K T S A**

**SAN ANTONIO—EST. 1927**  
 COLUMBIA BROADCASTING SYSTEM  
 LONE STAR CHAIN

FREQUENCY: 550 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Sunshine Broadcasting Co. OPERATED BY: Sunshine Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight, daily; Sunday, 7:45 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

Station Manager.....George W. Johnson  
 Commercial Manager.....Charles Balhrope  
 Program Manager.....William C. Bryan  
 Chief Engineer.....Wm. Egerton

**Coverage**

	Daytime	Evening
Population—Primary .....	1,680,657	1,348,676
Radio Homes— " .....	249,130	155,120
Population—Secondary .....	2,630,410	2,304,513
Radio Homes— " .....	368,433	291,150

Source: CBS Listening Study and station survey.

**Representative**

Howard H. Wilson Co.

**K R R V**

"THE VOICE OF THE RED RIVER VALLEY"

**SHERMAN—EST. 1936**

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. (C. P. 880 Kc., 1000 watts, unlimited.) OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President.....G. H. Wilcox  
 Station Manager.....L. L. Hendrick

Commercial Manager.....Emory Reece  
 Program Director-Chief  
 Announcer.....Bill Hutchins  
 Denison Studio Manager.....Maurice Wray  
 Chief Engineer.....T. E. Spellman

**Coverage**

Population—Primary .....	246,000
Radio Homes— " .....	31,500
Population—Secondary .....	220,000
Radio Homes— " .....	25,900

Source: Station survey.

**Representative**

Texas State Network

**K X O X**

**SWEETWATER—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Sweetwater Radio, Inc. OPERATED BY: Sweetwater Radio, Inc. BUSINESS ADDRESS: Highway 70. STUDIO ADDRESS: Highway 70. TRANSMITTER LOCATION: Sweetwater. TIME ON THE AIR: 6:00 a.m. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....George Bennett  
 Secretary-Treasurer & General  
 Manager.....Russell Bennett  
 Commercial Manager.....J. Allen Brown

**Coverage**

Population—Primary .....	411,699
Radio Homes— " .....	45,700

Source: Mail response analysis.

**K T E M**

**TEMPLE—EST. 1936**

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

President.....Ruth Mayborn  
 General Manager.....Frank Mayborn  
 Station Manager.....Burton Bishop  
 Chief Engineer.....Paul Shaw

**Coverage**

	Daytime	Evening
Population—Primary .....	289,543	50,030
Radio Homes— " .....	48,280	8,560
Population—Secondary .....	267,901	239,543
Radio Homes— " .....	43,880	39,720

Source: Mail response analysis.

**Representative**

Texas State Network

# KCMC

"KCMC, THE VOICE OF SERVICE IN TEXARKANA AND THE FOUR STATE AREA"

**TEXARKANA—EST. 1932**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-2525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... Henry Humphrey  
 General Manager ..... Foster W. Fort  
 Commercial Manager ..... John E. Marsh  
 Artists Bureau Head and  
 Traffic Manager ..... Paulyne Sorsby  
 Program & Publicity Dir. .... Thomas Dillahunty  
 Chief Engineer ..... Harvey Robertson

### Coverage

Radio Homes—Primary ..... 30,810  
 Radio Homes—Secondary ..... 58,580  
 Source: Station survey.

### Representative

Radio Time Agency

# KGKB

**TYLER—EST. 1931**

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President ..... W. M. Roberts  
 Operator ..... Jas. G. Ulmer  
 General Manager ..... M. E. Danbom

### Coverage

	Daytime	Evening
Population—Primary	303,100	303,100
Radio Homes—"	26,500	26,500
Population—Secondary	303,021	303,021
Radio Homes—"	28,400	28,400

Source: Joint Committee; Texas Almanac.

# KVWC

**VERNON—EST. 1939**

**TEXAS STATE NETWORK**

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS AD-

DRESS: 1813 Wilbarger St. STUDIO ADDRESS: 1813 Wilbarger St. TRANSMITTER LOCATION: Vernon. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. NEWSPAPER AFFILIATION: Vernon Daily Record. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

### Personnel

President ..... R. H. Nichols  
 Station Manager ..... Herman Cecll  
 Commercial Manager ..... W. D. Dixon  
 Program Director ..... J. D. Ralston  
 Chief Engineer ..... W. M. Fowler, Jr.

### Coverage

Population—Primary	208,940
Radio Homes—"	57,300
Population—Secondary	171,222
Radio Homes—"	47,420

Source: Station survey.

# KVIC\*

**VICTORIA—EST. 1939**

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Radio Enterprises, Inc. BUSINESS ADDRESS: Victoria. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\*Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# WACO

"SERVING THE PUBLIC INTEREST"  
**WACO—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

FREQUENCY: 1420 Kc. POWER: 250 watts. OWNED BY: Frontier Broadcasting Co. OPERATED BY: Frontier Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waco News-Tribune, Waco Times-Herald. NEWS SERVICE: International News Service, Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

### Personnel

Station Manager ..... J. W. Pate  
 Commercial Manager ..... R. E. L. Glasgow  
 Program Director ..... Bernard P. Helton  
 Publicity Director ..... Lewis Love  
 Musical Director ..... Mary Holiday  
 Chief Engineer ..... L. H. Appleman

### Coverage

Population—Primary	376,181
Radio Homes—"	44,600
Population—Secondary	226,767
Radio Homes—"	25,600

Source: Texas Almanac; Joint Committee.



# K R G V

"YOUR VALLEY VOICE"  
**WESLACO—EST. 1926**  
 NBC—(RED OR BLUE)  
 LONE STAR CHAIN

FREQUENCY: 1260 Kc. POWER: 1000 Watts.  
 OWNED BY: KRGV, Inc. OPERATED BY:  
 Same. BUSINESS ADDRESS: 201 Border.  
 PHONE: 375-6. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 6:00 A.M. to 11:00 P.M. NEWS  
 SERVICE: United Press. TRANSCRIPTION SER-  
 VICE: Standard Radio, Davis & Schwegler.

## Personnel

President.....O. L. Taylor  
 Station Manager.....Ken Lowell Sibson  
 Assistant Manager.....Guy W. Bradford  
 Program Director.....Dick Watkins  
 Chief Engineer.....Neal McNaughton

## Coverage

Population—Primary.....383,909  
 Radio Homes— ".....37,860  
 Source: Station survey.

## Representative

Howard H. Wilson Co.

# K W F T

**WICHITA FALLS—EST. 1938**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 620 Kc. POWER: 1000 Watts,  
 d.; 250 Watts, n. OWNED BY: Wichita Broad-  
 casting Co. OPERATED BY: Wichita Broad-  
 casting Co. BUSINESS ADDRESS: 807 Hamil-  
 ton Bldg. STUDIO ADDRESS: Kemp Hotel.  
 TRANSMITTER LOCATION: Wichita Gardens.  
 TIME ON THE AIR: 6:30 A.M. to 12:00 midnight.  
 NEWS SERVICE: United Press. TRANSCRIP-  
 TION SERVICE: Associated Music Publishers.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

President.....Joe B. Carrigan  
 Manager.....W. P. Hood  
 Program Director.....Eddie Evans  
 Sales Manager.....Charles Clough  
 Merchandising Director.....Harold Kimmell  
 Chief Engineer.....John Adams

## Coverage

	Daytime	Evening
Population—Primary.....	750,000	300,500
Radio Homes— ".....	145,000	32,300
Population—Secondary.....	2,607,500	541,900
Radio Homes— ".....	502,300	95,270

Source: Chamber of Commerce; U. S. Census;  
 field intensity measurements.

## Representative

Paul H. Raymer Co.

# UTAH

Population 519,000

Number of Families 123,000

Number of Radio Homes 111,000

Retail Sales \$145,307,800

Auto Registrations 153,081

# K S U B

"GATEWAY TO SOUTHERN UTAH'S  
 SCENIC WONDERLAND"

**CEDAR CITY—EST. 1937**

FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: Johnson & Perry. OPERATED BY:  
 Leland Perry. BUSINESS ADDRESS: Escalante  
 Hotel. PHONE: 398. STUDIO ADDRESS:  
 Escalante Hotel. TRANSMITTER LOCATION:  
 West 2nd South. TIME ON THE AIR: Unlimited  
 License. NEWS SERVICE: Transradio Press.  
 TRANSCRIPTION SERVICES: NBC Thesaurus,  
 C. P. MacGregor.

## Personnel

Co-Owners..Leland M. Perry, Harold Johnson  
 Station Manager.....Sherman T. Wright

## Representative

Cox & Tanz

# K V N U

**LOGAN—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Cache Valley Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 41 S. Main St. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Logan. TIME ON  
 THE AIR: 6:00 A.M. to 12:00 midnight. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICE: Standard Radio.

## Personnel

Manager.....Reed Bullen

## Coverage

	Daytime	Evening
Population—Primary.....	100,000	110,000
Radio Homes— ".....	30,000	33,000

Source: Station survey.

# KLO

"THE VOICE OF UTAH"  
**OGDEN—EST. 1924**

NATIONAL BROADCASTING CO. (BLUE)  
 FREQUENCY: 1400 Kc. POWER: 5000 watts.  
 OWNED BY: Interstate Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 7th floor, Hotel Ben Lomond. PHONE: 84.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Kaneshville, Utah. TIME ON THE  
 AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER  
 AFFILIATION: Ogden Standard Examiner.  
 NEWS SERVICE: Associated Press. MAIN-  
 TAINS ARTISTS' BUREAU.

## Personnel

President ..... A. L. Glasmann  
 Vice President-General  
 Manager ..... Paul R. Heitmeyer  
 Advertising Manager ..... M. J. Bunnell  
 Chief Announcer ..... Stuart Daniels  
 Program Manager ..... Ethel G. Clark  
 Production Director ..... Jack Riaska  
 Musical Director ..... Ed Berry  
 Chief Engineer ..... W. D'Orr Cozzens  
 Production Manager ..... Jack Riaska

## Coverage

	Daytime	Evening*
Population—Primary	403,749	403,749
Radio Homes—"	91,158	91,158
Population—Secondary	88,961	253,194
Radio Homes—"	21,700	61,750

\*Based on 1000 Watts power.

Source: Field strength measurements; U. S. Census.

## Representative

Bryant Griffith & Brunson

# KEUB

"THE VOICE OF EASTERN UTAH"  
**PRICE—EST. 1936**

FREQUENCY: 1420 Kc. POWER: 100 Watts.  
 OWNED BY: E. Utah Broadcasting Co. (Sam.  
 G. Weiss). OPERATED BY: E. Utah Broadcast-  
 ing Co. BUSINESS ADDRESS: Price. PHONE:  
 Price 200. STUDIO ADDRESS: Price. TRANS-  
 MITTER LOCATION: Price. TIME ON THE AIR:  
 Unlimited License. NEWS SERVICE: Trans-  
 radio Press. TRANSCRIPTION SERVICE: World  
 Broadcasting System.

## Personnel

Station Manager ..... Sam G. Weiss  
 Program Director-Commercial  
 Manager ..... Jack Richards  
 Chief Engineer ..... Carl E. Busart

# KOVO

"THE VOICE OF CENTRAL UTAH"  
**PROVO—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 watts.  
 OWNED BY: Clifford A. Talboe, trustee, d/b  
 as Citizens Voice and Air Show. OPERATED  
 BY: Same. BUSINESS ADDRESS: 108 West  
 Center St. STUDIO ADDRESS: 108 West Center  
 St. TRANSMITTER LOCATION: 17 West Sec-  
 ond St., South. TIME ON THE AIR: 7:00 A.M.  
 to 11:00 P.M. NEWS SERVICE: Transradio  
 Press, United Press. TRANSCRIPTION SER-  
 VICE: NBC Thesaurus, Standard Radio.

## Personnel

Manager ..... Arch L. Madsen  
 Production Director ..... A. C. Priddy  
 Chief Engineer ..... Howard Johnson

## Coverage

	Daytime	Evening
Population—Primary	58,745	51,000
Radio Homes—"	11,760	10,060
Population—Secondary	24,370	7,845
Radio Homes—"	4,876	1,800

Source: Joint Committee.

# KDYL

"THE POPULAR STATION"  
**SALT LAKE CITY—EST. 1922**

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Intermountain  
 Broadcasting Corp. OPERATED BY: Same.  
 BUSINESS ADDRESS: 6th floor, Tribune-Tele-

For Results  
 in the  
**INTERMOUNTAIN  
 MARKET**  
 it's  
**KDYL**  
 SALT LAKE CITY  
 The **POPULAR** Station

NBC  
 RED  
 NETWORK

Representative: JOHN BLAIR & CO.

gram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President & General Manager.....S. S. Fox  
 Commercial Manager.....W. E. Wagstaff  
 Program Director.....Myron Fox  
 Sales Manager.....W. E. Wagstaff  
 Chief Engineer.....J. M. Baldwin

**Coverage**

	Daytime	Evening
Population—Primary .....	607,805	432,734
Radio Homes— " .....	131,460	94,650
Population—Secondary .....	246,076	103,920
Radio Homes— " .....	54,180	22,689

Source: Field intensity survey and mail count.

**Representative**

John Blair & Company

**K S L**

SALT LAKE CITY—EST. 1922  
 COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 1130 Kc. POWER: 50,000

watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

**Personnel**

President.....J. Reuben Clark, Jr.  
 Executive Vice-President.....Earl J. Glade  
 Vice-President.....John F. Fitzpatrick  
 Assistant to President-Director of  
 Station Operations.....Ivor Sharp  
 Secretary-Treasurer.....Joseph L. Wirthlin  
 Commercial Manager-Auditor.....Dan H. Vincent  
 Sales and Traffic Manager, Lennox Murdoch  
 Chief Engineer.....Willice E. Groves  
 Production Manager-Chief Announcer,

Glenn Shaw

Musical Director.....Albert J. Southwick  
 Director of Special Events.....Richard L. Evans  
 Director of Public Events, Sports and  
 Promotional Activities...Thomas H. Axelsen

**SUPREME IN THE WEST**



**Columbia's 50,000-Watt Affiliate in Salt Lake City**

**Edward Petry & Company, Inc., National Representative**

**UTAH—VERMONT**

Director of News Broadcasts, Earl J. Glade, Jr.  
 Director of Educational Broadcasts,  
 Irma Felt Bitner

**Coverage**

	Daytime	Evening
Population—Primary .....	844,000	1,690,800
Radio Homes— " .....	145,750	306,990
Population—Secondary .....	10,607,900	11,687,300
Radio Homes— " .....	2,458,400	2,619,600

Source: CBS Listening Area Study.

**Representative**

Edward Petry & Co., Inc.

**K U T A**

"TOPS ON THE DIAL"  
**SALT LAKE CITY—EST. 1938**

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 250 watts.  
 OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel.

PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager.....Frank C. Carman  
 Assistant Manager-Program Director,  
 William B. Sears  
 Chief Engineer.....Lyle Wahlquist

**Coverage**

	Daytime	Evening
Population—Primary .....	220,000	200,000
Radio Homes— " .....	47,660	47,660
Population—Secondary .....	250,000	250,000
Radio Homes— " .....	56,560	56,560

Source: Field strength survey; Joint Committee.

**Representative**

Joseph Hershey McGillvra

**VERMONT**

Population 383,000

Number of Families 99,000

Number of Radio Homes 88,600

Retail Sales \$109,033,100

Auto Registrations 89,496

**W C A X**

"THE VOICE OF VERMONT"  
**BURLINGTON—EST. 1931**

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 4880. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service, C. P. MacGregor.

**Personnel**

President-Treasurer.....C. P. Hasbrook  
 Program and Production Manager, H. B. Wight  
 Treasurer.....E. E. Germain  
 Chief Engineer.....James W. Tierney

**Coverage**

	Daytime	Evening
Population—Primary .....		507,942
Radio Homes— " .....	47,480	94,960

Source: Station survey.

**W S Y B**

"WE SERVE YOU BEST"  
**RUTLAND—EST. 1930**

FREQUENCY: 1500 Kc. POWER: 250 watts.

OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

**Personnel**

President .....

Station Manager .....

Chief Engineer.....M. R. Francis

**W Q D M**

"THIS IS YOUR STATION"  
**ST. ALBANS—EST. 1929**

FREQUENCY: 1390 Kc. POWER: 1000 watts.  
 OWNED BY: F. Arthur Bostwick and E. J. Regan. OPERATED BY F. Arthur Bostwick and E. J. Regan. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

General Manager.....G. S. Wasser  
 Production Manager.....Alec Coursey

## • • • VERMONT—VIRGINIA • • •

Continuity Director.....Walter Murtrogh  
 Chief Engineer.....Edward J. Regan

### Coverage

Population—Primary ..... 185,733  
 Radio Homes— " ..... 33,870  
 Population—Secondary ..... 181,086  
 Radio Homes— " ..... 52,720

Source: Mail count and field strength measurements.

### Representative

Weed & Co.

# W N B X \*

SPRINGFIELD—EST. 1927

(\*See WKNE, Keene, N. H.)

# W D E V

"VERMONT'S MID-STATE STATION"  
 WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Lloyd E. Squier and William G. Ricker d/b as Radio Station WDEV. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

Station and Sales Manager.....L. E. Squier  
 Commercial and Advertising Manager,  
 W. G. Ricker  
 Chief Announcer.....Mal Weaver  
 Musical Director.....Paul Turner  
 Chief Engineer.....Melvin Stickles

### Coverage

Population—Primary ..... 200,000  
 Radio Homes— " ..... 50,000  
 Population—Secondary ..... 400,000  
 Radio Homes— " ..... 100,000

Source: Mail response and field intensity survey.

# VIRGINIA

Population 2,706,000

Number of Families 613,000

Number of Radio Homes 400,200

Retail Sales \$518,461,900

Auto Registrations 444,860

# W C H V

"IN THE HEART OF HISTORIC VIRGINIA"  
 CHARLOTTESVILLE—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 watts.

OWNED BY: Community Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 E. Market and 4th. PHONE: 2500. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Route 250, Jefferson Highway. TIME ON THE  
 AIR: 7:00 A.M. to 10:30 P.M. NEWS SERVICE:  
 United Press. MAINTAINS ARTISTS' BUREAU.  
 TRANSCRIPTION SERVICE: Associated Music  
 Publishers, Lang-Worth.

### Personnel

Station Manager.....John F. Arrington, Jr.  
 Secretary-Treasurer.....Marcia Arrington  
 Commercial Manager.....George B. Russell  
 Program Director.....Jane Brooks  
 Chief Engineer.....Walter W. Gray

### Coverage

Population—Primary ..... 202,973  
 Radio Homes— " ..... 30,688  
 Population—Secondary ..... 268,111  
 Radio Homes— " ..... 43,903

Source: Station survey.

### Representative

Burn-Smith Co.

# W B T M

DANVILLE—EST. 1930

PIEDMONT NETWORK (WBTM and WLVA)  
 FREQUENCY: 1370 Kc. POWER: 250 Watts,  
 d., 100 Watts, n. OWNED BY: Piedmont  
 Broadcasting Corp. OPERATED BY: Piedmont  
 Broadcasting Corp. BUSINESS ADDRESS: Hotel  
 Danville. PHONE: 2350. STUDIO ADDRESS:  
 Hotel Danville. TRANSMITTER LOCATION:  
 Danville. TIME ON THE AIR: 6:00 A.M. to  
 11:00 P.M., daily; 9:00 A.M. to 6:00 P.M., Sun-  
 days. NEWS SERVICE: Transradio Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION  
 SERVICE: C. P. MacGregor, Standard  
 Radio.

# VIRGINIA

## Personnel

President ..... L. N. Dibrell  
 Vice-President ..... Edward A. Allen  
 Vice President and General  
 Manager ..... Philip P. Allen  
 Program Director ..... W. P. Heffernan  
 Chief Engineer ..... Phil Briggs

## Coverage

	Daytime	Evening
Population—Primary .....	238,200	238,200
Radio Homes— " .....	39,200	39,200
Population—Secondary .....	208,900	208,900
Radio Homes— " .....	37,800	37,800

Source: Mail response analysis.

## W F V A

**FREDERICKSBURG—EST. 1939**

FREQUENCY: 1260 Kc. POWER: 250 watts.  
 OWNED BY: Fredericksburg Broadcasting Corp. OPERATED BY: Fredericksburg Broadcasting Corp. BUSINESS ADDRESS: Fredericksburg. STUDIO ADDRESS: Fredericksburg. TRANSMITTER LOCATION: near Fredericksburg. TIME ON THE AIR: Daytime License.

## W S V A

"THE VALLEY STATION"

**HARRISONBURG—EST. 1935**

FREQUENCY: 550 Kc. POWER: 500 Watts.  
 OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional Bldg., Staunton. PHONE: Staunton 647. TRANSMITTER LOCATION: 5 miles South of Harrisonburg on U. S. Route 11. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

General and Commercial  
 Manager ..... Chas. P. Blackley  
 Program Director ..... Wendell Siler  
 Chief Engineer ..... U. L. Lynch

## Coverage

Population—Primary .....	148,028
Radio Homes— " .....	26,300
Population—Secondary .....	145,014
Radio Homes— " .....	17,900

Source: Department of Commerce; mail response analysis.

## Representative

Joseph Hershey McGillyvra

## W L V A

**LYNCHBURG—EST. 1930**

PIEDMONT NETWORK (WBTM and WLVA)  
 FREQUENCY: 1200 Kc. POWER: 250 Watts.  
 OWNED BY: Lynchburg Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus, C. P. MacGregor, Associated Music Publishers.

## Personnel

President ..... Edw. A. Allen  
 Station Manager ..... Philip P. Allen  
 Program Director ..... James Moore  
 Chief Engineer ..... Albert E. Heisen

## W G H

**NEWPORT NEWS—EST. 1928**

FREQUENCY: 1310 Kc. POWER: 250 Watts.  
 OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 27031. STUDIO ADDRESS: Boat Harbor, Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. PHONES: Portsmouth, 991; Norfolk, 27031; Newport News, 2297. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

## Personnel

President ..... Raymond B. Bottom  
 Vice-President & General  
 Manager ..... Edward E. Bishop  
 Secretary-Treasurer ..... W. R. VanBuren  
 Commercial Manager ..... Edward E. Edgar  
 Program Director ..... Gene D. Stratton  
 Chief Announcer ..... Joel F. Wahlberg  
 Musical Director ..... Willby Goff  
 Chief Engineer ..... Raymond P. Aylor, Jr.  
 Director of Women's Programs ..... Audrey Clegg  
 Special Events  
 Manager ..... Irving C. Waugh, Jr.

## (CALL LETTERS UNASSIGNED)\*

**MARTINSVILLE—EST. 1940**

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. C. Barnes and Jonas Weiland d/b as Martinsville Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Martinsville. STUDIO ADDRESS: Martinsville. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

# VIRGINIA

## Coverage

	Daytime	Evening
Population—Primary .....	224,145	224,145
Radio Homes— " .....	49,810	49,810
Population—Secondary .....	6,458	
Radio Homes— " .....	1,435	

Source: Station survey.

## Representative

Edward Petry & Co., Inc.

# WRVA

"DOWN WHERE THE SOUTH BEGINS"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts.  
 OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Richmond, 9th & Grace St. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: R.F.D. No. 5, Edgeworth, Va. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M., daily; 8:00 A.M. to 1:00 A.M., Sundays. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

NAB Library, Langworth, Davis & Schwegler.  
 MAINTAINS ARTISTS' BUREAU.

## Personnel

General Manager..... C. T. Lucy  
 Business Manager..... Barron Howard  
 Public Relations Director..... W. S. Bishop  
 Program Service Manager..... Irvin Abeloff  
 Publicity Director..... William L. Willis  
 Musical Director..... E. D. Naff  
 Special Events Production  
 Manager..... Ira L. Avery  
 Artists' Bureau Manager..... Stuart L. Brauer  
 Chief Engineer..... D. C. Woods

## Coverage

	Evening
Population—Primary .....	1,215,880
Radio Homes— " .....	213,810

Source: U. S. Census; County Census.

## Representative

Paul H. Raymer Company

# WBBL

RICHMOND—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Grace Covenant Presbyterian

# WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this one station at one cost! Dozens and dozens of wise advertisers are doing it now on

## VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO



# VIRGINIA

Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: 1627 Monument Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sundays, 11:00 A.M. to 12:15 P.M. and 7:45 P.M. to 9:15 P.M.

### Personnel

Agent..... M. A. Sitton

### Coverage

	Daytime
Population—Primary .....	150,000
Radio Homes— " .....	50,000
Source: Station estimate.	

## W M B G

"THE HAVENS AND MARTIN STATION"  
RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts (C.P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: Broad at Tilden Sts. PHONE: 5-8611. STUDIO ADDRESS: Broad at Tilden Sts. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Davis & Schwegler.

### Personnel

President & Station  
 Manager..... Wilbur M. Havens  
 Secretary..... C. H. Woodward  
 Treasurer..... Wilfred H. Wood  
 Chief Announcer..... Jack Hooper  
 Program Director..... Garnett Tate  
 Local Sales Manager..... Wm. Filer  
 Publicity Director & National  
 Sales Manager..... R. E. Mitchell  
 Production & Musical  
 Director..... T. Spencer Meyer  
 Chief Engineer..... Wilfred H. Wood

### Coverage

Population—Primary .....	420,900
Radio Homes— " .....	62,600
Population—Secondary .....	118,300
Radio Homes— " .....	19,100
Source: Department of Commerce; Joint Committee.	

### Representative

John Blair & Co.

## W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library, Langworth, World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

### Personnel

President..... J. P. Fishburn  
 Station Manager..... Ray P. Jordan  
 Commercial Manager..... F. D. Kesler  
 Program Director..... Jack Weldon  
 Studio Director..... Paul Reynolds  
 Artists' Bureau Head &  
 Musical Director..... Mary Henson  
 Chief Engineer..... J. W. Robertson

### Coverage

	Daytime	Evening
Population—Primary .....	320,200	133,300
Radio Homes— " .....	47,860	26,880
Population—Secondary .....	2,212,900	924,800
Radio Homes— " .....	261,300	109,990
Source: CBS Listening Area Study.		

### Representative

Free & Peters, Inc.

WDBJ

5000 WATTS (DAY)  
1000 WATTS (NIGHT)

## SURVEYS SHOW that W D B J

is the ONLY station that can be heard consistently and satisfactorily AT ALL TIMES in Roanoke and the immediate surrounding territory.

**BUSINESS IS GOOD IN ROANOKE!**

Are You Getting Your Share?

Represented by  
**FREE AND PETERS, INC.**

# W D B J

*in the heart of a great*  
**TRADING AREA**

**ROANOKE, VIRGINIA**

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM



# W L P M \*

"WORLD'S LARGEST PEANUT MARKET"  
SUFFOLK—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts.  
d.; 100 Watts. n. OWNED BY: Suffolk Broad-  
casting Corp. OPERATED BY: Suffolk Broad-  
casting Corp. BUSINESS ADDRESS: Suffolk.

STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Same. TIME ON THE AIR: Un-  
limited License.

\* Station was licensed to operate under a  
construction permit at time of going to press  
and reported that construction would be com-  
pleted in March 1940.

# WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$581,579,900

Auto Registrations 527,625

## K X R O

ABERDEEN—EST. 1928

MUTUAL—DON LEE BROADCASTING CO.  
FREQUENCY: 1310 Kc. POWER: 250 Watts.  
OWNED BY: KXRO, Inc. OPERATED BY:  
KXRO, Inc. BUSINESS ADDRESS: P. O. Box  
1120. PHONE: Aberdeen 4098 and 4099.  
STUDIO ADDRESS: 207 East Market St.  
TRANSMITTER LOCATION: Finch Farms.  
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.  
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: World Broadcasting System.

### Personnel

President.....Harry R. Spence  
Commercial Manager.....Fred G. Goddard  
Chief Announcer.....Ben Weatherwax  
Publicity Director.....Edwin J. Alexander  
Musical Director.....Stan Spiegle  
Chief Engineer.....W. M. McGoffin

### Coverage

	Daytime	Evening
Population—Primary .....	85,346	85,346
Radio Homes— " .....	21,300	21,300
Population—Secondary .....	39,866	19,933
Radio Homes— " .....	13,950	6,975

Source: MBS Survey.

### Representative

John Blair & Company

## K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE  
PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 250 Watts.  
OWNED BY: KVOS, Inc. OPERATED BY:  
KVOS, Inc. BUSINESS ADDRESS: KVOS Bldg.  
PHONE: 4200-1627-34. STUDIO ADDRESS:  
KVOS Bldg. TRANSMITTER LOCATION: 900  
Roeder Ave. TIME ON THE AIR: 6:00 A.M. to  
11:00 P.M. NEWS SERVICE: International  
News Service. TRANSCRIPTION SERVICES:  
Langworth, C. P. MacGregor.

### Personnel

President.....Rogan Jones

Advertising & Sales Manager....Tom Schafer  
Chief Engineer.....Joe Ernst

### Coverage

Population—Primary .....	117,767
Radio Homes— " .....	22,200

Source: Mail response analysis.

### Representative

John Blair & Co.

## K E L A

CENTRALIA AND CHEHALIS  
EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts.  
OWNED BY: Central Broadcasting Corp.  
OPERATED BY: Central Broadcasting Corp.  
BUSINESS ADDRESS: Kela Bldg. PHONE:  
Chehalis 721—Centralia 721. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Same. TIME ON THE AIR: 7:00 A.M. to 12:30  
A.M. NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: Lang-Worth, Davis  
& Schwegler.

### Personnel

General Manager.....J. Elroy McCaw  
Commercial Manager.....Joseph Chytil  
Program Director.....Paul Corbin

### Coverage

Population—Primary .....	199,200
Radio Homes— " .....	52,400

Source: Mail response analysis.

### Representative

John Blair & Company

## K R K O

"THE VOICE OF EVERETT AND  
SNOHOMISH COUNTY"  
EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.  
OWNED BY: Lee E. Mudgett. OPERATED BY:  
Lee E. Mudgett. BUSINESS ADDRESS: 300

WASHINGTON

Clark Bldg. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
Station Manager.....W. F. Knehr
Musical Director.....Maynard Bordsen
Chief Engineer.....Lee E. Mudgett

Coverage

Population—Primary ..... 123,800
Radio Homes— " ..... 33,900
Source: Mail response analysis.

Representative

John Blair & Co.

K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 250 Watts.
OWNED BY: Twin City Broadcasting Corp.
OPERATED BY: Twin City Broadcasting Corp.
BUSINESS ADDRESS: 1262—14th. STUDIO
ADDRESS: 1262—14th; Chinook Hotel, Kelso.
TRANSMITTER LOCATION: Ocean Beach High-
way. TIME ON THE AIR: Daytime License.
NEWSPAPER AFFILIATION: Longview Daily
News. NEWS SERVICE: Associated Press.
TRANSCRIPTION SERVICE: C. P. MacGregor,
Standard Radio.

Personnel

General Manager.....A. H. Green
Production Manager.....Rod Whalen

K G Y

"IN WASHINGTON'S CAPITOL CITY"
OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING
SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KGY, Inc. OPERATED BY: KGY,
Inc. BUSINESS ADDRESS: 11th & Capitol Way.
PHONE: 5000. STUDIO ADDRESS: 11th &
Capitol Way. TRANSMITTER LOCATION: 11th
& Capitol Way. TIME ON THE AIR: 7:00 A.M.
to 11:00 P.M. (except Thursday—off at 7:30
P.M.) Silent Sunday. NEWS SERVICE: United
Press, Transradio Press.

Personnel

President.....Louis A. Wasmer
Vice President.....Archie G. Taft
Station Manager.....W. R. Taft
Commercial Manager.....Tom Olsen

Program Director.....Dan Cubberly
Chief Engineer.....John H. Thatcher

Coverage

Population—Primary ..... 286,900
Radio Homes— " ..... 77,200
Source: Mail response analysis.

Representative

John H. Blair & Co.

K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1921

FREQUENCY: 1220 Kc. POWER: 5000 Watts,
d.; 1000 n. OWNED BY: State College of
Wash. OPERATED BY: State College of Wash.
BUSINESS ADDRESS: State College. PHONE:
6044. STUDIO ADDRESS: State College.
TRANSMITTER LOCATION: Pullman. TIME
ON THE AIR: 71 hours per week.

Personnel

President.....E. O. Holland
Station Manager.....Kenneth E. Yeend
Production Director.....Hugo L. Libby
Chief Engineer.....Leonard Burton

K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: KVL, Inc. OPERATED BY: KVL,
Inc. BUSINESS ADDRESS: Smith Tower.
PHONE: Seneca 0070. STUDIO ADDRESS:
Smith Tower. TRANSMITTER LOCATION:
Smith Tower. TIME ON THE AIR: 12:00 noon
to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General
Manager.....Arthur C. Dailey
Chief Engineer.....Dick Nickols

K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
OWNED BY: Queen City Broadcasting Co.
OPERATED BY: Queen City Broadcasting Co.
BUSINESS ADDRESS: Cobb Bldg. PHONE:
Seneca 1500. STUDIO ADDRESS: Cobb Bldg.
TRANSMITTER LOCATION: 2nd and Union Sts.
TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.
daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS
SERVICE: Transradio Press. TRANSCRIP-
TION SERVICES: World Broadcasting System,
Standard Radio.

Personnel

President.....Louis K. Lear
Station Manager.....H. J. Quilliam
Business Manager.....Loren B. Stone

# WASHINGTON

Program Director.....Tommy Thomas  
 Sales Manager.....J. A. Morton  
 Chief Announcer.....Maurice Rider  
 Publicity Director.....Vera E. Jedlick  
 Chief Engineer.....James Hatfield

## Coverage

	Daytime	Evening
Population—Primary .....	1,137,800	1,315,500
Radio Homes— " .....	261,300	295,303
Population—Secondary ..	1,033,400	1,379,600
Radio Homes— " .....	244,280	307,480

Source: CBS Listening Area Study.

## Representative

The Katz Agency

# K J R

"NORTHWEST NEWS AND SPECIAL  
EVENTS STATION"

**SEATTLE—EST. 1921**

NBC (PACIFIC COAST BLUE)

NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts.

OWNED BY: National Broadcasting Co. OP-  
 ERATED BY: Fisher's Blend Station, Inc.  
 BUSINESS ADDRESS: Skinner Bldg. PHONE:  
 Elliott 5890. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 2600 26th Ave.,  
 S. W. West Waterway. TIME ON THE AIR:  
 (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00  
 A.M. to 11:00 P.M. NEWS SERVICE: United  
 Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus.

## Personnel

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Program Director.....W. W. Warren  
 Operations Supervisor.....Bennett Fisher  
 Operations Supervisor.....Homer Pope  
 News Director.....Dick Keplinger  
 Publicity Director.....C. E. Arney, Jr.  
 Sales Promotion Manager...Charles A. Bailie  
 Dramatic Director.....John Pearson  
 Traffic Manager.....Virginia Murray  
 Auditor.....J. B. Henley  
 Chief Engineer.....Francis Brott

## Coverage

	Daytime	Evening
Population—Primary .....	909,600	909,600
Radio Homes— " .....	213,800	213,800
Population—Secondary ..	118,100	118,100
Radio Homes— " .....	20,900	20,900

Source: Station survey.

## Representative

Edward Petry & Co., Inc.

# K O L

**SEATTLE—EST. 1922**

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1270 Kc. POWER: 5000 Watts.

OWNED BY: Seattle Broadcasting Co. OP-

ERATED BY: Same. BUSINESS ADDRESS:  
 Northern Life Tower. PHONE: Main 2312.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 1110 West Florida. TIME ON THE  
 AIR: 6:45 A.M. to 12:00 Midnight, daily; 8:00  
 A.M. to 11:00 P.M., Sundays. NEWS SERVICES:  
 United Press. TRANSCRIPTION SERVICES:  
 Standard Radio, Davis & Schwegler, NAB  
 Library.

## Personnel

Manager.....Archie Taft  
 Commercial Manager.....Cliver A. Runchey  
 Production Manager.....Edward J. Jansen  
 Musical Director.....Don Isham

## Coverage

	Daytime	Evening
Population—Primary .....	1,010,000	1,010,000
Radio Homes— " .....	271,010	271,010

Source: Field strength measurements and  
mail response analysis.

## Representative

John Blair & Co.

# K O M O

"FISHER'S BLEND STATION"

**SEATTLE—EST. 1925**

NBC (PACIFIC COAST RED)

NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Fisher's  
 Blend Station Inc. OPERATED BY: Same.  
 BUSINESS ADDRESS: Skinner Bldg. PHONE:  
 Elliott 5890. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 2600 26th Ave.,  
 S. W. West Waterway. TIME ON THE AIR:  
 (daily) 7:00 A.M. to 12:00 Midnight. (Sunday)  
 8:00 A.M. to 11:00 P.M. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Personnel

President.....O. W. Fisher  
 Station Manager.....Birt F. Fisher  
 Commercial & Advertising  
 Manager.....H. M. Feltis  
 Program Director.....W. W. Warren  
 Operations Supervisor.....Bennett Fisher  
 Operations Supervisor.....Homer Pope  
 Publicity News Director.....Dick Keplinger  
 Publicity Director.....C. E. Arney, Jr.  
 Sales Promotion  
 Manager.....Charles A. Bailie  
 Dramatic Director.....John Pearson  
 Traffic Manager.....Virginia Murray  
 Auditor.....J. B. Henley  
 Chief Engineer.....Francis Brott

## Coverage

	Daytime	Evening
Population—Primary .....	909,600	909,600
Radio Homes— " .....	213,800	213,800
Population—Secondary ..	99,900	99,900
Radio Homes— " .....	17,200	17,200

Source: Station survey.

## Representative

Edward Petry & Co., Inc.

# K R S C

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts (C.P. 1000 Watts). OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Main 0110. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio, Associated Music Publishers, Davis & Schwegler.

## Personnel

President.....P. K. Leberman  
 Station Manager.....Robt. E. Priebe  
 Commercial Manager.....R. C. Fuller  
 Chief Announcer.....Ted Bell  
 Publicity Director.....E. B. Rivers  
 Musical Director.....Jack Meves  
 Chief Engineer.....George A. Freeman

## Coverage

Population—Primary ..... 735,200  
 Radio Homes— " ..... 204,900  
 Source: Field strength survey.

# K T W

SEATTLE—EST. 1920

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 9:30 A.M. to 10:30 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

## Personnel

Pastor and Station  
 Manager.....Dr. M. A. Matthews  
 Chief Announcer.....Gene Freeman  
 Mrs. C. R. Foss  
 Musical Director.....Mrs. C. R. Foss  
 Chief Engineer.....James S. Ross

# K X A

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: Atlantic St., Dock "A." TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time). NEWS SERVICE: International News Service.

## Personnel

President.....R. F. Meggee  
 Station Manager.....Florence Wallace  
 Chief Announcer.....Jackson Latham  
 Chief Engineer.....Maurice M. McMullen

## Representative

Cox and Tanz

# K F P Y

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:05 P.M.; (Sunday) 8:00 A.M. to 12:05 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, Standard Radio, Davis & Schwegler.

## Personnel

President.....T. W. Symons, Jr.  
 Vice-President & Commercial  
 Manager.....Arthur L. Bright  
 Chief Engineer.....George Langford

# K F P Y

890 KC - - - - CBS

5000 WATTS FULL TIME  
 plus  
 CREATIVE LOCAL PROGRAMMING  
 equals  
 BROADCASTING SUCCESS  
 in  
 SPOKANE'S UPSURGING MARKET

- ASK ANY KATZ AGENCY OFFICE FOR
- † Ross-Federal's 3 latest Spokane audience surveys
  - † Comparative lists of Spokane's local radio advertisers
  - † KPZY programs that GET and KEEP audiences

# K F P Y

SYMONS BROADCASTING COMPANY

T. W. Symons Jr., President  
 Arthur L. Bright, Vice-President  
 Symons Building

# SPOKANE

Nationally Represented by  
 THE KATZ AGENCY

# WASHINGTON

Program Director.....R. W. Brazeal  
 Production Manager.....S. L. Hannon  
 Musical Director.....James B. Clark

## Coverage

	Daytime	Evening
Population—Primary .....	506,100	523,500
Radio Homes— " .....	103,350	106,120
Population—Secondary .....	726,800	279,800
Radio Homes— " .....	179,170	60,410

Source: CBS Listening Area Study.

## Representative

The Katz Agency

# K F I O

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts.  
 OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

## Personnel

President & Manager.....Arthur L. Smith  
 Commercial Manager.....B. E. Woolston  
 Program Director.....G. Longmeier

# K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN  
 FREQUENCY: 1470 Kc. POWER: 5000 Watts.  
 OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

## Personnel

Station Manager.....Louis Wasmer  
 Assistant Manager.....Harvey Wixson

## Coverage

Population—Primary .....	232,700
Radio Homes— " .....	84,600
Population—Secondary .....	103,200
Radio Homes— " .....	24,900

Source: Mail response analysis.

## Representative

Edward Petry & Company

# 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. STU-

DIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

## Personnel

President.....Louis Wasmer  
 Station Manager.....Harvey Wixson  
 Chief Announcer.....Harry Lantry  
 Musical Director.....Earl Shinkoskey  
 Chief Engineer.....A. G. Sparling

## Coverage

Population—Primary .....	539,900
Radio Homes— " .....	125,800
Population—Secondary .....	191,000
Radio Homes— " .....	46,300

Source: Mail analysis and field strength survey.

## Representative

Edward Petry & Co., Inc.

# K M O

"THE VOICE OF TACOMA"  
 TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK  
 PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.  
 OWNED BY: Carl E. Haymond. OPERATED BY: Carl E. Haymond. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

## Personnel

President and Station  
 Manager.....Carl E. Haymond  
 Program Director.....Dick Ross  
 Publicity Director.....Larry Huesby  
 Chief Engineer.....Joe Kolesar

## Coverage

Population—Primary .....	934,200
Radio Homes— " .....	257,000

Source: Mail response analysis.

## Representative

John Blair & Company

# K V I

"THE PUGET SOUND STATION"  
 TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel-Seattle. TRANSMITTER LO-

• • • **WASHINGTON** • • •

**CATION:** Vashon Island. **TIME ON THE AIR:** 6:00 A.M. to midnight. **NEWSPAPER AFFILIATION:** Tacoma News Tribune. **NEWS SERVICE:** Associated Press (non-commercial).

**Personnel**

President & Station ..... Vernice Irwin  
 Manager ..... Earl T. Irwin  
 Commercial Manager ..... Elvin E. Evans  
 Sales Promotion Director ..... Jane Powers  
 Musical Director ..... Wade Thompson  
 Program Director ..... James W. Wallace  
 Chief Engineer

**Coverage**

Population—Primary ..... 997,700  
 Radio Homes— " ..... 252,300

Source: Mail response analysis.

**Representative**

Free & Peters, Inc.

**K V A N**

**VANCOUVER—EST. 1939**

**FREQUENCY:** 880 Kc. **POWER:** 250 watts.  
**OWNED BY:** Vancouver Radio Corp. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Evergreen Hotel. **STUDIO ADDRESS:** Evergreen Hotel. **TRANSMITTER LOCATION:** 2915 Fruit Valley Road. **TIME ON THE AIR:** Daytime License. **NEWSPAPER AFFILIATION:** Clark County Sun, Vancouver Sun. **TRANSCRIPTION SERVICE:** Standard Radio.

**Personnel**

President-General Manager ..... Walter L. Read  
 Vice-President ..... D. Elwood Caples  
 Commercial Manager ..... S. W. McReady  
 Chief Engineer ..... Paul W. Spargo

**Coverage**

Population—Primary ..... 420,000  
 Radio Homes— " ..... 114,250  
 Population—Secondary ..... 600,000  
 Radio Homes— " ..... 196,423

Source: Field intensity survey.

**K U J**

**WALLA WALLA—EST. 1928**

**FREQUENCY:** 1370 Kc. **POWER:** 100 Watts. **OWNED BY:** KUJ, Inc. **OPERATED BY:** KUJ, Inc. **BUSINESS ADDRESS:** 2nd and Rose Sts. **PHONE:** 1230. **STUDIO ADDRESS:** 2nd and Rose Sts. **TRANSMITTER LOCATION:** 2nd and Rose Sts. **TIME ON THE AIR:** 6:30 A.M. to 10:00 P.M. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, Lang-Worth, C. P. MacGregor.

**Personnel**

President and General Manager ..... H. E. Studebaker  
 Commercial Director ..... Jerry Jensen  
 Advertising Director ..... Norval Arnes  
 Program Director ..... Richard Clodius  
 Publicity Director ..... Esther Carter  
 Musical Director ..... Roy Dorr  
 Chief Engineer ..... Milton MacLafferty

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	50,000	25,000
Radio Homes— " . . . . .	12,500	6,500
Population—Secondary . . . . .	100,000	50,000
Radio Homes— " . . . . .	25,000	12,500

Source: U. S. Census.

**Representatives**

Cox & Tanz, Philadelphia  
 Sears & Ayer, Chicago  
 Walter Biddick Co., Pacific Coast

**K P Q**

**WENATCHEE—EST. 1930**

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

**FREQUENCY:** 1500 Kc. **POWER:** 250 Watts. **OWNED BY:** Wescoast Broadcasting Co. **OPERATED BY:** Wescoast Broadcasting Co. **BUSINESS ADDRESS:** KPQ Bldg. **PHONE:** 45 and 875. **STUDIO ADDRESS:** KPQ Bldg. **TIME ON THE AIR:** 6:30 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). **NEWS SERVICE:** International News Service.

**Personnel**

President ..... Rogan Jones  
 Station and Commercial Manager ..... Cole Wylie  
 Chief Announcer ..... Hal Thomas  
 Chief Engineer ..... E. E. Wylie

**Coverage**

Population—Primary ..... 74,500  
 Radio Homes— " ..... 19,000

Source: Mail response analysis.

**K I T**

**YAKIMA—EST. 1929**

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

**FREQUENCY:** 1250 Kc. **POWER:** 1000 Watts. **OWNED BY:** Carl E. Haymond. **OPERATED BY:** Carl B. Haymond. **BUSINESS ADDRESS:** 414 E. Yakima Ave. **PHONE:** 8115, 8116, 4513. **STUDIO ADDRESS:** 414 E. Yakima Ave. **TRANSMITTER LOCATION:** Old Town, Wash. **TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-night. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICES:** Lang-Worth, Davis & Schwegler.

**Personnel**

President ..... Carl E. Haymond  
 Resident Station Manager ..... J. A. Murphy  
 Commercial Manager ..... A. Q. Moore  
 Chief Engineer ..... H. B. Murphy

**Coverage**

Population—Primary ..... 168,900  
 Radio Homes— " ..... 43,700

Source: Mail response analysis.

**Representative**

John Blair & Company

# WTAR

**NORFOLK—EST. 1923**  
**NATIONAL BROADCASTING CO.**  
 (RED & BLUE)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glen Rock Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Davis & Schweigler, Langworth.

## Personnel

President.....Paul S. Huber  
 General Manager.....Campbell Arnoux  
 Commercial Manager.....John W. New  
 Continuity & Publicity  
 Director.....Lee Chadwick  
 Program & Musical  
 Director.....Henry Cowles Whitehead  
 Sports & Special Events  
 Director.....Blair Eubanks  
 Program Planning Director....Edward Andrus  
 Commercial Traffic  
 Manager.....Shirly Enright  
 Production Manager.....Vaughn Bradshaw

Sales Promotion Director...Ralph S. Hatcher  
 Technical Director.....J. L. Grether

## Coverage

	Daytime	Evening
Population—Primary .....	594,825	336,803
Radio Homes— " .....	113,040	63,660
Population—Secondary .....	588,000	79,600
Radio Homes— " .....	108,000	8,900

Source: Field intensity measurements.

## Representative

Edward Petry & Co.

# WPID\*

**PETERSBURG—EST. 1939**

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colonial Heights, Va. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

## Personnel

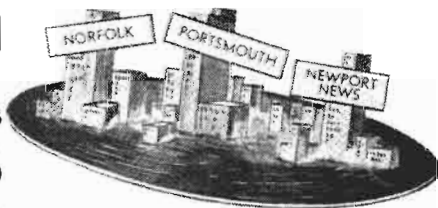
President.....W. E. Harris

\* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

# This Market is FIRST in Virginia

The Norfolk metropolitan district ranks **FIRST** in Virginia in:

Population .....	273,233
White Families .....	41,661
Retail Sales .....	\$86,488,000
Home Owners .....	17,321



# and WTAR is FIRST in Norfolk

FIRST in Popularity  
 FIRST in Mail Count  
 FIRST in Local Advertising  
 FIRST in National Spot Advertising  
 FIRST in Fine Local Programs  
 FIRST with the Cream of NBC Red and Blue Programs

... and WTAR gives you additional primary coverage of 321,592\* prosperous rural population beyond the borders of the Norfolk metropolitan district.

\*Daytime Area

## PROOF

- 1 advertiser has used WTAR for 16 years!
- 1 advertiser has used WTAR for 13 years!
- 1 advertiser has used WTAR for 11 years!
- 1 advertiser has used WTAR for 10 years!
- 3 advertisers have used WTAR for 6 years!
- 4 national advertisers have used WTAR for 5 years!
- 9 local advertisers have used WTAR for 5 years!

Complete NBC Service

# WTAR

FIRST in VIRGINIA

Owned and Operated by  
 Norfolk Newspapers, Inc.

National Representatives  
 EDWARD PETRY & CO.

**W R N L**

"THE FRIENDLY STATION IN THE MIDDLE OF YOUR DIAL"

**RICHMOND—EST. 1927**

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License). OWNED BY: Richmond Radio Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wilkinson Road. TIME ON THE AIR: 6:00 a.m. to local sunset; Sunday, 8:00 a.m. to local sunset. NEWSPAPER AFFILIATION: Richmond News Leader. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

**Personnel**

President..... John Stewart Bryan  
 Vice-President..... Dr. D. S. Freeman  
 Secretary-Treasurer..... Tennant Bryan  
 Station Manager..... E. S. Whitlock

**Coverage**

Population—Primary .....	735,000
Radio Homes— " .....	125,900
Population—Secondary .....	915,000
Radio Homes— " .....	640,000

Source: Station survey.

**Representative**

Sawyer-Ferguson-Walker Co.

**W R T D**

"THE TIMES-DISPATCH RADIO STATION"

**RICHMOND—EST. 1937**

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1500 Kc. POWER: 100 Watts (C.P. 590 Kc., 1000 Watts). OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICE: Davis & Schwegler.

**Personnel**

President..... John D. Wise  
 Vice-President..... Campbell Arnoux  
 Secretary-Treasurer..... J. L. Stott  
 Manager..... Ovelton Maxey  
 Chief Engineer..... David Bain  
 Assistant to Manager..... Grace E. Gatling  
 Program Director..... Robert W. Ehrman

**W R N L**

PRIMARY COVERAGE

RICHMOND and  
 28 Wealthy Virginia Counties  
 with  
 100,390 Radio Homes  
 618,120 Population  
 \$128,596,000 Retail Sales

*National Representative*

Sawyer-Ferguson-Walker Co.

New York Chicago Detroit Atlanta

*Serving*

**RICHMOND**

*with*

**NBC BLUE**

*Selling*

*more local*

*time than any*

*other radio station*

*in Richmond, Virginia*

**W R T D**



# WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$365,409,000

Auto Registrations 259,000

## WJLS

"VOICE OF THE SMOKELESS  
COALFIELDS"

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Joe L. Smith Jr. OPERATED BY:  
Joe L. Smith Jr. BUSINESS ADDRESS: WJLS  
Bldg., Main St. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Teel Road. TIME  
ON THE AIR: 6:00 a.m. to 10:00 p.m., daily;  
9:00 a.m. to 6:30 p.m., Sundays. NEWS SER-  
VICE: Transradio Press, United Press. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus, Davis  
& Schwegler.

### Personnel

Station Manager.....Joe L. Smith Jr.  
Commercial Manager....C. H. Murphey, Jr.  
Program Directors,

Barnes H. Nash, George Dale  
Continuity Director....Charles R. Armentrout  
Chief Engineer.....Marian H. McDowell

### Coverage

	Daytime	Evening
Population—Primary	217,394	176,237
Radio Homes—"	40,470	32,890
Population—Secondary	234,922	102,717
Radio Homes—"	43,610	19,410

Source: U. S. Census; Joint Committee.

## WHIS

"SERVING THE BILLION DOLLAR  
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts,  
d.; 500 watts, n. OWNED BY: Daily Tele-  
graph Printing Co. OPERATED BY: Daily  
Telegraph Printing Co. BUSINESS ADDRESS:  
621 Commerce St., Bodell Bldg. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Harry Heights. TIME ON THE AIR: Week  
days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00  
A.M. to 9:00 P.M. NEWSPAPER AFFILIA-  
TION: Bluefield Daily Telegraph, Sunset News.  
TRANSCRIPTION SERVICE: World Broadcast-  
ing System. MAINTAINS ARTISTS' BUREAU.

### Personnel

Manager.....J. Lindsey Alley  
Program Director.....Melvin Barnett  
Chief Engineer.....P. T. Flanagan

### Coverage

Population—Primary	559,295
Radio Homes—"	97,580

Population—Secondary ..... 321,610  
Radio Homes— " ..... 51,550

Source: Station survey.

### Representative

The Katz Agency

## WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK  
FREQUENCY: 580 Kc. POWER: 5000 Watts,  
d.; 500 Watts, n. OWNED BY: John A. Ke-  
nedy. OPERATED BY: Howard L. Chernoff,  
Station Manager. BUSINESS ADDRESS: 1016  
Lee St. PHONE: 28-131-2-3-4. STUDIO AD-  
DRESS: 1016 Lee St. TRANSMITTER LOCA-  
TION: Kanawha Country Club Road. TIME ON  
THE AIR: 6:00 A.M. to 1 A.M. NEWS  
SERVICE: United Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President.....John A. Kennedy  
General Manager.....Howard L. Chernoff  
Technical Advisor.....Odes E. Robinson  
Program Director.....Nicholas Pagliaro  
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.

## WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.  
FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Kanawha Valley Broadcasting  
Co. OPERATED BY: Same. BUSINESS AD-  
DRESS: 1016 Lee St. STUDIO ADDRESS: 1016  
Lee St. TRANSMITTER LOCATION: Coal  
Branch Heights. TIME ON THE AIR: 6:00 a.m.  
to 12:00 midnight, daily; 8:00 a.m. to 12:00  
midnight, Sundays. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: Associated  
Music Publishers.

• • • **WEST VIRGINIA** • • •

**Personnel**

President..... W. A. Carroll  
 Managing Director..... R. F. Sowers

**W B L K**

**CLARKSBURG—EST. 1937**  
 NATIONAL BROADCASTING CO.  
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 watts.  
 OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWS-PAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

President..... John A. Kennedy  
 Station & Commercial  
 Manager..... Meyer "Mike" Layman  
 Chief Announcer & Program  
 Director..... Don McWhorter  
 Chief Engineer..... Russell Banks

**Coverage**

Population—Primary ..... \*51,136  
 Radio Homes— " ..... 49,520  
 Population—Secondary ..... \*45,242  
 Radio Homes— " ..... 42,050  
 \* Families.

Source: U. S. Census.

**Representative**

The Branham Co.

**W M M N**

"THE VOICE OF WEST VIRGINIA"  
**FAIRMONT—EST. 1928**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Davis & Schwegler. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President..... George B. Storer  
 Station & Sales Manager..... O. J. Kelchner  
 Office Manager..... R. C. Warden  
 Program Manager & Chief  
 Announcer..... Howard Wolfe  
 Production Manager..... Bill Edwards  
 Continuity Editor..... C. Swiger  
 Publicity Director..... Bill Ferguson  
 Musical Director..... Ted Grant  
 Chief Engineer..... Roy Heck

**Coverage**

	Daytime	Evening
Population—Primary .....	1,235,500	763,000
Radio Homes— " .....	258,190	163,240
Population—Secondary .....	1,142,500	690,762
Radio Homes— " .....	241,260	152,670

Source: Sales Management.

**Representative**

John Blair & Company

**W S A Z**

**HUNTINGTON—EST. 1927**  
 WEST VIRGINIA NETWORK

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Davis & Schwegler.

**Personnel**

President and General  
 Manager..... John A. Kennedy  
 Commercial Manager..... Edward W. Klein  
 Advertising Manager..... V. C. Bailey  
 Program Director..... Fred Burns  
 Publicity Manager..... V. C. Bailey  
 Chief Engineer..... Glenn E. Chase

**Coverage**

Population—Primary ..... 909,961  
 Radio Homes— " ..... 184,766  
 Population—Secondary ..... 1,363,610  
 Radio Homes— " ..... 277,782

Source: Station survey.

●  
**(CALL LETTERS UNASSIGNED)\***

**LOGAN—EST. 1940**

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Clarence H. Frey and Robert O. Greever. OPERATED BY: Clarence H. Frey and Robert O. Greever. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

\* Station was licensed to operate under a construction permit at time of going to press and no further information was available.

●  
**W P A R**

**PARKERSBURG—EST. 1935**

CBS—WEST VIRGINIA NETWORK  
 FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting

## WEST VIRGINIA — WISCONSIN

Corp. **BUSINESS ADDRESS:** Grinter Bldg.  
**STUDIO ADDRESS:** Same. **TRANSMITTER**  
**LOCATION:** Gihon Road, S. Parkersburg.  
**TIME ON THE AIR:** 7:00 a.m. to 11:05 p.m.,  
 daily; 9:00 a.m. to 11:05 p.m., Sundays. **NEWS**  
**SERVICE:** United Press. **TRANSCRIPTION**  
**SERVICE:** World Broadcasting System.

### Personnel

President..... John A. Kennedy  
 Station Manager..... Abe Rauch  
 Commercial Manager..... Aud Archer  
 Program Director..... Ken D. Given  
 Assistant Program Director..... Carl Loose  
 Musical Director..... Sarah Heermans  
 Chief Engineer..... William Sodaro

### Coverage

	Daytime	Evening
Population—Primary* .....	33,915	31,575
Radio Homes— " .....	32,380	30,250
Population—Secondary .....	125,086	82,909
Radio Homes— " .....	119,250	79,870

\* Families.

Source: Joint Committee.

### Representative

The Branham Co.

## W W V A

"THE FRIENDLY VOICE FROM OUT  
 OF THE HILLS OF WEST VIRGINIA"

**WHEELING—EST. 1926**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY:** 1160 Kc. **POWER:** 5000  
 Watts. **OWNED BY:** West Virginia Broadcast-  
 ing Co. **OPERATED BY:** West Virginia Broad-  
 casting Co. **BUSINESS ADDRESS:** Hawley  
 Bldg. **PHONE:** Wheeling 5383. **STUDIO AD-**  
**DRESS:** Hawley Bldg. **TRANSMITTER LOCA-**  
**TION:** Near West Liberty. **TIME ON THE AIR:**

5:45 a.m. to between 8:00 p.m. and 2:00 a.m.,  
 daily; 7:00 a.m. to between 8:00 p.m. and 2:00  
 a.m., Sundays. **NEWSPAPER AFFILIATION:**  
 Greater Wheeling Home Talk. **NEWS SER-**  
**VICE:** International News Service. **TRAN-**  
**SCRIPTION SERVICE:** NBC Thesaurus.

### Personnel

President..... George B. Storer  
 Managing Director..... George W. Smith  
 Production Manager..... Paul J. Miller  
 Program Director..... Wayne Sanders  
 Chief Engineer..... Glenn G. Boudy

### 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

## W B T H

**WILLIAMSON—EST. 1939**

**FREQUENCY:** 1370 Kc. **POWER:** 250 watts.  
**OWNED BY:** Williamson Broadcasting Corp.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 P. O. Box 261. **STUDIO ADDRESS:** Mountaineer  
 Hotel Block. **TRANSCRIPTION LOCATION:**  
 Williamson. **TIME ON THE AIR:** Full Time  
 License. **TRANSCRIPTION SERVICE:** Standard  
 Radio.

### Personnel

President..... G. W. Taylor  
 Station Manager..... Harold McWhorter  
 Program Director..... Eddie Whitehart  
 Chief Engineer..... W. N. Nungesser

# WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$959,015,200

Auto Registrations 868,000

## W H B Y

"VOICE OF THE FOX RIVER VALLEY"

**APPLETON—EST. 1925**

**COLUMBIA BROADCASTING SYSTEM**

**FREQUENCY:** 1200 Kc. **POWER:** 250 watts.  
**OWNED BY:** WHBY, Inc. **OPERATED BY:**  
 WHBY, Inc., subsidiary of St. Norbert College.  
**BUSINESS ADDRESS:** Bellin Bldg., Green Bay,  
 Wisc. and Grand Chute Island, Appleton.  
**STUDIO ADDRESS:** Grand Chute Island.  
**PHONE:** Appleton 1161. **TRANSMITTER LO-**

**CATION:** Grand Chute Island. **TIME ON THE**  
**AIR:** 8:00 a.m. to 9:30 p.m. **MAINTAINS ART-**  
**ISTS' BUREAU.** **NEWS SERVICE:** United Press.  
**TRANSCRIPTION SERVICE:** World Broadcast-  
 ing System, C. P. MacGregor.

### Personnel

President..... B. H. Pennings  
 Station & Commercial  
 Manager..... Rev. James A. Wagner  
 Sales Manager..... Val Schneider  
 Publicity Director..... Elliott Henry

Chief Engineer.....Wallace J. Stangel

**Coverage**

Population—Primary .....	200,000
Radio Homes— " .....	45,000
Population—Secondary .....	370,000
Radio Homes— " .....	79,000

Source: CBS Listening Area Study.

**Representative**

Reynolds-Fitzgerald, Inc.

**W A T W**

ASHLAND—EST. 1939

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts.

OWNED BY: WJMS, Inc. OPERATED BY:

WJMS, Inc. BUSINESS ADDRESS: Ashland.

STUDIO ADDRESS: Ashland. TRANSMITTER

LOCATION: West of Ashland on U. S. High-

way No. 2. TIME ON THE AIR: 7:00 a.m. to

12:00 midnight. NEWS SERVICE: Associated

Press. TRANSCRIPTION SERVICE: Associated

Recorded Program Service.

**Personnel**

General Manager.....N. C. Ruddell

**Coverage**

	Daytime	Evening
Population—Primary .....	65,000	65,000
Radio Homes— " .....	16,500	16,500
Population—Secondary .....	30,000	30,000
Radio Homes— " .....	7,500	7,500

Source: U. S. Census.

**W E A U**

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 5,000 watts,

d.; 1000 watts, n. OWNED BY: Central Broad-

casting Co. OPERATED BY: Central Broad-

casting Co. BUSINESS ADDRESS: 203 S. Bar-

stow St. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Crescent Ave. TIME ON

THE AIR: 6:00 a.m. to Los Angeles sunset.

NEWSPAPER AFFILIATION: Superior Evening

Telegram, Eau Claire Leader. TRANSCRIPTION

SERVICE: World Broadcasting System, C. P.

MacGregor.

**Personnel**

President.....W. C. Bridges

Manager.....John J. Stack

**Coverage**

	Daytime
Population—Primary .....	600,000
Radio Homes— " .....	50,000

Source: Station Survey.

**Representative**

George P. Hollingsbery Co.

**K F I Z**

FOND-DU-LAC—EST. 1922

FREQUENCY: 1420 Kc. POWER: 100 watts.

OWNED BY: Reporter Printing Co. OP-

ERATED BY: Reporter Printing Co. BUSINESS

ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO

ADDRESS: 18 W. 1st St. TRANSMITTER LO-

CATION: 18 W. 1st St. TIME ON THE AIR:

8:00 A.M. to 9:00 P.M. NEWSPAPER AF-

FILIATIONS: Fond-du-Lac Commonwealth Re-

porter. NEWS SERVICE: United Press. TRAN-

SCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager.....Lynn N. Fairbanks

**Representative**

Small & Brewer, Inc.

**W T A Q**

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 watts,

d.; 1000 watts, n. OWNED BY: WHBY,

Inc. OPERATED BY: WHBY, Inc., subsidiary

of St. Norbert College. BUSINESS ADDRESS:

Bellin Bldg. PHONE: Adams 1, Adams 2.

STUDIO ADDRESS: Bellin Bldg. TRANSMIT-

TER LOCATION: W. De Pere. TIME ON THE

AIR: Daily, 7:00 a.m. to 12:00 midnight. MAIN-

TAINS ARTISTS' BUREAU. NEWS SERVICE:

United Press. TRANSCRIPTION SERVICE:

World Broadcasting System, C. P. MacGregor.

**Personnel**

President.....B. H. Pennings

Secretary-Treasurer.....Rev. James A. Wagner

Station & Commercial

Manager.....Hayden Evans

Artists' Bureau Head-Chief

Announcer.....Em Owens

Sales Manager.....Val Schneider

Publicity Director.....Elliott Henry

Musical Director.....Em Owen

Chief Engineer.....Wallace J. Stangel

**Coverage**

Population—Primary .....	300,000
Radio Homes— " .....	60,000
Population—Secondary .....	555,000
Radio Homes— " .....	115,000

Source: CBS Listening Area Study.

**Representative**

Reynolds-Fitzgerald, Inc.

**W C L O**

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 watts.

OWNED BY: Gazette Printing Co. OPERATED

BY: Same. BUSINESS ADDRESS: Gazette Bldg.

PHONE: 2500. STUDIO ADDRESS: Gazette

Bldg. TRANSMITTER LOCATION: 1436 Oak-

hill Ave. TIME ON THE AIR: 16 hours daily.

NEWSPAPER AFFILIATION: The Janesville

Daily Gazette. NEWS SERVICE: Associated

# W I S C O N S I N

Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, Standard Radio.

## Personnel

General Manager.....James F. Kyler  
 Chief Engineer.....Chas. Brannen  
 Program Director.....Hester Kyler  
 Commercial Manager.....V. A. Weber

## Coverage

	Daytime	Evening
Population—Primary .....	61,081	61,081
Source: Department of Commerce.		

# W K B H

"THE NEWS VOICE OF THE  
NORTHWEST"

**LA CROSSE—EST. 1923**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts.  
 OWNED BY: WKBH, Inc. OPERATED BY:  
 WKBH, Inc. BUSINESS ADDRESS: Radio  
 Building, 409 Main St. PHONE: 450. STUDIO  
 ADDRESS: Radio Building, 409 Main St.;  
 Hotel Winona, Winona. TRANSMITTER LO-  
 CATION: R.F.D., La Crosse. TIME ON THE  
 AIR: 6:00 A.M. to 11:00 P.M. NEWS SER-  
 VICES: United Press, local news. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

## Personnel

President and Station  
 Manager.....Otto M. Schlabach  
 Vice-President.....Milo Casberg  
 Secretary-Treasurer & Commercial  
 Manager.....Chas. F. Callaway  
 Program Director.....Bernice Callaway  
 Musical Director.....Gene Mendez  
 Chief Engineer.....Al Leeman

## Coverage

	Daytime	Evening
Population—Primary .....	259,800	209,900
Radio Homes— " .....	53,440	49,990
Population—Secondary .....	578,500	646,400
Radio Homes— " .....	116,630	132,470

Source: CBS Listening Area Study.

## Representative

Howard H. Wilson Co.

# W H A

AMERICA'S OLDEST EDUCATIONAL  
BROADCASTING STATION

**MADISON—EST. 1917 (as 9XM)**

**1922 (as WHA)**

FREQUENCY: 940 Kc. POWER: 5000 Watts.  
 OWNED BY: University of Wisconsin. OPER-  
 ATED BY: University of Wisconsin. BUSI-  
 NESS ADDRESS: Madison. STUDIO ADDRESS:  
 Radio Hall, U. of W. Campus. TRANSMIT-  
 TER LOCATION: Fish Hatchery Road. TIME  
 ON THE AIR: 8:00 A.M. to local sunset.

## Personnel

Director.....H. B. McCarty

Public Relations Director.....H. A. Engel  
 Musical Director.....Frederick Fuller  
 Chief Operator.....John Stiehl

## Policies

Station does not sell time.

# W I B A

**MADISON—EST. 1924**

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts,  
 d.; 1000 Watts, n. OWNED BY: Badger Broad-  
 casting Co. OPERATED BY: Badger Broad-  
 casting Co. BUSINESS ADDRESS: 111 King St.  
 PHONE: Fairchild 8800. STUDIO ADDRESS:  
 111 King St. TRANSMITTER LOCATION: Rt. 5.  
 Madison. TIME ON THE AIR: 7:00 A.M. to  
 midnight. NEWSPAPER AFFILIATIONS: The  
 Capital Times, Wisconsin State Journal. NEWS  
 SERVICE: United Press. TRANSCRIPTION  
 SERVICES: World Broadcasting System, NBC  
 Thesaurus.

## Personnel

President.....William T. Evjue  
 Secretary-Treasurer.....Tom C. Bowden  
 Vice-President.....A. M. Brayton  
 Business Manager.....W. E. Walker  
 Program Manager & Publicity  
 Director.....K. F. Schmitt  
 Musical Director.....Leon Persson  
 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.

# W O M T

"THE NEWSPAPER OF THE AIR"

**MANITOWOC—EST. 1926**

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: Francis M. Kadow. OPERATED  
 BY: Same. BUSINESS ADDRESS: Radio Bldg.  
 PHONE: 167-400W. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 11110 Washing-  
 ton St. TIME ON THE AIR: 6:57 A.M. to 9:30  
 P.M. NEWS SERVICE: United Press. TRAN-  
 SCRPTION 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

**W I S C O N S I N**

Population—Secondary . . . . . 40,000  
 Radio Homes— " . . . . . 8,000  
 Source: U. S. Census.

**W M A N**

**MARINETTE—EST. 1939**

FREQUENCY: 570 Kc. POWER: 250 watts.  
 OWNED BY: M. & M. Broadcasting Co. OP-  
 ERATED BY: M. & M. Broadcasting Co. BUSI-  
 NESS ADDRESS: 400 Wells St. STUDIO AD-  
 DRESS: 400 Wells St. TRANSMITTER LOCA-  
 TION: Same. TIME ON THE AIR: 6:00 a.m.  
 to local sunset, daily; 7:00 a.m. to local sun-  
 set, Sundays. TRANSCRIPTION SERVICE: As-  
 sociated Music Publishers.

**Personnel**

General Manager . . . . . M. F. Chapin

**Representative**

Reynolds-Fitzgerald, Inc.

**W I S N**

"PROGRAMS LISTENERS LIKE"

**MILWAUKEE—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts,  
 d.; 250 watts, n. OWNED BY: Hearst Radio,  
 Inc. OPERATED BY: Hearst Radio, Inc. BUSI-  
 NESS ADDRESS: 123 W. Michigan. PHONE:  
 Daly 3900. STUDIO ADDRESS: 123 W. Michi-  
 gan. TRANSMITTER LOCATION: 231 W.

Michigan. TIME ON THE AIR: 6:00 a.m. to  
 12:00 midnight; Sunday, 7:30 a.m. to 12:00  
 midnight. NEWSPAPER AFFILIATIONS: MIL-  
 waukee Sentinel, Sunday News-Sentinel. NEWS  
 SERVICE: International News Service. TRAN-  
 SCRPTION SERVICE: World Broadcasting Sys-  
 tem.

**Personnel**

Station Manager . . . . . G. W. Grignon  
 Sales Manager . . . . . Fred H. Zindler  
 Musical Director . . . . . E. Krebs  
 Chief Engineer . . . . . D. A. Weller

**Coverage**

	Daytime	Evening
Population—Primary . . . . .	1,250,000	800,000
Radio Homes— " . . . . .	250,000	160,000
Population—Secondary . . . . .	1,500,000	1,000,000
Radio Homes— " . . . . .	300,000	200,000

Source: Station survey.

**Representative**

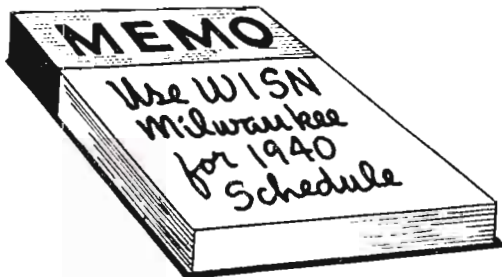
International Radio Sales

**W E M P**

"THE ENTERTAINMENT CENTER ON  
 YOUR DIAL"

**MILWAUKEE—EST. 1935**

FREQUENCY: 1310 Kc. POWER: 250 watts.  
 OWNED BY: Milwaukee Broadcasting Co. OP-  
 ERATED BY: Milwaukee Broadcasting Co.  
 BUSINESS ADDRESS: 710 N. Plankinton.  
 PHONE: Marquette 7722. STUDIO ADDRESS:



**91% GAIN**

**IN NATIONAL SPOT BUSINESS**

*Plus a 55% Increase in CBS Network Commercial Time*

*(Six Months Period Ending Jan. 1)*

**TO SELL MILWAUKEE YOU NEED A MILWAUKEE STATION**

**W I S N**

*Represented by*

**I N T E R N A T I O N A L   R A D I O   S A L E S**

# W I S C O N S I N

711 Empire Bldg. TRANSMITTER LOCATION:  
710 Empire Bldg. TIME ON THE AIR: 6:30  
A.M. to 12:00 midnight. NEWS SERVICE:  
United Press. TRANSCRIPTION SERVICE:  
NAB Library.

## Personnel

President.....H. L. Mount  
Station Manager.....C. J. Lanphier  
Commercial Manager.....Gene T. Dyer  
Advertising Manager.....Glenn Roberts  
Program Director.....Chas. La Force  
Sales Manager.....Ben Wolff  
Chief Announcer.....Carl Zimmerman  
Publicity Director.....Bert Mulroy  
Musical Director.....Florence Betty-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.

# W T M J

## MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,  
d.; 1000 watts, n. OWNED BY: The Journal  
Company. OPERATED BY: The Milwaukee  
Journal. BUSINESS ADDRESS: 333 West State  
St. PHONE: Marquette 6000. STUDIO AD-  
DRESS: 333 W. State St. TRANSMITTER LO-  
CATION: 12 miles west of Milwaukee on Blue  
Mound Road. TIME ON THE AIR: 6:00 a.m.  
to 12:00 midnight. MAINTAINS TALENT  
SERVICE. NEWSPAPER AFFILIATIONS: The  
Milwaukee Journal. NEWS SERVICE: United  
Press. TRANSCRIPTION SERVICE: Associated.

## Personnel

General Manager.....W. J. Damm  
Station Manager.....L. W. Herzog  
Asst. Manager.....R. G. Winnie  
Commercial Manager.....Wm. F. Dittmann  
Chief Announcer.....Robt. Heiss  
Continuity Manager.....Russ W. Tolg  
Musical Director.....Wm. J. Benning  
Chief Technician.....D. W. Gellerup

## Coverage

	Daytime	Evening
Population—Primary	2,984,189	1,634,345
Radio Homes— "	646,330	365,250
Population—Secondary	6,480,000	5,246,000
Radio Homes— "	1,407,000	1,168,000

Source: Field intensity measurements.

## Representative

Edward Petry & Company

# W I B U

## POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Wm. C. Forrest. OPERATED BY:

Same. BUSINESS ADDRESS: RFD No. 2.  
PHONE: 97R5. STUDIO ADDRESS: Poynette;  
Portage; Beaver Dam; Madison. TRANSMIT-  
TER LOCATION: Same. TIME ON THE AIR:  
7:00 a.m. to 9:00 p.m. NEWSPAPER AFFILIA-  
TION: Baraboo News Republic. NEWS SER-  
VICE: United Press. TRANSCRIPTION SER-  
VICE: 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 Does

# W R J N

## RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
OWNED BY: Racine Broadcasting Corp. OP-  
ERATED BY: Same. BUSINESS ADDRESS:  
441 Main St. PHONE: Jackson 290.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Mt. Pleasant. TIME ON THE AIR:  
8:30 a.m. to 10:00 p.m. NEWSPAPER AF-  
FILATIONS: Racine Journal-Times. NEWS  
SERVICE: Transradio Press. TRANSCRIPTION  
SERVICES: Lang-Worth, C. P. MacGregor.

## Personnel

President.....F. R. Starbuck  
Secretary-Treasurer &  
General Manager.....Harry R. LePoidevin  
Station & Commercial  
Manager.....Harold J. Newcomb  
Program Director.....H. S. Mann, Jr.  
Publicity Director.....Ken Hegard  
Chief Engineer.....F. Lee Dechant

## Coverage

	Daytime	Evening
Population—Primary	921,832	921,832
Radio Homes— "	196,356	196,356
Population—Secondary	142,523	142,523
Radio Homes— "	30,427	30,427

Source: Field intensity survey; Joint Commit-  
tee; U. S. Census.

## Representative

Allied Representation Co.

# W J M C

"THE VOICE OF THE DAIRY COUNTRY"  
"IN THE HEART OF VACATIONLAND"  
RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts.  
OWNED BY: Walter H. McGenty. OPERATED  
BY: J. J. McGenty. BUSINESS ADDRESS: 410  
North Main St. PHONE: 550. STUDIO AD-  
DRESS: 410 North Main St. TRANSMITTER LO-  
CATION: 1615 South Main St. TIME ON THE  
AIR: 6:00 a.m. to local sunset, daily; 8:00 a.m.  
to local sunset, Sundays. NEWS SERVICE:

# W I S C O N S I N

Transradio Press. TRANSCRIPTION SERVICE:  
Standard Radio. MAINTAINS ARTISTS' BU-  
REAU.

## Personnel

General Manager..... J. J. McGenty  
Station Manager..... C. C. Rice  
Business Manager..... C. C. Leonard  
Public Relations Director..... Dr. J. H. Wallis  
Chief Announcer..... Carlton Beaudette  
Agricultural Director..... Ingvald Hembre  
Chief Engineer..... Lawrence Bruner

## Coverage

Population—Primary ..... 100,000  
Radio Homes— " ..... 25,000  
Population—Secondary ..... 25,000  
Radio Homes— " ..... 6,000  
Source: Joint Committee.

# W H B L

"THE VOICE OF DAIRYLAND"  
SHEBOYGAN—EST. 1928  
WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 1000 watts,  
d.; 250 watts, n. OWNED BY: Press Publishing  
Co. OPERATED BY: Press Publishing Co.  
BUSINESS ADDRESS: 626-636 Center Ave.  
PHONE: 1900. STUDIO ADDRESS: 636 Center  
Ave. TRANSMITTER LOCATION: R R 3 Shebo-  
yan, 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 SER-  
VICES: Standard Radio, NBC Thesaurus.

## Personnel

President..... C. E. Broughton  
Manager..... Ed Cuniff  
Chief Announcer..... Glen James  
Bus. Mgr..... H. H. Born  
Publicity Director..... E. Zufelt  
Program & Musical Director..... M. J. Pape  
Chief Engineer..... Herbert Mayer

## Coverage

Population—Primary ..... 587,505  
Radio Homes— " ..... 121,680  
Population—Secondary ..... 162,201  
Radio Homes— " ..... 31,250  
Source: Station survey.

## Representative

Howard H. Wilson & Co.

# W L B L

"WISCONSIN LAND OF BEAUTIFUL  
LAKES"  
STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts.  
OWNED BY: State of Wisconsin-Department  
of Agriculture and Markets. OPERATED BY:  
Department of Agriculture and Markets. BUSI-

NESS 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

# W D S M

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED BY: WDSM, Inc. OPERATED BY:  
WDSM, Inc. BUSINESS ADDRESS: Board of  
Trade Bldg. STUDIO ADDRESS: Board of Trade  
Bldg. TRANSMITTER LOCATION: Connor's  
Point. TIME ON THE AIR: 18½ hours daily.  
TRANSCRIPTION SERVICE: Standard Radio.

## Personnel

Manager..... Robert D. Kennedy  
Program Director..... James Payton

## Coverage

Population—Primary ..... 348,560\*  
Radio Homes— " ..... 87,140\*  
\* Includes both primary and secondary  
areas.

Source: Station survey.

# W S A U

"YOUR STATION"  
WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts.  
OWNED BY: Northern Broadcasting Co., Inc.  
OPERATED BY: Northern Broadcasting Co.,  
Inc. BUSINESS ADDRESS: 113-115 Third St.  
PHONE: 6521. STUDIO ADDRESS: 113-115  
Third St. TRANSMITTER LOCATION: Same.  
TIME ON THE AIR: 6:45 a.m. to 10:15 p.m.  
NEWS SERVICE: United Press. TRANSCRIP-  
TION SERVICE: World Broadcasting System.  
MAINTAINS ARTISTS' BUREAU.

## Personnel

President..... W. E. Walker  
General Manager..... Wayne W. Crlbb  
Program Director..... Donald R. Burt  
Musical Director..... Vern Peterson  
Chief Engineer..... Roland Richardt

## Coverage

	Daytime	Evening
Population—Primary .....	236,200	91,700
Radio Homes— " .....	48,224	18,966
Population—Secondary .....	136,800	92,700
Radio Homes— " .....	29,219	18,920

Source: Mail response analysis.

## Representative

Reynolds-Fitzgerald, Inc.



# WYOMING

Population 235,000

Number of Families 60,300

Number of Radio Homes 49,800

Retail Sales \$90,949,100

Auto Registrations 82,450

## K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Davis & Schwegler.

### Personnel

Station & Sales Manager..... D. L. Hathaway  
Commercial Manager..... F. R. Hufsmith  
Chief Announcer..... M. Nichols  
Publicity Director..... H. Brewer  
Chief Engineer..... F. Wickencamp

### Coverage

Population—Primary ..... 87,428  
Radio Homes— " ..... 17,557  
Population—Secondary ..... 58,622  
Radio Homes— " ..... 11,296

Source: Station survey; Joint Committee.

### Representatives

Sears and Ayer, James F. Fay,  
Walter Biddick Co.

## K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC The-saurus, C. P. MacGregor.

### Personnel

President..... R. R. West  
General Manager..... Ken Nielsen  
Chief Engineer..... C. R. Miller

## K W Y O

"THE VOICE OF WYOMING"  
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSI-

NESS ADDRESS: Sheridan. PHONE: 601. STUDIO ADDRESS: 19 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

### Personnel

President..... R. E. Carroll  
Station Manager..... Herb Siebert  
Program Director..... Jim Carroll  
Chief Announcer..... Paul Boyer  
Chief Engineer..... Bob Crossthwaite

### Coverage

	Daytime	Evening
Population—Primary .....	38,205	38,205
Radio Homes— " .....	12,636	12,636
Population—Secondary .....	50,000	50,000
Radio Homes— " .....	17,000	17,000

Source: Station Survey.

### Representatives

Sears & Ayer, Inc.  
Homer Owen Griffith

I WONDER  
WHAT  
RADIO DAILY  
WILL SAY  
ABOUT IT?

# TERRITORIES — — POSSESSIONS

## Alaska

### K F Q D

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

#### Personnel

President and General  
Manager.....R. E. McDonald  
Program Director.....Ken Laughlin  
Chief Engineer.....Wm. J. Wagner

#### Representative

Walter Biddick Co.

### 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. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fairbanks. TIME ON THE AIR: 8:00 a.m. to 1:00 p.m. and 5:00 p.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Fairbanks Daily Newsminer. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

#### Personnel

President.....A. E. Lathrop  
Vice-President.....E. F. Medley  
Secretary-Treasurer.....Miriam Dickey  
Manager.....Jack Winston  
Assistant Manager.....Wilson K. Foster  
Chief Engineer.....Stanton D. Bennett

#### Coverage

	Daytime	Evening
Population—Primary	25,000	25,000
Population—Secondary	40,000	40,000

Source: Field strength measurements; U. S. Census.

### K I N Y

"THE FRIENDLY VOICE OF THE  
CAPITOL"

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 1000 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Box 2597, PHONE: 197. STUDIO ADDRESS: Triangle Bldg. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 7:45 a.m. to 1:30 p.m. and 4:30 p.m. to 11:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth. MAINTAINS ARTISTS' BUREAU.

#### Personnel

Owner.....Edwin A. Kraft  
Station Manager.....C. B. Arnold  
Program & Commercial Mgr.....Harry W. Long  
Chief Engineer.....C. F. Heister

#### Coverage

	Daytime	Evening
Population—Primary*	35,000	55,000
Radio Homes—"	31,500	47,000
Population—Secondary	7,000	12,000
Radio Homes—"	6,300	10,800

\* Families.

Source: Mail response analysis.

#### Representatives

Northwest Radio Adv. Co., Inc., Seattle  
Joseph Hershey  
McGillvra

### K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 500 watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Langworth.

#### Personnel

President-General Mgr.....James A. Britton  
Vice-President.....R. W. Britton

**Hawaii**

**K H B C**

"THE HOME OF PELE"

**HILO—EST. 1936**

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 watts.  
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: P. O. Box 595. STUDIO ADDRESS: 1285 Kalaniole Ave. TRANSMITTER LOCATION: Hilo. TIME ON THE AIR: 6:30 a.m. to 10:30 p.m., daily; 8:00 a.m. to 9:30 p.m., Sundays. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

**Personnel**

General Manager.....J. Howard Worrall  
 Station Manager.....Earl A. Nielsen

**Representative**

John Blair & Co.

**K G M B**

**HONOLULU—EST. 1929**

CBS—MBS

FREQUENCY: 590 Kc. POWER: 5000 watts.  
 OWNED BY: Hawaiian Broadcasting System, Ltd. OPERATED BY: Hawaiian Broadcasting System, Ltd. BUSINESS ADDRESS: Kapiolani Blvd. STUDIO ADDRESS: Kapiolani Blvd. TRANSMITTER LOCATION: Honolulu. TIME ON THE AIR: 5:55 a.m. to 12:00 midnight. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. MacGregor, NAB Library.

**Personnel**

President-General  
 Manager.....J. Howard Worrall  
 Station Manager.....Webley Edwards

**Coverage**

	Daytime	Evening
Population—Primary .....	411,485	411,485
Radio Homes— " .....	60,000	60,000

**Representative**

John Blair & Co.

**K G U**

"VOICE OF HAWAII"

**HONOLULU—EST. 1922**

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts.  
 OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

**Personnel**

General Manager.....M. A. Mulrony  
 Program Manager.....Richard McGuire  
 Director of Natl. Advertising...R. S. Thurston  
 Assistant Manager.....Don O. Crozier

**Representatives**

The Katz Agency  
 Walter Biddick Co. (Coast)

**K T O H \***

"AMERICA'S MOST WESTERLY STATION"

**LIHUE—EST. 1939**

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden Island Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1748. STUDIO ADDRESS: Lihue. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 15 hours daily. NEWSPAPER AFFILIATION: The Garden Island, Kauai Filipino News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

General Manager.....C. J. Fern  
 Station Manager.....Deane Stewart  
 Program Director.....William Parsons  
 Chief Engineer.....Robert Glenn

**Coverage**

	Daytime	Evening
Population—Primary .....	40,000	300,000
Radio Homes— " .....	7,000	50,000
Population—Secondary .....		400,000
Radio Homes— " .....		70,000

Source: Radio Commission of Hawaii.

\* Station licensed to operate under a C. P. at time of going to press.

**Puerto Rico**

**W P R A**

"VOICE OF THE WEST"

**MAYAGUEZ—EST. 1937**

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. (C. P. 780 Kc., 2500 watts, d.; 1000 watts, n.) OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... Andres Camara  
 Station Manager ..... Patricio R. Fermaint  
 Chief Announcer ..... Mario Acosta  
 Musical Director ..... Celso Torres  
 Chief Engineer ..... Ralph P. Perry

**W P R P**

"THE VOICE OF PUERTO RICO"

**PONCE—EST. 1934**

FREQUENCY: 1420 Kc. POWER: 250 Watts. (Application applied for 1480 Kc., 5000 watts.) OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

General Manager ..... Julio M. Conesa  
 Artists' Bureau Head ..... G. Ayala  
 Commercial Manager ..... A. Mirabal  
 Chief Engineer ..... I. S. Smidtko

**Coverage**

	Daytime	Evening
Population—Primary	700,000	400,000
Radio Homes—"	1,900,000	1,000,000

Source: Station estimate.

**W K A Q**

**SAN JUAN—EST. 1922**

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: P. O. Box 430. NEW YORK OFFICE: c/o International Telephone & Telegraph Co., 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: Transradio-Radio News Association. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Vice-President-General

Manager ..... John A. Zerbe  
 Commercial Manager ..... Jose C. Iriazary  
 Program Director ..... David A. Brown

**Coverage**

	Daytime	Evening
Population—Primary	828,300	821,250
Radio Homes—"	31,800	31,600
Population—Secondary	945,450	952,500
Radio Homes—"	18,200	18,400

Source: Field intensity survey; Department of Commerce.

**W N E L**

"THE LINK OF THE AMERICAS"

**SAN JUAN—EST. 1934**

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

**Personnel**

Owner-Operator ..... Juan Piza  
 General Manager ..... Edgar S. Belaval  
 Commercial Manager ..... Augustin Camunas  
 Program Director-Promotion  
 Manager ..... Gustavo Diaz  
 Chief Engineer ..... William N. Greer

**Representative**

Broadcasting Abroad, Ltd.

# RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

*The following listing was compiled through the cooperation of the FCC and is up-to-date as of Jan. 1, 1940.*

## ALABAMA

The Anniston Star.....WHMA  
*Licensee*—Harry M. Ayers, Anniston.  
The Birmingham Age-Herald.....WSGN  
The Birmingham News  
Huntsville Times  
*Licensee*—The Birmingham News  
Co., Birmingham.  
Through stock ownership.....WSFA  
*Licensee*—Montgomery Broadcasting  
Co., Montgomery.

## ARIZONA

Prairie Farmer Publishing Co.....KOY  
*Licensee*—Salt River Valley Broad-  
casting Co., Phoenix.  
Arizona Republic .....KTAR  
Phoenix Gazette  
Arizona Weekly Gazette  
*Licensee*—KTAR Broadcasting Co.,  
Phoenix.  
Arizona Republic .....KVOA  
Phoenix Gazette  
*Licensee*—Arizona Broadcasting Co.,  
Tucson.

## ARKANSAS

Arkansas Gazette .....KGHI  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.  
Arkansas Gazette .....KLRA  
*Licensee* — Arkansas Broadcasting  
Co., Little Rock.

## CALIFORNIA

McClatchy Newspapers .....KERN  
*Licensee* — McClatchy Broadcasting  
Co., Bakersfield, Cal.  
Marysville Appeal-Democrat.....KHSL  
*Licensee*—Golden Empire Broadcast-  
ing Co., Chico, Cal.  
Humboldt Times .....KIEM  
Humboldt Standard  
*Licensee*—Redwood Broadcasting Co.,  
Eureka.  
McClatchy Newspapers .....KMJ  
*Licensee* — McClatchy Broadcasting  
Co., Fresno, Cal.  
Merced Sun Star.....KYOS  
*Licensee*—Merced Broadcasting Co.,  
Merced, Cal.  
Monterey Peninsula Herald.....KDON

Salinas Index-Journal  
Salinas Post  
*Licensee*—Monterey Peninsula  
Broadcasting Co., Monterey, Cal.  
The Oakland Tribune .....KLX  
*Licensee* — Tribune Building Co.  
Oakland, Cal.  
Pasadena Star-News.....KPPC  
*Licensee* — Pasadena Presbyterian  
Church, Pasadena.  
Redding Searchlight .....KVCV  
(See KHSL)  
*Licensee*—Golden Empire Broadcast-  
ing 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 Publish-  
ing Co., Santa Barbara, Cal.  
Santa Rosa Press-Democrat.....KSRO  
*Licensee*—The Press-Democrat Pub-  
lishing Co., Santa Rosa, Cal.  
McClatchy Newspapers .....KWG  
*Licensee* — McClatchy Broadcasting  
Co., Stockton, Cal.  
Visalia Times Delta.....KTKC  
*Licensee* — Tulare-Kings Counties  
Radio Associates, Charles A.  
Whitmore, Pres., Visalia, Cal.  
Register-Pajaronian .....KHUB  
*Licensee*—John P. Scripps, Watson-  
ville, Cal.

## COLORADO

Stockholders interested in Okla- KVOR  
homa Publishing Co.; The Okla-  
homa Gazette & Telegraph; (Daily Okla-  
homan, Oklahoma City Times and  
Farmer - Stockman). Oklahoma  
Publishing Co., 33% stockholder.  
*Licensee*—Outwest Broadcasting Co.,  
Colorado Springs, Colo.  
The Daily Oklahoman.....KLZ  
The Oklahoma City Times  
The Farmer-Stockman  
*Licensee* — KLZ Broadcasting Co.,  
Denver, 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., Jack-  
sonville.  
The Miami Daily News ..... WIOD-WMBF  
Jacksonville Journal  
Panama City News-Herald  
(The Metropolis Publishing Co.)  
*Licensee*—Isle of Dreams Broad-  
casting Corp., Miami, Fla.  
Owner holders 33 1/3% of Society WKAT  
Pictorial  
*Licensee* — A. Frank Katzentine,  
Miami Beach, Fla.  
Pensacola News ..... WCOA  
Pensacola Journal  
*Licensee* — Pensacola Broadcasting  
Co., Pensacola, Fla.  
Highlands County Pilot ..... WTAL  
Scenic Highlands Sun  
(Avon Park, Fla.)  
Lake Placid News  
(Lake Placid, Fla.)  
*Licensee* — Florida Capital Broad-  
casters, Inc., Tallahassee, Fla.  
Tampa Times ..... WDAE  
*Licensee*—Tampa Times Company,  
Tampa, Fla.  
Waycross Journal-Herald ..... WAYX  
*Licensee* — Waycross Broadcasting  
Co., Waycross, Ga.

## GEORGIA

Athens Banner-Herald ..... WGAU  
*Licensee*—J. K. Patrick Co., Athens,  
Ga.  
One of licensee-partners is a pub-  
lisher.  
Atlanta Journal ..... WAGA

*Licensee*—Liberty Broadcasting Co.,  
Atlanta, Ga.  
Atlanta Journal owns 40% of stock.  
The Atlanta Journal ..... WSB  
*Licensee*—The Atlanta Journal Co.,  
Atlanta, Ga.  
Cordele Dispatch ..... WMJM  
*Licensee*—Cordele Dispatch Publish-  
ing Co., Cordele.  
Waycross Journal ..... WAYX  
*Licensee*—Jack Williams, Waycross.

## ILLINOIS

News-Gazette ..... WDWS  
*Licensee*—Champaign News-Gazette,  
Inc., Champaign, Ill.  
Chicago Daily Drovers Journal ..... WAAF  
*Licensee*—Drovers Journal Publish-  
ing Co., Chicago, Ill.  
Chicago Tribune & News-Syndicate, WGN  
Inc., publisher of the N. Y.  
News. Directors interested in the  
Washington Herald; Rockford  
Morning Star and Register Re-  
public.  
*Licensee*—WGN, Inc., Chicago, Ill.  
Farmers Radio Weekly ..... WLS  
Prairie Farmer  
Stand-By  
*Licensee* — Agricultural Broadcast-  
ing Co., Chicago, Ill.  
Danville Commercial-News ..... WDAN  
100% owned by Gannett Publications.  
*Licensee*—Northwest Publishing Co.,  
Danville, Ill.  
Decatur Herald ..... WJBL  
Decatur Review  
*Licensee*—Commodore Broadcasting,  
Inc., Decatur, Ill.  
Galesburg Register-Mail ..... WGIL  
*Licensee* — Galesburg Broadcasting  
Co., Galesburg, Ill.  
Rockford Consolidated Newspapers, WROK  
Inc.  
Rockford Morning Star  
Rockford Register Republic  
*Licensee* — Rockford Broadcasters,  
Inc., Rockford, Ill.  
Rock Island Argus ..... WHBF  
*Licensee*—Rock Island Broadcasting  
Co., Rock Island, Ill.  
Illinois State Journal ..... WCBS  
*Licensee*—WCBS, Inc., Springfield,  
Ill.

## INDIANA

Elkhart Daily Truth ..... WTRC  
*Licensee* — The Truth Publishing  
Co., Inc., Elkhart, Ind.  
Hammond-Lake County Times ..... WHIP  
*Licensee* — Hammond-Calumet  
Broadcasting Corp., Hammond,  
Ind.  
Central Newspapers, Inc. (100%) .... WIRE  
Huntington Herald-Express  
Vincennes Sun-Commercial  
*Licensee* — Indianapolis Broadcast-  
ing, 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.

## 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 Daven- WHO  
 port Democrat and Leader, Dav-  
 enport, Iowa.  
*Licensee*—Central Broadcasting Co.,  
 Des Moines, Iowa.  
 Dubuque Telegraph-Herald.....KDTH  
*Licensee*—Telegraph - Herald Co.,  
 Dubuque, Iowa.  
 Globe-Gazette .....KGLO  
*Licensee*—Mason City Glohe Ga-  
 zette Co., Mason City, Iowa.  
 The Sioux City Journal.....KSCJ  
 Sioux City, Iowa.  
*Licensee*—Perkins Bros. Co., Sioux  
 City, Iowa (The Sioux City Jour-  
 nal).  
 Principal Stockholder: Tribune Co. KTRI  
 publisher of Sioux City Tribune  
 (50%).  
*Licensee*—Sioux City Broadcasting  
 Co., Sioux City, Iowa.

## KANSAS

The Coffeyville Daily Journal.....KGGF  
 Coffeyville, Kans.  
*Licensee*—Hugh J. Powell, Coffey-  
 ville, Kans.  
 Dodge City Daily Globe.....KGNO  
 Dodge City, Kans.  
*Licensee*—The Dodge City Broad-  
 casting Co., Inc., Dodge City,  
 Kans.  
 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*—R. J. Laubengayer, Sa-  
 lina, Kans.  
 The Topeka Daily Capital.....WIBW  
 Kansas City Kansan  
 (Capper Publications)  
*Licensee*—Topeka Broadcasting As-  
 sociation, Inc., Topeka, Kans.  
 The Wichita Eagle.....KFH  
*Licensee*—Radio Station KFH Co.,  
 Wichita, Kans.

## KENTUCKY

Ashland Daily Independent.....WCMI  
*Licensee*—The Ashland Broadcas-  
 ting Co., Ashland, Ky.  
 Louisville Times .....WHAS  
 Louisville Courier-Journal  
*Licensee*—The Courier Journal Co.  
 and the Louisville Times Co.,  
 Louisville, Ky.  
 Owensboro Messenger .....WOMI  
 Owensboro Inquirer  
*Licensee*—Owensboro Broadcasting  
 Co., Owensboro, Ky.

## LOUISIANA

Capital City Press.....WJBO  
*Licensee*—Baton Rouge Broadcas-  
 ting Co., Inc., Baton Rouge, La.  
 Lafayette Advertiser .....KVOL  
*Licensee*—Evangeline Broadcasting  
 Co., Inc., Lafayette, La.  
 Stockholders interested in KPLC  
 KRRV and KVOL.  
*Licensee*—Calcasieu Broadcasting  
 Co., Lake Charles, La.  
 Stockholders interested in news- KRMD  
 paper publishing.  
 (See KPLC, KRRV and KHBC.)  
*Licensee*—Radio Station KRMD,  
 Inc., Shreveport, La.  
 (See KPLC, KRRV and KHBC.)  
 The Shreveport Times.....KTBS  
*Licensee*—Tri-State Broadcasting  
 System, Inc., Shreveport, La.  
 The Shreveport Times.....KWKH  
*Licensee*—International Broadcast-  
 ing Corp., Shreveport, La.

## MAINE

Stockholder with 99.4% interest in the WCOU  
 newspaper business.  
*Licensee*—Twin City Broadcasting  
 Co., Lewiston, Maine.  
 Stockholders are interested in news- WGAN  
 paper publishing.  
*Licensee*—Portland Broadcasting  
 System, Portland, Me.

## MARYLAND

American Newspapers, Inc.....WBAL  
*Licensee*—The WBAL Broadcasting  
 Co., Baltimore, Md.

## MASSACHUSETTS

Lawrence Daily Eagle.....WLAW  
 The Evening Tribune  
*Licensee*—Hildreth & Rogers Co.,  
 Lawrence, Mass.  
 The Evening Standard Times.....WNBH  
 The Sunday Standard-Times  
 The Morning Mercury  
*Licensee*—E. Anthony & Sons, Inc.,  
 New Bedford, Mass.  
 Worcester Telegram .....WTAG  
 Worcester Evening Gazette  
*Licensee*—Worcester Telegram Pub-  
 lishing Co., Inc., Worcester, Mass.

## MICHIGAN

Enquirer and News.....WELL  
 (Federated Publications, Inc.)  
*Licensee*—Enquirer-News Co., Battle Creek, Mich.  
 Calumet News .....WHDF  
 Houghton Mining Gazette  
*Licensee*—Upper Michigan Broadcasting Co., Calumet, Mich.  
 The Detroit News.....WJW  
*Licensee*—The Evening News Association, Detroit, Mich.  
 The Daily Mining Journal.....WBEO  
 The Rhinelander News  
 Rhinelander, Wis.  
 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 interest in president of Trades Publishing Co.  
 Duluth News-Tribune .....WEBC  
 Superior Telegram  
 Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.  
*Licensee*—Head of Lakes Broadcasting Co., Duluth, Minn.  
 Stockholders interested in newspaper publications. (See WEBC) WMFG  
*Licensee*—Head of the Lakes Broadcasting Co., Hibbing, Minn.  
 St. Paul Dispatch-Pioneer Press .....WTCN  
 Minnesota (Minneapolis) Tribune (Northwest Publications, Inc.)  
*Licensee* — Minnesota Broadcasting Corp., Minneapolis, Minn.  
 Times-Journal .....KFAM  
*Licensee*—The Times Publishing Co., St. Cloud, Minn.  
 Evening Telegram .....WHLB  
 (See WEBC)  
*Licensee*—Head of Lakes Broadcasting Co., Virginia, Minn.  
 Winona Republican-Herald .....KWNO  
 Partners are editor and general manager of newspaper.  
*Licensee*—Winona Radio Service, Winona, Minn.

## MISSISSIPPI

The Clarke County Tribune.....WCOC  
 Quitman, Miss.  
*Licensee*—Miss. Broadcasting Co., Inc., Meridian, Miss.  
 The Vicksburg Evening Post .....WQBC

The Vicksburg Herald  
*Licensee*—Delta Broadcasting Co., Inc., Vicksburg, Miss.

## MISSOURI

St. Louis Star-Times.....KFRR  
*Licensee*—KFRR, Inc., Columbia, Mo.  
 Capital News .....KWOS  
 Post-Tribune  
*Licensee* — Tribune Printing Co., Jefferson City, Mo.  
 Joplin Globe .....WMBH  
 Joplin News Herald  
*Licensee*—Joplin Broadcasting Co., Joplin, Mo.  
 Kansas City Star.....WDAF  
*Licensee*—The Kansas City Star Co., Kansas City, Mo.  
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News-Press Gazette. KFEQ  
 Poplar Bluff American Republic...KWOC  
*Licensee*—A. L. McCarthy, O. A. Tedrick and J. H. Wolpers, Poplar Bluff.  
*Licensee* — KFEQ, Inc., St. Joseph Mo.  
 Post-Dispatch .....KSD  
*Licensee*—The Pulitzer Publishing Co., St. Louis, Mo.  
 Star-Times .....KXOK  
*Licensee* — Star-Times Publishing Co., St. Louis, Mo.  
 Springfield News .....KGBX  
*Licensee* — Springfield Broadcasting Co., Springfield, Mo.  
 Springfield News .....KWTO  
 Leader & News  
*Licensee*—Ozarks Broadcasting Co., Springfield, Mo.

## MONTANA

Stockholder interested in Great Falls Tribune. KFBB  
*Licensee* — Buttrey Broadcast, Inc., Great Falls, Mont.

## NEBRASKA

Clay County Sun (weekly).....KMMJ  
*Licensee*—KMMJ, Inc., Clay Center, Neb.  
 Hastings Daily Tribune.....KHAS  
*Licensee*—Hastings Broadcasting Co., Hastings.  
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFAB  
*Licensee*—KFAB Broadcasting Co., Lincoln, Neb.  
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFRR  
*Licensee* — Cornbelt Broadcasting Corp., Lincoln, Neb.  
 The Norfolk Daily News.....WJAG  
*Licensee*—The Norfolk Daily News, Norfolk, Neb.  
 Stockholders interested in State Jour- KOIL



nal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star.  
*Licensee*—Central States Broadcasting Co., Omaha, Neb.  
 Omaha World-Herald ..... WAAW  
*Licensee*—World Publishing Co., Omaha, Neb.

### NEVADA

McClatchy Newspapers ..... KOH  
*Licensee* — The Bee, Inc., Reno, Nevada.

### NEW JERSEY

Atlantic City Press.....WBAB  
 Atlantic City Union  
*Licensee* — Press Union Publishing Co., Atlantic City.

### NEW MEXICO

Owner of stock in licensee corporation is an officer in following: KOB  
 Albuquerque Publishing Co.;  
 Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co.  
*Licensee* — Albuquerque Broadcasting Co., Albuquerque, New Mex.  
 Pecos Enterprise, Pecos, Tex.....KLAH  
*Licensee* — Carlsbad Broadcasting Co., Carlsbad, N. M.

### NEW YORK

Knickerbocker News ..... WABY  
*Licensee*—Adirondack Broadcasting Co., Albany, N. Y.  
 Knickerbocker News ..... WOKO  
*Licensee* — WOKO, Inc., Albany, N. Y.  
 Auburn Citizen-Advertiser ..... WMBO  
*Licensee*—WMBO, Inc., Auburn, N. Y.  
 Buffalo Evening News.....WBEN  
*Licensee* — WBEN, Inc., Buffalo, N. Y.  
 Buffalo Evening News.....WEBR  
*Licensee* — WEBR, Inc., Buffalo, N. Y.  
 Elmira Star Gazette.....WENY  
 Elmira Advertiser  
*Licensee*—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications  
 Elmira, N. Y.  
 Elmira Star Gazette.....WESG  
 Elmira Advertiser  
 Operated under lease by Gannett Publications.  
*Licensee* — Cornell University, Elmira, N. Y.  
 Poughkeepsie Sunday Courier.....WGNY  
*Licensee*—Courier Publishing Corp., Newburgh, N. Y.  
 Jewish Daily Forward.....WEVD  
*Licensee* — Debs Memorial Fund, Inc., New York City.

Officers and directors are publishers.  
 \*American Newspapers, Inc.....WINS  
*Licensee*—Hearst Radio, Inc., New York, N. Y.  
 Niagara Falls Gazette.....WHL  
*Licensee* — Niagara Falls Gazette Publishing Co., Niagara Falls.  
 Through stock ownership.....WSLB  
*Licensee*—St. Lawrence Broadcasting Corp., Ogdensburg.  
 Olean Times Herald.....WHDL  
*Licensee*—WHDL, Inc., Olean, N. Y.  
 Through stock ownership.....WKIP  
*Licensee* — Poughkeepsie Broadcasting Corp., Poughkeepsie.  
 Gannett Co., Inc.....WHEC  
 (Newspaper publishers)  
*Licensee* — WHEC, Inc., Rochester, N. Y.  
 Yonkers Herald-Statesman.....WFAS  
 (Westchester Newspapers, Inc.)  
*Licensee*—Westchester Broadcasting Corp., White Plains.  
 \*This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

### NORTH CAROLINA

Asheville Daily News.....WISE  
*Licensee*—Harold H. Thoms, Asheville.  
 Asheville Citizen-Times .....WWNC  
*Licensee* — Asheville Citizen-Times Co., Inc., Asheville, N. C.  
 The Durham Morning Herald.....WDNC  
 The Durham Sun  
*Licensee* — Durham Radio Corp., Durham, N. C.  
 Goldsboro News-Argus .....WGBR  
*Licensee* — Eastern Carolina Broadcasting Co., Goldsboro.  
 Salisbury Post.....WSTP  
 Stockholder with 39.33% interest is vice president and treasurer of a newspaper.  
*Licensee* — Piedmont Broadcasting Co., Salisbury, N. C.  
 Winston-Salem Journal .....WSJS  
*Licensee*—Piedmont Publishing Co., Winston-Salem, N. C.

### NORTH DAKOTA

Fargo Forum .....WDAY  
*Licensee*—WDAY, Inc., Fargo, N. D.

### OHIO

Ashtabula Star-Beacon .....WICA  
 Geneva Free Press  
 Conneaut News-Herald  
 Painesville Telegraph  
*Licensee* — WICA, Inc., Ashtabula, Ohio.  
 Canton Repository .....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.  
 The Cleveland Plain Dealer.....WHK  
*Licensee*—United Broadcasting Co., Cleveland, Ohio.  
 The Cleveland Plain Dealer.....WCLE  
*Licensee*—United Broadcasting Co., Cleveland, Ohio.  
 Columbus Dispatch .....WBNS  
 Ohio State Journal  
*Licensee*—WBNS, Inc., Columbus, Ohio.  
 The Cleveland Plain Dealer.....WHKC  
*Licensee*—United Broadcasting Co., Columbus, Ohio.  
 Dayton Daily News.....WHIO  
 Springfield News  
 Springfield Sun  
*Licensee*—Miami Valley Broadcasting Corp., Dayton, Ohio.  
 Owners interested in newspaper publishing. WPAY  
 (Brush-Moore Newspapers, Inc.)  
*Licensee* — Vee Bee Corp., Portsmouth, Ohio.  
 Stockholders interested in Cleveland Plain Dealer. WKBN  
*Licensee* — WKBN Broadcasting Corp., Youngstown, Ohio.  
 Youngstown Vindicator & Telegram..WMFJ  
*Licensee* — WKBN Broadcasting Corp., Youngstown, Ohio.

### OKLAHOMA

The Ardmoreite .....KVSO  
*Licensee*—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.  
 Enid Morning News.....KCRC  
 Enid Daily Eagle  
*Licensee* — Enid Radiophone Co., Enid, Okla.  
 Daily Phoenix and Times Democrat..KBIX  
*Licensee*—Okla. Press Publishing Co., Muskogee, Okla.  
 Fort Worth (Texas) Star Telegram...KTOK  
*Licensee*—Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.  
 Oklahoma City Oklahoman.....WKY  
 Oklahoma City Times  
*Licensee*—WKY Radiophone Co., Oklahoma City, Okla.  
 Stauffer Publications Inc.....KGFF  
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.  
*Licensee*—KGFF Broadcasting Co., Inc., Shawnee, Okla.  
 Owner is a publisher.....KOME  
*Licensee*—Capitol Sales Corp., Tulsa, Okla.

### OREGON

Astoria-Budget .....KAST  
*Licensee*—Astoria Broadcasting Co., Inc., Astoria, Ore.  
 Bend Bulletin .....KBND  
*Licensee*—The Bend Bulletin, Bend, Ore.  
 Grants Pass Courier.....KUIW  
 Humboldt (Calif.) Times

Humboldt (Calif.) Standard  
*Licensee*—Southern Oregon Broadcasting Co., Grants Pass.  
 La Grande Observer.....KLBM  
*Licensee*—Harold & Mrs. Eloise Finlay, La Grande, Ore.  
 Coos Bay Times.....KOOS  
*Licensee*—KOOS, Inc., Marshfield, Ore.  
 Oregon Journal .....KALE  
*Licensee* — KALE, Inc., Portland, Ore.  
 Morning Oregonian .....KEX  
*Licensee*—Oregonian Publishing Co., Portland, Ore.  
 Oregonian .....KGW  
*Licensee* — Oregonian Publishing Co., Portland, Ore.  
 Oregon Journal .....KOIN  
*Licensee* — KOIN, Inc., Portland Ore.  
 Roseburg News-Review .....KRNR  
 Klamath Falls Herald and News  
 Medford Mail-Tribune  
*Licensee*—Southern Oregon Publishing Co., Roseburg, Ore.

### PENNSYLVANIA

Allentown Call .....WCBA-WSAN  
 Chronicle & News  
*Licensee*—Lehigh Valley Broadcasting Co., Allentown, Pa.  
 Stockholders interested in newspaper publications. WEST  
*Licensee* — Associated Broadcasters, Inc., Easton, Pa.  
 The Harrisburg Telegraph.....WHP  
*Licensee*—WHP, Inc., Harrisburg, Pa.  
 Harrisburg Telegraph News.....WKBO  
*Licensee* — Keystone Broadcasting Corp., Harrisburg, Pa.  
 Stockholders interested in newspaper publishing. WAZL  
*Licensee* — Hazleton Broadcasting Service, Inc., Hazleton, Pa.  
 Johnstown Tribune .....WJAC  
*Licensee*—WJAC, Inc., Johnstown, Pa.  
 Lancaster Newspapers, Inc.....WGAL  
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.)  
*Licensee* — WGAL, Inc., Lancaster Pa.  
 Pittsburgh Sun-Telegraph.....WCAE  
*Licensee*—WCAE, Inc., Pittsburgh, Pa.  
 Pittsburgh Post Gazette.....WWSW  
*Licensee*—Walker & Downing Radio Corp., Pittsburgh, Pa.  
 Scranton Times .....WQAN  
*Licensee* — The Scranton Times, Scranton, Pa.  
 Sharon Herald .....WPIC  
*Licensee*—Sharon Herald Publishing Co., Sharon, Pa.  
 Sunbury Item .....WKOK

*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 F. Hall, Anderson, S. C.  
 Greenville News .....WFBC  
 Greenville Piedmont  
*Licensee*—Greenville News-Piedmont Co., Greenville, S. C.

**SOUTH DAKOTA**

Stockholder is a newspaper publisher. WMAX  
*Licensee*—WMAX Broadcasting Co., Yankton, S. D.

**TENNESSEE**

Jackson Sun .....WTJS  
*Licensee*—The Sun Publishing Co., Inc., Jackson, Tenn.  
 Scripps-Howard Newspapers .....WNOX  
*Licensee* — Scripps-Howard Radio Inc., Knoxville, Tenn.  
 Memphis Commercial Appeal.....WMC  
*Licensee*—Memphis Commercial Appeal Co., Memphis, Tenn.  
 Memphis Press-Scimitar .....WMPS  
*Licensee* — Memphis Broadcasting Co., Memphis, Tenn.

**TEXAS**

Sweetwater Reporter .....KRBC  
 Big Spring Herald  
 Paris News  
 Corpus Christi Caller  
 Corpus Christi Times  
 San Angelo Standard  
*Licensee* — Reporter Broadcasting Co., Abilene, Tex.  
 Amarillo Globe & News.....KGNC  
 Lubbock Avalanche Journal  
*Licensee*—Plains Radio Broadcasting Co., Amarillo, Tex.  
 American Newspapers, Inc.....KNOW  
*Licensee*—Frontier Broadcasting Co., Austin, Tex.  
 Beaumont Enterprise .....KRIC  
 Beaumont Journal  
*Licensee* — Beaumont Enterprise & Journal, Beaumont  
 Big Spring Herald.....KBST  
 San Angelo Standard  
 Corpus Cristi Caller  
 Corpus Christi Times  
 Sweetwater Reporter  
*Licensee*—Big Spring Herald Broadcasting Co., Big Spring, Tex.

Corpus Christi Caller-Times.....KGFI  
 (W. G. Kinsolving, publisher, 14% stockholder).  
*Licensee*—Eagle Broadcasting Co., Brownsville, Texas.  
 Corpus Christi Caller-Times.....KRIS  
 (W. G. Kinsolving, publisher, 40% stockholder).  
*Licensee*—Gulf Coast Broadcasting Co., Corpus Christi, Tex.  
 Dallas Times Herald.....KRLD  
*Licensee*—KRLD Radio Corporation, Dallas, Tex.  
 Dallas News .....WFAA  
 Dallas Journal  
 Farm News (semi-weekly)  
 Texas Almanac  
 State 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.  
American Newspapers, Inc.....WACO  
*Licensee*—Frontier Broadcasting Co.,  
Waco, Tex.  
Amarillo Globe-News .....KRGV  
*Licensee* — KRGV, Inc., Weslaco,  
Texas.  
98.43% stockholder is also inter-  
ested in Globe News Publishing  
Co.  
Wichita Falls Post.....KWFT  
*Licensee* — Wichita Falls Broad-  
casting Co., Wichita Falls, Tex.

### UTAH

Ogden Standard-Examiner .....KLO  
*Licensee* — Interstate Broadcasting  
Corp., Ogden, Utah  
Salt Lake City Tribune, Salt Lake KSL  
City Telegram.  
*Licensee*—Radio Service Corp. of  
Utah, Salt Lake City, Utah.

### VERMONT

Burlington Daily News.....WCAX  
*Licensee* — Vermont Broadcasting  
Corp., Burlington, Vt.

### VIRGINIA

Newport News Press.....WGH  
Newport News Times-Herald  
*Licensee* — Hanpton Roads Broad-  
casting Corp., Newport News.  
Ledger-Dispatch .....WTAR  
Virginian Pilot  
*Licensee*—WTAR Radio Corp., Nor-  
folk, Va.  
Petersburg Progress-Index .....WPIV  
*Licensee* — Petersburg Newspaper  
Corp., Petersburg, Va.  
Richmond News Leader.....WRNL  
*Licensee* — WLBG, Inc., Richmond,  
Va.  
Times-Dispatch .....WRTD  
*Licensee*—The Times-Dispatch Ra-  
dio Corp., Richmond, Va.  
Roanoke Times .....WDBJ  
World News  
*Licensee*—Times World Corp., Roa-  
noke, Va.

### WASHINGTON

Longview Daily News.....KWLK  
*Licensee* — Twin City Broadcasting  
Corp., Longview, Wash.  
Coos Bay Times .....KVAN  
(See KOOS)  
*Licensee*—Vancouver Radio Corp.,  
Vancouver.

### WEST VIRGINIA

Bluefield Daily Telegram.....WHIS  
Sunset-News & Times-Leader

*Licensee*—Daily Telegraph Printing  
Co., Bluefield, W. Va.  
The Huntington Advertiser.....WCHS  
The Herald-Dispatch  
The Sunday Herald-Advertiser  
(See WBLK and WPAR)  
*Licensee* — Charleston Broadcasting  
Corp., Charleston, W. Va.  
Clarksburg Exponent .....WBLK  
Clarksburg Telegram  
(See WCHS and WPAR)  
*Licensee*—The Exponent Co., Clarks-  
burg, W. Va.  
Huntington Herald-Dispatch .....WSAZ  
Huntington Advertiser  
*Licensee*—WSAZ, Inc., Huntington,  
W. Va.  
Clarksburg Exponent .....WPAR  
Clarksburg Telegram  
(See WBLK and WCHS)  
*Licensee*—Ohio Valley Broadcasting  
Corp., Parkersburg, W. Va.

### WISCONSIN

Superior Evening Telegram.....WEAU  
Eau Claire Telegram  
Eau Claire Leader  
*Licensee*—Central Broadcasting Co.,  
Eau Claire, Wisc.  
FDL Commonwealth Reporter.....KFIZ  
*Licensee*—Reporter Printing Co.,  
Fond du Lac, Wis.  
Janesville Gazette .....WCLO  
*Licensee* — Gazette Printing Co.,  
Janesville, Wis.  
Madison Capital Times.....WIBA  
Wisconsin State Journal  
*Licensee*—Badger Broadcasting Co.,  
Inc., Madison, Wis.  
American Newspapers, Inc.....WISN  
*Licensee*—Hearst Radio, Inc., Mil-  
waukee, Wis.  
The Milwaukee Journal .....WTMJ  
*Licensee*—The Journal Co. (The Mil-  
waukee 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., She-  
boygan, Wis.

### ALASKA

Fairbanks News-Miner .....KFAR  
*Licensee*—Midnight Sun Broad-  
casting Co., Fairbanks, Alaska.

### HAWAII

Honolulu Advertiser .....KGU  
*Licensee* — Marion A. Mulrony &  
Advertiser Publishing Co., Ltd.,  
Honolulu, T. H.  
Garden City Publishing Co.....KTOH  
*Licensee* — Garden City Publishing  
Co., Lihue, T. H.

# HIGH FREQUENCY BROADCAST STATIONS

*The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.*

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
Albany, N. Y.	W2XOY	General Electric Co.	150	43200
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	42800, 117430
Avon, Conn.	W1XEH	Travelers Broadcasting Service Corp.	150	42460
Avon, Conn.	W1XSO	Travelers Broadcasting Service Corp.	1000	43200 (C.P. only)
Bethesda, Md.	W2XMC	McNary & Chambers	100	42600 (C.P. only)
Boston, Mass.	W1XK	Westinghouse E. & M. Co.	1000	42600 (C.P. only)
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	42220
Carteret, N. J.	W2XOR	Bamberger Broadcast'g Service	1000	43400 (C.P. only)
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	26000
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	United Broadcasting Co.	50	42340
Columbus, Ohio	W8XVH	WBNS, Inc.	250	43000 (C.P. only)
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	25300
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	25400
Detroit, Mich.	W8XWJ	Evening News Asso.	500	42060
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	42300
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	25500
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	43200 (C.P. only)
Holden, Mass.	W1XSQ	Worcester Telegram Pub. Co.	1000	44400 (C.P. only)
Kansas City, Mo.	W9XA	Commercial Radio Equipm't Co.	1000	26000
Kansas City, Mo.	W9XBA	WHB Broadcasting Co.	100	26100
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	500	42460
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	42300
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	42300, 116950 and 350000
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	26150
Meriden, Conn.	W1XPW	WDRG, Inc.	1000	43400
Milwaukee, Wisc.	W9XAO	The Journal Co. (The Milwaukee Journal)	1000	42600 (C.P. only)
Milwaukee, Wisc.	W9XAZ	The Journal Co. (The Milwaukee Journal)	500	42260 (C.P. only)
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	42300
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	26150

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
New York, N. Y.	W2XDV	Columbia Broadcasting System.	50	42300
New York, N. Y.	W2XJI	Bamberger Broadcasting Service	100	25300
New York, N. Y.	W2XQR	John V. L. Hogan	1000	43200
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100 (C.P. only)
New York, N. Y.	W2XWF	William G. H. Finch	1000	42180
New York, N. Y.	W2XWG	National Broadcasting Co., Inc.	1000	42600 (C.P. only)
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	26125
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	43000 (C.P. only)
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	42140
Rochester, N. Y.	W8XAD	WHEC, Inc.	1000	42600 (C.P. only)
Rochester, N. Y.	W8XVB	Stromberg-Carlson Tel. Mfg. Co.	1000	43200 (C.P. only)
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	42340
Schenectady, N. Y.	W2XDA	General Electric Co.	50	43200
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	1000	42380
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co.	1000	42600
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	25300
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	25900
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Superior, Wis.	W9XYH	Head of the Lakes B'casting Co.	1000	43000 (C.P. only)
Yonkers, N. Y.	W2XAG	Carman R. Runyan, Jr.	5000	117190

### Pending Applications\*

Addison, Ill.	not assigned	Moody Bible Institute of Chicago	1000	43000
Allison Park, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Alpine, N. J.	not assigned	Yankee Network, Inc.	50000	43000
Atlanta, Ga.	not assigned	Atlanta Broadcasting Co.	1000	42800
Atlanta, Ga.	not assigned	W. J. Holey	100	43200
Binghamton, N. Y.	not assigned	Howitt-Wood Radio Co.	1000	42600
Boston, Mass.	not assigned	Boston Edison Co.	250	43200
Chicago, Ill.	not assigned	WGN, Inc.	1000	43200
Chicago, Ill.	not assigned	Zenith Radio Corp.	1000	42800
Columbus, Ga.	not assigned	Columbia Broadcast'g System	1000	43000
Dayton, Ohio	not assigned	Miami Valley B'casting Corp.	1000	42600
Detroit, Mich.	not assigned	James F. Hopkins, Inc.	1000	43400
Greensboro, N. C.	not assigned	North Carolina B'casting Co.	250	42600
Kansas City, Mo.	not assigned	Midland Broadcasting Co.	1000	42600
Los Angeles, Calif.	not assigned	Echo Park Evangelistic Assn.	500	25300
Los Angeles, Calif.	not assigned	The May Dept. Stores Co.	1000	43000
Marshall, N. Y.	not assigned	WIBX, Inc.	1000	43400
Mt. Washington, N. H.	not assigned	Yankee Network, Inc.	5000	42600
Philadelphia, Pa.	not assigned	Pennsylvania Broadcasting Co.	1000	43400
Philadelphia, Pa.	not assigned	Westinghouse E. & M. Co.	1000	42600
Portland, Me.	not assigned	Portland B'casting System, Inc.	1000	43400
Providence, R. I.	not assigned	The Outlet Co.	1000	43400
St. Louis, Mo.	not assigned	Star-Times Publishing Co.	250	43000
Syracuse, N. Y.	not assigned	Central New York Broadcasting Corp.	1000	43200
Syracuse, N. Y.	not assigned	Onondaga Radio B'cast'g Corp.	1000	43000

\* All pending applications except the Echo Park Evangelistic Association are for frequency modulation emission.

# **—F. C. C. Regulations Regarding— High Frequency Broadcast Stations**

**As of January 1st, 1940**

*The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.*

## **Requirements**

A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.

2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.

3. That the research and experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

## **Non-Commercial**

A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its as-

signed frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the rebroadcast of the program of any broadcast station, the FCC regulation on rebroadcasting holds.

No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

## **Frequency Assignment**

The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
25,300 kc	25,900 kc	26,300 kc	42,060 kc
25,325	25,925	26,500	42,100
25,350	25,950	26,700	42,140
25,375	25,975	26,900	42,180
25,400	26,000		42,220
25,425	26,025		42,260
25,450	26,050		42,300
25,475	26,075		42,340
25,500	26,100		42,380
25,525	26,125		42,420
25,550	26,150		42,460

<i>Group E</i>	<i>Group F</i>	<i>Group G</i>	<i>Group H</i>
42,600 kc	116,590 kc	117,190 kc	Any frequency
42,800	116,710	117,430	above
43,000	116,830	117,670	300,000 kc
43,200	116,950	117,910	excluding band
43,400	117,070		400,000 to
			401,000 kc

A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

Stations serving the same area will not be assigned frequencies separated less than the following:

<i>Group A or B</i>	<i>Group D</i>
100 kc	160 kc

*Group C, E, F, G or H*

To be determined

One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Group F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

A license of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused in international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is

caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

### Power

No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 per cent of the assigned frequency.

### Renewal Application

A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with licensing requirements of these rules.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received.



# DEVELOPMENTAL BROADCAST STATIONS

*The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.*

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J. ....	W3XDD	560, 900, 1340	50 kw	A3
Bell Telephone Labs., Inc. Whippany, N. J. ....	W3XPY	43200	5000 w	Special (C.P. only)
Central Broadcasting Co. Mitchellville, Iowa .....	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn. ....	W1XCS	39540, 139960, 300000- 400000	250 w	A3 & Special
Connecticut State College Storrs, Conn. ....	W1XEV	26300	500 w	Special
The Crosley Corp. Near Mason, Ohio. ....	W8XO	700	100 kw-500 kw	A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y. ....	W10XF	1614, 2398, 3492.5, 4797.5, 6425, 9135, 12862.5, 17310, 23100, 30660, 31020, 31140, 31180, 31540, 33340, 33460, 33620, 35060, 35460, 37060, 37140, 37540, 39140, 39460, 39540, 132400, 132680, 133380, 134360, 135340, 137440, 137860, 138140, 138840, 139540, 139960, 162000-168000, 210000-216000, 264000-270000, 300000-400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Area of New York, N. Y. ....	W10XR	Same as above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn. ....	W4XFN	300000-400000, 401000 and above	15 w	A3

# F. C. C. Regulations Regarding Developmental Broadcast Stations

Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.

2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.

3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

A Licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

A Licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program

of any broadcast station, the FCC Regulation on rebroadcasting holds.

## Frequency Allotted

The following frequencies are allocated for assignment to developmental broadcast stations:\*

	1,614			
2,396	2,398	12,855	12,862.5	37,140
2,400		12,870		37,540
				39,140
3,490	3,492.5	17,300	17,310	39,460
3,495		17,320		39,540
				132,400
				132,680
				133,380
4,795	4,797.5	23,100		134,360
4,800		30,660		135,340
		31,020		137,440
		31,140		137,860
6,420	6,425	31,180		138,140
6,430		31,540		138,840
		33,340		139,540
		33,460		139,960
8,650	8,655	33,620		162,000-168,000
		35,060		210,000-216,000
8,660		35,460		264,000-270,000
		37,060		300,000-400,000
9,130	9,135			401,000 and above
9,140				

\* Also available for assignment to all other stations in the experimental service.

A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

In cases of important experimentation which cannot be conducted successfully on the frequencies allocated herein, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

# F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

**P**LACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

- 3 copies via Inspector in Charge, radio district No. 14, Seattle, Wash.
- 1 copy direct to Washington, D. C.
- 1 copy direct to Washington, D. C.
- 2 copies direct to Washington, D. C.
- 1 copy direct to Washington, D. C.
- 2 copies direct to Washington, D. C.
- 1 copy to be sent as follows: (a) to proper district office if it requires personal appearance for operator examination under direct supervision from that office; (b) direct to Washington, D. C., in all other cases, including examinations for class C privileges.

**Contents.** Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

**Full disclosures.** Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

**Additional statements.** In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

**Installation or removal of apparatus.** Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or

installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

**Extension of time for construction.** Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

**License following construction permit.** In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

**Where construction permit not required.** Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

**Modification of license.** An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no

change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

*Renewal of license.* Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

*Financial statements.* Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

*Filing directed by Commission.* Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

*Temporary extension of station licenses.* Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might

lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

*Assignment or transfer of control. (a) General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

*Special temporary authorizations. (a)* Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

*Special Service Authorizations.* Special Service Authority may be issued to the licensee of a standard broadcast station for a service other or beyond that authorized in its existing license for a period not exceeding that of its existing license

upon proper application therefor; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of standard broadcast stations;

(b) That experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared;

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the 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.

*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.

*Repetitions applications.* (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

(b) Other radio services. In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission

will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

*Pending appeals.* Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

### **Action on Applications**

*Partial grants.* Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

*Designation for hearing.* In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, convenience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing.

### **Answers to Notices of Violation**

*Under Title III of the Act.* Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any,

are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

### Revocation and Modification of Station Licenses

*Revocation.* Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

*Modification.* (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

### Suspension of Operator Licenses

*Order of suspension.* No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

*Proceedings.* Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.



**CBC IN CANADA** provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

**CANADIAN BROADCASTING CORPORATION**

1 Hayter St., Toronto - Commercial Department - 1231 St. Catherine St. W., Montreal

584





# CANADA



*Stations*



*Networks*



*Survey*



*Newspaper  
Owned Stations*

# NETWORKS

# OF CANADA

## Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada  
 Montreal office: 1231 St. Catherine St., West.

### DIRECTORS

Rene, Morin, Chairman; Brigadier General Victor Odium, Vice-Chairman; J. Wilfred Godfrey, N. L. Nathanson, Alan B. Plaunt, Adrien Pouliot, Canon W. Eastland Fuller.

### PERSONNEL

General Manager.....Gladstone Murray  
 Assistant General  
 Manager.....Dr. Augustin Frigon  
 Chief Executive Assistant.....Donald Manson  
 Treasurer .....Harry Baldwin  
 General Supervisor of  
 Programs.....E. L. Bushnell  
 Chief Engineer.....G. W. Olive  
 Commercial Manager-Supervisor of  
 Press and Information.....E. A. Weir  
 Commercial Manager-Quebec  
 Division.....J. A. Dupont  
 Supervisor of Station Relations...H. N. Stovin  
 Traffic Manager.....E. W. Jackson  
 Secretary.....R. P. Landry

### STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CBA, Sackville; KKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Wind-

sor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CBK, Watrous; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

## The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada  
 Phone: R 2021

### PERSONNEL

General Manager.....H. R. Carson  
 Director (CFGP).....C. L. Berry  
 Director (CJCA).....Frank H. Elphicke  
 Director (CFAC).....G. S. Henry  
 Director (CJOC).....A. H. Nicholl

### STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

### COVERAGE

Province of Alberta.

### NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.  
 Weed & Company

# CANADIAN SURVEY

## General

At the end of the fiscal year, March 31, 1939, the Department of Transport reported 1,223,502 receiving station licenses outstanding. It is estimated that the total number of sets in use at the end of 1938, including those unlicensed, was over 2,000,000, representing a 7 per cent increase during the year.

It is also estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 5 years 40 per cent of annual sales to dealers have been made during the last quarter and 33 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

## Transmitting Equipment

A large proportion of the business in Canadian-made transmitting equipment is in medium power transmitters and accessories. Much of the requirements in microphones, transmitting tubes, control apparatus, and similar adjuncts is supplied by imports. Transmitting tube requirements are the same as in the United States market for stations up to 50,000 watts. Canadian subsidiaries or affiliates of American companies are active in the broadcasting equipment market. United States jobbers of specialty radio apparatus generally cover Canada with catalogs and part of the business is on a mail order basis. Manufacturers often maintain direct agency representation. Organization of amateurs is parallel with that in the United States. Amateurs often use American receivers. Police radio has been used effectively in a number of Canadian cities and in provincial police organizations. Use of radio in aircraft is growing and there is also a market in military work, the latter supplied largely by domestic and United Kingdom manufacturers. Canadian shipping laws regarding the use of radio are similar to standard British requirements.

## Patents

Since 1927 the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individual concerns. It has since acquired patents and rights on its own account and has rights under foreign patents as well.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents Limited is given only to those firms which take out a license with the company and which manufacture in Canada. Even though the firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Pat-

ents limited, an additional license under the Canadian company is also required. Such a license gives the manufacturer the right to produce receivers only for the reception of public radio telephone broadcasting. At present, under ordinary circumstances, the corporation is not included to grant further licenses by reason of the number already in the field.

The royalty rate is 10 per cent of the sales value of the chassis plus the speaker portion of the receiver, with a minimum sales value for royalty purposes fixed as the cost to manufacture the receiver plus 50 per cent. This royalty arrangement has no effect upon the actual price at which the merchandise is sold, but is merely a minimum established for royalty purposes. In 1937 the average royalty per set amounted to \$2.17, not accounting for the products of manufacturers who contribute patents to the pool and therefore pay no royalties. The royalty on sets for export is 50 per cent of the charge for sets for domestic sale. In certain cases in granting licenses the corporation requires a deposit, the amount of which would be determined by the patent company and from which would be taken the first year's royalties. The corporation does not make it a practice to undertake numerous court cases against individuals who import sets for their own use, but asserts that it is prepared to proceed against individuals.

The position of the patent organization with respect to its control seems to be firmly entrenched and it has been successful in maintaining its patent rights.

## Television

This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of concentrated population area large enough to warrant the installation expense. Television is not economically feasible in Canada at present.

## Facsimile

In the spring of 1939 a facsimile circuit was established with Somerton, England, in connection with the Royal visit to Canada. The circuit involved landlines between Montreal and the Marconi beam wireless station at Drummondville, Quebec. Facsimile service on news pictures has not been utilized directly by the press, so far as radio is concerned. Broadcast news facsimile has not yet been introduced, but there has been some consideration of using such a service for the "broadcasting" of a radio listeners' publication of programs and discussion of broadcasts.

Tracing transmission systems have been sold to a minor degree. One firm renting machines reports that after several years of selling effort there are only 20 customers in the Dominion. These include railroads, automobile manufacturers, public utilities, but efforts to sell machines for hotel and bank use have not been successful, with one exception. One difficulty has been the relatively high valuation established for customs

purposes on imported machines placed in Canada for rental purposes. In addition, the rental revenue is itself subject to a 12½ per cent withholding tax.

### Short Wave

Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service. During the winter of 1938-39, beginning in November, an average of about 300 messages per week were broadcast by friends and relatives of persons in the far North. From a reception standpoint, the increased sale of dual-wave and all-wave sets confirms the interest in such broadcasts. Short wave programs receive publicity in the radio pages of the press. The 49, 32, and 25 meter bands give best consistent reception. United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the short wave relays give good service.

### Broadcasting

Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of the broadcasting stations reverted to the Department of Transport under the Radio-telegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain, and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a government broadcasting agency.

The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage with Federal finances. The principal difference between the Corporation and the Canadian Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation, government-owned, rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Prior to 1932 Canadian broadcasting developments were similar to those in the United States, except that the size of the general markets limited the amount of advertising revenue available for program and talent development. In 1929 an inquiry was made into the entire question, and as a result of recommendations, a nationalized chain of non-commercial stations under the Commission was established. Private commercial stations were provided for. The nucleus of the national chain comprised the stations formerly operated by the government-owned Canadian National Railways in principal cities throughout Canada. Although the nationalization of broadcasting is yet in a transitory stage, Government policy has consistently favored government ownership, and private licenses are issued only with the understanding that they may be taken over by

the State without value attaching to good will.

Licenses are issued by the Department of Transport after recommendation by the Corporation.

### Programs

Canadian chain and local programs follow the same general classifications as those of American stations, and cooperative interchange with American chains has reached a considerable percentage of the total broadcast time. The local programs, however, are not so elaborate on the average, due to the lower revenue from advertising to the comparatively smaller markets. There is a greater conscious effort in Canada to provide programs of a distinctly Canadian character, as in most of the populated areas of the Dominion United States stations are readily received and the more generalized programs so provided. In view of the limited funds for program development Canadian broadcasters would find it difficult to compete successfully in this field to the extent possible under the program standards adopted.

### Advertising

Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. Station time is usually sold through advertising agencies and rates vary according to the time of broadcast and station coverage. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

### Recordings

The use of transcriptions is generally prohibited between 7:30 and 10 p.m., but at other hours they are extensively employed by the lower powered stations, particularly in the smaller population centers. Turntable speeds are 33 and 78 r.p.m.

The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release, especially of direct outside broadcasts, for reception in the Canadian time zones. The broadcasting corporation has a special short wave receiving station with recording equipment for this purpose.

### Regulations

New radio regulations were published in the Canada Gazette, December 10 and 24, 1938, and January 26, 1939, and republished in a special supplement to World Radio Markets of March 28, 1939. Two minor amendments issued in 1939 concern beer and wine advertising and the operation of subsidiary network hookups of private broadcasting stations.

Under the laws of Ontario, all electrical devices, (including socket power sets) must be inspected and approved by the Inspection Department of the Ontario Hydro Electric Power Commission before being used. Hydro approval is generally accepted by inspection authorities of other Canadian provinces. The Ontario Government, however, does not make it a practice to prosecute individuals who import sets for their own use, but confines its activities to those interested in selling receivers in quantities. Part II of the Canadian Electrical Code, in specification No. 1, outlines the general minimum requirements for power operated radio devices and methods of test to be employed. A new code specification, effective June 15, 1939, provided for the manufacture and use of AC-DC sets of approved construction, a type heretofore prohibited under the Electrical Code. Under the code the approval of either the laboratory of the Hydro Electric Power Commission of Ontario, the Underwriters' Laboratories of Chicago, or a recognized Canadian Government Laboratory are acceptable. In Ontario and Quebec the Hydro Laboratory approval is required. The Canadian Electrical Code is in full effect in these two provinces, but only partially in effect in other Canadian areas. Electrical inspection is a provincial matter in Canada.

# CANADA

## STATIONS—REGULATIONS—SURVEY

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

*Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.*

*Canadian network facilities covered in full on page 586.*



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA . . . .	Sackville, N. B.	1050	50000	598
CBF . . . .	Montreal, Que.	910	50000	607
CBJ . . . .	Chicoutimi, Que.	1120	100	606
CBK . . . .	Watrous, Sask.	540	50000	611
CBL . . . .	Toronto, Ont.	840	50000	604
CBM . . . .	Montreal, Que.	960	5000	607
CBO . . . .	Ottawa, Ont.	880	1000	602
CBR . . . .	Vancouver, B. C.	1100	5000	594
CBV . . . .	Quebec, Que.	950	1000	608
CBY . . . .	Toronto, Ont.	1420	100	604
CFAC . . . .	Calgary, Alta.	930	1000	591
CFAR . . . .	Flin Flon, Man.	1370	100	596
CFCF . . . .	Montreal, Que.	600	500	607
CFCH . . . .	North Bay, Ont.	930	100	602
CFCN . . . .	Calgary, Alta.	1030	10000	591
CFCO . . . .	Chatham, Ont.	630	100	600
CFCT . . . .	Victoria, B. C.	1450	500	595
CFCY . . . .	Charlottetown, P. E. I.	630	1000	606
CFGP . . . .	Grand Prairie, Alta.	1200	100	592
CFJC . . . .	Kamloops, B. C.	880	1000	593
CFLC . . . .	Prescott, Ont.	930	100	602
CFNB . . . .	Fredericton, N. B.	550	1000	597
CFOS . . . .	Owen Sound, Ont.	C.P. 1370	100	602
CFPL . . . .	London, Ont.	730	100	601
CFPR . . . .	Prince Rupert, B. C.	580	50	594
CFQC . . . .	Saskatoon, Sask.	600	1000	611
CFRB . . . .	Toronto, Ont.	690	10000	604
CFRC . . . .	Kingston, Ont.	1510	100	601
CFRN . . . .	Edmonton, Alta.	960	100	592

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . . .	Moose Jaw, Sask.	1200	250 d., 100 n.	610
CHCK . . . .	Charlottetown, P. E. I.	1310	50	606
CHGB . . . .	St. Anne de la Pocatiere, Que.	1200	100	609
CHGS . . . .	Summerside, P. E. I.	1450	50	606
CHLN . . . .	Three Rivers, Que.	1420	100	610
CHLP . . . .	Montreal, Que.	1120	100	607
CHLT . . . .	Sherbrooke, Que.	1210	100	609
CHML . . . .	Hamilton, Ont.	1010	100	600
CHNB . . . .	North Battlefield, Sask.	C.P. 1420	100	610
CHNC . . . .	New Carlisle, Que.	610	1000	608
CHNS . . . .	Halifax, N. S.	930	1000	598
CHRC . . . .	Quebec, Que.	580	100	608
CHSJ . . . .	Saint John, N. B.	1120	100	598
CHWK . . . .	Chilliwack, B. C.	780	100	593
CJAT . . . .	Trail, B. C.	910	1000	594
CJBR . . . .	Rimouski, Que.	1030	1000	609
CJCA . . . .	Edmonton, Alta.	730	1000	592
CJCB-CJCX	Sydney, N. S.	1240	1000	599
CJCI . . . .	Calgary, Alta.	690	100	591
CJCS . . . .	Stratford, Ont.	1210	50	603
CJGX . . . .	Yorkton, Sask.	1430	1000	611
CJHC . . . .	Halifax, N. S.	C.P. 1420	1000	598
CJIC . . . .	Sault Ste. Marie, Ont.	1500	100	603
CJKL . . . .	Kirkland Lake, Ont.	1310	100	601
CJLS . . . .	Yamouth, N. S.	1310	100	599
CJOC . . . .	Lethbridge, Alta.	1210	100	592
CJOR . . . .	Vancouver, B. C.	600	500	594
CJRC . . . .	Winnipeg, Man.	630	1000	596
CJRM . . . .	Regina, Sask.	950	1000	611
CKAC . . . .	Montreal, Que.	730	5000	607
CKBI . . . .	Prince Albert, Sask.	1210	100	610
CKCA . . . .	Kenora, Ont.	1420	250 d., 100 n.	601
CKCD . . . .	Vancouver, B. C.	1010	100	595
CKCH . . . .	Hull, Que.	1210	100	607
CKCK . . . .	Regina, Sask.	1010	1000	611
CKCL . . . .	Toronto, Ont.	580	100	604
CKCO . . . .	Ottawa, Ont.	1010	100	602
CKCR . . . .	Kitchener, Ont. (Waterloo)	1510	100	601
CKCV . . . .	Quebec, Que.	1310	100	608
CKCW . . . .	Moncton, N. B.	1370	100	597
CKFC . . . .	Vancouver, B. C.	1410	50	595
CKGB . . . .	Timmins, Ont.	1440	100	603
CKIC . . . .	Wolfville, N. S.	1010	50	599
CKLN . . . .	Nelson, B. C.	1420	100	594
CKLW . . . .	Windsor, Ont.	1030	5000	605
CKMC . . . .	Cobalt, Ont.	1210	50	600
CKMO . . . .	Vancouver, B. C.	1410	100	595
CKNB . . . .	Campbellton, N. B.	1210	250	597
CKNX . . . .	Wingham, Ont.	1200	100	605
CKOC . . . .	Hamilton, Ont.	1120	1000 d., 500 n.	600
CKOV . . . .	Kelowna, B. C.	630	1000	593
CKPC . . . .	Brantford, Ont.	930	100	599
CKPR . . . .	Fort William, Ont.	580	1000	600
CKRN . . . .	Rouyn, Que.	1370	250	609
CKSO . . . .	Sudbury, Ont.	780	1000	603
CKTB . . . .	St. Catharines, Ont.	1200	100	602
CKUA . . . .	Edmonton, Alta.	580	500	592
CKVD . . . .	Val D'Or, Que.	1200	100	610
CKWX . . . .	Vancouver, B. C.	1010	100	595
CKX . . . .	Brandon, Man.	1120	1000	596
CKY . . . .	Winnipeg, Man.	910	15000	596

# ALBERTA

Population 789,000

Number of Families 167,872

Number of Radio Homes 124,300

Retail Sales \$152,408,000

Auto Registrations 100,434

## CFAC

"CALGARY'S FRIENDLY STATION"  
"ALL DAY—EVERY DAY THE FINEST IN  
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts.  
OWNED BY: Calgary Herald. OPERATED BY:  
Taylor Pearson & Carson. BUSINESS AD-  
DRESS: 1006 Southam Bldg. PHONE: R 1036-7.  
STUDIO ADDRESS: 1006 Southam Bldg.  
TRANSMITTER LOCATION: Forest Lawn.  
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-  
night. Sunday, 9:00 A.M. to 11:30 P.M. NEWS-  
PAPER AFFILIATION: Calgary Daily Herald.  
NEWS SERVICE: Canadian Press News. TRAN-  
SCRIPTION SERVICE: NBC Thesaurus, World  
Broadcasting System.

### Personnel

President ..... H. R. Carson  
Manager ..... Gordon S. Henry  
Commercial Manager ..... F. R. Shaw  
Production Manager ..... Pat Freeman  
Publicity Director ..... John N. Hunt  
Continuity Director ..... Madeline F. Austin  
Chief Engineer ..... Earl C. Connor

### Coverage

Population—Primary ..... 470,000  
Radio Homes— " ..... 79,900  
Source: Station survey.

### Representatives

All Canada Radio Facilities  
Weed & Co.

## CFCN

"THE VOICE OF THE PRAIRIES"  
CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000  
Watts. OWNED BY: The Voice of the Prairies,  
Ltd. OPERATED BY: Same. BUSINESS AD-  
DRESS: Toronto Gen. Trusts Bldg. PHONE:  
M 1161. STUDIO ADDRESS: Same. TRANSMIT-  
TER LOCATION: Strathmore. TIME ON THE  
AIR: Daily, 6:30 A.M. to 12:00 midnight; Sun-  
day, 9:30 A.M. to 10:30 P.M. NEWS SERVICES:  
Transradio Press, Radio News Assn, British

United Press. TRANSCRIPTION SERVICES:  
Standard Radio, Lang-Worth, Davis & Schweg-  
ler.

### Personnel

President and Managing Director... H. G. Love  
Commercial Manager ..... E. H. McGuire  
Program Director..... Ed Maloney  
News Editor..... C. H. Stout  
Sports Editor..... Doug Smith  
Chief Engineer..... W. V. McLaughlin

### Coverage

Population—Primary ..... 917,200  
Radio Homes— " ..... 131,800  
Source: Mail response analysis.

### Representative

Jack Slatter

## CJCL

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 watts.  
OWNED BY: Albertan Publishing Co., Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Ren'frew Bldg. PHONE: R 2001 — M-9966.  
STUDIO ADDRESS: Same. TRANSMITTER  
LOCATION: Grandview Heights. TIME ON  
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,  
10:00 A.M. to 11:00 P.M. NEWSPAPER AF-  
FILIATION: Albertan Publishing Co., Ltd. NEWS  
SERVICE: Canadian Press. TRANSCRIPTION  
SERVICES: Lang-Worth, Titan Productions.

### Personnel

President ..... Gordon Bell  
Station Manager..... J. E. Gerke  
Assistant Manager..... T. E. Snelgrove  
Sales Manager..... V. Thompson  
Chief Engineer..... M. McKenzie

### Coverage

Population—Primary ..... 172,900  
Radio Homes— " ..... 35,100  
Population—Secondary ..... 254,400  
Radio Homes— " ..... 41,200  
Source: Mail response analysis.

**CFRN**

"THE LITTLE GIANT"  
EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts.  
OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Highway, Edmonton West. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.

**Personnel**

Station Manager.....G. R. A. Rice  
Commercial Manager.....H. F. Nielsen  
Program Director.....S. S. Lancaster  
News Editor.....G. Williamson  
Chief Engineer.....E. Makepeace

**Coverage**

Population—Primary ..... 311,232  
Radio Homes— " ..... 43,464  
Source: Station survey.

**Representatives**

Joseph Hershey McGillvra (U.S.A. and Montreal)  
Jack Slatter (Toronto)  
Inland Broadcasting Service (Winnipeg)

**CJCA**

"VOICE OF THE GREAT NORTH WEST"  
EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts.  
OWNED BY: North Western Publishers, Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 2:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

**Personnel**

Station Manager.....Frank H. Elphicke  
Assistant Manager.....Norman Botterill  
Publicity Director.....Walter Dales  
Continuity Editor.....James Allard  
Technical Director.....Hastings McMahon

**Coverage**

	Daytime	Evening
Population—Primary	110,212*	452,463
Radio Homes—(Primary		
and Secondary)	76,276	.....
*Families.		
Source: Population estimate.		

**Representatives**

All Canada Radio Facilities Ltd.  
Montreal, Toronto, Winnipeg, Calgary,  
Vancouver  
Weed & Co.  
N. Y., Detroit, Chicago, San Francisco

**CKUA**

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK  
FREQUENCY: 580 Kc. POWER: 500 watts.  
OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:15 P.M. to 2:30 P.M., 5:00 P.M. to 8:30 P.M., Mondays to Fridays; 11:00 A.M. to 12:30 P.M., 9:15 P.M. to 11:00 P.M. Sundays.

**Personnel**

President of the University.....W. A. R. Kerr  
Station Manager.....Donald Cameron  
Studio Director.....Richard MacDonald  
Secretary.....Alice Mary Carpenter  
Chief Engineer.....John Wardlaw Porteous

**CFGP**

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Grande Prairie. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 10:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager.....C. L. Berry  
Chief Engineer.....S. Findlay

**Coverage**

	Daytime	Evening
Population—Primary	80,000	85,000
Radio Homes— "	8,754	10,151
Source: Station estimate.		

**Representative**

All Canada Radio Facilities, Ltd.  
Weed & Co.

**CJOC**

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.  
FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Lethbridge Broadcasting Co. OP-



## ALBERTA — BRITISH COLUMBIA

ERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel, Fourth Ave., South. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: British United Press. local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

President.....J. G. Hutchings  
Station Manager.....A. H. Nicholl  
Commercial Manager.....R. Buss  
Program Director.....F. McDowell

Publicity Director.....C. A. Perry  
Traffic Manager.....A. Lewis  
Chief Engineer.....G. J. Gow

### Coverage

	Daytime	Evening
Population—Primary .....	32,500*	32,500*
Radio Homes— " .....	20,000	20,000

\* Families.

Source: Station survey.

### Representatives

All Canada Radio Facilities, Ltd.  
Weed & Company

# BRITISH COLUMBIA

Population 774,000

Number of Families 164,680

Number of Radio Homes 120,300

Retail Sales \$232,740,000

Auto Registrations 116,341

## CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

### Personnel

President and Station Manager.....C. Casey Wells  
Assistant Manager.....R. G. Wells  
Musical Director.....Bertram Turvey  
Chief Engineer.....Jack Dilling

### Representatives

All Canada Radio Facilities  
Weed & Co.

1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

### Personnel

President.....R. E. White  
Station and Commercial Manager.....D. Homersham  
Publicity Director.....L. Irvine  
Musical Director.....V. Arduini  
Chief Engineer.....T. Smalley

### Coverage

Population—Primary .....	97,000
Radio Homes— " .....	24,000

Source: Field strength measurements.

## CFJC

KAMLOOPS—EST. 1926

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and

## CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.  
FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY: Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to

11:00 P.M. NEWS SERVICE: Canadian Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Managing Director .....J. W. B. Browne  
Women's Program Director....Mary E. Royle

**Representatives**

John E. Baldwin, Vancouver  
Dominion Broadcasting Co. (Toronto)  
Joseph Hershey McGillvra

**CKLN**

"THE KOOTENAYS' FAVORITE STATION"  
NELSON—EST. 1939

CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.  
OWNED BY: The Nelson Daily News. OPERATED BY: The Nelson Daily News. BUSINESS ADDRESS: 711 Radio Avenue. STUDIO ADDRESS: 711 Radio Ave. TRANSMITTER LOCATION: 711 Radio Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, except Saturday; 7:00 A.M. to 2:00 A.M., Saturdays. NEWSPAPER AFFILIATION: Nelson Daily News. TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager .....Hume A. Lethbridge  
Program Manager.....F. R. Halhed

**Coverage**

Population—Primary ..... \*8,500  
Radio Homes— " ..... 6,970  
Population—Secondary ..... \*12,500  
Radio Homes— " ..... 12,250  
\* Families.

Source: Dominion Reports; Nelson Daily News.

**Representative**

All-Canada Radio Facilities, Ltd.

**CFPR**

"VOICE OF NORTHERN BRITISH  
COLUMBIA"

**PRINCE RUPERT**

FREQUENCY: 580 Kc. POWER: 50 watts.  
OWNED BY: F. E. Batt. OPERATED BY: Northwest Broadcast & Service Co. BUSINESS ADDRESS: P. O. Box 848. STUDIO ADDRESS: 336 Second Ave. PHONE: 863. TRANSMITTER LOCATION: Prince Rupert. TRANSCRIPTION SERVICE: C. P. MacGregor.

**Personnel**

Owner.....F. E. Batt  
General Manager.....C. H. Insulander  
Advertising Manager.....S. J. Anderson

**Coverage**

Population—Primary ..... 14,500\*  
\* Additional 3,000 from April to October.

Source: Station survey.

**Representative**

All-Canada Radio Facilities, Ltd.

**CJAT**

"THE VOICE OF THE KOOTENAYS"  
TRAIL—EST. 1934

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.  
OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 11:30 P.M., Sundays. NEWSPAPER AFFILIATION: Trail Daily Times. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

**Personnel**

President.....B. A. Stimmel  
Manager.....A. J. Balfour  
Accountant.....A. D. Pettersen

**Coverage**

Population—Primary ..... 202,800  
Radio Homes— " ..... 27,800

Source: Station survey.

**Representatives**

Weed & Company  
All-Canada Radio Facilities

**CBR**

"VOICE OF BRITISH COLUMBIA AT  
VANCOUVER"

**VANCOUVER—EST. 1925**

CANADIAN BROADCASTING CORP.  
BRITISH COLUMBIA REGIONAL NETWORK  
FREQUENCY: 1100 Kc. POWER: 5000 Watts.  
OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Hotel Vancouver. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight, daily; 8:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Canadian Press.

**Personnel**

Regional Representative.....I. Dilworth  
Station Manager.....Peter Ayles  
Regional Engineer.....N. R. Olding

**Representative**

Canadian Broadcasting Corp.

**CJOR**

**VANCOUVER—EST. 1926**

FREQUENCY: 600 Kc. POWER: 500 watts.  
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elburne. TIME ON THE AIR: Daily, 6:30 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station Manager..... G. C. Chandler  
 Commercial Manager..... Don Laws  
 Publicity Director..... D. R. Baird  
 Program Director..... R. A. Diespecker  
 Accountant ..... L. Watkis

**Coverage**

Population—Primary ..... 551,000  
 Radio Homes— " ..... 140,000

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CKCD**

**VANCOUVER**

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Vancouver Daily Province. OP-  
 ERATED BY: Pacific Broadcasting Co., Ltd.  
 BUSINESS ADDRESS: 198 Hastings West.  
 PHONE: Seymour 2759-7346. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Same. TIME ON THE AIR: 7:30 P.M. to 11:30  
 P.M. NEWSPAPER AFFILIATION: Vancouver  
 Daily Province. NEWS SERVICE: Local and  
 national news tie-up.

**Personnel**

President and Station Manager... W. G. Hassell  
 Musical Director ..... Mabel Brown  
 Chief Engineer..... T. Derbyshire

**CKFC-CKFX**

**VANCOUVER—EST. 1921**

FREQUENCY: 1410 Kc. POWER: 50 Watts  
 (CKFX: 10 Watts on 6080 Kc.) OWNED BY:  
 Standard Broadcasting System, Ltd. OPER-  
 ATED BY: Standard Broadcasting System, Ltd.  
 BUSINESS ADDRESS: 1504-5 Sun Bldg., 500  
 Beatty St. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: North Vancouver. TIME  
 ON THE AIR: Shares time with CKMO (38  
 hours weekly). NEWSPAPER AFFILIATION:  
 Vancouver Sun. NEWS SERVICE: Vancouver  
 Sun.

**Personnel**

Manager ..... F. E. Rutland  
 Chief Technician..... A. L. Porter

**CKMO**

"THE PIONEER VOICE OF  
 BRITISH COLUMBIA"  
**VANCOUVER—EST. 1922**

**CANADIAN BROADCASTING CORP.**

FREQUENCY: 1410 Kc. POWER: 100 watts.  
 OWNED BY: British Columbia Broadcasting  
 System, Ltd. OPERATED BY: British Co-  
 lumbia Broadcasting System, Ltd. BUSI-  
 NESS ADDRESS: 812 Robson St. PHONE:  
 Sey. 8778-9. STUDIO ADDRESS: 812 Robson  
 St. TRANSMITTER LOCATION: Sun Bldg.  
 TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and

5:00 P.M. to 10:15 P.M. and 12:00 midnight to  
 2:00 A.M. NEWS SERVICE: Canadian Press;  
 News-Herald and Sun News. TRANSCRIP-  
 TION SERVICE: C. P. MacGregor.

**Personnel**

President..... R. J. Sprott  
 Vice-President..... B. A. Arundel  
 Station Manager..... H. M. Cooke  
 Program Director..... R. H. Wright  
 Commercial Manager..... J. Short  
 Office Manager-Accountant..... T. C. Stewart

**Coverage**

Population—Primary ..... 594,991  
 Radio Homes— " ..... 145,248

Source: Station survey.

**CKWX**

**VANCOUVER—EST. 1923**

**CBC (Secondary)**

FREQUENCY: 1010 Kc. POWER: 100 Watts.  
 OWNED BY: Western Broadcasting Co., Ltd.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Hotel Georgia. PHONE: Seymour 2288.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: 1220 Seymour St. TIME ON THE  
 AIR: 6:30 A.M. to 9:00 P.M. (average, 104  
 hours weekly). NEWS SERVICE: Local news  
 from Vancouver Sun. TRANSCRIPTION SER-  
 VICES: World Broadcasting System, Davis &  
 Schwegler.

**Personnel**

General Manager..... A. Holstead  
 Commercial Manager..... Reg. M. Dagg  
 Secretary ..... Vera Rumble  
 Chief Engineer..... E. Ross MacIntyre

**Coverage**

Population—Primary ..... 300,000  
 Radio Homes— " ..... 80,000  
 Population—Secondary ..... 400,000  
 Radio Homes— " ..... 100,000

Source: Survey based on licensed receivers.

**Representatives**

Weed & Company (U.S.)  
 All-Canada Radio Facilities, Ltd.

**CFCT**

**VICTORIA—EST. 1923**

FREQUENCY: 1450 Kc. POWER: 500 watts.  
 OWNED BY: Victoria Broadcasting Assn. OP-  
 ERATED BY: Victoria Broadcasting Assn. BUSI-  
 NESS ADDRESS: Radio Centre. PHONE: G-  
 2014. STUDIO ADDRESS: Same. TRANSMIT-  
 TER LOCATION: Portage Inlet. TIME ON THE  
 AIR: Unlimited. NEWS SERVICE: Transradio  
 Press.

**Personnel**

General and Commercial Mgr... G. W. Deaville

**Representatives**

Associated Broadcasting Co.  
 Joseph Hershey McGillvra

# MANITOBA

Population 727,000

Number of Families 154,680

Number of Radio Homes 94,200

Retail Sales \$161,253,000

Auto Registrations 80,860

## CKX

"THE FRIENDLY STATION"  
BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.  
OWNED BY: Manitoba Telephone System.  
OPERATED BY: Same. BUSINESS ADDRESS:  
City Hall Sq., 8th & Princess Ave. PHONE: 4532.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Mental Hospital Grounds. TIME ON  
THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00  
noon to 11:30 P.M. (Sunday). NEWS SER-  
VICE: Canadian Press.

### Personnel

Station Manager ..... W. F. Sellar  
Chief Engineer ..... C. E. R. Collins

### Representatives

All Canada Radio Facilities  
Weed & Company

## CFAR

"SERVING NORTHERN MANITOBA"  
FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.  
OWNED BY: Arctic Radio Corp. OPERATED  
BY: Same. BUSINESS ADDRESS: 120 Main St.  
PHONE: 290. STUDIO ADDRESS: Same.  
TRANSMITTER LOCATION: Same. TIME ON  
THE AIR: 7:00 A.M. to 10:00 P.M., daily;  
10:30 A.M. to 7:00 P.M., Sundays. NEWS SER-  
VICE: Transradio Press. TRANSCRIPTION  
SERVICE: World Broadcasting System.

### Personnel

President ..... G. W. Bridgman  
Vice-President ..... J. M. Bridgman  
Business Manager ..... E. T. Scott  
Chief Engineer ..... Reg Durie

### Representatives

All-Canada Radio Facilities  
Weed & Company

## CJRC

"MANITOBA'S FRIENDLY STATION"  
WINNIPEG

FREQUENCY: 630 Kc. POWER: 1000 Watts.  
OWNED BY: James Richardson & Sons, Ltd.  
OPERATED BY: Same. BUSINESS ADDRESS:  
Royal Alexandra Hotel. PHONE: 9-2266-7-8.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Middlechurch. TIME ON THE AIR:

(daily) 7:30 A.M. to 1:00 A.M.; (Sunday), 10:00  
A.M. to 11:00 P.M. NEWS SERVICE: Transradio  
Press. TRANSCRIPTION SERVICES: World  
Broadcasting System, Standard Radio, and  
Lang-Worth Features.

### Personnel

Station Manager ..... V. F. Nielsen  
Assistant Manager ..... Jack Kemp  
Program Director ..... Eddie Houston  
Chief Studio Engineer ..... Ken Cameron

### Coverage

Population—Primary ..... 527,600  
Radio Homes— " ..... 101,200  
Source: Station survey.

### Representatives

Joseph Hershey McGillvra (U.S.A. & Montreal)  
Jack Slatter (Toronto)  
Inland Broadcasting Service (Winnipeg)

## CKY

"THE VOICE OF MANITOBA"  
WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.  
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.  
OWNED BY: Manitoba Telephone System. OP-  
ERATED BY: Manitoba Telephone System.  
BUSINESS ADDRESS: Telephone Bldg. PHONE:  
92-191. STUDIO ADDRESS: Same. TRANS-  
MITTER LOCATION: St. Francis Xavier. TIME  
ON THE AIR: Sunday, 11:00 A.M. to 12:00  
midnight. Week Days, 7:30 A.M. to 12:00  
midnight. NEWS SERVICE: United Press, Ca-  
nadian Press. TRANSCRIPTION SERVICE:  
NBC Thesaurus, World Broadcasting System.

### Personnel

Commissioner of Telephones ..... J. E. Lowry  
Station Manager ..... William Backhouse  
Commercial Manager ..... Percy Gaynor  
Program Director ..... R. H. Roberts  
Public Relations Director ..... D. R. P. Coats

### Coverage

Population—Primary ..... 563,800  
Radio Homes— " ..... 107,800  
Population—Secondary ..... 145,500  
Radio Homes— " ..... 25,600  
Source: Station survey.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

# NEW BRUNSWICK

Population 451,000

Number of Families 95,957

Number of Radio Homes 35,700

Retail Sales \$76,656,000

Auto Registrations 36,780

## CKNB

CAMPBELLTON—EST. 1939

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Dr. Charles Houde. OPERATED BY: Dr. Charles Houde. BUSINESS ADDRESS: P. O. Box 840. STUDIO ADDRESS: Chateau Restigouche. PHONE: 8. TRANSMITTER LOCATION: Campbellton. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 9:00 A.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press.

### Personnel

Station Manager..... C. S. Chapman

### Coverage

Population—Primary ..... 150,000  
Radio Homes— " ..... 30,000  
Source: Station survey.

## 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 A.M. to midnight, daily; 11:00 A.M. to midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC The-saurus.

### 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

## CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 11:00 A.M. to 12:00 midnight, Sundays. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio.

### Personnel

Station Manager..... F. A. Lynds  
Program Director..... Earl McCarron

### Representative

Joseph Hershey McGillvra

BY POPULAR DEMAND!

Radio Station

# CKNB

Campbellton, N. B.

— which is —

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

For full particulars, write to:

Radio Station CKNB

250 P. O. Drawer 840 1210  
Watts CAMPBELLTON, N. B. Kcs.

**C B A**

**SACKVILLE—EST. 1939**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.  
 OWNED BY: Canadian Broadcasting Corp.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Nova Scotian Hotel, Halifax, N. S. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Sackville. TIME ON THE AIR: 8:00 A.M. to  
 12:00 midnight. NEWS SERVICE: Canadian  
 Press. TRANSCRIPTION SERVICE: Lang-  
 worth.

**Personnel**

General Manager.....Gladstone Murray  
 Acting Regional Representative, George Young  
 Regional Engineer.....James Carlisle

**Coverage**

Population—Primary .....	531,254
Radio Homes— " .....	51,391
Population—Secondary .....	511,463
Radio Homes— " .....	43,964

Source: Field intensity measurements; Do-  
 minion Reports.

**CHSJ**

**SAINT JOHN—EST. 1934**

CANADIAN BROADCASTING CORP.  
 MARITIME NETWORK

FREQUENCY: 1120 Kc. POWER: 100 Watts.  
 OWNED BY: New Brunswick Broadcasting  
 Co., Ltd. OPERATED BY: Same. BUSINESS  
 ADDRESS: Admiral Beatty Hotel. PHONE:  
 3-2307. STUDIO ADDRESS: Same. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 9:00  
 A.M. to 12:15 A.M. NEWSPAPER AFFILIA-  
 TIONS: Telegraph-Journal, Times-Globe. NEWS  
 SERVICES: British United Press, Canadian Press.  
 MAINTAINS ARTISTS' BUREAU. TRANSCRIP-  
 TION SERVICE: World Broadcasting System.

**Personnel**

President.....H. P. Robinson  
 Station Manager.....L. W. Bewick  
 Chief Engineer.....J. G. Bishop

**Coverage**

Radio Homes—Primary .....

Source: Licensed Receivers.

**Representative**

Joseph Hershey McGillvra

**NOVA SCOTIA**

Population 554,000

Number of Families 117,872

Number of Radio Homes 52,500

Retail Sales \$99,336,000

Auto Registrations 50,048

**CHNS**

"THE KEY STATION OF THE MARITIMES"

**HALIFAX—EST. 1926**

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.  
 OWNED BY: Maritime Broadcasting Co., Ltd.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Lord Nelson Hotel. PHONE: B-8318. STUDIO  
 ADDRESS: Same. TRANSMITTER LOCATION:  
 Bedford. TIME ON THE AIR: 8:00 A.M. to 12:15  
 A.M. NEWSPAPER AFFILIATION: Halifax Her-  
 ald, Halifax Mail. NEWS SERVICE: Trans-  
 radio Press. TRANSCRIPTION SERVICE: NBC  
 Thesaurus, Standard Radio, and Lang-Worth.

**Personnel**

President.....Andrew Robb  
 General Manager.....William C. Borrett  
 Commercial Manager.....John Clare  
 Artists Bureau Head.....L. L. Shatford  
 Chief Announcer.....Fletcher Coates  
 Musical Director.....R. L. Fry  
 Chief Engineer.....A. W. Greig

**Coverage**

Population—Primary .....	290,700
Radio Homes— " .....	40,200
Population—Secondary .....	58,300
Radio Homes— " .....	5,600

Source: Field strength measurements.

**Representatives**

All-Canada Radio Facilities, Ltd.  
 Weed & Company

**C J H C \***

**HALIFAX**

FREQUENCY: 1420 Kc. POWER: 1003 Watts.  
 OWNED BY: Chronicle Co., Ltd. OPERATED  
 BY: Same. BUSINESS ADDRESS: Halifax, N. S.  
 NEWSPAPER AFFILIATION: Halifax Chronicle  
 & Star.

**Personnel**

President.....F. B. McCurdy

\*Construction permit has been granted; no  
 further information available at time of going  
 to press.

# CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"  
SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts.  
OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

### Personnel

Commercial-Advertising Manager, N. Nathanson  
Chief Announcer.....T. C. Robertson  
Sales Manager.....C. H. McDougall  
Publicity Director.....C. Nunn  
Musical Director.....Mrs. A. F. McKinnon  
Chief Engineer.....Chas. Atkinson

### Coverage

	Daytime	Evening
Population—Primary	217,640	310,552
Radio Homes—"	52,865	71,224
Population—Secondary	122,746	246,850
Radio Homes—"	29,678	56,947

Source: Canadian Census Data.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

# CKIC \*

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts.  
OWNED BY: Acadia University. OPERATED

BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

\*Station is not operating during 1939-1940.

# CJLS

"THE VOICE OF WESTERN NOVA SCOTIA"  
"GATEWAY STATION TO MARITIME SALES SUCCESS"

YARMOUTH—EST. 1934

CANADIAN BROADCASTING CORP.  
MARITIME NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts.  
OWNED BY: Gateway Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:15 A.M. to 12:15 A.M., daily except Saturdays and Sundays; 8:15 A.M. to 1:00 A.M., Saturdays; 9:00 A.M. to 12:15 A.M., Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth Programs.

### Personnel

Owner-Chief Engineer.....Laurie L. Smith  
Program Director.....Earl Jeffrey  
Commercial & Production Manager, Fin Hollinger

### Coverage

	Daytime	Evening
Population—Primary	87,534	87,534
Radio Homes—"	10,461	10,461
Population—Secondary	55,076	55,076
Radio Homes—"	7,968	7,968

Source: Canadian Census Data.

### Representative

Dominion Broadcasting Co.

# ONTARIO

Population 3,752,000

Number of Families 797,872

Number of Radio Homes 574,250

Retail Sales \$1,022,068,000

Auto Registrations 623,918

# CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.  
OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR:

7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

### Personnel

Commercial Manager.....J. D. Buchanan  
Chief Engineer.....W. H. Clark

### Representative

Joseph Hershey McGillvra

**CFCO**

"WESTERN ONTARIO'S COMMUNITY STATION"

**CHATHAM—EST. 1925**

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 8:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Owner-Manager ..... John Beardall  
Sales & Commercial Director ..... P. A. Kirkey  
Program Director ..... Ross Wright  
Special Events Director ..... Don Copeland  
Chief Engineer ..... Gordon Brooks

**Coverage**

Population—Primary ..... 281,400  
Radio Homes— " ..... 59,700  
Population—Secondary ..... 165,700  
Radio Homes— " ..... 36,300

Source: Station survey.

**CKMC** \*  
COBALT

FREQUENCY: 1210 Kc. POWER: 50 watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

\*No further information available at time of going to press.

**CKPR**

**FORT WILLIAM—PORT ARTHUR—EST. 1931**

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight, daily; 1:00 P.M. to 12:00 midnight, Sundays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President and Station Manager ..... H. F. Dougall  
Vice-President ..... R. H. Parker  
Secretary-Treasurer ..... Irma Jones  
Commercial Manager ..... Jack Penson  
Advertising and Publicity Manager ..... Gordon McClain  
Artists' Bureau Head ..... I. Jones  
Chief Announcer ..... Ralph Parker  
Sales Manager ..... H. F. Dougall  
Chief Engineer ..... T. Ross

**Coverage**

	Daytime	Evening
Population—Primary	95,000	100,000
Radio Homes— " "	25,000	26,000
Population—Secondary	250,000	300,000
Radio Homes— " "	62,500	75,000

Source: Mail response analysis.

**Representatives**

Jack Slatter (Toronto)  
Weed & Co. (New York and Chicago)

**CHML**

**HAMILTON—EST. 1927**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

Manager ..... Kenneth D. Soble  
Assistant Manager ..... F. P. Hardy  
Program Director ..... A. L. Smith  
Chief Engineer ..... C. R. Snelgrove

**CKOC**

"THE BRIGHT SPOT ON YOUR DIAL"  
**HAMILTON—EST. 1922**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Wentworth Bldg. PHONE: 4-4661. STUDIO ADDRESS: Wentworth Bldg. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

**Personnel**

President ..... H. R. Carson  
Station Manager ..... M. V. Chestnut  
Commercial Manager ..... W. T. Cranston  
Production Manager ..... W. Guild  
Chief Engineer ..... Leslie Horton

**Coverage**

Population—Primary ..... 635,942  
Radio Homes— " ..... 100,996

Source: Mail response analysis; Dominion Bureau of Statistics.

**Representatives**

All-Canada Radio Facilities, Ltd.  
Weed & Company



**CKCA**

**KENORA—EST. 1939**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jaffray Township. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: via CBC. TRANSCRIPTION SERVICE: World Broadcasting System.

**Personnel**

General Manager..... George A. Titus  
 Commercial Manager- Program Director.  
 Clinton V. Godwin  
 Secretary..... B. E. Emma  
 Chief Engineer..... Edmund Tompkins

**Coverage**

Population—Primary ..... 18,900  
 Radio Homes— " ..... 11,000  
 Population—Secondary ..... 12,000  
 Radio Homes— " ..... 4,500

Source: Station survey.

**Representative**

All-Canada Radio Facilities, Ltd.

**CFRC**

**KINGSTON—EST. 1923**

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Business and Station Manager,  
 James Annand  
 Chief Announcer ..... Tom Warner  
 Chief Engineer ..... Prof. H. S. Steward, M.S.

**Coverage**

Population—Primary ..... 204,100  
 Radio Homes— " ..... 46,600

Source: Station survey.

**Representative**

Weed & Co.

**CJKL**

"MORE POWER TO THE GOLDEN NORTH"  
**KIRKLAND LAKE—EST. 1934**

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dame, Ont. TIME ON THE AIR: 8:00 A.M. to

midnight. NEWSPAPER AFFILIATION: Timmins Press (Kirkland Lake edition). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
 Station Manager ..... Brian Shellon

**Representatives**

All-Canada Radio Facilities, Ltd.

**CKCR**

**KITCHENER-WATERLOO—EST. 1926**

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg.; Kitchener, Ont. TRANSMITTER LOCATION: Waterloo. TIME ON THE AIR: 7:45 A.M. to 2:00 P.M. and 4:15 P.M. to 11:30 P.M. NEWS SERVICE: Transradio Press.

**Personnel**

Station and Commercial Manager,  
 W. C. Mitchell  
 Sales and Advertising Manager... G. Liddle

**Coverage**

	Daytime	Evening
Population—Primary .....	100,000	174,420
Radio Homes— " .....	16,000	33,414
Population—Secondary .....	135,000	289,227
Radio Homes— " .....	27,000	49,767

Source: Department of Marine; Radio Trade Builder.

**Representative**

Dominion Broadcasting Co.

**CFPL**

**LONDON—EST. 1933 (CJGC est. 1922)**

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

**Personnel**

Station and Sales Manager... Philip H. Morris  
 Chief Engineer..... Lloyd York

**Coverage**

Population—Primary .....	436,000
Radio Homes— " .....	62,000
Population—Secondary .....	323,000
Radio Homes— " .....	49,000

Source: Mail response analysis.

**Representative**

Joseph Hershey McGillvra

**CFCH**

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TORONTO OFFICE: Victory Bldg. TRANSMITTER LOCATION: Capitol Theater Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

**Personnel**

President ..... R. H. Thomson  
Station Manager ..... Tom Darling  
Commercial Manager ..... Cliff Pickrem  
Advertising Manager ..... Don Bassett  
Chief Announcer ..... Bruce McLeod  
Publicity Director ..... J. Cooke  
Musical Director ..... Hal Cooke  
Chief Engineer ..... James Booke

**Representatives**

All-Canada Radio Facilities, Ltd.  
Weed & Co.

**CBO**

"SERVES THE OTTAWA VALLEY"

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 8:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

**Personnel**

Station Manager ..... W. C. Anderson

**CKCO**

"THE COMMUNITY VOICE OF CANADA'S CAPITOL"

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Le Droit, Montreal Gazette. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

**Personnel**

Manager ..... G. M. Geldert  
Secretary ..... Irene Becksted  
Advertising Manager ..... Rolly Ford

**Representative**

Joseph Hershey McGillvra

**CFOS\***

OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

**Personnel**

Manager ..... Howard Fleming

\*Construction permit has been granted; no further information available at time of going to press.

**CFLC**

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. STUDIO ADDRESS: Hay Bldg., 307 George St. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: Unlimited License. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Langworth.

**Personnel**

President ..... A. C. Halliday  
Chief Engineer ..... Loren Knight  
Program Director ..... A. M. Halliday

**Representative**

Joseph Hershey McGillvra

**CKTB**

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: Yates and St. Paul Sts. PHONE: 3900. STUDIO ADDRESS: Yates and St. Paul Sts. R.R. 2. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 7:45 A.M. to midnight; (Sunday) 10:45 A.M. to midnight. NEWS SERVICE: Transradio Press.

**Personnel**

President ..... E. T. Sandell  
Station Manager ..... Paul Frost  
Assistant Manager ..... J. B. Mitchell  
Musical Director ..... W. G. Adamson

# ONTARIO

Secretary ..... Genevieve Smith  
Chief Engineer ..... W. H. Allen

## Coverage

Population—Primary ..... 500,000  
Radio Homes— " ..... 100,000  
Population—Secondary ..... 2,000,000  
Radio Homes— " ..... 500,000

Source: Mail response analysis; Dominion Census.

## Representatives

Dominion Broadcasting Co., Toronto

# CJIC

"YOUR RADIO STATION C J I C"  
S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts.  
OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P.O. Box 504. PHONE: 360-1. STUDIO ADDRESS: Windsor Hotel. MICHIGAN OFFICE: Gage Bldg. PHONE: 1212-W. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press.

## Personnel

General Manager ..... J. G. Hyland  
Program Manager ..... J. C. Whitby  
Manager, Michigan Office ..... R. L. Warne  
Continuity Editor ..... M. F. Stonehouse  
Chief Engineer ..... S. C. Cusack

## Representative

Joseph Hershey McGillvra.

# CJCS

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 50 watts.  
OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

## Personnel

President Station ..... F. M. Squires  
Commercial Manager ..... S. E. Tapley  
Sales and Advertising Manager ..... S. E. Tapley  
Musical Director and Artists' Bureau Head ..... C. Tretheway  
Publicity Director ..... M. R. Dunseith  
Chief Engineer ..... J. Camden

## Representatives

All-Canada Radio Facilities  
Weed & Co.

# CKSO

"NORTHERN ONTARIO'S KEY STATION—  
THE VOICE OF THE NORTH"  
SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

ONTARIO REGIONAL

FREQUENCY: 780 Kc. POWER: 1000 watts.  
OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

## Personnel

President ..... W. E. Mason  
General Manager ..... W. J. Woodill  
Program Director and Chief Announcer, Howard Clark  
Publicity Director ..... C. H. Smith  
Musical Director ..... R. T. Hill  
Chief Engineer ..... J. McRae

## Coverage

Population—Primary ..... 148,568  
Radio Homes— " ..... 65,000  
Population—Secondary ..... 348,895  
Radio Homes— " ..... 125,000

Source: Station survey.

## Representatives

All-Canada Radio Facilities, Ltd.  
Weed & Company

# CKGB

"THE VOICE OF THE NORTH"  
TIMMINS—EST. 1935

CBC

FREQUENCY: 1440 Kc. POWER: 100 watts.  
OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Sky Block. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President ..... R. H. Thomson  
Station Manager ..... Jack Cooke  
Commercial Manager ..... Rip Crotty  
Advertising Manager ..... Murray Morrison  
Chief Announcer ..... Bob Kesten  
Musical Director ..... Tod Graham  
Chief Engineer ..... Allan Taylor

## Coverage

Population—Primary ..... Daytime Evening  
80,000 80,000

Source: Station survey.

## Representative

All-Canada Radio Facilities

# CBL

"THIS IS THE CBC"  
**TORONTO—EST. 1937**

CBC—NBC  
 FREQUENCY: 840 Kc. POWER: 50,000  
 Watts. OWNED BY: Canadian Broadcasting  
 Corp. OPERATED BY: Same. BUSINESS AD-  
 DRESS: One Hayter St. PHONE: Adelaide  
 7051. STUDIO ADDRESS: 805 Davenport Rd.  
 PHONE: Lakeside 2817. TRANSMITTER LO-  
 CATION: Hornby. TIME ON THE AIR: 7:30  
 a.m. to 12:00 midnight (E.S.T.). NEWS SER-  
 VICE: CBC News Service. TRANSCRIPTION  
 SERVICE: NBC Thesaurus.

## Coverage

Population—Primary ..... 2,489,100  
 Radio Homes— " ..... 541,700  
 Source: Field intensity measurements.

## Representative

Canadian Broadcasting Corp.

# CBY

**TORONTO—EST. 1936**  
 CBC

FREQUENCY: 1420 Kc. POWER: 100 watts.  
 OWNED BY: Canadian Broadcasting Corp.

## All by Ourselves We Nearly Elected a Mayor

IN THE 1940 mayoralty elections in  
 Toronto there were two candidates.  
 One was supported by all the news-  
 papers. The other's only means of  
 publicity was our radio station. Here  
 is an extract from a letter from the  
 Tandy Advertising Agency Limited:

"It is also in order for us to con-  
 gratulate you on the good work done by  
 your station. Running for the office of  
 Mayor, Major Duncan was opposing a  
 candidate who was solidly supported by  
 all Toronto daily papers. Major Duncan  
 used small newspaper advertisements to  
 call attention to his broadcasts on your  
 station. Despite the combined editorial  
 opposition of the papers together with the  
 fact that his opponent was already the  
 Mayor running for re-election, he ran neck  
 and neck for mayoralty honors and was  
 only defeated by a small majority.

"Major Duncan was indeed a 'radio  
 candidate' and as he used only CKCL,  
 we wish to congratulate your station on  
 the splendid work it did for him."

When one radio station can bring a  
 candidate into a neck and neck  
 mayoralty contest and have him lose  
 by only about 3500 votes in a total  
 poll of 120,000, that station has plenty  
 of audience. You had best consider  
 CKCL for your Toronto market.

# CKCL

TORONTO, CANADA  
 Henry S. Gooderham, President

OPERATED BY: Same. BUSINESS ADDRESS:  
 805 Davenport Rd. PHONE: Lakeside 2871.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:00 a.m.  
 to 12:00 midnight.

## Personnel

Station Manager..... J. R. Radford

# CFRB

**TORONTO—EST. 1927**

COLUMBIA BROADCASTING SYSTEM  
 FREQUENCY: 690 Kc. POWER: 10,000  
 watts. OWNED BY: Rogers Radio Broad-  
 casting Co., Ltd. OPERATED BY: Same.  
 BUSINESS ADDRESS: 37 Bloor St. W. PHONE:  
 Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS:  
 87 Bloor St. and Telegram Bldg. TRANSMITTER  
 LOCATION: Aurora. TIME ON THE AIR: 7:00  
 A.M. to midnight; Sunday, 10:30 A.M. to mid-  
 night. TRANSCRIPTION SERVICE: Standard  
 Radio, Langworth.

## Personnel

President..... E. S. Rogers  
 Managing Director..... Harry Sedgwick  
 Station Manager..... E. L. Moore  
 Chief Announcer..... Wes McKnight  
 Musical Director..... Roy Locksley  
 Chief Engineer..... Jack Sharpe

## Coverage

Population—Primary ..... 2,123,100  
 Radio Homes— " ..... 461,700  
 Population—Secondary ..... 293,000  
 Radio Homes— " ..... 58,900

Source: Field intensity measurements and  
 mail response analysis.

## Representative

Joseph Hershey McGillvra

# CKCL

"CANADA'S GREATEST SPORTS STATION"  
**TORONTO—EST. 1924**

FREQUENCY: 580 Kc. POWER: 100 watts.  
 OWNED BY: Dominion Battery Co., Ltd. OP-  
 ERATED BY: Dominion Battery Co., Ltd. BUSI-  
 NESS ADDRESS: 444 University Ave. PHONE:  
 Adelaide 1014. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: 20 Trinity St. TIME  
 ON THE AIR: 7:00 a.m. to 12:00 midnight,  
 daily; 9:00 a.m. to 10:30 p.m., Sundays. MAIN-  
 TAINS ARTISTS' BUREAU. NEWS SERVICE:  
 Canadian Press, Transradio Press. TRAN-  
 SCRPTION SERVICE: Lang-Worth, World  
 Broadcasting System, Davis & Schwegler,  
 Standard Radio.

## Personnel

President..... Henry S. Gooderham  
 Station and Commercial Manager... A. E. Leary  
 Artists Bureau Head..... M. Rapkin  
 Publicity and Musical Director Maurice Rapkin  
 Chief Engineer..... Ernest O. Swan

# CKLW

"AT YOUR SERVICE"  
**WINDSOR—EST. 1933**  
 MUTUAL—CBC

FREQUENCY: 1030 Kc. POWER: 5000 Watts.  
 OWNED BY: Western Ontario Broadcasting Co.  
 OPERATED BY: Same. BUSINESS ADDRESS:  
 Union Guardian Bldg., Detroit. STUDIO AD-  
 DRESS: Guaranty Trust Bldg., Windsor. TRANS-  
 MITTER LOCATION: Sandwich South Town-  
 ship. TIME ON THE AIR: 6:00 A.M. to 4:00  
 A.M. NEWS SERVICE: United Press. TRAN-  
 SCRPTION SERVICE: World Broadcasting Sys-  
 tem.

### Personnel

General Manager.....J. E. Campeau  
 Station Manager.....William J. Carter  
 Commercial Manager.....L. J. Dumahaut  
 Publicity Director.....Val Clare  
 Chief Engineer.....William J. Carter

### Representative

Joseph Hershey McGillvra

# CKNX

**WINGHAM—EST. 1926**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.  
 OWNED BY: W. T. Cruickshank & B. Howard  
 Bedford. OPERATED BY: Same. BUSINESS  
 ADDRESS: Fields Bldg. PHONE: 158-W, 158-J.  
 STUDIO ADDRESS: Same. TRANSMITTER LO-  
 CATION: Same. TIME ON THE AIR: 8:30 a.m.  
 to 9:00 p.m. NEWS SERVICE: Transradio  
 Press, local staff. MAINTAINS ARTISTS'  
 BUREAU.

### Personnel

General Manager.....W. T. Cruickshank  
 Commercial Manager.....B. H. Bedford  
 Production Manager.....Harry J. Boyle  
 Merchandising Director.....R. G. Buckingham  
 Chief Engineer.....Scott Reid

### Coverage

	Daytime	Evening
Population—Primary	254,721	254,721
Radio Homes—	52,871	52,871
Population—Secondary	208,093	208,093
Radio Homes—	45,620	45,620

Source: Mail response analysis.

### Representative

Joseph Hershey McGillvra

*Once upon a time there  
 was an advertiser on*

# CKLW

*—but now there are more than  
 100 every day!*

**THE REASON**

**CKLW** *has a responsive audience* **IN DETROIT**

5,000 WATTS DAY & NIGHT • MUTUAL BROADCASTING SYSTEM

# PRINCE EDWARD ISLAND

Population 95,000

Number of Families 20,212

Number of Radio Homes 10,800

Retail Sales \$11,748,000

Auto Registrations 8,011

## CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MBS—NBC

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TRANSMITTER LOCATION: Charlottetown. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

### Personnel

Managing Director.....K. S. Rogers  
Sales and Studio Manager.....L. A. McDonald

### Coverage

Population—Primary .....	275,600
Radio Homes— " .....	25,500
Population—Secondary .....	116,300
Radio Homes— " .....	3,100

Source: Mail response analysis.

### Representatives

All-Canada Radio Facilities  
Weed & Co.

## CHCK

"THE VOICE OF CANADA'S GARDEN PROVINCE"

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: CHCK Broadcasting Co., Ltd.

OPERATED BY: Island Radio Broadcasting Co., Ltd. (CFCY). BUSINESS ADDRESS: 4 Brace Bldg. PHONE: 724. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 2:00 p.m. to 4:00 p.m.

### Personnel

Managing Director.....K. S. Rogers  
Sales & Studio Manager.....L. A. McDonald

## CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER: 50 watts. OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 8:30 A.M., 10:30 A.M. to 2:30 P.M. and 4:00 P.M. to 9:00 P.M., daily; 11:00 A.M. to 1:00 P.M. and 3:30 P.M. to 9:00 P.M., Sunday. NEWS SERVICE: Christian Science Monitor, Canadian Press.

### Personnel

President.....H. T. Holman  
Station Manager.....R. L. Mollison  
Chief Announcer.....J. E. Millman  
Sales Manager.....J. L. Holman  
Chief Engineer.....Arthur Rogers

### Coverage

Population—Primary .....	159,000
Radio Homes— " .....	35,000

Source: Mail response analysis.

### Representative

All-Canada Radio Facilities, Ltd.

# QUEBEC

Population 3,210,000

Number of Families 428,000

Number of Radio Homes 317,800

Retail Sales \$565,921,000

Auto Registrations 197,917

## CBJ

CHICOUTIMI  
CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155.

STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A. M. to 12:00 Midnight. NEWS SERVICE: Local news.

### Personnel

Station Manager.....Vilmond Fortin  
Chief Engineer.....J. E. Roberts

# CKCH

"BILINGUAL STATION OF THE  
OTTAWA VALLEY"  
HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.  
OWNED BY: Hull Broadcasting Co. OPER-  
ATED BY: Same. BUSINESS ADDRESS: 85  
Champlain. PHONE: 2-1701. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
Chelsea Road. TIME ON THE AIR: 8:00  
A.M. to 11:30 P.M. NEWS SERVICE: Canadian  
Press. MAINTAINS ARTISTS BUREAU.  
TRANSCRIPTION SERVICE: NBC Thesaurus

## Personnel

President..... Josephat Pharand  
Station Manager..... J. Alexander Dupont  
Chief Engineer..... J. F. Champagne

## Representative

Dominion Broadcasting Co.

# CBF

MONTREAL—EST. 1937

CANADIAN BROADCASTING CORP.

NBC (RED & BLUE)—For Programs With  
French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts.  
OWNED BY: Canadian Broadcasting Corpora-  
tion. OPERATED BY: Canadian Broadcasting  
Corporation. BUSINESS ADDRESS: 1231 St.  
Catherine St. West. PHONE: Marquette 5211.  
STUDIO ADDRESS: Same. TRANSMITTER LO-  
CATION: Vercheres, Que. TIME ON THE AIR:  
8:00 A.M. to midnight. NEWS SERVICE: Ca-  
nadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CBM

MONTREAL—EST. 1933

CANADIAN BROADCASTING CORP.  
NBC—(RED)

FREQUENCY: 1060 Kc. POWER: 5000 Watts.  
OWNED BY: Canadian Broadcasting Corpora-  
tion. OPERATED BY: Canadian Broadcasting  
Corporation. BUSINESS ADDRESS: 1231 St.  
Catherine St. West, Montreal. PHONE: Mar-  
quette 5211. STUDIO ADDRESS: Same. TRAN-  
SMITTER LOCATION: Laprairie. TIME ON THE  
AIR: 8:00 A.M. to midnight. NEWS SERVICE:  
Canadian Press.

## Personnel

Station Manager..... Maurice Goudrault  
Program Director..... J. M. Beaudet  
Commercial Manager..... J. A. Dupont  
Chief Engineer..... E. D. Roberts

# CFCF

(Short Wave CFCX)  
MONTREAL—EST. 1918

NBC (Blue)

FREQUENCY: 600 Kc. POWER: 500 Watts.  
OWNED BY: Canadian Marconi Co. OPER-  
ATED BY: Canadian Marconi Co. BUSINESS  
ADDRESS: 1231 St. Catherine St., West. PHONE:  
Marquette 7086. STUDIO ADDRESS: 1231 St.  
Catherine St. W. TRANSMITTER LOCATION:  
Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M.  
to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M.  
(Sunday). NEWS SERVICE: Transradio Press.  
TRANSCRIPTION SERVICE: NBC Thesaurus.

## Personnel

President..... A. H. Ginman  
Station and Commercial

Manager..... James A. Shaw  
Chief Announcer..... H. H. Hewetson  
Sales and Publicity Director... Ernest H. Smith  
Chief Engineer..... Kenneth R. Paul

## Coverage

	Daytime	Evening
Population—Primary	1,500,000	1,200,000
Radio Homes— "	213,365	186,441
Population—Secondary	300,000	
Radio Homes— "	26,924	

Source: Radio Division, Department of Trans-  
port.

## Representatives

All-Canada Radio Facilities, Ltd.  
Weed & Company (in the U. S.)

# CHLP

"THE SPORTS' STATION OF MONTREAL"  
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts.  
OWNED BY: La Patrie Pub. Co. OPERATED  
BY: Same. BUSINESS ADDRESS: Sun Life  
Bldg. PHONE: Plateau 5225. STUDIO AD-  
DRESS: Same. TRANSMITTER LOCATION:  
180 St. Catherine St., W. TIME ON THE AIR:  
16 hours daily. NEWSPAPER AFFILI-  
ATIONS: La Patrie, La Presse, Le Canada,  
Le Devoir, L'illustration, Montreal Daily Star,  
Montreal Herald, Montreal Gazette. TRAN-  
SCRIPTION SERVICE: Standard Radio.

## Personnel

Station and Commercial  
Manager..... Marcel Lefebvre  
Publicity Director..... Armand Goulet  
Chief Engineer..... F. F. Tambling

# CKAC

"CANADA'S BUSIEST STATION"  
MONTREAL—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
QUEBEC NETWORK

FREQUENCY: 730 Kc. POWER: 5000 Watts.  
OWNED BY: La Presse Pub. Co., Ltd. OP-

ERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Parisian.

**Personnel**

Managing Director..... Phil Lalonde  
 Program Director..... Yves Bourassa  
 Musical Director..... Henri Letondal  
 Chief Engineer..... Leonard Spencer  
 Public Relations Director..... Louis Leprohon  
 Artists' Bureau Head..... Ferdinand Biondi  
 Local Sales Manager..... Paul Ouellet  
 Promotion Manager..... Andre Daveluy  
 Chief Engineer at Transmitter..... Percy Smith

**Coverage**

	Daytime	Evening
Population—Primary	2,782,065	2,641,988
Radio Homes—	254,337	227,012
Population—Secondary	655,315	722,985
Radio Homes—	40,437	44,271

Source: CBS Listening Area Study.

**Representative**

Joseph H. McGillyvra

RADIO STATION

**CHNC**

Entering its 7th Year of Broadcasting  
 announces

increased coverage, more consistent signal, as a result of the following significant improvements:

1. 404-Foot Blaw-Knox Vertical Radiator
2. 450 - Foot Gas - Filled Transmission Line.
3. 1000-Watt Northern Electric High Fidelity Transmitter.
4. Backed-up by a LOW FREQUENCY —610 Kc.

**CHNC's audience**

- ★ Is larger than ever
- ★ Enjoys well-planned programmes
- ★ Listens, approves, and buys

LET CHNC INCREASE  
 YOUR SALES!

**CHNC**

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

**CHNC**

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 610 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: The Commons. TIME ON THE AIR: 8:00 A.M. to 12:30 A.M., daily; 9:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Langworth, NBC Thesaurus, C. P. MacGregor.

**Personnel**

President..... Dr. Charles Dumont  
 Managing Director..... Dr. Charles Houde  
 Chief Announcer..... V. Bernard  
 Chief Engineer..... J. R. McGough

**CBV**

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 8:30 A.M. to 12:00 Midnight. NEWS SERVICE: Canadian Press.

**Personnel**

Station Manager..... A. H. Houde  
 Chief Engineer..... Charles Frenette

**CHRC**

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 20,000 selections.

**Personnel**

Station Manager..... J. N. Thivierge  
 Secretary-Treasurer..... Henri Lepage  
 Sales Manager..... J. A. Hardy  
 Artists Bureau Head..... A. Pelletier  
 Chief Announcer..... T. H. Burham  
 Publicity Director..... J. D. Boudreau  
 Musical Director..... Gaston Voyer  
 Chief Engineer..... Arsene Nadeau



**Coverage**

Population—Primary .....	495,300
Radio Homes— " .....	36,700
Population—Secondary .....	189,900
Radio Homes— " .....	7,500

Source: Field intensity measurements.

**Representative**

Joseph Hershey McGillvra (U.S.A.)

**CKCV**

"LA VOIX DU CANADA FRANCAIS"  
**QUEBEC—EST. 1924**

CANADIAN BROADCASTING CORPORATION  
 FREQUENCY: 1310 Kc. POWER: 100 Watts.  
 OWNED BY: CKCV, Limited. OPERATED BY:  
 CKCV, Limited. BUSINESS ADDRESS: 142 St.  
 John St. PHONE: 2-1585. STUDIO ADDRESS:  
 142 St. John St. TRANSMITTER LOCATION:  
 254 Marguerite-Bourgeois Ave. TIME ON THE  
 AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:  
 Canadian Press News. TRANSCRIPTION  
 SERVICE: World Broadcasting System. MAIN-  
 TAINS ARTISTS' BUREAU.

**Personnel**

Commercial Manager..... Paul Lepage  
 Chief Announcer..... Gilles Duhamel  
 Station Manager..... Paul Lepage  
 Sales Manager..... Paul Lepage  
 Publicity Director..... Jean Nel  
 Musical Director..... Edwin Belanger  
 Chief Engineer..... Leon Baldwin

**Coverage**

	Daytime	Evening
Population—Primary .....	381,000	289,421
Radio Homes— " .....	36,300	28,200
Population—Secondary .....	450,000	.....
Radio Homes— " .....	39,000	.....

Source: Radio Division, Department of Trans-  
 port.

**CJBR**

"THE VOICE OF THE LOWER  
 ST. LAWRENCE"  
**RIMOUSKI—EST. 1937**

CANADIAN BROADCASTING CORP.  
 QUEBEC REGIONAL NETWORK

FREQUENCY: 1030 Kc. POWER: 1000 Watts.  
 OWNED AND OPERATED BY: Lower St. Law-  
 rence Power Co. BUSINESS AND STUDIO  
 ADDRESS: 1 St. John St. PHONE, 396. TRANS-  
 MITTER 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: Trans-  
 radio Press, Canadian Press (via CBC).

**Personnel**

President..... J. A. Brillant  
 Manager..... G. A. Lavoie  
 Program Director..... P. E. Corbeil  
 Office Manager..... A. Morin

**Coverage**

	Daytime	Evening
Population—Primary .....	413,483	250,910
Radio Homes— " .....	88,696	55,131
Population—Secondary .....	425,350	259,400
Radio Homes— " .....	91,200	56,700

Source: Station survey.

**Representative**

Weed & Co.

**CKRN**

"TO SERVE THE NORTHWESTERN  
 QUEBEC MINING INTERESTS"  
**ROUYN—EST. 1938**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1370 Kc. POWER: 250 Watts.  
 OWNED BY: La Cie Radiodiffusion. OPER-  
 ATED BY: Same. BUSINESS ADDRESS: Reilly's  
 Bldg. STUDIO ADDRESS: Reilly's Bldg. TRANS-  
 MITTER LOCATION: Same. TIME ON THE  
 AIR: 8:00 A. M. to 12:00 Midnight. NEWS-  
 PAPER AFFILIATION: Rouyn-Noranda Press.  
 NEWS SERVICE: Transradio Press.

**Personnel**

President..... L. Labelle  
 Vice-President..... T. Herbert  
 Vice-President..... M. P. Cuddihy  
 Secretary-Treasurer and  
 General Manager..... J. O. Tardif

**CHGB**

**SAINTE ANNE DE LA POCATIERE**  
**—EST. 1938**

FREQUENCY: 1200 Kc. POWER: 100 Watts.  
 OWNED BY: G. T. Desjardins. OPERATED  
 BY: Same. BUSINESS ADDRESS: Sainte Anne  
 de la Pocatiere. STUDIO ADDRESS: Same.  
 TRANSMITTER LOCATION: Same. TIME ON  
 THE AIR: 8:00 A. M. to 11:00 P. M., daily;  
 11:00 A. M. to 11:00 P. M. Sundays.

**Personnel**

Station Manager..... G. T. Desjardins  
 Commercial Manager..... G. H. Bouchard

**CHLT**

**SHERBROOKE—EST. 1937**

CANADIAN BROADCASTING CORP.

FREQUENCY: 1210 Kc. POWER: 100 Watts.  
 OWNED BY: La Tribune Ltd. OPERATED BY:  
 La Tribune Ltd. BUSINESS ADDRESS: La  
 Tribune Bldg. PHONE: 971. STUDIO AD-  
 DRESS: Same. TRANSMITTER LOCATION:  
 Sherbrooke. TIME ON THE AIR: 7:45 A. M. to  
 12:00 Midnight. NEWSPAPER AFFILIATIONS:  
 La Tribune. NEWS SERVICE: Canadian Press.  
 TRANSCRIPTION SERVICE: Standard Radio.

**Personnel**

President..... Hon. Jacob Nicol  
 Manager..... A. Gauthier  
 Chief Engineer..... C. Charlebois

# CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Director . . . . . George Bourassa

# CKVD

VAL D'OR—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting & Publishing Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Val d'Or. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M. and 4:30 P.M. to 7:30 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

## Representative

All-Canada Radio Facilities, Ltd.  
Weed & Co.

# SASKATCHEWAN

Population 949,000

Number of Families 201,915

Number of Radio Homes 110,051

Retail Sales \$129,166,000

Auto Registrations 105,064

# CHAB

"THE BRIGHT SPOT ON THE DIAL"  
MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 Mid-night, daily; Sunday, 7:45 A.M. to 12:00 Mid-night. NEWS SERVICE: British United Press, Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

## Personnel

Station Manager . . . . . Carson Buchanan  
Sales Manager . . . . . L. A. Bourgeois  
Publicity Director . . . . . Louis Lewry  
Program Director . . . . . Sid Boyling  
Chief Engineer . . . . . A. E. Jacobson

## Coverage

Population—Primary . . . . . 277,294  
Radio Homes— " . . . . . 37,862  
Source: Station survey.

## Representative

All-Canada Radio Facilities, Ltd., Canada  
Weed & Company, U. S. A.

# CHNB \*

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY:

Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

\* Construction permit has been granted; no further information available at time of going to press.

# CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 37th St., West. TIME ON THE AIR: 16 hours daily. NEWS SERVICE: British United Pres. TRANSCRIPTION SERVICE: World Broadcasting System.

## Personnel

Manager . . . . . R. E. Price  
Technical Director . . . . . L. E. Moffatt

## Coverage

	Daytime	Evening
Population—Primary . . . . .	150,000	150,000
Radio Homes— " . . . . .	29,000	.....
Population—Secondary . . . . .	225,000	225,000
Radio Homes— " . . . . .	42,000	.....

Source: Radio Trade Builder.

## Representative

All Canada Radio Facilities  
Weed & Co.

# C J R M

**REGINA—EST. 1926**

**CBC—GRAIN BELT NETWORK**

**FREQUENCY:** 950 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** James Richardson & Sons, Ltd.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Saskatchewan Life Bldg. **PHONE:** 8424.  
**STUDIO ADDRESS:** Same. **TRANSMITTER LO-**  
**CATION:** Pilot Butte. **TIME ON THE AIR:** 7:00  
 A.M. to 11:30 P.M.; Sundays, 9:00 A.M. to  
 10:30 P.M. **NEWS SERVICE:** Transradio Press.  
**TRANSCRIPTION SERVICE:** World Broadcasting  
 Service, Lang-Worth and Standard Radio.

## **Personnel**

President.....Mrs. James A. Richardson  
 Station Supervisor.....F. V. Scanlon  
 Chief Announcer.....D. E. (Don) Wright  
 Mgr. Radio Division.....V. F. Nielsen  
 Commercial Director.....B. Pirie  
 Publicity Director.....J. S. Horton  
 Musical Director.....S. Hillier  
 Chief Engineer.....A. W. (Bert) Hooper

## **Representative**

Joseph Hershey McGillvra  
 Jack Slatter

# CKCK

**REGINA—EST. 1922**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1010 Kc. **POWER:** 1000 watts.  
**OWNED BY:** Leader-Post, Ltd. **OPERATED BY:**  
 Same. **BUSINESS ADDRESS:** Leader Bldg.  
**PHONE:** 8525-6. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Victoria Plains.  
**TIME ON THE AIR:** 6:30 A.M. to 12:00 Mid-  
 night, daily; 8:00 A.M. to 12:00 Midnight,  
 Sundays. **NEWSPAPER AFFILIATION:** Leader-  
 Post, Ltd. **NEWS SERVICES:** British United  
 Press. **TRANSCRIPTION SERVICE:** NBC The-  
 saurus, C. P. MacGregor, All-Canada Radio  
 Facilities, Ltd.

## **Personnel**

Station Manager.....G. Gaetz  
 Assistant Manager.....W. A. Speers  
 Publicity Director.....D. McMillan  
 Musical Director.....A. R. Smith  
 Chief Engineer.....E. A. Strong

## **Representative**

All-Canada Radio Facilities, Ltd. (Canada)  
 Weed & Co. (U.S.A.)

# CFQC

**"HUB CITY STATION"**

**SASKATOON—EST. 1923**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 600 Kc. **POWER:** 1000 watts.  
**OWNED BY:** A. A. Murphy & Sons, Ltd. **OP-**  
**ERATED BY:** Same. **BUSINESS ADDRESS:**  
 216 First Ave., N. **PHONE:** 5374-7282. **STUDIO**

**ADDRESS:** 216 First Ave., N. **TRANSMITTER**  
**LOCATION:** Saskatoon. **TIME ON THE AIR:**  
 7:00 A.M. to 12:00 Midnight, daily; 8:45 A.M.  
 to 11:30 P.M. Sundays. **NEWS SERVICES:**  
 British United Press, Christian Science Monitor.  
**TRANSCRIPTION SERVICE:** NBC Thesaurus,  
 Standard Radio. **Personnel**

President and Station Manager...A. A. Murphy  
 Commercial Manager.....Vernon Dallin  
 Program Director.....C. Cairns  
 Secretary.....Edna Jones  
 Chief Engineer.....S. Clifton

## **Representatives**

Joseph Hershey McGillvra (USA only)  
 Jack Slatter, Toronto & Montreal  
 Inland Broadcasting Service

# C B K

**WATROUS—EST. 1939**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 540 Kc. **POWER:** 50,000 Watts.  
**OWNED BY:** Canadian Broadcasting Corp.  
**OPERATED BY:** Same. **BUSINESS ADDRESS:**  
 Manitoba Telephone Bldg., Portage Ave., East,  
 Winnipeg, Man. **STUDIO ADDRESS:** Same.  
**TRANSMITTER LOCATION:** Watrous, Sask.  
**TIME ON THE AIR:** 7:30 A.M. to 12:00 Midnight,  
 daily; 8:00 A.M. to 12:00 Midnight, Sundays.

## **Personnel**

Regional Director.....D. Claringbull  
 Regional Engineer.....R. D. Cahoon

# C J G X

**YORKTON—EST. 1927**

**CANADIAN BROADCASTING CORP.**

**FREQUENCY:** 1430 Kc. **POWER:** 1000 Watts.  
**OWNED BY:** Yorkton Broadcasting Co., Ltd.  
**OPERATED BY:** Yorkton Broadcasting Co., Ltd.  
**BUSINESS ADDRESS:** 171 McDermot Ave.,  
 Winnipeg. **PHONE:** Winnipeg 9235 L. **STUDIO**  
**ADDRESS:** 171 McDermot Ave., Winnipeg and  
 Yorkton. **TRANSMITTER LOCATION:** Yorkton.  
**TIME ON THE AIR:** 7:30 A.M. to 11:00 P.M.  
**NEWS SERVICE:** British United Press. **TRAN-**  
**SCRIPTION SERVICE:** World Broadcasting Sys-  
 tem.

## **Personnel**

Station Manager.....A. L. Garside  
 Program and Publicity Director...C. F. Greene

## **Coverage**

	Daytime	Evening
Population—Primary .....	85,000	125,000
Radio Homes— " .....	20,000	30,000
Population—Secondary .....	70,000	100,000
Radio Homes— " .....	17,000	25,000

Source: Station survey.

## **Representatives**

Joseph Hershey McGillvra  
 Jack Slatter  
 Inland Broadcasting Service

# CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

## ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager. . . . . CALGARY DAILY HERALD  
CJCJ—Calgary. 100 Watts; 690 Kc. J. E. Gerke, manager. . . . . CALGARY ALBERTAN  
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager. . . . . EDMONTON JOURNAL

## BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager. . . . . KAMLOOPS SENTINEL  
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager. . . . . KELOWNA COURIER  
CKLN—Nelson. 100 Watts; 1420 Kc. H. Lethbridge, manager. . . . . NELSON DAILY NEWS  
CJAT—Trail. 1000 Watts; 910 Kc. A. J. Ballour, manager. . . . . TRAIL DAILY TIMES  
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager. . . . . VANCOUVER DAILY PROVINCE  
CKFC—Vancouver. 50 Watts (temporary); 1410 Kc. F. E. Rutland, manager. . . . . VANCOUVER SUN  
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager. . . . . VANCOUVER NEWS HERALD

## NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager. . . . . MONCTON TRANSCRIPT, MONCTON TIMES  
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager. . . . . SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

## NOVA SCOTIA

CJHC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager. . . . . HALIFAX CHRONICLE & STAR  
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager. . . . . HALIFAX HERALD

## ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager. . . . . KINGSTON WHIG-STANDARD  
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager. . . . . TIMMINS PRESS  
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager. . . . . LONDON FREE PRESS  
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager. . . . . TIMMINS PRESS  
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager. . . . . OWEN SOUND SUN-TIMES  
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager. . . . . SUDBURY SUN  
CKGB—Timmins. 1000 Watts; 1440 Kc. William Wren, manager. . . . . TIMMINS DAILY PRESS

## QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager. . . . . MONTREAL LA PATRIE  
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager. . . . . MONTREAL LA PRESSE  
CJBR—Rimouski. 1000 Watts; 1030 Kc. G. A. LaVoie. . . . . LE PROGRES DU GOLFE  
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager. . . . . SHERBROOKE LA TRIBUNE  
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager. . . . . THREE RIVERS LE NOUVELLISTE

## SASKATCHEWAN

CKCK—Regina. 1000 Watts; 1010 Kc. G. Gaetz, manager. . . . . REGINA LEADER-POST

***For Cuba, Mexico and South America Sta-  
tions Please Turn to Page 961.***



# TELEVISION



***Stations***

***Personnel — Facilities***

•

***Applications***

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***F.C.C. Regulations***

•

***Research***

•

***Highlights of 1939***

•

***Facsimile***

•

***R.M.A. Standards***

# TELEVISION ACTIVITIES

CBS

NBC

By ADRIAN MURPHY

*Executive Director of Television  
Columbia Broadcasting System*

The Columbia Broadcasting System will completely revise and to a large extent replace its initial studio equipment in preparation for actual television broadcasting. More sensitive studio cameras have been ordered, major revisions will be made in the present studio facilities, and work is going forward on a new-type mobile unit for covering outside events.

Since November the CBS high power television transmitter atop the Chrysler Building has been sending test patterns, and constant adjustments have been made, producing a marked improvement in the quality of transmission.

Four of the new cameras to be installed will employ a new kind of electronic tube which is expected to require only a fraction of the light needed for present cameras and which will have truer black and white response to the color spectrum. A fifth camera, developed in the Columbia laboratories, is serving as a test unit for new optical and physical controls later to be incorporated in the other four.

These special controls, according to Gilbert Seldes, CBS director of television programs, have proved essential for the optical and physical flexibility required by Columbia's approach to the program problem. The five additional cameras when used for multiple pickup will permit production of highly complex programs.

Work is now under way on a new-type mobile unit which, when completed in 1940, CBS will use to cover outside events. Application for a construction permit for this mobile unit, which will operate between 336,000-348,000 kilocycles, has been made to the Federal Communications Commission. The unit will carry three new-type cameras of its own and will be completely independent of outside power sources, enabling it, while in motion, to pick up and transmit both pictures and sound.

By THOMAS H. HUTCHINSON

*Manager, Television Program Division,  
National Broadcasting Company*

Writing of progress in television program production during 1939 is to chronicle its beginning under the rigorous demands of public service telecasting. For it was in this year that all the experience gathered in three years of experimental telecasting was put to test in the day-to-day operations of a going television service.

With this backlog of experience, which will undoubtedly be of vast importance to other telecasters when they decide to go on the air, was inaugurated NBC's regular program service on April 30. Four days later, on May 3, American television's historic "First Night" went out over the air through Station W2XBS. Since that time eight months have passed.

Progress there has been. I am sure that everyone who has followed NBC service from its inception will agree that in December it had a certain finesse that was absent in May. In part this has been due to a closer cooperation between director and technician, in part to the facility that comes of handling cameras and program materials five days a week. Finally, we have explored more thoroughly than ever before the limitations and qualities inherent in present-day television.

Our choice of material has likewise taken a turn for the better. We realized as well as the most critical viewer that the variety programs of May and June were not the answer to television's problem. Straight vaudeville, in fact, is unsuited to the new art, at least within the technical framework of today's television. The telecast drama, on the other hand, has definitely proved itself. We have accordingly concentrated much attention on it. Our next problem is to bring other types of program up to the quality of these drama-casts.

Looking to the immediate future, I believe that we cannot too soon establish an experimental laboratory series for the testing of all sorts of program material prepared especially for television. That, we believe, is the only way we shall learn exactly what it is that distinguishes television from radio, the theater and motion pictures.

# TELEVISION BROADCASTING STATIONS

As of January 1st, 1940

*The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public on an experimental basis.*

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;  
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.....	W2XAB	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.....	W6XAO	B, C	C.P. 7500 w 1000 w	7500 w 150 w
C.P. T-Hollywood ..... (44000-50000)				
Don Lee Broadcasting System..... Portable-area of Los Angeles, Calif. ....	W6XDU	(321000-327000)	6.5 w	
Allen B. DuMont Laboratories, Inc. Portable-area of New York, N. Y.....	W10XKT	D (156000-162000)	50 w	(CP only)
Allen B. DuMont Laboratories, Inc. Passaic, N. J.....	W2XVT	B	50 w	(CP only) 50 w
First National Television, Inc. Kansas City, Mo.....	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.....	W2XB	C	10000 w	3000 w
General Electric Co. Bridgeport, Conn. ....	W1XA	C	10000 w	(CP only) 3000 w
General Electric Co. Schenectady, N. Y.....	W2XH	B	40 w	(CP only)
General Television Corp. Boston, Mass. ....	W1XG	B, C	500 w	(CP only)
National Broadcasting Co., Inc. New York, N. Y.....	W2XBS	B, C	12000 w	15000 w
National Broadcasting Co., Inc. Portable—Camden, N. J. and New York, N. Y. ....	W2XBT	D (92000, 175000-180000) S. A. (156000-162000)	400 w	100 w
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XE	B, C	10000 w	10000 w
Philco Radio & Television Corp. Philadelphia, Pa. ....	W3XP	D (204000-210000)	15 w	
Purdue University West Lafayette, Ind. ....	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.....	W2XDR	B, C	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

Licensee and Location	Frequency	Visual	Aural
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP B, C	30000 w	30000 w
University of Iowa Iowa City, Iowa	W9XK A	100 w	
University of Iowa Iowa City, Iowa	W9XUI B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV B, C	1000 w	1000 w

### **Pending Applications**

		P O W E R	
		Visual	Aural
Earle C. Anthony, Inc. Los Angeles, Calif.	50000-56000	1000 w	1000 w
Balaban & Katz Corp. Chicago, Ill.	66000-72000	1000 w	1000 w
Bamberger Broadcasting Service New York, N. Y.	84000-90000	1000 w	1000 w
Columbia Broadcasting System, Inc. Portable-area of New York, N. Y.	Visual: 336,000-348,000 Aural: 180,000-186,000	25 w	10 w
Crosley Corp. Cincinnati, Ohio	55000-56000	1000 w	1000 w
Don Lee Broadcasting System San Francisco, Calif.	44000-50000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. Washington, D. C.	44000-50000	1000 w	1000 w
Allen B. DuMont Laboratories, Inc. New York, N. Y.	78000-84000	1000 w	1000 w
R. B. Eaton Des Moines, Ia.	44000-50000	100 w	100 w
Farnsworth Television & Radio Corp. Fort Wayne, Ind.	66000-72000	1000 w	
General Electric Co. New Scotland, N. Y.	156000-162000	10 w	
Grant Union High School District Sacramento, Calif.	50000-56000	1000 w	1000 w
The Journal Co. Milwaukee, Wisc.	50000-56000	1000 w	1000 w
Kansas State College of Agriculture and Applied Science Manhattan, Kans.	44000-50000	100 w	100 w
B. B. Shapiro, F. P. Shapiro & H. Shapiro. d/b as Leroy's Jewelers Los Angeles, Calif.	66000-72000	1000 w	1000 w
May Department Stores Co. Los Angeles, Calif.	78000-84000	1000 w	1000 w
Metropolitan Television, Inc. New York, N. Y.	102000-108000	1000 w	1000 w
Midland Broadcasting Co. Kansas City, Mo.	50000-56000	1000 w	500 w
Television Productions, Inc. Los Angeles, Calif.	66000-72000	1000 w	1000 w
The Travelers Broadcasting Service Corp. Avon, Conn.	66000-72000	1000 w	1000 w
Henry Joseph Walczak Springfield, Mass.	1550	250 w	250 w
WCAU Broadcasting Co. Philadelphia, Pa.	78000-84000	1000 w	1000 w
WDRC, Inc. Meriden, Conn.	66000-72000	1000 w	1000 w





# TELEVISION STATIONS



— IN THE UNITED STATES —

— LOCATION — PERSONNEL — FACILITIES —

## W2XAB

NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wickersham 2-2000. STUDIO ADDRESS: Grand Central Terminal Bldg., 15 Vanderbilt Ave. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg.

### Personnel

Executive Director of Television, Adrian Murphy  
 Manager of Television Operations, Leonard Hole  
 Director of Television Programs, Gilbert Seldes  
 Chief Engineer, Dr. Peter C. Goldmark  
 Assistant Chief Engineer, John N. Dyer

### FACILITIES

The transmitter facilities of Station W2XAB are located on the 73, 74 and 75 floors of the Chrysler Building. The video transmitter radiates a single side band signal of negative polarity with a frequency band width of 30 cycles to 4.25 Mc. DC transmission is employed. The transmitter radiates about 15 kw on the peaks of the synchronizing pulses. The audio transmitter radiates about 7.5 kw of carrier power. Pre-emphasis of the high audio frequencies is used in accordance with suggested standards. The video and the audio input and monitoring equipment is located in a shielded room on the 74 floor where the transmitters also are situated. On the 73 floor transformers, reactors, motor generators and water cooling equipment is placed, while the air conditioning equipment and the single side band filter are on the 75 floor.

The video antenna consists of horizontal dipoles parallel to the building surface, located on each of the four sides of the building. The audio antenna is similar and is located above the video antenna. All antennas are electrically heated and thermostatically controlled so that detuning due to ice formation is prevented.

A coaxial cable carries the video signals from the studio to the transmitter.

The studio facilities of WCXAB are located in the Grand Central Terminal Building. Nearly one half of an available floor space of 270 ft. long by 60 ft. wide has been sound treated and air conditioned for use as a studio. The main control room is located at the east end of this studio and is practically as wide. An adequate number of studio cameras and telecine channels of these facilities with several more camera channels and mobile equipment is now under way.

## W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45.250 Kc; Sound, 49.750 Kc (Channel). POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), 8:00 to 9:00 P.M. or later depending upon program content; Tuesday and Thursday afternoons from 3:00 to 4:00 P.M.; and Saturday afternoons from 5:30 to 6:30 P.M.

### Personnel

President, Thomas S. Lee  
 Director of Television, Harry R. Lubcke  
 Assistant Director of Television, Wilbur E. Thorp  
 Television Engineer, William S. Klein  
 Television Engineer, Harold W. Jury  
 Television Engineer, Robert L. Pitzer  
 Television Producer, Thomas Conrad Sawyer  
 Public Relations Producer, Ray Coffin  
 Assistant Directors,

Whit Waldgrave, Estelle Van Soeoy  
 Cameramen, M. C. Edwards,  
 K. Meade, J. Anderson, G. Landcaster  
 Makeup Men, R. Navarro, L. Turner

### FACILITIES

SYSTEM IN USE: 441 line 30-60 frame RMA United States Standard, cathode-ray. Horizontal Polarization. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup. Portable television cameras

## TELEVISION STATIONS

and equipment for outside events. (W6XDU) RCA Manufacture.

**DEVELOPMENTS OF 1938-1939:** Fletcher Bowron, Mayor of Los Angeles, accompanied by Morton Downey, Maxine Gray (well known singer on Radio and Television in the East as well as the West), Betty Jane Rhodes (first Lady of Television), the King Sisters, Alvino Rey and his orchestra officially opened W6XAO to sustained program service and also the Los Angeles Automobile Show at the Pan Pacific Auditorium on October 14, 1939. Twenty-five thousand persons saw television images for three hours daily including Sunday at the Show, 5½ miles from W6XAO.

Interviews with popular personalities such as Bobby Breen, The Brewster Twins, Max Reinhardt, Rube Wolfe, Edith Fellows, James Finlayson, Commander E. P. Sauer of U. S. Navy, Jimmy Starr, Rob Wagner, Martha Hilton, Clarence Muse, Buron Fitts and many other notables.

Max Reinhardt and his players have produced several dramas which are becoming a regular feature.

The Shirley Thomas Players have presented all types of plays varying from light comedy to Shakespearian dramas.

U. S. C. has a weekly program consisting of activities of the school, interviews with the Heads of different departments and demonstrations from the Physical Education Department.

Geo. Fisher, of Mutual Broadcasting System, has presented his Hollywood news program about the various notables of the film industry.

The Sons of The Pioneers, a musical group, are on a weekly program.

Weekly News broadcasts have been televised throughout the entire year.

Numerous fashion shows from the large department stores commented by Jean Markel have been televised.

There has also been a variety of singers, dancers, impersonators, dramatic readers, and demonstrations such as archery, Indian Jewelry, Oriental Art, Rare Laces and numerous other items of interest appearing weekly during the past year.

**RECEIVERS:** Receivers are on sale to the public in large department stores and radio dealers. A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills.

**PUBLIC DEMONSTRATIONS:** Public demonstrations of the Don Lee television transmission are held almost daily by large downtown department stores and radio dealers.

**PATENTS:** United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though producing RMA Standard images functions considerably differently from those of other television organizations.

### W 2 X V T

PASSAIC, N. J.—EST. 1938

**FREQUENCY:** Sight, 42,250 Kc.; Sound, 49,750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same.

#### FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. At the end of 1939 transmitter was testing with 735 lines and 15 pictures per second. Test schedule: midnight to 9:00 A.M.

### W 10 X K T

AREA OF PASSAIC, N. J.

#### PORTABLE

**FREQUENCY:** Sight 157, 250 Kc.; Sound, 161,750 Kc. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave., Passaic, N. J. **STUDIO ADDRESS:** Variable. **TRANSMITTER AND ANTENNA LOCATION:** Variable. **TIME ON THE AIR:** No stated schedule.

#### FACILITIES

This transmitter is used to pick up outside events.

## W9XAL

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

This transmitter provides a high signal level to Albany, Troy and Schenectady.

Engineering field tests are now in progress and a regular schedule of public broadcasts is expected to be announced late in 1939 or early in 1940. Engineering tests also under way on receiving equipment at a special receiving site in the Helderbergs near the transmitter which are expected to result in high quality reception of programs from New York City suitable for rebroadcast transmission over W2XB.

Technical supervision under W. J. Purcell; program director, J. G. T. Gilmour.

## 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.

## W2XD - W2XH

SCHENECTADY—EST. 1939

FREQUENCY: W2XD: 156,000 to 162,000 Kcs., used for relaying programs; W2XH: 288,000 to 294,000 Kcs., used for experimental laboratory work. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: 1 River Road. TRANSMITTER AND ANTENNA LOCATION: Schenectady. TIME ON THE AIR: No stated schedule.

### Personnel

Technical Supervisor.....W. J. Purcell  
Program Director.....J. G. T. Gilmour  
12 miles south of Schenectady. TIME ON THE AIR: No stated schedule.

### FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Helderberg and Bridgeport transmitters. One of the Schenectady transmitters, W2XD, will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

### FACILITIES

G. E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This includes low level modulation with radio relay link between studio and transmitter and linear Class B R. F. amplifiers to bring the power up to 40 kilowatts block level. It is an all-electric system designed to produce a 441-line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric has developed high power transmission at television frequencies and proper modulation of the television carrier signal. It has also developed improved vacuum tubes which exhibit more favorable characteristics, developed wide band output coupling circuits without sacrificing plate efficiency and increased transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Schenectady and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

## W1XA

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

### FACILITIES

This station will, on completion, serve as a locally controlled source of signal for ob-

# TELEVISION STATIONS

taining propagation data and for use in connection with the development of television receivers. For further information concerning system used, facilities, etc., see information listed under W2XB, Schenectady, N. Y. (above).

## W1XG

### BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. BUSINESS ADDRESS: 70 Brookline Ave. STUDIO, TRANSMITTER AND ANTENNA LOCATION: 70 Brookline Ave.

## W2XBS

### NEW YORK CITY—EST. 1928

FREQUENCY: Sight, 45,250 Kc.; Sound 49,750 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Wednesday through Sunday, inclusive: 2:30 to 3:30 P.M. and 8:30 to 9:30 P.M.; a similar amount of test pattern transmission on same days, plus special programs.

### Personnel

Vice-President In Charge of Television,

A. H. Morton

Television Coordinator.....Clarence Farrier

General Production Director of Television,

Max Gordon

Manager of Television Program Division,

Thomas H. Hutchinson

Chief Engineer .....O. B. Hanson

### FACILITIES

This station uses the RCA television system. Beginning on April 30, 1939, a regular television program service for the public in the New York City area was inaugurated. These transmissions have been in accordance with the RMA Technical Standards, utilizing RCA studio and transmitter equipment. The programs are supplied from a direct pickup studio equipped with three cameras, a film studio equipped with two cameras and a mobile unit having two cameras for televising scenes outside the studio. A large variety of programs utilizing all three forms of pickup has been transmitted, and a systematic study of audience reaction to each individual program feature is being made.

In the operation of its television activities, The National Broadcasting Co. employs over 75 persons. At the end of 1939 these were roughly divided as follows: technical, 50; production, 27; and mobile unit, 9.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. operates Television Station W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

### HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Telephone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

- a. Political
- b. Motion Picture
- c. Foreign (political and commercial)
- d. Press
- e. Advertisers (manufacturers)
- f. Advertising agencies
- g. Artists (talent and musicians)
- h. Naval and Military
- i. Educational
- j. Financiers, Bankers
- k. Retailers
- l. Radio Station men
- m. Trade associations
- n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

For a summary of NBC television activities

# TELEVISION STATIONS

for 1939-40 see feature titled "The Forward March of Television" in another section of this RADIO ANNUAL.

## W 2 X B T

AREA OF NEW YORK, N. Y.  
PORTABLE

FREQUENCY: Sight, 159,000 Kc. POWER: Sight, 400 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Variable (outdoor and indoor remotes). TRANSMITTER AND ANTENNA LOCATION: Variable (Mobile Unit 1B). TIME ON THE AIR: No stated schedule.

### FACILITIES

This transmitter is a mobile unit used for pickups of remote programs with public interest such as baseball, football, boxing, wrestling, parades, public meetings, sidewalk interviews, aircraft flying and performance, etc. The technical staff for the unit consists of nine persons. Two cameras connect to the unit by means of 250 feet of 32 conductor cable. Picture in its completed state is sent to the transmitter unit through the cable and thence to the Empire State Building receiving location by means of a permanent antenna on the unit or a portable antenna which is affixed to roof tops, etc. At the end of 1939 power was obtained from public utility mains (750 foot cable carried). The greatest distance of successful transmissions at the time of going to press was 27 miles on test and 24 miles on a regularly scheduled tennis telecast.

## W 3 X E

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule; at the end of 1939 station was maintaining a minimum program schedule of 10 hours per week.

### Personnel

Engineer in Charge.....William N. Parker

## FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

## W 3 X P

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

### Personnel

Engineer in Charge.....William N. Parker

### FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

## W 9 X G

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

### Personnel

Head of School of Electrical Engineering  
C. Francis Harding

# TELEVISION STATIONS

## FACILITIES

This station uses a television system that has been developed at Purdue University.

### W 2 X D R

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

### W 3 X A D

CAMDEN, N. J.—EST. 1931

FREQUENCY: 321,000 to 327,000 Kcs. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

## FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter varies from one to six megacycles on each side of the carrier. The band emitted during a particular test period is dependent upon the particular experimental project under test. This band width is determined by measuring the overall frequency characteristics of the system.

### W 3 X E P

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. (FCC application for assignment of 84000 to 90,000 Kcs.) POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSI-

NESS 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.

### W 9 X K

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

### W 9 X U I

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

### W 9 X Z V

CHICAGO, ILL.—EST. 1938

FREQUENCY: Sight, 45,250; Sound, 49,750. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: Berkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Daily except Saturday and Sunday, experimentally; no stated schedule.

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# TELEVISION STANDARDS

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**Status as of Jan. 1st, 1940**

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**T**HE First Report of the Television Committee of the Federal Communications Commission which was issued on May 22, 1939, was the result of the request of the Radio Manufacturers Association for approval of the technical standards proposed by that association in September 1938. The report itself is a careful study of the question of standards as made by the Committee in Washington and in the field at various television laboratories. While it commends the engineers of the RMA for their "contribution and honest efforts in the interests of orderly progress in the development of the technical aspects of television" and states that "it is entirely possible that the technical quality of television produced in accordance with the proposed standards may be accepted by the public as a practical beginning," the report contends that it would be hazardous to both the best interests of the industry and the public to attempt by administrative fiat to freeze the art at this stage of its development.

The Committee declared that the proposed standards do not contain a maximum degree of flexibility and that additional research may prove advantageous. Of the four definite recommendations, the first specifically refers to the RMA standards and is as follows:

## **RMA**

"That the Federal Communications Commission neither approve or disapprove the standards proposed by the Radio Manufacturers Association. This recommendation is made first because the Commission by law is required to grant licenses to applicants for television stations, who prove that the granting of such applications would be in the public interest, and, second, because it appears undesirable to take any action which

discourages private enterprise or which decreases the incentive for undertaking research to effect further improvements.

"The Committee suggests that in taking this action the public be informed that in failing to approve the standards the Commission does not believe the proposed standards to be objectionable as a phase of a rapidly developing service. The public should also be informed that the Commission desires to be free to prescribe better performance for the transmitters it may license in the future

when and if such improvements are proved to be in the interest of the public.

"Also, in making this recommendation the Committee suggests that it be made clear that the proposed standards do not at this time appear suitable for the 12 undeveloped higher frequency channels reserved for television."

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The proposed television transmission standards as presented to the FCC by the Radio Manufacturers Association are as follows:

#### **T-101 Television Channel Width**

The standard television channel shall not be less than 6 megacycles in width.

#### **T-102 Television and Sound Carrier Spacing**

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

#### **T-103 Sound Carrier and Television Carrier Relation**

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

#### **T-104 Position of Sound Carrier**

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

#### **T-105 Polarity of Transmission**

It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

#### **T-106 Frame Frequency**

It shall be standard to use a frame frequency of 30 per second and a field

frequency of 60 per second, interlaced.

#### **T-107 Number of Lines per Frame**

It shall be standard to use 441 lines per frame.

#### **T-108 Aspect Ratio**

The standard picture aspect ratio shall be 4:3.

#### **T-109 Percentage of Television Signal Devoted to Synchronization**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

#### **T-110 Method of Transmission**

It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

#### **T-111 Synchronizing**

The standard synchronizing signals shall be as shown on Drawing T-111.

#### **T-112 Transmitter Modulation Capability**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

#### **T-113 Transmitter Output Rating**

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

#### **T-114. Relative Radiated Power for Picture and for Sound**

It shall be standard to have the radiated power for the picture approximately the same as for sound.



# Television Headlines Of 1939 — From Radio Daily

## JANUARY

Jan. 10—Four Television Licenses Are Granted to General Electric.

## FEBRUARY

Feb. 8—NBC's Tele Scripts Ready for "Shooting."

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.

## MARCH

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.

Mar. 10—Baird Television (Will Raise) \$2,000,000 for Further Expansion.

Mar. 14—DuMont Television Opening Transmitter April 1.

Mar. 22—New Television Attachment for Radio Receivers Announced by Wald Radio & Television Laboratories.

Mar. 23—CBS Reveals Television Setup; Expects to be Ready to Begin Active Television on a Test Schedule, but Will Not Tie Up With Fair.

Mar. 31—Film Television Scanner Ironed Out by CBS.

## APRIL

Apr. 5—Baird Theater-Television Showing Will Get Under Way May 15.

Apr. 7—Stewart-Warner Television Reality This Spring.

Apr. 10—BBC New Television Budget Upped to \$2,500,000.

Apr. 13—FCC Television Committee Opens Active Survey.

Apr. 14—FCC Television Committee Is Wary on "Standards."

Apr. 17—Reception Is No Problem, Says Philco Television Head.

Apr. 18—First U. S. Television Schedule Is Completed by NBC.

Apr. 21—RCA Television Sets May 1; Prices \$300 to \$600.

Apr. 24—Picture Standards Okay for Television Purposes.

McDonald Television Fight Carried to NAB.

Apr. 25—Major Film Concerns to Refuse Television Pictures.

Apr. 27—Crosley Explains Television Setup; Has Already Built Receivers.

Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at \$2,500 per Hour; Advertisers Interested Unofficially.

## MAY

May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds

May 2—Two Types of Television Programs Mullied by RCA; Home and Theater.

May 5—ASCAP Holds Television Rights; Television Covering United States Possible with New Technique: Boosters.

General Electric Television Begins in Two Weeks; Other Manufacturers Set Plans.

May 9—DuMont Planning to Install Penthouse Television Transmitter.

May 10—New Television Lighting System Devised by NBC Engineer.

May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days.

May 15—British Television Solved Two Major Problems.

May 16—Suggests Television Pool of U. S. Experiments.

General Electric Merges Its Radio and Television Activities.

May 17—Asks Advertisers' Aid in Television Presentations.

May 18—Mutual Assistance Plans Proposed for Television-Films.

May 19—Don Lee Television Going to 441 Lines.

May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction.

May 23—"Network Television" Hopes Rise.

May 25—Hold Off Television Standards; in Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.

May 26—Seek Interstate Law Change Due to Television.

May 29—Majestic Television License Issued by DuMont Laboratories.

May 31—Television Experimenting with 16 mm. Films.

## JUNE

June 2—American Television Co. New Set to Retail for \$185.

June 5—British Television Control Stays with the British Broadcasting Corp.

June 8—New RCA Television Tube Is Announced; No Receiver Change.

June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue)

June 13—See Commercial Television as Need to Progress.

June 14—Radio, Television and Facsimile to Highlight Army Maneuvers.

June 16—Two Television Improvements are Shown by Philco.

June 19—Large Television Screen in First U. S. Showing.

June 21—RCA Bearing Brunt of Television Exploitation.

- June 22—Canada Holds Rule on Non-Profit Television.  
 June 26—Inter-Store Television Pictures on Commercial Basis.  
 June 27—DuMont Speeds Television on 882-Line Setup.  
 June 29—NBC-RCA Television Schedule Revised for Summer.  
 June 30—First Television Network Links RCA with General Electric.

## **JULY**

- July 6—ASCAP Readies Talks for Television Licenses.  
 July 21—NBC Television Talent Cost \$115,000 During First Year.  
 July 25—Form Wired Television Group; Otterson Heads New Film Planning to Install Wired Television System as Feasible Method.

## **AUGUST**

- Aug. 8—WOR Files Television Construction Permit for Midtown Station.  
 Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; G. E. Reports 185-Mile Pickup.  
 Aug. 23—Department Store Inaugurates Intra-Store Wired Television.

## **SEPTEMBER**

- Sept. 1—Television Gains Impetus with Today's Schedule.  
 Sept. 12—WCAU Application for Television License Is Filed.  
 Sept. 21—NBC Perfecting Television Commercial Standards.  
 Sept. 22—General Electric Patent Agreement Revises Television Status.  
 Sept. 26—Television Promotion Intensified by RCA.  
 Sept. 28—Femme Product Firms Lead on Television Cooperation.

## **OCTOBER**

- Oct. 3—RCA and Farnsworth in Patent Exchange.  
 Oct. 17—CBS Engineers Using New Television Methods.  
 Oct. 18—Television Airplane Reception 200 Miles from Transmitter.  
 Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.  
 Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.  
 Oct. 31—Coast Television Market Looms.

## **NOVEMBER**

- Nov. 7—AFM Television Committee Report Advises Local Supervision.  
 Nov. 8—"Television in Education" To Be Shown By KSTP.  
 Nov. 9—Television Network Relay Being Built By General Electric.  
 Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development Unhindered By U. S.

- Nov. 14—Actor Unions Ponder Standard Television Scale.  
 General Electric Appoints Gilmour.  
 Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.  
 Nov. 16—See Compromise In FCC Television Report.  
 Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union.  
 Nov. 20—See Lower Television Sets To Stimulate Market.  
 Nov. 21—Television Draws 100,000 In Oklahoma City And Chicago.  
 Nov. 24—Actors Unions Discuss Wage Scales For Television.  
 FCC Television Permit Sought In Springfield, Mass.  
 First "Return" Television Show Scheduled By NBC On December 6.  
 Nov. 28—Television-Purchase Survey Indicates Huge Sales.  
 Nov. 29—Television Networks Not Remote; See Small "Booster" Units.  
 Nov. 30—RCA's New Television Camera.

## **DECEMBER**

- Dec. 1—Actor Unions Considering Joint Report On Television.  
 Dec. 4—RCA New Television Camera Revealed In Capital.  
 Dec. 5—Television Sports Feasible; NBC Expanding Plans.  
 Dec. 7—Actor-Union Committee Lining Up Its Television "Code."  
 Dec. 8—"Premature" Move Avoided; Unions Delay Television Scale.  
 Dec. 11—Television Chain Feasible Says Major Armstrong.  
 Dec. 12—DuMont Television Reveals Its New Developments.  
 Mark Woods To Attend Actors' Television Committee Meet.  
 Dec. 14—Tells Actor Unions Need For Television Cooperation.  
 Dec. 15—Television In San Francisco Soon As Site Is Selected.  
 Dec. 18—DuMont Television Receivers Marked Down For Xmas.  
 Dec. 19—Over 800 Television Receivers Now In Los Angeles Area.  
 Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.  
 CBS-Philco Agree To Share Time On Television Wavelength.  
 Dec. 26—Public Television Hearing Will Be Held By FCC.  
 RCA Mfg. Co. President's Report Optimistic Over Television.  
 Equity Reaffirms Stand On Television Jurisdiction.  
 Dec. 27—More Tests For Television As Aviation Medium.  
 Dec. 28—Farnsworth Mobile Television Unit Resuming Tour On January 8.

# Allocation Table

(The following table was proposed to the FCC by its Television Committee on Nov. 15, 1939. The material contained herein is suggested as a guide for the Commission, but is by no means to be a hard and fast distribution of facilities.)

Metropolitan District	Population	Area Square Miles	Channel	Power kw.	(feet) Antenna Height
Lowell-Lawrence	332,028	292	1	0.1	250
Boston	2,307,897	1023	4	10	500
			6	1	250
			7	0.1	250*
Providence	963,686	818	5	1	250
			7	0.1	250*
Worcester	305,293	400			
Springfield	398,991	519	6	1	250
Hartford	471,185	565	3	1	500
Waterbury	140,575	207			
New Haven	293,724	249	5	1	250
Bridgeport	203,969	169	7	1	250
New York	10,901,424	2514	1	10	1000
			2	10	1000
			4	1	500
Trenton	190,219	173	6	0.1	250
Philadelphia	2,847,148	994	3	10	500
			5	10	500
			7	1	250
Wilmington	163,592	229			
Atlantic City	102,024	53	6	0.1	250
Baltimore	949,247	559	6	1	250
			7	1	250
Washington	621,059	485	4	10	500
			1	1	250
Scranton	652,312	395	6	1	250
			7	0.1	250
Reading	170,486	157	6	0.1	250
Harrisburg	161,672	130	7	1	250
Lancaster	123,156	232			
Allentown	322,172	335			
Albany	425,259	472	7	1	500
Buffalo	820,573	459	1	10	500
			4	1	250
Detroit	2,104,764	747	1	10	500
			3	1	500
			5	1	250
Cleveland	1,194,989	310	2	10	500
			4	1	250
			6	1	250
Chicago	4,364,755	1119	1	10	1000
			3	10	500
			5	1	500
Pittsburgh	1,953,668	1626	1	10	500
			4	1	500
			6	1	250
Utica	190,918	358	3	1	250
Binghamton	130,005	183	3	1	250
Rochester	398,591	304	3	1	250
Syracuse	245,015	140	4	1	250
Altoona	114,232	133	5	1	250
Johnstown	147,611	180	3	1	250
Erie	129,817	89	3	1	250
Youngstown	364,560	363	5	1	250
Akron	346,681	243	7	1	250
Canton	191,231	238	3	1	250

Wheeling	190,623	399	7	1	250
Columbus	340,400	219	3	1	250
Dayton	251,928	180	5	1	250
Cincinnati	759,464	520	2	10	500
			4	1	250
Racine	133,463	185	7	1	250
Milwaukee	743,414	242	2	1	500
			4	1	250
Rockford	103,204	139	4	1	250
Flint	179,939	141	4	1	250
Grand Rapids	207,154	136	4	1	250
South Bend	146,569	154	2	1	250
Ft. Wayne	126,558	139	3	1	250
Louisville	404,396	464	5	1	250
Charleston	108,160	277	1	1	250
Huntington	163,367	264	3	1	250
Richmond	220,513	335	2	1	250
Norfolk	273,233	469	1	1	250
Roanoke	103,120	231	3	1	250
Evansville	123,130	149	3	1	250
St. Louis	1,293,516	822	2	10	500
			4	1	250
			6	1	250
Indianapolis	417,685	312	6	1	250
Toledo	346,530	204	6	1	250
Peoria	144,732	106	4	1	250
Davenport	154,491	127	2	1	250
Kansas City	608,186	455	2	10	500
			4	1	250
Omaha	372,851	205	1	1	250
Des Moines	160,963	203	3	1	250
Minneapolis, St. Paul	832,258	525	2	10	500
			4	1	250
Duluth	155,390	444	1	1	250
Wichita	119,174	143	1	1	250
Tulsa	183,207	391	1	1	250
Oklahoma City	202,163	181	1	1	250
Dallas	309,658	504	1	1	250
Ft. Worth	174,575	171	3	1	250
Houston	339,216	799	1	1	250
San Antonio	279,271	467	1	1	250
Knoxville	135,714	193	1	1	250
Nashville	209,422	323	3	1	250
Chattanooga	168,589	490	2	1	250
Atlanta	370,920	221	1	1	250
Birmingham	382,792	308	3	1	250
Memphis	276,126	221	1	1	250
Jacksonville	148,713	218	1	1	250
Tampa	169,010	266	2	1	250
Miami	132,189	112	1	1	250
Savannah	105,431	370	2	1	250
Little Rock	113,137	109	2	1	250
New Orleans	494,877	287	1	1	250
Denver	330,761	305	1	1	250
Salt Lake City	184,451	451	1	1	250
El Paso	118,461	291	1	1	250
Spokane	128,798	270	1	1	250
Seattle	420,663	210	1	1	250
Tacoma	146,771	191	3	1	250
Portland	378,728	277	2	1	250
San Francisco	1,290,094	826	1	10	500
			3	1	500
			5	1	250
Sacramento	126,995	462	4	1	250
San Jose	103,428	210	7	1	250
Los Angeles	2,318,526	1474	1	10	500
			3	1	500
			5	1	250
San Diego	181,020	332	4	1	250

# FCC TELEVISION

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# COMMITTEE REPORT

**S**ECOND important step in television was taken by the FCC on Nov. 15 when a television committee submitted its findings covering an extensive study of the visual broadcasting medium. The committee favored two classifications of licenses to aid development of the new industry, and included in its report explanations regarding the advisability of commercial television on a limited basis.

The committee, headed by Commissioner T. A. M. Craven, and including Commissioners Norman S. Case and Thad H. Brown, recommended that one group of stations be licensed for technical research while another group be licensed to develop program technique.

Although the rules would prohibit television broadcast licensees to make any charge, directly or indirectly, for the transmission of either aural or visual programs, sponsorship is not banned provided such sponsorship is primarily for the purpose of experimental program development. It was understood that the committee is adamant against exploitation of television time but was not opposed to the licensee receiving funds for program material and talent.

## 96 Allocations

A plan of allocation was outlined for the commission which would permit the granting of licenses in 96 metropolitan centers throughout the nation, however it was pointed out that departures might be necessary as experience is gained by the FCC from actual operations of licensed stations. Only seven of the nineteen television channels are developed sufficiently now, the committee found, and these seven (below 108,000 kc.) were suggested as the starting point for broadcast operations.

"In order to insure a fair and equitable distribution of the seven lower frequency channels to the various communities of the nation, the Committee is of the opinion that as a general allocation plan or policy, not more than the following number of these seven channels should be made available for the licensing of television stations in cities below indicated:

"Cities whose metropolitan districts exceed 1,000,000 population, 3 channels.

"Cities whose metropolitan districts are not less than 500,000 or more than one million population, 2 channels.

"Cities whose metropolitan districts are less than 500,000 population, 1 channel."

## Time-Sharing Suggested

Where there are more applicants from any one district than there are facilities available, it was suggested that advantage should be taken, for the time being, of time-sharing agreements. However, the committee declared that every encouragement should be given to experimentation on the twelve upper channels, and before resorting to time-sharing it should be determined whether or not one of the twelve higher channels could be used.

The public is the key to further progress in television, the committee reiterated throughout its report and although steps were taken to encourage television, there was repeated warning that extreme promises might easily mean irreparable damage. Programs having a high public appeal were recommended as the means for wooing public support for television but immediate commercialization of television program service would not, in the opinion of the committee members, increase the sale of receivers. On the contrary, they warned, it might easily result as a retardation of the ultimate sale of such receivers on a large volume basis.

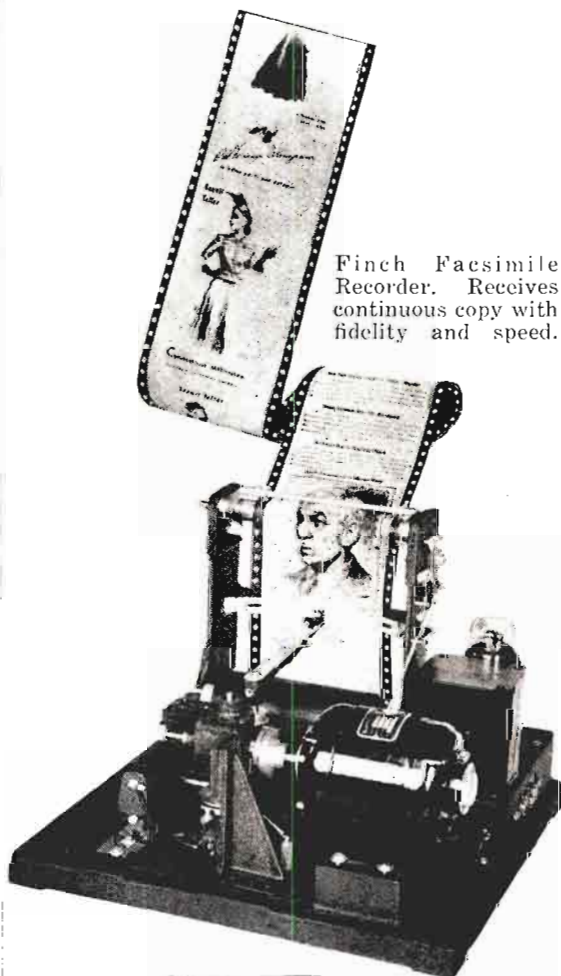
Lengthening its warning against complete commercialization in television, the committee weighed its possible effect upon the industry itself. "Premature commercialization," it was said, "might crystallize employment and wage levels before a new-born art and industry has any opportunity to gain sufficient experience to obtain the stability in this phase of the service which is so essential to employer and employee alike."

## Commercial Tele Considered

Keeping in mind that the rules of today can be different than those of tomorrow, the three Commissioners declared that there is no "circulation" in television to attract any sponsor as a logical media. "It appears obvious," said they, "that before commercialization of television can become feasible, the service should be ready to sell some reasonable basis of circulation value to the sponsor."

# BROADCASTERS —

## finch facsimile



Finch Facsimile Recorder. Receives continuous copy with fidelity and speed.

## Opens New Fields for Profits!!

**N**OW is the time to equip your station with FINCH FACSIMILE apparatus so that by experimentation you will be prepared to establish yourself in a position in this new field.

Facsimile—which is the transmission of printing, drawings, comics, and sketches, as well as advertisements, holds big profits possible for the future.

Revenues can be obtained immediately to offset present installation cost.

•  
*Write immediately to us  
for information.*  
•

## finch

TELECOMMUNICATIONS INC. PASSAIC N. J.

NEW YORK SALES OFFICE 1919 BROADWAY AT COLUMBUS CIRCLE • TELEPHONE CIRCLE 6-8080

# EXPERIMENTAL FACSIMILE BROADCAST STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Bamberger Broadcasting Service New York, N. Y.....	W2XUP	25250	100	A3 & A4
A. H. Belo Corporation Dallas, Texas .....	W5XGR	25250	100	A4
The Cincinnati Times-Star Co. Cincinnati, Ohio .....	W8XVC	25175	100	A4 (C.P. only)
The Crosley Corporation Cincinnati, Ohio .....	W8XUJ	25025	1000	A3 & A4
The Evening News Association Detroit, Mich. ....	W8XTY	25250	150	A4
W. G. H. Finch New York, N. Y.....	W2XBF	43740	1000	A4
The Louisville Times Co. N. E. of Eastwood, Ky.....	W9XWT	25250	500	A3 & A4 (C. P. only)
The National Life & Accident Insurance Co. Nashville, Tenn. ....	W4XIH	25250	1000	A4
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	25100	100	A4
Radio Pictures, Inc. Long Island City, N. Y.	W2XR	43580	500	A3 & A4
Sparks-Withington Co. Jackson, Mich. ....	W8XUF	43900	100	A4
Star Times Publishing Co. St. Louis, Mo.....	W9XSP	25250	100	A4
United Broadcasting Co. Cleveland, Ohio .....	W8XE	43620	100	A4
WBEN, Inc. Buffalo, N. Y.....	W8XA	43700	100	A4
WBNS, Inc. Columbus, Ohio .....	W8XUM	25200	100	A4
WOKO, Inc. Albany, N. Y.....	W2XWE	25050	500	A3 & A4 (C. P. only)

## BROADCAST STATIONS LICENSED FOR EXPERIMENTAL TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
KFBK . . .	McClatchy Broadcasting Co..... Sacramento, Calif.	1490	10000
KMJ . . .	McClatchy Broadcasting Co..... Fresno, Calif.	580	1000
WGN . . .	WGN, Inc. .... Chicago, Ill.	720	50000
WHK . . .	United Broadcasting Co. .... Cleveland, Ohio	1390	1000
WHO . . .	Central Broadcasting Co..... Des Moines, Iowa	1000	50000
WLW . . .	Crosley Corp. .... Cincinnati, Ohio	700	50000
WOKO, Inc., Albany, N. Y.....		1430	500
WOR . . .	Bamberger Broadcasting Service, Inc..... Newark, N. J.	710	50000
WSM . . .	National Life & Accident Insurance Co..... Nashville, Tenn.	650	50000

### PENDING APPLICATION

Unassigned . . .	Symons Broadcasting Co., Spokane, Wash....	25150	100	A4
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# F. C. C. REGULATIONS

## Applicable to Television and Facsimile Broadcasting Stations As of January 1st, 1940

(The following rules applicable to television were presented by the Federal Communications Commission Television Committee consisting of Commissioners Craven, Case and Brown as its recommendation for the liberalization of existing regulations to help popularize this method of visual broadcast. They are contained in the Second Report of the Committee dated November 15, 1939 and await consideration from the Commission sitting en banc at the time of going to press.)

*The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.*

### Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be authorized for both visual and aural broadcast as hereinafter set out.

There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses ade-

quate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.
2. That the program of experimentation will be conducted by qualified personnel.
3. That a minimum scheduled program service of five hours per week will be maintained throughout the license period. (This provision modifies Section 4.4 as it applies to Class II television broadcast stations.)
4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.
5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.



6. That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations. (The specifications for operation deemed necessary to meet the requirements of good engineering practice as applied to television stations will be published from time to time. These specifications will be altered as the art progresses and upon a showing being made that such changes are desirable in the public interest.)

7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the Standards of Allocation applicable to television broadcast stations.

8. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Operation

(a) A licensee of a television broadcast station (Class I and Class II) shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

## CLASS I STATIONS

### Scope of Experimentation; Limitations and Restrictions

(b) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate for rendering regularly scheduled broadcast service to the public.

(c) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(d) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

## CLASS II STATIONS

### Scope of Experimentation; Service Requirements

(e) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique,

determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(f) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(g) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(h) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(i) In case of failure of a Class II station to render its minimum of scheduled program service per week, the license therefor will not be renewed unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

(j) Class II stations may broadcast sponsored programs, provided such sponsorship and the program facilities or funds contributed by sponsors are primarily used for experimental development of television program service. Solicitation, or the offering on the part of a licensee to anyone, of its licensed facilities for hire as a regular service to the public or as a service to sponsors on other than an experimental basis is prohibited.

### Frequency Assignment

(a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		Group B	
Channel No.	Channel	Channel No.	Channel
1	44,000-50,000 kc	8	156,000-162,000
2	50,000-56,000	9	162,000-168,000
3	66,000-72,000	10	180,000-186,000
4	78,000-84,000	11	186,000-192,000
5	84,000-90,000	12	204,000-210,000
6	96,000-102,000	13	210,000-216,000
7	102,000-108,000	14	234,000-240,000
	Group C	15	240,000-246,000
	Any 6000 kc band	16	258,000-264,000
	above 300,000 kc	17	264,000-270,000
	excluding band	18	282,000-288,000
	400,000-401,000 kc.	19	288,000-294,000

(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of channels in Group A to Class II television broadcast stations does not preclude the use of these channels by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. However, no mobile or portable stations will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in group (a) for Class II television broadcast stations will be limited as follows: (This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.)

Cities whose metropolitan districts exceed 1,000,000 population.....	3 channels
Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population .....	2 channels
Cities whose metropolitan districts are less than 500,000 population..	1 channel

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

### Power

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

A supplemental report shall be filed with and made a part of each appli-

cation for renewal of license and shall include statements of the following:

(a) *For Class I Television Broadcast Stations:*

1. Number of hours operated.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

(b) *For Class II Television Broadcast Stations:*

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Description of studio equipment used and any developments made during the license period.
3. Statement of the progress made in the advancement of television broadcasting as a service to the public.
4. Itemized financial statement showing cost of operation during the license period.
5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area.)

### Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and

experimentation will be conducted by qualified engineers.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

### Frequencies Allotted

The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
25,025 kc	43,540 kc	116,110 kc	Any frequency above 300,000 kc excluding band 400,000 to 401,000 kc.
25,050	43,580	116,230	
25,075	43,620	116,350	
25,100	43,660	116,470	
25,125	43,700		
25,150	43,740		
25,175	43,780		
25,200	43,820		
25,225	43,860		
25,250	43,900		
	43,940		

Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

One frequency only will be assigned to a facsimile station from the Groups in subsection (a) of this rule. More than

one frequency may be assigned under provisions of subsection (b) of this rule if a need therefor is shown.

Each applicant shall specify the maximum modulating frequencies proposed to be employed.

The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01, provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

### Power Limitations

The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Sections 40.01 to 40.11 of the FCC Regulations.

### Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

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# FACSIMILE PROGRESS IN THE U.S. DURING 1939

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By

**W. G. H. FINCH**

*President, Finch Telecommunications, Inc.*

**T**HAT a picture is worth ten thousand words fits communication as it does other arts. The famous Chinese sage may not have thought of facsimile communication via electrical flutterings; nevertheless, centuries ago when he propounded that axiom he admirably stated the case for this precise means of modern communication.

## **Equipment**

Today's facsimile equipment, however, by virtue of automatic recording and synchronizing methods, may be considered as communications tools which may be applied to existing wire and radio circuits just as today's microphones, amplifiers and other related apparatus may be employed for transmission and reception of aural intelligence.

The latest possibilities of facsimile as a general communications medium extend to many services now employing telephony or telegraphy. As an adjunct to press services, it may be applied on existing telephone or radio channels to transmit news, proofs for correction, and other intelligence. In the allied field of advertising, methods now employed in exchanging proofs, layouts, and other illustrated copy between offices in different cities.

## **Future**

The potentialities of facsimile broadcasting as a future form of mass communications comparable in scope to that of aural broadcasting have been a subject of increasing interest to many in various fields. In the report of the National Resources Committee, published in July, 1937, facsimile broadcasting was

included with television as one of the major technical developments which hold great promise for public service, and therefore may be expected to influence the social and economic life of the nation.

Under the regulations established by the Commission to cover experimental facsimile broadcasting, each station was required to place test recorders in homes within its primary service area to aid in determining public reaction to the projected service. The regular assigned frequencies and broadcasting equipment of the stations were to be employed in early-morning transmissions from midnight to 6:00 a. m., when aural broadcasting facilities would ordinarily be idle. Time switches were to be installed in homes to effect control of receivers and recorders at pre-determined hours.

## **Progress**

Since the Fall of 1937, a total of 23 experimental facsimile broadcasting stations in various parts of the country have inaugurated daily transmissions of illustrated facsimile news bulletins and other copy to recorders in their primary service areas. In some cases, regular broadcasting channels are employed during early-morning schedules. In others, ultra-high-frequencies provide an experimental service during daylight or evening hours.

Now thousands of families are availing themselves of a regular facsimile newspaper consisting of daily news broadcasts sent out by the various facsimile broadcasters.

## Methods

Briefly, in non-technical language, facsimile in its electrical communications sense, involves the conversion of illustrations, or other copy such as printed matter, into an electrical signal which can be sent over telephone or radio communications circuits. At the receiver the signal is automatically converted back into its visible form, appearing as a recorded replica of the original copy. The received copy is permanent and, like a printed page, can be handled, observed or read whenever desired.

The more technical phases of facsimile transmission and reception are generally understood by radio and sound engineers. For those who want to know just how radio facsimile transmission is effected a brief description of the Finch Facsimile transmitter, now used by the majority of experimental facsimile broadcasters as licensees under the Finch patents, will probably clarify some points in question.

## Transmitter

The facsimile transmitter of the type to be employed by the pioneering stations in the forthcoming experimental service employs a scanning machine in which the copy to be sent over the air is inserted in what is termed the "copy head." This holds and advances the copy in front of a "scanning head," consisting of a small electric bulb, lens system and photocell. Light from the bulb is focused as a small spot on the surface of the paper carrying the copy, and the reflected light is picked up by the light-sensitive photocell. The scanning head is moved from side to side by an electric motor so that the spot of light traces a series of parallel paths across the copy, which is moved upwards through a distance equal to the diameter of the light spot at the end of each scanning stroke. In this manner, the entire surface of the paper is scanned, line by line, the black, half-tone and white areas reflecting to the photocell varying amounts of light ranging from minimum to maximum. These variations in reflected light effect a change in the amount of electric current flowing through the photocell, which in turn controls the loudness of a high-pitched whistle-like tone. The tone, called the "facsimile carrier" with its rising and falling aural characteristics, is then applied to ordinary broadcast amplifiers. These deliver it to the radio transmitter in the same manner in which aural

broadcast signals are handled. Any conventional broadcasting receiver tuned to the frequency of the transmitter will then pick up the signals. However, in order for the broadcasting listener to utilize these signals he must have a recording machine to convert them back into their visible equivalents on paper.

## Home Recorder

The Home Facsimile Recorder is used for this purpose. The recording machine in many ways is similar to the scanning instrument. What is termed a "receiving copy head," holds the dry electro-sensitive recording paper, which is fed as a continuous strip two columns wide from a roll carried in the lower part of the machine. A recording stylus is then moved by a small electric motor from side to side across the surface of the paper, forming marks on the paper corresponding in position and quality to the elements of the copy at the transmitter. When the incoming signal is loudest the line traced is darkest, when it is weakest no trace is formed. At the end of each of these recording strokes the paper is moved up by an amount equal to that of the width of each line element. By means of extremely short low-tone synchronizing control impulses sent out by the transmitter just before the start of each recording stroke and by the use of a small motor turning over at a predetermined speed the recording stylus always moves across the paper in step with the scanning head of the transmitter, recording copy in its proper position, regardless of the type of electrical power supply of the different states in which transmitter and receivers may be located. The recorded copy is built up line by line to appear as a duplicate of the original.

## Conclusion

The actual home recording machine is small enough to be housed as a complete unit in a cabinet approximately a foot square. It may be connected without auxiliary amplifying equipment to the output circuit of any broadcast receiver having a power rating of three watts or more. A switch in the loud speaker circuit is then employed to cut the speaker off during the recording of facsimile broadcasts. The broadcasting station from which facsimile signals are sent is tuned in with the receiver as if regular aural programs were to be received. The facsimile recorder is switched on and the volume control of the receiver is turned to the point where copy has the desired contrast. The actual recording operation is wholly automatic and requires no attention.

*News . . . . .*  
*recorded on the scene of action!*

**A M E R I C A N  
R A D I O  
N E W S R E E L**

An accredited news gathering organization presenting the *actual* personalities who make feature and page-one headlines along the news-fronts of the world, plus fast, on-the-spot coverage direct from the *actual* scenes of important news stories. *Three Releases Per Week.*

Available for National Sponsorship

**AMERICAN RADIO NEWSREEL, INC.**  
Room 907, Time and Life Bldg., New York, N. Y.



# **RADIO PRODUCTION**

***What's What and  
Who's Who  
Back Stage With  
Radio Production  
1939 - 1940***



***F.C.C. Regulations***

•

***Production***

•

***Programs***

•

***Nation Wide Talent***

•

***Transcriptions***

•

***Producers***

•

***Script Libraries***

•

***Promotion Digest***

•

***Agents***

•

***Music Publishers***



**GRIPPING ACTION** . . . "Secret Agent K-7" thrilled millions on an NBC nation-wide network for 4½ years. The gripping action of K-7's adventures on land and sea and in the air—based on his actual experience in intelligence work and the exploits of secret agents in many lands—has created a ready-made audience which eagerly awaits new K-7 adventures.

**TIMELY THRILLS** . . . As he tracks down spies and exposes plotters, K-7 relives the stories behind today's headlines. Here's a program packed with thrills as timely as the news of the hour!

**SUSTAINED INTEREST** . . . Each K-7 program is complete in itself . . . but one adventure leads to another, thus sustaining listener-interest and assuring an increasing audience as the series progresses.

**"SECRET AGENT  
K-7 RETURNS"**

**gives spot advertisers these  
audience-building features!**

This recorded program series is available for local, regional or national spot broadcasts. May be used on one or one hundred stations— one, two or three times weekly, as needed. 78 quarter-hour episodes— each a complete story.

K-7 is an outstanding program for product promotion directed to both youngsters and adults. And it offers almost unlimited opportunities for exploitation and merchandising.

*Expertly produced in association with*

**HEFFELFINGER RADIO FEATURES**



For presentation and merchandising guide, write:

**NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

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

640



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# BACKSTAGE

## Radio Production During 1939

By  
**NORMAN S. WEISER**

*Associate Editor*  
**RADIO DAILY**

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**G**RADUALLY climbing into the leading brackets in industry, radio, in 1939 surpassed all previous endeavors in so far as production was concerned, and according to all indications during the early part of the first quarter of the current new year, the climb will continue without interruption. Highlighting radio's greatest year was the mark set by MBS, CBS and NBC in gross cumulative billings, of \$84,000,000, an increase of \$13,000,000 over the previous year. NBC's Red and Blue networks surpassed their previous record by chalking up gross billings totaling more than \$45,000,000, thus becoming the leading single medium in the advertising field.

### Television

Television moved into the radio picture, and on April 30 began active operations. During the balance of the year, the new visual-audio art marked strides even larger than the steps taken by radio in its first 8 months of commercial life. At the turn of the decade, television was an established factor in the entertainment world, and gave every indication of continued health during the coming year. Another newcomer to the industry, from a production angle, was frequency-modulation. Although this new form of staticless broadcasting has been known for years, it was in 1939 that first transmissions took place, and opening 1940 was the word that development of frequency modulation had expanded to such a degree that receivers were to be marketed, and regular experimental transmissions were to be heard over more than 25 outlets.

### Programs

While program likes and dislikes were only slightly changed during 1939, one important development in the production of commercial shows was noted — the heavy influx of cash giveaways. Quiz programs also maintained their heavy listening audiences, with "Information Please" leading the list in popularity. From Hollywood came the fact that motion picture concerns were more or less revising their anti-radio policies, even to the extent of purchasing time for the promotion of pictures via radio. The Screen Actors' Guild chalked up another year of broadcasting, with Gulf paying \$400,000 to the fund for the privilege of

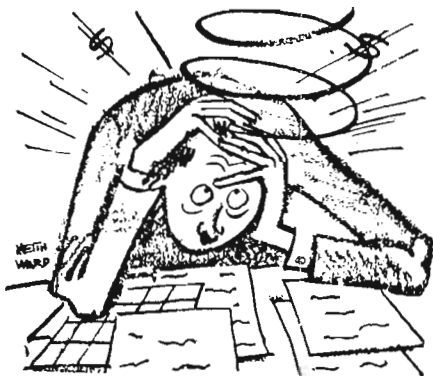
presenting name talent from the film capitol.

The European war created for radio another niche in the hall of fame. For it was through the unrelenting coverage of radio that the entire world was kept abreast of the happenings in trouble-torn Europe. The networks, operating under emergency measures, maintained a sane schedule of programs, and offered their listeners world-wide coverage, even broadcasting the epoch-making speech in which Chamberlain declared war. With transmission from Europe almost an hourly affair during the height of the activity, production in radio reached a new all-time high that undeniably made it "the greatest show on earth."

### Labor

Unionism reached a peak, with AFRA signing contracts with the networks, 57 agencies and seven producers, and also putting through contracts with local stations throughout the country. AFM negotiations were started for new contracts, and the broadcasters formed BMI to counteract Ascap, whose contract expires at the close of the current year.

While the radio industry has grown to maturity and has taken under its wing several subsidiaries, the eventual height to which it will climb is still in the offing. That there will be continued improvement throughout 1940, what with television readying its commercialism and network debut, frequency modulation champing at the bit to get started, and the networks already indicating still another year of record gross billings, is a certainty.



## WHY RADIO MEN MISS THE 5:15

Once upon a time a radio executive ate dinner at home. Years ago.

There are 300 reasons why a man we know never catches the 5:15. Account Executives do. Art Directors do. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each, this man must develop cauliflower ears from listening—overwork his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains—even if we may miss some business. But we believe it will help us make more friends.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the haze of our enthusiasm.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike—and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or they are written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on *our* time will save *your* time—get you home more frequently for dinner—build up your contacts with your family—and perhaps make you look even more often than ever to "Gellatly for good shows."

## GELLATLY, INC.

9 ROCKEFELLER PLAZA, NEW YORK

WILLIAM B. GELLATLY, *President*

LOUIS J. F. MOORE, *Vice-President*

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# Federal Trade Commission Review Of Commercial Continuities

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**N**ATIONAL and regional networks and producers of electrical transcription recordings are regularly called upon to submit copies of their commercial radio broadcast continuities to the Federal Trade Commission which reviews them through its Radio and Periodical Division. The procedure in handling continuities is discussed in another article concerning the activities of the Commission appearing in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what untruths or half truths he may not continue to say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices deemed to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Commission receives many requests from radio stations, advertisers and advertising agencies for advice and information concerning certain advertisers and their products. The Commission cannot give the information requested in many cases, either because the matter may be under investigation or the Commission is not fully advised of all the facts and cannot render opinions therein; and, in any case, it is not the Commission's policy to pass on the merits of products advertised and it would be obviously impracticable for it to give counsel concerning unpublished or prospective advertising.

Twenty-five years of experience in the many thousands of advertisements in the entire field of trade, has enabled

the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

## Types of Advertising Reviewed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which are untrue and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of food, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false adver-



*You are cordially invited to write, wire or phone*  
**KASPER-GORDON, Incorporated**  
**140 BOYLSTON STREET, BOSTON**  
*For suggestions and prices on your next transcrip-  
tion job — whether it be for ½ hour — ¼ hour —  
5-minute — 1-minute — 100-word — or 30-word  
spots. Also — “live” productions — syndicated  
tested transcriptions — air-checks — sound-on-film  
— original theme songs. Now serving some of the  
finest agencies, advertisers and stations in the world.  
— No account or job too large or too small. — Our  
studios are organ-equipped — lines to all Boston  
stations. An experienced personnel is ready to serve  
you. — Affiliates in principal cities - - -*

tising is with **intent** to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief, or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

### Commercial Announcement Requirements

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originating key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that type-written reports be submitted of any portions construable as promotional sales

effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported where the identical announcement has been broadcast several times during the 15-day specified broadcast period covered by the request.

However, when continuity returns are submitted in response to subsequent requests of the Commission, additional copy should be included, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations involving parties named as respondents in previous cases would require specimens of current broadcasts in order to check for compliance.

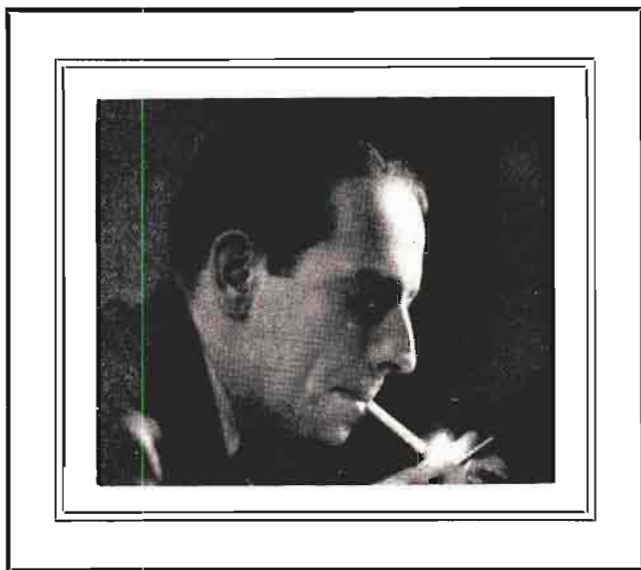
No standard form of report is needed. The carbon copies submitted by the stations serve the purpose.

It is essential, and the Commission specifically requests, that the call letters of the station and also the date of broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

### Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938, amending the Federal Trade Commission Act. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices or cosmetics.



# GENE STAFFORD

*Radio Writer*



MANAGEMENT -- BEN TAFT  
HARRY NORWOOD AGENCY, INC.  
43 ROCKEFELLER PLAZA • Circle 5-8242-3

# Program Producers

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717. Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill, Jones & Hawley, Bulkley Building, Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

## **Air Features, Inc.**

247 Park Ave., New York. Phone, Wickersham 2-0077.

## **Albany School of Cooking**

13 Fern Ave., Albany, N. Y. Phone, 2-7291. Director, Jennie N. Parkinson. STUDIO: 16 Albany-Schenectady Road, Albany, N. Y. SERVICES OFFERED: Production of cooking school of the air.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **Arthur Ashley**

457 West 47th St., New York, N. Y. Phone, Columbus 5-1348. Owner, Arthur Ashley; Office Manager, Louise Sesti; In Charge of Italian Programs, Gino Falconi; In Charge of Polish Program, Erna Granicka. SERVICES OFFERED: Foreign language program production; scripts and continuity, recording, talent, merchandising.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

## **Authors & Artists, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811-2-3. President, Norman H. White, Jr.; Vice-President, Gerald Dickler; Secretary, Robert J. Prescott; Treasurer, S. Kirby Ayers. SERVICES OFFERED: Program ideas and production, scripts.

## **Ayers-Prescott, Inc.**

30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811. President, Robert J. Prescott; Program and Production Director, S. Kirby Ayers. SERVICES OFFERED: Program production, talent.

## **Joseph M. Barnett**

666 West End Ave., New York, N. Y. Phone, Schuyler 4-8200. SERVICES OFFERED: Scripts, production, talent.

## **Basch Radio Productions**

171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717, 4-4632. Owners, Charles J. Basch, Jr., and Frankie Basch. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production; custom and syndicated recordings; Eastern Representative for Aerogram Corp.

## **Beck Recording Studio**

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts, talent; production; audition service; off-the-air recordings.

## **Walter Biddick Co.**

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, M. Thompson. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts.

# ROY WILSON

WILSON, POWELL and HAYWARD, Inc.

JAS. V. PEPPE, Gen. Mgr.

444 Madison Avenue

New York City

ARTISTS' REPRESENTATIVES—RADIO PRODUCERS

PRODUCTIONS FOR RADIO

**HENRY SOUVAINÉ INC.**

30 ROCKEFELLER PLAZA

Circle 7-5666

NEW YORK CITY



**Joseph Bloom**

19 West 44th St., New York, N. Y.  
Phone, VANDerbilt 6-3816. President,  
Joseph Bloom. SERVICES OFFERED:  
Program production.

**Broadcasters Mutual  
Transcription Service, Inc.**

818 South Kingshighway Blvd., St.  
Louis, Mo. Phone, Franklin 2060. Presi-  
dent, J. Frank Eschen; Vice-President,  
James M. Althouse; Secretary, E. H.  
Harmon; Treasurer, Charles E. Harri-  
son. REPRESENTATIVES: Walter  
Biddick Co., 568 Chamber of Commerce  
Bldg., Los Angeles, Calif.; Charles Mich-  
elson, 545 Fifth Ave., New York, N. Y.;  
Radioaids, Inc., 1041 North Las Palmas,  
Hollywood, Calif.; Organizacao "Mer-  
curio" Caixa Postal 3133, Rio de Ja-  
neiro, Brazil; Broadcasting Programme  
Service, 12 Rue Able-Ferry, Paris,  
France. SERVICES OFFERED: Tran-  
scribed productions and scripts, talent,  
and program service.

**Broadcast Productions**

25 East Jackson Blvd., Chicago, Ill.  
Phone, Wabash 0711. Director, John  
Stamford. SERVICES OFFERED: All  
types of programs produced. Electrical  
transcriptions and recordings.

**Kenneth Burton**

117 West 12th St., New York, N. Y.  
Phone, GRamercy 7-5384. SERVICES  
OFFERED: Program production and di-  
rection.

**The Bruce Chapman Co.**

145 West 41st St., New York, N. Y.  
Phone, WISconsin 7-2179. President,  
Bruce Chapman. SERVICES OFFERED:  
Production, scripts.

**Ted Collins Corporation**

1819 Broadway, New York, N. Y.  
Phone, Circle 7-0094. President, Program  
Director and Producer, J. M. Collins; Di-  
rector of Public Relations, William P.  
Maloney; Production, Sylvan Taplinger;  
Musical Director, Jack Miller; Choral  
Director, Ted Stracter; Writers, Don  
Sharpe and Jane Tompkins; Talent, Sam  
Schiff; Musical Arranger, Tony Gale.  
SERVICES OFFERED: Program build-  
ing and producing.

**Commercial Broadcasting  
Service, Ltd.**

Hermant Bldg., Toronto, Ont., Canada.  
Phone, Elgin 3345. President, E. A. By-  
worth; Vice-President, J. C. Tobin; Sec-  
retary-Treasurer, A. G. Irwin; Program  
Department, E. E. Goodman; Script De-  
partment, Don Insley. SERVICES OF-  
FERED: Live talent production, syndi-  
cate transcriptions, custom recordings,  
time placements: Type of transcription  
manufactured: lateral cut on acetate for  
play-back, custom.

**Paul Cruger**

588 Carlton Way, Hollywood, Calif.  
Phone, Hollywood 9352. SERVICES OF-  
FERED: Complete servicing for com-  
mercial radio broadcasting; specialist in  
trade programs; productions, scripts;  
creation of live and recorded shows.

**Cosmopolitan Broadcasting  
Co.**

7100 Broadway, Cleveland, Ohio.  
Phone, Diamond 3010, 0808. James J.  
Rattay, Paul Faut. SERVICES OF-  
FERED: Foreign language programs.

**Czech Broadcasting  
Service**

333 N. Michigan Ave., Chicago, Ill.  
Phone, State 9344. President and Man-  
aging Director, Adele J. Fiala. SER-  
VICES OFFERED: Preparation and pro-  
duction of foreign language (Czech and  
Slovak) programs.

**Davis & Schwegler**

1009 West 7th St., Los Angeles, Calif.  
Phone, Trinity 2006. BRANCH OFFICE:  
New Washington Hotel, Seattle, Wash.  
Executive in Charge, Nina Andrews.  
SERVICES OFFERED: Music publishers  
and recorders of tax free tunes and a  
tax free library; recording of phonograph  
records (10 inch and 12 inch) and press-  
ings.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada.  
Phone, Adelaide 3383. General Mana-  
ger, Hal B. Williams; Transcription Di-  
vision Manager, Don H. Copeland. Pro-  
duction Manager, Stan Francis; Script  
Department, Dean Hughes. SERVICES  
OFFERED: Scripts, live talent produc-  
tions, transcriptions and recordings, air  
checks.

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radio production

## WOLF ASSOCIATES, INC.

in all its phases

WE POINT WITH PRIDE TO TWO OUTSTANDING DAYTIME DRAMATIC SUCCESSES

### THE O'NEILLS

Fifth year for Ivory Soap  
Through Compton Advertising . .  
NBC Red—12:15 P.M. and  
5:45 P.M., E.S.T. 10 times weekly.

### HILLTOP HOUSE

Third year for Palmolive  
Through Benton & Bowles . .  
CBS—10:30 A.M., E.S.T.  
MONDAY THRU FRIDAY

Edward Wolf, General Manager

RKO BUILDING

RADIO CITY, N. Y.

Columbus 5-1621

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# “MOVIE NIGHT ON THE AIR”



“DRUMS ALONG THE MOHAWK” • “SWANEE RIVER”

“THE BLUE BIRD” • “LITTLE OLD NEW YORK”



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TED COLLINS, SHIRLEY TEMPLE,  
SCREEN ACTORS' GUILD, “GOOD NEWS OF 1940”

*Bill Bacher*

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• • •     **PROGRAM PRODUCERS**     • • •

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**Isabel Draesemer Radio  
Productions**

706 South Detroit St., Los Angeles, Calif. Phone, Walnut 4528. Writer-Producer, Marie Isabel Draesemer. **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**

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. **BRANCH OFFICES:** 545 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-3376. Manager, Charles Michelson. **SERVICES OFFERED:** Custom-built transcribed or live shows, transcribed and live features for local, regional and national release.

**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.

**Fanchon & Marco**

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. **SERVICES OFFERED:** Production, talent.

**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.

**Irving Fogel & Associates**

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. Irving Fogel, Howard Esary. **REPRESENTATIVES:** Francis J. Sullivan, 69 Yonge St., Teron-

to, Ont., Canada. Phone, Elgin 4086; R. C. Miller, U. S. Recording Co., 712 11th St., N.W., Washington, D. C. Phone, District 1640. M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. **SERVICES OFFERED:** Production of live and transcribed radio presentations, foreign syndication of radio scripts and transcribed radio programs.

**Paul M. Frailey Productions**

Fidelity-Philadelphia Bldg., Broad and Sanson Sts., Philadelphia, Pa. Phone, Pennypacker 8450-1. Owner, Paul M. Frailey; Sales Manager, Jason Johnson; Script Department, Robert Enders; Research, Edwin Stanley; Office Manager, Marie Louise Sanderson. **SERVICES OFFERED:** Live talent shows, electrical transcriptions, talking slide films, sound motion pictures.

**Gellatly, Inc.**

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-6120-1. President, William B. Gellatly; Vice-President, L. J. F. Moore; Secretary-Treasurer, E. M. Gellatly; Manager of Foreign Department, Jack Arthur. **SERVICES OFFERED:** Selling and promotion of selected live and transcribed programs.

**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. **BRANCH OFFICE:** 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. **SERVICES OFFERED:** Custom-built transcriptions, production, script, recording, talent.

**Ghostwriters Bureau**

17 East 49th St., New York, N. Y. Phone, Wickersham 2-8996. Director, Fred E. Baer. **SERVICES OFFERED:** Writing of speeches, trade journal and general magazine articles, pamphlets and all forms of commercial literature.

**Arthur M. Godfrey  
Productions**

808 Earle Bldg., Washington, D. C. Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. **SERVICES OFFERED:** Production of (personal) program.

**Harry S. Goodman  
Radio Productions**

19 East 53rd St., New York, N. Y.  
Phone, WI. 2-3338. SERVICES OFFERED: Program production for live talent and transcribed shows.

**Max Graf Productions**

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features, Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichelt. SERVICES OFFERED: Special transcriptions syndicated features.

**Grombach Productions, Inc.**

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Senior Director in Charge of Production, Chester H. Miller; Treasurer-Assistant Director (drama), Margaret Kearney; Assistant Director (music), Joseph Corhan. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Calif. Manager, Galen

Bogue. 50 New Bond St., London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Unit productions (package shows), program creation, production, scripts, casting directing, live talent or transcribed programs, television production.

**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.

**A. ("DINNY")  
DINSDALE**

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RADIO DIRECTOR

◆  
TRANSCRIPTIONS

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SLIDE FILMS

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TELEVISION

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4156 DENMAN STREET  
ELMHURST, L. I., N. Y.

HA. 6-5436

**TED COTT**

*Productions Director:*

ROGER WHITE PRODUCTIONS, INC.

*Director:*

SOCIETY GIRL (CBS)

*M. C.—Writer:*

SO YOU THINK YOU  
KNOW MUSIC (CBS)

**Ubaldo Guidi's Italian Radio Programs**

139 Richmond St., Boston, Mass. Phone, Capitol 4035. Owner, Ubaldo Guidi. SERVICES OFFERED: Production, spot announcements.

**Sam Hammer Radio Productions**

2 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0174. President, Sam Hammer; Vice-President in Charge of Production, Floyd Buckley; Vice-President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Conly. SERVICE OFFERED: Program Production.

**Hansen Associates**

420 Lexington Ave., New York, N. Y. Phone, LExington 2-5457. General Manager, Robert R. Hansen. SERVICES OFFERED: Transcribed features, radio and television scripts, production.

**Harvey & Howe, Inc.**

919 North Michigan Ave., Chicago, Ill. Phone, Delaware 1155. President, W. S. Harvey, Jr.; Vice-President, Eleanor Howe. BRANCH OFFICES: 122 East 42nd St., New York, N. Y. Phone, LExington 2-6910; 610 Union Bldg., Cleveland. Phone, Main 0728. Manager, William E. Coates. SERVICES OFFERED: Planning and writing of women's programs, radio cooking schools, talent, transcriptions.

**Sam Hayes**

NBC Radio City, Hollywood, Calif. Phone, Hollywood 6161. SERVICES OFFERED: Production of radio commentator programs, scripts.

**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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100% AFRA  
100% AFM  
100% OK

Custom-built, or from library shows built on the basis of 20 years' advertising and 15 years' radio experience to do a specific merchandising job.

Spots costing the national sponsor as little as \$100 per episode have been broadcast on 160 stations in which dealers invested up to \$1,000 in time. The same shows have run up to 5 years for

THE SAME SPONSOR. SAME STATION,  
SAME HOUR

Shirt-sleeve selling, economical cost, down-to-earth practicability feature our transcribed program ideas. Let us elaborate, without expense or obligation on your part.

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Successor to Mertens & Price, Inc.

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new york city  
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artists' representatives  
package programs  
writers and  
directors.  
talent.



*sales representative*

**gellatly, inc.**

9 rockefeller plaza  
new york, n. y.  
cir 7-6120

**George Heid Productions**

1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner-General Manager, George Heid. 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.

**Intercontinental Audio-Video Corp.**

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

**International Commercial Broadcasting Co.**

3212 West Roosevelt Road, Chicago, Ill. Phone, Van Buren 6680. Manager, Max

Sosowitz. SERVICES OFFERED: Production of Jewish-language broadcasts.

**International Radio Productions**

20 East 57th St., New York, N. Y. Phone, PLaza 8-2600. General Manager, Loren L. Watson; Production Manager, Ed Harvey. SERVICES OFFERED: Program production.

**Italradio, Inc.**

193 Hanover St., Boston, Mass. Phone, Capitol 3406-3407. President-Treasurer, Silene M. Irving; Secretary, Rinaldo Fiata. SERVICES OFFERED: Creation, direction and production of Italian and English programs.

**Jacky & Thorndyke**

520 North Michigan Ave., Chicago, Ill. Phone, Delaware 3262. Partners, Fred Jacky and George Thorndyke. SERVICES OFFERED: Program planning, continuity, scripts and production.

**Air Features**  
INCORPORATED



247 PARK AVENUE  
NEW YORK, N. Y.

NOW AVAILABLE ON  
TRANSCRIPTIONS

**MAY ROBSON**

The grand lady of the movies  
in her greatest dramatic role . . .

**"LADY OF MILLIONS"**

105 Fifteen Minute Episodes

Written by Hector Chevigny, author  
of "Lost Empire". Musical score under  
direction of Salvatore Santaella.

COMPLETELY MERCHANDISED

Newspaper ads, Publicity articles,  
Counter Displays, Window Streamers.

"An Outstanding Record of Success"

Write or Wire

**FREDERIC W. ZIV, Inc.**

2436 Reading Road Cincinnati, Ohio

Producers of transcribed programs for local  
and regional sponsorship.

## PROGRAM PRODUCERS

### **Archie Josephson Enterprises, Inc.**

6313 Blyn Mavr Drive, Hollywood, Calif. Phone, Gladstone 6802. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

### **Judea Broadcasting Studio** (Esseff Universal Studios—Universal Radio & Stage Guild)

17 Devon St., Roxbury, Mass. Phone, Garrison 8768. Production Manager, Samuel Fisher; Executive Secretary and Assistant Program Director, Doris Cibley; Musical Director, Harry Goodman; Assistant Production Managers, Charles Sobelman, Jack Stein; Recording Manager, Milton Yarkus. SERVICES OFFERED: Productions of foreign language programs, recordings.

### **Kasper-Gordon Studios, Inc.**

140 Boylstor. St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper;

Treasurer and Director of Commercial Dept., Aaron S. Bloom; Scripts, Robert R. Giffen, Albert P. Burke; Production, Robert R. Giffen, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air-checks, program production and talent.

### **Jesse L. Kaufman, Inc.**

22 West 48th St., New York, N. Y. Phone, PENNSYLVANIA 6-2409. President, Jesse L. Kaufman; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

### **King-Trendle Broadcasting Corp.**

1700 Stroh Bldg., Detroit, Mich. Phone, Cherry 8321. President, George W. Trendle; General Manager-Treasurer, H. Allen Campbell; Commercial Manager, Harry Sutton, Jr.; Advertising, Sales & Promotion Manager, Charles C. Hicks; Traffic Manager, James G. Riddell. SERVICES OFFERED: Program production.

## HANSEN ASSOCIATES

RADIO  
and  
TELEVISION



PROGRAM IDEAS  
and  
PRODUCTION

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Live and Transcribed Programs  
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LExington 2-5457  
420 LEXINGTON AVENUE  
NEW YORK CITY

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**Landau Broadcasting Service**

270 Broadway, New York, N. Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production, talent.

**Langlois & Wentworth, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Talent, W. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical. Facilities for writing, casting and production.

**Lang-Worth Feature Programs, Inc.**

420 Madison Ave., New York, N. Y. Phone, ELdorado 5-1620. President, R. C. Wentworth; Secretary-Treasurer, C. O. Langlois; Talent, W. O'Keefe; Continuity Chief, Neal Hopkins. SERVICES OFFERED: Syndicated transcribed programs for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of tax-free music in transcription form.

**Leading Attractions, Inc.**

515 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Production, Aaron B. Steiner. SERVICES OFFERED: Production of live talent and transcribed programs.

**Lippe & Lazarus Productions**

429 North Orange Drive, Hollywood, Calif. Phone, Walnut 2445. General Manager, M. M. Lippe. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

**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.

**Estelle Lutz Artists Bureau**

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

**C. P. MacGregor**

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

**Harry Martin Enterprises**

306 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, syndicated programs, "program suggestor" service.

**R. U. McIntosh and Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs and recordings.

**Alexander McQueen**

185 East Chestnut St., Chicago, Ill. Phone, SUperior 9139. SERVICES OFFERED: Program productions, scripts, research, spot announcements, transcriptions.

**Mertens & Price, Inc.**

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Manager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

**Metropolitan Broadcasting Service Limited**

Hermant Bldg., Toronto, Ont., Canada. Phone, Adelaide 0181. President, Ken Soble; General Manager, J. M. Sasley; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. SERVICES OFFERED: Program production, talent.

**Charles Michelson**

67 West 44th St., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Productions, Porto-Playback Co. and Walter Biddick Co. SERVICES OFFERED: Transcribed program representative, sound effect record library, portable transcription playback machines.



**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.

**George Miller Productions, Inc.**

Mart Bldg., St. Louis, Mo. (also P. O. Box 1424, Detroit, Mich.). President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

**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.

**Raymond R. Morgan Co.**

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond R. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

**Lilian Okun, Inc.**

15 Central Park, West, New York, N. Y. Phone, Columbus 5-0060. President, Lilian Okun. REPRESENTATIVE: Galletly, Inc., 9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-6120. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

**Pacific Productions, Inc.**

8780 Sunset Blvd., Hollywood, Calif. Phone, Crestview 50280. President, Frank W. Purkett. SERVICES OFFERED: Production.

**Pan American Broadcasting Co.**

330 Madison Ave., New York, N. Y. Phone, Murray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings.

**Donna Parker Productions**

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. SERVICES OFFERED: Productions, talent.

**Harold E. (Hal) Pearce**

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. SERVICES OFFERED: Transcription company representatives, air-check, scripts.

**Peck Radio Production**

3275 Wilshire Blvd., Los Angeles, Calif. Phone, Fi. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. SERVICES OFFERED: Production.

**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.

**Playcrafters**

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. SERVICES OFFERED: Scripts for advertising agencies and transcription companies, continuity, announcements.

**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.

**Press Radio Bureau, Inc.**

551 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-5670. President, James W. Barrett. SERVICES OFFERED: News digests, special reports, news features and recordings.

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• • • **PROGRAM PRODUCERS** • • •

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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.

**Radioart Guild of America**

122 South Benton Way, Los Angeles, Calif. Phone, FEderal 2236. Manager, Ruth Clark. **SERVICES OFFERED:** Program production.

**Radio Attractions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein; Manager, Howard Carnow. **SERVICES OFFERED:** Feature transcribed programs.

**Radio Centre Limited**

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. **BRANCH OFFICE:** 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. **SERVICES OFFERED:** Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

**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 House, Inc.**

56 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3808. Chairman of Board of Directors-Vice-President in Charge of Production, Martha Jayne Rountree; President-Treasurer, William Exton, Jr.; Musical Director, Byron Dalrymple; Assistant Musical Director, John Philip Sousa, 3rd; Script Department, Davis & Douglas, John McKay, John Philip Sousa, 3rd, Martha Jayne Rountree; Program Directors, Dinny Dinsdale, Martha Jayne Rountree, John McKay. **SERVICES OFFERED:** Building and production of live talent and transcribed programs, casting, scripts, direction, commercial spots.

**Radio Producers of Hollywood**

930 N. Western Ave., Hollywood, Calif. Phone, Hollywood 6288. **OWNER:** Lou R. Winston. **SERVICES OFFERED:** Transcribed feature programs.

**Music Corporation of America**

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Charles Miller; Vice-President, W. H. Stein; Vice-President-Radio Director, Harold Hackett. **BRANCH OFFICES:** 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurice Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; 520 Michigan Bldg., Detroit, Mich. Phone, Cadillac 4312. Manager, Merle Jacobs; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 520 Rhodes Haverly Bldg., Atlanta, Ga. Phone, Main 4770. Manager, George Walker; 16 Old Bond St., London, England. Phone, Regent 6506. Manager, Herman Stein. **SERVICES OFFERED:** Production, talent.

**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.

**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.

**NBC Radio-Recording Division**

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. L'oyd Egner;

• • • **PROGRAM PRODUCERS** • • •

Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel; Sunset and Vine St., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, RCA-NBC Orthacoustic transcriptions.

•  
**Radio Programme Producers**

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Director of French Programs, Paul L'Anglais; Musical Director, Edouard Beique; Special Field Producer, Gilbert Wall; Assistant Producers, Francoise Loranger and Katherine Cross. SERVICES OFFERED: Production, scripts, talent.

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**Radio-Rundfunk Corporation**

207-11 East 84th St., New York, N. Y. Phone, Rhinelander 4-9609. President, Herbert F. Oettgen; Treasurer and Secretary, Wm. C. Foerster. SERVICES OFFERED: Foreign language radio production, outdoor transcriptions.

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**Radioscript Productions Co.**

1775 Broadway, New York, N. Y. Phone, Circle 7-2849. President, Maury Ascher; Manager, Stanley M. Ascher. SERVICES OFFERED: Production.

•  
**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

•  
**Mark Richelson**

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-7838. SERVICES OFFERED: Production of syndicated news scripts, radio relations counsel.

•  
**Rocke Productions, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President, Ben Rocke; Production Manager, Charles A. Schenk; Sales Manager, Norman S. Livingston; Secretary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

•  
**Norman Ross**

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

•  
**R-W Productions, Inc.**

RKO Bldg., Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4943. President, Roger White; Director, Ted Cott; Casting Director, Kermit K. Schafer; Secretary, Marilyn Brandt. SERVICES OFFERED: Producing, writing, directing and publicizing radio productions.

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**Selviar Broadcasting System, Inc.**

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Production Manager, Edna Glover Handleman. SERVICES OFFERED: Creating and producing of transcriptions and special program features.

•  
**Service Programs, Inc.**

535 Fifth Ave., New York, N. Y. Phone, Murray Hill 6-3489. President, Gladys Miller. BRANCH OFFICE: 601 N. Rossmore, Hollywood, Calif. Phone, Hollywood 1691. Manager, Marque Richard. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

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**Stephen Slesinger, Inc.**

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

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**Edward Sloman Productions**

8782 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-2242. President, Edward Sloman; Vice-President-General Manager, Sam Martin Kerner; Writer.

## PROGRAM PRODUCERS

Maurice Zimm; Musical Director, Paul Sawtell; Secretary, Vicki Matisse. REPRESENTATIVE: Radio Attractions, Inc., 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4483. President, Herbert R. Ebenstein. SERVICES OFFERED: Program producers, transcription producers.

### **Southern Radio Features**

1009 Mercantile Bldg., Dallas, Texas. General Manager, A. M. Cohen. SERVICES OFFERED: Production of radio cooking schools.

### **Henry Souvaine, Inc.**

30 Rockefeller Plaza, New York, N. Y. Circle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs for national or regional networks, talent.

### **Standard Radio**

6404 Hollywood Blvd., Hollywood, Cal. Phone, Hollywood 0188. President, Gerald King; Production Manager, Don Allen. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood; 30 Rockefeller Plaza, New York, N. Y. Phone, Columbus 5-1811. Manager, Robert McCullough; P. O. Box 933, Dallas, Texas. Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

### **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.

### **Ernest Cutting's Talent Development Center**

538 Fifth Ave., New York, N. Y. Phone, Vanderbilt 6-5995. Owner, Ernest Cutting. SERVICES OFFERED: Studio recordings, transcriptions, production, casting, direction, live talent or transcribed programs, talent.

### **TransAir, Inc.**

105 West Adams St., Chicago, Ill. Phone, Central 0320. President, William

F. Arnold. SERVICES OFFERED: Electrically transcribed programs.

### **Transamerican Broadcasting & Television Corp.**

One East 54th St., New York, N. Y. Phone, PLaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. BRANCH OFFICES: 230 No. Michigan Ave., Chicago, Ill. Phone, State 0366; Hollywood, Calif. SERVICES OFFERED: Live and transcribed programs.

### **Transcribed Radio Shows, Inc.**

2 West 47th St., New York, N. Y. Phone, LONGacre 5-3440. President, M. E. Moore. SERVICES OFFERED: Custom-built and syndicated transcribed programs and spot announcements.

### **Twentieth Century International Radio Newsreel**

1000 Cahuenga Blvd., Hollywood, Calif. Phone, Hillside 1161. President, Victor E. Dalton. BRANCH OFFICE: National Press Bldg., Washington, D. C. SERVICES OFFERED: Portable-equipment programs, on-the-spot transcriptions, program production.

### **Twentieth Century Radio Productions**

1611 Cosmos St., Hollywood, Cal. Phone, Granite 9021. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

### **United Broadcasting Co.**

201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling. SERVICES OFFERED: Transcriptions, program production, talent.

### **Thomas J. Valentino**

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo.

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• • •     **PROGRAM PRODUCERS**     • • •

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SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

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**Viking Radio Corp.**

805 Investment Bldg., Washington, D. C. President, Allan Wilson; Vice-President, Verd E. Wilson; Secretary, W. H. Mondell. SERVICES OFFERED: Program production, scripts.

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**J. Franklyn Viola & Co.**

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3254. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production, specializing in foreign-language programs.

•

**Wells Feature Syndicate**

1651 Cosmo St., Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32. Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

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**L. A. Weinrott & Associates**

75 East Wacker Drive, Chicago, Ill. Phone, State 4207. Executives, L. A. Weinrott, William J. Kass, Jr., Arthur G. Gladd, James Pease. SERVICES OFFERED: Scripts and production.

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**Carl Wester & Company**

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 6922. President, Carl Wester; Production Manager, Howard Keagan; Writer, Irna Phillips. SERVICES OFFERED: Program production, scripts.

•

**Wiederhold Recording Studios**

526 S. Fourth St., 505 Abe C. Levi Bldg., Louisville, Ky. Phone, Jackson 1757. Owner-Manager, George Wiederhold. SERVICES OFFERED: Production of live talent programs, recordings, air checks, instantaneous recordings, talent.

**Wolf Associates, Inc.**

1270 Sixth Ave., New York, N. Y. Phone, COLUMBUS 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer; Casting Director, Herbert Wolf; Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 6676. SERVICES OFFERED: Production, talent.

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**World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, WICKERSHAM 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. E. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Calif. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressings, production, scripts, talent, transcription program service library, nation-wide transcription network.

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**Bernard Zisser, Inc.**

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Production of live talent and transcribed shows, scripts, talent, syndicated programs.

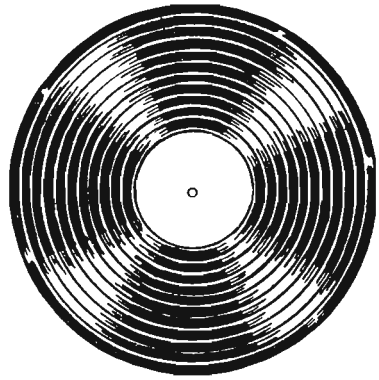
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**Frederic W. Ziv, Inc.**

2436 Reading Road, Cincinnati, Ohio. Phone, Universitl 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President-Radio Director, John L. Sinn; Secretary, M. R. Ziv. SERVICES OFFERED: Live talent and transcribed programs.

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# TRANSCRIPTION COMPANIES

## **A. A. Recording Studios**

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-700. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records, television recordings (audio).

## **Acoustic Equipment Company**

323 Walton Building, Atlanta, Ga. Phone, WALnut 6714. Owner and Manager, P. C. Bangs. SERVICES OFFERED: Recording of transcriptions of all types from studio, station or network; off-the-air recordings for checking programs; audition recordings; sound engineering and public address equipment.

## **ADL Recording Studios**

4334 N. Kenmore Avenue, Chicago, Ill. Phone, WELington 3267. Executive-in-Charge, J. A. Callner. SERVICES OFFERED: Transcriptions (acetate and master); off-the-air recordings; spot announcements; audition recordings.

## **Advertisers Recording Service, Inc.**

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-0141. President, James A. Miller; Secretary-Treasurer, George R. Smith; Ass't Secretary-Treasurer, E. B. McCutcheon; Commercial Manager, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings and wax recordings.

## **Aerogram Corporation**

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. General Manager, G. Curtis Bird. REGIONAL REPRESENTATIVES: Charles J. Basch, Jr., 171 Madison Ave., New York, N. Y. Phone, MURray Hill 4-4717; Jones & Hawley, 228 N. La Salle St., Chicago, Ill. Phone, State 5096. F. R. Jones, Scott Kingwill; Jones & Hawley, Bulkeley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, air checks, studio rental, all types of lateral recording.

## **Aircraft Recording Studios**

642 Smithfield St., Pittsburgh, Pa. Phone, Grant 3468. President and Man-

ager, E. C. Williams; Secretary-Treasurer, H. M. Williams. SERVICES OFFERED: Recording service.

## **Alton Alexander**

1270 Sixth Ave., New York, N. Y. Phone, COLumbus 5-1621. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

## **American Foundation For the Blind, Inc.**

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

## **Armo Sound Recording Service**

4244 Hartford St., St. Louis, Mo. Phone, Grand 1466. Partners, Robert G. Kennedy and William F. Hadd. SERVICES OFFERED: High fidelity recording for all purposes; transcriptions for broadcasting.

## **All-Canada Radio Facilities Limited**

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, F. W. Cannon. SERVICES OFFERED: Transcriptions.

## **Associated Music Publishers, Inc.**

25 West 45th St., New York, N. Y. Phone, BRyant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, recording facilities, both vertical and lateral, scripts.

## **Associated Transcriptions of Hollywood**

5636 Melrose Ave., Hollywood, Cal. Phone, Hillside 4229. Executive Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the-air recordings, phonograph recordings, custom-built transcriptions, production, scripts.

• • • **TRANSCRIPTION COMPANIES** • • •

**Audio-Scriptions, Inc.**

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. **SERVICES OFFERED:** Recordings and electrical transcriptions at the studio and on-the-spot; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

**Beck Recording Studio**

1208 Second Ave., South, Minneapolis, Minn. Phone, Atlantic 8901. Managing Director, Joseph H. Beck. **SERVICES OFFERED:** Producers of electrical recordings and transcriptions for radio broadcast and sound-slide films; radio program building; scripts; talent; production; audition service; off-the-air recordings.

**Broadcast Producers of New York, Inc.**

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Jonas. **SERVICES OFFERED:** Dramatized 1-2-3 and 5-minute spot announcements, audition, off-the-air, custom and live show recording for spot advertisers, foreign language spots, domestic and foreign, exclusive rehearsal recordings and transcriptions on WOV;

rehearsal and broadcast recordings on WABC.

**Brown's Studio of Recording**

440 N. 60th St., Philadelphia, Pa. Phone, SHERwood 2655. Studio Address: 711 N. 43rd St., Philadelphia, Pa. Phone, BAring 1731. Owner and Operator, Sevilla Lowe Browne. **SERVICES OFFERED:** Recordings and transcriptions.

**Champion Recording Corporation**

1600 Broadway, New York, N. Y. Phone, COLUMbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria. **SERVICES OFFERED:** Electrical transcriptions, off-the-air recordings, studio recording.

**Chicago Recording Studios**

64 E. Jackson Blvd., Chicago, Ill. Phone, WEBster 7288. **SERVICES OFFERED:** Recording, transcriptions, production.

**Carle Christensen Recording Studios**

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## TRANSCRIPTION COMPANIES

A. Christensen; Chief Technician, Jack Hayes; Sales, Francis Hummel. **SERVICES OFFERED:** Complete recording facilities for standard phonograph records and radio transcriptions; production.

### **Cinema Recording Studio**

1735½ North Vine St., Hollywood, Calif. Phone, GLadstone 0159. Owner, Robert Dick. **SERVICES OFFERED:** Air checks, studio recordings.

### **C. K. Recorders**

3814 S. E. 26th Ave., Portland, Ore. Phone, East 4858. President and General Manager, P. O. Clark; Vice-President and Treasurer, N. K. Clark; Secretary, G. A. Kennedy; Engineer, J. E. Maley. **BRANCH OFFICE:** Studio Bldg., Portland, Ore. Phone, Beacon 2688. **SERVICES OFFERED:** Transcriptions, spot announcements, advertising specialties, musical programs, composition work.

### **Columbia Recording Corporation**

(A Subsidiary of the Columbia Broadcasting System)

1473 Barnum Ave., Bridgeport, Conn. Bridgeport 6-0181. President, Edward

Wallerstein; Manager Transcription Division, William Schudt. **BRANCH OFFICES:** 799 Seventh Ave., New York, N. Y. Phone, CIrcle 5-7301; 6624 Romaine St., Hollywood, Cal. Granite 4134. **SERVICES OFFERED:** Manufacture and distribution of Columbia, Brunswick and Vocalion records.

### **Commercial Broadcasting Service, Ltd.**

Herman Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, J. C. Tobin; Secretary-Treasurer, A. G. Irwin; Program Department, E. E. Goodman; Script Department, Don Insley. **SERVICES OFFERED:** Live talent production, syndicate transcriptions, custom recordings, time placements; Type of transcription manufactured; Lateral cut on acetate for play-back, custom.

### **Commercial Recording Studios, Inc.**

56 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3808. President, Florence M. Law, Jr.; Vice-President, Martha Jayne Rountree; Secretary-Treasurer, Florence M. Law, Sr. **SERVICES OFFERED:** Complete recording

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**The Compo Company  
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131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd. **SERVICES OFFERED:** Custom-built acetate recordings processed and pressed.

•

**Cornish Recording Studio**

(Cornish School Radio Department)  
710 East Roy St., Seattle, Wash. Phone, Capitol 1400. Director, Donald MacLean. **SERVICES OFFERED:** Wax and acetate recordings and transcriptions, off-the-line and off-the-air transcriptions.

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**Decca Records, Inc.**

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and General Manager, E. F. Stevens, Jr.; Manager Transcription Division, C. D. MacKinnon. **BRANCH OFFICES:** Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, New York, Pittsburgh, Washington, Los Angeles, San Francisco and Seattle. **SERVICE OFFERED:** Custom-built electrical transcription records.

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**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland; Production Manager, Stan Francis; Script Department, Dean Hughes. **SERVICES OFFERED:** Scripts, live talent productions, transcriptions and recordings, air checks.

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**Eccles Disc Recordings**

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy, Douglass and Parlee. Manager, C. R. Alford. **SERVICES OFFERED:** Transcriptions, air check recordings.

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**Electrosound Products, Inc.**

228 South Wabash Ave., Chicago, Ill. Phone, Harrison 1368. President, V. G. Geisel. **SERVICES OFFERED:** Sound engineering, recording, recording equipment sales company.

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**Electro-Vox Recording  
Studios**

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk.

**SERVICES OFFERED:** "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

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**Empire Broadcasting  
Corporation**

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President-General Manager, Eugene L. Bresson; Secretary, J. Howard Capron. **SERVICES OFFERED:** Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

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**Federal Transcribed  
Programs, Inc.**

101 Park Ave., New York, N. Y. Phone, Caledonia 5-7530. **SERVICES OFFERED:** Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

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**Fidelity Recordings**

725 Boylston St., Boston, Mass. Phone, Kenmore 8824. Partners, Keith C. Brown and Charles Pearson. **SERVICES OFFERED:** Studio recordings, off-the-line and off-the-air transcriptions.

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**Frankay Recording Studios**

156 West 44th St., New York, N. Y. Phone, LOnacre 5-0242. **SERVICES OFFERED:** Transcription, off-the-air recordings.

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**General Broadcasting System**

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, J. L. Brownell. **BRANCH OFFICE:** 1227 Prospect Ave., Cleveland, Ohio. Phone, Prospect 7716. **SERVICES OFFERED:** Custom-built transcriptions, production, script, recording, talent

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**Hollywood Recording Co.**

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, Hillside 3097, GLadstone 2191. President, John Hirsch. **SERVICES OFFERED:** Line check and off-the-air recordings, transcriptions, production.

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**Illinois Educational Sound  
Service**

(Norman-Willets Sound Productions)  
20 North Wacker Drive, Chicago, Ill. Phone, Randolph 8305. Manager, W. R. Damron. **SERVICES OFFERED:** Recordings.

**Kasper-Gordon Studios, Inc.**

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President-Production Manager, Edwin H. Kasper; Treasurer-Director of Commercial Department, Aaron S. Bloom; Scripts: Robert R. Giffen, Albert P. Burke; Production: Robert R. Giffen, Robert W. Graham.

**James B. Keyser Co., Inc.**

137 Motor Ave., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keyser. SERVICES OFFERED: Transcription recordings, processing and pressing.

**Lewis Recording Studios, Inc.**

1040 Geary St., San Francisco, Calif. Phone, ORdway 3671. President, Samuel Lewis; Executive Vice-President, Ralph Castle. SERVICES OFFERED: Electrical transcriptions, personal recordings, syndicated programs.

**Estelle Lutz Artists Bureau**

(Successor to Armand-L'Estelle)

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 6061. Owner-Manager, Estelle A. Lutz. SERVICES OFFERED: Scripts, live talent, musical and dramatic productions.

**C. P. MacGregor**

729 S. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor. SERVICES OFFERED: Musical and dramatic library, transcriptions, recordings, studio rental.

**Mak-A-Record Transcription Co.**

640 Riverside Drive, New York, N. Y. Phone, EDgecombe 4-7267. President-General Manager, Owen Seelig; Secretary, Dorothy Cimarosa; Treasurer, Alfred E. Seelig. SERVICES OFFERED: Air checks, personal recordings, transcribed programs, scripts, audition records, sound measurements, television film.

**R. U. McIntosh & Associates, Inc.**

10558 Camarillo St., N. Hollywood, Calif. Phone, SUNset 2-9275. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. SERVICES OFFERED: Transcriptions, production of programs, recordings.

**Mertens & Price, Inc.**

3923 West Sixth St., Los Angeles, Calif. Phone, Drexel 1118. General Man-

ager, George Logan Price. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

**Meyers Recording Service**

1414 McKean St., Philadelphia, Pa. Phone, DEWey 3435. Owner, Frederick A. Meyers. SERVICES OFFERED: Recordings.

**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. SERVICES OFFERED: Recordings on tape.

**Miller Bros.**

445 S. La Cienga Blvd., Los Angeles, Calif. Phone, Bradshaw 2-1233. Partners, Ross Miller and W. H. Miller. SERVICES OFFERED: Transcriptions, recordings, sound engineering.

**Musicraft Records, Inc.**

10 West 47th St., New York, N. Y. Phone, BRyant 9-6564-5. President, Milton L. Rein; Treasurer, Henry Cohen; Secretary, Samuel P. Puner. SERVICES OFFERED: Off-the-air transcriptions.

**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. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel, Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161. Manager, Robert F. Schuetz. SER-

VICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recording programs, reference or audition recordings, RCA-NBC Orthacoustic Transcriptions.

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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 recordings, sales presentation.

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**Radioaids, Inc.**

1041 N. Las Palmas Ave., Hollywood, Calif. Phone, Hollywood 5107. Manager, E. D. Bedell. SERVICES OFFERED: Electrical transcriptions.

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**Radio Center, Limited**

100 Adelaide St., West, Toronto, Ont., Canada, Phone, Waverly 2036 and 2846. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Production Manager, Douglas Marshall; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom-built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

●

**Radio Receiving Record Co.**

304 Smith St., Providence, R. I. Phone, Dexter 4081. Manager, Lewis A. McGowan, Jr. BRANCH OFFICE: 2172 Front St., San Diego, Calif. Phone, Main 7552. Manager, Eleanor Osborne. SERVICES OFFERED: Educational recording service.

●

**Radio Recorders, Inc.**

932 North Western Ave., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

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**Radio Recording Studios**

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Mana-

ger, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

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**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.

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**Radioscriptions, Inc.**

726 11th St., N.W., Washington, D. C. Phone, REpublic 0861. President, E. G. Sharpless; Treasurer, B. P. Sharpless; General Manager, Marshall L. Faber. SERVICES OFFERED: Phonograph recordings, custom transcription, studio construction, manufacturers' representatives.

●

**Radio Transcription Co. of America, Ltd.**

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Andrew J. Schrade; Station Relations Manager, Clyde L. Wood. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

●

**RCA Manufacturing Co.**

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

●

**Rec-Art Studios**

1120 S. Main St., Los Angeles, Calif. Phone, PROspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

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**Reeves Sound Studios, Inc.**

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs and phonograph records.

●

**Robinson Recording Laboratories**

35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Electrical transcriptions, standard phonograph records, dramatized spot announcements, casting and direction.

## TRANSCRIPTION COMPANIES

### **Roth & Berdun Recording Studios**

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

### **Joseph C. Schramm Studios**

4000 Canal St., New Orleans, La. Phone, Galvez 914. Owner, Joseph C. Schramm. SERVICES OFFERED: Program production, recordings.

### **Shryock Radio Co.**

Penn A. C. Bldg., Philadelphia, Pa. Phone, 4404-5 and 3300. Proprietor, J. Richard Shryock; Manager, Nace Hopple. SERVICES OFFERED: Recordings.

### **Harry Smith Recordings**

2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; General Manager, W. Earl Richard. SERVICES OFFERED: Transcription, air checks, personal recordings.

### **Speak-O-Phone Recording & Equipment Co.**

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. REPRESENTATIVES: John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; Murphy & Cota, 291 Peachtree St., Atlanta, Ga.; Byron L. Moore, 191 Starin Ave., Buffalo, N. Y.; Henry P. Segel, 235 Pine St., Gardner, Mass.; Royal Smith, 912 Commerce St., Dallas, Texas; Royal A. Stemm, 21 E. Van Buren St., Chicago, Ill.; Don Wallace, 4214 Country Club Drive, Long Beach, Calif.; M. E. Foster, 601 Cedar Lake Road, Minneapolis, Minn.; Paul M. Cornell, 3292 Cedarbrook Rd., Cleveland Heights, Ohio. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

### **Speedy-Q Sound Effects**

1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Department Manager, Harry Gennett, Jr. REPRESENTATIVE: Charles Michelson. SERVICES OFFERED: Recorded sound effects.

### **Star Record Co.**

17 West 60th St., New York, N. Y. Phone, Circle 6-2799. President-Engineer, J. L. Victoria; Assistant Engineer, William Gardner; Sales Manager, Dorothy Vanston; Secretary, Judith Frost. SER-

VICES 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.

### **Technisouic Recording Laboratories**

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Alt-house; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

### **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.

### **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. Vice-President-Treasurer, James W. Gillis, Jr.; Secretary-Director of Sales, H. D. Bogardus. SERVICES OFFERED: Transcribed radio programs, script programs, production, studio recordings, educational recordings, remote recording facilities.

### **Tullen Sound Recording Studios**

40 Euclid St., West, Hartford, Conn. Phone, Hartford 6-7481. Manager, David B. Tullen. SERVICES OFFERED: Commercial and private disc recordings, air checks.

### **United Artists Bureau, Inc.**

905 Walnut St., Des Moines, Iowa. Phone, 4-5553. General Manager, R. B. Eaton. SERVICES OFFERED: Transcription recording studios.

## TRANSCRIPTION COMPANIES

### **United Recording Co.**

Suite 10-142, Merchandise Mart, Chicago, Ill. Phone, Delaware 6364. President, Lee Stremblau; Production and Sales, Sam T. Pierce. SERVICES OFFERED: Electrical transcriptions, production, talent.

### **United Sound Systems**

5840 Second Blvd., Detroit, Mich. Phone, Trinity 2-9384. President, James V. Syracuse. SERVICES OFFERED: Instantaneous recordings, program transcriptions.

### **United States Record Corp.**

1780 Broadway, New York, N. Y. Phone, Circle 5-7190. General Manager-Executive Vice-President, Eli E. Oberstein. SERVICES OFFERED: Phonograph records, transcriptions.

### **United States Recording Co.**

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Custom transcriptions, scripts, talent.

### **Universal Radio Productions**

360 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. SERVICES OFFERED: Transcriptions, program counsel, off-the-air recordings.

### **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.

### **Voice Recordings**

221 Chronicle Bldg., San Francisco, Calif. Phone, Garfield 9155. Manager, Robert Caraway. SERVICES OFFERED: Recordings.

### **Gleen Wallichs Recording Studios**

5205 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 2940-8633. Manager, Gleen Wallichs; Technician, Carl Auer. BRANCH OFFICES: 1637 N. Ivar Ave., Hollywood, Calif. Phone, Hillside 9615. Manager, Oscar Wallichs; 730 West Seventh St., Los Angeles, Calif. Phone Vandike 1241. Manager, John D. Jennings. SERVICES OFFERED: Electrical transcriptions, studio recordings,

direct-line recordings, off-the-air recordings, portable recording service.

### **WHN Transcription Service**

1540 Broadway, New York, N. Y. Phone, BRYant 9-7800. Manager, Robert G. Patt. SERVICES OFFERED: Electrical transcription, production, instantaneous off-the-line and off-the-air transcriptions, master recordings, pressings, air checking, talent.

### **Woods Recording Studios**

54 West Randolph St., Chicago, Ill. Phone, DEArborn 3646. President, Henry Kaufman; General Manager, Frank Bard; Sales Manager, Dr. E. K. Osmun. SERVICES OFFERED: Custom transcriptions.

### **Wor Electrical Transcription and Recording Service**

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

### **World Broadcasting System, Inc.**

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. President, P. L. Deutsch; Vice-President and General Manager, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Secretary-Manager of Program Production, Charles Gaines; Station Relations Manager, A. B. Sambrook; Sales Promotion and Advertising Manager, M. A. Hollinshead; Chief Engineer, Charles Lauda, Jr. BRANCH OFFICES 301 East Erie St., Chicago, Ill. Phone, Superior 9114, Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglass 3310. Manager, C. C. Langevin; Wardman Park Hotel, Washington, D. C. Phone, Columbus 2000. Resident Manager, Harold A. Lafount. SERVICES OFFERED: Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nation-wide transcription network.

### **Zabelle, Inc.**

1918 S. E. Ladd Ave., Portland, Ore. Phone, East 9809. Manager-Owner, R. T. Zabelle. SERVICES OFFERED: Transcriptions, studio rental, film recordings.

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# VALUE OF THE LITTLE THEATER TO LOCAL BROADCASTERS

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By

**JOSEPH M. KOEHLER**

*President, Radio Events, Inc.*

**T**HE LITTLE THEATER GROUP in your town represents a ready-made audience for your station. That perhaps is the baldest way of looking at the little theater and its relationship to broadcasting. It's one, moreover that cannot be discounted. If there isn't a little theater in your town, there is an Epworth League, the dramatic section of the Y.M.C.A. or a college dramatic organization like the Mask and Wig, The Blackfriars or The 47 Workshop, all ready to cooperate with you in the broadcasting of live drama, all ready to deliver a listening audience. There is no more earnest group of boosters in the world than the men and women of your town interested in a little theater. The property man may be the town banker, the scene painter, the druggist and the promoter may be the Mayor. The writer knows of at least twelve little theaters that shape up approximately this way, with the balance of the staff and cast representing a cross section of the town's "Who's Who" from both sides of the track.

## Publicity

Radio, for the little theater, represents its most efficient publicity medium and hundreds of groups pay for their own scripts and even rehearse their weekly plays in their own theaters or studios, thus making practically no call upon the station's staff or studios except for "dress" and broadcast. They demand little in the way of credit, beyond the announcement that "The Civic Theater presents your favorite drama with your favorite cast including . . ."

There is no doubt also that present day groups such as the Mason City Little Theater, the Town Theater of Charlotte, N. C., The Baker Theater of Portland, Oregon, The Kanawha Players of Charleston, West Virginia, The Pasadena Playhouse of Pasadena, California, are just part of the thousands of little theaters that are building stars. They are often broadcasting performances that sometime top the very fine work that is being done by NBC's "Guild" and CBS's Workshop because they are not restricted on rehearsals. To them a rehearsal is a labor of love that goes on—on as long as it is necessary.

## Experimental

Aside from the fact that they deliver an audience, there is a broader reason

for presenting your Little Theater on the air. This is found in the fact that there must be a real experimental side to radio drama, there must be a broadcast place for drama that may be terrible or inspired. The differential between these two is far less than many of you, who are undramatic minded, realize.

There are playwrights working in the radio medium, that are writing material that is being turned down daily by agencies and networks as "not being radio." Even the men and women who turn down the material will tell you that they'd like to "take a chance" with it but don't dare gamble with the sponsors' money or affiliated stations' time. Yet the very essence of the future of radio depends upon these experimental broadcasts reaching the air. Men like John Fleming, whose "Aussa, the Arab" finally broke onto NBC coast to coast with sensational midnight results in five weeks are writing material that will create a new formula for broadcast drama. Were it not for the hundreds of little theaters that are already on the air, they would find no place to work out or develop technique. That "two character dramas" and a "new story telling method" are evolving on these hundreds of stations is ample proof of the virility of the Little Theater on the air, as an experimental medium.

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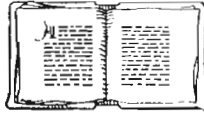
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3923 W. Sixth St., Los Angeles, Calif.  
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George Logan Price.

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## **NEA Features, Inc.**

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## **Radio Events, Inc.**

535 Fifth Avenue, New York, N. Y.  
Phone, MUrray Hill 6-3487. President,  
Joseph M. Koehler.

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## **Radio Writers Laboratory**

Conestoga Bank Bldg., Lancaster, Pa.  
Phone, 2-1387. Manager, M. S. Miller;  
Director, Special Features Division, Paul  
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## **The Script Library**

535 Fifth Ave., New York, N. Y.  
Phone, MUrray Hill 6-3487. Station Con-

tact, Martin Lawrence; General Manager,  
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30 Rockefeller Plaza, New York, N. Y.  
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## **Star Radio Programs, Inc.**

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grams, Gay Lee. REPRESENTATIVES:  
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Calgary and Vancouver.

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## **World Broadcasting System, Inc.**

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drick, Norton Cotterill; Treasurer, W. R.  
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# A · S · C · A · P

By **JOHN G. PAINE**

*General Manager*

**T**HE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

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# S · E · S · A · C

By **PAUL HEINECKE**

*President*

One of the most important organizations in the music industry, SESAC has the exclusive and complete control of the performing rights, as well as the mechanical and synchronization rights of some 130 music catalogs, the majority of which are American publishers. The SESAC standard radio broadcasting performance agreement licenses the use of over 35,000 copyrighted musical compositions.

SESAC licenses are now carried by practically all of the commercial broadcasting stations in the United States and program listings reflect an ever increasing use of SESAC music. During the latter part of 1939 SESAC renewed its five year contracts with Columbia Broadcasting System, the National Broadcasting Company, the Yankee and Don Lee networks and the McClatchy Group. Individual radio station licenses expiring in 1939 were also renewed for an additional five year period in every instance.

Known in the radio industry as the "Friendly Society," SESAC has acquired this enviable sobriquet by real cooperation with broadcasters through its New York office and its full-time field representatives. Through regular visits of these representatives to all radio stations during the past ten years, SESAC has kept in close touch with the broadcasting industry. These representatives are instructed to study the problems and requirements of station owners and program directors, and this information has been of material assistance to SESAC in formulating its policies and in maintaining its excellent relationships with broadcasters.

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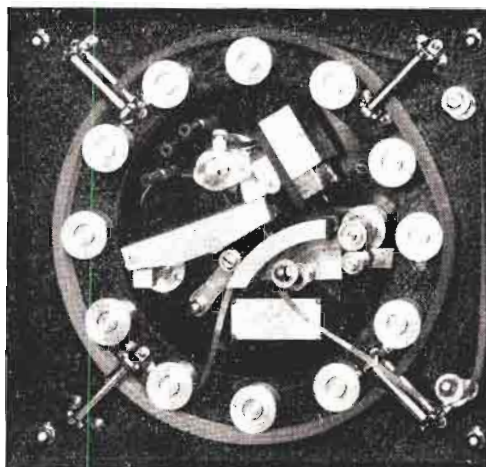
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## Large Disk

With the advent of the talking pictures, necessity again becoming the mother of invention, a 16-inch disc rotating at  $33\frac{1}{3}$  revolutions per minute, having a playing time of 15 minutes capable of synchronization with 1,000 feet of film was developed. Simultaneously with the development of the synchronized 16-inch disc came the photographic method of reproducing sound on film and the 16-inch disc was then relegated to the field of radio electrical transcriptions.

With the years there has been a tremendous demand for many applications for a longer recording time—this field of research has been sadly neglected.

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It can be readily understood that to accomplish longer playing time a material such as film or tape had to be used. To date we have film or other like material which we shall designate as tape. It may be advisable at this time to mention that with the use of tape to give continuous uninterrupted recording the following advantages are essential; namely, permanency, intelligibility of sound, instantaneous playback and minimum cost of operation.

Since the invention of motion picture film and the phonograph many have experimented to record and reproduce sounds on film or tape by the means of

a stylus. The experiments conducted have never been wholly satisfactory. In 1930, I discovered a method whereby with the use of the "yieldable bed" I found it possible to accomplish the important requirements for sound recording on tape; indefinite life, minimum surface noise, permanency and intelligibility of sound.

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In the course of this film research a magazine containing an endless loop was developed for uninterrupted recording for any period of time desired. Recently by tests and research it was found that with the use of a new material in this continuous loop greater periods of continuous recording could be accomplished giving a greater reduction in cost per hour for permanent recording.

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521 Fifth Ave. . . . .Vanderbilt 6-1750
- Getts, Clark II.**  
Waldorf-Astoria Hotel. . . . .PLaza 3-9005
- Glaser, Joe, Inc.**  
30 Rockefeller Plaza. . . . .Circle 7-0862
- Haensel & Jones**  
113 W. 57th St. . . . .Circle 7-6900
- Hahlo, Sylvia**  
145 W. 58th St. . . . .Circle 7-7440
- Hanna, Mark**  
654 Madison Ave. . . . .REgent 4-6250
- Hayward, Leland, Inc.**  
654 Madison Ave. . . . .REgent 4-7000
- Hesse & McCaffrey**  
501 Madison Ave. . . . .ELdorado 5-1076
- Irwin, Lou, Inc.**  
30 Rockefeller Plaza . . . . .Circle 6-1234
- Kaufman, Jesse L., Inc.**  
22 W. 48th St. . . . .PEnnsylvania 6-2409
- Lavin, Jack**  
Park Central Hotel . . . . .Circle 7-8000
- Leading Attractions, Inc.**  
515 Madison Ave. . . . .PLaza 3-8093
- Lenef, William C., Literary Associates**  
654 Madison Ave. . . . .REgent 4-0770
- Lipset, Ben B., Inc.**  
1350 Broadway . . . . .Lackawanna 4-9275  
CHickering 4-2466
- Lyons, A. & S., Inc.**  
515 Madison Ave. . . . .PLaza 3-5181
- Metro Artist Bureau**  
1650 Broadway . . . . .Circle 7-2829

**Mills Artists, Inc.**  
1619 Broadway .....Circle 6-1566

**Morris, William, Agency**  
1270 Sixth Ave.....Circle 7-2160

**Morrison, Leo, Inc.**  
1776 Broadway.....Circle 7-6413

**Moses, John, Inc.**  
730 Fifth Ave.....Circle 6-2677

**Music Corporation of America**  
745 Fifth Ave.....Wickersham 2-8900

**National Radio Artists**  
1650 Broadway .....Circle 7-3071

**NBC Artists Service**  
30 Rockefeller Plaza.....Circle 7-8300

**North, Meyer B.**  
1564 Broadway .....BRyant 9-8667

**Okun, Lillian, Inc.**  
15 Central Park West.....Columbus 5-0060

**Radio Orchestra Corp.**  
1619 Broadway.....Columbus 5-5952

**Roth Agency, The**  
1619 Broadway .....Circle 7-8220

**Rubinoff Orchestras**  
1501 Broadway .....LAckawanna 4-7147

**Samuels, David S.**  
1600 Broadway .....Circle 6-6446

**Selznick, Myron, Ltd. of N. Y.**  
630 Fifth Ave.....Circle 7-6201

**Shank, Mary L. & Tuvim, Abraham**  
RKO Bldg. ....Columbus 5-1332

**Shurr, Louis**  
1501 Broadway .....CHickering 4-8240

**Simon Agency, Inc.**  
1270 Sixth Ave.....Columbus 5-7772

**Souvaine, Henry, Inc.**  
1270 Sixth Ave.....Circle 7-5696

**Spector, Martin**  
551 Fifth Ave.....MUrray Hill 2-4111

**Storer, Douglas F.**  
1270 Sixth Ave.....Circle 7-1150

**Tyro Productions**  
1697 Broadway .....Columbus 5-3737

**Vallee, Rudy, Orchestra Units Corp.**  
9 Rockefeller Plaza.....Circle 7-2620

**White, Roger**  
1270 6th Ave.....Circle 7-4943

**Wilson, Roy (Wilson, Powell & Hayward)**  
444 Madison Ave.....PLaza 5-5480

**Wolf Associates, Inc.**  
1270 Sixth Ave.....Columbus 5-1621

**WHN Artist Bureau**  
1510 Broadway .....BRyant 9-7800

**WMCA Artist Bureau**  
1657 Broadway .....Circle 6-2209

**WNEW Artist Bureau**  
501 Madison Ave.....PLaza 3-3300

**WOR Artists' Bureau**  
1440 Broadway .....PENnsylvania 6-8383

**Worthington, Dorothy**  
17 East 55th St.....Wickersham 2-2759



**Artists & Authors, Inc.**  
8555 Sunset Boulevard.....OXford 2371

**Artists' Managers Guild**  
9441 Wilshire Blvd. (Beverly Hills)  
OXford 4585

**Associated Artists, Ltd.**  
8627 Sunset Blvd.....OXford 6286

**Batchelor, Walter**  
8782 Sunset Blvd.....CRestview 1-8181

**Berg-Allenberg**  
9484 Wilshire Blvd. (Beverly Hills)  
OXford 3131

**Beyer-MacArthur & Co.**  
1680 N. Vine St.....Hillside 2125

**British American Film Agency**  
9010 Sunset Blvd.....CRestview 1-5285

**Charney, William**  
9615 Brighton Way (Beverly Hills)  
CRestview 1-9111

**Collier-Weber & Todd**  
8584 Sunset Blvd.....OXford 3101

**Columbia Management of Calif.**  
6111 Sunset Blvd.....HOLlywood 6365

**Conlon-Armstrong**  
8734 Sunset Blvd. ....CRestview 1-5181

**Consolidated Radio Artists, Inc.**  
9134 Sunset Boulevard.....OXford 1005

**Crosby, Everett, N., Ltd.**  
9028 Sunset Blvd.....CRestview 11171

**Curtis, Jack**  
6030 Wilshire Boulevard.....WEBster 7181

**Davis, Don**  
9123 Sunset Boulevard.....CRestview 5-7444

**Dolan & Doane**  
8905 Sunset Blvd. ....CRestview 1-9185

**Epstein, David**  
6777 Hollywood Blvd.....GRanite 2159

**Famous Artists, Inc.**  
9441 Wilshire Blvd.....CRestview 1-5222

**Fanchon & Marco**  
5600 Sunset Blvd.....HOLlywood 5341

**General Amusement Corp.**  
9028 Sunset Boulevard.....CRestview 1-8101

**Gertz, Mitchell**  
8506 Sunset Blvd.....OXford 7018

**Goldstone, Nat C.**  
8782 Sunset Blvd.....OXford 1131

**Hawks-Volek**  
9441 Wilshire Blvd. (Beverly Hills)  
OXford 3121

**Hayward, Leland Co., Inc.**  
9200 Wilshire Blvd.....CRestview 15151

**Irwin, Lou**  
9134 Sunset Boulevard.....OXford 1005

**Jaffe, Sam**  
8555 Sunset Blvd.....OXford 6121

**Kingston, Al**  
9441 Wilshire Blvd., Beverly Hills  
CRestview 1-5222

**Kane, Walter**  
8584 Sunset Blvd., OXFord 2396

**Lee, Thomas S., Artists' Bureau**  
1076 West 70th Street, VAudike 7111

**Lehr, Abraham, Inc.**  
8923 Sunset Boulevard, OXFord 4153

**Levey, M. C.**  
1300 N. Crescent Heights Blvd., GLadstone 3145

**Liebtig & Englander**  
8776 Sunset Boulevard, CRestview 1-2141

**A. & S. Lyons, Inc.**  
9441 Wilshire Blvd., Bev. Hills, OXFord 1116

**MacQuarrie Agency**  
8913 Sunset Blvd., OXFord 7162

**Marx, Zeppo**  
8732 Sunset Blvd., OXFord 4161

**McCarthy, Charlie, Inc.**  
6305 Yucca, Hillside 6125

**Morris, William, Agency**  
202 N. Canyon Drive, CRestview 1-6161

**Morrison, Leo**  
204 S. Beverly Drive, CRestview 1-9191

**Music Corporation of America**  
MCA Square, Beverly Hills, BRadshaw 2-3211

**Mutual Broadcasting System**  
1076 W. Seventh Street, VAudye 7111

**NBC Artists' Bureau**  
1500 N. Vine Street, HOLlywood 6161

**Orsatti & Co.**  
9130 Sunset Blvd., OXFord 6241

**Pantages, Rodney**  
6233 Hollywood Blvd., HOLlywood 2211

**Radio Central Casting Bureau**  
1151 S. Broadway, PROspect 2626

**Schall-Martyn Agency**  
8949 Sunset Blvd., OXFord 1101

**Schulberg, Ad-Jaffe, Sam, Inc.**  
8555 Sunset Blvd., OXFord 6121

**Selznick, Myron & Co., Inc.**  
9700 Wilshire Blvd. (Beverly Hills)  
CRestview 1-9171

**Selwyn, Arch**  
8782 Sunset Blvd., CRestview 1-8181

**Shagrin, Max**  
6253 Hollywood Blvd., GRanite 5171

**Shurr, Louis Inc.**  
9165 Sunset Blvd., CRestview 11116

**The Small Co.**  
8272 Sunset Blvd., HOLlywood 2722

**Swanson, H. N., Inc.**  
8523 Sunset Blvd., CRestview 1-5115

**Weed, Richard M., Agency**  
8584 Sunset Boulevard, OXFord 6834

**Winship, William C.**  
8500 Sunset Blvd., CRestview 1-9989

**Wolfe Associates, Inc.**  
6912 Hollywood Boulevard, GLadstone 0676

**Wurtzel, Harry**  
8981 Sunset Blvd., CRestview 5-6175



**Benn Theatrical Agency**  
64 West Randolph St., DEArborn 2810

**Bezak Associated Booking Office**  
54 W. Randolph St., DEArborn 2202

**Chicago Artists Bureau**  
190 N. State St., CENTral 1627

**Columbia Concerts Corp.**  
410 N. Michigan Avenue, WHitehall 6000

**Conklin, Neil**  
75 E. Wacker Drive, DEArborn 1714

**Consolidated Radio Artists, Inc.**  
32 W. Randolph St., FRAnklin 8300

**Edwards, Gus**  
410 N. Michigan Avenue, DELaware 5526

**Ellsworth, W. M.**  
75 East Wacker Drive, CENTral 0942

**General Amusement Corp.**  
32 West Randolph St., STATE 6288

**Glaser, Marcus**  
263 N. Wabash Avenue, DEArborn 8223

**Gordoni, Lillian**  
1258 S. Michigan Avenue, CALumet 6979

**Gumbiner Theatrical Enterprises**  
310 S. Michigan Avenue, WEBster 4543

**Herman, Sam**  
54 W. Randolph St., STATE 2147

**Jacky & Thorndyke**  
520 N. Michigan Blvd., DELaware 3262

**Levin, W. Biggie**  
612 N. Michigan Ave., SUPerior 0506

**Linton, Ray**  
360 North Michigan Avenue, STATE 6662

**Lutz, Estelle, Artists Bureau**  
410 South Michigan Avenue, HARRison 6061

**Morris, William, Agency**  
203 N. Wabash Ave., STATE 3632

**Morse, Edward M.**  
190 N. State St., STATE 7419

**Morse, Sidney P.**  
162 North State Street, STATE 1728

**Music Corporation of America**  
430 N. Michigan Avenue, DELaware 1100

**NBC Artists Service**  
Merchandise Mart, SUPerior 8300

**North, Stanley**  
310 S. Michigan Avenue, WABash 5595

**Parker, Donna**  
540 N. Michigan Avenue, DEArborn 1714

**Pearlman, Bernard**  
75 E. Wacker Drive, FRAnklin 1144

**Schuster, Milton**  
36 W. Randolph St., DEArborn 3633

**WLS Artists Bureau**  
1230 W. Washington Blvd., HAYmarket 7500

**Vellman, Duke, Agency, Inc.**  
162 North State Street, STATE 1728

# **F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations**

*As of January 1st, 1940*

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse be-

tween such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

## **FCC Rules and Regulations Regarding Political Broadcasting**

*As of July 1st, 1939*

"**Rule 36a 1.** No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"**Rule 36a 2.** The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"**Rule 36a 3.** The rates, if any,

charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the **exclusion of other legally qualified candidates** for the same public office.

"**Rule 36a 4.** Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

# AFRA CODE OF FAIR PRACTICE

*"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients. Resolutions Passed during 1939 are also included.*

## CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS

We, the undersigned, on this.....day of.....1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

IN WITNESS WHEREOF, we have signed this agreement and Code of Fair Practice on the day and year above stated.

By .....

Producer

By .....  
American Federation of Radio Artists

**SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS**



## ACTORS

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half-hour or part thereof.

### Thirteen Weeks' Continuous Guarantee:

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

#### Single Broadcast Per Day

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$105.00
4	10	100.00
3	5	80.00

#### Broadcast and Repeat

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$140.00
4	10	125.00
3	5	100.00

#### Advance Recording Plus Live Network Broadcast

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	\$160.00
4	10	145.00
3	5	115.00

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half-hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

**Recordings:** Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a net-

work from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges:

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis:

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

**Dramatized Commercials:** Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$7.50
16 to 30 minutes	20.00	10.00
31 to 60 minutes	25.00	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

## SINGERS

### Class 1—Groups of 9 or More Voices:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$14.00	\$7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

**Rehearsal:** Orchestra and all coaching rehearsals \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

### Class 2—Groups of 5 to 8 Voices Inclusive:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$24.00	\$8.00
16 to 30 minutes	28.00	10.00
31 to 45 minutes	32.00	12.00
46 to 60 minutes	36.00	14.00

**Rehearsal:** Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for at the rate of \$1.50 per quarter-hour or part thereof.

**Program Auditions:** Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

**Special Minimum Working Conditions for Singers:** Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations such as traveling on the road will be met by waivers under paragraph "8" of the Rules.

#### ANNOUNCERS

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

**Rehearsal:** \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half-hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

Times a week	Weekly Minimum Compensation	Weekly fee for re-broadcast
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

**Network Commercial Cut-In Announcements:** Shall be paid at the rate of \$10.00 for each such announcement.

**Program Auditions:** Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

#### Special Provisions Regarding Announcers:

(a) Where a prior record is made in connection with a five-time-a-week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45 minute rehearsal allowed for each of five broadcasts may be computed at 2.25 minutes to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancelable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

**Rehearsal:** Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter-hour or part thereof.

#### Class 3—Groups of 2 to 4 Voices Inclusive:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$30.00	\$10.00
16 to 30 minutes	35.00	12.00
31 to 45 minutes	40.00	14.00
46 to 60 minutes	45.00	16.00

**Rehearsal:** Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

#### Class 4—Soloists:

Length of program	Fee	Re-broad- cast fee
15 minutes or less	\$40.00	\$15.00
16 to 30 minutes	50.00	17.50
31 to 45 minutes	60.00	20.00
46 to 60 minutes	70.00	22.50

#### GENERAL SCHEDULE OF RULES

1. **Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. **Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deduction whatever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

3. **AFRA Rules:** Producer agrees that he has notice that the performer is a member of AFRA and must obey its rule. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the American Federation of Radio Artists.

4. **Cancelled Program:** Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless she shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

5. **Cancelled Individual Engagements:** In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is a ride, the risk of performer's incompetence is assumed by him.

6. **Arbitration:** Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page "11" of this Code.

7. **Additional Services:** No service of the performer is contracted for except as specified herein.

8. **Waivers:** AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

9. **Production Presented:** In the event that the program for which the performer is engaged

is complained of and any prosecution, civil or criminal, private or governmental, shall follow. Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. **Alterations:** Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. **Bond in Certain Cases:** AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. **Unfair Producers:** Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of \$50 for five programs a week and \$12.50 for the re-broadcasts; \$10 for single broadcast and \$2.50 for re-broadcast; and 15-minute rehearsal; dress rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15-minute program shall be \$10 and \$6 per hour for first hour of rehearsal, \$3 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than \$7.50 for the program and \$5 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15-minute shows includes a 15-minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75 per cent of the cast are children come within the provisions of the waiver clause and shall be so treated.

#### RESOLUTIONS PASSED IN 1939

Rule 5(a). "AFRA" or "Union" Shop Defined. AFRA members shall under services (1) only where all the actors, singers and announcers on the program or in the performance are members in good standing and AFRA and work under AFRA conditions and regulations, and (2) only for employers who enforce AFRA shop and who have agreed to and abide by AFRA terms and conditions.

Rule 5(b). "AFRA" Shop applies to recorded programs as well as "live" broadcasts. Where a record or electrical transcription is broadcast, all actors, singers and announcers who took part in the record or transcription, as well as all actors, singers and announcers on such part of the program as may be "live," must be members of AFRA in good standing and work under AFRA conditions and regulations.

Rule 6(a). The National Board may, from time to time, place on the unfair list any employer or other person who refuses to abide by union conditions established by AFRA, or is otherwise unfair to organized labor.

Rule 6(b). No member of AFRA may work for any employer or other person who is on the unfair list, nor may any member of AFRA accept an engagement to work on a "live" or recorded broadcast originating at any radio station that is unfair.

Rule 6(c). The term "employer" or "person," as used herein, includes any sponsor, advertising agency, radio station, network, individual contractor, producer and any other person, firm or corporation which is unfair.

Rule 6(d). The unfair list shall be binding upon all locals of AFRA. When any Local Board proposes to place employers or other persons on the unfair list, such proposal must be submitted to the National Board for approval, together with a statement of the reasons therefor.

Rule 7(a). The Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists shall be applicable to all network broadcasting and to all commercial programs broadcast on any network system or its stations. Explicitly, the Code applies not only to programs broadcast over the facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, but in addition applies to any new network or stations from which commercial programs shall originate, and which shall, in the opinion of the National Board, be classified as coming within the terms of the Code.

7(b). No member of AFRA may accept an engagement or make a contract requiring the performance of services on any network system until such system has been classified by the National Board or permission to accept such engagement and make such contract has been granted by the National Board.

# WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

RELEASED JAN., 1940

## Program Favorites

	<i>Points</i>
Jack Benny	85
Information Please	63
Charlie McCarthy	55
Fred Allen	36
Bing Crosby Hour	34
Kay Kyser's Kollege	29
Bob Hope	28
WABC Monday Radio Theater	25
Orson Welles	19
Toscanini Concerts	16
America's Town Meeting	15
One Man's Family	13

## Leading Comedians

	<i>Points</i>
Jack Benny	143
Fred Allen	85
Charlie McCarthy	80
Bob Hope	76
Fibber McGee and Molly	25
George Burns and Gracie Allen	20
Fannie Brice	11
Tom Howard and George Shelton	9
Abbott and Costello	8
Milton Berle	7

## Quiz and Contest Programs

	<i>Points</i>
Information Please	183
Kay Kyser's Kollege	55
Professor Quiz	51
Doctor I. Q.	46
What's My Name	25
So You Think You Know Music	19
Milton Berle's Gag Busters	17
Ask-It Basket	16
Pot O' Gold	15
Vox Pop	13

## Dramatic Shows

	<i>Points</i>
Lux Radio Theater	139
Orson Welles	85
One Man's Family	45
Star Theater	24
NBC Great Plays Series	21
Aldrich Family	19
Columbia Workshop	18
Ellery Queen Dramas	17
First Nighter	16
Tie Between Silver Theater and Hollywood Playhouse, both	13

## Quarter Hour Shows

	<i>Points</i>
Fred Waring's Orchestra	88
Walter Winchell	43
Amos 'n' Andy	40
Easy Aces	38
Lum 'n' Abner	26
I Love a Mystery	18
Lowell Thomas	17

## Children's Programs

	<i>Points</i>
Nila Mack's Let's Pretend	72
Lone Ranger	42
Little Orphan Annie	30
American School of the Air	24
March of Games	19
Irene Wicker's Singing Lady	17
Jack Armstrong	15

## Sports Announcers

	<i>Points</i>
Bill Stern	158
Ted Husing	153
Red Barber	35
Clem McCarthy	24
Sam Taub	11

## Radio Commentators

	<i>Points</i>
Lowell Thomas	51
H. V. Kaltenborn	50
Raymond Gram Swing	36
Walter Winchell	33
Paul Sullivan	18
Elmer Davis	17
Fulton Lewis	12

## Studio Announcers

	<i>Points</i>
Don Wilson	48
Harry Von Zell	47
Milton Cross	33
Ken Carpenter	29
David Ross	14
Ben Grauer	12
Paul Douglas	9

## Popular Orchestras

	<i>Points</i>
Guy Lombardo	79
Kay Kyser	52
Andre Kostelanetz	37

Wayne King	30
Glenn Miller	26
Horace Heidt	25
Benny Goodman	24
Eddie Duchin	16
Fred Waring	15
Orrin Tucker	13
Phil Spitalny	12
Paul Whiteman	11

### Popular Girl Singers

	<i>Points</i>
Frances Langford	89
Kate Smith	86
Connie Boswell	77
Virginia Simms	29
Mildred Bailey	24
Bea Wain	22
Judy Garland	20
Nan Wynn	17
Bonnie Baker	15
Dorothy Lamour	13

### Male Popular Singers

	<i>Points</i>
Bing Crosby	171
Kenny Baker	89
Tony Martin and Lanny Ross, tie	24
Dennis Day	18
Barry Wood	17
Frank Munn	16
Frank Parker	15
Buddy Clark	13

### Symphonic Conductors

	<i>Points</i>
Arturo Toscanini	174
John Barbirolli	94
Alfred Wallenstein	28
Frank Black	26
Eugene Ormandy	24
Andre Kostelanetz	20
Erno Rapee	19
Howard Barlowe	17
Leopold Stokowski	12
Fritz Reiner	9

### Classical and Operatic Singers

	<i>Points</i>
Nelson Eddy	86
Lawrence Tibbett	63
Richard Crooks	53
Lily Pons	36
Margaret Speaks	33
Gladys Swarthout	26
John Charles Thomas	25
Marian Anderson	23
Donald Dickson	21
Kirsten Flagstad	20
Lucille Manners	18
Jan Peerce	10

### New Stars

1. Alec Templeton
2. Ezra Stone
3. Glenn Miller

# MOTION PICTURE DAILY RADIO POLL

Released December 28, 1939

#### OPEN CHAMPIONS

Edgar Bergen (Charlie  
McCarthy)  
Jack Benny  
Bing Crosby  
Alec Templeton }  
Kay Kyser } tie  
Orson Welles }  
Bob Hope

#### FILM PLAYERS ON AIR

Don Ameche  
Edward G. Robinson  
Bing Crosby  
Walter Huston  
Bob Hope

#### FILM PROGRAMS

Lux Radio Theatre  
Screen Guild Theatre  
Good News of 1940  
Gateway to Hollywood  
Silver Theatre

#### DRAMATIC SERIES

One Man's Family  
Lux Radio Theatre  
Campbell Playhouse  
Big Town  
First Nighter }  
Arch Oboler's Plays } tie

#### COMEDIANS

Jack Benny  
Bob Hope  
Fred Allen  
Edgar Bergen (McCarthy)  
Robert Benchley

#### COMEDIENNES

Fannie Brice  
Gracie Allen  
Mary Livingstone  
Barbara Jo Allen  
(Vera Vague)  
Marian Jordan  
(Molly McGee)

#### COMEDY TEAMS

Fibber McGee & Molly  
Burns & Allen  
Benny & Livingstone  
Bergen & "McCarthy"  
Howard & Shelton

#### VOCALISTS: MALE (Popular)

Bing Crosby  
Kenny Baker  
Lanny Ross  
Buddy Clark  
Frank Parker

#### VOCALISTS: MALE (Classical)

Nelson Eddy  
Lawrence Tibbett  
Richard Crooks  
John Charles Thomas  
Donald Dickson

**VOCALISTS: FEMALE****(Popular)**

Kate Smith  
 Connie Boswell  
 Frances Langford  
 Virginia Simms  
 Bea Wain

**VOCALISTS: FEMALE****(Classical)**

Margaret Speaks  
 Lucille Manners  
 Lily Pons  
 Jessica Dragonette  
 Gladys Swarthout

**DANCE ORCHESTRAS****(Popular)**

Guy Lombardo  
 Kay Kyser  
 Wayne King } tie  
 Glenn Miller }  
 Andre Kostelanetz  
 Horace Heidt

**DANCE ORCHESTRAS****(Swing)**

Benny Goodman  
 Glenn Miller  
 Artie Shaw  
 Tommy Dorsey  
 Bob Crosby  
 Larry Clinton } tie  
 Kay Kyser }

**ORCHESTRAS****(Classical)**

NBC Symphony  
 New York Philharmonic  
 Ford Symphony } tie  
 Andre Kostelanetz }  
 Philadelphia Symphony  
 Frank Black's NBC

**MUSICAL PROGRAMS****(Popular)**

Kay Kyser's Kollege of  
 Musical Knowledge  
 Your Hit Parade  
 Paul Whiteman  
 Tune Up Time  
 Fred Waring

**MUSICAL PROGRAMS****(Classical)**

Ford Sunday Evening Hr.  
 NBC Symphony  
 New York Philharmonic  
 Firestone  
 Cities Service

**COMEDY SERIES**

Jack Benny Show  
 Aldrich Family  
 Bob Hope Show  
 Fibber McGee and Molly  
 Amos 'n' Andy } tie  
 Easy Aces }

**CHILDREN'S SERIES**

Let's Pretend (Nila Mack)  
 Lone Ranger

**Coast to Coast on a Bus****(Milt Cross)**

Irene Wicker  
 Malcolm Claire } tie  
 Jack Armstrong }

**ANNOUNCERS**

Don Wilson  
 Milton Cross  
 Ken Carpenter  
 Harry Von Zell  
 Bob Trout  
 Ben Grauer } tie  
 Andre Baruch }

**COMMENTATORS**

H. V. Kaltenborn  
 Lowell Thomas  
 Elmer Davis  
 Raymond Gram Swing  
 Paul Sullivan

**SPECIAL EVENTS**

CBS—War News  
 NBC—War News  
 Mutual—War News  
 CBC—Visit of Royalty  
 CBS—News Roundup

**COMMERCIAL TALKS**

Jello Program (Benny)  
 Ford Sunday Evening Hr.  
 Johnson's Wax  
 (Fibber McGee)  
 Kraft Music Hall (Crosby)  
 Canada Dry  
 Information, Please

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W O R K   O F

***ARTISTS***

***WRITERS***

***MUSICIANS***

***ANNOUNCERS***

***VOCAL ARTISTS***

***NOVELTY TALENT***

***ORCHESTRA LEADERS***

***NEWS COMMENTATORS***

***SPORTS COMMENTATORS***

***BACK STAGE PERSONNEL***

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(I GUESS I'M IN A RUT)



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# Radio Artists

AND THEIR WORK  
DURING 1939



## — A —

**AAROA, ALDEN**  
WCHV, Charlottesville, Va.  
WCHV Players.

**ABBEY, JOAN**  
WCKY, Cincinnati, Ohio. Jean  
Abbey Woman's Home Com-  
panion.

**ABBOTT, BUD**  
CBS, Kate Smith Hour.

**ACE, GOODMAN**  
NBC, Easy Aces.

**ACE, JANE**  
NBC, Easy Aces.

**ACREE, CHARLES**  
WLS, Chicago, Ill. Some-  
thing To Talk About.

**ACREE, CHUCK**  
NBC, We, the Wives.

**ADAMS, BILL**  
CBS, Your Family and  
Mine.

**ADAMS, FRANKLIN P.**  
NBC, Information Please.

**ADAMS, HELEN**  
KWK, St. Louis, Mo. It's  
Fun To Keep House.

**ADAMS, ROBERT K.**  
CBS, Dr. Susan, Hilltop  
House.

**ADAMSON, HANS CHRISTIAN**  
CBS, Men Behind the Stars.

**ADLER, DON**  
KFAR, Fairbanks, Alaska.

**AGUGLIA, MIMI**  
WOV, New York, N. Y.

**ALBRIGHT, EDDIE**  
CBS.

**ALDERMAN, VIRGINIA  
ALLEN**  
WDAE, Tampa, Fla. Bridge  
Forum.

**ALEXANDER, AL**  
WHN, New York, N. Y.  
Board of Arbitration.

**ALEXANDER, BEN**  
NBC, Hawthorne House, Sig-  
nal Carnival, Hall of Fun,  
Brenthouse, Little Ol' Holly-  
wood, This Moving World.

**ALLEN, BARBARA JO**  
NBC, One Man's Family,  
The Signal Carnival.

**ALLEN, CHARME**  
David Harum, Life Can Be  
Beautiful NBC, Pretty Kitty  
Kelly CBS.

**ALLEN, FRED**  
NBC, The New Fred Allen  
Show.

**ALLEN, GRACIE**  
Chesterfield Program, Hinds  
Program CBS, Burns and  
Allen NBC.

**ALLEN, IDA BAILEY**  
NBC.

**ALLEN, MEL**  
CBS, Saturday Night Swing  
Club.

**ALLENBY, PEGGY**  
Life Can Be Beautiful CBS,  
David Harum NBC.

**ALLMAN, ELVIA**  
Bob Hope Show NBC, Chase  
& Sanborn Hour NBC, Kraft  
Music Hall NBC, Texaco Star  
Theatre CBS, Lifebuoy Pro-  
gram CBS, Those We Love  
NBC, Al Pearce and His Gang  
NBC.

**AMECHE, DON**  
NBC, The Chase and San-  
born Program.

**AMOS 'N' ANDY**  
NBC, Amos Freeman F. Gos-  
den, Andy Charles J. Correll.

**AMSELL, WILLIAM**  
NBC, Kitty Keene.

**ANDERSON, EDDIE**  
NBC, Jello Program.

**ANDERSON, MARJORIE**  
MBS, The Shadow.

**ANDORN, SIDNEY**  
WGAR, Cleveland, Ohio,  
Cleveland Scene.

**ANDREE, EDITH**  
CBS, Society Girl.

**ANGELL, HERB**  
KQV, Pittsburgh, Pa. Movie  
Gossip.

**ANNEN, GERTRUDE**  
NBC, Young Widder Brown.

**ANTHONY, ALLAN C.**  
KWK, St. Louis, Mo. Song  
Fest.

**ANTHONY, JOHN J.**  
MBS, Good Will Hour.

**ANTHONY, NORMAN**  
NBC, Doctor F. Q.

**APLON, BORIS**  
NBC, Kitty Keene.

**ARCHER, GRAHAM**  
NBC, Brent House.

**ARKELL, ROD**  
WSUN, St. Petersburg, Fla.  
Florida Speaks.

**ARLITT, CORINNE**  
KMAC, San Antonio, Texas,  
Juvenile Stars.

**ARNALL, CURTIS**  
NBC, Pepper Young's Family.

**ARNOLD, EDWARD**  
NBC, Good News of 1940.

**ARQUETTE, CLIFF**  
NBC, Brent House, The Gil-  
more Circus.

**ARTHUR, JACK**  
NBC, Grand Central Station,  
Death Valley Days.

**ARTHUR, RENE**  
CKCV, Quebec, Que. Professor  
Toe.

**ASCOT, RITA**  
NBC, Oxydol's Own Ma Per-  
kins.

**ATWELL, ROY**  
CBS, Joe Penner Program.

**AUBREY, WILL**  
KGO, San Francisco, Calif.  
Musical Clock, Bard of By-  
ways, In the Good Old Days  
NBC, Music Clock NBC.

**AUERBACH, ARTIE**  
CBS, Jack Haley's Wonder  
Show.

**AUSTEN, CHARLES**  
CBS, The Zanny Family.

## — B —

**BABCOCK, BETTY**  
WJBC, Bloomington, Ill. Mu-  
sical Footnotes.

**BACKUS, JIM**  
CBS, Society Girl.

**BACON, MILTON**  
WCKY, Cincinnati, Ohio.  
Homemakers, Cities Worth-  
while, Apples and Salt.

**BADOLATI, MARIO**  
WOV, New York, N. Y.

**BAILEY, RUTH**  
NBC, Guiding Light, The  
Right to Happiness, The  
Woman in White, Kitty  
Keene, Inc.

**BAIRD, JANET**  
NBC, Through a Woman's  
Eyes.

**BAKER, FLORENCE**  
NBC, Brent House.

**BAKER, MILDRED**  
CBS, By Kathleen Norris.

**BAKER, PHIL**  
CBS, Honolulu Bound.

**BAKER, RUSS**  
WOW, Omaha, Nebr. WOW  
Players.

**BALDREDGE, FANNY MAY**  
NBC, The Man I Married.

**BALL, JARRY**  
WISN, Milwaukee, Wis.

**BALL, LUCILLE**  
CBS, The Wonder Show.

**BANDS, JOHN**  
This Day Is Ours CBS, John's  
Other Wife NBC, One of the  
Finest NBC.

**BARNEY, MARION**  
The Chase Twins, NBC, Pepp-  
er Young's Family, NBC,  
When A Girl Marries CBS,  
Gang Busters CBS.

**BARNHART, CHARLEY**  
KXOK, St. Louis, Mo. One  
Man's Diary.

**BARRETT, PAT**  
NBC, The National Barn  
Dance, Sunday Afternoon In  
Rosedale, Uncle Ezra's Radio  
Station EZRA.

**BARRETT, RUTH**  
WFIL, Philadelphia, Pa. Wom-  
an of the Hour.

**BARRIE, ELAINE**  
CBS, Society Girl.

**BARRON, FRED**  
CBS, Dr. Susan.

**BARRON, PATRICIA**  
WHN, There's a Law Against  
It.

**BARROWS, RICHARD**  
CBS, Second Husband.

**BARRYMORE, JOHN**  
CBS, Texaco Star Theatre.

**BARTON, BARBARA**  
NBC, Lorenzo Jones.

# JERRY COLONNA



*"Greetings Gates"*

PEPSODENT SHOW

•

NBC

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(Mr. and Mrs. is the name)



*"Booktalk, Backtalk  
and Smalltalk"*

W  
O  
R



*"Things That  
Interest Me"*

# RADIO ARTISTS

**BARTON, WILLIAM H.**  
CBS, Men Behind the Stars.

**BASCH, FRANKIE**  
WMCA, New York, N. Y.  
Success Stories, Pet Previews,  
Broadway Meets Park Avenue,  
Roving Reporter, Make Up  
Your Mind, Ganzpflank  
Interviews.

**BAUER, CHARITA**  
NBC, Young Widder Brown,  
Billy and Betty.

**BAUM, VICKI**  
MBS, Author, Author.

**BAXTER, DALE**  
NBC, It's Up to You.

**BEASLEY, IRENE**  
CBS, Irene Beasley's R.F.D.,  
No. 1.

**BEAUVAIS, PETER**  
CBS, Society Girl.

**BECKER, BOB**  
NBC, Bob Becker's Chats  
About Dogs.

**BECKER, BOB**  
WFIL, Philadelphia, Pa. The  
Timekeeper.  
MBS, Mystery History.

**BEIBE, LUCIUS**  
MBS, Play Reviews.

**BEIGHLEY, GERTRUDE**  
WBYK, Clarkesburg, W. Va.  
Poetic Gems.

**BEHMILLER, HELEN**  
NBC, Midstream, Story of  
Mary Marlin, Waterloo Junction,  
Girl Alone.

**BEHRENS, FRANK**  
NBC, Guiding Light, Arnold  
Grimm's Daughter, Jack Armstrong.

**BELANGER, M. A.**  
CBR, Rimouski, Que. L'Heure  
des Petits.

**BELL, JOSEPH**  
NBC, Uncle Jim's Question  
Box.

**BELL, ORTH**  
CBS, Uncle Jonathan.

**BEMIS, BETTY LOU**  
KLZ, Denver Colo. The Feminine  
Angle.

**BENCHLEY, ROBERT**  
CBS & NBC, Melody and  
Madness.

**BENELL, JULIE**  
NBC, Stella Dallas.

**BENNETT, H. N.**  
WBLK, Clarksburg, W. Va.  
Our Navy.

**BENNETT, JACK**  
KPO, San Francisco, Calif.  
Musical Clock.

**BENNETT, RHONA**  
WFIL, Philadelphia, Pa.

**BENNY, JACK**  
NBC, The Jello Program.

**BENTLEY, ROBERT**  
WCPO, Cincinnati, Ohio.

**BERG, GERTRUDE**  
CBS & NBC, The Goldbergs.

**BERGEN, EDGAR**  
NBC, The Chase and Sanborn  
Program.

**BERGEN, MRS. FRANK**  
KTAR, Phoenix, Ariz. Sylen  
of Inele, Safety Club.

**BERGER, HAL**  
KHJ, Los Angeles, Calif.  
Adventures of General Shafter  
Parker.

**BERLE, MILTON**  
NBC, Stop Me If You've  
Heard This One.

**BERNARD, AL**  
CBS, Al Bernard's Merry  
Minstrels.

**BERNER, SARA**  
NBC, Joe Penner Program.  
Bob Benchley Program, Ed-  
die Cantor Program.

**BERWICK, VIOLA**  
CBS, Scattergood Baimes.

**BERWIN, BERNICE**  
NBC, One Man's Family.

**BINGHAM, LESLIE**  
CBS, This Day Is Ours.

**BINGLE, CHARLES**  
NBC, The Man I Married.

**BISSON, F. C.**  
WLS, Chicago, Ill. Gram  
Market Reporter.

**BLACKBURN, ARLENE**  
The O'Neills NBC, By Kath-  
leen Norris CBS, Pretty Kitty  
Kelly CBS.

**BLAINE, JOAN**  
NBC, The Valiant Lady.

**BLAIR, JULES**  
WSPD, Toledo, Ohio. Kiddies'  
Karnival.

**BLAND, AL**  
WCKY, Cincinnati, Ohio.  
Meet the People, Morn Pa-  
trol.

**BLOCK, MARTIN**  
WNEW, New York, N. Y.  
Make Believe Ballroom.

**BLUME, ETHEL**  
NBC, Easy Aces, Father and  
Son.

**BOOTHE, SHIRLEY**  
MBS, Guess Where.

**BORRELLI, RALPH**  
WPEN, Philadelphia, Pa. Sun  
Giorgio Varieties.

**BOSWELL, LAURA**  
WHMA, Anniston, Ala. News  
For the Home.

**BOUCHEV, BILL**  
NBC, Guiding Light, Mid-  
stream, The Woman in White,  
Backstage Wife, Kitty Keene.

**BOUNDS, VIRGINIA**  
KRBC, Abilene, Texas. Betty  
and Jenny.

**BOWES, MAJOR EDWARD**  
CBS, Major Bowes' Amateur  
Hour, Major Bowes' Capital  
Family.

**BOYER, CHARLES**  
NBC, Hollywood Playhouse.

**BRACKEN, EDDIE**  
NBC, The Aldrich Family.

**BRADLEY, JOE**  
NBC, The Adventures of  
Tom Mix.

**BRAMM, HORACE**  
CBS, Society Girl, Woman  
of Courage.

**BRAMLEY, RAY**  
NBC, David Harum.

**BRANAS, MARY**  
WALR, Zanesville, Ohio.  
Mother Hubbard's Cupboard.

**BRANT, ROY**  
WFBM, Indianapolis, Ind.

**BRAXTON, MARGARET**  
Brent House NBC, Joe Penner  
Program CBS.

**BRECKNER, GARY C.**  
Boulevard Interviewer KNX,  
PDQ Quiz Court, Catalina  
Fun Quiz CBS, Hendo' For  
Catalina CBS.

**BRESEE, SIDNEY**  
NBC, Road of Life.

**BRENEMAN, TOM**  
KNV, Los Angeles, Calif.  
Spelling Bee/liner.

**BRICE, FANNY**  
NBC, Good News of 1940.

**BRICKERT, CARLTON**  
NBC, The Story of Mary  
Marlin, Girl Alone, A Tale  
of Today.

**BRINKER, KAVE**  
MBS, True To Life.

**BRITT, ELTON**  
WNEW, New York, N. Y.  
Bound-T Ranch.

**BRODIE, DON**  
NBC, The Grouch Club.

**BROOKS, MARTHA**  
WGY, Schenectady, N. Y.  
Market Basket.

**BROWN, ARCH**  
WBRB, Red Bank, N. J. Home  
Philosopher.

**BROWN, E. N.**  
WDAF, Kansas City, Mo. With  
the Poets.

**BROWN, ESTHER SIMON**  
WDAE, Tampa, Fla. Current  
Magic.

**BROWN, JESSIE**  
WFBL, Syracuse, N. Y. Miss  
Goodnews Program.

**BROWN, JOE E.**  
CBS.

**BROWN, JOHN**  
NBC, The New Fred Allen  
Show, Valiant Lady, Lorenzo  
Jones, The O'Neills, Dick  
Tracy.

**BROWN, JOHNNY MACK**  
CBS, Under Western Skies.

**BROWN AND LAVELLE**  
WCCO, Minneapolis, Minn.  
The Sunrisers.

**BROWN, NINETTE**  
WBBF, Rock Island, Ill.  
Cousin Peggy's Sunshine Club.

**BROWN, RUSS**  
NBC, The Tip Top Show.

**BRUCE, NIGEL**  
NBC, The Adventures of  
Sherlock Holmes.

**BRVAN, ARTHUR Q.**  
NBC, The Grouch Club.

**BRVAN, WARREN**  
NBC, Orphans of Divorce.

**BRYANT, GEOFFREY**  
NBC, Death Valley Days.

**BRVSON, LYMAN**  
CBS, The People's Platform,  
CBS Adult Education Board.

**BUNCE, ALAN**  
CBS, Doc Barclay's Daugh-  
ters.

**BURDICK, HAL**  
Night Editor NBC & CBS,  
Doctor Kate NBC.

**BURKE, JOHNNY**  
NBC, The National Barn  
Dance.

**BURNS, BOB**  
NBC, Kraft Music Hall.

**BURNS, GEORGE**  
NBC & CBS, Burns and  
Allen.

**BUSHMAN, FRANCIS X.**  
CBS, Stepmother.

**BUTLER, FRANK**  
NBC, Lorenzo Jones.

**BUTLER, JERRY**  
WBRB, Wilkes Barre, Pa.  
Phil And Jerry's Liars Club.

**BUTTERFIELD, HERBERT**  
NBC, The Affairs of Anthony,  
Kitty Keene, Betty and Bob,  
The Story of Mary Marlin.

**BUTTERWORTH, WALLY**  
NBC, Vox Pop.

**BUTTRAM, PAT**  
WLS, Chicago, Ill.

**BYERS, BILLIE**  
NBC, Hawthorne House.

• • • **RADIO ARTISTS** • • •

**BYRNES, "HAPPY" HAL**  
WBRC, Birmingham, Ala. At  
the Crossroads.

— C —

**CAHILL, HOLGER**  
CBS, What's Art To Me.  
**CAMERON, AL**  
NBC, Brent House.  
**CAMERON, W. J.**  
CBS, Ford Sunday Evening  
Hour.  
**CAMPBELL, ARCHIE**  
WNOX, Knoxville, Tenn. Mid-  
day Merry-Go-Round.  
**CANTOR, CHARLES**  
The New Fred Allen Show  
NBC, Brenda Curtis CBS,  
Guess Where MBS, Billy and  
Betty NBC.  
**CANTOR, EDDIE**  
CBS, Eddie Cantor's Camel  
Caravan.  
**CARD, CLELLAN**  
WCCO, Minneapolis, Minn.  
Almanac of the Air.  
**CARD, KATHRYN**  
NBC, The Affairs of Anthony,  
The Story of Mary Marlin,  
Uncle Sam's Forest Rangers,  
Woman in White.  
**CAREY, MACDONALD**  
NBC, Ellen Randolph, John's  
Other Wife, Stella Dallas,  
Just Plain Bill.  
**CARLON, FRANCES**  
NBC, The Story of Mary  
Marlin, Kitty Keene.  
**CARLON, LINDA**  
NBC, The O'Neills, The  
Parker Family.  
**CARNEY, DON**  
MBS, Uncle Don.

**CARNEY, GRACE**  
CBS, Society Girl.  
**CARPENTER, CLIFF**  
Woman of Courage CBS, The  
Aldrich Family NBC, One of  
the Finest NBC, Just Plain  
Bill NBC.  
**CARSON, JACK**  
NBC, The Signal Carnival.  
**CARTER, BOB**  
WFMJ, Youngstown, Ohio.  
**CARTWRIGHT, LOWELL**  
MBS, Music and Music.  
**CASE, MARILU**  
WRAL, Raleigh, N. C. News  
For Women, Club Chats,  
Darling Magazine Program.  
**CATHCARD, ELEANOR**  
WAIM, Anderson, S. C. Tales  
From Poe.  
**CAVANAUGH, EDDIE**  
WCFL, Chicago, Ill. Radio  
Gossip Club.  
**CAVANAUGH, FANNIE**  
WCFL, Chicago, Ill. Radio  
Gossip Club.  
**CECIL, MARY**  
CBS, By Kathleen Norris.  
**CFIC DRAMATIC CLUB**  
CFJC, Kamloops, B. C.  
**CHALMERS, THOMAS**  
CBSC, Cavalcade of Ameri-  
ca.  
**CHANDLER, JULIA**  
WHN, The Microphone In the  
Sky, CBS Strange As It  
Seems.  
**CHANEY, FRANCES**  
CBS, Brenda Curtis.  
**CHAPMAN, JOHN**  
MBS, Author, Author.

**CHAPPLE, JOE MITCHELL**  
WAAB, Boston, Mass.  
**CHASE, EDDIE**  
WAAF, Chicago, Ill. Mythical  
Ballroom.  
**CHATTERTON, RUTH**  
CBS, Big Sister.  
**CHESHIRE, PAPPY**  
KMOX, St. Louis, Mo. Barn-  
yard Follies.  
**CHOATE, HELEN**  
CBS, Brenda Curtis, Pretty  
Kitty Kelly.  
**CHOTZINOFF, SAMUEL**  
NBC, NBC Symphony Or-  
chestra.  
**CHRIST, JOHN**  
NBC, I Love a Mystery, Our  
Man's Family.  
**CHRISTIE, KENNETH**  
NBC, Jack Armstrong, Road  
of Life, Oxydol's Own Ma  
Perkins.  
**CLAIRE, HELEN**  
Texaco Star Theatre CBS,  
Rudy Vallee Hour NBC, Chris-  
tian CBS, The O'Neills NBC,  
Echoes of New York Town  
NBC, Death Valley Days NBC,  
Magic Key of RCA NBC, Tel-  
evision Programs NBC, Hill-  
top House CBS.  
**CLAIRE, ROSE**  
KXOK, St. Louis, Mo. Wom-  
en's Page.  
**CLARK, CLIFF**  
NBC, The Gilmore Circus.  
**CLARK, GENE**  
KPO, San Francisco, Calif.  
Oh Teacher, Who's Dancing.



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# RADIO ARTISTS

## CLARK, VIRGINIA

The Woman in White NBC.  
Romance of Helen Trent CBS.

## CLARKE, LULU BELLE

WGN, Bachelor's Children.  
Wind, Better Business Bureau  
Programs.

## CLIFFORD, JACK

NBC, The Gilmore Circus.

## CLOSE, EGBERT B.

WCAP, Asbury Park, N. J.  
Boardwalk Interviews.

## CODY, HARRY

NBC, The Gilmore Circus.

## COLBY, GUY

WLS, Chicago, Ill. WIS Barn  
Dance.

## COLLINS, RAY

CBS, Country Seat, Hilltop  
House.

## COLLINS, TED

CBS, Kate Smith Hour.

## COLLYER, CLAYTON

The Schaefer Revue NBC.  
Young Widder Brown NBC.  
Pretty Kitty Kelly CBS, Just  
Plain Bill NBC.

## COLONNA, JERRY

NBC, The Pepsodent Show.

## COLSTON, WARREN

WHN, Widder Brown.

## COLTON, KINGSLEY

Valiant Lady NBC, John's  
Other Wife NBC, My Son and  
I CBS.

## COMPERE, DOROTHY

WBAP, Fort Worth, Texas.  
The House That Jan Built.

## CONLEY, PATTY

CBS, Scattergood Baines.

## CONSTANTINEAU, RENE

KCKV, Quebec, Que. Onclé  
Jean.

## CONTE, JOHN

CBS, It Happened In Hol-  
lywood.

## COPPEDGE, GEORGE

WRAL, Raleigh, N. C. Street  
of Dreams.

## COPPIN, GEORGE

NBC, John's Other Wife.

## CORRELL, CHARLES

CBS & NBC, Amos 'n' Andy.

## COOGAN, JACKIE

CBS, Society Girl.

## COOK, NATHAN

WIBX, Utica, N. Y. The  
Pipe Dreamer.

## COOK, PHIL

WABC, New York, N. Y. My  
Morning Almanac.

## COOPER, MVRTLE

NBC, The National Barn  
Dance.

## COSTELLO, LOU

CBS, Kate Smith Hour.

## COSTLEY, JAN

WSYR, Syracuse, N. Y. Mid-  
Morning Ltd.

## COTIE, ARBIE

WIEB, Portsmouth, N. H.  
Arbie Coty the Cottager.

## COTT, TED

So You Think You Know  
Music CBS, Sensations NBC.

## COURTNEY, ALAN

Gloom Chasers MBS & WNEW.

## COUTURE, M.

CJBR, Rimouski, Que. Lit-  
erary Interpretations.

## CRABTREE, KATHERINE

KGB, San Diego, Calif. For  
Ladies Only, Voices.

## CRADDOCK, DEON

KWK, St. Louis, Mo. Song  
Fest.

## CRAMER, BETH

WLS, Chicago, Ill. Little Ella  
Long.

## CRANDALL, BRAD

WDAP, Kansas City, Mo.  
Four-Bill Roundup.

## CREIGHTON, SALLY

Chase & Sanborn Hour NBC.  
Woodbury Playhouse NBC.  
Those We Love NBC, Lux  
Radio Theatre CBS, Al Jol-  
son Show CBS, Burns & Allen  
CBS.

## CRIMI, HARRY

WTIC, Hartford, Conn. Noon-  
time Varieties.

## CROCKER, BETTY

NBC, Betty Crocker Program.

## CRONKHITE, GLADYS

KPO, San Francisco, Calif.  
International Kitchen NBC.

## CROSSBY, BING

NBC, Kraft Music Hall.

## CROWLEY, MATTHEW

CBS, Life Can Be Beauti-  
ful, Pretty Kitty Kelly, Brenda  
Curtis.

## CRUMIT, FRANK

NBC, Battle of the Sexes.

## CRYSTAL, YVETTE

NBC, Midstream.

## CURTIN, JOSEPH

David Harum NBC, Second  
Husband CBS, Mr. District  
Attorney NBC, Just Plain  
Bill NBC.

## CURTIN, STEVE

CBS, Hilltop House.

## CURTISS, CAROLYN

KQV, Pittsburgh, Pa. Woman  
To Woman.

## CUSICK, PHIL

WBRE, Wilkes-Barre, Pa. Phil  
and Jerry's Liars Club.

## — D —

## DAIGNEAU, KEN

NBC, Ellen Randolph, Thun-  
der Over Paradise.

## DALE, FRANCES

NBC, The Trouble with  
Marriage.

## DAMERAL, DONNA

CBS, Myrt and Marge.

## DAMON, LESTER

NBC, Arnold Grimm's Daugh-  
ter, Girl Alone, Backstage  
Wife.

## DANE, FRANK

NBC, Arnold Grimm's Daugh-  
ter, The Story of Mary Mar-  
lin, Road of Life, Houseboat  
Hannah.

## DANZIG, JERRY

MBS, Welcome Neighbor.

## DAVIDSON, BILL

KFRG, San Francisco, Calif.  
Rise and Shine, Brain Battle  
Quiz, Breakfast Club.

## DAVIDSON, GRETCHEN

CBS, Brenda Curtis.

## DAVIES, MARJORIE

NBC, David Harum.

## DAVIS, GEORGE GIBSON

KYA, San Francisco, Calif.  
Morning Inspirations.

## DAVIS, HUMPHREY

WHN, Now You Decide,  
There's a Law Against It.

## DAVIS, NAOMI

KRBC, Abilene, Texas.

## DAVIS, WATSON

CBS, Adventures In Science.

## DAVIS, WESLEY

OPI, Bristol, Tenn. Larry  
and His Souvenirs.

## DAWLY, MARY

NBC, This Moving World.

## DAWSON, BETH

NBC, Bennie Walder's Tilla-  
mook.

## DAWSON, NICK

NBC, Beyond Reasonable  
Doubt.

## DAY, DOLLY

NBC, Kitty Keene.

## DAY, ELIZABETH

NBC, Thunder Over Para-  
dise, Valiant Lady.

## DEAN, BOBBE

NBC, Hawthorne House.

## DEANE, JUDY

KGO, San Francisco, Calif.  
Gentlemen Preferred.

## DEBOLD, EDITH

WHN, There's A Law Against  
It.

## DeCAMP, ROSEMARY

CBS, Dr. Christian.

## DeKOVEN, ROGER

Hilltop House CBS, Against  
the Storm NBC, Life Can Be  
Beautiful NBC.

## DELMAR, KENNETH

The Shadow MBS, Gang Bust-  
ers CBS.

## DeMILLE, CECIL B.

CBS, Lux Radio Theatre.

## DEMILING, BILL

CBS, Joe E. Brown Program.

## DeMOSS, LYLE

WOW, Omaha, Nebr. Family  
Party, Oshkosh Program, Jun-  
ior Round Table.

## DENNY, JR., GEORGE V.

NBC, America's Town Meet-  
ing of the Air.

## DENSIAM, JACK

KYA, San Francisco, Calif.  
Jack Deusham's Column.

## DERBY, FRANCIS

NBC, Little Orphan Annie.

## DESMOND, MAE

WDSA, Philadelphia, Pa.  
Theatre of the Air.

## DESMOND, MARY FRANCES

Romance of Helen Trent CBS.  
Anne Thomas, Career Wife  
NBC.

## DeSYLVARA, B. (Mme.)

NBC, Stella Dallas.

## DEVINE, ANDY

NBC, The Jello Program.

## DEVITT, ALAN

CBS, This Day Is Ours.

## DICKSON, ATRIELIS

CBS, Pretty Kitty Kelly.

## DI CORSIA, TED

CBS, Adventures of Ellery  
Queen, Brenda Curtis, Gang  
Busters.

## DI DONATO, JOSE

CBS, The Goldbergs.

## DIEHL, ILKA

NBC, Backstage Wife.

## DIERKEN, KATHERINE

WBAL, Baltimore, Mr. Mary  
Landis.

## DILLE, LOUISE

KWK, St. Louis, Mo. It's  
Fun To Keep House.

## DILLON, JANE

WTIC, Hartford, Conn. A  
Visit with the Happys.

## DILLON, TOM

CBS, Hilltop House.

## DIXON, NANCY

WXYZ, Detroit, Mich. News  
From the Stones.

## DONALD, PETER

NBC, Thunder Over Para-  
dise.

## DONNELLY, JIMMY

The O'Neills NBC, Hilltop  
House CBS.

• • • **RADIO ARTISTS** • • •

**DONNELLY, TOMMY**  
Second Husband CBS, Young  
Widder Brown NBC.

**DOOLEY, JUANITA**  
WBA - WBZA, Boston, &  
Springfield, Mass., Footlight  
Fancies, Twenty-Five Years  
Ago Today.

**DOOLEY, TONY**  
WBZ-WBZA, Boston, & Spring-  
field, Mass., Footlight Fan-  
cies, Twenty-Five Years Ago  
Today.

**DOWLING, JEANNETTE**  
NBC, Road of Life.

**DOWNIE, JONANN**  
KWLC, Decatur, Ia. Novels.

**DOYLE, LEONARD**  
NBC, Mr. District Attorney.

**DRAKE, BOB**  
WROL, Knoxville, Tenn. Jack-  
son Family.

**DROHDT, MISS**  
WDEV, Waterbury, Vt. Con-  
test Club.

**DUDLEY, DONALD**  
NBC, Hawthorne House.

**DUDLEY, DORIS**  
NBC, Backstage Wife.

**DUGAN, BETTY**  
WWSW, Pittsburgh, Pa. Ju-  
venile Roundup.

**DULGERENT, MYRNA**  
WAAF, Chicago, Ill. The  
Feminine World.

**DUMAS, HELENE**  
NBC, The Chase Twins, Ellen  
Randolph, John's Other Wife,  
Jane Arden.

**DUNHAM, BERT**  
WNAX, Yanktown, S. D.  
Happy Jack's Oldtimers.

Sleepy Valley Cowboys, Sad-  
dle Pals, Royal Vikings, Rodeo  
Recess, Western Jamboree,  
Zeke Martin's Boys,  
Sunset Trail.

**DUNN, EDDIE**  
WFAA, Dallas, Texas, Early  
Birds, Pepper Cadets.

**DURIAM, BUDDY**  
WBZ-WBZA, Boston & Spring-  
field, Mass., Footlight Fan-  
cies, Twenty-Five Years Ago  
Today.

— E —

**EARL, CRAIG**  
CBS, Prof. Quiz.

**EAST, ED**  
Breakfast in Bedlam NBC,  
Name It and Take It NBC,  
Come to the Fair MBS.

**EASTERLIN, MALCOLM**  
WHN, There's a Law Against  
It.

**EASTMAN, CARL**  
Life Can Be Beautiful CBS  
& NBC, Billy and Betty NBC,  
David Harum NBC, Renfrew  
of the Mounted NBC.

**EBERHARDT, W. C.**  
WEW, St. Louis, Mo. Mothers  
Health Class.

**EDGE, BOB**  
CBS, Outdoors With Bob  
Edge.

**EDMUNDSON, HELEN**  
KQV, Pittsburgh, Pa. Per-  
sonality Sketches.

**EDWARDS, JACK**  
NBC, Virginia Lane.

**EDWARDS, SONNY**  
NBC, One Man's Family.

**EDWARDS, VIVIAN**  
CBS, Lux Radio Theatre.

**EGAN, AUDREY**  
CBS, Billy and Betty, Doc  
Barclay's Daughters.

**EGELSTON, CHARLES**  
NBC, Oxydol's Own Ma Per-  
kins.

**EINSTEIN, HARRY**  
"PARRYAKARKUS"  
CBS, Al Jolson Show.

**ELLEN, MINETTA**  
NBC, One Man's Family.

**ELLINGTON, KEN**  
CBS, Americans At Work.

**ELLIOT, BILL**  
WEEL, Boston, Mass. The  
Sizzling Cop.

**ELLIOTT, WALLACE**  
NBC, Night Editor.

**ELLIS, CAROLINE**  
NBC, Caroline's Golden Store.

**ELLSTROM, SIDNEY**  
NBC, The Adventures of  
Tom Mix, Woman In White,  
Girl Alone, Sunday Dinner At  
Aunt Fanny's.

**ELMAN, DAVE**  
CBS & NBC, Hobby Lobby.

**ELMER, ARTHUR**  
CBS, Society Girl.

**ELSTNER, ANNE**  
NBC, Carson Robinson and  
His Buckaroos, Stella Dallas,  
Thunder Over Paradise.

**ELVIN, RALPH**  
WLOK, Lima, Ohio, Hank  
the Hired Man.

**EMERY, BOB**  
Rainbow House WOR, This  
Wonderful World MBS.

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## RADIO ARTISTS

### EMHARDT, ROBERT

WHN, Five Star Final. Now You Decide, There's A Law Against It.

### ENGLE, CLIFF

NBC, Good Morning, Tonight's A Fact.

### ERIC, ELSPETH

NBC, Betty and Bob, Central City.

### ERRINGTON, ISABEL

KGW-KEX, Portland, Ore. I Want A Job, Covered Wagon Days.

### ERSKINE, MARILYN

NBC, The Chase, Twins, Young Widder Brown.

### EVANS, PHIL

KMBC, Kansas City, Mo. Phil Evans Comments.

### EVERETT, ETHEL

NBC, David Harum, The O'Neills, Believe It or Not CBS, Kate Smith Hour CBS, Columbia Workshop CBS, Great Plays NBC.

### EVERETT, LEE

WRC, Washington, D. C. Old Timer.

### EVERETT, MEMMO

NBC, Arnold Grimm's Daughter.

### — F —

### FADIMAN, CLIFTON

NBC, Information Please, Music Key of RCA.

### FAGERLIN, KEN

NBC, Oxydol's Own Ma Perkins.

### FARBANKS DRAMA SOCIETY

KFAR, Fairbanks, Alaska, Radio Playhouse.

### FALES, DEAN

KGBX-KWTO, Springfield, Mo.

### FANT, ROY

NBC, The O'Neills, David Harum.

### FARNUM, WILLIAM

NBC, Midstream, Woman In White, Girl Alone, Dan Harding's Wife, A Tale of Today.

### FAUST, GILBERT

NBC, Oxydol's Own Ma Perkins.

### FEAGIN, LOUISE

WSGN, Birmingham, Ala. Yellow Label Comic Club.

### FELDMAN, DAVE

WAAF, Chicago, Ill. Sport of Kings.

### FELTON, VERNA

Jello Program Starring Jack Benny NBC, I Want a Divorce NBC, Blondie CBS, Lux Radio Theatre CBS, Joe Penner Program NBC, Hedda Hopper's Hollywood CBS, Two Happy People NBC.

### FENNELLY, PARKER

Ellen Randolph NBC, Kate Smith Hour CBS, Your Family and Mine NBC.

### FIDLER, JIMMY

NBC & CBS, Jimmy Fidler In Hollywood.

### FIELD, BETTY

NBC, The Aldrich Family.

### FIELD, ELVIN

CBS, Hilltop House.

### FIELD, SID

CBS, Eddie Cantor's Camel Caravan.

### FILLBRANDT, LAURETTE

NBC, Girl Alone, Waterloo Junction, A Tale of Today.

### FIRESTONE, JR., EDDIE

NBC, Hawthorne House.

### FISCHER, HARRY

NBC, The Man I Married.

### FISHER, GEORGE

KHJ, Los Angeles, Calif. Hollywood Whispers (MBS).

### FITZ, LOUISE

CBS, Manhattan Mother.

### FITZ, KATHLEEN

Brent House NBC, One Man's Family NBC, Lux Radio Theatre CBS, Hedda Hopper's Hollywood CBS.

### FITZGERALD, ED.

MBS, Ed Fitzgerald Program, Book Talk, Backtalk and Smalltalk WOR.

### FITZGERALD, PEGEEN

MBS, Things That Interest Me.

### FITZMAURICE, MICHAEL

CBS, When a Girl Marries, Myrt and Marge, Gang Busters.

### FLETCHER, Dr.

KFAR, Fairbanks, Alaska, On the Spot.

### FLIPPEN, JAY C.

NBC, Stop Me If You've Heard This One.

### FLOWER, PRESTON

NBC, Arnold Grimm's Daughter.

### FLYNN, BERNARDINE

NBC, Vic and Sade.

### FONE, RAY

CBS, Our Gal Sunday.

RADIO PUBLICITY AND PRODUCTION

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# RADIO ARTISTS

**FORBES, MURRAY**  
NBC, Oxydol's Own Ma Perkins, Guiding Light.

**FOREMAN, BILL**  
KWK, St. Louis, Mo. It's Fun To Keep House.

**FORTE, JOE**  
CBS, Joe Penner Program.

**FOSTER, JANE**  
WTMV, East St. Louis, Ill. Woman's Magazine of the Air.

**FOX, TEMPLETON**  
CBS, Your Family and Mine.

**FRAMER, WALT**  
WWSW, Pittsburgh, Pa. Footlights and Stardust.

**FRANCIS, ARLENE**  
What's My Name, MBS & NBC, Betty and Bob, NBC, Beyond Reasonable Doubt, NBC, Mr. District Attorney, NBC.

**FRANCIS, MARION**  
CBS, It Can Be Done.

**FRANK, CARL**  
CBS, By Kathleen Norris, Gang Busters.

**FRANKLIN, MAURICE**  
CBS, Hilltop House.

**FREDERICK, JOHN T.**  
CBS, Of Men And Books.

**FREEMAN, FLORENCE**  
NBC, Young Widder Brown.

**FRIDELL, VIVIAN**  
NBC, Backstage Wife, Road of Life.

**FROST, ALICE**  
Big Sister CBS, Johnny Presents NBC, Melody and Madness with Bob Benchley, NBC.

Campbell Playhouse CBS, Sky Blazers NBC, Columbia Workshop CBS, What Would You Have Done? NBC.

**FULLER, BARBARA**  
CBS, Scattergood Baines, Women in the News.

**FULLER, MARGARET**  
NBC, Guiding Light, We, the Wives, Woman in White, Don Winslow of Navy, Oxydol's Own Ma Perkins.

## — G —

**GABEL, MARTIN**  
Big Sister CBS, Easy Aces, NBC.

**GALLAGHER, MIKE**  
KEPL, Dublin, Texas, Gateway to Hollywood CBS, Casa Manana-Fort Worth Program.

**GANNON, JOHN**  
NBC, Jack Armstrong.

**GARDE, BETTY**  
CBS, My Son and I, By Kathleen Norris, Gang Busters, Jane Arden.

**GATES, CONNIE**  
WHBQ, Memphis, Tenn. The Easyway.

**GATES, RUTH**  
CBS, Dr. Susau.

**GAUNT, JOHN**  
WDAF, Kansas City, Mo. Music Box Revue.

**GAY, CAROL**  
KWK, St. Louis, Mo. Paris Fashion Revue.

**GELINAS, GRATIEN**  
CKAC, Montreal, Que. Le Train de Plaisir.

**GEORGE, WILLIMAE**  
KWFT, Wichita Falls, Texas. The Woman's Page.

**GERALD, ARA**  
NBC, Just Plain Bill.

**GERMAN, GEORGE B.**  
WNAX, Yankton, S. D. Western Jamboree.

**GERRARD, CHARLES**  
NBC, Hawthorne House.

**GERSON, BETTY LOU**  
NBC, Arnold Grimm's Daughter, Midstream, Road of Life, The Story of Mary Marlin.

**GIBBS, GENELIE**  
NBC, Arnold Grimm's Daughter.

**GIDDINGS, THADDEUS**  
MBC, Music For Every Child.

**GIES, JAMES**  
WNAX, Yankton, S. D. Sunset Trails, Western Jamboree.

**GILBERT, MISS**  
WDEV, Waterbury, Vt. Housewives Forum.

**GILL, FRANK**  
CBS, Joe E. Brown Program.

**GILLEN, DOLORES**  
NBC, Against the Storm, Story of Mary Marlin, Fibber McGee and Molly.

**GILMAN, LUCY**  
NBC, Guiding Night, One Man's Family.

**GELMAN, PAGE**  
NBC, One Man's Family.

**GILMAN, TONY**  
NBC, The Woman in White.

**GIROUX, ANTOINETTE**  
CKAC, Montreal, Que. Le Theatre de Chez-Nous.



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NBC—Red



## RADIO ARTISTS

- GLENN, JOE**  
WMMN, Fairmont, W. Va.  
Brush Creek Folks.
- GLORIA, ANGELO**  
WOV, New York, N. Y.
- GODFREY, ARTHUR**  
WJSV, Washington, D. C. Sun Dial.
- GOFF, NORRISS**  
CBS & NBC, Lum and Abner.
- GOODWIN, GLENN**  
NBC, Midstream.
- GORDON, BERT**  
CBS, Eddie Cantor's Camel Caravan.
- GORDON, DOROTHY**  
MBS.
- GORDON, GAVIN**  
NBC, Brent House.
- GORDON, HAPPY**  
KSN, San Francisco, Calif.  
Happy Gordon and Gang.
- GORDON, RICHARD**  
NBC, Orphans of Divorce,  
Jane Arden, Cities Service Concert.
- GODSEN, FREEMAN**  
NBC & CBS, Amos 'n' Andy.
- GOSS, JAMES**  
NBC, Jack Armstrong, Betty and Bob.
- GOTHARD, DAVID**  
CBS, Hilltop House.
- GOTTSCHEK, NORMAN**  
NBC, Backstage Wife, Houseboat Hannah.
- GOULD, JAY**  
WGL-WOVO, Fort Wayne, Ind.
- GOULD, MLTZI**  
NBC, The Parker Family,  
Thunder Over Paradise.
- GRAHAM, FRANK**  
Armchair Adventures CBS,  
Nightcap Yarns KNX.
- GRAHAM, MARGERIE**  
MBS, Book A Week.
- GRAINGER, SHARON**  
NBC, The Affairs of Anthony, Guiding Light, Dan Harding's Wife.
- GRANIK, THEODORE**  
MBS, American Forum.
- GREEN, JANE**  
NBC, The Affairs of Anthony.
- GREEN, MARGARET LEE**  
WGH, Newport News, Va.  
Stars of Tomorrow.
- GREEN, WILLIAM**  
CBS, Romance of Helen Trent.
- GREY, NAN**  
NBC, Those We Love.
- GREY, WILLIAM**  
WHN, There's A Law Against It.
- GRIFFIN, KEN**  
Manhattan Mother CBS, Road of Life CBS & NBC, Backstage Wife NBC, Girl Alone NBC.
- GRIFFIN, ROBERT**  
NBC, Kitty Keene, Girl Alone, Road of Life, Don Winslow of Navy, The Story of Mary Marlin.
- GRIFFITH, R. P.**  
KDKA, Pittsburgh, Pa. Stockman Sam.
- GRIMES, JACKIE**  
NBC, Lorenzo Jones, Billy and Betty.
- GUEST, JR., EDGAR A.**  
CBS, It Can Be Done.
- GUILBERT, BOB**  
NBC, The Story of Mary Marlin, Don Winslow of Navy.
- GUNN, TOM**  
CBS, Our Gal Sunday.
- GUY, CARLETON**  
WAAF, Chicago, Ill. Hoosier Philosopher.
- GUYER, SANDY**  
WPEN, Philadelphia, Pa. 920 Club.

— H —

- HAGAN, MARY K.**  
KTMS, Santa Barbara, Calif.  
Hollywood Column.
- HAGAN, HARRY, DR.**  
NBC, True or False.
- HAGLUND, GLENN**  
WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddly Plays, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.
- HALE, MILTON**  
WMAS, Springfield, Mass.  
The Passing Show.
- HALEY, AMBROSE**  
NBC, Hoosier Hop.
- HALEY, JACK**  
CBS, The Wonder Show.
- HALL, CLIFF**  
NBC, The Forty Winks Club.
- HALL, FRED**  
NBC, Fields and Hall.
- HALL, HELEN**  
WAIM, Anderson, S. C. WAIM Dramatic Players.
- HALL, JUANITA**  
CBS, Brenda Curtis.



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- HALLE, KATHERINE**  
WGAG, Cleveland, Ohio.
- HAMBLEN, STU**  
KFWB, Los Angeles, Calif.  
Stu Hamblen's Gang.
- HAMILTON, HELEN**  
WAVE, Louisville, Ky., Ladies First.
- HAMMOND, JR., JOHN H.**  
CBS, Young Man With a Band.
- HANNAN, MARJORIE**  
CBS, Bachelor's Children.
- HANSON, MAURICE**  
CBS, Hilltop House.
- HARRIS, ARLENE**  
NBC & CBS, Al Pearce and His Gang.
- HARRIS, HARRIETT**  
WOW, Omaha, Nebr., Magic Story Circle.
- HARRIS, PEGGY**  
WSGN, Birmingham, Ala., Birmingham Day By Day.
- HARRIS, RADIE**  
WOR, Newark, N. J., Film Commentator.
- HARRIS, STANLEY**  
NBC, The Trouble With Marriage, Betty and Bob.
- HARRISON, CLAIRE**  
KWK, St. Louis, Mo.
- HAWK, BOB**  
MBS, Name Three, People's Rally.
- HAWKINS & AUNT FAY, EZRA**  
KMBC, Kansas City, Mo., Bar-O-Ranch.
- HAWKINS, LEM**  
KMA, Shouandoah, Ia., KMA Country School.
- HAYES, ALBERT**  
CBS, Woman of Courage, Doc Barclay's Daughters.
- HAYES, HELEN**  
CBS, Campbell Playhouse.
- HAYES, SAM**  
CBS, The People's Vote, Hollywood Highlights, Sam Hayes Points the Periscope.
- HAYNES, DONALD**  
WTJS, Jackson, Tenn.
- HAYS, HARVEY**  
NBC, Adventures of Tom Mix, The Story of Mary Martin, Uncle Sam's Forest Rangers, Words and Music, Guiding Light.
- HEALY, TIM (CAPT.)**  
NBC, Calling All Stamp Collectors, Capt. Tim Healy.
- HEAPHY, TOM**  
CBS, Society Girl.
- HEARNE, JOHN**  
CBS, Scattergood Baines.
- HEATTER, GABRIEL**  
CBS, Cavalcade of America, CBS We the People.
- HECKSCHER, ELIZABETH**  
CBS, Woman of Courage.
- HEDGE, RAY**  
CBS, Myrt and Marge.
- HEEN, GLADYS**  
NBC, Guiding Light, Don Winslow of Navy, Dan Harding's Wife.
- HEFLIN, VAN**  
NBC, Betty and Bob, The Man I Married.
- HELMAN, HARRY**  
WXYZ, Detroit, Mich., Fun on the Street, Town Meeting.
- HEINEMAN, MRS. M.**  
"AUNT MARTHA"  
WTMV, East St. Louis, Ill., Little Neighbors Hour.
- HEMUS, PERCY**  
The Adventures of Tom Mix  
NBC, Road of Life CBS.
- HENDERSON, LLOYD**  
WPAY, Portsmouth, Ohio, Football Fan Quiz.
- HENDLEY, FISHER**  
WIS, Columbia, S. C., Badentine's Aristocratic Pigs.
- HENDON, JUNE**  
KSAN, San Francisco, Calif., Mothers Only.
- HERMAN, GEORGE**  
WHN.
- HERMAN, MILTON C.**  
CBS, Gang Busters.
- HERNE, CAPTAIN**  
MBS.
- HERSHFIELD, HARRY**  
NBC, Stop Me If You've Heard This One.
- HERSHOLT, JEAN**  
CBS, Dr. Christian.
- HEWSON, ISABEL MANNING**  
NBC, Morning Market Basket.
- HICKMAN, HENRY**  
WFBR, Baltimore, Md., Quiz of Two Cities.
- HICKORY NUTS**  
WMMN, Fairmont, W. Va., Sense-Non-Sense.
- HIGBY, MARY JANE**  
CBS, When A Girl Marries.
- HIGGINS, MARY**  
WPRO, Providence, R. I., Playhouse of the Air.

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# RADIO ARTISTS

**HIGSBY, HIRAM**

KMBC, Kansas City, Mo.  
Brush Creek Follies, Dinner  
Bell Round Up.

**HILL, ALICE**

NBC, Backstage Wife, Betty  
and Bob.

**HILLIARD, BECKY MARTIN**

WGH, Newport News, Va.  
Little Chatterbox Lady.

**HILLIAS, MARGARET**

CBS, Manhattan Mother.

**HINCKS, M. H.**

CKLN, Nelson, B. C. Library  
Time.

**HITZ, ELSIE**

NBC, Ellen Randolph.

**HODGES, PAUL**

WCPO, Cincinnati, Ohio, Train  
Time, Bits Time.

**HODNETT, EDWARD**

MBS, University Life.

**HOBY, DENNIS**

NBC, Thunder Over Para-  
dise.

**HOFFA, PORTLAND**

NBC, The New Fred Allen  
Show.

**HOGAN, JOHN**

KXRO, Aberdeen, Wash, Poet's  
Corner.

**HOLBROOK, JOHN**

CBS & NBC, Life Can Be  
Beautiful.

**HOLDEN, ANN**

KGO, San Francisco, Calif.  
Thru A Woman's Eyes.

**HOLDEN, EDDIE**

NBC, The Holdens, Frank  
Watanabe and Hon. Archie.

**HOLE, JONATHAN**

NBC, Oxydol's Own Ma Per-  
kins.

**HOLLOWELL, STELLA**

KDB, Santa Barbara, Calif.  
Fashion Review, Parents'  
Forum.

**HOLTBY, GRACE**

NBC, Virginia Lane.

**HOEY, DENNIS**

CBS, Pretty Kitty Kelly.

**HOPE, BOB**

NBC, The Pepsodent Show.

**HOPE, DOUG**

WAAF, Chicago, Ill. Matinee  
Frolies.

**HOPKINS, CHICKIE**

WDZ, Tuscola, Ill. Chickie  
Sings The News.

**HOPKINS, HAZEL**

WDAF, Kansas City, Mo.  
Young Thespians.

**HOPPER, HEDDA**

CBS, Sunkist Presents Hed-  
da Hopper's Hollywood.

**HORTON, BERT**

NBC, Hawthorne House, Doc-  
tor Kate, One Man's Family.

**HOSMER, DAN**

WLS, Chicago, Ill.

**HOUSE, BILLY**

CBS, Al Pearce and His  
Gang.

**HOUSH, MERLE**

WLS, Chicago, Ill. Henry  
Hornsbuckle.

**HOLDEN, EDMUND**

Watanabe and Archie NBC.  
KHL.

**HOWARD, BOB**

NBC, Talk to Me.

**HOWARD, EUNICE**

Pepper Young's Family NBC.  
By Kathleen Norris CBS.  
American Family Robinson  
ETs, Hello Peggy NBC.

**HOWARD, FRED**

NBC, Oxydol's Own Ma Per-  
kins.

**HOWARD, HERB**

WNAX, Yankton, S. D. Rodeo  
Recess.

**HOWARD, JOE**

CBS, Columbia's Gay Nine-  
ties Revue.

**HOWARD, TOM**

CBS, Model Minstrels.

**HOWE, LOUISE HILL**

KSL, Salt Lake City, Utah.  
KSL Players.

**HUBBARD, IRENE**

Young Widder Brown NBC.  
Hilltop House CBS, Our Gal  
Sunday CBS.

**HUBBELL, WILLIAM**

MBS, Southern School of the  
Air.

**HUBER, WINIFRED**

WNAX, Yankton, S. D. Sun-  
set Trail.

**HUDSON, BOB**

CBS, My Children.

**HUDSON, FRANCES**

WTJS, Jackson, Tenn.

**HUGHES, ARTHUR**

NBC, Just Plain Bill, Stella  
Dallas.

**HUGHES, LON**

KGO, San Francisco, Calif.  
Financial Service.

**HUGHES, TOMMY**

CBS, Dr. Susan.



**BESS JOHNSON**

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CBS



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# RADIO ARTISTS

**HUGHES, VERONA**  
WCKY, Cincinnati, Ohio  
Homemakers.

**HULICK, BUD**  
We're Steppin' Along WABC,  
Show of the Week MBS, Music  
and Manners MBS, Guess  
Where MBS, What's My Name?  
NBC, The Budd Show NBC.

**HUNNICUTT, MIKE**  
WKRC, Cincinnati, Ohio, Dawn  
Patrol.

**HUNNIFORD, DOROTHY**  
WPRO, Providence, R. I.  
Fashion Fanfare.

**HUNTER, HENRY**  
NBC, The Affairs of An-  
thony, Anne Thomas, Career  
Wife, Girl Alone, Uncle Sam's  
Forest Rangers, Don Winslow  
of the Navy.

**HUNTER, MARTHA**  
KMBC, Kansas City, Mo., The  
Food Scout.

**HUNTER, MARY**  
NBC, Easy Aces.

**HUSTON, JANE**  
NBC, Stella Dallas.

**IDELSON, BILLY**  
NBC, Vic and Sade.

**INTROPIDI, ETHEL**  
CBS, Pretty Kitty Kelly.

— I —

**IVES, ANICE**  
Personality Program WMCA.

— J —

**JACKSON, JOSEPH HENRY**  
KGO, San Francisco, Calif.  
A Bookman's Notebook.

**JAMES, GEE GEE**  
CBS, Hilltop House.

**JAMESON, HOUSE**  
This Day is Ours CBS, By  
Kathleen Norris CBS, Renfrow  
of the Mounted NBC, The  
Aldrich Family NBC, Young  
Widder Brown NBC.

**JANAYER, RICHARD**  
CBS, Myrt and Marge.

**JANNEY, LEON**  
NBC & CBS, The Parker  
Family.

**JARVIS, AL**  
KFWB, Los Angeles, Calif.  
Make Believe Ballroom.

**JARVIS, STAN**  
WNAX, Yankton, S. D. Saddle  
Pals, Rodeo Recess, Western  
Jamboree, Sleepy Valley Cow-  
boys.

**JELLISON, BOB**  
NBC, The Story of Mary  
Marlin, Girl Alone, A Tale of  
Today.

**JENNINGS, DON**  
WHIO, Dayton, Ohio, Sing-  
ing Parson.

**JEROME, ED**  
CBS, Society Girl, Second  
Husband, When A Girl Mar-  
ries.

**JESKE, FRED**  
WSYR, Syracuse, N. Y., Time-  
keeper Program.

**JESSEL, GEORGE**  
NBC, George Jessel's Celeb-  
rities, For Men Only.

**JOHNNY (ROVENTI)**  
NBC, Johnny Presents,  
Breezin' Along.

**JOHNSON, BESS**  
CBS, Hilltop House.

**JOHNSON, CARL J.**  
WDGY, Minneapolis-St. Paul,

Minn. Hollow Funrise Frolic,  
Barn Dance.

**JOHNSON, DAN**  
WTMV, East St. Louis, Ill.

**JOHNSON, DORA**  
NBC, Oxydol's Own Ma Per-  
kins, Betty and Bob.

**JOHNSON, PARKS**  
NBC, Vox Pop.

**JOHNSON, RAYMOND**  
Valiant Lady NBC, Your  
Family and Mine CBS.

**JOHNSTON, CLARK**  
CKNX, Wingham, Ont. CKNX  
Barn Dance.

**JOHNSTONE, BILL**  
The Shadow MBS, Valiant  
Lady NBC.

**JOLSON, AL**  
CBS, Al Jolson Show.

**JONES, CAROLINE**  
WMSL, Decatur, Ala. Social  
and Household Hints.

**JONES, MARION**  
WMBG, Richmond, Va. The  
Todd Family.

**JONES, VIRGINIA**  
Romance of Helen Trent CBS,  
The Carters of Elm Street  
NBC.

**JORDAN, CORINE**  
KSTP, St. Paul, Minn. Morn-  
ing Messenger.

**JORDAN, JACK**  
Your Family and Mine CBS  
& NBC, Ellen Randolph NBC.

**JORDAN, JIM**  
NBC, Fibber McGee and  
Molly.

**JORDAN, MARION**  
NBC, Fibber McGee and  
Molly.

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**JOSTYN, JAY**

CBS. This Day Is Ours, Second Husband, Hilltop House, Gang Busters.

**JOSTYN, JAY**

NBC. Me. District Attorney, The Parker Family.

**JURIST, EDWARD**

WHN. News Comes to Life, There's a Law Against It.

**JUVELIER, JEANNE**

NBC. Arnold Grimm's Daughter, Guiding Light, Houseboat Hannah.

— **K** —

**KAMMEN, BRUCE**

NBC. Kaltenneyer's Kindergarten.

**KANE, JOHN**

NBC. Pepper Young's Family, John's Other Wife, Your Family and Mine.

**KAPELL, PETER**

CBS. Hilltop House.

**KARNEY, BEULAH**

KMBC, Kansas City, Mo. KMBC Happy Kitchen.

**KARNS, JACK**

WDM, St. Albans, Vt. Kentucky Ramblers.

**KAUFMAN, IRVING**

Hearn's Kiddies Show WHN, George Jessel's Show WEAF, Society Girl CBS, "Happy Jim" Parsons NBC, Johnny Prentiss.

**KAY, BEATRICE**

CBS. Columbia's Gay Nineties Revue.

**KAY, GERALDINE**

NBC. Orphans of Divorce.

**KEATING, LARRY**

NBC. Professor Puzzlewit.

**KEEGAN, T. J.**

WHIO, Dayton, Ohio. Fire-side Philosopher.

**KEITUL, RICHARD**

Hilltop House CBS, Stella Dallas NBC.

**KELK, JACK**

Hilltop House CBS, The Chase Twins NBC, Coast to Coast on a Bus NBC, Terry and the Pirates.

**KELLY, JOE**

NBC. The National Barn Dance.

**KENNEDY, JOHN B.**

MBS. People Rally.

**KENT, ALLAN**

MBS. Don't You Believe It.

**KENT, ELAINE**

NBC. John's Other Wife.

**KERWOOD, ORIE**

WNAX, Yankton, S. D. Sunset Trail.

**KETTLESON, LESTER**

WNAX, Yankton, S. D. Sleepy Valley Cowboys, Saddle Pals, Royal Vikings, Rodeo Recess, Western Jamboree, Zeke Martin's Boys, Sunset Trail.

**KIENE, GRACILOU**

WFMJ, Youngstown, Ohio.

**KIERAN, JOHN**

NBC. Information Please.

**KILLELEA, E. J.**

KWFT, Wichita Falls, Texas, Business Parade.

**KILPACK, BENNETT**

Doc Barclay's Daughters CBS, Mr. Keen Tracer of Lost Parsons NBC, Young Widder

Brown NBC, David Harum NBC, Seth Parker NBC.

**KING, DEL**

NBC. Avalon Time.

**KING, EDDIE**

WCAP, Asbury Park, N. J. Radio Kiddies.

**KING, JEAN**

NBC. Death Valley Days.

**KINGSTON, LENORE**

NBC. The Affairs of Anthony, Midstream, Don Winslow of the Navy.

**KIRKLAND, ALEXANDER**

CBS. Society Girl, Our Gal Sunday.

**KIRKWOOD, JACK**

KFRG, San Francisco, Calif. Breakfast Club.

**KITCHELL, ALMA**

NBC. Alma Kitchell's Brief Case, Let's Talk It Over.

**KLEIN, ADELAIDE**

CBS. Life Can Be Beautiful, Gang Busters.

**KNAPP, W. A.**

WHN. There's A Law Against It.

**KOCEN, SAM**

WMBG, Richmond, Va. Puppet Theatre.

**KOHL, ARTHUR**

NBC. The Adventures of Tom Mix, The Story of Mary Martin, Girl Alone, Don Winslow of the Navy.

**KOLLMAR, RICHARD**

NBC. Life Can Be Beautiful.

**KORENKE, CARL**

NBC. The Adventures of Tom Mix.



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"WHAT WOULD YOU HAVE DONE"  
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"COLUMBIA WORKSHOP"

# RADIO ARTISTS

**KRAMER, PHIL**  
NBC, Joe Penner Program, Grouch Club.

**KRATZ, DONALD**  
Road of Life NBC, Road of Life CBS, Girl Alone NBC.

**KRIEGER, JAMES**  
NBC, Orphans of Divorce, Pepper Young's Family, Your Family and Mine.

**KRUGER, ALMA**  
NBC, Those We Love.

**KURLAN, SYDNEY**  
WHN, Now You Decide, There's A Law Against It.

**KVALDEN, GRETA**  
NBC, Pepper Young's Family.

**KWVO PLAYERS**  
KWVO, Sheridan, Wyo.

**KYSER, KAY**  
NBC, Kay Kysler's College of Musical Knowledge.

— L —

**LABELLE, RUPERT**  
NBC, The Story of Mary Madlin, Don Winslow of the Navy.

**LACEY, LEWIS**  
KYA, San Francisco, Calif. Early Birds.

**LAKE, ARTHUR**  
CBS, Blondie.

**LAKE, JOHN**  
Good News of 1939 NBC, Lux Radio Theatre CBS, Chase & Sanborn Hour NBC, Big Town CBS, Silver Theatre CBS.

**LANDWENK, RUTH**  
WTOL, Toledo, Ohio, For Women Only.

**LANE, TOMMY**  
CBS, Joe Penner Program.

**LANNING, AUNT EM**  
WLS, Chicago, Ill. WLS Barn Dance.

**LARGE, HOWARD**  
CHAB, Moose Jaw, Sask. Going Places with the Millers.

**LASKY, JESSE L.**  
CBS, Gateway to Hollywood.

**LATHAM, JOSEPH**  
Myrt and Marge CBS, Just Plain Bill NBC.

**LATIMER, ED**  
Wings for the Martins NBC, Men Against Death CBS, Gang Busters CBS, American School of the Air CBS, Columbia Workshop CBS, Dick Tracy NBC, Lorenzo Jones NBC, American at Work CBS, The Mighty Show CBS, Grand Central Station CBS, David Hartun NBC, Melody and Madness NBC, Words Without Music CBS, Howie Wing CBS, Arch Oboler's Plays NBC, Gay 90's Revue CBS, The Human Adventure CBS, Valiant Lady NBC, Society Girl CBS, By Kathleen Norris CBS, Sky Blazers NBC.

**LAUB, JUDY**  
CBS, Hilltop House.

**LAUCK, CHESTER**  
CBS & NBC, Lam and Abner.

**LAURIA, LEW**  
Joe E. Brown Program CBS, Good News of 1939 NBC.

Lux Radio Theatre CBS, I Want a Divorce NBC, Big Town CBS.

**LEE, BARBARA**  
NBC, The Man I Married, Valiant Lady.

**LEE, EARL**  
NBC, Virginia Lane.

**LEE, MADALINE**  
CBS & NBC, Amos 'n' Andy.

**LEEDS, DAVID**  
WHN, There's A Law Against It.

**LEHR, LEW**  
Half and Half Show CBS, Bar Men Only NBC, Magic Key of RCA NBC, Quaker Party NBC, Ben Bernie and All the Lads CBS.

**LEONARD, DAVID**  
CBS, Your Family and Mine.

**LEONARD, GENE**  
NBC, Lorenzo Jones, Just Plain Bill.

**LESCOUILL, JACK**  
CBS & NBC, The Grouch Club.

**LEVY, ESTELLE**  
Hilltop House CBS, Kate Smith CBS, Orson Welles CBS, Ellery Queen CBS, Vic & Sade NBC, Aldrich Family NBC, Gallant American Women NBC.

**LEWIS, ELLIOTT**  
Silver Theatre CBS, Brown and Allen CBS, Big Town CBS, Jello Program Starring Jack

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Benny NBC, Arch Oboler's Plays NBC, Knickerbocker Playhouse CBS, First Nighter CBS.

**LEWIS, FORREST**

CBS, Scattergood Baines.

**LEWIS, MORT**

NBC, Fun with the Famous.

**LEDEN, BILL**

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**LINCOLN, ANNE**

NBC, The Aldrich Family.

**LIPPER, MARGARET**

CBS, Brenda Curtis.

**LISS, RONALD**

CBS, Hilltop House.

**LIST, VIRGINIA**

WKRC, Cincinnati, Ohio, Economy Kitchen.

**LIVEZEY, TOM**

WPEN, Philadelphia, Pa. The Poets Corner.

**LIVINGSTONE, MARY**

NBC, The Jello Program.

**LOCHMAN, WALT**

KMBC, Kansas City, Mo. Olympics of the Air.

**LOCKE, RALPH**

CBS, NBC, Life Can Be Beautiful.

**LOCKERIE, BETH**

CJGX, Yorkton, Sask. Student Radio Theatre, Subs of the Air.

**LOGAN, JANET**

NBC, Kitty Keene, The Trouble with Marriage, Girl Alone.

**LORAIN, IRENE**

NBC, Guiding Light.

**LORD, JACKSON**

KUOA, Siloam Springs, Ark. The Dreamer, Reading From the Classics.

**LORD, PHIL**

NBC, The Affairs of Anthony, The Story of Mary Marlin, The Woman In White, Don Winslow of the Navy, Girl Alone, Guiding Light.

**LORING, ANN**

CBS, Our Gal Sunday.

**LORING, MICHAEL**

CBS, Studio Rendezvous.

**LOUGHLAN, SAM**

CJGX, Yorkton, Sask. Reuben Spinach Program.

**LOVE, SUNDIA**

CBS, Stepmother.

**LOVEJOY, FRANK**

Your Family and Mine CBS, Gang Busters CBS, Betty and Bob NBC, Beyond Reasonable Doubt NBC, Young Widder Brown NBC.

**LOWE, DAVID**

WNEW, New York, N. Y. Sound Track.

**LOWE, DR. FRANK**

KGB, San Diego, Calif. Lowa Highlights.

**LOWELL, DOROTHY**

CBS, Our Gal Sunday, Hilltop House.

**LOWRY, JUDITH**

NBC, Valiant Lady.

**LOWTHER, GEORGE**

CBS, Your Family and Mine.

**LUBIN, LOU**

NBC, Swor and Lubin.

**LUDDY, BARBARA**

CBS, First Nighter.

**LUM AND ABNER**

NBC.

**LUTHER, PAUL**

NBC, Backstage Wife, Road of Life.

**LYNCH, KENNETH**

CBS, Gang Busters.

**LYNN, EDWARD**

KFWB, Los Angeles, Calif. Uncle Jimmy, That's How It Happened.

**LYON, CHARLES**

NBC, Doctor I. Q.

**LITTLE, KAY**

WFML, Youngstown, Ohio.

## — M —

**McBRIDE, DEWITT**

NBC, The Adventures of Tom Mix.

**McBRIDE, MARY MARGARET**

CBS.

**McCALL, GEORGE**

CBS, Man About Hollywood.

**McCALLION, JIMMY**

CBS, Billy and Betty.

**McCAMBRIDGE, MERCEDES**

NBC, Midstream.

**McCOMB, KATE**

NBC, The O'Neills.

**McCONNELL, "SMILIN' ED"**

NBC, Acme White Lead.

**McCUNE, CATHERINE**

CBS, Scattergood Baines.

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**McCUNE, VANCE**

NBC, The Adventures of Tom Mix, NBC Minstrels.



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N.B.C. Artists Bureau

# RADIO ARTISTS

- McGOVERN, JOHN**  
NBC, Ellen Randolph.
- McINTYRE, JOHN**  
CBS, Brenda Curtis.
- McKAY, RICHARD**  
NBC, David Harum.
- McNAIR, LELA**  
CBS, My Children.
- McNEILL, DON**  
NBC, The Breakfast Club.  
NBC Jamboree.
- McWILLIAMS, JIM**  
CBS, Colgate Ask-It Basket.
- MACBRYDE, JOHN**  
NBC, Death Valley Days.  
Young Widder Brown, Central City.
- MACK, GILBERT**  
Thunder Over Paradise NBC.  
Big Sister CBS. Author.  
Author MBS.
- MacDONALD, FRANCES**  
MBS, Marriage Clinic.
- MacDONALD, JOHN**  
WPIC, Sharon, Pa. Poetic  
Musings.
- MacKAYE, FREDERICK**  
NBC, Brent House.
- MacLAUGHLIN, DON**  
NBC, Thunder Over Paradise.
- MacLEARY, GWEN**  
CBS, The Alibi Club.
- MADDOX, DEAN**  
KPO, San Francisco, Calif.  
Sidewalk Reporter.
- MAHER, WALLY**  
NBC, Candid Lady, Brent  
House.
- MAITLAND, ARTHUR**  
NBC, David Harum.
- MALLOY, LES**  
KSAN, San Francisco, Calif.  
Telephone Quiz.
- MALONE, FLORENCE**  
NBC, Mr. Keen, Tracer of  
Lost Persons NBC, Betty and  
Bob NBC, Horse and Buggy  
Days NBC, Doc Barclay's  
Daughters CBS, Young Wid-  
der Brown NBC, Valiant Lady  
NBC.
- MALONE, PICK**  
CBS, Modern Minstrels.
- MALONE, TED**  
NBC, Between the Bookends,  
Pilgrimage of Poetry.
- MANDERVILLE, BUTLER**  
NBC, Arnold Grimm's Daugh-  
ter, Kitty Keene, Story of  
Mary Marlin.
- MANN, GLORIA**  
CBS, Dr. Susan.
- MANNERS, ZEKE**  
Zeko Manners WMCA.
- MANNING, KNOX**  
CBS, Euclid Ballot Box.
- MANSFIELD, ANDY**  
KHL, Los Angeles, Calif.  
Rise and Shine.
- MANSFIELD, VIRGINIA**  
KHJ, Los Angeles, Calif.
- MANSON, CHARLOTTE**  
CBS, Society Girl.
- MANTLE, BURNS**  
CBS, Texaco Star Theatre.
- MARCUS, BERNIE**  
KTMS, Santa Barbara, Calif.
- MARGETTS, MONTY**  
NBC, Virginia Lane, Doctor  
Kate.
- MARKS, GARNETT**  
CBS, Dr. Christian, Gang  
Busters.
- MARLOWE, HUGH**  
CBS, Brenda Curtis.
- MARSH, DIXIE**  
NBC, Hawthorne House, Vir-  
ginia Lane.
- MARSHALL, HERBERT**  
NBC, Hollywood Playhouse.
- MARSHALL, KIT**  
NBC, Those We Love.
- MARTIN, EMILY**  
KFRC, San Francisco, Calif.  
Bess Bye Market Scout, Morn-  
ing Hostess.
- MARTIN, LEW "UNCLE TWID"**  
KINT, Des Moines, Ia. Tall  
Corn Time, Hawkeye Dinner-  
time.
- MARTIN, TONY**  
CBS, Tune-Up Time.
- MARTZ, A. E.**  
WCKY, Cincinnati, Ohio, Dogs  
and Game.
- MASSIEY, LOUISE AND THE  
WESTERNERS**  
NBC, The Plantation Party.
- MATHER, JACK**  
Jack Haley Program CBS.  
Al Jolson CBS, Dick Powell's  
Tuesday Night Party CBS,  
Jello Program Starring Jack  
Benny NBC, Grouch Club  
NBC, Jack Oakie — Camel  
Program CBS, Chase & San-  
born Hour NBC.
- MATTHEWS, JUNIUS**  
NBC, David Harum.
- MATTIOLI, CAPT. C.**  
WPEN, Philadelphia, Pa.  
Conte Luna Program.

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## RADIO ARTISTS

**MATTISON, RUTH**  
NBC. Betty and Bob. Life Can Be Beautiful.

**MAXWELL, RICHARD**  
CBS.

**MAYHEW, LILIAN**  
WBRB. Red Bank. N. J. The Green Room.

**MEADE, DORIS**  
WBZ-WBZA. Boston & Springfield, Mass. We Women.

**MEADE, DWIGHT**  
WBZ-WBZA. Boston & Springfield, Mass. We Women.

**MEARS, MARTHA**  
CBS. It Happened In Hollywood.

**MEIGHAN, JAMES**  
Second Husband CBS. The Chase Twins NBC. Just Plain Bill NBC. Alias Jimmy Valentine.

**MELTON, JAMES**  
CBS. Ford Summer Hour.

**MENDICK, CHARLES**  
WHN. There's A Law Against It.

**MEMKEN, HELEN**  
CBS. Second Husband.

**MEREDITH, BURGESS**  
CBS. Pursuit of Happiness.

**MEREDITH, JUNE**  
NBC. The Story of Mary Marlin. Kitty Keene.

**MERRIFIELD, DON**  
NBC. Arnold Grimm's Daughter.

**MERRILL, JUNE**  
WSUN. St. Petersburg, Fla. With Sally U. Nelson.

**MILFORD, MARY**  
NBC. The Signal Carnal Carnival. Brent House.

**MILLER, BEATRICE**  
CBS. Society Girl.

**MILLER, KAY**  
CBS. Stepmother.

**MILLS, MARJORIE**  
MBS. The Girl From Maine.

**MINGUS, BRO**  
KRBC. Abilene, Texas. Birthday Club.

**MINOTT, MRS.**  
WDEV. Waterbury. Vt. Country Woman.

**MITCHELL, DOROTHY**  
WWSW. Pittsburgh, Pa. Story Hour.

**MITCHELL, EVERETT**  
NBC. National Farm and Home Hour.

**MOHN, MONTGOMERY**  
NBC. Hawthorne House. Doctor Kate.

**MOISSON, JOHN**  
WBC. Greenville, S. C.

**MONKS, JAMES**  
CBS. Brenda Curtis.

**MOORE, CARL**  
WEEL. Boston, Mass. Top O' the Morning. Matinee Promenade.

**MOORE, DON**  
WCFL. Chicago, Ill. Ship of Dreams.

**MOORE, JAMES**  
CBS. Hilltop House.

**MOORE, MARGARET**  
KLZ. Denver, Colo. Lady Lend an Ear.

**MOORHEAD, AGNES**  
CBS. This Day Is Ours. Brenda Curtis.

**MORFIT, CARRY**  
NBC. Club Matinee.

**MORGAN, CLAUDIA**  
NBC. Against the Storm.

**MORGAN, FRANK**  
NBC. Good News of 1939.

**MORGAN, GILBERT**  
CBS. My Children.

**MORGAN, JANE**  
NBC. Brent House.

**MORIN, MARG**  
CJBR. Rimouski, Que.

**MORRALL, WILL**  
WAAP. Chicago, Ill. Seven-Upper.

**MORRISON, BRET**  
Romance of Helen Trent CBS. Carnation Contented Program NBC. Kitty Keene NBC. Arnold Grimm's Daughter NBC.

**MORSE, OTTO "TED"**  
WLS, Chicago, Ill.

**MOSHER, JOHN**  
MBS. Busman's Holiday.

**MOSS, ARNOLD**  
NBC. Against the Storm. The Man I Married. Stella Dallas.

**MOYES, CLAUDE "PIE PLANT PETE"**  
WTAM. Cleveland, Ohio. Pete and Joe.

**MOULES, JACK**  
CBS. My Children.

**MUELLER, MARVIN**  
NBC. Midstream, The Woman In White.

**MULGREW, TOM**  
WPPO. Providence, R. I. Playhouse of the Air.

**MUNRO, GORDON**  
KMBC. Kansas City, Mo. Across the Breakfast Table.

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**MUNRO, MARGARET**  
KMBC, Kansas City, Mo.  
Across the Breakfast Table.

**MUNSON, ONA**  
CBS, Big Town.

**MURPHY, GEORGE**  
CBS, Screen Guild Show.

**MURPHY, MICKIE**  
KFPL, Dublin, Texas.

**MURPHY, PAT**  
NBC, Girl Alone, Woman In White, Dan Harding's Wife.

**MURRAY, JACK**  
WAIM, Anderson, S. C. Wain Dramatic Players.

**MURRAY, KEN**  
CBS, Texaco Star Theatre.

**MURRAY, MILDRED**  
WJAS, Pittsburgh, Pa. Mildred Murray's Hour, NBC—Television, So This Is New York, Plays.

**MURRAY, RITA**  
KFWB, Los Angeles, Calif. Voice of Friendship.

**MYERS, PAUL**  
MBS, Haven of Rest.

**MYSTERY CHEF, THE**  
NBC.

— N —

**NAGEL, CONRAD**  
CBS, Silver Theatre.

**NASH, REG**  
WDEV, Waterbury, Vt. Man About Town.

**NAZARRO, CLIFF**  
NBC, Jello Program Starring Jack Benny.

**NEELY, HENRY M.**  
Hilltop House CBS, The Fitch Band Wagon NBC.

**NELSON, HELEN**  
KWLC, Decorah, Ia. Poetic Prelude.

**NELSON, HERBERT**  
NBC, The Carters of Elm Street, Kitty Keene, Dan Harding's Wife, Betty and Bob, Jack Armstrong, Girl Alone, Woman In White.

**NELSON, MARIE**  
CBS, Romance of Helen Trent.

**NELSON, RAY**  
NBC, Morning Patrol.

**NEWELL, GORDON**  
WDEV, Waterbury, Vt. Memories Bookshelf.

**NEWMAN, PHYLLIS JANE**  
NBC, Hawthorne House.

**NEWTON, TED**  
CBS, Joyce Jordan Girl Intern.

**NICHOLS, CLARE**  
WFDF, Flint, Mich. Nick and the Cornhuskers.

**NICKEL, PROFESSOR T. H.**  
KWLC, Decorah, Ia. Church Music.

**NDAY, KATHLEEN**  
CBS, Brenda Curtis.

**NIESSEN, CLAIR**  
NBC, The O'Neills.

**NOA, JULIAN**  
CBS, This Day Is Ours, Brenda Curtis.

**NOBLETTE, IRENE**  
CBS, Texaco Star Theatre.

**NOLAN, JEANNETTE**  
CBS, Brenda Curtis.

**NOLL, RAY**  
KHJ, Los Angeles, Calif. Let's Play Bridge.

**NOONAN, HELEN**  
WLOK, Lima, Ohio, Homemakers Holiday.

**NORMAN, DON**  
WAAF, Chicago, Ill. School Days.

**NORWOOD, CHARLES**  
WHN, Now You Decide There's A Law Against It.

**NUSBAUM, MORT**  
WSAY, Rochester, N. Y. Curb Stone Quiz.

— O —

**O'BRIEN-MOORE, ERIN**  
NBC, John's Other Wife.

**O'DAY, JUNIOR**  
CBS, Big Sister.

**O'DEA, MICKEY**  
NBC, Coast to Coast on a Bus.

**OGDEN, VIVVA**  
NBC, John's Other Wife, Lorenzo Jones, Orphans of Divorce.

**O'KEEFE, WALTER**  
CBS, Time-Top Time, Variety Show, Tuesday Night Party.

**OLD TIMER**  
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CBS. By Kathleen Norris CBS.  
Gang Busters CBS. The Man  
I Married NBC. Valiant Lady  
NBC. Billy and Betty NBC.

**OSGOOD, CONNIE**  
NBC. Midstream.

**OSGOOD, DICK**  
WXYZ, Detroit, Mich. The  
Factfinder. Show World. Hol-  
lywood Highlights.

**O'SHEA, OSCAR**  
NBC. Those We Love.

**OSSENBRINCK, LUTHER**  
NBC. The National Barn  
Dance.

**OWEN, ETHEL**  
NBC. Valiant Lady. House-  
boat Hannah. Sunbrite Smile  
Parade. Story of Mary Mar-  
lin. Kitty Keene. Backstage  
Wife.

## — P —

**PACELLI, FRANK**  
NBC. Road of Life. Story  
of Mary Marlin.

**PADGETT, PAT**  
CBS. Modern Minstrels.

**PAIGE, RUTH**  
WEBR, Buffalo, N. Y. Time  
To Chat.

**PALMER, EFFIE**  
Just Plain Bill NBC. Orphans  
of Divorce NBC. By Kathleen  
Norris CBS. This Day Is Ours  
CBS. Doc Heroes NBC. Seth  
Parker NBC.

**PARK, NATALIE**  
NBC. Hawthorne House.

**PARKER, BARON**  
WIS, Columbia, S. C. Black  
Daughter Hillbillies.

**PARKER, LEW**  
WABC, New York, N. Y. We're  
Steppin' Along.

**PARKER, MARY**  
CBS. My Children.

**PARKER, WARREN**  
NBC. Horse and Buggy Days.

**PARKS, BERT**  
NBC. Camel Caravan.

**PARNELL, EMERY**  
NBC. The Grouch Club.

**PARRISH, JOHN**  
CBS. Life Can Be Beautiful.

**PARSON, LEE**  
WFBC, Greenville, S. C.

**PASCOE, PALLIE**  
CHAB, Moose Jaw, Sask. Goin'  
Places with the Millers.

**PATERSON, WALTER**  
NBC. One Man's Family.

**PATTERSON GROUP,**  
CHARLOTTE BARBER  
CHAB, Moose Jaw, Sask.  
CHAB Dramatic Players.

**PATTON, MARY**  
NBC. The Trouble with Mar-  
riage.

**PAYNE, VIRGINIA**  
NBC. The Carters of Elm  
Street. Woman in White. Road  
of Life. Kitty Keene.

**PEARCE, AL**  
CBS. Al Pearce and His  
Gang.

**PEARSON, PAT**  
NBC. Orphans of Divorce.

**PEARY, HAROLD**  
NBC. Fibber McGee and Mol-  
ly. Girl Alone. Tom Mix  
Straight Shooters.

**PEATTIE, YVONNE**  
NBC. Virginia Lane.

**PEEPLES, CORNELIUS**  
CBS. Stepmother.

**PENNER, JOE**  
NBC. Tip Top Show.

**PERELMAN, S. J.**  
MBS. Author. Author.

**PERKINS, DOROTHY**  
KRLH, Midland, Texas. Lady  
Make Believe.

**PERKINS, RAY**  
NBC. Letters Home. Ray Per-  
kins and His Piano "Clar-  
ence."

**PERROTT, RUTH**  
WHN. Now You Decide.  
There's A Law Against It.

**PERRY, ADA**  
KGB, San Diego, Calif. Over  
the Garden Gate.

**PERSONS, FERN**  
NBC. Anne Thomas. Career  
Wire. The Story of Mary Mar-  
lin.

**PETERSON, ARTHUR**  
NBC. Guiding Light. The  
Right to Happiness. The Story  
of Mary Marlin.

**PETERSON, NANCY**  
CBS. Hilltop House.

**PETERSON, RUTH**  
NBC. Hawthorne House.

**PEHUND, SOUTHALL**  
KFAR, Fairbanks, Alaska. On  
the Spot.

**PHELPS, ELEANOR**  
Doctor Susan CBS. Central  
City NBC.

**PICARD, JOHN**  
CBS. My Son and I.

**PIERCE, JENNINGS**  
KGO, San Francisco, Calif.  
U. S. Department of Agricul-  
ture Program.

**PIERCE, MADILEINE**  
Orphans of Divorce NBC. Sec-  
ond Husband CBS. Big Sister  
CBS. Our Gal Sunday CBS.  
Pepper Young's Family NBC.

**PIOUS, MINERVA**  
NBC. Melody and Madness.  
The New Fred Allen Show.

**POLING, DANIEL A. DR.**  
NBC. Opportunity.

**POLK, OSCAR**  
CBS. Big Sister.

**POLLEY, MULLICENT**  
WHBF, Rock Island, Ill.  
Listen Ladies.

**POOLE, JIM**  
WLS, Chicago, Ill. Livestock  
Market Reporter.

**POST, JR., WILLIAM**  
NBC. John's Other Wife.

**POWELL, DAWN**  
MBS. Music and Manners.

**POWELL, DICK**  
CBS. Lifebuoy Program.

**POWELL, HEBBERT**  
WRNL, Richmond, Va. Pee  
Wee and Goliath.

**POWELL, RUDY**  
NBC. The Gilmore Circus.

**POWERS, CHARLES**  
NBC. The Aldrich Family.

**POYNTON, LORETTA**  
CBS. Manhattan Mother.

**PRATT, RUSSELL**  
KDKA, Pittsburgh, Pa. Dr.  
Sunshine.

**PRENTISS, ED**  
NBC. Guiding Light. A Tale  
of Today.

**PRESBY, ARCHIE**  
KPO, San Francisco, Calif. Oh  
Teacher.

**PRESCOTT, ALLEN**  
NBC. Wife Saver. Don't For-  
get. Hour of Charm. If I  
Had the Chance. Saturday  
Morning Club.

**PRIN, TOBY**  
WCCP, Minneapolis, Minn.  
Saturday Open House.

**PRINGLE, HENRY**  
MBS. Author. Author.

**PRYOR, ROGER**  
CBS. Screen Guild Theatre.

**PUGH, JESS**  
CBS. Scattergood Baines.

**PUGOT, DAVE**  
WEBR, Buffalo, N. Y. Uncle  
Ben Program.

**PURCELL, BOB**  
WCFL, Chicago, Ill. Peckers  
in the Pantry.

## — Q —

**QUEEN, ELLERA**  
MBS. Author. Author.

**QUINN, BILL**  
CBS. When A Girl Marries.  
Woman of Courage.

## — R —

**RABY, JOHN**  
CBS. When A Girl Marries.

**RAUCH, KATHERINE**  
NBC. The Aldrich Family.

**RADCLIFFE, CLAUDE**  
WCCO, Minneapolis, Minn. The  
Sunrises.

**RAFFETTO, MICHAEL**  
NBC. One Man's Family.

**RAINEY, BUD**  
WTC, Hartford, Conn. Day  
Dreams. When Day is Done.

**RANDALL, MARION**  
KGB, San Diego, Calif. Home-  
maker's Catalog.

**RANDOLPH, LILLIAN**  
CBS. Joe Penner Program.

**RANDOLPH, ISABEL**  
NBC. Fibber McGee and Mol-  
ly. Dan Harding's Wife.

**RASCOE, MAXINE**  
WHN. There's A Law Against  
It.

**RATHBONE, BASIL**  
NBC. The Adventures of  
Sherlock Holmes. The Circle.

**RAYE, MARTHA**  
CBS. Al Jolson Show.

**READICK, JR., FRANK**  
MBS. Smilin' Jack.

**REBACK, VIN**  
WHN. All American Foot-  
ball Parade. There's A Law  
Against It.

**REED, ALAN**  
NBC. One of the Finest. Easy  
Acce. Johnny Presents. Breez-  
in' Along.

**REED, TOBE**  
KERC, San Francisco, Calif.  
Headlines of the Past.

**REINHART, ALICE**  
NBC & CBS. Life Can Be  
Beautiful.

**RELLER, ELIZABETH**  
CBS. Doc Barclay's Daugh-  
ters.

**REVELL, NELLIE**  
NBC. Neighbor Nell. Meet  
the Artist. Songwriter.

**REYNOLDS, STELLA**  
CBS. The Goldbergs.

**RICH, IRENE**  
NBC. From Rich for Welch.

**RIGGS, GLENN**  
NBC. Luden's Dinner Date.  
Musical Varieties. The Forty  
Winks Club.

**RIGGS, TOMMY**  
NBC. The Quaker Party.

**RINGWALL, RUDOLPH**  
WGAR, Cleveland, Ohio. Sym-  
phony Notes.

# RADIO ARTISTS

- RIPLEY, ROBERT L.**  
CBS. Believe It Or Not Rip-  
ley.
- RIVERS, RALPH**  
KFAR. Fairbanks, Alaska.  
On the Spot.
- ROBERG, ETHEL**  
KWIC, Decorah, Ia. Dramatic  
Moments.
- ROBERTS, JUSTINE**  
WHN. There's A Law Against  
It.
- ROBERTSON, LONNIE**  
KMA, Shenandoah, Ia. RMA  
Country School.
- ROBIN, MILDRED**  
CBS. Doc Barclay's Daugh-  
ters, Life Can Be Beautiful.
- ROBINSON, EDWARD G.**  
CBS. Big Town.
- ROBINSON, LAWRENCE**  
CBS. Woman of Courage.
- ROBINSON, CARSON**  
NBC. Carson Robinson and  
His Buckaroos.
- ROBSON, BILL**  
KQV, Pittsburgh, Pa. May-  
or's Fireside Chats, Your  
Government.
- RODEK, TWINS**  
KSTP, St. Paul, Minn. Sun-  
rise Roundup.
- ROGER, SIDNEY**  
My Children CBS, Virginia  
Lane NBC.
- ROGERS, KATHERINE**  
CBS. Society Girl.
- ROGERS, LOU**  
NBC. Animal News Club.
- ROLF, ERIK**  
Joyce Jordan Girl Interne  
CBS. Thunder Over Paradise  
NBC. Mary and Bob's True  
Stories NBC.
- ROMAINE, JACK**  
WNAX, Yankton, S. D. Sleepy  
Valley Cowboys, Saddle Pats,  
Royal Vikings, Rodeo Revers,  
Western Jamboree, Zeke Mar-  
tin's Boys, Sunset Trail, Jam-  
mincers.
- RONSON, ADELE**  
CBS. By Kathleen Norris.
- ROSE, WILLIAM**  
NBC. The Carters of Elm  
Street, Houseboat Hannah.
- ROSE, ARTHUR**  
CBS. March of Games.
- ROSS, DON**  
CBS. The Alibi Club.
- ROTH, MARY LUCILLE**  
WSPD, Toledo, Ohio, Radio  
Neighbor.
- ROUSE, GENE**  
NBC. Doctor I. O.
- ROUVEROL, JEAN**  
NBC. One Man's Family.
- ROWLANDS, HUGH**  
NBC. The Adventures of Tom  
Mix, Arnold Grimm's Daugh-  
ter, Dan Harding's Wife,  
Waterloo Junction.
- ROY, CECILE**  
CBS. Scattergood Baines.
- ROYLE, SELENA**  
Woman of Courage CBS.  
Against the Storm NBC. Betty  
and Bob NBC. Hilda Hope  
M. D. NBC. The O'Neills NBC.  
Central City NBC. Billy and  
Betty NBC.
- RUBE**  
KMBC, Kansas City, Mo.  
Brush Creek, Follies, Dinner  
Bell Round Up.
- RUBIN, JACK**  
NBC. The O'Neills.
- RUBY, BEVERLY**  
NBC. The Woman in White.
- RUGGERI, ADA**  
WOV, New York, N. Y.
- RUGGLES, CHARLES**  
CBS. Texaco Star Theatre.
- RUNNION, GUY**  
WDAF, Kansas City, Mo. Liars  
Court, Moonbeams.
- RUSSELL, ANN**  
NBC. The Carters of Elm  
Street.
- RUSSELL, GEORGE B.**  
WCHV, Charlottesville, Va.  
Vanity Fair, Through The  
Years.
- RUSSELL, RUTH**  
NBC. Just Plain Bill.
- RUYSABL, BASIL**  
CBS. Cavalede of America.
- RYAN, DICK**  
NBC. The Tip Top Show.
- RYAN, PATRICIA**  
NBC. The Parker Family.
- RYAN, QUIN**  
MBS. Marriage License Bu-  
reau.
- RYDER, ALFRED**  
NBC. Easy Aces.

## — S —

- ST. JOHN, CHARLES**  
WHN. Bowery Mission.
- SAFONEY**  
KMBC, Kansas City, Mo.  
Brush Creek Follies, Dinner  
Bell Round Up.
- SAHLIN, AL**  
WDGY, Minneapolis-St. Paul,  
Minn. Hollow Fairrise Frolic,  
Barn Dance.
- SALE, VIRGINIA**  
NBC. Those We Love.
- SALISBURY, MORSE**  
NBC. National Farm and  
Home Hour.
- SALMON, PROFESSOR E. T.**  
CKOC, Hamilton, Ont.
- SANDERSON, JULIA**  
NBC. Battle of the Sexes.
- SANDS, JAMES**  
W.C.F.E. Cleveland, Ohio.  
Kapers.
- SAXE, HENRY**  
NBC. Little Orphan Annie.
- SAYLOR, BILL**  
WAIM, Anderson, S. C. Tales  
From Poe.
- SCANLON, ARTHUR**  
NBC. Coast to Coast on a  
Bus, Just Plain Bill.
- SCHREIBER, AIGNON**  
NBC. Guiding Light, The  
Right to Happiness.
- SCOFIELD, SYDNEY**  
WJMC, Rice Lake, Wis.  
Your Country, Editor Speaks.
- SCOTT, DALE**  
WEDC, Chicago, Ill. Humans  
of Fate.
- SCOTT, PROFESSOR GEORGE**  
WRDW, Augusta, Ga. Com-  
mon Errors in English.
- SCOTT, MARTHA**  
CBS. By Kathleen Norris.
- SCOTT, MELVA**  
WHN. There's A Law Against  
It.
- SCOURBEY, ALEX**  
CBS. Joyce Jordan Girl In-  
terne.
- SCRIBNER, JIMMY**  
MBS. Johnson Family.
- SEABROOK, GAY**  
The Tip Top Show NBC. Joe  
Penner Program CBS.
- SEAMAN, LADDIE**  
CBS. Hilltop House.
- SEMANN, NELLE**  
KMAC, San Antonio, Texas.  
Juvenile Stars.
- SETTLE, ANN**  
WOPL, Bristol, Tenn. Story-  
time.
- SEVENSON, AL**  
CBS. Hilltop House.
- SEYMOUR, ANNE**  
NBC. The Story of Mary  
Marlin.
- SEYMOUR, DAN**  
CBS. Saturday Night Swing  
Club, Young Man with A  
Band.
- SHAFFEL, ROY**  
WEW, St. Louis, Mo. Hill-  
billy, Roy Shaffer and His  
Gang.
- SHANK, ART**  
CBS. Pull Over Neighbor.
- SHANKLAND, DICK**  
KOVC, Valley City, N. D.  
Skeeter and His Gang.
- SHANNON, DR. J. R.**  
MBS. Southern School of  
the Air.
- SHARDELL, PAUL**  
Five Star Final WMCA.  
There's a Law Against It  
WHN. Football Parade WHN.
- SHARLAND, REGINALD**  
NBC. Frank Watanabe and  
the Honorable Archie.
- SHARP, FERN**  
WBNS, Columbus, Ohio.  
Round Robin Review.
- SHAW, STAN**  
WNEW, New York, N. Y.  
Milkman's Matinee.
- SHEEDLOVE, POLLY**  
WHN. Polly the Shopper.
- SUEHIAN, TESS**  
CBS. Woman of Courage.
- SHELLEY, WILLIAM**  
NBC. David Harum, Just  
Plain Bill.
- SHELTON, GEORGE**  
CBS. Model Minstrels.
- SHEPARD, ANN**  
Joyce Jordan CBS. Hilda Hope  
NBC. Aunt Jenny's Real Life  
Stories CBS. Grand Central  
Station CBS.
- SHERMAN, JAMES**  
NBC. Young Widder Brown.
- SHERMAN, MRS. LLOYD PALM**  
WJMC, Rice Lake, Wis. News  
of Women.
- SHERMAN, RANSON**  
NBC. Quicksilver, Ranson  
Sherman Presents, Sunbrite,  
Smile Parade.
- SHERMAN, ROSALIND**  
WNEW, New York, N. Y.  
In the Spotlight.
- SHIELDS, FRED**  
NBC. Candid Lady.
- SHOCKLEY, MARIAN**  
CBS. Adventures of Ellery  
Queen.
- SHREVE, BOB**  
WGL-WOVO, Fort Wayne,  
Ind.
- SHUMER, HENRY**  
NBC. Hawthorne House.
- SILBERG, ROSALYN**  
CBS. The Goldbergs.
- SINGIN' SAM**  
Coca Cola ETS.
- SINGLETON, PENNY**  
CBS. Blondie.
- SKETS**  
WFDF, Flint, Mich. Skets  
and the Playboys.
- SKELTON, RED**  
NBC. Avalon Time.

# RADIO ARTISTS

- SLATER, TOM**  
MBS. Don't You Believe It.
- SLOANE, EVERETT**  
Campbell Playhouse CBS. The Goldbergs CBS. Billy and Betty NBC. The Shadow MBS. Big Town CBS. Big Sister CBS. Mary and Bob's True Stories NBC. Aunt Jenny's Real Life Stories CBS. Easy Aces NBC. Girl Interne CBS. Grand Central Station CBS. Dick Tracy NBC. Smilin' Jack MBS. Betty and Bob NBC. Philip Morris Program CBS. Brenda Curtis CBS.
- SLOANE, ROBERT**  
NBC. Betty and Bob. Central City.
- SLON, SIDNEY**  
CBS. Hilltop House.
- SMALL & CO., JIM**  
WHEB. Portsmouth, N. H. Hillbilly Act.
- SMART, JACK**  
Pepsodent Show NBC. Big Town CBS. Blondie CBS. Burns and Allen CBS. Grouch Club NBC. Joe Penner Program NBC.
- SMITH, GRANT JENNINGS**  
WMBG. Richmond, Va. WMBG Theatre.
- SMITH, HAL**  
WEBX. Utica, N. Y.
- SMITH, HOWARD**  
CBS. Pretty Kitty Kelly.
- SMITH, KATE**  
CBS. Kate Smith Hour. Kate Smith Speaks.
- SMITH, MARK**  
NBC. The Chase Twins. Ellen Randolph.
- SMITH, T. V.**  
CBS. Of Men and Books.
- SMITH, VIC**  
NBC. The Carters of Elm Street.
- SMOLEN, VIVIAN**  
Doc Barclay's Daughters CBS. Stella Dallas NBC. David Harum.
- SMYTHE, J. ANTHONY**  
NBC. One Man's Family.
- SNOW, CARMEL**  
CBS.
- SOTHERN, JEAN**  
NBC. Pepper Young's Family.
- SOUBIER, CLIFF**  
NBC. The Affairs of Anthony. Story of Mary Martin. Girl Alone. Betty and Bob. NBC Minstrels.
- SPARKS, HALE**  
KGO. San Francisco, Calif. The University Explorer.
- SPARKS, NED**  
Texaco Star Theatre CBS. The Grouch Club NBC.
- SPICER, DOROTHY**  
WWJ. Detroit, Mich.
- SPIEGLE, STAN**  
KXRO. Aberdeen, Wash. Dood-lobur Revue.
- SPIER, WILLIAM**  
CBS. Music For Fun.
- SPRAGUE, EDMUND**  
NBC. Little Orphan Annie.
- SPRAGUE, RUTH**  
NBC. Hawthorne House.
- STAFFORD, HANLEY**  
NBC. Good News of 1940 NBC. Hollywood Playhouse NBC. Blondie CBS.
- STAFFORD, JR., HARRY**  
Gateway to Hollywood CBS.
- STANIN, J. EDWARD**  
MBS. First Offender.
- STANTON, ANDREW**  
CBS. Pretty Kitty Kelly.
- STECK, JACK**  
WFIL. Philadelphia, Pa. Jack's Jamboree.
- STELLI, EDGAR**  
CBS. Hilltop House.
- STEN, RUDY**  
WNAX. Yankton, S. D. Sleepy Valley Cowboys. Sunset Trail. Bohemian Band. Saddle Pals. Rodeo Recess. Western Jamboree. Royal Vikings.
- STERLING, LEN**  
One of the Finest NBC. Emergency Newsreel NBC.
- STERNI, GUISEPPE**  
WOV. New York, N. Y.
- STEWART, BLANCHE**  
Jello Program Starring Jack Benny NBC. Pepsodent Show NBC. Joe E. Brown Program CBS. Al Pearce and His Gang NBC.
- STEWART, PAUL**  
CBS. The Goldbergs. Brenda Curtis. Gang Busters.
- STIDGER, WILLIAM L., DR.**  
NBC. Getting the Most Out of Life.
- STILLWELL, EDNA**  
NBC. Avalon Time.
- STOCKEY, CHARLEY**  
CBS. Columbia's Country Journal.
- STODDARD, HAILA**  
CBS. Big Sister.
- STONE, ANN**  
NBC. Candid Lady. Brent House.
- STONE, EZRA**  
Kate Smith Hour CBS. Aldrich Family NBC.
- STOOKEY, CHARLEY**  
CBS. Columbia's Country Journal.
- STOOPNAGLE, COLONEL LEMUEL Q.**  
MBS. Quixic Doodle Contest.
- STOVENOUR, JUNE**  
WBBF. Rock Island, Ill. Juvenile Theatre.
- STRATTON, CHESTER**  
NBC. Against the Storm. The O'Neills.
- STRAUSS, ROBERT**  
NBC. The Aldrich Family.
- STREICH, EVELYN**  
CBS. Hilltop House.
- STRONG, LEONARD**  
KSL. Salt Lake City, Utah. KSL Players.
- STRUDWICK, SHEPPARD**  
NBC. Betty and Bob.
- STUDEBAKER, HUGH**  
Road of Life CBS & NBC. Bachelor's Children CBS. Midstream NBC. Fibber McGee and Molly NBC.
- SULLIVAN, FRED**  
NBC. Anne Thomas. Career Wife. Midstream. Don Winslow of the Navy. Inside Story. Woman In White. Story of Mary Marlin.
- SUMMERS, HOPE**  
Romance of Helen Trent CBS. Guiding Light NBC.
- SUTTER, DAN**  
CBS. Manhattan Mother.
- SWART, JACK**  
WEDC. Chicago, Ill. Let's Act.
- SWENSON, ALFRED**  
NBC. The Chase Twins. The O'Neills.
- SWENSON, KARL**  
Our Gal Sunday CBS. Lorenzo Jones NBC.
- SWOR, JOHN**  
NBC. The Gilmore Circus.

## — T —

- TANNER, PEARL KING**  
NBC. Hawthorne House.
- TANSEY, JIMMY**  
The O'Neills NBC. Hilltop House CBS.
- TARPLIN, MAURICE**  
CBS. Hilltop House. Gang Busters.
- TAYLOR, DEEMS**  
This is New York CBS. Information Please NBC.
- TAYLOR, FREDERICK CHASE**  
NBC. (Col. Lemuel Q. Stoopnagle.)
- TAYLOR, JOANNE**  
KMBC. Kansas City, Mo. Joanne Taylor's Fashion Flashes.
- TAYLOR, MARY LEE**  
CBS.
- TAYLOR, REESE**  
Road of Life CBS & NBC. Romance of Helen Trent CBS. Backstage Wife NBC. Guiding Light NBC. Woman In White.
- TEASDALE, MARGOT**  
CKAC. Montreal, Que. Ceux Qu'on Aime.
- TED & BILL**  
KMAC. San Antonio, Texas.
- TEDRO, HENRIETTA**  
NBC. Guiding Light. Little Orphan Annie. Woman In White. The Gilmaus.
- TERRISS, TOM**  
NBC. Letters From Abroad. Adventure Stories.
- TESSMAN, ABBOTT**  
KGO. San Francisco, Calif. Our House. Good Old Days.
- TETLEY, WALTER**  
NBC. The Grouch Club.
- TETZEL, JOAN**  
CBS. Woman of Courage. When A Girl Marries.
- TENEL, EDDIE**  
WNAX. Yankton, S. D. Happy Jack's Oldtimers. Bohemian Band. Western Jamboree. Rodeo Recess. Jammieers.
- THOMPSON, BILL**  
NBC. Fibber McGee and Molly.
- THOMPSON, CLARA BELLE**  
MBS. Success Session.
- THORNTON, GLADYS**  
CBS. Hilltop House. My Son and I.
- TOBIN, LU**  
NBC. Virginia Lane. Hawthorne House.
- TODD, ANNE**  
NBC. Those We Love.
- TOMPKINS, JOAN**  
Just Plain Bill NBC. Your Family and Mine CBS. Orphans of Divorce NBC.
- TRANTER, JAMES**  
NBC. Just Plain Bill. Lorenzo Jones.
- TRAVIS, JUNE**  
NBC. The Affairs of Anthony. Girl Alone. Waterloo Junction.
- TREMAINE, LES**  
CBS. First Nighter.

# RADIO ARTISTS

**TRENT, SYBIL**  
CBS, March of Games.

**TREVOR, CLAIR**  
CBS, Big Town.

**TREVOR, EDWARD**  
NBC, John's Other Wife.

**TROUT, BOB**  
CBS, Professor Quiz, Saturday Night Serenade.

**TROUT, FRANCIS**  
CBS, Scattergood Baines.

**TROY, HELEN**  
CBS, It Happened In Hollywood.

**TUCKER, JERRY**  
CBS, Hilltop House.

**TUCKER, SOPHIE**  
CBS, Sophie Tucker and Her Show.

**TURNER, COLONEL ROSCOE**  
CBS, Sky Blazers.

**TUTTLE, LUKENE**  
Silver Theatre CBS, Lifebuoy Program CBS.

**TYLER, BETTY JANE**  
CBS, Myrt and Marge.

## — U —

**UNGER, STELLA**  
MBS, Hollywood Girl.

**UTAL, FRED**  
For Men Only NBC, Consumer Quiz MBS, Big Sister CBS, What's My Name NBC.

## — V —

**VAIL, MYRTLE**  
CBS, Myrt and Marge.

**VALENTI, LILI**  
NBC, Young Widder Brown.

**VALENTINE, LEW**  
NBC, Doctor I. Q.

**VALLEE, RUDY**  
NBC, The Chase and Sanborn Program, Rudy Valle Variety Hour.

**VAN DYK, JAMES**  
CBS, Gang Busters, Hilltop House.

**VAN HARVEY, ART**  
NBC, Vic and Sade.

**VAN ROOTEN, LUIS**  
NBC, Thunder Over Paradise.

**VAUGHN, WALTER**  
Woman of Courage CBS, Gang Busters CBS, The Man I Married NBC.

**VENUTA, BENAY**  
MBS-WOR, Newark, N. J., The Benay Venuta Program.

**VINTON, ARTHUR**  
One of the Finest NBC, Gang Busters CBS, Stella Dallas Dallas NBC.

**VOICE OF EXPERIENCE, THE**  
MBS.

**VOLA, VICKI**  
CBS, Brenda Curtis.

## — W —

**WADSWORTH, GENEVIEVE**  
WHBF, Rock Island, Ill., Homemaking Neighbor.

**WALKER, BENNIE**  
NBC, Bennie Walker's Amateur Hour, Bennie Walker's Tillamook Kitchen.

**WALKER, JANE**  
WHBF, Rock Island, Ill., House of Music.

**WALKER, JUNE**  
MBS, Guess Where.

**WALL, LUCILLE**  
CBS, Your Family and Mine, Life Can Be Beautiful.

**WALL, PEGGY**  
CBS, Stepmother.

**WALLACE**  
MBS, Get Thin To Music.

**WALLACE, GEORGE**  
CBS, Scattergood Baines.

**WALLACE, TOM**  
NBC, Uncle Walter's Dog House.

**WALPOLE, HELEN**  
NBC, Adventure in Reading, Sheriff Bob.

**WALSIL, JOHN**  
CBS, Manhattan Mother.

**WALTER, WILMAER**  
Your Family and Mine CBS, David Harum NBC.

**WALTON, ALFRED GRANT, DR.**  
NBC, The Call to Youth.

**WANAMAKER, SAM**  
NBC, Guiding Light, Road of Life.

**WARD, COLLEEN**  
NBC, One of the Finest.

**WARING, EVELYN**  
NBC, The Man I Married.

**WARNER, GERTRUDE**  
NBC, Against the Storm.

**WARNER, WALLACE**  
CBS, Hilltop House.

**WATANABE, FRANK**  
NBC Coast Blue, The Honorable Archie.

**WATERS, JAMES R.**  
CBS & NBC, The Goldbergs.

**WEBB, JANE**  
NBC, The Adventures of Tom Mix.

**WEBER, KARL**  
NBC, The Story of Mary Marlin, The Woman In White, Don Winslow of the Navy, Waterloo Junction.

**WEBSTER, CHARLES**  
CBS, Life Can Be Beautiful.

**WEKS, BARBARA**  
CBS, Her Honor Nancy James, Meet the Dixons, By Kathleen Norris, Gang Busters.

**WELLES, ORSON**  
CBS, Campbell Playhouse.

**WELLS, DICK**  
NBC, Kitty Keene.

**WELLS, RUTH MERRIAM**  
WGAR, Cleveland, Ohio.

**WELLS, SARAJANE**  
NBC, Jack Armstrong, Guiding Light, Woman In White.

**WEST, JANE**  
NBC, The O'Neills.

**WEST, WAYNE**  
WHK, Cleveland, Ohio, Meet the Ladies.

**WESTMAN, NYDIA**  
MBS, Guess Where.

**WESTON, JAMES**  
WGL-WOVO, Fort Wayne, Ind., Home Economist.

**WEYER, NED**  
Her Honor Nancy James CBS, Irene Rich NBC, Dick Tracy NBC.

**WHEELER, WALTER**  
WMBH, Joplin, Mo., Physical Culture Program.

**WHITE, GEORGE WASHINGTON**  
KMBC, Kansas City, Mo., Brush Creek Follies, Dinner Bell Round Up.

**WICKER, IRENE**  
NBC & MBS, The Singing Lady.

**WIDMARK, RICHARD**  
CBS, Meet the Dixons.

**WIDMER, HARRIETTE**  
NBC, The Carters of Elm Street, Betty and Bob, A Tale of Today.

**WIENER, HELEN**  
CBS, My Children.

**WILLIAMS, MRS. PAUL**  
WHMA, Anniston, Ala., Serenade in Black and White.

**WILSON, CLAIRE**  
NBC, Odphans of Divorce.

**WILSON, DON**  
NBC, Jello Program Starring Jack Benny.

**WILSON, KATHLEEN**  
NBC, One Man's Family.

**WILSON, STU**  
KFWB, Los Angeles, Calif., Walker-Upper.

**WING, PAUL**  
NBC, Paul Wing's Spelling Bee.

**WINKLER, BETTY**  
Road of Life CBS & NBC, Girl Alone NBC, 1001 Wives NBC.

**WINSLOW, PAULA**  
CBS, Joe E. Brown Program.

**WINSLOW, THYRA SAMTER**  
MBS.

**WINSTON, IRENE**  
CBS, When A Girl Marries.

**WINTERS, JOAN**  
NBC, Girl Alone, Road of Life.

**WINTERS, ROLAND**  
CBS, Gang Busters.

**WISE, MARGARET LUKE**  
MBS, Success Session.

**WOLFE, WINIFRED**  
NBC, One Man's Family.

**WOOD, HELEN**  
NBC, Those We Love.

**WOOD, LESLEY**  
CBS, Road of Life.

**WOODRURY, FRANCES**  
CBS, When A Girl Marries.

**WOODS, DONALD**  
NBC, Those We Love.

**WOODS, LESLEY**  
NBC, Road of Life, Guiding Light, The Woman In White.

**WORTH, BETTY**  
NBC, The Man I Married.

**WRAGGE, ELIZABETH**  
NBC, Pepper Young's Family.

**WRIGHT, BURTON**  
NBC, The Trouble with Marriage.

## — Y —

**YARBOROUGH, BARTON**  
NBC, One Man's Family.

**YOUNG, AGNES**  
My Son and I CBS, Young Widder Brown NBC.

**YOUNG, CARLETON**  
One of the Finest NBC, Second Husband CBS, Hilltop House CBS, Doc Barclay's Daughters CBS.

**YOUNG, JOHN S.**  
CBS, Let's Go To The Fair.

**YOUNG, ROLAND**  
NBC, Good News of 1940.

**YOUNG, SEYMOUR**  
NBC, Guiding Light, The Right to Happiness.

## — Z —

**ZERBE, LAWSON**  
CBS, By Kathleen Norris.

# Vocal Artists

AND THEIR WORK  
DURING 1939



— A —

**ADAIR, FRANCES**  
NBC, Sunday Drivers, The  
Swing Fourteen.

**ADAMS, JOE**  
WFLA, Tampa, Fla.

**ALCOTT, MARY**  
KMOX, St. Louis, Mo. Mel-  
low Time.

**ALEXANDER, DURELLE**  
NBC.

**ALEXANDROVA, SASCIA**  
WMEX, Boston, Mass.

**ALLEN, BETTY**  
WRBL, Columbus, Ga. The  
Voice of Betty Allen.

**ALLEN, ISABELLA**  
NBC, The Spinning Wheel  
Singers.

**ALLISON, LYNN**  
WRC, Washington, D. C.  
Dreams Come True.

**AMECHE, DON**  
NBC, The Chase and Sam-  
son Program.

**ANDERSON, BOB**  
WHBQ, Memphis, Tenn. Mu-  
sic by Anderson.

**ANDREWS SISTERS**  
CBS, Honolulu Sound.

**ANGER, MARGUERITE**  
WBAL, Baltimore, Md. Around  
the Dinner Table.

**APPLEWHITE, ANNA**  
WBIG, Greensboro, N. C. Gol-  
den Quartet Hour.

**ARBOGAST, MAX**  
WDGY, Minneapolis-St. Paul,  
Minn. Hollow Funtise Frolic,  
Barn Dance.

**ARCHER, GENE**  
WRC, Washington, D. C.  
Homesteaders, Gene Archer  
Entertains, In Town Tonight  
Whispering Rhythm.

**ARLEN, JUDITH**  
CBS, Judith Arlen's Pent-  
house Blues, Concert in  
Rhythm.

**ARMENGOD, RAMON**  
NBC, Lady Esther Serenade.

**ARMSTRONG, BOB**  
WGAR, Cleveland, Ohio. Gay  
Caballeros.

**ARNOLD, BUDDY**  
MBS.

**ARRIS, DON**  
MBS.

**ARTHUR, JACK**  
MBS, Consolidated Edison.

**ATKINS, JIMMY**  
NBC, Fred Waring in Pleas-  
ure Time.

**AUBREY, WILL**  
In the Good Old Days, NBC;  
Musical Clock, NBC; Musical  
Clock, KGO; Barl of Ryways,  
KGO.

**AVRETT COLLEGE CHORAL  
CLUB**  
WBTM, Danville, Va.

**AYRES, MARLENE**  
KOY, Phoenix, Ariz. Fan-  
fares.

**AYTON, BAILEY**  
NBC, Turn Back the Clock,  
Spot Programs, Bagby, Mar-  
garet



NAN  
WYNN



CBS

# VOCAL ARTISTS

## — B —

- BAGBY, MARGARET**  
WATR, Winston-Salem, N. C.  
Melody Time.
- BAGELMAN SISTERS**  
WARD, Brooklyn, N. Y. You-  
die From the South.
- BAGGIORE, ATTILIO**  
MBS, Pageant of Melody.
- BAILEY, GLADYS**  
KXRO, Aberdeen, Wash. Syn-  
copated Riddles.
- BAILEY, MILDRED**  
NBC, Camel Caravan.
- BAILEY SISTERS**  
CBS, Ben Bernie and All the  
Lads.
- BAKER, JEAN**  
WHK, Cleveland, Ohio. Jean  
Baker Sings.
- BAKER, JERRY**  
WMAN, Mansfield, Ohio
- BAKER, JOHN**  
WBNX, New York, N. Y.
- BAKER, KENNY**  
CBS, Texaco Star Theatre.
- BALDWIN, ELSIE**  
WDBJ, Roanoke, Va. Studio  
Party.
- BANDUR, BEVERLEY**  
CJGX, Yorkton, Sask. Gloom  
Chasers.
- BARFIELD, WARREN**  
WBT, Charlotte, N. C. B. C.  
Hymn Time.
- BARLOW, OLIVE**  
CKOC, Hamilton, Ont., Can.
- BARR, HELEN**  
WEEL, Boston, Mass. Mari-  
nee Promenade.
- BARRETT, BETTY**  
NBC, Ransom Sherman Pre-  
sents, Roy Shield Revue, Spot  
Programs.
- BARRIE, CLAUDE**  
CBS, Goin' South
- BARRIE, GRACIE**  
MBS, Listen America.
- BARTLETT, JANE**  
WBT, Charlotte, N. C. B. C.  
Noveltyers.
- BARTLETT, JUNE**  
WOL, Washington, D. C. Tru  
Blitz Songsstress: Bartlett,  
Brown and Young.
- BARSAMIAN, LOUISE**  
WBNX, New York, N. Y. Vo-  
cal Art Series.
- BARTON, BETTY**  
MBS, Betty and Buddy.
- BAUER, LILLIAN**  
WFDF, Flint, Mich. Blues  
Chasers.
- BAXTER, JEAN**  
WCAE, Pittsburgh, Pa. Sophis-  
ticated Ladies, Muted Music,  
Airliners, Linger Awhile, Lazy  
Rhapsody, Enchanted Hour.
- BEASLEY, IRENE**  
CBS, Irene Beasley's R. F. D.  
No. 1.
- BECHTEL, EVELYN**  
WLS, Chicago, Ill.
- BELCHER, RED**  
WDZ, Tuscola, Ill. Hillbilly,  
Kitchen Barn Dance.
- BELMONT, DALE**  
WBZ-WBZA, Boston and  
Springfield, Mass. Gilchrist  
Gossip.
- BENDER, BILL**  
KOA, Denver, Colo. The Hap-  
py Cowboy.
- BENFIELD, EUNICE**  
WBAP, Fort Worth, Texas.  
The Jam Pantry.
- BENNER, HELEN**  
MBS, Pageant of Melody.
- BENNETT, KEN**  
KPDN, Pampa, Texas. Sweet  
or Swing, Organalities.
- BENNETT, TOOTIE**  
KGBX-KWTO, Springfield, Mo.
- BENSON, NORMAN**  
WCAU, Philadelphia, Pa.
- BENTLEY, MARTHA NANCY**  
WAVE, Louisville, Ky. Santa  
Claus and Martha Nancy.
- BERCH, JACK**  
CBS and NBC, Jack Berch  
and His Boys.
- BERG, BONNELLE**  
KROC, Rochester, Minn.
- BERNARD, AL**  
CBS, Al Bernard's Merry  
Minstrels.
- BERNSTEIN, GEORGE**  
KWJJ, Portland, Ore. West  
Oregon Cross-Cuts.
- BETTY JEAN AND FREDDY**  
KSO-KRNT, Des Moines, Iowa  
Tall Corn Time, Hawkeye Din-  
nertime, The Sunshine Club.
- BEVERLY AND HER  
BEL-AIRES**  
MBS and NBC, Johnny Pre-  
sents, Breezin' Along.
- BLACK, GINGER**  
WMAN, Mansfield, Ohio.
- BLACK, HOWARD**  
WLS, Chicago, Ill. Hoosier  
Sodbusters.

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## VOCAL ARTISTS

**BLAISDELL, JOHNNY**  
KFBX, Sacramento, Calif.  
Yodellin' Johnny.

**BLANE, RALPH**  
NBC, Song for Saturday, Spot Programs.

**BLUE, ALICE**  
KSO, Des Moines, Iowa.  
Hawkeye Dinnette.

**BOLAND, NORM**  
WFBG, Altoona, Pa. Birth-  
day Greeters.

**BOND, ANN**  
KOMA, Oklahoma City, Okla.  
For Women Only, Imperial In-  
terlude.

**BOOKER, LOUISE**  
WMBH, Joplin, Mo.

**BOSWELL, CONNIE**  
NBC, Good News of 1940.

**BOTTEICHER, JEAN**  
WFBG, Altoona, Pa. Bob and  
Jean.

**BOVAY, DON**  
WFLL, Philadelphia, Pa.

**BOWE, MORTON**  
CBS, Story of Song.

**BOWE, MORTON**  
KOB, Albuquerque, N. M.  
State Fair Programs.

**BRADEN, STUART**  
WCAE, Pittsburgh, Pa. Air-  
liners, Linger Awhile.

**BRADLEY, BOB**  
KLZ, Denver, Colo. Hospitality  
House, Lady Lend an Ear,  
Silver Strings.

**BRADLEY, JOE**  
NBC, The Ranch Boys

**BRANDT, ADELE**  
WLS, Chicago, Ill.

**BREAZEALE, VIRGINIA**  
WTAR, Norfolk, Va.

**BREEN, MAV SINGHI**  
NBC, Breen and de Rose,  
Sweethearts of Air.

**BRENT, MARIAN**  
WHK, Cleveland, Ohio, Seven  
Men and a Maid.

**BRICKELL, ROY**  
KWOC, Poplar Bluff, Mo.  
Song Stylings.

**BRINEY, MARY MARTHA**  
KDKA, Pittsburgh, Pa. Festi-  
val of Music, Tap Time

**BRISCOE, HELEN MARIE**  
NBC, Five Gentlemen of Jive,  
Rangers' Serenade.

**BRITT, WESTON**  
WCOV, Montgomery, Ala.  
Morning Moods, Piano Ram-  
blings, Twenty Fingers, Silver  
Spotlight.

**BROCKERMAN, MARY  
ELIZABETH**  
WHKC, Columbus, Ohio, Songs  
That Sweethearts Sing.

**BROOKS, KITTY**  
WCAU, Philadelphia, Pa.

**BROWN CHAPEL CHOIR**  
CLS, Joliet, Ill.

**BROWN, CHARLES**  
WSKB, McComb, Miss.

**BRUCE, CAROL**  
Ray Block's Varieties, CBS,  
Carol Bruce Songs WIOD, and  
WEEL, Starmaker WBBM.

**BUD AND SPUD**  
KMBC, Kansas City, Mo. Brush  
Creek Follies, Dinner Bell  
Round Up.

**BUECHNER, RAY**  
WHKC, Columbus, Ohio, Songs  
That Sweethearts Sing.

**BUNDOCK, DONALD**  
WICC, Bridgeport, Conn. Song  
Cycle.

**BURGESS, JACK**  
KGBX-KWTO, Springfield, Mo.

**BURKE, MERLE**  
WAVE, Louisville, Ky. Mel-  
ody Time.

**BURRINGTON, MARJORIE**  
WIBA, Madison, Wisc. Doro-  
thy Potter Program.

**BURROUGHS, JACKIE**  
WRC, Washington, D. C. Whis-  
pering Rhythm.

**BUSINELLI, GUIDO**  
WOV, New York, N. Y.

**BUTLER, SLIM**  
CJGX, Yorkton, Sask. Yodel-  
ling Cowboy.

**BUTLER, WARD**  
WALR, Zanesville, Ohio, Ward  
Butler Sings.

**BYRNES, PAULINE**  
NBC, Six Hits and a Miss,  
Muted Rhythm.

**BURON, BOB**  
CBS.

**BYRUM, JACK**  
WDNC, Durham, N. C. Byrum  
Entertainers.

— C —

**CALHOUN, SARAH**  
WHBF, Rock Island, Ill. Songs  
That Never Get a Chance.



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### CALLAWAY, EDWIN

RTEP, Temple, Texas, Songs With Words, Just We Two.

### CALLOWAY, GLENNA

WSIX, Nashville, Ten., Words and Music.

### CALVIN, ROSEMARY

WWJ, Detroit, Mich.

### CAMPBELL, JO

Kraft Music Hall Program, NBC; Eddie Cantor's Camel Caravan, CBS; Forest Lawn Program, RNX; Texaco Star Theatre, CBS; Lux Radio Theatre, CBS; Good News of 1939, NBC; Gilmore Circus, NBC.

### CANN, WESLEY

WTC, Bridgeport, Conn. Bal- leader.

### CANNEL, ALYCE

KFXJ, Grand Junction, Colo., Musical Moods.

### CANVIN, BOBBIE

Kraft Music Hall Program, NBC; Screen Guild Show, CBS.

### CARBER, ANNA

WRNL, Richmond, Va., Quiet Home.

### CARHART, RUTH

Roxy Gang, CBS; Dr. DaFoe Series, CBS; Ford Summer Hour, CBS; Chevrolet ET's, Story of a Song, CBS; Ruth Carhart Sings, CBS; Schaefer Revue, WEAF; The Zany Family, CBS; It Goes Like This, CBS.

### CARLAY, RACHEL

NBC, Manhattan Merry-Go-Round.

### CAROL, NITE

WCAU, Philadelphia, Pa.

### CARROLL, FRANCES

KYW, Philadelphia, Pa.

### CARROLL, NORM

WGL-WOVO, Fort Wayne, Ind.

### CARSON, JACK

WEW, St. Louis, Mo., Melody Tune.

### CARSON, JACK

WJBL, Decatur, Ill., One Green Mountain Boy.

### CARTER, VERNIE

WLS, Chicago, Ill., Verne, Lee and Mary.

### CASSEL, WALTER

Magic Key of RCA, NBC; Chesterfield Program, CBS.

### CECIL & MADILINE

WEBQ, Harrisburg, Ill.

### CECIL & VIC

KMAC, San Antonio, Texas Harmony Team.

### CHAMBERLAIN, CHARLES

CFCY, Charlottetown, P. E. I., The Singing Islander.

### CHAPIN, PATTI

WTIC, Hartford, Conn., Patti Chapin Sings for Your Supper.

### CHASE, VICKI

NBC, Recital with Thomas L. Thomas, Vocal Varieties.

### CHEEK, MARCELLA

WTAD, Quincy, Ill.

### CHESTNUT, VIRGINIA

WHK, Cleveland, Ohio.

### CHILDS, LELAND

WBRC, Birmingham, Ala.

### CHURCHILL, STUART

NBC, Fred Waring in Pleasure Time.

### CLARK, BUDDY

CBS, Musical Weekly, Ben Bernie and All the Lads, Wayne King Orchestra Program.

### CLARK, LILLIAN

WHER, Portsmouth, N. H.

### COLAMARIA, VICKI

WGV, Schenectady, N. Y., Breezin' Along.

### COLBY, MADELON

KOR, Albuquerque, N. M., Music and Songs by Madelon Colby.

### COLDIRON, BESSIE

KGKO, Fort Worth, Texas, Sunflower Girl.

### COLEMAN, DANA

KUJ, Walla Walla, Wash.

### COLLINETTES, THE

KTUL, Tulsa, Okla., Vesper Hymns.

### COLLINS, BENTON

KRBC, Abilene, Texas, Hymns You Know and Love.

### COLORADO PETE

KMBC, Kansas City, Mo., Brush Creek Pollies, Dinner Bell Round Up.

### COLTON, CLARENCE

CKTR, St. Catharines, Ont., Morning Melodies.

### COSEY QUARTET

WSKB, McComb, Miss.

### CONLON, JUSTIN

WHEC, Rochester, N. Y., Strutting Min-strel.

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**COOK, CONNIE**

WAVE, Louisville, Ky. Songs by Connie Cook.

**COOL, HARRY**

KMOX, St. Louis, Mo. Alpine Varieties.

**CORBELL, P. C.**

CJBR, Rimouski, Que. Varieties Artistiques.

**CORDELL, FRANK**

WCBS, Joliet, Ill. Favorite Hymns.

**CORNELL, LILLIAN**

NBC, Romance Melodies, Melody Rendezvous, Rhythm Auction, Ransom Sherman Presents, NBC Jamboree, Club Matinee, Afternoon Varieties, Roy Shield Revue.

**CORNELL, LYNN**

WCAU, Philadelphia, Pa.

**CORNETT, EVELYN**

WMEX, Boston, Mass. World's Best Songs.

**COSSETTE, JACQUELINE**

WHER, Portsmouth, N. H.

**COSTLEV, JAN**

WSYR, Syracuse, N. Y. Mid-Morning Ltd.

**COSTON, G. C.**

WSKB, McComb, Miss. Singing Milkman.

**COWAN, SIDNEY**

WMAL, Washington, D. C. Washington Calling.

**COWBOY JOE**

CKMO, Vancouver, B. C.

**COY, DOROTHY**

WEEL, Boston, Mass. Matinee Promenade.

**CRAIDOCK, DEON**

KWK, St. Louis, Mo. Song Post.

**CRANDALL, CLARK**

WCLE, Cleveland, Ohio.

**CRAVEN, OPAL**

NBC, Carnation Contented Program.

**CROCKETT, ALAN**

WLS, Chicago, Ill. Prairie Ramblers.

**CROOKS, RICHARD**

NBC, Voice of Firestone.

**CROSBIE, PHIL**

WBXX, New York, N. Y.

**CROSBY, BING**

NBC, Kraft Music Hall.

**CROSS, REGGIE**

WLS, Chicago, Ill. Hoosier Sodbusters.

**CROWE, DOROTHY ANN**

MBS, Musical Steelmakers.

**CRUISE, KATHERYN**

KMPC, Beverly Hills, Calif. Petticoat Review.

**CRUZ, VERA**

Do You Remember? NBC, Rhythm and Romance, WTAM, Silver Winds, NBC.

**CURREN, JACK**

WPXI, Syracuse, N. Y. Memory Lane.

**CURTIS QUARTETTE**

WDAS, Philadelphia, Pa. Operatic Excerpts.

— **D** —

**DALE, DORIS**

WDAS, Philadelphia, Pa.

**DALET, GEORGE**

WCAE, Pittsburgh, Pa.

**DALTON, JACK**

WJMV, Washington, D. C. Cowboy Singer.

**DANA, JOE**

KOY, Phoenix, Ariz. Remember.

**DANIELS, BETTY**

WELL, New Haven, Conn. Inspiration Time.

**DARRELL, ELAINE**

KDYI, Salt Lake City, Utah. Sophisticated Swing, Music by Woodbury.

**DARWIN, GLENN**

NBC, Metropolitan Moods.

**DAUNAIS, LIONEL**

CKAC, Montreal, Que. Le Train de Plaisir.

**DAVIES, EDWARD**

NBC, Concert Salon, Joseph Galluchio and His Orchestra, Harry Kogen and His Orchestra, Ransom Sherman Presents, Words and Music, Midnight Serenade.

**DAVIS, CARLEEN**

KXOK, St. Louis, Mo. Cocktail Time.

**DAVIS, G. T.**

WOPI, Bristol, Tenn. Church Chimes.

**DAVIS, SHIRLEY**

KDYI, Salt Lake City, Utah. Music by Woodbury.



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**DAWSON, MARK**  
WCAU, Philadelphia, Pa.

**DAY, DENNIS**  
NBC, The Jello Program.

**DEANE, JUDY**  
Dinner Date with Judy, NBC;  
Gentlemen Preferred, NBC.

**DeBRUHL, CLAUDE**  
WWNC, Asheville, N. C. Spot-  
light Serenade.

**DELLA CHIESA, VIVIAN**  
MBS, Concert Series.

**DEL GRANDE, AIDA**  
WPEN, Philadelphia, Pa. San  
Giorgio Varieties.

**DeLYS, GOGO**  
NBC, Hall of Fun, Cavalcade  
of Hits.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr. Family  
Party, Oshkosh Program, Jun-  
ior Round Table.

**de MOTIGNY, NOEL**  
WQDM, St. Albans, Vt. With  
a Song in My Heart.

**DENNIS, CLARK**  
CBS, Paul Whiteman's Ches-  
terfield Program.

**DENNIS TWINS**  
KRBC, Abilene, Texas

**DENYA, MARCELLE**  
CBS.

**DERRY, ERNEST**  
KGO, San Francisco, Calif.  
The Three Cheers.

**DeZURIK, CAROLINE**  
WLS, Chicago, Ill.

**De ZURIK, MARY JANE**  
WLS, Chicago, Ill.

**DICK, EDITH**  
CBS, Time Out For Dancing.

**DICKENSON, JEAN**  
NBC, American Album of  
Familiar Music.

**DICKSON, HELEN**  
WMAN, Mansfield, Ohio.

**DILLE, LOUISE**  
KWK, St. Louis, Mo. It's Fun  
to Keep House.

**DILLER, DOROTHY**  
WTOL, Toledo, Ohio. Name  
That Song, Piano Moods, The  
Singing Pianist.

**DIXIE HARMONIES**  
WOL, Washington, D. C.  
Negro Quartet.

**DON, JANYCE**  
KDYI, Salt Lake City, Utah.  
Music by Woodbury.

**DONOHUE, MARY ALICE**  
KDRO, Sedalia, Mo. Quarter  
Hour of Melody.

**DONOVAN, LEE**  
WLS, Chicago, Ill. Verne, Lee  
and Mary.

**DOT, FAY and LETTIE**  
WDZ, Tuscola, Ill. Howdy  
Neighbors.

**DUANE, MARY FRANCES**  
WAVE, Louisville, Ky. Mel-  
ody Time, Magic Carpet.

**DUGAN, MARY**  
NBC, Sensations and Swing.

**DUGART, PAULINE**  
Jack Haley Program CBS.  
Eddie Cantor's Camel Car-  
avan CBS. Good News of 1939  
NBC.

**DUNLOP, ESTHER**  
CHAB, Moose Jaw, Sask. Al-  
pine Sweethearts.

**DUNN, GRACE**  
KMPC, Beverly Hills, Calif.  
Petitecat Revue.

**DUNN, PAT**  
WDAF, Kansas City, Mo.  
Molting Pot.

**DURANT, MILDRED**  
WFLA, Tampa, Fla.

**DUTIEL, ULDENE**  
WPAY, Portsmouth, Ohio.  
Star of Tomorrow.

**DYKE, DAVE**  
CKLN, Nelson, B. C. Songs  
of the Range.

— E —

**EARLY, MARGARET**  
WGBR, Goldsboro, N. C.  
Song of Long Ago.

**EASTMAN, MARY**  
CBS, Saturday Night Sere-  
nade.

**EATON, HOWARD**  
CHAB, Moose Jaw, Sask.

**EDWARDS, JOAN**  
CBS, Paul Whiteman's Ches-  
terfield Program.

**EDWARDS, VIVIAN**  
Jack Haley Program, CBS;  
Eddie Cantor's Camel Car-  
avan, CBS; Good News of  
1939; Lux Radio Theater.  
CBS.

**EIGHT SMOOTHIES, THE**  
KMOX, St. Louis, Mo. Mellow  
Time.

**EISEN, MORRIS**  
WMBH, Joplin, Mo.

**ELLIOTT, BILL**  
WEFL, Boston, Mass. The  
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WHIS, Bluefield, W. Va. The Three Graces.

**ELSMORE, RALPH**  
WCAU, Philadelphia, Pa.

**EMERSON, JOE**  
NBC. Hymns of All Churches.

**ENDEBAK, CHRISTINE**  
WLS, Chicago, Ill.

**ENDY, HENRY**  
KFBK, Sacramento, Calif. Swinging Songsmith.

**ENNIS, SKINNAY**  
NBC. The Pepsodent Show.

**EPPELSON, PEGGY**  
KSL, Salt Lake City, Utah. Peggy and Her Pals.

**EPLER, GRACE**  
WALR, Zanesville, Ohio. Out of the Dust.

**ERWIN, VIRGINIA**  
Kraft Music Hall Program. NBC. Screen Guild Show. CBS.

**ESTES, VERDA**  
WGL-WOVO, Fort Wayne, Ind.

**ETON BOYS**  
CBS. Modern Minstrels.

**EVANS, CHICK**  
WBLK, Clarksburg, Va. Songs of Chick Evans.

— F —

**FALES, DEAN**  
KGBX-KWTO, Springfield, Mo.

**FALL, GLASGOW**  
WGL-WOVO, Fort Wayne, Ind.

**FAYBE, KAY**  
WSPR, Springfield, Mass.

**FELDER, JIMMY**  
WSKB, McComb, Miss.

**FELDER, MISS**  
WSKB, McComb, Miss.

**FELIX, NOLA**  
WNOE, New Orleans, La. Classical Gems.

**FESSLER, MARY**  
KSRO, Santa Rosa, Calif. Songs From Your Album.

**FIELDS, ARTHUR**  
NBC. No School Today.

**FIRESIDE QUARTET**  
WJBC, Bloomington, Ill. Songs of the Heart.

**FITE, RUSTER**  
KOY, Phoenix, Ariz. Western Playboys.

**FIVE CAVALIERS**  
WHBF, Rock Island, Ill.

**FLAGLER, CHARLEY**  
KSO, Des Moines, Ia. Cheerful Charley Flagler.

**FOREMAN, BILL**  
KWK, St. Louis, Mo. It's Fun to Keep House.

**FORMAN SINGERS**  
WBRB, Red Bank, N. J.

**FORSTER, GERTRUDE**  
NBC. The Peerless Trio, Tone Pictures, Seth Parker.

**FORTNER, EVELYN**  
WSIX, Nashville, Tenn.

**FOSTER, JACK**  
KRIC, Beaumont, Texas. Laugh Roundup.

**FOSTER, RALPH**  
CKKQ, Regina, Sask.

**FOULIS, WILLIAM S.**  
KOB, Albuquerque, N. M. Sandy MacPherson Program.

**THE FOUR INKSPOTS**  
NBC.

**THE FOUR NOTES SWING QUARTET**  
NBC.

**FOUR QUARTERS**  
WCAU, Philadelphia, Pa.

**THE FOUR SHOWMEN**  
NBC.

**FOUR TONES**  
WFSJ, Jackson, Tenn.

**FOWLKES, IDABELLE**  
WAIR, Winston-Salem, N. C. Song Fashions.

**FOY, JACK**  
WMAL, Washington, D. C.

**FRAIDELE**  
WLTH, Brooklyn, N. Y. General Gershelman.

**FRAZEE SISTERS**  
NBC. Sensations and Swing.

**FREISE, BERNICE**  
KMOX, St. Louis, Mo. Alpine Varieties.

**FROMAN, JANE**  
CBS. Gulf Musical Playhouse.

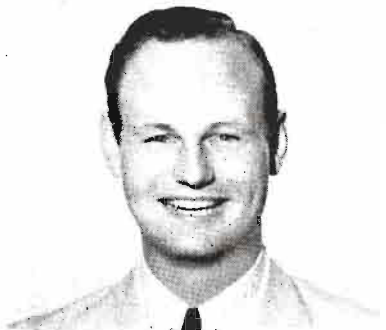
**FROST, PAUL**  
CKTB, St. Catharines, Ont. Melody Market. Everybody Sing.

— G —

**GANGE, CONNIE**  
WHEC, Rochester, N. Y. Rhythm and Rhyme.

**GARDNER, ROBERT**  
WLS, Chicago, Ill. Mae and Bob.

**GARLAND, JUDY**  
NBC. The Pepsodent Show.



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WRC, Washington, D. C.  
Dreams Come True, WEBR,  
Baltimore, Md., Household  
Furnace Program.

**GAYLORD, GAYLE**

WHK-WCLE, Cleveland, Ohio,  
Gale of Melody, Beauty Pa-  
rade.

**GENE AND GLENN**

NBC, Gene and Glenn with  
Jake and Lena, Song and  
Patrol.

**GENTLEMEN SONGSTERS**

NBC, Rudy Vallee's Variety  
Hour.

**GENTLEMEN OF SWING**

WPIC, Sharon, Pa.

**GENTRY, TOMMY**

WSGN, Birmingham, Ala.,  
Western Ballads.

**GERARD, JACQUES**

CKAC, Montreal, Que., L'Heure  
des Vedettes.

**GERMAN, GEORGE B.**

WNAX, Yankton, S. D., Ro-  
deo Recess, Western Jamboree,  
Cowboy Balladeer.

**GILBERT, BILLY**

KPDN, Pampa, Texas, The  
Cornshucker, The Trouba-  
dour.

**GIBSON, ESTHER**

KFKA, Greeley, Colo.

**GIBSON, GLORIA**

WFBL, Indianapolis, Ind.,  
Hoosier Talent Time.

**GILL, CECIL**

KGKO, Fort Worth, Texas,  
Here's Luck.

**GILL, "RUSTY"**

WLS, Chicago, Ill., Hoosier  
Sodbusters.

**GIPSON, JOHNNY**

KPEM, Temple, Texas, John-  
ny and Curley.

**GIRARD, ARMAND**

KFO, San Francisco, Calif.,  
Woman's Magazine of the Air,  
Sleep Serenade, Waltz Reflec-  
tions.

**GLADDEN, RUTH**

WAVC, Asheville, N. C., Spot-  
light Serenade.

**GLENN, BEVERLY**

WHEB, Portsmouth, N. H.

**GLOVER, FRED**

WFBG, Altoona, Pa.

**GLAY, DOROTHY JUNE**

KWLC, Decatur, Ga., Tuesday  
Musicals.

**GODDARD, HERB**

WMBH, Joplin, Mo., Cowboy  
Singer.

**GOEBEL, GEORGE**

WLS, Chicago, Ill.

**GOLDEN, DOROTHY**

WOPI, Bristol, Tenn., Old and  
New.

**GOODWIN, BUS**

WJBL, Decatur, Ill.

**GORDON, JEAN**

WAJR, Zanesville, Ohio,  
Songs Out of Nowhere.

**GORDON, WILLIAM**

WAJR, Winston-Salem, N. C.,  
Songs.

**GOSPEL FOUR**

WCMI, Ashland, Ky.

**GRACE NOTES TRIO**

WMAL-WRC, Washington,  
D. C., In Town Tonight.

**GRAHAM, ROSS**

NBC, Cities Service Concert.

**GRAHAM SISTERS**

WIP, Philadelphia, Pa., Sun-  
day Hymnal.

**GRASHEL, BILL**

WPAY, Portsmouth, Ohio,  
Brothers In Harmony.

**GRASHEL, DON**

WPAY, Portsmouth, Ohio,  
Brothers In Harmony.

**GRASSO MIXED CHORUS**

WFLA, Tampa, Fla.

**GRAY, MAXINE**

KHJ, Los Angeles, Calif., Al-  
vino Rex with Maxine Gray.

**GREEN, JAY**

KCMC, Texarkana, Texas, Jay  
Green's Rhythm.

**GREENWOOD, HARVEY**

KFKA, Greeley, Colo.

**GREIGO, SONJA**

WFBL, Indianapolis, Ind.

**GRENNELL, EILEEN**

KSO, Des Moines, Ia., Songs  
by Eileen.

**GRAY, LANNY**

NBC, Rhythmic School Judy  
and Lanny.

**GRIFFIN, GEORGE**

NBC, The Cities Service  
Chorus.



**RAMON ARMENGOD**

*"Lady Esther Hour"*

Management: Douglas G. Hertz  
551 Fifth Ave., New York City  
VA. 6-3163

**JIMMY SHIELDS**



**SINGING STAR**

**Enna-Jettick Melodies**

• • •

**Fibber McGee and Molly**

• • •

Management: General Amusement Corp.  
Personal Rep.: Frank Cooper

• • • **VOCAL ARTISTS** • • •

**GRIMES, BETTY**  
KRBC, Abilene, Texas, Betty and Jenny.

**GRIMES, M. L.**  
KRBC, Abilene, Texas, Hymns You Know and Love.

**GRISANTI, DORIS**  
WAVE, Louisville, Ky., Jewel Box.

**GROVES, PAUL**  
WDZ, Tuscola, Ill., Western Songs.

**GULLY, PHIL**  
WJDX, Jackson, Miss., Songs by Phil Gully.

**GUNTS, BRENT**  
WFBR, Baltimore, Md., Carnival of Fun.

— H —

**HADENS' HILLBILLIES**  
KMA, Shemandoah, Va., Humorous Squibs.

**HAIN, WILLIAM**  
Bach Cantatas, MBS; Story of Song, CBS.

**HAINES, WESLEY "HAPPY"**  
WHBF, Rock Island, Ill., The Wakers-Uppers.

**HALE, TRAVIS**  
KGO, San Francisco, Calif.

**HALEY, AMBROSE**  
WGL-WOVO, Fort Wayne, Ind.

**HALEY, PAT**  
KDKA, Pittsburgh, Pa., Music Please, Music Box Melodies, Dutch Club.

**HALL, AUDREY**  
KMPC, Beverly Hills, Calif., Potpourri Review.

**HALL, BOB**  
CKNX, Wingham, Ont., CKNX Hillbillies.

**HALL, FRED**  
NBC, Sunday Drivers.

**HALL, MARTY**  
WKY, Oklahoma City, Okla., SW Serenade, Cameos of Melody.

**HALL, RAY**  
WFBR, Baltimore, Md., Carnival of Fun.

**HALL SISTERS**  
WHMA, Anniston, Ala., Sunday Song Serenade.

**HANNA, PHIL**  
KGO, San Francisco, Calif., The Three Cheers.

**HANS, LEO**  
WMAN, Mansfield, Ohio

**HARMONETTES, THE**  
KMOX, St. Louis, Mo., Alpine Varieties.

**HARMONY GIRLS**  
WDBJ, Roanoke, Va., On Wings of Song.

**HARMONY SISTERS**  
KONO, San Antonio, Texas.

**HARRIS, TOMMY**  
KFRC, San Francisco, Calif., Breakfast Club, Feminine Favorites.

**HART, JOHNNY**  
WMEX, Boston, Mass., Hits of the Day.

**HARTRICK, GEORGE**  
WTAM, Cleveland, Ohio

**HAYEN OF REST QUARTET**  
KHJ, Los Angeles, Calif.

**HAYE, PETE**  
WDAS, Philadelphia, Pa., Songs at Noontime.

**HAZELNESS, PAUL**  
WTCN, St. Paul-Minneapolis, Minn., Perko Time.

**HAZELTINE, THURZA**  
WMAN, Mansfield, Ohio

**HENDRICK, EDITH**  
WBBM, Chicago, Ill., Good Morning, Rhythm Rascals.

**HENDRICKS, GLADYS**  
KFPY, Spokane, Wash., Remember When, Variety Party.

**HENDRIE, HUBERT**  
CBS, Story of Song.

**HENNINGSEN, WILLIAM**  
WBXX, New York, N. Y., The Hymn Book.

**HERRING, JOSEPHINE**  
WTAL, Tallahassee, Fla., Memory Lane.

**HIGGINS, REGGIE**  
WAGM, Presque Isle, Me., Songs by Reggie.

**HIGGINS QUARTET**  
WSKB, McComb, Miss.

**HIGHT, WINI**  
WDEV, Waterbury, Vt., Melodies of Happiness.

**HILDEGARDE**  
NBC.

**HILL, ROY**  
WHIS, Bluefield, W. Va., An Earful of Music.

**HILLIARD, HARRIET**  
NBC.

**HIRSCH, ALVIN**  
WMAZ, Macon, Ga., Alvin Hirsch, Gospel Singer.

**HOLLOWELL, STELLA**  
KDB, Santa Barbara, Calif., Fashion Review, Parents' Forum.



**JACK BERCH**

BARITONE

on SWEETHEART SOAP  
NBC BLUE NETWORK  
Monday, Wednesday and Friday 11:30 A.M.

MUTUAL WOR

Tue day and Thursday, 12:15 Noon  
Gulf Spray Transcriptions—130 Stations  
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**BARRY WOOD**

Starring in

**"YOUR HIT PARADE"**

CBS—Coast-to-Coast

Saturdays—9:00 to 9:45 P.M.

• • • **VOCAL ARTISTS** • • •

**HOLLY, GAIL**  
WBAL, Baltimore, Md. Afternoon Show

**HOLLY, VERA**  
WGY, Schenectady, N. Y. Fashions In Melody.

**HOLMES, SALTY**  
WLS, Chicago, Ill. Prairie Ramblers.

**HONIG, MAX**  
W1TH, Brooklyn, N. Y. Social Column of the Air.

**HOOPER CHOIR, THE**  
WFBM, Indianapolis, Ind.

**HOOPLE, MARY**  
MBS, Bach Cantatas.

**HOSMER, CHANDLER**  
WDAS, Philadelphia, Pa.

**HOWARD, BOB**  
NBC, Calsodent Presents.

**HOWARD, HERB**  
WNAX, Yankton, S. D.

**HOWARD, TOM**  
WFBM, Indianapolis, Ind.

**HOYT, CLARA M.**  
KWLC, Decatur, Iowa. Afternoon Musicals.

**HUARD, LARRY**  
WTIC, Hartford, Conn.

**HUMPHREYS, DOROTHY STEVENS**  
WBKC, Columbus, Ohio. Silhouette in Song.

**HUNNICUTT, MIKE**  
WKRC, Cincinnati, Ohio. Dawn Patrol.

**HUNNIFORD, DOROTHY**  
WPRO, Providence, R. I. Fashion Fanfare.

**HURD, NANCY**  
KTUL, Tulsa, Okla. Souvenirs.

**HURT, CHICK**  
WLS, Chicago, Ill. Prairie Ramblers.

**HUTTON, JOAN**  
WEBR, Buffalo, N. Y. Girl With the Flaxen Hair.

**HYDE, DICK**  
KSO, Des Moines, Iowa. Thirty Minutes to Go.

**HYDE, HARMON**  
WPRO, Providence, R. I. Take It Easy Time

**JAMS, WALLY**  
WJDX, Jackson, Miss.

**INGRAHAM, JERRY**  
WHEC, Rochester, N. Y. Sparrow's Strings, Silver and Gold.

**INK SPOTS, THE**  
NBC.

**IRELAND, EUGENE**  
WSPD, Toledo, Ohio.

**IRWIN, ISH**  
KGBX-KWTO, Springfield, Mo.

— J —

**JACOBS, PAUL**  
WNOE, New Orleans, La. Paul Jacobs Entertains.

**JAKE AND CARL**  
WGY, Schenectady, N. Y. Cowboy Singers.

**JAMES, LEONORE**  
WCAE, Pittsburgh, Pa. Songologue.

**JAMISON, ANNIE**  
NBC, Romance and Rhythm.

**JANES, ART**  
WLS, Chicago, Ill. Maple City Four.

**JENNINGS, DON**  
WHIO, Dayton, Ohio. Singing Parson.

**JEPSON, HELEN**  
CBS, Ford Sunday Evening Hour.

**JESTERS, THE**  
NBC, Golden Serenaders. The Schaefer Revue.

**JIMMY & DICK**  
WEEL, Boston, Mass.

**JOHNSON, CARL J.**  
WDGY, Minneapolis-St. Paul, Minn. Hollow Fairrise Frolics. Barn Dance.

**JOLSON, AL**  
CBS, Al Jolson Show.

**JOLSON, EDITH**  
WELI, New Haven, Conn. Monday Moods.

**JONES, BILL**  
WIBC, Indianapolis, Ind.

**JORDON, DIXIE BOY**  
WKY, Oklahoma City, Okla. Good Morning.

**JORDAN, JOAN**  
WCFL, Chicago, Ill. Twilight Time.

**JOURDAN, CHARLES**  
CKAC, Montreal, Que., Can.

**JOY, ALICE**  
KGW-KEX, Portland, Oregon. Tommy Luke Presents. Listen and Win Program.

**KALEN, KITTY**  
WCAU, Philadelphia, Pa.

— K —

**KAMPUS KIDS, THE**  
NBC, Vocal Vogues.

**KARGES, ERNIE**  
CKNX, Wingham, Ont. Canadian Farm and Home Hour.



**DON REID**

Tenor Soloist  
for  
"DOLE PINEAPPLE JUICE"  
(1939-40 CBS)  
Management A. & S. Lyons, Inc.

★

**JERRY  
ANDERS**

★



• • • **VOCAL ARTISTS** • • •

**KAUERZ, ELSA**  
KOA, Denver, Colo. Golden Melodies, Westernaires, Old Opry House.

**KAYE, RAMONA**  
KMO, Tacoma, Wash. Kaye 'n' Kaye.

**KEATHLEY, FRED**  
KRBC, Abilene, Texas. Hymns You Know and Love.

**KEEGAN, T. J.**  
WHIO, Dayton, Ohio. Fireside Philosophers.

**KEMPER, LOU**  
KVOO, Tulsa, Okla. Otaseo Merry-makers, Dream House.

**KENNEDY, REED**  
KDKA, Pittsburgh, Pa. Treasure Trails of Song.

**KENT, CLIFFORD**  
WELI, New Haven, Conn. Remember When.

**KERN, HENRIETTA**  
WFBR, Baltimore, Md. Music Styled for You.

**KEY SISTERS**  
WJBL, Decatur, Ill. Hillbilly Duo.

**KIDDER, WALTER**  
WNAC, Boston, Mass.

**KIDOODLERS, THE**  
NBC, Amanda's Party.

**KINDER, BARBARA**  
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

**KINDER, ELAINE**  
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

**KINDER, SHIRLEY**  
KDKA, Pittsburgh, Pa. Music Please, Dutch Club.

**KING, BONNIE**  
KMBC, Kansas City, Mo. Bonnie and the Boys.

**KING'S JESTERS, THE**  
NBC.

**KING SISTERS, THE**  
KHJ, Los Angeles, Calif. Alvin Ray and the King Sisters.

**KIRCHER, IRENE**  
WMBD, Peoria, Ill. Happy Train.

**KIT AND KAY**  
KMBC, Kansas City, Mo. Brush Creek Pollies, Dinner Bell Round Up.

**KLASSEN, BEN**  
KPO, San Francisco, Calif. Woman's Magazine of the Air, Waltz Reflections.

**KLINE, GRACE**  
WSIX, Nashville, Tenn. Melody Moods.

**KNICKERBOCKER QUARTET**  
KPO, San Francisco, Calif. Woman's Magazine of the Air, Waltz Reflections.

**KNIGHT, DAVE**  
Good News of 1939, NBC; Eddie Cantor's Camel Caravan, CBS; Signal Carnival, NBC; Tune Up Time, CBS.

**KNIGHT, FELIX**  
NBC, Schaefer Revue, Songs at Eventide.

**KIRCHEK, JAMES**  
WEDC, Chicago, Ill. International Accordiana.

**KUOA, Male Octet**  
KUOA, Siloam Springs, Ark. Little Brown Church.

— L —

**LAMONTAGNE, I.**  
CJBR, Rimouski, Que. Musical Comments.

**LAMOUR, DOROTHY**  
NBC, The Chase and Sanborn Program.

**LANDRY, EMILY**  
KVOL, Lafayette, La. Your Favorite Songs.

**LANE, ALBERT**  
WMSL, Decatur, Ala.

**LANE, BETTY**  
WIP, Philadelphia, Pa. Jittering Jive.

**LAKE, DONALD**  
WGL-WOVO, Fort Wayne, Ind.

**LANE, ELEANOR**  
WBZ-WBZA, Boston and Springfield, Mass. Boston Life.

**LANE, SIGGY**  
MBS, Listen America.

**LANE SISTERS**  
WELI, New Haven, Conn. Harmonic Patterns.

**LANG, JUNE**  
KDAL, Duluth, Minn. Sunday Serenade.

**LANGFORD, FRANCES**  
CBS, Texaco Star Theatre.

**LANSING, GERTRUDE**  
KYA, San Francisco, Calif.

**LARGE, HOWARD**  
CHAB, Moose Jaw, Sask. Going Places With the Millers.

**LATTERMAN, DOROTHY**  
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music, Airliners, Linger Awhile, Lazy Rhapsody, Enchanted Hour.



*"Radio's Ambassador of Rhythm"*

**BOB HOWARD**

**"TALK TO ME"**

• NBC •

# VOCAL ARTISTS

**LAUGHLIN, DAVID**  
CBS, Tune-Up Time.

**LAWRENCE, "HAPPY"  
LARRY**  
MBS-WHK, Columbus, Ohio.

**LEACH, BILLY**  
KDKA, Pittsburgh, Pa. Tap  
Time, Design for Dancing.

**LEE, EDDIE**  
WEEL, Boston, Mass., Musi-  
cal Bee, Tea With Eddie Lee.

**LEE, R. E.**  
KWLC, Decorah, Iowa, Hymns  
We Love.

**LEE, SANDRA**  
WRDQ, Augusta, Me., Songs  
by Sandra.

**LEERS, BOB**  
WIOD, Miami, Fla., WIOD  
Dance Frolic.

**LEKREUN, PIERRE**  
NBC, Manhattan Merry-Go-  
Round.

**LENNON, ELIZABETH**  
NBC, American Album of  
Familiar Music.

**LIBBY, BUD**  
WAGM, Presque Isle, Me.,  
Songs by Bud Libby.

**LIEBER, HAL**  
WFRM, Indianapolis, Ind.

**LINDSAY, ART**  
KXRO, Aberdeen, Wash., Syn-  
copated Riddles.

**LINDSAY, DAVID**  
WOPF, Bristol, Tenn., Jivers  
Club.

**LINWOOD, LUCILLE**  
WBNS, Columbus, Ohio, Start  
the Day Right.

**LITTLE, MELVA**  
KOCY, Oklahoma City, Okla.  
Little Melva Little.

**LONE COWHAND**  
KADA, Ada, Okla., Lonesome.

**LORING, MICHAEL**  
CBS, Studio Rendezvous.

**LORRAINE, KAY**  
CBS, Your Hit Parade.

**LOVE BROTHERS**  
WBRC, Birmingham, Ala., At  
the Crossroads.

**LOVE, MARK**  
MBS, Pageant of Melody.

**LOWERY, COIS**  
WMSL, Decatur, Ala.

**LOYSEN, KEN**  
WHAM, Rochester, N. Y.

**LUTHER, FRANK**  
NBC, Luther-Layman Singers.

**LYNNE, EVELYN**  
NBC, Breakfast Club.

**LYON, RUTH**  
NBC, Concert Salon, Joseph  
Gallicchio and His Orchestra,  
Harry Kogon and His Orches-  
tra, Words and Music, Roy  
Shield Revue.

## — Mc —

**McALISTER, JAMES**  
WARD, Brooklyn, N. Y., Two  
Hours in Ireland.

**McCLESKEY, FRED**  
KVOA, Siloam Springs, Ark.

**McCOLLUM, DAVID**  
KGFP, Shawnee, Okla., Three  
Hymn Singers.

**McCONNELL, ED**  
NBC, Smilin' Ed McConnell

**McCRAE, MARGARET**  
CBS, Joe E. Brown Program.

**McCULLOUGH, ANNETTE**  
WGY, Schenectady, N. Y.,  
Your Neighbor.

**McDONALD, JETTA**  
WCMI, Ashland, Ky.

**McDONOUGH, MRS. J. P.**  
WRNL, Richmond, Va., Gos-  
pel Singer.

**McELVEE, THOMAS**  
WHIO, Dayton, Ohio, Little  
Tom.

**McFARLAND, LESTER**  
WLS, Chicago, Ill., Mac and  
Bob.

**McINTYRE, RUSSELL**  
WBT, Charlotte, N. C.

**McKENNA, YVONNE**  
WMAS, Springfield, Mass.,  
Songs Styles by Yvonne.

**McKINNEY, MARY  
ELIZABETH**  
WGL-WOVO, Fort Wayne,  
Ind.

**McKINNEY SISTERS**  
WBRG, Birmingham, Ala.,  
McKinneys and Ted.

**McLEMORE, JIMMY**  
WHBQ, Memphis, Tenn., Song  
Styles.

**McQUAIN, WANDA**  
KBST, Big Spring, Texas, A  
Thousand Love Songs.

## — M —

**MABIE, LOUISE MASSEY**  
WLS, Chicago, Ill., The West-  
eners.

**MABIE, MILT**  
WLS, Chicago, Ill., The West-  
eners.

**MAG AND SLIM**  
WMAZ, Macon, Ga., Hillbilly  
Duo.

**MACE, EVELYN**  
WMEX, Boston, Mass., Mem-  
ory Lane.

**MACPHERSON, LOIS**  
CHAB, Moose Jaw, Sask., Re-  
member.

**MAGEE, MONTE**  
KGRB, Tyler, Texas, Voice  
of the Southland.

**MAHANEY, ROBERT**  
WIBX, Utica, N. Y., Date  
With a Song.

**MANN, BEN**  
WWNC, Asheville, N. C., Spot-  
light Serenade.

**MANNERS, LUCILLE**  
NBC, Cities Service Concert.

**MANSFIELD, ANDY**  
KHI, Los Angeles, Calif.

**MANSFIELD, VIRGINIA**  
KHI, Los Angeles, Calif.

**MAPLE LEAF QUARTET**  
WOC, Davenport, Iowa, Mel-  
odies of the Deep South.

**MARGOLITE**  
WWNC, Asheville, N. C., Caro-  
lina Power & Light Program.

**MARR, ELLEN**  
WCAU, Philadelphia, Pa.

**MARTIN, EDWIN N.**  
WGBF, Evansville, Ind.

**MARTIN, ESTHER L.**  
WLS, Chicago, Ill., Prairie  
Sweethearts.

**MARTIN, MARY**  
CBS, Tuesday Night Party.

**MARTIN, TATTEE**  
WIOD, Miami, Fla., WIOD  
Dance Frolic.

**MARTIN, TONY**  
CBS, Tune-Up Time.

**MASSEY, ALLEN**  
WLS, Chicago, Ill., The West-  
eners.

**MASSEY, CURT**  
WLS, Chicago, Ill., The West-  
eners.

**MAST SISTERS**  
KNOK, St. Louis, Mo., Three  
'N' One.

**MAXWELL, RICHARD**  
CBS.

**MEISSNER, FRITZ**  
WLS, Chicago, Ill., Maple  
City Four.

**MELODY MAIDS**  
KCRC, Enid, Okla.

**MELODY MAIDS**  
WMBD, Peoria, Ill., Trio  
Nightfall, Petticoat Parade.

**MELODY MAIDS**  
WCHS, Charleston, W. Va.

**MELODY MEN**  
WGY, Schenectady, N. Y.,  
Trio.

**MELTON, JAMES**  
CBS, Ford Summer Hour.

**MEN ABOUT TOWN, THE**  
NBC, Manhattan Merry Go  
Round.

**MEN OF THE WEST**  
The Rangers' Serenade, NBC  
Westernaires, KOA.

**MERCER, JOHNNY**  
CBS, Benny Goodman's Camel  
Program, Bob Crosby's Camel  
Caravan.

**MERRY MACS**  
The Fred Allen Show, NBC;  
Geezer Jessel.

**MESSMER, DOTTIE**  
Kraft Music Hall Program,  
NBC; Screen Guild Show  
CBS.

**BETCALE, JOHN**  
MBS, Choir Loft.

**MEYER, ANN**  
WMAS, Springfield, Mass., Ann  
Meyer Songs.

**MICHAEL, RUTH**  
WCHS, Charleston, W. Va.

**MILLER, MARIE**  
WJBC, Bloomington, Ill.

**MILLER, MARY LOU**  
WBNS, Columbus, Ohio, Hel-  
lo Ohio.

**MILLER, WILLIAM**  
MBS, Weber's Concert Revue.

**MODERNAIRES, THE**  
CBS, Paul Whiteman's Ches-  
terfield Program.

**MODERN CHOIR, THE**  
NBC, American Album of Fa-  
miliar Music.

**MOFFETT, CLAYE**  
WLS, Chicago, Ill., The Rau-  
pers.

**MONK, BILLY G.**  
KNET, Palestine, Texas.

**MONROE, LUCY**  
Kraft Music Hall, NBC;  
Echoes of New York, WEAFF;  
Henry Weber Concert Pro-  
gram, MBS.

**MONTANA, KEN**  
KSOO, Sioux Falls, S. D., Cow-  
boy Ballads.

**MONTANA, PATSY**  
WLS, Chicago, Ill.

**MOODY, GEORGE**  
KVOA, Siloam Springs, Ark.

**MOORE, CARL**  
WEEL, Boston, Mass., Top O'  
the Morning, Matinee Prom-  
enade.

**MOREDAND, PEG**  
WFAA, Dallas, Texas, Barn  
Dance, Rural Mail.

**MORGAN, PEGGY**  
WCAU, Philadelphia, Pa.

**THE MORIN SISTERS**  
NBC, Breakfast Club, Club  
Matinee.

## VOCAL ARTISTS

**MORRIS, IRENE**  
WGBR, Goldsboro, N. C.  
Songs of Long Ago.

**MORRIS, IRENE**  
WPAY, Portsmouth, Ohio  
Star of Tomorrow.

**MORRIS, MARGARET DILLON**  
WICC, Bridgeport, Conn. Songs  
at Eventide.

**MORRIS, WILLIE**  
MBS, Music By Moonlight.

**MORRISON, JAMES**  
WHEB, Portsmouth, N. H.  
Music Lovers' Hour.

**MOVES, CLAUDE "PIE PLANT  
PETE"**  
WTAM, Cleveland, Ohio, Pete  
and Joe.

**THE MOVLAY SISTERS**  
NBC.

**MUNN, FRANK**  
NBC, Waltz Time, American

**MUNKOE, HARRISON**  
Album of Familiar Music.  
KRBC, Abilene, Texas. Hymns  
You Know and Love.

**MUNKOE, VAUGHN**  
WBZ-WBZA, Boston & Spring-  
field, Mass. Breakfast In Bed-  
lam.

**MURRAY, WYNN**  
NBC, The New Fred Allen  
Show.

**MUSE, MARGARET**  
WKY, Oklahoma City, Okla.

**MUSIC MAIDS**  
Kraft Music Hall Program  
NBC, Screen Guild Show CBS.

### — N —

**NABEAU, RAOUL**  
MBS, Bach Cantatas.

**NAZARRO, CLIFF**  
Quaker Party NBC, Mazie  
Key of RCA NBC, Chase &  
Sanborn Hour NBC, Al Jolson  
Show CBS, Joe Penner Pro-  
gram CBS, Al Pearce and His  
Gang CBS, Screen Actors  
Guild Show CBS, Texaco Stu-  
dents CBS.

**NEESE, ERLU**  
WBIG, Greensboro, N. C.  
Great Hymns of the Church.

**NEHER, DICK**  
WLS, Chicago, Ill. WLS  
Quartet.

**NELSON SISTERS**  
WEEB, Duluth, Minn. Hymn  
Time.

**NETTINGA, PAUL**  
WLS, Chicago, Ill. WLS  
Quartet.

**NICKSON, GEORGE**  
KPO, San Francisco, Calif.  
Woman's Magazine of the  
Air, Sleep Serenade, Waltz  
Reflections.

**NIELSON, GRACE**  
Jack Haley Program CBS, Ed-  
die Cantor's Camel Caravan  
CBS, Good News of 1939 NBC,  
Lux Radio Theatre CBS.

**NORATO, TOM**  
WPRO, Providence, R. I.  
Housewives Serenade, Take It  
Easy Time.

**NORMAN, DALTON**  
WMAZ, Macon, Ga. Dalton  
Norman Singing Cowboy.

**THE NORSEMEN**  
NBC, Horse and Burgie Days,  
Vocal Vogues.

**NORTON, LEE**  
WKY, Oklahoma City, Okla.  
Cameos of Melody, SW Ser-

enade, Otaseo Merry-makers,  
Yellow Cab Program.

**NOVELIERS**  
KMA, Shenandoah, In. Round-  
up on the Rhythm Range.

**NOVENSON, JOE**  
WAIR, Winston-Salem, N. C.  
Romance Time.

**NOVIS, DONALD**  
NBC, Fibber McGEE and Mol-  
ly.

**NUGENT, HELEN**  
MBS, Old Fashioned Girl.

### — O —

**O'CONNOR, MAUREEN**  
KFWB, Los Angeles, Calif.  
Music By Maureen.

**O'CONNOR, WILLIAM**  
WLS, Chicago, Ill.

**O'DELL, DOY**  
WTIC, Hartford, Conn. Cow-  
boy Singer.

**O'HEREN, DICK**  
MBS, Irish Melodies, Wayne  
and Dick.

**O'KANE, RUTH**  
KFBI, Sacramento, Calif.

**O'NEIL, DOLORES**  
WCAU, Philadelphia, Pa.

**O'NEIL, JEAN**  
KNX, Los Angeles, Calif.  
Saturday Morning Party.

**OSBORN, CARL**  
WELL, Battle Creek, Mich.  
Gospel Singer.

**OSBORNE, VERNA**  
NBC, Walter Kelsey's Al-  
manac, Musical Fantasia,  
Woman's Magazine of the Air,  
Out of the West.

**OSSENBRINK, LUTHER**  
WLS, Chicago, Ill. Arkansas  
Wood-chopper.

**OSWALD, FLOY**  
WNOE, New Orleans, La. The  
Sun-hine Voice.

**OWENS, JACK**  
Jack Owens Sings KECA, Mu-  
sic By Sweeten KECA, Town  
Talk Tel-a-tunes KNX, Cav-  
alade of Hits From Holly-  
wood Today NBC.

**OZARKIANS, THE**  
KGOA, Siloam Springs, Ark.

### — P —

**PALMER, CARRUTH**  
WOAI, San Antonio, Texas.  
That Year.

**PAQUET, OSCAR**  
CKCV, Quebec, Que. Parmi  
Nos Souvenirs.

**PARKER, FAY**  
KDKA, Pittsburgh, Pa. Tap  
Time, Design for Dancing.

**PARKER, FRANK**  
CBS, Burns & Allen Chester-  
field Program, Burns & Allen  
Hinds Program.

**PARKER, GLORIA**  
WFL, Philadelphia, Pa.  
Champagne Time.

**PARKER, LORRAINE**  
WEW, St. Louis, Mo. Melody  
Time.

**PARSONS, BOB**  
KVOO, Tulsa, Okla. Your  
Singing Neighbor, It's A Won-  
der's World.

**PASCOE, PALLIE**  
CHAB, Moose Jaw, Sask. Go-  
ing Places With the Millers.

**PATTERSON, CLIFFORD**  
KGBX-KWTO, Springfield, Mo.

**PATERSON, PAT**  
WLS, Chicago, Ill. Maple City  
Four.

**PAUL, ED**  
WCFL, Chicago, Ill. Meet  
the Folks.

**THE PAUL TAYLOR CHORUS**  
NBC, The Gilmore Circus.

**PAULE, NORMAN**  
KXOK, St. Louis, Mo. Hymns-  
We Love.

**PEDI, RALPH**  
WOV, New York, N. Y.

**PERCE, JAN**  
Gulf Musical Playhouse CBS,  
Radio City Music Hall of the  
Air NBC.

**PERKMAN, MARTHA**  
WAPI, Birmingham, Ala.  
Tonic Tunes.

**PENCE, INEZ**  
KLZ, Denver, Colo. Lady Lend  
An Ear.

**PERKINS, RAY**  
NBC, Letters Home.

**PERRY, BILL**  
CBS, Saturday Night Ser-  
enade, Story of Song.

**PETERSON, RUTH**  
KGO, San Francisco, Calif.  
Operator.

**PIAFF, LILLIUS**  
WAIR, Winston-Salem, N. C.  
Melody Time.

**PHILLIPS, BETTY LOU**  
WMBH, Joplin, Mo.

**PHILO, VIOLA**  
NBC, Radio City Music Hall  
of the Air.

**PIANIST, CAROLYN**  
KXOK, St. Louis, Mo. Girl  
O' the Morning.

**PIERSOL, BETTY**  
KUSD, Vermillion, S. D. On  
Wings of Song.

**PIONEER, QUARTET**  
KDKA, Pittsburgh, Pa. Treas-  
ure Trails of Song.

**PIXLER, SISTERS**  
KGKO, Fort Worth, Texas  
Sisters Three.

**PONS, LILY**  
CBS, Ford Sunday Evening  
Hour.

**POTVIN, MADAME**  
CJBR, Rimouski, Que.

**POWELL, DICK**  
CBS, Lifebuoy Program.

**PRAGER, MANNY**  
CBS, Ben Bernie and All the  
Lads.

**PRICE, HOWARD**  
WCAE, Pittsburgh, Pa. Lazy  
Rhapsody, Linger Awhile.

**PRIN, TOBY**  
WCCO, Minneapolis, Minn.  
Saturday Open House.

**PRICHARD, ESTHER**  
WPIC, Sharon, Pa. Songs for  
You.

**PRITCHARD, LLOYD**  
WNAX, Yankton, S. D. Hop-  
py Jack's Oldtimers, Rodeo  
Recess, Western Jamboree.

**PURCELL, MARTHA**  
WICC, Bridgeport, Conn.  
Tunes for Two.

**PURCELL, PAT**  
WIP, Philadelphia, Pa. Toy-  
sisters Band.

### — Q —

**QUINN, INEZ**  
WHAM, Rochester, N. Y.

**QUINT, KATHERINE**  
KVOL, Lafayette, La. Songs  
By Katherine Quint.

# VOCAL ARTISTS

## — R —

**RAIES SISTERS**  
WHIS, Bluefield, W. Va.

**RAND, LARRY**  
KQV, Pittsburgh, Pa.

**RANGERS, THE**  
WBR, Charlotte, N. C. Western Quartet, Vick Chemical Program.

**RAOUL, NADEAU**  
WOR, Newark, N. J.

**RAULERSON, PEGGY**  
WAYX, Waycross, Ga. Let's Remember.

**RAYE, EDITH**  
KWK, St. Louis, Mo. Rays of Melody.

**RAYE, MARTHA**  
CBS, Al Jolson Show.

**RAYE, RACHEL**  
WJTH, Brooklyn, N. Y.

**READ SISTERS**  
WOAI, San Antonio, Texas. Saturday Night Parade.

**RED RIVER DAVE**  
WOR, Newark, N. J. Cowboy Singer.

**REED, DEAN**  
WLS, Chicago, Ill. WLS Quartet.

**REESE, BOB**  
KDYL, Salt Lake City, Utah. Gift Box, Music By Woodbury.

**REID, ADA**  
KRBC, Abilene, Texas.

**REID, DON**  
CBS, Al Pearce and His Gang.

**REINBERG, MARY CATHERINE**  
WLS, Chicago, Ill. Prairie Sweethearts.

**REMSEN, ALICE**  
NBC, Turn Back the Clock. The Land of Make Believe.

**KENTOU, KENNETH**  
CKNX, Wingham, Ont. CKNX Barn Dance.

**RHODES, BETTY JANE**  
KHJ, Los Angeles, Calif.

**RHODES, DORIS**  
CBS, The Zany Family. Studio Rendezvous.

**RHODES, TOM**  
WDAS, Philadelphia, Pa.

**RHYTHM FOUR**  
WSGN, Birmingham, Ala.

**RHYTHM RIDERS**  
KMBC, Kansas City, Mo. Western Echoes, Strange Enchantment, Music for Your Afternoon.

**RHYTHMETTES**  
WTMV, East St. Louis, Mo. Girls Trio, Color Harmonies.

**RICCARDI, FRANK**  
WOV, New York, N. Y.

**RICE, AL**  
WLS, Chicago, Ill. Maple City Four.

**RIEHL, FREDDY**  
CKNX, Wingham, Ont. CKNX Barn Dance.

**RIGGS, NELL**  
WCLE, Cleveland, Ohio. Song Shop.

**RIGGS, TOMMY**  
NBC, The Quaker Party.

**ROBERSON, DARLENE**  
WAVE, Louisville, Ky. Darlene Sings.

**ROBESON, PAUL**  
CBS, Pursuit of Happiness.

**ROISE, RAY**  
WBNS, Columbus, Ohio. Start the Day Right. Hello Ohio.

**ROESE, SCOTTY**  
WPAY, Portsmouth, Ohio. Song of Today.

**ROGERS OF RHYTHM**  
WAIR, Winston-Salem, N. C. Trio.

**ROLLINS, EADIE**  
WKCY, Cincinnati, Ohio. Bluegrass Boys.

**ROOT, DOLLY**  
WTOI, Toledo, Ohio. Ross and Dolly.

**ROOT, ROSS**  
WTOI, Toledo, Ohio. Ross and Dolly.

**ROSE, BILL**  
WQDM, St. Albans, Vt. Hands Across the Ivorys.

**ROSE, MISCHA**  
WPEN, Philadelphia, Pa. Planters Hi-Hat Peanut Oil Program.

**ROSENBERG, HENRIETTA**  
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Muted Music, Airliners, Linger Awhile, Lazy Rhapsody, Enchanted Hour.

**ROSENBERGER, VIRGINIA**  
WBAL, Baltimore, Md. Afternoon Show.

**ROSS, GILL**  
KXA, Seattle, Wash. Yodeling Melodies.

**ROSS, LANNY**  
CBS, Your Hit Parade. Songs.

**ROSSELLI, EMELTA**  
WOV, New York, N. Y.

**ROUGH RIDERS, THE**  
WKY, Oklahoma City, Okla. Trio, Cain's Coffee Club.

**ROWE, GENEVIEVE**  
Iach Cantatas MBS, Johnny Presents CBS, The Story of Song CBS, Columbia's Gay Nineties Revue CBS, Johnny Presents NBC, The Swing Fourteen NBC.

**ROWE, QUEENIE**  
KBST, Big Spring, Texas. Music for You.

**RUDELL, MARIE GENDRON**  
WJMS, Ironwood, Mich. Song Time.

**RUSSELL, TONY**  
KWV, Philadelphia, Pa.

**RUVELL, NORMAN**  
WWJ, Detroit, Mich.

**RYAN, PATRICIA**  
MBS, New Times.

**RYLES, BUDDIE**  
KUFJ, Walla Walla, Wash.

## — S —

**SAILIN, AL**  
WDGY, Minneapolis-St. Paul, Minn. Hollow Fairise Frolic, Barn Dance.

**SANDS, JAMES**  
WCLE, Cleveland, Ohio. Kapors.

**SANTA FE SLIM**  
KMBC, Kansas City, Mo. Brush Creek Follies, Dinner Bell Round Up.

**SAUANDRES, AMELIA**  
WOV, New York, N. Y.

**SAVOY SISTERS**  
MBS, Savoy Swing.

**SCHIPA, TITO**  
MBS, Concert Series.

**SCHLACK, ROSEMARY**  
WOC, Davenport, Ia. Bal-lads in Blue.

**SCHULLER, SELM**  
WTAM, Cleveland, Ohio.

**SCHULTZ, WALTER**  
WGL-WOVO, Fort Wayne, Ind.

**SCOGGINS, JERRY**  
WFAA, Dallas, Texas. Dr Pepper House Party.

**SCOTT, MARGIE**  
WCOP, Boston, Mass. Artists Bureau Parade.

**SCRAP IRON QUARTET**  
WTJS, Jackson, Tenn.

**SENNEFF, BETTY**  
KGLX, Mason City, Ia.

**SHAEFFER, ANNE**  
KGBX-KWTO, Springfield, Mo.

**SHAEFFER, DORA**  
KGBX-KWTO, Springfield, Mo.

**SHAFFER, CLETA**  
KWYO, Sheridan, Wyo.

**SHAPIRO, CANTOR**  
WOL, Washington, D. C.

**SHAW, MONETTE**  
WOAI, San Antonio, Texas. Tapestry of Songs.

**SHEARER, SYLVIA**  
WIP, Philadelphia, Pa. Songs By Sylvia.

**SHEEHAN, JOHN**  
WGY, Schenectady, N. Y.

**SHEPARD, ETHEL**  
WHN.

**SHERMAN, CLAIRE**  
WJBL, Syracuse, N. Y. Musical Clock.

**SHERMAN, FLOYD**  
NBC, The Cities Service Chorus, Johnny Presents, The Swing Fourteen.

**SHERVA, ELINOR**  
MBS.

**SHIELDS, JIMMY**  
Music and Manners MBS, Emma Jettick Melodies NBC, Fibber McGeo and Molly NBC, We're Steppin' Along CBS.

**SHIMMIN SISTERS**  
WJBC, Bloomington, Ill. Music In The Air.

**SHORE, DINAH**  
NBC, Cloutier Calling, Rhythm School.

**SHORT BROTHERS**  
KPDN, Pampa, Texas. Singers of the Sage, Songs of Ken Bennett.

**SHEREVE, BOB**  
WGL-WOVO, Fort Wayne, Ind.

**THE SIGNALEERS**  
NBC, The Signal Carnival.

**SIMMS, VIRGINIA**  
NBC, Kay Kysor's College of Musical Knowledge.

**SIMPSON, BOB**  
WRC, Washington, D. C. Whispering Rhythm.

**SIMS, HARRY**  
WLS, Chicago, Ill. The Rangers.

**SIMS HILLBILLIES, PAPPY**  
WIOD, Miami, Fla. WIOD Dance Frolic.

**SINGIN' SAM**  
Coca Cola ETs.

**SIX HITS AND A MISS**  
NBC, The Pepsodot Show.

**SIZER, ALICE**  
Kraft Music Hall Program  
NBC, Screen Guild Show CBS.

**SLOEX, AL**  
KMA, Shenandoah, Ia.

**SMALL, MARY**  
CBS, Ben Bernie and All the Lads.

# VOCAL ARTISTS

**SMARTIES, THE**  
WBZ-WBZA, Boston & Springfield, Mass. Bostonalities.

**SMITH, MARJORIE**  
WBLK, Clarksburg, W. Va. Songs By Margie.

**SMITH, KATE**  
CBS. Kate Smith Hour.

**SMITH, SAMMIE**  
WSIX, Nashville, Tenn. Songs of the Plains.

**SMITH, SUSAN**  
WBLK, Clarksburg, W. Va. Concert Echoes.

**SMOOTHIES, THE**  
Time To Shine CBS, Magic Key of RCA NBC, Fitch Bandwagon NBC, Show of the Week MBS.

**SNYDER, ROBERT**  
WFBG, Altoona, Pa. Bob and Jean.

**SONGSMITHS, THE**  
CBS. Your Hit Parade.

**SONS OF THE PIONEERS**  
KHJ, Los Angeles, Calif. Western Songs.

**SPEAKER, ROBERT**  
WLS, Chicago, Ill. WLS Quartet.

**SPEAKS, MARGARET**  
NBC. Voice of Firestone.

**SPEIGLE, DORIS**  
WSUN, St. Petersburg, Fla.

**SPRINGMAN, FAGUE**  
WMAL - WRC, Washington, D. C. In Town Tonight.

**STAFFORD, JR., HARRY**  
Jack Haley Program CBS, Gateway to Hollywood CBS, We Present NBC, Musical Source NBC.

**STAHL, RICHARD**  
KMMJ, Clay Center, Nebr.

**STAHL, ROBERT W.**  
KMMJ, Clay Center, Nebr.

**STARR, KAY**  
WMPB, Memphis, Tenn. Jam for Supper, Starr Time.

**STECH-SHULTE, SETTY**  
WTOL, Toledo, Ohio. Song Time.

**STEELE SISTERS**  
MBS. Musical Steelmakers

**STEPHENS, GARRY**  
WJSV, Washington, D. C.

**STEWART, FRANKLYN**  
WCKY, Cincinnati, Ohio. Hymns for Everyone.

**STEWART, MARVLIN**  
KTUL, Tulsa, Okla.

**STONE, FRANCES**  
WRNL, Richmond, Va.

**STONE, PERCY**  
WMBG, Richmond, Va. Hymn Sing.

**STRAUSER, SOL**  
WARD, Brooklyn, N. Y. Yiddle from the South.

**STRICKLAND, WAYNE**  
KNET, Palestine, Texas.

**STUART, BONNY**  
KYW, Philadelphia, Pa.

**STUTZ, CARMEN**  
KONO, San Antonio, Texas. The Melody Girl.

**SUMMERLIN, MACON**  
KRBC, Abilene, Texas. Sophisticated Swing.

**SUNSHINE QUARTET**  
KGKB, Tyler, Texas. Rhea's Sunshine Hour.

**SUNSHINE SALLY**  
KOY, Phoenix, Ariz. Many Years Ago Today.

**SUTTON, TOMMY**  
WIBC, Indianapolis, Ind.

**SWAYZE, BILL**  
WCAU, Philadelphia, Pa.

**SWIFT, GARFIELD**  
MBS. Listen America.

**SWING BUDDIES**  
WTOL, Toledo, Ohio. Quartet Musical Cavalcade.

**THE SWING FOURTEEN**  
NBC. Johnny Presents.

## — T —

**TAYLOR, JACK**  
WLS, Chicago, Ill. Prairie Ramblers.

**TAYLOR, TOBY**  
MBS. Romance in Rhythm.

**TEEL, JOHN**  
KPO, San Francisco, Calif. Woman's Magazine of the Air. Sleep Serenade, Waltz Reflections.

**TENNESSEE VALLEY BOYS**  
KVOO, Tulsa, Okla. Tennessee Valley Boys, Saddle Mountain Roundup.

**TERRELL TRIO**  
WSKB, McComb, Miss.

**TEXAS BLUE BONNET BOYS**  
KTEM, Temple, Texas.

**THOMAS, RUTH**  
WDBJ, Roanoke, Va. Evening Serenade, Music for Everybody.

**THOMPSON, BARNEY**  
WTAD, Quincy, Ill. Hymns - You Like to Hear.

**THOMPSON, KAY**  
CBS. Tune-Up Time.

**THOMPSON, RUTH**  
WFBQ, Harrisburg, Ill.

**THREE BELLES**  
KTUL, Tulsa, Okla.

**THREE CHEERS, THE**  
KGO, San Francisco, Calif. Trio.

**THREE J'S, THE**  
WHBF, Rock Island, Ill. Girl Trio, Linger Awhile.

**THREE LITTLE GIRLS IN BLUE**  
WCHS, Charleston, W. Va.

**THREE OF US**  
WSPD, Toledo, Ohio. Girls' Trio.

**TIMM, ALLEN**  
WEMP, Milwaukee, Wis. Fashion Promenade, Carefree Castle, Tonal Caravan.

**TODD, DICK**  
CBS. Melody and Madness.

**TOLMAN, CLARENCE**  
KGW-KEX, Portland, Ore. Me and My Shadow, Trail Blazers.

**TOMPKINS, JOHN**  
WDAF, Kansas City, Mo. Showalter Shoe Program.

**TOMSON, TOMMY**  
KKNT, Des Moines, Ia. Tommy Tomson Entertains.

**TORGERSON, HELEN**  
CHAB, Moose Jaw, Sask. Alpine Sweethearts.

**TRAINMEN**  
WICC, Bridgeport, Conn. Male Quartet, The Trainmen.

**TRAVALENA, FRED**  
WBNX, New York, N. Y.

**TROTTMAN, ELLEN**  
KADA, Ada, Okla. Sweet and Swing.

**TROYAN, JOE "BASHFUL JOE"**  
WTAM, Cleveland, Ohio. Pete and Joe.

**TUMA, CY**  
KMMJ, Clay Center, Nebr.

**TUCKER, SOPHIE**  
CBS. Sophie Tucker and Her Show.

**TUNE TWINSTERS**  
MBS. Listen America.

**TURBIFILL, LOIS**  
KNET, Palestine, Texas. Singing Secretary.

**"LITTLE, DON**  
WBBM, Chicago, Ill. Saturday Serenade, Something Old Something New.

**TWILIGHT QUARTETTE**  
KVOL, Lafayette, La. Harmony Time.

## — V —

**VAGABOND COWBOYS**  
KVOO, Tulsa, Okla. Vagabond Cowboys, Saddle Mountain Roundup.

**VAGABONDS, THE**  
WTMV, East St. Louis, Ill. Mixed Trio.

**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio. Mail Pouch Express.

**VALLEE, RUDY**  
NBC. The Chase and Samba Program.

**VENUTA, BENAY**  
MBS-WOR, Newark, N. J. The Benay Venuta Program.

**VERDE, PALO**  
KOY, Phoenix, Ariz. Singing in the Saddle.

**VERRILL, VIRGINIA**  
The Wonder Show CBS, Uncle Walter's Dog House NBC.

**VICKERY, MRS. M. K.**  
WMSL, Decatur, Ala.

## — W —

**WADE BROTHERS**  
WTAL, Tallahassee, Fla. Hill-billy Trio.

**WAIN, BEA**  
CBS. Your Hit Parade.

**WALL, RUTH**  
WBNX, New York, N. Y. The Crinoline Girl.

**WALTERS, FRANCIS**  
WDBJ, Roanoke, Va. Studio Party, Music for Everybody.

**WALTERS, ISABEL**  
WLTH, Brooklyn, N. Y. The Imaginary Theatre.

**WAMPLER, LEW**  
WHIO, Dayton, Ohio. Ridge Runners.

**WARD, MARY**  
WLS, Chicago, Ill. Verna, Lee & Mary.

**WARNER, NAOMI**  
KTOK, Oklahoma City, Okla. Rollieckers.

**WARRICK, LEON**  
WSPD, Toledo, Ohio.

**WATERS, VERNON "CAPTAIN OZIE"**  
KLZ, Denver, Colo. Rocky Mountain Roundup.

**WATSON, BILLIE**  
KMMJ, Clay Center, Nebr.

**WATSON, TOMMY**  
KMMJ, Clay Center, Nebr.

**WATSON, TOM**  
WRUF, Gainesville, Fla.

**WAUCHOPE, CAROL**  
KGFF, Shawnee, Okla. Sweet Swing.

• • • **VOCAL ARTISTS** • • •

**WAYNE, IVAN**  
WFAA, Dallas, Texas, Dr. Pepper House Party.

**WEBSTER, LAURA**  
WBAL, Baltimore, Md. Afternoon Show.

**WEED, ROBERT**  
NBC, Radio City Music Hall On the Air.

**WEISSER, MIRIAM**  
WLTH, Brooklyn, N. Y. News You Might Have Missed

**WELDING, SUE**  
WDAS, Philadelphia, Pa. Musicomedy Gems.

**WELLINGTON, LARRY**  
WLS, Chicago, Ill. The Westeners.

**WELLS, WILLIE**  
KGBX-KWTO, Springfield, Mo.

**WEST, WAYNE**  
WHK, Cleveland, Ohio. Meet the Ladies.

**WESTLEY, OZZIE**  
WLS, Chicago, Ill. The Rangers.

**WHITE, ARDENNE**  
MBS, Musical Stepmothers.

**WHITE, FRANCIA**  
CBS, Ford Summer Hour.

**WHITLEY, RAY**  
KVOO, Tulsa, Okla. Ray Whitey and Co., Saddle Mountain Roundup.

**WIEDERHOLD, GEORGE**  
WHAS, Louisville, Ky. Bill's Christmas Party.

**WITHROW, JR., PAT**  
WCHS, Charleston, W. Va. Woodrum's Your Hymnsinger.

**WILCOX, RICHARD**  
WALR, Zanesville, Ohio. From the Album.

**WILLIAM, WALLACE**  
WMAZ, Macon, Ga.

**WILLIAMS, CURLEY**  
KTEM, Temple, Texas, Johnson and Curley.

**WILLIAMS, FRANK**  
KDRO, Sedalia, Mo. Memories of Melodies.

**WILLIAMS, ROGER**  
KYW, Philadelphia, Pa.

**WILLIAMS, SUE**  
WOPL, Bristol, Tenn. Songs By Sue Williams.

**WILIS, THELMA**  
KDST, Big Spring, Texas. Especially for You.

**WILLMAN, HELEN**  
WISS, Milwaukee, Wis.

**WILLRICH, ELMER**  
WTMV, East St. Louis, Ill. Hymn Time.

**WILMETH, FREEMAN**  
WJBL, Decatur, Ill. The Golden Hour.

**WILSON, BETH**  
KFWB, Los Angeles, Calif. Grouch Club.

**WILSON, DENNY**  
Kraft Music Hall Program  
NBC Screen Guild Show CBS.

**WILSON, GRACE**  
WLS, Chicago, Ill.

**WITWER, KATHRYN**  
MBS, Weber's Concert Review.

**WOLFE, KATHERINE**  
WOPL, Bristol, Tenn. Church Chimes.

**WOOD, BARRY**  
CBS, Time Out for Dancing Your Hit Parade, Ben Bernie and All the Lads, The Zany Family, It Goes Like This Summer Colony.

**WOOD, MARTHA**  
WHIQ, Memphis, Tenn. Wood Tones.

**WOOD SISTERS**  
KVOO, Tulsa, Okla. Sooner Sweethearts, Saddle Mountain Roundup.

**WOODLEY, EVELYN**  
WBAP, Fort Worth, Texas. Variety in Rhythm.

**WORTH, PATTY**  
KOA, Denver, Colo. Ranger's Serenade, Old Opry House.

**WRIGHT, DAVE**  
KWK, St. Louis, Mo. Song Fest.

**WYNN, NAN**  
Time To Shine CBS, Schaefer All-Star Revue WEAF, Show of the Week MBS, Pitch Bandwagon NBC.

— Y —


**YON, MYRTLE**  
WTAL, Tallahassee, Fla.

**YOUNG, NORMAN**  
WBAL, Baltimore, Md. Around the Dinner Table.

— Z —

**ZAPPALA, CLOTHIDA**  
WNAC, Boston, Mass.

**ZOHN, CHESTER**  
WTAM, Cleveland, Ohio. Cobwebs and Cadenzas.



*(Variety - Feb. 14, 1940)*

## STUDEBAKER STICKS TO DICK HIMBER

Chicago, Feb. 13.

Studebaker is set to repeat its formula ether show of the past couple of seasons, starting March 4 with a three-a-week 15-minute disc show. Will again use the Richard Himer orchestra augmented this year by the Ray Block chorus.

Set through Roche, Williams & Cunyningham agency here, with the platters to be spotted in key situations from Coast to Coast. While other shows were offered, both agency and sponsor decided to string along with a show which had done a job for 'em previously.

**RICHARD HIMBER**  
Hotel Pierre  
New York

# Orchestra Leaders

AND THEIR WORK  
DURING 1939



## — A —

**ALBERTI, JULES**  
MBS, Dance Remotes.  
**ALLEN, JIMMY**  
WTJS, Jackson, Tenn.  
**ANDERSON, DON**  
WFBL, Syracuse, N. Y. Musical Clock.  
**ANDREWS, BILL**  
CKOC, Hamilton, Ont.  
**ANTONINI, ALFREDO**  
MBS, Concert Series.  
**ARD, WILBUR**  
WFAA, Dallas, Texas, Early Birds, Smile Program.  
**ARMBRUSTER, ROBERT**  
NBC, The Chase and Sanborn Program.  
**ARMSTRONG, BOB**  
WEBR, Buffalo, N. Y. Matinee in Rhythm (NBC).

## — B —

**BAER, LOU**  
WDAS, Philadelphia, Pa.

**BARLOW, HOWARD**  
CBS, Music for Fun, Columbia Concert Orchestra, Pop Concert, The Columbia Workshop.  
**BARRON, BLUE**  
NBC, Dance Remotes.  
**BAUM, HOWARD**  
WWSW, Pittsburgh, Pa. Madcap Matinee.  
**BELANGER, EDWIN**  
SKCV, Quebec, Que. Les Maitres du Violin.  
**BERNIE, BEN**  
CBS, Ben Bernie and All the Lads.  
**BLACK, BOB**  
WMBD, Peoria, Ill. Musico.  
**BLACK, FRANK (DR.)**  
NBC, Cities Service Concert, NBC String Symphony, Magic Key of RCA.  
**BLAUFUSS, WALTER**  
NBC, National Farm and Home Hour, Viennese Ensemble, Rhythm Auction, Afternoon Varieties.

**BLOCK, RAY**  
CBS, Ray Block's Varieties, Model Minstrels, Columbia's Gay Nineties Revue, The Alibi Club.  
CBS & MBS, Choral Director, Breezin' Alone.  
**BLUME, JOSEPH**  
WDRG, Hartford, Conn. Our Best Wishes, Rhythmelodies.  
**BOALS, COL. L. R.**  
WFMJ, Youngstown, Ohio.  
**BONIME, JOSEF**  
NBC, Death Valley Days, Echoes of New York.  
**BOYS, VERN**  
CHAB, Moose Jaw, Sask. Vern Boys and His Rhythmettes.  
**BRADLEY, OSCAR**  
CBS, Hollywood Guild, Screen Guild Show.  
**BRITE, AL**  
KMAC, San Antonio, Texas. Al Brite and His Log Cabin Fiddlers.  
**BROEKMAN, DAVID**  
CBS, Texaco Star Theatre.



## GLENN MILLER *and his* ORCHESTRA



Chesterfield Program



Victor Blue Bird Records



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**BOB CROSBY**  
and his orchestra



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and

Swing that is HOT!



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Music Corporation of America

*Personal Guides:*  
Goldfarb, Mirenburg & Vallon  
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**• • • ORCHESTRA LEADERS • • •**

**BROWN, WALBERG**  
CBS. Stringtime with Wal-  
berg Brown.

**BUCHANAN, GIB**  
WIBC, Indianapolis, Ind.

**BUENING**  
KTOK, Oklahoma City, Okla.  
Rollfikers, Swinesters.

**BYER, SY**  
WELI, New Haven, Conn.  
Continental Trio.

— C —

**CHESTNEY, ROLLIE**  
KLZ, Denver, Colo.

**CANNON, JIMMY**  
WBTM, Danville, Va. Jam  
Session.

**CAPRA, JIMMY**  
KTHS, Hot Springs, Ark.

**CAPRARO, JOE**  
KTHS, Hot Springs, Ark.

**CHERNIAVSKY, JOSEF**  
Musical Camera NBC. My  
Lucky Break MBS. Marathon  
Melodies NBC-WLW. Nash  
Automobile Program NBC-  
WSAI. Musical Strepchase  
MBS.

**CLARK, JAMES**  
KFPY, Spokane, Wash. Re-  
member When. Variety Party.

**CLINTON, LARRY**  
Sensations and Swing NBC.  
Show of the Week MBS. The  
Quaker Party NBC.

**CLOTTIER, NORMAN**  
MBC. Norman Cloutier and  
His Orchestra. Cloutier Call-  
ing, Rhythm and Song. Song

for Saturday, Manhattan Mel-  
odies, Cosmopolitan Melodies.

**COTTON, BILLY**  
CFAR, Flin Flon, Manitoba.

**COURTNEY, DEL**  
NBC. Dance Remotes.

**CROSBY, BOB**  
Camel Caravan NBC & CBS.  
If I Had the Chance NBC.  
Dance Remotes CBS-MBS-NBC.

— D —

**DALEY, WALTER**  
WJMS, Ironwood, Mich.

**DAMROSCH, WALTER (DR.)**  
NBC. NBC Music Apprecia-  
tion Hour.

**DANT, CHARLES**  
NBC. From Hollywood To-  
day. Music for Listening, Ro-  
mance and Rhythm.

**D'ARCY, CAPTAIN THOMAS**  
MBS. Army Band.

**D'ARTEGA**  
We're Steppin' Along WABC.  
Euna Jettick Melodies NBC.

**DACHER, HERMAN**  
WTAQ, Green Bay, Wis.

**DAVIES, LEW**  
WOMI, Ashland, Ky.

**DAVIS, ART**  
KTUL, Tulsa, Okla. Folks  
from Turkey Creek.

**DEITCHMAN, RUDY**  
WCLS, Joliet, Ill.

**DE LANGE, EDDIE**  
CBS. Honolulu Bound.

**DOLAN, BOBBY**  
CBS. Tuesday Night Party.

**DONAHUE, AL**  
NBC & MBS. Dance Re-  
motes.

**DONNIE, DON**  
NBC. Manhattan Merry-Go-  
Round.

**DONOVAN, JACKIE**  
KWOC, Popular Bluff, Mo.

**DORR, ROY**  
KOJ, Walla Walla, Wash.

**DORSEY, JIMMY**  
NBC. Jimmy Dorsey and His  
Orchestra.

**DORSEY, TOMMY**  
NBC. Tommy Dorsey and His  
Orchestra.

**DUCHOW, LAWRENCE**  
WBXY, Green Bay, Wis.

**DUMONT, CHARLES**  
KTHS, Hot Springs, Ark.

**DUNSTETER, EDDIE**  
CBS. It Happened in Holly-  
wood.

— E —

**ENNIS, SKINNAY**  
NBC. The Popsodent Show.

— F —

**FAIRCHILD, EDGAR**  
CBS. Eddie Cantor's Camel  
Caravan.

**FAITH, PERCY**  
MBS. Cosmopolitans.

**FELBER, HERMAN**  
WLS, Chicago, Ill. WLS Or-  
chestra.

**FIELDS, SHEP**  
Fitch Bandwagon NBC. If I  
Had the Chance NBC. Dance  
Remotes CBS-NBC-MBS.



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and  
The World Famous  
"Makes You Want  
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**• • • ORCHESTRA LEADERS • • •**

**FIORITO, ERNIE**  
MBS. Music and Manners.  
**FIORITO, TED**  
CBS. The Wonder Show.  
**FITZGERALD, ELLA**  
NBC. Dance Remotes.  
**FORBES, LOU**  
NBC. I Want a Divorce.  
**FREUDBERG, LEO**  
MBS. Sustaining Shows.

**— G —**

**GALICCHIO, JOSEPH**  
NBC. Joseph Galicchio and His Orchestra. NBC Jamboree. Sunday Dinner at Aunt Fanny's.  
**GARBER, JAN**  
NBC. Dance Remotes.  
**GILBERT, PEGGY**  
KMPC. Beverly Hills. Calif. Petticoat Review, Six Gals and a Guy.  
**GILL, ERNES**  
NBC. Dinner Date with Judy. Musical Interview.  
**GLENN, FRANK**  
NBC. Musical Tete-a-Tete.  
**GLUSKIN, LUD**  
CBS. Al Jolson Show.  
**GOODMAN, AL**  
MBS. Show of the Week.  
**GOODMAN, BENNY**  
CBS & NBC. The Camel Caravan.  
**GORDON, GRAY**  
NBC. Magic Key of RCA. Dance Remotes. NBC Thesaurus.  
**GOULD, MORTON**  
MBS. Busman's Holiday.

**GRANT, TED**  
WMMN. Fairmont. W. Va. Ted Grant's Varieties.  
**GREEN, JOHNNY**  
CBS. MBS & NBC. Johnny Presents. Breezing Along.  
**GRIBBLE, CLAUDE**  
KVCV. Redding. Calif. Danceable Music.  
**GROFF, FERDE**  
NBC. Sustaining Shows.  
**GROSS, WALTER**  
CBS. Saturday Night Swing Club.  
**GROSSMAN, WALTER**  
WIOD. Miami. Fla. WIOD Light Symphony Orchestra.  
**GROSSO, PAOLO**  
KTHS. Hot Springs. Ark.

**— H —**

**HAENSCHEN, GAUSTAVE**  
American Album of Familiar Music NBC. Saturday Night Serenade. CBS.  
**HAMNER, JIMMIE**  
WRNL. Richmond. Va.  
**HANSON, HOWARD, DR.**  
NBC. Rochester Concerts.  
**HARRIS, PHIL**  
NBC. The Jello Program.  
**HATCH, WILBUR J.**  
Gateway to Hollywood CBS. Calling All Cars KNX. White Fires KNX.  
**HAYES, REX**  
WNAX. Yankton. S. D. Bohemian Band. Jamminers. Devotional Singers.  
**HAYTON, LENNIE**  
NBC. Melody and Madness.

**HEIDT, HORACE**  
NBC. Pot O' Gold. Horace Heidt and His Alamite Brigadiers.  
**HENSLEY, E. D.**  
KMAC. San Antonio. Texas. Possum Hunters.  
**HERRMANN, BERNARD**  
CBS. Exploring Music. Musical Album.  
**HIMBER, RICHARD**  
George Jessel's Jamboree NBC. Dance Remotes NBC & MBS.  
**HODEK, FRANK**  
NBC. Romance and Rhythm. Tune Types. Musical Contrasts. Sweet and Swing. Marie Antoinette Premiere. American Legion Broadcasts. Elvira Rios and Frank Hodek's Orchestra.  
**HOFF, CARL**  
CBS. Al Pearce and His Gang.  
**HOHENGARTEN, CARL**  
CBS. News and Rhythm.  
**HONTI, JOSEF**  
NBC. Fun with the Famous. Morning Musicale. NBC Salon Orchestra. If I Had the Chance. Music Calls. Melody Moments. Song at Eventide.  
**HUMBER, WILSON**  
KVOL. Lafayette. La. It's Rhythm Time with Humber.  
**HURLMANN, EDOYARD**  
NBC. Standard Oil Symphony Hour.

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**ORCHESTRA LEADERS**

**HUTCHINSON, CHARLES**  
WGBF, Evansville, Ind. Little German Band.

— I —

**IMBROGLIO, JOSEPH**  
NBC. Music Styled for You.

— J —

**JACOBSON, ANDY**  
WNAC, Boston, Mass. Name in the News, Sunshine News, Andy Jacobson's Rhythm.

**JACOBY, ELLIOTT**  
NBC. The Parker Family.

**JENKINS, GORDON**  
NBC. Musical Soiree, Muted Rhythm, The Signal Carnival, The Hall of Fun.

**JENNEY, JACK**  
Fitch Bandwagon NBC. Dance Remotes CBS-MBS-NBC.

— K —

**KAIN, PAUL**  
WJSV, Washington, D. C.

**KAVELIN, AL**  
NBC. Dance Remotes.

**KAY, EDDIE**  
NBC. Those We Love.

**KAYE, SAMMY**  
MBS. Show of the Week.

**KEKUNA, JACK**  
KWFT, Wichita Falls, Texas. Kekuna Royal Hawaiians.

**KELSEY, WALTER**  
Walter Kelsey's Almanac, Musical Fantastic, NBC.

**KEMP, HAL**  
CBS. Time to Shine.

**KING, GEORGE**  
NBC. Dance Remotes.

**KING, WAYNE**  
NBC & CBS. Cashmere Bouquet Products Program.

**KLEMPERER, OTTO**  
NBC. Standard Oil Symphony Hour.

**KOGEN, HARRY**  
NBC. Harry Kogen and His Orchestra, NBC Minstrels.

**KOSTELANETZ, ANDRE**  
CBS. Tune-up Time.

**KRUPA, GENE**  
MBS. Show of the Week.

**KYSER, KAY**  
NBC. Kay Kyser's College of Musical Knowledge.

— L —

**LEDERER, JACK**  
WCAO, Baltimore, Md. Spotlight Review.

**LEONARDI, LEON**  
NBC. The Grouch Club.

**LIVINGSTON, JERRY**  
NBC. Dance Remotes.

**LITTAU, JOSEPH**  
CBS. Let's Go to the Fair.

**LOMBARDO, GUY**  
CBS & NBC. The Lady Es-ther Serenade.

**LOPEZ, VINCENT**  
NBC. Dance Remotes.

**LUNCEFORD, JIMMIE**  
NBC. Dance Remotes.

— M —

**McMILLIAN, DUTCH**  
WDNC, Durham, N. C. Your Duke Parade.

**MacKINNON, R.**  
CKCV, Quebec, Que. Legendes du Danube.

**MALNECK, MATTY**  
CBS. Music by Malneck.

**MARCELLO, BERNIE**  
KWFT, Wichita Falls, Texas. Tophatters, 620 Music Street.

**MARINO, BETTE**  
KYA, San Francisco, Calif. Meditation.

**MARTONE, JOHNNY**  
WADC, Akron, Ohio.

**MASTERS, FRANKIE**  
It Can Be Done, CBS, Show of the Week, MBS.

**MEERTE, MAURICE**  
CKAC, Montreal, Que. L'Heure des Vedettes.

**MESSER, DON**  
CFCY, Charlottetown, P. E. I. Don Messer and His Islanders.

**MILLER, GLENN**  
CBS. Chesterfield Program.

**MILLER, IRVING**  
NBC. The Band Goes to Town, Karbenders, Manhattan Melodians.

**MILLER, JACK**  
CBS. Kate Smith Hour.

**MILLS, BILLY**  
NBC. Fibber McGee and Molly.

**MILLS, FELIX**  
NBC. The Gilmore Circus.

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*and his*

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# ORCHESTRA LEADERS

## MORGAN, RUSS

CBS, Johnny Presents.

## MURRAY, LYN

CBS, Moods for Moderns.  
Honolulu Bound.

### — N —

## NEAL, PAUL

WBNS, Columbus, Ohio.

## NELSON, WAYNE

WJBC, Bloomington, Ill. Sun-  
day Serenade.

## NOBLE, RAY

CBS, Burns & Allen Hinds  
Programs.

## NOVAK, FRANK

NBC, Frank Novak's Mu-  
siccreators.

### — O —

## ORMAY, GYCLA

NBC, Good Morning Tonite.

### — P —

## PAIGE, RAYMOND

CBS, 99 Men and a Girl.

## PASTERNAK, PERCY

Make Mine Music CBS, Car-  
nation Contented Program,  
NBC.

## PAYTON, JACK

WDNC, Durham, N. C. Wheel  
of Fortune.

## PELLETIER, WILFRED

The Ford Sunday Evening  
Hour CBS, Metropolitan Opera,  
Auditions of the Air, NBC.

## PERRY, AL KEALOHA

KGMB, Honolulu, Hawaii,  
Maxwell House Party, Heinz  
Hawaiian Serenade, Hawaii  
Calls.

## PITT, MERLE

WNEW, New York, N. Y.,  
Five Shades of Blue.

## POLLACK, BEN

CBS, Joe Penner Program.

## POWELL, TEDDY

NBC, Dance Remotes.

### — R —

## RAPEE, ERNO

Listen America MBS, Music-  
Hall of the Air NBC, Gulf  
Musical Playhouse CBS, Gen-  
eral Motors Concert NBC.

## REINER, FRITZ

CBS, Ford Sunday Evening  
Hour.

## REISMAN, LEO

Your Hit Parade CBS, Show  
of the Week MBS.

## RENARD, JACQUES

NBC, The Tip Top Show.

## REPINE, BURT

WRVA, Richmond, Va.

## RHODES, ETHEMER

KWOC, Poplar Bluff, Mo.

## RICH, FREDDIE

Quaker Party with Tommy  
Riggs NBC, Show of the  
Week MBS.

## RICH, LOUIS

NBC, Revue in Miniature,  
Three Quarter Time.

## ROLAND, DON

KNX, Los Angeles, Calif. Don  
Roland's Tunemsmiths, Satur-  
day Morning Party.

## ROLLINI, ADRIAN

MBS & WOR, Dance Re-  
motes.

## ROTH, ALLEN

NBC, The Schaefer Revue,  
If I Had The Chance, Doc  
Rockwell's Brain Trust.

## RUVINSKY, DANIEL

WHKC, Columbus, Ohio,  
Moods in Melody.

### — S —

## SAIDENBERG, DANIEL

NBC, Alec Thompson Time.

## SALTER, HARRY

Mr. District Attorney NBC,  
What's My Name? NBC,  
Honolulu Bound CBS, Hobby  
Lobby CBS & NBC.

## SARLI, AL

KWK, St. Louis, Mo. Song  
Fest.

## SCOTT, RAYMOND

CBS, Your Hit Parade, Con-  
cert In Rhythm.

## SHAFFER, HUCK

KGLO, Mason City, Ia. Mu-  
sic With a Smile.

## SHAW, ARTIE

Melody and Madness NBC &  
CBS, If I Had the Chance  
NBC, Dance Remotes CBS-  
NBC.

## SHIFFER, BERT

NBC, Dance Remotes.

## SHIELD, ROY

NBC, Concert Salon, Ro-  
mance Melodies, Roy Shield  
Revue, Sunday Dinner At Aunt  
Fanny's.

## SHULKRET, NAT

Magic Key of RCA NBC,  
Ruppert's Relaxation Time  
WEAF.

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Dole Pineapple Juice  
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Management MCA  
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NBC MUSICAL DIRECTOR  
HOLLYWOOD

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**SHEDNIK, MILTON**  
NBC. The Rangers Serenade.

**SILVERS, JOHNNY**  
WIOD, Miami, Fla. WIOD  
Dance Frolic.

**SIMEONE, HARRY**  
CBS. Texaco Star Theatre.

**SMALLE, ED**  
We're Steppin' Along WABC.

**SODERO, CESARE**  
MBS. WOR Symphony Program.

**SONNICK, HARRY**  
Joe E. Brown Program CBS,  
Hollywood Playhouse NBC.

**SPITALNY, IL LEOPOLD**  
NBC. Favorite Waltzes, Tap-  
istry Musicals, Prelude To  
Evening, Popular Classics.

**SPITALNY, MAURICE**  
NBC. Festival of Music,  
Grand Slam Revue.

**SPITALNY, PHIL**  
NBC. The Hour of Charm.

**STANLEY, BOB**  
WOR, Newark, N. J. Benay  
Venuta Program, Tropical  
Serenade, Music By Moonlight,  
The Laugh 'n Swing Club,  
New Tunes.

**STEELE, TED**  
NBC. Transcriptions, Time  
Out, Light Up and Listen  
Club.

**STEVENS, LEITH**  
CBS. Columbia Chamber Or-  
chestra. This is New York,  
Musical Weekly, The Alibi

Club, Summer Colony, Stu-  
dio Rendezvous.

**STOKES, HAROLD**  
MBS. On A Sunday After-  
noon.

**STOPAK, JOSEF**  
NBC. The Revelers and Or-  
chestra, Radio Guild.

**STRAETER, TED**  
CBS. Kate Smith Hour.

**STRONG, BOB**  
NBC. Avalon Time, Uncle  
Walter's Dog House.

**SUMMERS, EARL**  
MBS. Musical Steelmakers.

— T —

**TANTILLO, JOE**  
WIBA, Madison, Wis.

**TAYLOR, DICK**  
CJCA, Edmonton, Alberta,  
Hometown Boys, lol Boys,  
Good Morning Neighbor.

**TERRY, DAVE**  
MBS. Name Three.

**TOSCANINI, ARTURO**  
NBC. NBC Symphony Or-  
chestra.

**TROTTER, JOHN SCOTT**  
NBC. Kraft Music Hall.

**TUCKER, ORRIN**  
CBS. Tentumers, Let's Join  
the Band.

— V —

**VAN OSDELL, JIMMY**  
WCKY, Cincinnati, Ohio. Blue-  
grass Boys.

**VAN STEEDEN, PETER**  
NBC. George Jessel's Celeb-  
rities, The New Fred Allen  
Show, For Men Only.

**VOORHEES, DON**  
CBS. Cavalcade of America,  
Ford Summer Hour.

— W —

**WALLENSTEIN, ALFRED F.**  
Sinfonietta MBS, Symphonic  
Strings MBS, Bach Cantata  
MBS, Mozart Concerto Series  
MBS, Voice of Firestone  
NBC.

**WARING, FRED**  
NBC. Fred Waring in Pleasure  
Time.

**WARNOW, MARK**  
CBS. Time Out For Dancing,  
Your Hit Parade, The Zany  
Family, Pursuit of Happi-  
ness.

**WEBER, HENRY**  
MBS. Pageant of Melody.

**WEEKS, ANSON**  
CBS.

**WEINBERGER, EUGENE**  
WMAN, Mansfield, Ohio,  
Mansfield Symphony.

**WELLMON, PAUL**  
KTUL, Tulsa, Okla. The Song-  
ios.

**WHITEMAN, PAUL**  
CBS. Chesterfield Program.

**WIESE, OTIS**  
NBC. Youth Questions The  
Headlines.

**WILLSON, MEREDITH**  
NBC. Good News of 1940.  
The Signal Carnival.



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## — A —

**ADAMS, LELAND**  
KNET, Palestine, Texas.

**ADAMSON, W. G.**  
CKTB, St. Catharines, Ont.,  
Can.

**ALBERT, DON**  
WHN, New York, N. Y.

**ALEXANDEI, JOHN**  
KFBB, Great Falls, Montana.

**ALFORD, ELIZABETH**  
KRMD, Shreveport, La.

**ALLEN, JAMES E.**  
WTJS, Jackson, Tenn.

**ALSUP, J. E. (MRS.)**  
KICA, Clovis, New Mexico.

**ANDREWS, ABBIE**  
WDAY, Fargo, North Dakota.

**ARDUINI, VIC**  
CFHC, Kamloops, British  
Columbia, Can.

**ARMSTRONG, ROBERT**  
WEBR, Buffalo, N. Y.

**AURANDT, DICK**  
KSFO, San Francisco, Calif.

**AYALA, GREGORIO**  
WPRP, Ponce, Puerto Rico.

**AYARS, LOWELL**  
WSNJ, Bridgeton, N. J.

## — B —

**BACON, GEORGE**  
KGB, San Diego, Calif.

**BAER, MORGAN**  
WMAL WRC, Washington,  
D. C.

**BALDWIN, J. GORDON**  
KWFT, Wichita Falls, Texas.

**BANKS, MARGARET**  
WBIG, Greensboro, N. C.

**BASS, FRED**  
CKWX, Vancouver, B. C.,  
Canada.

**BAUGH, EUGENE**  
WBAP, Fort Worth, Texas.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BEAVERS, WALLACE**  
WCOL, Columbus, Ohio.

**BECKER, ALFRED**  
KOY, Phoenix, Ariz.

**BECKNER, RAY M.**  
KEUP, Durango, Colorado.

**BEGHOLD, KEN**  
WBAX, Wilkes Barre, Pa.

**BELANGER, EDWIN**  
CKCV, Quebec, Quebec, Can.

**BENAVIE, SAMUEL**  
WJR, Detroit, Mich.

**BENNETT, KEN**  
KPDN, Pampa, Texas.

**BENNETT, V. E.**  
WHEB, Portsmouth, New  
Hampshire.

**BERCOVITZ, ABE**  
KEX & KGW, Portland, Ore.

**BERGMAN, MARY ELLEN**  
KSUN, Lowell, Ariz.

**BERRY, ED.**  
KLO, Ogden, Utah.

**BLACK, EARL**  
WMAN, Mansfield, Ohio.

**BLAIR, FRANK**  
WOL, Washington, D. C.

**BLENDER, MORTON**  
WCOP, Boston, Mass.

**BLOCH, RAY**  
CBS, Model Minstrels.

**BOALS, COL. L. R.**  
WFMJ, Youngstown, Ohio.

**BOLIN, DOROTHY**  
WMBO, Auburn, New York.

**BRECE, GEORGE**  
KFBK, Sacramento, Calif.

**BREITENMOSER, DON**  
KMLB, Monroe, La.

**BROOKS, WILLIAM H.**  
KVOO, Tulsa, Okla.

**BROWN, EDDY**  
WQZR, New York, N. Y.

**BROWN, JEANE**  
WGL WOWO, Fort Wayne,  
Ind.

**BROWN, MARY LOUISE**  
WMRO, Aurora, Ill.

**BROWN, TED**  
KONO, San Antonio, Texas.

**BROWN, WALBERG**  
WGAR, Cleveland, Ohio.

**BUENNING, PAUL**  
KTOK, Oklahoma City, Okla.

**BUNCH, VIRGINIA, (MRS.)**  
WSKB, McComb, Miss.

**BURSET, JOAQUIN A.**  
WKAQ, San Juan, Puerto Rico.

## — C —

**CACARES, EMILIO**  
WOAI, San Antonio, Texas.

**CALLAWAY, EDWIN**  
KTEM, Temple, Texas.

**CANDELORI, ANTHONY**  
WFIL, Philadelphia, Pa.

**CARR, ALBERTA**  
WGTM, Wilson, N. C.

**CASTLE, MARGARET FISCHER**  
KGVO, Missoula, Mont.

**CHANDLER, SYLATA L.**  
KAST, Astoria, Oregon.

**CHARLES, ANN**  
WOSU, Columbus, Ohio.

**CHERNIAVSKY, JOSEPH**  
WLW WSAL, Cincinnati, Ohio.

**CHRISTENSON, PAUL**  
KOMA, Oklahoma City, Okla.

**CLARK, ALLAN**  
WKY, Oklahoma City, Okla.

**CLARK, FREEMAN**  
KIRO, Seattle, Wash.

**CLARK, JAMES B.**  
KFPY, Spokane, Wash.

**CLAWSON, JACK**  
KARM, Fresno, Calif.

**COLTON, W. R.**  
KUSD, Vermillion, S. D.

**CONNELL, JAMES**  
WHDL, Olean, N. Y.

**CONTI, ANTHONY**  
WLEU, Erie, Pa.

**CORBELL, P. E.**  
CJBR, Rimouski, Quebec,  
Can.

**CORRIS, ALLYN**  
WIS, Columbia, S. C.

**COTE, BERT**  
WCOU, Lewiston, Maine.

**COTTER, FRANK**  
WSAR, Fall River, Mass.

**COUCH, STERLING V.**  
WDRG, Hartford, Conn.

**CRANE, VIRGINIA**  
WEBQ, Harrisburg, Ill.

**CUREN, THELMA McNEIL**  
WFBL, Syracuse, N. Y.

## — D —

**DAUGHERTY, STANLEY**  
DXOK, St. Louis, Missouri.

**DAVID, RUSS**  
KSD, St. Louis, Missouri.

**DAVIDSON, G.**  
WKBN, Youngstown, Ohio.

**DAVIS, HELEN**  
KATE, Albert Lee, Minn.

**DAVIS, TED**  
WAGM, Presque Isle, Maine.

**DELFINO, POMELO**  
WATR, Waterbury, Conn.

**DELSON, LILLIAN**  
WVFW, Brooklyn, N. Y.

**DONAHOE, HOWARD**  
WLOK, Lima, Ohio.

**DORK, ROY**  
KUJ, Walla Walla, Wash.

**DOTTON, DOLLY**  
KVSQ, Ardmore, Okla.

**DREW, ED**  
WPRO, Providence, R. I.

**DUFFY, L. ROY**  
KFJZ, Fort Worth, Texas.

## — E —

**EBENER, FREDDIE**  
WOW, Omaha, Nebraska.

**EVERSMAN, JOHN**  
WWNC, Asheville, N. C.

## — F —

**FAIRBANKS, CILE**  
KFIZ, Fond-Du-Lac, Wis.

**FELD, BEN**  
KMOX, St. Louis, Missouri.

**FERGUSON, DAN B.**  
WAIM, Anderson, S. C.

**FERRIS, RAY**  
WLS, Chicago, Ill.

**FITZPATRICK, EDWARD J.**  
KYA, San Francisco, Calif.

**FLATH, P. HANS**  
KMBC, Kansas City, Mo.

**FOSS, MRS. C. R.**  
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**FRANZOSA, JOSEPH**  
WPMN, Phila., Pa.

**FURMAN, CLARENCE**  
WIP, Phila., Pa.

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## — G —

**GALLIART, MELVILL K.**  
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KMA, Shenandoah, Iowa.

**GEYER, BILL**  
WFDF, Flint, Mich.

**GIROUX, PAUL**  
KTAR, Phoenix, Ariz.

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WJBC, Bloomington, Ill.

**GLUSKIN, LUB**  
KNX, Los Angeles, Calif.

**GOBEL, ADOLPH**  
WWRL, Woodside, N. Y.

**GODT, PAUL**  
WTMV, East St. Louis, Mo.

**GOFF, WILBY**  
WGH, Newport News, Virginia.

**GOLDEN, BOB**  
WCAU, Phila., Pa.

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WTAM, Cleveland, Ohio, Assistant.

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WKST, New Castle, Pa.

**GRAHAM, TODD**  
CKGB, Timmins, Ont., Can.

**GRANT, HUBERT J.**  
WNOE, New Orleans, La.

**GRANT, LEE**  
WMCA, New York, N. Y.

**GRANT, TED**  
WMMN, Fairmont, W. Va.

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WFLA, Tampa, Florida.

**GREENE, C. F.**  
CJGX, Yorkton, Saskatchewan, Can.

**GREENWOOD, WARREN**  
WHAJ, Greenfield, Mass.

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WTGT, Hartford, Conn.

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WBRC, Birmingham, Ala.

**GRISWOLD, WALTER P.**  
WIBX, Utica, N. Y.

**GUILD, WILLIAM**  
CKOC, Hamilton, Ontario, Canada.

**HENKIN, MORTON**  
RELO, Sioux Falls, S. D.  
KSOO, Sioux Falls, S. D.

**HENSON, MARY**  
WDBJ, Roanoke, Va.

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CFCF, Montreal, Quebec, Can.

**HIATT, HOD**  
WMBD, Peoria, Ill.

**HILLIER, S. H.**  
CJRM, Regina, Sask., Can.

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WACO, Waco, Texas.

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KDS, Santa Barbara, Calif.

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KPYO, Lubbock, Texas.

## — H —

**HANSON, BOB**  
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**HARMAN, JAMES M.**  
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KOAM, Pittsburg, Kans.

## — I —

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KTRC, Visalia, Calif.

**ISHAM, DON**  
KOL, Seattle, Wash.

**IULA, RUFFINO**  
WBAL, Baltimore, Md.

## — J —

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WMOB, Mobile, Ala.

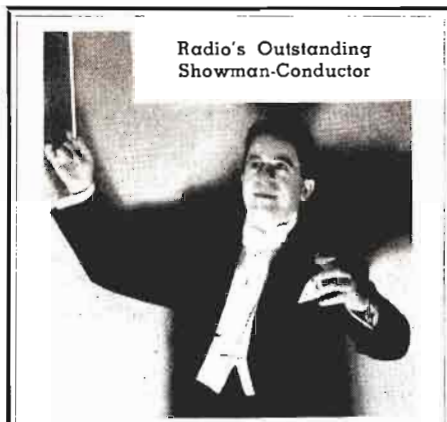


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WDZ, Tuscola, Ill.  
**JONES, LIL**  
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Minn.

— K —

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— L —

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**LYONS, RUTH**  
WRRC, Cincinnati, Ohio.

— M —

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**— O —**

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Pianist

**Lanny Ross—CBS**

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ARRANGER**

UNIVERSAL NEWSREEL  
COLUMBIA SHORTS UNIVERSAL SHORTS

**WALTER  
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Columbia Broadcasting System

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## — S —

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CBS, Lanny Ross.

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WIOD, Miami, Fla.

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WAVE, Louisville, Ky.

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WESG, Elmira, N. Y.

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The Novachord WOR.

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KECA - KFI, Los Angeles,  
Calif.

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**TROBBE, CY**  
KFRG, San Francisco, Calif.

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WCAE, Pittsburgh, Pa. Air-  
liners, Linger A While, Fig-  
ures, In Brass, Enchanted  
Hour, Big Swing, Muted Mu-  
sic.

**TURNER, PAUL**  
WDEV, Waterbury, Vt.

## — V —

**VAN CAMP, BOB**  
WSJS, Winston-Salem, North  
Carolina.

## — W —

**WALKER, JESSE**  
WCPO, Cincinnati, Ohio.

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KGHL, Billings, Montana.

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KTFI, Twin Falls, Idaho.

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WDAN, Danville, Ill.

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WCLO, Janesville, W. Va.

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KTOH, Lihue, Hawaii

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**ALLEN, HAROLD**  
WBNS, Columbus, Ohio

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KECA-KFI, Los Angeles, Cal.

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WSAL, Salisbury, Md.

**ALLEN, L. L.**  
WHJB, Greensburg, Pa.

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KFBB, Great Falls, Mont.

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WJSV, Washington, D. C.

**ALLEN, ROBERT**  
WEAU, Eau Claire, Wis.

**ALLYN, KENNETH**  
WRTD, Richmond, Va.

**ALMODOVAR, HECTOR**  
WKAQ, San Juan, Puerto Rico

**ALT, JIM**  
KMOX, St. Louis, Mo.

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WHOM, Jersey City, N. J.

**ANDEREGG, DON**  
KOOS, Marshfield, Ore.

**ANDERS, WAYNE**  
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**ANDERSON, A. C.**  
KTAR, Phoenix, Ariz.

**ANDERSON, BOB**  
KFPY, Spokane, Wash.

**ANDERSON, CHARLES**  
KOA, Denver, Colo.

**ANDERSON, ED**  
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**ANDERSON, LLOYD**  
WHIO, Dayton, Ohio.

**ANDERSON, ORVAL**  
WDBO, Orlando, Fla.

**ANDERSON, SHELDON**  
KTCC, Visalia, Calif.

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KOCY, Oklahoma City, Okla.

**ANDRUS, EDWARD**  
WTAR, Norfolk, Va.

**ANGELL, J. H.**  
KQV, Pittsburgh, Pa.

**ANGLIN, GRADY**  
KPDN, Pampa, Texas.

**ANSBRO, GEORGE**  
NBC Young Widder Brown.

**ANTHONY, ALLAN C.**  
KEK, St. Louis, Mo. Song Fest, Dr. I. Q. (NBC).

**ANZJON, ARNE**  
KGCU, Mandan, N. D.

**APLEGATE, GEORGE**  
KECA-KFI, Los Angeles, Cal.

**ARMSTRONG, BOB**  
WGBR, Goldsboro, N. C.

**ARNOLD, AL**  
KOBH, Rapid City, S. D.

**ARNOLD, TED**  
WHBF, Rock Island, Ill.

**ASCARELLI, GULIO**  
WHOM, Jersey City, N. J.

**ASH, KEN**  
WNBC, New Britain, Conn.

**ASHMAN, CLARENCE**  
KSAN, San Francisco, Calif.

**ATWOOD, JACK S.**  
WRDO, Augusta, Maine

**AULSEN, VARNER P.**  
WCOU, Lewiston, Maine

**AVERY, ALLEN**  
WJJD, Chicago, Ill.

**AVERY, GAYLORD**  
WOW, Omaha, Nebr.

## — B —

**BABBE, OWEN**  
KMTB, Los Angeles, Calif.

**BACKS, HENRY**  
WWRD, Woodside, N. Y.

**BAICHLY, HOWARD**  
KFXM, San Bernardino, Calif.

**BAILEY, BILL**  
KGBX-KWTO, Springfield, Mo.

**BAILEY, CARL**  
KGFJ, Los Angeles, Calif.

**BAILEY, RAY**  
KPMC, Bakersfield, Calif.

**BAILEY, II, VERNON**  
WSAZ, Huntington, W. Va.

**BAKER, ART**  
NBC, The Groutch Club.

**BAKER, LES**  
WARD, Brooklyn, N. Y.

**BAKER, MELVIN**  
KUSD, Vermillion, S. D.

**BAKER, RAY**  
WCNW, Brooklyn, N. Y.

**BALAND, HELMER**  
WJMC, Rice Lake, Wis.

**BALDWIN, BILL**  
KOIL, Omaha, Nebr.

**BALDWIN, BILL**  
KRNT, Des Moines, Iowa.

**BALDWIN, PHIL**  
CKMO, Vancouver, British Columbia, Can.

**BALE, KAYE**  
WMMN, Fairmont, W. Va.

**BALLINGER, ART**  
KMTB, Los Angeles, Calif.

**BALLOU, CHARLES**  
WSVA, Harrisonburg, Va.

**BANNON, JIM**  
NBC, The Chase and Sanborn Program, Joe Penner, Tip Top Show.

**BANTA, DIANE**  
KFBK, Sacramento, Calif.

**BARBER, ALICE**  
KFXJ, Grand Junction, Colo.

**BARCROFT, WENDELL**  
KFEL, Denver, Colo.

**BARENTS, GAIL H.**  
WBRK, Pittsfield, Mass.

**BARBER, BOB**  
WFAM, WSBT, South Bend, Ind.

**BARNES, WADE**  
WTAM, Cleveland, Ohio

**BARNETT, KEN**  
KCRG, Enid, Okla.

**BARNETT, MELVIN**  
WHIS, Bluefield, W. Va.

**BARRETT, RAY**  
WDRG, Hartford, Conn.

**BARRINGTON, BOB**  
KJBS, San Francisco, Calif.

**BARRINGTON, CHARLES**  
KOB, Albuquerque, N. M.

**BARRY, JOHN**  
WAAB-WNAC, Boston, Mass.

**BARRY, NORMAN**  
WENR-WMAQ, Chicago, Ill.

**BARTH, BERNIE**  
KOBH, Rapid City, S. D.

**BARTMAN, W.**  
CKOC, Hamilton, Ont., Can.

**BARTON, FRANK**  
KGO-KPO, San Francisco, Cal.

**BARUCH, ANDRE**  
John's Other Wife NBC, My Son and I CBS, Kate Smith Hour CBS, Your Hit Parade CBS, American Album of Familiar Music NBC, Second Husband CBS, Dr. Christian CBS, The Aldrich Family NBC, Guiding Light NBC.

**BASS, FRED C.**  
CKWX, Vancouver, B. C., Can.

## ANNOUNCERS

- BASTIEN, O.**  
CFCF, Montreal, Quebec, Can.
- BATCHELDER, CHARLES**  
WDBO, Orlando, Fla.
- BATCHELDER, JOHN**  
WFBL, Syracuse, N. Y.
- BATES, BILL**  
KWOC, Poplar Bluff, Mo.
- BATES, CARL**  
WKST-NEW, Castle, Pa.
- BATES, RICHARD E.**  
WGAN, Portland, Maine
- BATEY, HUBERT**  
WGPC, Albany, Ga.
- BATSON, CHARLES**  
WFBC, Greenville, S. C.
- BAUGHMAN, ELMER**  
WFAA, Dallas, Texas
- BAXTER, LIONEL**  
WAPI, Birmingham, Ala.
- BAXTER, VERNICE**  
WPAD, Paducah, Ky.
- BAYEK, GIL**  
WDRG, Hartford, Conn.
- BAYLOR, DAVE**  
WGAR, Cleveland, Ohio
- BEACHBOARD, KENNETH**  
WISE, Asheville, N. C.
- BEARD, SAM**  
WOPJ, Bristol, Tenn.
- BEAUDETTE, CARLTON**  
WJMC, Rice Lake, Wis.
- BECKER, BOB**  
Skyways Reporter, WAAP,  
Timekeeper WFIL, Women In  
The News WFIL,  
WNEW, New York, N. Y.
- BECKER, FRED**  
KARM, Fresno, Calif.
- BECKER, PHILIP**  
WTIC, Hartford, Conn.
- BEEBOUT, GEORGE**  
WHKC, Columbus, Ohio
- BEEMER, BRACE**  
WXVZ, Detroit, Mich.
- BEGHOLD, KEN**  
WBAX, Wilkes Barre, Pa.
- BEICHL, BRUCE**  
WRJN, Racine, Wis.
- BELANGER, LOUIS**  
CKAC, Montreal, Quebec, Can.
- BELANGER, M. A.**  
CJBR, Rimouski, Quebec, Can.
- BELL, ALLEN**  
WJBL, Decatur, Ill.
- BELL, DICK**  
WARD, Brooklyn, N. Y.
- BELL, DON**  
WTSP, St. Petersburg, Fla.
- BELL, JOHN**  
WFMD, Frederick, Md.
- BELL, RAMEL**  
KFXJ, Grand Junction, Colo.
- BELL, VICTOR**  
KUTA, Salt Lake City, Utah
- BENANDER, MILTON**  
WMC, Memphis, Tenn.
- BENEDETTI, CARLOS**  
KGO-KPO, San Francisco, Cal.
- BENNETT, BERTON**  
NBC, Professor Puzzlewit,  
Standard Oil Symphony Hour.
- BENNETT, BURTON**  
KGO-KPO, San Francisco, Cal.
- BENNETT, JACK**  
WKNY, Kingston, N. Y.
- BENNETT, JOHN**  
KPO-KGO, San Francisco, Cal.
- BENNETT, JOSEPH**  
WBRB, Red Bank, N. J.
- BENNETT, KEN**  
KPDN, Pampa, Texas.
- BENNETT, MYRON J.**  
KDAL, Duluth, Minn.
- BENNETT, THURSTON**  
WRDW, Augusta, Ga.
- BENWARE, REX KEITH**  
WQXR, New York, N. Y.
- BERG, AL**  
KFEV, Glendale, Calif.
- BERGMAN, HERMAN A.**  
KSUN, Lowell, Ariz.
- BERGSTROM, ARTHUR**  
WSPR, Springfield, Mass.
- BERNARD, JOHN**  
WJBL, Decatur, Ill.
- BERNARD, V.**  
CHNC, New Carlisle, Quebec,  
Can.
- BERNDT, IRVING**  
WRAC, Williamsport, Pa.
- BERRY, CHARLES**  
WOV, New York, N. Y.
- BERRY, JAMES**  
KFWB, Los Angeles, Calif.
- BERTHOLD, WAYNE**  
KTRB, Modesto, Calif.
- BERTRANDIS, RICHARD**  
KPO-KGO, San Francisco, Cal.



**BEN GRAUER**

◆  
Master-of-Ceremonies  
Announcer - Commentator  
NBC Artists Service

# FRANK GALLOP

•  
HILLTOP HOUSE  
KALTENBORN COMMENTS  
WHEN A GIRL MARRIES  
WYTHE WILLIAMS  
N. Y. PHILHARMONIC  
SYMPHONY

•  
*Paramount News*

•  
Management  
COLUMBIA ARTISTS, INC.

# ANNOUNCERS

- BESSAN, A. S.**  
KMAC, San Antonio, Texas
- BEYNON, EFFAY**  
WROK, Rockford, Ill.
- BICE, MAX**  
KMO, Tacoma, Washington.
- BIEBER, FREDERICK**  
WHTT, Hartford, Conn.
- BIER, JOSEPH**  
WOR, Newark, N. J. Farmer's Digest.
- BIGNELL, FRANK**  
WJJD, Chicago, Ill.
- BILBY, RALPH**  
KGAR, Tucson, Ariz.
- BINGHAM, FRANKLIN**  
NBC, Blue Moonlight, This Moving World.
- BINKIN, SYL**  
WEW, St. Louis, Mo.
- BISHOP, BENNIE**  
WPG, Atlantic City, N. J.
- BISHOP, BURTON**  
KTEM, Temple, Texas.
- BISPING, HUBERT**  
KUTA, Salt Lake City, Utah.
- BIVENS, William C.**  
WBT, Charlotte, N. C.
- BJORK, MERLE**  
KDIR, Devils Lake, N. D.
- BLACK, EARL**  
WMAN, Mansfield, Ohio.
- BLACK, HOWARD**  
WLS, Chicago, Ill.
- BLACK, SHIRL**  
KOVO, Provo, Utah.
- BLACKMON, BILL**  
KGAR, Tucson, Ariz.
- BLACKWELL, H. B.**  
WAVE, Louisville, Ky.
- BLAIR, FRANK**  
WOL, Washington, D. C.
- BLAKELEY, CLINT**  
WAPI, Birmingham, Ala.
- BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.
- BLANCHETTE, BUD**  
KGVO, Missoula, Mont.
- BLAND, AL**  
WCKY, Cincinnati, Ohio
- BLAND, LEE**  
WCKY, Cincinnati, Ohio.
- BLAND, JR., W. H.**  
WJBO, Baton Rouge, La.
- BLANTON, FRED**  
WCHV, Charlottesville, Va.
- BLANTON, WALLY**  
KABC, San Antonio, Texas.
- BLENDER, MORTON**  
WCOP, Boston, Mass.
- BLENHIEIM, LAWRENCE**  
WFAS, White Plains, N. Y.
- BLISS, HOMER**  
WHAM, Rochester, N. Y.
- BLOOMFIELD, LOUIS**  
WTAL, Tallahassee, Fla.
- BODEN, ERIC**  
KYA, San Francisco, Calif.
- BOGGESS, JOHN**  
WMSL, Decatur, Ala.
- BOGGS, OTIS**  
WRUF, Gainesville, Fla.
- BOLEY, JOSEPH**  
WOV, New York, N. Y.
- BOLTON, LES**  
WOML, Owensburg, Kentucky.
- BOND, FORD**  
NBC, Cities Service Concert, David Harum, Easy Aces, Stella Dallas, Ellen Randolph, Manhattan Merry-Go-Round, Orphans of Divorce, Your Family and Mine, Alias Jimmy Valentine.
- BOND, WILLIAM**  
WHN, New York, N. Y.
- BOOEN, SHERMAN**  
KATE, Albert Lea, Minn.
- BOOTH, VIRGIL**  
WHDL, Olean, N. Y.
- BOOTHBY, JOHN**  
WSAY, Rochester, N. Y.
- BOOTON, FRAN**  
WDZ, Tuscola, Ill.
- BOREN, ROBERT**  
KVCV, Redding, Calif.
- BORGAN, JACK**  
KGFJ, Los Angeles, Calif.
- BORRELLI, RALPH**  
WPEN, Phil. Pa.
- BORTHWICK, BILL**  
WBRC, Birmingham, Ala.
- BOSS, KEITH**  
WHEB, Portsmouth, N. H.
- BOSTICK, BUDDY**  
KARK, Little Rock, Ark.
- BOSTICK, BUDDY**  
WACO, Waco, Texas.
- BOSTWICK, ARTHUR**  
WQDM, St. Albans, Vt.
- BOSWORTH, LOUISE**  
WJBC, Bloomington, Ill.
- BOTTGER, JACK**  
WNOE, New Orleans, La.
- BOTZER, AL**  
KIRO, Seattle, Wash.
- BOUHAN, MART**  
WGIL, Galesburg, Ill.
- BOULTINGHOUSE, KENNETH L.**  
WEOA-WGBG, Evansville, Ind.
- BOURNE, PORTER**  
WEXL, Royal Oak, Mich.
- BOYARD, BOB**  
KGMB, Honolulu, Hawaii
- BOWDEN, R. H.**  
WMFD, Wilmington, N. C.
- BOWE, GEORGE**  
WTIC, Hartford, Conn.
- BOWEN, BETTY**  
WCAM, Camden, N. J.
- BOWERS, ROBERT**  
WPTF, Raleigh, N. C.
- BOWIN, MARTIN**  
KWK, St. Louis, Mo.
- BOWMAN, BRUCE**  
KGKB, Tyler, Texas.
- BOWMAN, ERNEST**  
WRNL, Richmond, Va.
- BOYD, ROBERT**  
KDB, Santa Barbara, Calif.
- BOYDEN, MARK**  
WFAM-WSBT, South Bend, Ind.
- BOYER, JOHN**  
KTSA, San Antonio, Texas.
- BOYER, PAGE**  
WODU, Columbus, Ohio.
- BOYER, PAUL**  
KWYO, Sheridan, Wyo.
- BRADFORD, JOHN**  
WHDL, Olean, New York.
- BRADLEY, EDNA**  
CKLN, Nelson, British Columbia, Can.
- BRADLEY, TRUMAN**  
CBS, Burns and Allen.
- BRADSHAW, JOHNNY**  
WCOV, Montgomery, Ala.
- BRADY, ED**  
KVOD, Denver, Colo.
- BRADY, ELIZABETH**  
WHDL, Olean, New York.
- BRAGG, MARION**  
WMAZ, Macon, Ga.
- BRANCH, JOHN**  
KTSH, Hot Springs, Ark.
- BRANDON, JERRY**  
WCLS, Joliet, Ill.
- BRANDT, BILLY**  
KTFMS, Santa Barbara, Calif.
- BRANDT, DEL**  
KFKA, Greeley, Colo.
- BRANDT, LYNN**  
WENR-WMAQ, Chicago, Ill.
- BRANT, ROY L.**  
WFBM, Indianapolis, Ind.
- BRAS, CHARLES**  
KOMO-KJR, Seattle, Wash.
- BRECKNER, GARY C.**  
CBS, Gateway To Hollywood, Jimmy Fidler in Hollywood Gossip, Al Pearce and His Gang.
- BREINING, PAUL**  
WRAC, Williamsport, Pa.
- BREMSEY, R. LYLE**  
KFOR, Lincoln, Nebr.
- BRENDL, MILT.**  
WISN, Milwaukee, Wis.
- BRENEMAN, MARK**  
KFAC, Los Angeles, Calif.
- BRENGEL, GEORGE**  
WSOC, Charlotte, N. C.
- BRENNER, JOE**  
WEW, St. Louis, Mo.
- BRENNAN, WILLIAM**  
WORC, Worcester, Mass.
- BRENNER, ROBERT**  
WFTC, Kinston, N. C.
- BRENNER, ROBERT**  
WMEX, Boston, Mass.
- BREVAK, AL**  
WHJB, Greensburg, Pa.
- BRICE, DON**  
KSAL, Salina, Kans.
- BRIGGS, FRED**  
KYA, San Francisco, Calif.
- BRIGHT, HARRY**  
WBLK, Clarksburg, W. Va.
- BRINSLEY, NORMAN**  
WKBB, Dubuque, Iowa.
- BRISTOL, LOU**  
WJAX, Jacksonville, Fla.
- BROCK, CHARLES**  
WWRJ, Woodside, N. Y.
- BROILES, LUTHER**  
KSAL, Salina, Kans.
- BROLLER, JOHN**  
WGBI, Scranton, Pa.
- BROOK, PHILIP**  
WGY, Sebenectady, N. Y.
- BROOKS, BETTY**  
KGMB, Honolulu, Hawaii.
- BROOKS, DAN**  
WJTH, Brooklyn, New York
- BROOKS, DAVID**  
WFAN, Providence, R. I.
- BROOKS, LESLIE**  
WTJS, Jackson, Tenn.
- BROOKS, RUSSELL**  
WORC, Worcester, Mass.
- BROSE, CARL**  
WHA, Madison, Wis.
- BROUCK, RONIE**  
WKBH, La Crosse, Wis.
- BROWN, ANDERSON**  
WGNC, Gastonia, N. C.
- BROWN, ART**  
WOL, Washington, D. C.
- BROWN, BOB**  
NBC, Quicksilver, Vic and Sade.
- BROWN, DENNIS**  
WTOC, Savannah, Georgia.
- BROWN, FOSTER**  
KFRU, Columbia, Mo.
- BROWN, GORDON**  
KSRO, Santa Rosa, Calif.

# ANNOUNCERS

## BROWN, LYMAN

KICA, Clovis, N. M.

## BROWN, ROBERT

WENR-WMAQ, Chicago, Ill.

## BROWN, SAM

Five Star Final WMCA,  
Lorenzo Jones NBC, Young  
Widder Brown NBC.

## BROWN, JR., W. J.

CFCY, Charlottetown, P.E.I.,  
Can.

## BROWNE, TOM

KRGU, Westlaco, Texas

## BRUNDAGE, HUGH

NBC, The Pepsodent Show.

## BRUNTLETT, GEORGE E.

KOBH, Rapid City, S. D.

## BRUSEK, WALTER

KROC, Rochester, Minn.

## BRYANT, ED

CJCA, Edmonton, Alberta, Can.

## BRYANT, EDWARD

WLEU, Erie, Pa.

## BRYHER, STEVE

KYA, San Francisco, Calif.

## BRYNE, WOODRUFF

WIS, Columbia, S. C.

## BRYSON, JOHN

WCLS, Joliet, Ill.

## BUDD, BILLY

KFDA, Amarillo, Texas.

## BUDD, MILTON

WMBD, Peoria, Ill.

## BUENNING, PAUL

KTOK, Okla.

## BULTA, TOM

WBBM, Chicago, Ill.

## BULLEIT, JAMES

WAIM, Anderson, S. C.

## BUNCH, VIRGINIA

WSKB, McComb, Miss.

## BUNDER, GEORGE

WSAU, Wausau, Wisc.

## BUNKER, ED

WIS, Columbia, S. C.

## BURBANK, ROBERT

WBRK, Pittsfield, Mass.

## BURGE, HARRY

WHBC, Canton, Ohio

## BURGIN, RALPH

WPTE, Raleigh, N. C.

## BURKE, CHAS.

KFXJ, Grand Junction, Colo.

## BURKE, HARRY

WOW, Omaha, Nebr.

## BURNETTE, NORMAN

WHBQ, Memphis, Tenn.

## BURTNER, RICHARD

KIUP, Durango, Colo.

## BURTON, JAMES

KHJ, Los Angeles, Calif.

## BURWELL, ED

WEED, Rocky Mount, N. C.

## BUSHONG, VERNON M.

WTMA, Charleston, S. C.

## BUTCHER, L. V.

KVAK, Atchinson, Kans.

## BUTHERUS, ED.

KEPY, Spokane, Wash.

## BUTLER, CURTIS

KRLC, Lewiston, Idaho.

## BUTLER, FRANCIS

KFAM, St. Cloud, Minn.

## BUTLER, JERRY

WBRE, Wilkes Barre, Pa.

## BUTLER, RUSSELL

KLS, Oakland, Calif.

## BUTTERFIELD, WILLIAM

KOCY, Okla. City, Okla.

## BUCK, WINFRED

WMBO, Auburn, N. Y.

## BYERS, WAYNE C.

WHBL, Virginia, Minn.

## BYRN, JR., DAVID

WBAP, Fort Worth, Texas.

## — C —

## CABINISS, TRAVIS

KRMD, Shreveport, La.

## CABRERA, BERNABE

WNEI, San Juan, Puerto Rico.

## CADE, MARVIN

WCHS, Charleston, W. Va.

## CAINE, H.

CKOC, Hamilton, Ont. Can.

## CAIRNS, GEORGE

WORC, Worcester, Mass.

## CALDER, C. WYLIE

WTMA, Charleston, S. C.

## CALDWELL, FRED

KTBC, Austin, Texas.

## CALDWELL, JAY

WBTM, Danville, Va.

## CALL, ELLIS

KTFI, Twin Falls, Idaho.

## CALLAGHAN, JACK

WKAR, East Lansing, Mich.

## CALLAWAY, EDWIN

KTEM, Temple, Texas.

## CALLEN, DON

WWJ, Detroit, Mich.

## CALLIHAN, CLAIR

KSD, St. Louis, Mo.

## CALLOWAY, JOE

WSIX, Nashville, Tenn.



**BOB  
TROUT**

—CBS—



**HARRY VON ZELL**  
*Announcing for*

Fred Allen Hour    The Aldrich Family  
"We, The People"    Ben Bernie



# ANNOUNCERS

- CAMERON, EARL**  
CHAB, Moose Jaw, Sask., Can.
- CAMP, DEL**  
WTAG, Worcester, Mass.
- CAMPBELL, BOB**  
WCCO, Minneapolis, Minn.
- CAMPBELL, JAMES**  
KOA, Denver, Colo.
- CAMPBELL, JIM**  
KFRU, Columbia, Mo.
- CAMPBELL, VICTOR**  
WGY, Schenectady, N. Y.
- CANNADAY, EWING**  
KARK, Little Rock, Ark.
- CANTER, RUSSELL**  
WBNS, Columbus, Ohio.
- CAPELONE, MARIO**  
WOV, New York, N. Y.
- CAPOZUCCHI, JAMES**  
WOV, New York, N. Y.
- CARD, CLELLAN**  
WCCO, Minneapolis, Minn.
- CAREY, SAMUEL**  
WSAL, Salisbury, Md.
- CARLBERG, LOREN**  
KWBG, Hutchinson, Kans.
- CARLOCK, VIC**  
KMTR, Los Angeles, Calif.
- CARLON, ANDRE**  
WCPO, Cincinnati, Ohio.
- CARLSON, HARRY**  
WOR, Newark, N. J.
- CARLSON, RICHARD**  
WELL, New Haven, Conn.
- CARLSON, WILLIAM**  
WHA, Madison, Wis.
- CARMAN, FRANK**  
KUTA, Salt Lake City, Utah.
- CARMICHAEL, LES**  
WFOR, Hattiesburg, Miss.
- CARNAGHAN, JOHN E.**  
WFMD, Frederick, Md.
- CARPENTER, ALICE MARY**  
CKUA, Edmonton, Alberta, Can.
- CARPENTER, JAMES D.**  
WLBB, Dubuque, Iowa.
- CARPENTER, KEN**  
NBC, The Gilmore Circus, Kraft Music Hall, One Man's Family, Jimmy Fidler's Hollywood Gossip, Norman Sper.
- CARRAWAY, HOWARD**  
KGKO, Fort Worth, Texas.
- CARROLL, ANN**  
WMBH, Joplin, Mo.
- CARROLL, JIM**  
KWYO, Sheridan, Wyo.
- CARRUTH, T. M.**  
WDAE, Tampa, Fla.
- CARTER, ED**  
KPI, Walla Walla, Wash.
- CARTER, ROBERT**  
WFMJ, Youngstown, Ohio.
- CARTHY, WILLIAM**  
WCAM, Camden, N. J.
- CARTWRIGHT, LOWELL**  
KHJ, Los Angeles, Calif.
- CARY, DICK**  
KMPC, Beverly Hills, Calif. and KIJ, Walla Walla, Wash.
- CARY, HARVEY**  
KOIL, Omaha, Nebr.
- CASE, KENTON**  
KGMB, Honolulu, Hawaii
- CASEY, THOMAS**  
WENR-WMAQ, Chicago, Ill.
- CASPER, CY**  
KMOX, St. Louis, Mo.
- CASSIDY, CHARLES**  
KGFP, Shawnee, Okla.
- CATE, LEWIS**  
WENY, Elmira, N. Y.
- CATON, EARL**  
WMGA, Moultrie, Ga.
- CHAMBERLIN, FRANCIS**  
WMPS, Memphis, Tenn.
- CHAMBERS, CLAIRE**  
CKSO, Sudbury, Ont., Can.
- CHAMBERS, ELMER W.**  
WCSH, Portland, Maine
- CHAMBERS, GARDNER**  
WFMJ, Youngstown, Ohio
- CHAMBERS, HUBERT H.**  
WEOA-WGBF, Evansville, Ind.
- CHAPMAN, JAMES P.**  
KSAC, Manhattan, Kans.
- CHARLES, LEWIS**  
WHN, New York, N. Y.
- CHASE, BOB**  
WIL, St. Louis, Mo.
- CHASE, JACK**  
WNAX, Yankton, S. D.
- CHASE, TOM**  
WOW, Omaha, Nebr.
- CHATTERTON, LARRY**  
KNX, Los Angeles, Calif.
- CHILD, LELAND**  
WBRC, Birmingham, Ala.
- CHILDS, RALPH**  
KMA, Shenandoah, Iowa.
- CHOATE, N.**  
CKOC, Hamilton, Ont., Can.
- CHOTZINOFF, SAMUEL**  
NBC, NBC Symphony Orchestra.
- CHRIGTAN, RALPH**  
WBRC, Birmingham, Ala.
- CHRISTOPHER, CARL**  
KDYL, Salt Lake City, Utah.
- CHURCHILL, NELSON**  
WAAB-WNAC, Boston, Mass.
- CISNA, DAVID**  
WPAY, Portsmouth, Ohio.
- CIVILLE, ROY**  
KIDO, Boise, Idaho.
- CLANCY, RUSSELL**  
WHN, New York, N. Y.
- CLARK, CHESTER**  
WCAE, Pittsburgh, Pa.
- CLARK, GENE**  
KGO-KPO, San Francisco, Calif.
- CLARK, HAROLD**  
WEAN, Providence, R. I.
- CLARK, HOWARD**  
CKSO, Sudbury, Ont., Can.
- CLARK, JO (MISS)**  
WRDW, Augusta, Ga.
- CLARK, PAUL A.**  
WEOA-WGBF, Evansville, Ind.
- CLARK, RAY**  
WNAX, Yankton, S. D. News-casts, Bohemian Program.
- CLARKE, JACK**  
KMO, Tacoma, Wash.
- CLARKE, JOHN**  
WRBL, Columbus, Ga.
- CLARKE, MYRON**  
WATL, Atlanta, Ga.
- CLARKE, PAUL**  
WOC, Davenport, Iowa.
- CLAYTON, BOB**  
WJIM, Lansing, Mich.
- CLAYTON, JOE**  
KDRO, Sedalia, Mo.
- CLAYTON, TOM**  
WLLH, Lowell, Mass.
- CLEAVER, JAMES**  
WFDE, Flint, Mich.
- CLEGHORN, JOHN**  
WMC, Memphis, Tenn.
- CLIFFER, MAURICE**  
KMOX, St. Louis, Mo.
- CLINE, CALDWELL**  
WBT, Charlotte, N. C.
- CLODIUS, RICHARD**  
KUJ, Walla Walla, Wash.
- CLOUGH, MERVIN**  
KFYR, Bismark, N. D.
- CLOVER, BOB**  
KTKC, Visalia, Calif.
- CLOYD, MARVIN**  
KBTM, Jonesboro, Ark.
- COBB, JERRY**  
KOH, Reno, Nevada.
- COBB, RICHARD**  
WAAB-WNAC, Boston, Mass.
- COCHRAN, DAN**  
KWK, St. Louis, Mo.
- COCHRAN, PAUL**  
KICA, Clovis, N. M.
- CODDING, WM. J.**  
KIUP, Durango, Colo.
- COFFIN, TED**  
WAGM, Presque Isle, Maine.
- COHEN, SAMUEL H.**  
WARD, Brooklyn, N. Y.
- COLAMN, HARRY**  
KXOK, St. Louis, Mo.
- COLBY, ROBERT**  
WHN, New York, N. Y.
- COLE, FRED B.**  
WBZ-WBZA, Boston & Springfield, Mass.
- COLE, LOU**  
WWRL, Woodside, N. Y.
- COLE, MAX**  
KSD, St. Louis, Mo.
- COLLEY, EUGENE**  
KVSO, Ardmore, Okla.
- COLLIER, LARRY**  
WCNW, Brooklyn, N. Y.
- COLLINS, HUGH**  
WRAL, Raleigh, N. C.
- COLLINS, JUD**  
WSGN, Birmingham, Ala.
- COLMANS, EDWARD**  
KVOA, Tucson, Ariz.
- CONING, BILL**  
WMBH, Joplin, Mo.
- CONNELL, JAMES**  
WHDL, Oleian, N. Y.
- CONNELLY, JOHN**  
WMBD, Peoria, Ill.
- CONNOLLY, DUD**  
WWRL, Woodside, N. Y.
- CONNOLLY, JOHN**  
WBK, Birmingham, Ala.
- CONOVER, HUGH**  
WJSV, Washington, D. C.
- CONOVER, WILLIS C.**  
WTRB, Cumberland, Md.
- CONRAD, RICHARD**  
WSAU, Wausau, Wis.
- CONRADSON, W.**  
KWLC, Decorah, Iowa.
- CONTE, JOHN**  
NBC, Kay Kyser's College of Musical Knowledge, Al Pepler and His Gang.
- CONTOUR, EDWARD**  
WFBG, Altoona, Pa.
- CONWAY, JIMMY**  
WISN, Milwaukee, Wis.
- CONWAY, WALT**  
KHSL, Chico, Calif.
- COOK, IRA**  
KMTR, Los Angeles, Calif.
- COOK, LYNN**  
KIUL, Garden City, Kans.
- COOK, MILTON**  
KARM, Fresno, Calif.
- COOK, WILLIAM**  
WBNS, Columbus, Ohio.
- COOKE, FOREST**  
WHBF, Rock Island, Ill.
- COOKE, HENRY**  
WBOW, Terre Haute, Ind.
- COOLEY, FRANK**  
KFPY, Spokane, Wash.
- COOLEY, LEE**  
KHJ, Los Angeles, Calif.

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- COONTZ, EDDIE**  
KVOO, Tulsa, Okla.
- COOPER, ED**  
KFAB, Lincoln, Nebr.
- COOPER, J. G.**  
KVOL, Lafayette, La.
- COPE, FRANK**  
KJBS, San Francisco, Calif.
- COPPEDGE, GEORGE**  
WRAL, Raleigh, N. C.
- COPPOCK, DAVE**  
KUTA, Salt Lake City, Utah.
- CORKHILL, JR., CHARLES**  
KSCJ, Sioux City, Ia.
- CORLEY, GUY**  
KFJZ, Fort Worth, Texas.
- CORLEY, STAN**  
WIND, Gary, Ind.
- CORLEY, WILBUR**  
WIND, Gary, Ind.
- CORNING, WALTER**  
WNOX, Knoxville, Tenn.
- CORRIS, ALLYN**  
WIS, Columbia, S. D.
- COSLETT, FRANKLIN D.**  
WBRE, Wilkes Barre, Pa.
- COSTELLO, JACK**  
NBC, Battle of the Sexes, Fitch Bandwagon, Morning Market Basket, The Revelers and Orchestra, Carson Robinson and His Bunchroos, Uncle Jim's Question Bee, Paul Wing's Spelling Bee.
- COSTLEY, JAN**  
WSYR, Syracuse, N. Y.
- COTTER, FRANK**  
WSAR, Fall River, Mass.
- COULSON, BERT**  
KPDN, Pampas, Texas.
- COURAN, J. EDWIN**  
WKBN, Youngstown, Ohio.
- COURTNEY, EDW.**  
WDGY, Minneapolis-St. Paul, Minn.
- COUTURE, CHARLES**  
CKCV, Quebec, Quebec, Can.
- COUTURE, M.**  
CJBR, Rimouski, Quebec, Can.
- COWAN, THOMAS H.**  
WNYC, New York, N. Y.
- COWLES, HAZEL**  
WHAM, Rochester, N. Y.
- COX, LES**  
KVAK, Atchinson, Kans.
- COZAD, FLOYD V.**  
WTBO, Cumberland, Md.
- CRABBE, BILL**  
KMPC, Bakersfield, Calif.
- CRAFTREE, CHARLES**  
KTPI, Twin Falls, Idaho.
- CRAFT, A. B.**  
KVOL, Lafayette, La.
- CRAGER, LEON**  
KVAN, Vancouver, Wash.
- CRAGO, WILLIAM**  
WMAL, WRC, Washington, D. C.
- CRAIG, BENNY**  
KARK, Little Rock, Ark.
- CRAIG, KEN**  
KSPO, San Francisco, Calif.
- CRAIG, NANCY BOOTH**  
NBC, The Woman of Tomorrow.
- CRANE, DICK**  
KGKO, Fort Worth, Texas.
- CRANE, VIRGINIA**  
WEBQ, Harrisburg, Ill.
- CRAWFORD, RICHARD**  
KFXM, San Bernardino, Calif.
- CRAWFORD, ROBERT**  
WEAU, Eau Claire, Wis.
- CRAWFORD, VERNON**  
WIBX, Utica, N. Y.
- CREASMAN, JIMMY**  
KTAR, Phoenix, Ariz.
- CREIGHTON, HARRY**  
WAAF, Chicago, Ill.
- CREMENS, GEORGE**  
WOC, Davenport, Iowa.
- CROCKETT, DAVID**  
KGKB, Tyler, Texas.
- CROCKETT, S. LAVERNE**  
KOMO-KJR, Seattle, Wash.
- CROMBIE, RICHARD**  
KOMO-KJR, Seattle, Wash.
- CROWELL, GEORGE**  
CHSA, Saint John, N. B., Can.
- CROWNEWETT, WILSON**  
WKIZ, Muskegon, Mich.
- CROSATTO, DAVE**  
KSAN, San Francisco, Calif.
- CROSBY, LEW**  
NBC, Hollywood Playhouse.
- CROSS, MILTON J.**  
NBC, Coast to Coast On A Bus, Don't Forget, Information Please, Metropolitan Opera Auditions, Radio City Music Hall on the Air, Maxie Key of RCA, Letters Home.



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**CULVER, HAL**  
WLS, Chicago, Ill.

**CUMMINS, JOHN**  
WFOY, St. Augustine, Fla.

**CUNNINGHAM, HOMER**  
WBW, Topeka, Kans.

**CURREN, JACK**  
WFBL, Syracuse, N. Y.

**CURRIE, WILLIAM S.**  
WCAX, Burlington, Vt.

**CURRLIN, DON**  
KHJ, Los Angeles, Calif.

**CURTIS, E. H.**  
WBW, Topeka, Kans.

**CURTO, KEN**  
WPRO, Providence, R. I.

**CUTLER, CHARLES**  
WNLC, New London, Conn.

## — D —

**DAILLSTEAD, DRESSER**  
NBC, Bridge to Dreamland, Contrasts, The Holdens, I Love a Mystery, Standard Oil Symphony Hour.

**DAIGER, FRED**  
WAPI, Birmingham, Ala.

**DAIL, AMBERT**  
WBTM, Danville, Va.

**DAILEY, TOM**  
KVOO, Tulsa, Okla.

**DAKIN, R.**  
CFCF, Montreal, Quebec, Can.

**DALE, GEORGE**  
WJLS, Beckley, W. Va.

**DALL, ED R.**  
WKOK, Sumbury, Pa.

**DALY, JOHN C.**  
WJSV, Washington, D. C.

**DAMON, ALDEN**  
WQDM, St. Albans, Vt.

**DANA, JOE**  
KOY, Phoenix, Ariz.

**DANE, TOM**  
WBAL, Baltimore, Md.

**DANIEL, ALFRED**  
KPRC, Houston, Texas.

**DANIEL, CLAY**  
WDNC, Durham, N. C.

**DANIELS, FRANK**  
WVFW, Brooklyn, N. Y.

**DANIELS, STUART**  
KLO, Ogden, Utah.

**DAUB, JACK**  
WSPB, Sarasota, Fla.

**DAVENPORT, J. A.**  
WRDW, Augusta, Ga.

**DAVIDSON, BILL**  
KFRC, San Francisco, Calif.

**DAVIES, JACK**  
KOVO, Provo, Utah.

**DAVIS, AL**  
KGVO, Missoula, Mont.

**DAVIS, CLIVE**  
WCNW, Brooklyn, N. Y.

**DAVIS, HAROLD**  
WDAS, Phila., Pa.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**DAVIS, REX**  
WCKY, Cincinnati, Ohio.

**DAVIS, ROBERT**  
WDAF, Kansas City, Mo.

**DAVIS, RUSS**  
KGBX-KWTO, Springfield, Mo.

**DAVY, K.**  
CKBI, Prince Albert, Sask.

**DAWSON, DON**  
CKCK, Regina, Sask., Can.

**DAWSON, EDWARD**  
KVCV, Redding, Calif.

**DAWSON, STUART**  
NBC, Backstage Wife.

**DAY, JACK**  
WSJS, Winston-Salem, N. C.

**DAY, RICHARD**  
WDGY, Minneapolis-St. Paul, Minn.

**DEAL, JAKE**  
WDEV, Waterbury, Vt.

**DEAL, JOHN**  
WMBO, Auburn, N. Y.

**DEAN, BILL**  
WDAY, Fargo, N. D.

**DEAN, GEORGE**  
KOMO KJR, Seattle, Wash.

**DEAN, JERRY**  
KAJE, Albert Lea, Minn.

**DECKER, BEN**  
WJNO, West Palm Beach, Fla.

**DEE, TOMMY**  
WFAM WSBT, South Bend, Ind.

**DEEM, WARREN**  
WIBC, Indianapolis, Ind.

**DEEN, STUART**  
KOMA, Oklahoma City, Okla.

**DeGROOT, DON**  
WFDF, Flint, Mich.

**de HOLLY, B.**  
CHSJ, Saint John, N. B., Can.

**DELAHUNT, J. D.**  
WHLB, Virginia, Minn.

**DE LINE, JAMES**  
WFBL, Syracuse, N. Y.

**DEMERS, JACQUES**  
CKAC, Montreal, Quebec, Can.

**DEMING, LAWSON**  
WGAR, Cleveland, Ohio.

**DEMOSS, LYLE**  
WOW, Omaha, Nebr.

**DENKEMA, EDWARD**  
WOOD-WASH, Grand Rapids, Mich.

**DENNIS, GENE**  
KMBC, Kansas City, Mo.

**DENSFORD, JOHN**  
KIUN, Pecos, Texas.

**DENT, KENNETH**  
WTMA, Charleston, S. C.

**DENVER, JR., D. D.**  
WFEQ, St. Joseph, Mo.

**DEOINE, J. R.**  
KPAB, Laredo, Texas.

**DE RITIS, VINCENT**  
WHEC, Rochester, N. Y.

**DESIGNE, SAM**  
WHBY-WTAQ, Green Bay, Wis.

**DESPARD, BILL**  
WHEC, Rochester, N. Y.

**De SUZE, CARLYLE**  
WGAN, Portland, Maine.

**DEWHIRST, DON**  
WCLE WHK, Cleveland, Ohio.

**DICE, FRANCIS R.**  
WCAO, Baltimore, Md.

**DICK, BOB**  
WJMS, Ironwood, Mich.

**DICKERMAN, C. H.**  
WEEI, Boston, Mass.

**DICKSON, BRICE**  
KPRC, Houston, Texas.

**DIGHTON, JACK**  
WIND, Gary, Ind.

**DILLAMUNTY, THOMAS**  
KCMC, Texarkana, Texas.

**DILLON, JOE**  
WPEN, Phila., Pa.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DIXON, BERT**  
WNYC, New York, N. Y.

**DIXON, MASON**  
WNOX, Knoxville, Tenn.

**DOBSON, G.**  
CKBI, Prince Albert, Sask.

**DOLAN, TOMMY**  
WEMP, Milwaukee, Wis.

**DONAHOE, HOWARD**  
WLOK, Lima, Ohio

**DONALDSON, AL**  
KRIC, Beaumont, Texas.

**DONALDSON, DAN**  
NBC, The Trouble with Marriage.

**DONATO, FLO**  
WDAS, Phila., Pa.

**DONKERT, ROGER**  
KGCU, Mandan, N. D.

**DONLEY, ROBERT**  
WCAE, Pittsburgh, Pa.

**DONOVAN, GREGG**  
WDGY, Minneapolis-St. Paul, Minn.

**DOOLITTLE, JAMES**  
WSAU, Wausau, Wis.

**DOREY, RAYMOND**  
WCAX, Burlington, Vt.

**DORR, RUSSELL A.**  
WGAN, Portland, Maine.

**DOUGHERTY, WILLIAM**  
WCPO, Cincinnati, Ohio.

**DOUGLAS, JOEL**  
WAAF, Chicago, Ill.

**DOUGLAS, PAUL**  
Burns & Allen Chesterfield Program CBS, Burns & Allen Hinds Program CBS, Fred Waring in Pleasure Time NBC.

**DOUGLAS, STEVE**  
WVNC, Asheville, N. C.

**DOWD, DONALD**  
NBC, The Affairs of Anthony, The Carters of Elm Street, NBC Jamboree.

**DOWLING, BERT**  
WKBN, Youngstown, Ohio.

**DOWNER, JERRY**  
KVOD, Denver, Colo.

**DOWNES, JACK**  
CKPR, FortWilliam-Port Arthur, Ont., Can.

**DOWNNEY, ROBBINS**  
WOOD-WASH, Grand Rapids, Mich.

**DOWNIE, DICK**  
KIRO, Seattle, Wash.

**DOWNS, GEORGE**  
KONO, San Antonio, Texas.

**DOWNS, HUGH**  
WLOK, Lima, Ohio.

**DOWTY, BYRON**  
KALB, Alexandria, La.

**DOYLE, JAMES**  
KHJ, Los Angeles, Calif.

**DRAIN, ROBERT**  
WFAM WSBT, South Bend, Ind.

**DREES, JACK**  
WJJD, Chicago, Ill.

**DREW, ALBERT**  
WBTM, Danville, Va.

**DREXLER, ROBERT**  
WSAZ, Huntington, W. Va.

**DRUM, DEWEY**  
WSOC, Charlotte, N. C.

**DRUMMOND, DAVID**  
KPO-KGO, San Francisco, Calif.

**DRUSHALL, ROY**  
KSL, Salt Lake City, Utah.

**DRYDEN, BOB**  
KUOA, Siloam Springs, Ark.

**DUDLEY, J.**  
WGBR, Freeport, N. Y.

**DUDLEY, JIMMY**  
WCFL, Chicago, Ill.

**DUFFEE, JON**  
WNOE, New Orleans, La.

**DUFFY, WARD**  
KFAR, Fairbanks, Alaska.

**du FOUR, ROBERT**  
WPTF, Raleigh, N. C.

# ANNOUNCERS

**DHAMEL, GILLES**  
CKCV, Quebec, Quebec, Can.

**DUISMORE, ED.**  
WORL, Boston, Mass.

**DUNCAN, NORMAN**  
WFBC, Greenville, S. C.

**DUNCAN, PAUL**  
KVSQ, Ardmore, Okla.

**DUNHAM, BOB**  
KMOX, St. Louis, Mo.

**DUNHAM, BYRON**  
KFVD, Los Angeles, Calif.

**DUNHAM, JOHN**  
KSOO - KELO, Sioux Falls, S. D.

**DUNLAP, TED**  
WOL, Washington, D. C.

**DUNLEVY, J.**  
WADC, Akron, Ohio.

**DUNN, BERT**  
KMO, Tacoma, Wash.

**DURBIN, BILL**  
WEW, St. Louis, Mo.

**DUREN, BOB**  
KOMA, Oklahoma City, Okla.

**DURKIN, SHERWOOD**  
KCKN, Kansas City, Kans.

**DWAN, ROBERT**  
KGO-KPO, San Francisco, Calif.

**DYHDAL, V.**  
KWLC, Decorah, Iowa.

## — E —

**EAST, HENRY**  
WRBL, Columbus, Ga.

**EATON, GORDON**  
WTFL, Fort Lauderdale, Fla.

**EBERLE, JAMES**  
WWJ, Detroit, Mich.

**EDDINS, O. B.**  
KROW, Oakland, Calif.

**EDINGTON, JOHN**  
WEQA WGBF, Evansville, Ind.

**EDMON, HERBERT**  
WMAS, Springfield, Mass.

**EDWARD, GENE**  
WDAS, Phila., Pa.

**EDWARDS, BILL**  
WMMN, Fairmont, W. Va.

**EDWARDS, DOUGLAS**  
WXYZ, Detroit, Mich.

**EDWARDS, GEORGE**  
WCAP, Asbury Park, N. J.

**EDWARDS, RALPH**  
NBC, Horn and Hardart Children's Hour, Vic and Sade, What's My Name, The Gospel Singer.

**EDWARDS, WILSON**  
KECA-KFI, Los Angeles, Calif.

**EFFERTZ, HENRY**  
KCKN, Kansas City, Kans.

**EGAN, LEO**  
WAAB WNAC, Boston, Mass.

**ELLERS, FRED**  
KSRO, Santa Rosa, Calif.

**EISEN, MORRIS**  
WMBH, Joplin, Mo.

**EISENMAN, ROBERT**  
WSAV, Savannah, Ga.

**ELDER, DON**  
WDAY, Fargo, N. D.

**ELIASSEN, JACK**  
KDON, Monterey, Calif.

**ELLERS, RICHARD**  
KYA, San Francisco, Calif.

**ELLINGTON, KEN**  
CBS, H. V. Kaltenborn's Pure Oil Program, Gateway to Hollywood, Know Your Job (WBBM), Meet Chicago (WBBM).

**ELLIOT, IRWIN**  
WMEX, Boston, Mass.

**ELLIOT, TIM**  
WCPO, Cincinnati, Ohio.

**ELLIOTT, VINCENT**  
KFXM, San Bernardino, Calif.

**ELLIOTT, WILLIAM**  
WICC, Bridgeport, Conn.

**ELLSWORTH, JACK**  
WKAT, Miami Beach, Fla.

**ELSWORTH, SHERILL**  
KGRY, Scottsbluff, Nebr.

**EMBURY, AL**  
KROC, Rochester, Minn.

**EMERSON, JOE**  
NBC, Hymns of All Churches.

**EMMANUEL, JACK**  
WCAD, Canton, N. Y.

**EMMOTT, ALAN**  
CKLN, Nelson, B. C., Can.

**ENDERSBY, FRANK**  
KYSM, Mankato, Minn.

**ENGLE, CLIFF**  
KGO-KPO, San Francisco, Cal.

**ENGLE, THAINE**  
KGKO, Fort Worth, Texas.

**ENTERLINE, BERNE**  
WJBL, Decatur, Ill.

**EPSTEIN, JOE**  
WNOX, Knoxville, Tenn.



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KFBB, Great Falls, Mont.

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KGB, San Diego, Calif.

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KTPC, Pasadena, Calif.

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WDNC, Durham, N. C.

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WJMS, Ironwood, Mich.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

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WTAJ, Tallahassee, Fla.

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KECA-KFI, Los Angeles, Calif.

**EVANS, EDDIE**  
KWPT, Wichita Falls, Texas.

**EVANS, FLEM**  
WCHS, Charleston, W. Va.

**EVANS, JOE**  
KSD, St. Louis, Mo.

**EVANS, ROBERT**  
WSPD, Toledo, Ohio.

**EVANS, VIRGIL**  
WCOA, Pensacola, Fla.

**EWING, E. A.**  
CKBI, Prince Albert, Sask.

## — F —

**FACENDA, FRANK**  
WCNC, Elizabeth City, N. C.

**FACENDA, JOHN**  
WIP, Phila., Pa.

**FADEL, RAY**  
KLO, Ogden, Utah.

**FAIRBANKS, LYNN**  
KFIZ, Fond-Du-Lac, Wis.

**FAILEY, BILL**  
KUOA, Siloam Springs, Ark.

**FAIRWEATHER, GORDON**  
CKWX, Vancouver, B. C., Can.

**FALARDEAU, CYRILLE**  
CKCV, Quebec-Quebec, Can.

**FALKNER, HOWARD**  
KLS, Oakland, Calif.

**FALLERT, RALPH**  
WCAE, Pittsburgh, Pa.

**FARIS, CLINTON**  
WGTM, Wilson, N. C.

**FARLEY, WILLIAM**  
WCC, Bridgeport, Conn.

**FARNOW, WILLIARD**  
WFLA, Tampa, Fla.

**FARR, FLOYD**  
KGO-KPO, San Francisco, Calif.

**FARELL, MAURY**  
WAPL, Birmingham, Ala.

**FARRELE, PAUL S.**  
KPMC, Bakersfield, Calif.

**FARRINGTON, FIELDEN**  
WXYZ, Detroit, Mich.

**FASHBAUGH, ROBERT**  
WCMI, Ashland, Ky.

**FAUST, DON**  
KGKB, Tyler, Texas.

**FAUST, JAMES**  
KPSM, El Paso, Texas.

**FEATHER, RALPH**  
WJAX, Jacksonville, Fla.

**FEINTEL, JOHN**  
WHOM, Jersey City, N. J.

**FELDMSTEIN, SI.**  
WDAS, Phila., Pa.

**FELIX, HENRY**  
WORC, Worcester, Mass.

**FELL, JOHN**  
WCOL, Columbus, Ohio.

**FELLER, OTTO**  
WHOM, Jersey City, N. J.

**FENTON, WARD**  
WENY, Elmira, N. Y.

**FERGUSON, BERT**  
WJPR, Greenville, Miss.

**FERGUSON, DAN**  
WAIM, Anderson, S. C.

**FERGUSON, FRANK**  
WWJ, Detroit, Mich.

**FERGUSON, HUGH**  
WCAU, Phila., Pa.

**FERRI, GAETANO**  
WOV, New York, N. Y.

**FIDLER, ROBERT**  
WHIO, Dayton, Ohio.

**FIELDING, BILL**  
WMC, Memphis, Tenn.

**FIELDS, O.**  
WMAN, Mansfield, Ohio.

**FIFIELD, BILL**  
WBBM, Chicago, Ill.

**FINCH, DURWOOD**  
WNBF, Binghamton, N. Y.

**FINCH, JOE**  
KVOB, Denver, Colo.

**FINCH, MERRITT**  
WELI, New Haven, Conn.

**FINDLAY, ROBERT**  
WHAL, Greenfield, Mass.

**FIORILLO, M.**  
WPEN, Phila., Pa.

**FISCHER, DON**  
WTAD, Quincy, Ill.

**FISHER, HANK**  
WDZ, Tuscola, Ill.

**FISHER, JERRY**  
KABC, San Antonio, Texas.

**FISHER, LOUIS**  
WCAU, Phila., Pa.

**FITZGERALD, D.**  
WAAB-WNAC, Boston, Mass.

**FITZGERALD, GORDON**  
KFJZ, Fort Worth, Texas.

**FITZGERALD, JOHN**  
WSPD, Toledo, Ohio.

**FITZPATRICK, AIDAN**  
KDKA, Pittsburgh, Pa.

**FIX, JAY C.**  
WBOW, Terre Haute, Ind.

**FLAHERTY, PAT**  
WOAI, San Antonio, Texas.

**FLANAGAN, ALVIN**  
WRUF, Gainesville, Fla.

**FLEISCHMAN, SOL**  
WDAE, Tampa, Fla.

**FLEMING, EDWARD**  
WIBA, Madison, Wis.

**FLEMING, JAMES**  
Road of Life NBC, Our Gal  
Sunday CBS, Manhattan  
Mother, Betty & Bob NBC,  
Mr. Keen NBC.

**FLEMING, ROBERT**  
WELI, New Haven, Conn.

**FLETCHER, FRED**  
WRAL, Raleigh, N. C.

**FLETCHER, GORDON G.**  
WLAK, Lakeland, Fla.

**FLETCHER, TOD**  
WCNW, Brooklyn, N. Y.

**FLORA, JOHN**  
WNEW, New York, N. Y.

**FOLAND, MALES**  
WBIG, Greensboro, N. C.

**FOLL, CHARLIE**  
KTKC, Visalia, Calif.

**FORD, DON**  
WNLC, New London, Conn.

**FORD, JOE**  
WSGN, Birmingham, Ala.

**FORD, WALLACE**  
KFJZ, Fort Worth, Texas.

**FORMAN, BILL**  
WHBC, Canton, Ohio.

**FORNO, LEANDRO**  
WOV, New York, N. Y.

**FORSTER, WALTER**  
WIL, St. Louis, Mo.

**FORT, ALLAN**  
WIP, Phila., Pa.

**FORTUNA, PETER**  
WQDM, St. Albans, Vt.

**FORWARD, ROBERT**  
KYA, San Francisco, Calif.

**FOSS, MRS. C. R.**  
KTW, Seattle, Wash.

**FOSTER, CARROLL**  
KIRO, Seattle, Wash.

**FOSTER, JACK**  
KRIC, Beaumont, Texas.

**FOSTER, JACK**  
WCKY, Cincinnati, Ohio.

**FOSTER, JIM**  
KVI, Tacoma, Wash.

**FOSTER, J. P.**  
WJAC, Johnstown, Pa.

**FOSTER, NORTON**  
WDWS, Champaign, Ill.

**FOSTER, WILSON**  
KFAR, Fairbanks, Alaska.

**FOURNIER, NORMAN**  
WAWZ, Zarephath, N. J.

**FOWLER, CLINTON**  
KUOA, Siloam Springs, Ark.

**FOWLER, FRED**  
WNOE, New Orleans, La.

**FOWLER, TED**  
CKWX, Vancouver, B. C., Can.

**FOWLKES, ROSSER**  
WALR, Winston-Salem, N. C.

**FRAKER, WILLARD W.**  
WFBG, Altoona, Pa.

**FRAMER, WALT**  
WWSW-Pittsburgh, Pa.

**FRANCIS, IVOR**  
CFGR, Montreal, Quebec, Can.

**FRANSEN, TOM**  
KECA - KFI, Los Angeles, Calif.

**FRANK, DON**  
WAPL, Birmingham, Ala.

**FRANKLIN, JOHN**  
WCAU, Phila., Pa.

**FRANKLIN, THOMAS**  
KEX-KGW, Portland, Ore.

**FRANKLYN, ROY**  
WCFL, Chicago, Ill.

**FRANZ, BOB**  
WEBQ, Harrisburg, Ill.

**FRANZEN, NOEL**  
WHBY-WTAQ, Green Bay, Wis.

**FRASER, JACK**  
NBC, The Women of Tomorrow.

**FRATICELLI, CAMILO**  
WNEI, San Juan, Puerto Rico.

**FRAZER, JOHN**  
NBC, Brent House, Candid  
Lady, The Signal, Carnival,  
Who Sang It, The Circle.

**FRAZIER, ROBERT**  
WPIC, Sharon, Pa.

**FRER, ROBERT**  
WBX, Utica, New York.

**FREEBARN-SMITH, THOMAS**  
CBS, Texaco Star Theatre.

**FREED, ROBERT**  
KLZ, Denver, Colo.

**FREEMAN, EUGENE**  
KTW, Seattle, Wash.

**FRENCH, KEN**  
WHEC, Rochester, N. Y.

**FRENCH, NED**  
WORLD, Boston, Mass.

**FRIEDMAN, MAX**  
WCAT, Rapid City, S. D.

# ANNOUNCERS

**FURR, BEDFORD**  
KWFT, Wichita Falls, Texas.

## — G —

**GADE, WALLACE**  
KJBS, San Francisco, Calif.

**GAILEY, GEORGE**  
WRST, New Castle, Pa.

**GAINES, RUBEN**  
KVI, Tacoma, Wash.

**GALLAGHER, MIKE**  
KFPL, Dublin, Texas.

**GALLAGHER, EDDIE**  
WCCO, Minneapolis, Minn.

**GALIART, MELVILLE K.**  
WKBB, Dubuque, Iowa.

**GALLOP, FRANK**  
CBS, N. Y., Philharmonic  
Orch., Gang Busters, Hilltop  
House, Her Honor Nancy  
James, When A Girl Marries,  
As The Clock Strikes.

**GAMBLE, PAUL**  
WPIC, Sharon, Pa.

**GAMBLE, RON**  
WJR, Detroit, Mich.

**GANGON, ED.**  
WQDM, St. Albans, Vt.

**GARBETT, ARTHUR**  
KPO, San Francisco, Calif.

**GARNES, CLARENCE**  
KANS, Wichita, Kans.

**GARRISON, JACK**  
WJR, Detroit, Mich.

**GARROWAY, DAVE**  
KDKA, Pittsburgh, Pa.

**GARSON, JULIAN**  
CKGB, Timmins, Ont., Can.

**GAY, WILLIAM**  
KNX, Los Angeles, Calif.

**GAYLORD, CHESTER**  
WTAG, Worcester, Mass.

**GAYMAN, L. YAUGHN**  
WKBB, Dubuque, Iowa.

**GEARHART, LYNN**  
WSUN, St. Petersburg, Fla.

**GEIS, BOB**  
WHBC, Canton, Ohio.

**GENSEL, CARL**  
WXYZ, Detroit, Mich.

**GEORGE, ABNER H.**  
KOBH, Rapid City, S. D.

**GEORGE, LEE**  
WTMV, East St. Louis, Ill.

**GIBBS, DELL**  
WRUF, Gainesville, Fla.

**GIBBS, LAWRENCE**  
KMLB, Monroe, La.

**GIBNEY, HAL**  
NBC, From Hollywood Today,  
Muted Rhythm, Hawthorne  
House.

**GIBNEY, JACK**  
WRBF, Columbus, Ga.

**GIBSON, JIM**  
KECA - KPF, Los Angeles,  
Calif.

**GILBERT, A. V.**  
WTBA, Madison, Wisc.

**GILBERT, GALEN**  
KFOA, Siloam Springs, Ark.

**GILFOY, JAMES E.**  
KCCU, Mandan, N. D.

**GILLELAND, HERBERT**  
WTOL, Toledo, Ohio.

**GILLESTIE, JOSEPH**  
KPO & RGO, San Francisco,  
Calif.

**GILMORE, ARTHUR**  
KNX, Los Angeles, Calif.

**GIRARD, PAUL**  
WBAL, Baltimore, Md.

**GLADSTONE, HENRY**  
WHN, New York, N. Y.

**GLENN, JOE**  
WMMN, Fairmont, W. Va.

**GODDARD, DON**  
NBC, Peter Paul Presents,  
Goodyear Farm Radio News.

**GODWIN, AL**  
WWL, New Orleans, La.

**GODWIN, C. V.**  
CKCA, Kenora, Ont., Can.

**GOERNER, R. V.**  
KROW, Oakland, Calif.

**GOERSS, JON**  
WJLS, Beckley, W. Va.

**GOFF, WILBY**  
WGH, Newport News, Va.

**GOLDBERG, RUBIN**  
WETH, Brooklyn, N. Y.

**GOLDER, HARRY**  
WXYZ, Detroit, Mich.

**GOLDRICK, ROBERT**  
WNBH, New Bedford, Mass.



## SAM BROWN

ANNOUNCER—COMMENTATOR  
COMMERCIAL NARRATION

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- GOODMAN, HERALD**  
KVOD, Tulsa, Okla.
- GOODSON, MARK**  
KPRC, San Francisco, Calif.
- GOODWIN, BILL**  
NBC, The Peppesent Show,  
Al Pearce and His Gang.
- GOODWIN, HAL**  
WHA1, Greenfield, Mass.
- GOODWIN, SID**  
KECA - KFI, Los Angeles,  
Calif.
- GORDON, BILL**  
KIL, Los Angeles, Calif.
- GORDON, WILLIAM**  
WATR, Win-ton-Salem, N. C.
- GORSUCH, KEN**  
KPFM, Albuquerque, N. M.
- GOSS, FRANK**  
KFWB, Los Angeles, Calif.
- GOUGH, JAMES**  
WMFF, Plattsburg, N. Y.
- GOULING, PHIL**  
WLH, Lowell, Mass.
- GOURLAY, DOUGLAS**  
KDYL, Salt Lake City, Utah.
- GOVE, ELLIOTT**  
WSYR, Syracuse, N. Y.
- GOW, GEORGE**  
WCHS, Charleston, W. Va.
- GOW, G.**  
CJOC, Lethbridge, Alberta,  
Can.
- GRACE, TED**  
WJR, Detroit, Mich.
- GRAHAM, FRANK**  
KNX, Los Angeles, Calif.
- GRAHAM, FRED**  
KVOD, Denver, Colo.
- GRAHAM, JOSEPH**  
WCKY, Cincinnati, Ohio.
- GRAHAM, TODD**  
CKGB, Timmins, Ont., Can.
- GRAHAM, WALTER**  
WMAZ, Macon, Ga.
- GRAM, RALPH**  
WWNC, Asheville, N. C.
- GRAMS, HAROLD**  
KSD, St. Louis, Mo.
- GRANBY, SUMNER**  
WCAE, Pittsburgh, Pa.
- GRANT, JOSEPH**  
WMEX, Boston, Mass.
- GRANT, TAYLOR**  
KWK, St. Louis, Mo.
- GRANTHAM, DOUGLAS**  
WGRM, Grenada, Miss.
- GRAUER, BEN**  
NBC, Jergen's Journal,  
George Jessel's Celebrities, Mr.  
Keen Tracer of Lost Persons,  
Pot O' Gold, Kay Kyser's  
College of Musical Knowledge,  
Magic Key of RCA, Name the  
Place, What Would You Have  
Done?
- GRAY, GORDON**  
WCPO, Cincinnati, Ohio.
- GRAY, HAROLD**  
WBIG, Greensboro, N. C.
- GRAY, HOWARD**  
KFVD, Los Angeles, Calif.
- GRAY, JOHN**  
WDOD, Chattanooga, Tenn.
- GRAY, R.**  
CKMO, Vancouver, B. C., Can.
- GREEN, ART**  
Weekly Swing Session and  
Candid Microphone WMCA,  
Sunday Morning Swing Con-  
cert WNEW, Housewife's  
Prom WHN.
- GREEN, GILBERT**  
WLTH, Brooklyn, N. Y.
- GREEN, JOHNNY**  
NBC, Johnny Presents, Breez-  
in' Along.
- GREENE, R. G.**  
KIEV, Glendale, Calif.
- GREENICE, FRED**  
KMA, Shenandoah, Iowa.
- GREENWOOD, WARREN M.**  
WHA1, Greenfie'd, Mass.
- GREEP, MALCOLM**  
WOMI, Owensboro, Ky.
- GREER, KENNETH**  
WKAR, East Lansing, Mich.
- GREGORY, BOB**  
WCBS, Springfield, Ill.
- GREGSON, JACK**  
KSFO, San Francisco, Calif.
- GRESHAM, J. A.**  
KTRR, Phoenix, Ariz.
- GREY, BOB**  
WMBH, Joplin, Mo.
- GRIFFIN, WAYNE**  
KFYR, Bismark, N. D.
- GRIFFITH, LESTER**  
WENR-WMAQ, Chicago, Ill.
- GRINDE, K.**  
KXRO, Aberdeen, Wash.
- GRISSOM, GENE**  
WMPB, Memphis, Tenn.
- GROETHE, RONALD**  
WCAT, Rapid City, S. D.
- GROSE, JOHN PAUL**  
KFXD, Nampa, Idaho.
- GROSS, ELLIOT F.**  
WFMD, Frederick, Md.
- GROSS, LOUIS**  
WPEN, Phila., Pa.
- GROVER, JOHN**  
KGO & KPO, San Francisco,  
Calif.
- GRUBER, JOHN**  
WKBH, La Crosse, Wis.
- GUDELSKY, HILLIARD**  
WKBZ, Muskegon, Mich.
- GUEPRA, HENRY**  
WOAI, San Antonio, Texas.
- GUINAN, JACK**  
WGBI, Scranton, Pa.
- GULLEY, PHIL**  
WJDX, Jackson, Miss.
- GUNN, GEORGE**  
WMAL, WRC, Washington,  
D. C.
- GUY, AUBREY**  
WMC, Memphis, Tenn.
- GUY, BILL**  
KFPL, Dublin, Texas.
- GUY, PAUL**  
CKCA, Edmonton, Alberta,  
Can.
- GUAN, GEORGE**  
KFRU, Columbia, Mo.
- GUVER, SANDY**  
WPEN, Phila., Pa.
- H —
- HADFIELD, BEN**  
WAAB-WNAC, Boston, Mass.
- HADEN, REG**  
WFOR, Hattiesburg, Miss.
- HAIGHT, ALDEN**  
WELL, Battle Creek, Mich.
- HALBROOK, HOWARD**  
KTEM, Temple, Texas.
- HALE, ALAN**  
WISN, Milwaukee, Wis.
- HALE, ARTHUR**  
MBS, Listen America.
- HALE, CALVIN L.**  
KSEI, Pocatello, Idaho.
- HALE, CECIL**  
WFAA, Dallas Texas.
- HALEY, BILL**  
KFRU, Columbia, Mo.
- HALL, ARTHUR SEYMOUR**  
WCOP, Boston, Mass.
- HALL, HARRY**  
KFWB, Los Angeles, Calif.
- HALL, THOMAS**  
KXA, Seattle, Wash.
- HALLE, DEXTER**  
WBNX, New York, N. Y.
- HALLOREN, RYAN**  
KWNO, Winona, Minn.
- HALPERN, DAVID HALE**  
MBS, Listen America.
- HALTEMAN, CHARLES**  
WTOL, Toledo, Ohio.
- HAMANN, RUBY**  
WCOU, Lewiston, Maine.
- HAMILTON, BENSON**  
CKNX, Wingham, Ont., Can.
- HAMILTON, GENE**  
NBC, NBC Symphony Or-  
chestra, Voice of Firestone.
- HAMLIN, DAVE**  
KVAK, Atchinson, Kans.
- HAMMOND, FRED**  
KPAB, Laredo, Texas.
- HAIRICK, EARLE A.**  
WBRE, Wilkes Barre, Pa.
- HAIRICK, HOWARD**  
WRAL, Raleigh, N. C.
- HAMURA, SUOICHI**  
KTOH, Lihue, Hawaii.
- HANAFORD, JACK**  
KHSL, Chico, Calif.
- HANAUER, BERT**  
WFBT, Baltimore, Md.
- HANAWALT, CLARE**  
KXA, Seattle, Wash.
- HANNAMAN, GEORGE**  
WJBL, Decatur, Ill.
- HANSEN, WALTER**  
WRR, Dallas, Texas.
- HANSON, BOB**  
KUTA, Salt Lake City, Utah.
- HANSON, MARK**  
KFEL, Denver, Colo.
- HARBIN, DAVID**  
WPIC, Sharon, Pa.
- HARDEN, FRANK**  
WBIG, Greensboro, N. C.
- HARDING, AL**  
WCCO, Minneapolis, Minn.
- HARKINS, STERLING**  
KSD, St. Louis, Mo.
- HARLEY, WM. G.**  
WHA, Madison, Wis.
- HARMAN, JAMES M.**  
WRDW, Augusta, Ga.
- HARPER, JACK**  
WNBH, New Bedford, Mass.
- HARPER, TRO.**  
KSFO, San Francisco, Calif.
- HARRICE, CY.**  
NBC, The National Barn  
Dance.
- HARRINGTON, NORMAN**  
KGLU, Safford, Ariz.
- HARRIS, BUDDY**  
WRR, Dallas, Tex.
- HARRIS, ELLIS**  
KDAL, Duluth, Minn.
- HARRIS, GLENN**  
KYSM, Mankato, Minn.

# ANNOUNCERS

- HART, DON**  
WMFF, Plattsburgh, N. Y.
- HART, ELIZABETH**  
WENR-WMAQ, Chicago, Ill.
- HART, W. R.**  
CKBI, Prince Albert, Sask.
- HARTMAN, M.**  
WIFC, Cicero Ill.
- HATRICK, GEORGE**  
WTAM, Cleveland, Ohio.
- HARVEY, DON**  
KSOO KELO, Sioux Falls, S. D.
- HARVEY, WALTER**  
WAAB-WNAC, Boston, Mass.
- HARWELL, RICHARD**  
KRGU, Westlaco, Texas.
- HASBROOK, DICK**  
WJMS, Ironwood, Mich.
- HATTRICK, WALLY**  
KSCJ, Sioux City, Ia.
- HAUGHT, HAROLD**  
WPAR, Parkersburg, W. Va.
- HAYENS, LEWIS**  
WGCM, Mississippi City, Miss.
- HAWKINS, DON**  
KSPF, St. Paul, Minn.
- HAWLEY, MARK**  
Transradio News WOR, Fred Allen Show NBC, George Celebrities NBC, Little Old New York NBC.
- HAWORTH, WILLIAM**  
KHJ, Los Angeles, Calif.
- HAWTHORNE, BEN**  
WTIC, Hartford, Conn.
- HAYDEN, JAMES A.**  
WARD, Brooklyn, N. Y.
- HAYNES, LANDON**  
KGAR, Tucson, Ariz.
- HAYNES, RICHARD**  
KRIC, Beaumont, Texas.
- HAYWORTH, HERBERT**  
WGL WOWO, Fort Wayne, Ind.
- HAZAN, MAURICE**  
KGER, Long Beach, Calif.
- HEATLIE, REYNOLD**  
KXRO, Aberdeen, Wash.
- HEGARD, KEN**  
WRJN, Racine, Wis.
- HEGELUND, FRED**  
KGO-KPO, San Francisco, Calif.
- HELEN, DILLEN**  
WAGM, Presque Isle, Maine.
- HELEZER, WALTER**  
WEDC, Chicago, Ill.
- HELFER, AL**  
WOR, Newark, N. J.
- HELQUIST, JOHN C.**  
KPSM, El Paso, Texas.
- HEISER, PETE**  
WALR, Zanesville, Ohio.
- HELTON, BERNARD P.**  
WACO, Waco, Texas.
- HENDERSON, BOB**  
KORE, Eugene, Ore.
- HENDERSON, BROOKS**  
KSTP, St. Paul, Minn.
- HENDERSON, SAMUEL G.**  
WGAN, Portland, Maine.
- HENDRICKSON, BOB**  
WAGM, Presque Isle, Maine.
- HENDRIX, JAMES**  
WMOB, Mobile, Ala.
- HENNESSY, JIM**  
KXOK, St. Louis, Mo.
- HENRY, LEW**  
WCLE, Cleveland, Ohio. WHK
- HERGET, JOE**  
WCHS, Charleston, W. Va.
- HERLIHY, ED**  
NBC, Jack Bereh and His Boys, Mr. District Attorney, Irene Rich, The Budd Show, Just Plain Bill, Swing To Chielets.
- HERRIN, WELDON**  
WTOC, Savannah, Ga.
- HERSON, BILL**  
WBAL, Baltimore, Md.
- HEWETSON, H. H.**  
CFCF, Montreal, Quebec, Can.
- HEYDE, BUD**  
KGO & KPO, San Francisco, Calif.
- HEYWORTH, DON**  
KYW, Philadelphia, Pa.
- HICHMAN, HENRY**  
WFBR, Baltimore, Md.
- HICKOX, RICHARD T.**  
WLAW, Lawrence, Mass.
- HICKS, CHARLES**  
WSOC, Charlotte, N. C.
- HICKS, GEORGE**  
NBC, Calsodent Presents, Death Valley Days, The Man From Cook's Gliding Swing, Names Make News, The ABC of NBC.
- HICKS, JOHN**  
WTAM, Cleveland, Ohio.
- HIEBERT, AUGUST**  
KFAR, Fairbanks, Alaska.
- HIGGINS, FRANCIS**  
WDAN, Danville, Ill.
- HIGHTOWER, BILL**  
WIOD, Miami, Fla.
- HILBURN, WILLIAM**  
KXOX, Sweetwater, Texas.
- HILL, CHARLES**  
WIBW, Topeka, Kans
- HILL, DON**  
WAVE, Louisville, Ky.
- HILL, EDWARD**  
WBNX, New York, N. Y.
- HILL, EDWIN C.**  
NBC.
- HILL, JACK**  
CJRM, Regina, Sask., Can.
- HILL, ROY**  
WHIS, Bluefield, W. Va.
- HILL, R. T.**  
CKSO, Sudbury, Ont., Can.
- HILL, ZACK**  
WPAD, Paducah, Ky.
- HILLEAREY, PERRY**  
KELA, Centralia and Chehalis, Wash.
- HILLEARY, PERRY**  
KLO, Ogden, Utah.
- HILLIE, BOB**  
KXOK, St. Louis, Mo.
- HINDS, BILL**  
KDKA, Pittsburgh, Pa.
- HIRSCH, RUSSELL**  
WCMI, Ashland, Ky.
- HITCHCOCK, JOHN**  
KFOR, Lincoln, Nebr.
- HITE, ROBERT**  
WXYZ, Detroit, Mich.
- HOAR, JOHN S.**  
WTMA, Charleston, S. C.
- HOBGOOD, ROBERT**  
WOMI, Owensburg, Ky.
- HODGE, TED**  
WNLC, New London, Conn.
- HODGES, GILBERT**  
WTAG, Worcester, Mass.
- HODGES, HILTON**  
WIBW, Topeka, Kans.
- HODGES, RUSS**  
WBT, Charlotte, N. C.
- HOFFMAN, FRANCES**  
KTHS, Hot Springs, Ark.
- HOGAN, GEORGE**  
CBS, The Man I Married.
- HOLBROOK, ART**  
WIBW, Topeka, Kans.
- HOLBROOK, JACK**  
WMIN, St. Paul, Minn. & KSYM, Mankato, Minn.
- HOLD, ELLIOTT**  
WRDO, Augusta, Maine.
- HOLDEN, JACK**  
NBC, The National Barn Dance.
- HOLDER, EARL**  
WGNC, Gastonia, N. C.
- HOLMES, THURSTON**  
WHOM, Jersey City, N. J.
- HOLMES, WALTER**  
WBNX, New York, N. Y.
- HOLT, ORIAL**  
WCLS, Joliet, Ill.
- HOLTMAN, JOHN**  
WENR-WMAQ, Chicago, Ill.
- HOMERHAM, D.**  
CFJC, Kamloops, British Columbia, Can.
- HOOPER, JACK**  
WMBG, Richmond, Va.
- HOPKINS, DON**  
KGVO, Missoula, Mont.
- HORN, ROBERT**  
WCAM, Camden, N. J.
- HORTON, TED**  
WGBR, Goldsboro, N. C.
- HOSKINS, JAMES**  
WLOR, Lima, Ohio.
- HOTSEMAN, KENNETH**  
WHAI, Greenfield, Mass.
- HOUSH, MERLE**  
WLS, Chicago Ill.
- HOWARD, DENNIS**  
WLLH, Lowell, Mass.
- HOWARD, HERBERT**  
WNAX, Yankton, S. D. Pt 1 O' Gold, Sunset Trail, Rodeo Recess.
- HOWARD, LEO**  
KOAM, Pittsburg, Kans.
- HOWARD, MARC**  
WDWS, Champaign, Ill.
- HOWELL, CLIF**  
KNX, Los Angeles, Calif.
- HOWELL, REX**  
KFXJ, Grand Junction, Colo.
- HOWLE, CONRAD**  
WMBG, Richmond, Va.
- HOYT, LEE**  
WIBW, Topeka, Kans.
- HUBER, DICK**  
KTRI, Sioux City, Iowa.
- HUBER, RUS**  
WKBH, La Crosse, Wis.
- HUDDLE, DON**  
WJAG, Norfolk, Nebr.
- HUDSON, JACK**  
WGTM, Wilson, N. C.
- HUFFINGTON, WALTER**  
WPTF, Raleigh, N. C.
- HUGHES, JAMES**  
KGFX, Pierre, S. D.
- HUGHES, JUDD**  
WNBK, Binghamton, N. Y.



# ANNOUNCERS

**HUGHES, RUSH**  
NBC.

**HULL, MARTHA**  
WDZ, Tuscola, Ill.

**HULL, WARREN**  
NBC. Good News of 1940.

**HULWI, JAMES**  
WEAU, Eau Claire, Wis.

**HUMPHREY, ED**  
WJJD, Chicago, Ill.

**HUNNICUTT, MIKE**  
WKRC, Cincinnati, Ohio.

**HUNTER, CHARLES**  
WMRO, Aurora, Ill.

**HURD, BOB**  
KFPY, Spokane, Wash.

**HURD, JOE**  
WFDF, Flint, Mich.

**HURLEIGH, ROBERT**  
WFBR, Baltimore, Mich.

**HURT, EDIE**  
KFXD, Nampa, Idaho.

**HUSEBY, LARRY**  
KMO, Tacoma, Wash.

**HUSSEY, TOM**  
WAAB-WNAC, Boston, Mass.

**HUSTON, LOU**  
KFOX, Long Beach, Calif.

**HYDE, DON**  
WCLE, Cleveland, Ohio.  
WHK.

**HYND, JUNE**  
NBC. Guest Book, Let's Talk It Over.

## — I —

**INCH, MERRILL**  
KOH, Reno, Nevada.

**INGHAM, BOB**  
WTOL, Toledo, Ohio.

**INGLELE, CLIFFORD K.**  
WAWZ, Zarephath, N. J.

**INGLES, FRANK**  
WJAX, Jacksonville, Fla.

**INGSTAD, ROBERT E.**  
KOVC, Valley City, N. D.

**INNES, BOB**  
WJIM, Lansing, Mich.

**IRVINE, L.**  
CFJ, Kamloops, B. C., Can.

**IRWIN, BOB**  
WKOK, Rockford, Ill.

**IRWIN, JERRY**  
KTKC, Visalia, Calif.

**IRWIN, PHILIP**  
KEX-KGW, Portland, Ore.

**IVAN, IGOR**  
WMPS, Memphis, Tenn.

## — J —

**JACKSON, FRANK**  
KGFF, Shawnee, Okla.

**JACKSON, GLEN**  
WHIO, Dayton, Ohio.

**JACKSON, HERBERT**  
KSOO KELO, Sioux Falls, S. D.

**JACKSON, JAY**  
WBNS, Columbus, Ohio.

**JACKSON, RILEY**  
WJBC, Bloomington, Ill.

**JACOBS, ED**  
WNEW, New York, N. Y.

**JACOBS, JOHN**  
KMOX, St. Louis, Mo.

**JACOBSEN, MARTIN**  
WCFL, Chicago, Ill.

**JACOBSON, LESTER**  
KWG, Stockton, Calif.

**JAEGER, JOHN**  
WNEW, New York, N. Y.

**JAMES, GLEN**  
WHBL, Sheboygan, Wis.

**JAMES, HUGH**  
NBC. Lowell Thomas Program.

**JAMESON, KEITH**  
WMBD, Peoria, Ill.

**JANAVER, RICHARD**  
WQXR, New York, N. Y.

**JANNEY, ED**  
KGGM, Albuquerque, N. M.

**JANSEN, EDWARD J.**  
KOL, Seattle, Wash.

**JARIYS, PELL**  
KFPL, Dublin, Texas.

**JARZEMBOWSKI, CASIMIR**  
WHOM, Jersey City, N. J.

**JAYNE, FRANK**  
WELL, Battle Creek, Mich.

**JENKINS, ALUN**  
WCLE, Cleveland, Ohio WHK.

**JENKINS, BYRON**  
WMOB, Mobile, Ala.

**JENKINS, RON**  
WSOC, Charlotte, N. C.

**JENKINS, RONALD**  
WJNO, West Palm Beach, Fla.

**JENSEN, RUSSELL**  
WJAG, Norfolk, Nebr.

**JOB, F.**  
CKOC, Hamilton, Ont., Can.

**JOHANSEN, CHRIS**  
WGGK, Charleston, W. Va.

**JOHNS, RUS**  
WNYC, New York, N. Y.

**JOHNS, WILLIAM**  
WTFL, Fort Lauderdale, Fla.

**JOHNSON, ARVID**  
KVOX, Moorehead, Minn.

**JOHNSON, CLIFFORD T.**  
KFOR, Lincoln, Nebr.

**JOHNSON, DICK**  
KTOK, Oklahoma City, Okla.

**JOHNSON, IRWIN A.**  
WBNS, Columbus, Ohio.

**JOHNSON, MELVIN**  
KDON, Monterey, Calif.

**JOHNSON, MOTT**  
KMA, Shenandoah, Iowa.

**JOHNSON, OWEN**  
WDGY, Minneapolis-St. Paul, Minn.

**JOHNSON, PARKS**  
NBC.

**JOHNSON, TED**  
KMMJ, Clay Center, Nebr.

**JOHNSON, WAYNE**  
WKBN, Youngstown, Ohio.

**JOHNSTON, MARVIN**  
KFXD, Nampa, Idaho.

**JOHNSTONE, BILL**  
WDEV, Waterbury, Vt.

**JOHNSTONE, BILL**  
NBC. One of the Finest.

**JONES, HOWARD**  
WIP, Phila., Pa.

**JONES, MERWIN**  
KFBK, Sacramento, Calif.

**JONES, PAUL**  
WFLA, Tampa, Fla.

**JONES, ROBERT**  
WMAS, Springfield, Mass.

**JORDAN, HARRY**  
KOMO-KJR, Seattle, Wash.

**JORDAN, MAITLAND**  
KOMO-KJR, Seattle, Wash.

**JOSLYN, SALLY**  
KROC, Rochester, Minn.

**JOURNEAY, TOM**  
KRBC, Abilene, Texas.

**JOY, WILLARD**  
WRBL, Columbus, Ga.

**JOYNER, RED**  
WHKC, Columbus, Ohio.

## — K —

**KALER, RAN**  
WFAS, White Plains, N. Y.

**KALUSCHE, EARL**  
KWK, St. Louis, Mo.

**KAMPE, MEL**  
WIL, St. Louis, Mo.

**KARL, MAX**  
WCCO, Minneapolis, Minn.

**KARN, BILL**  
WFAA, Dallas, Texas.

**KARNSTEDT, CAL**  
KSTP, St. Paul, Minn.

**KEARNS, DOUG**  
WNBC, New Britain, Conn.

**KEATHLY, HAMPTON**  
KPRC, Houston, Texas.

**KEATING, LARRY**  
NBC. Parent's Pow Wow.  
Bennie Walker's Homestead Amateur Hour.

**KECKI, MICHAEL**  
WHOM, Jersey City, N. J.

**KEECH, KELVIN**  
NBC. Hilda Hope M. D., Crawford Clothes Presents Jimmy Walker.

**KEEFE, HOWARD**  
WSPR, Springfield, Mass.

**KEEGAN, FRANK**  
KGKO, Fort Worth, Texas.

**KEEHN, NEAL**  
KMBC, Kansas City, Mo.

**KELLEY, BOB**  
WGAR, Cleveland, Ohio.

**KELLEY, RODNEY**  
WSKB, McComb, Miss.

**KELLY, ARTHUR**  
WHAM, Rochester, N. Y.

**KELLY, CHARLES**  
WROL, Knoxville, Tenn.

**KELLY, GEORGE W.**  
KCMC, Texarkana, Texas.

**KELLY, JACK**  
WKHB, La Crosse, Wis.

**KELLY, TOM**  
KGBX-KWTO, Springfield, Mo.

**KELSEY, JOHN**  
WCSH, Portland, Maine.

**KELSO, BILL**  
KFVD, Los Angeles, Calif.

**KEMPER, HOWARD**  
KRBC, Abilene, Texas.

**KEMPER, LOU**  
KVOO, Tulsa, Okla.

**KENNEDY, BILL**  
NBC. Do You Remember?

**KENNEDY, JOHN M.**  
KFAC, Los Angeles, Calif.

**KENNEDY, KEN**  
WDAY, Fargo, N. D.

**KENNEDY, RAYMOND**  
WRUF, Gainesville, Fla.

**KENNEDY, S. R.**  
CFCY, Charlottetown, P.E.I., Can.

**KENT, ALAN**  
The O'Neills NBC. Hobby Lobby NBC. Sensations in Swing NBC. Battle of the Sexes NBC. Jane Arden NBC. Alice Blair MBS.

**KENT, BOB**  
WMMN, Fairmont, W. Va.

**KENT, CARL**  
WGJK, Charleston, W. Va.

**KENT, HAL**  
WBNF, Binghamton, N. Y.

**KENT, LEW**  
WMAZ, Macon, Ga.

**KENT, WILLIAM**  
WMFP, Plattsburg, N. Y.

# ANNOUNCERS

**KEPHART, WILLIAM**  
WENR & WMAQ, Chicago, Ill.

**KEPNER, ARCH**  
WQXR, New York, N. Y.

**KERN, BRUCE**  
WTFB, Hartford, Conn.

**KERN, KEN**  
WGLS, Joliet, Ill.

**KERNS, HERB**  
KDRO, Sedalia, Mo.

**KERNS, ROY**  
WKY, Oklahoma City, Okla.

**KERR, JOHN**  
WICA, Ashtabula, Ohio.

**KERWOOD, ORIE**  
WNAX, Yankton, S. D. Devotional Reader, Happy Jack's Oldtimers.

**KESTEN, ROBERT**  
CKGB, Timmins, Ont., Can.

**KIERSEY, AL**  
KWFT, Wichita Falls, Texas.

**KILGORE, JERRY**  
KAKM, Fresno, Calif.

**KILLIAN, GEORGE**  
KOVO, Provo, Utah.

**KILMER, BILL**  
KFDA, Avarillo, Texas.

**KIMBALL, MRS.**  
KROC, Rochester, Minn.

**KIMBALL, TED**  
KSL, Salt Lake City, Utah.

**KIMMEL, HAROLD**  
KWPT, Wichita Falls, Texas.

**KING, A. C.**  
WEEI, Boston, Mass.

**KING, ALLYN**  
WCOV, Montgomery, Ala.

**KING, EDWARD**  
KGO & KPO, San Francisco, Calif.

**KING, FULTON**  
WSVA, Harrisonburg, Va.

**KING, LAWRENCE**  
KAST, Astoria, Ore.

**KING, ROGER**  
ROMA, Oklahoma City, Okla.

**KINGSLEY, BOB**  
WJBW, New Orleans, La.

**KINZEL, JACK**  
KIRO, Seattle, Wash.

**KIRBY, DURWOOD**  
NBC, Kallenmeyer's Kindergarten, Ransom Sherman Presents.

**KIRBY, JIMMY**  
WRGA, Rome, Ga.

**KIRBY, KLEVE**  
WWL, New Orleans, La.

**KIRBY, LEE**  
WBT, Charlotte, N. C.

**KIRK, JOHN**  
KOB, Albuquerque, N. M.

**KIRK, JOHN**  
WMBG, Richmond, Va.

**KISTER, GEORGE**  
KMMJ, Clay Center, Nebr.

**KISTLER, GLEASON**  
WDAN, Danville, Ill.

**KITTELL, CLYDE**  
MBS, Name Three.

**KITTS, ED**  
WHIS, Bluefield, W. Va.

**KLIMENT, ROBERT**  
WEBR, Buffalo, N. Y.

**KLINE, HAROLD**  
WJAG, Norfolk, Nebr.

**KNAPP, CLINT**  
KROC, Rochester, Minn.

**KNAPP, TED**  
KRIC, Beaumont, Texas.

**KNEASS, DONALD**  
KEX-KGW, Portland, Ore.

**KNIGHT, FRANK**  
WOR, Newark, N. J.

**KNIGHT, KIRK**  
WEXL, Royal Oak, Mich.

**KNOPE, ELMER**  
WFDF, Flint, Mich.

**KNOX, JIM H.**  
WTFB, Fort Lauderdale, Fla.

**KNOX, RALPH**  
WGL WOWO, Fort Wayne, Ind.

**ROBER, RUSS**  
KGCO, Maandan, N. D.

**KRAMP, LARRY**

**KRAUSE, MARVIN**  
KOCY, Oklahoma City, Okla.

**KRAUSS, BERNARD**  
WMFP, Plattsburg, N. Y.

**KREUGER, FRANK**  
WHOM, Jersey City, N. J.

**KREY, TED**  
WTCN, St. Paul-Minneapolis, Minn.

**KRUG, JR., K. E.**  
KXOX, Sweetwater, Texas.

**KRUG, PETER**  
WEBR, Buffalo, N. Y.

**KRUPP, ROGER**  
WTCN, St. Paul-Minneapolis, Minn.

**KUYKENDALL, RADFORD**  
KWSC, Pullman, Wash.

**KYLER, JAMES F.**  
WLO, Jonesville, W. Va.

**KYSER, MARION**  
WCCM, Mississippi City, Miss.

## — L —

**LACY, JACK**  
WNBC, New Britain, Conn.

**LAFFER, JACK**  
KANS, Wichita, Kans.

**LAFFER, FRED P.**  
WLAW, Lawrence, Kans.

**LA FORCE, CHARLES**  
WEMP, Milwaukee, Wis.

**LaFRANO, TONY**  
KHJ, Los Angeles, Calif.

**LaGRAVE, JR., ED**  
KUSD, Vermillion, S. D.

**La HAYE, LOUIS**  
WICC, Bridgeport, Conn.

**LAING, GIL**  
KSRO, Santa Rosa, Calif.

**LAKE, CHARLES**  
WKBN, Youngstown, Ohio.

**LAKE, J. B.**  
KVOO, Tulsa, Okla.

**LALONDE, JEAN**  
CRAC, Montreal, Quebec, Can.

**LAMB, RUSS**  
KFJZ, Fort Worth, Texas.

**LANE, BERT**  
KMBC, Kansas City, Mo.

**LANG, BILL**  
KYW, Philadelphia, Pa.

**LANG, FRED**  
WAAB-WNAC, Boston, Mass.

**LANG, JUNE**  
KDAL, Duluth, Minn.

**LANSING, HAI**  
WTCN, St. Paul-Minneapolis, Minn.

**LANTZ, JR., JAMES**  
KSAL, Salina, Kans.

**LANTZ, STANLEY**  
WJBC, Bloomington, Ill.

**LA PLANTE, ROY**  
WFIL, Philadelphia, Pa.

**LATEAU, HERBERT**  
KVOO, Tulsa, Okla.

**LATHAM, JACKSON**  
KXA, Seattle, Wash.

**LATHAM, WAYNE, HENRY**  
WSPR, Springfield, Mass.

**LAUGHNER, ROL**  
WGIL, Galesburg, Ill.

**LAURIE, BILL**  
KONO, San Antonio, Texas.

**LAUX, FRANCE**  
KMOX, St. Louis, Mo.

**LAUX, ROGER**  
KEID, El Dorado, Ark.

**LA VAL, JEAN**  
WMAN, Mansfield, Ohio.

**LA VALLE, AL**  
WEDC, Chicago, Ill.

**LAWRENCE, BILL**  
I Want A Divorce NBC, Union Oil Opera Series CBS, Tunacsmiths CBS.

**LAWRENCE, DAN**  
KRNT, Des Moines, Iowa.

**LAWRENCE, GEORGE**  
CKCK, Regina, Sask., Can.

**LAWRENCE, JERRY**  
WOR, Newark, N. J.

**LAWTON, JOEL**  
WFBC, Greenville, S. C.

**LAVMAN, CARROLL**  
WDWS, Champaign, Ill.

**LEAKE, H. H.**  
WNAD, Norman, Okla.

**LEAMAN, HAROLD**  
WICA, Ashtabula, Ohio.

**LE BREC HARRY**  
WHCC, Rochester, N. Y.

**LEE, BOB**  
WTAD, Quincy, Ill.

**LEE, CLETE**  
KIDO, Boise, Idaho.

**LEE, H. W.**  
WMFD, Wilmington, N. C.

**LEE, JACK**  
WHAM, Rochester, New York.

**LEE, R. E.**  
KWLG, Decorah, Iowa.

**LEE, ZEB**  
WISE, Asheville, N. C.

**LEFFVRE, NED**  
WFBM, Indianapolis, Ind.

**LEFTWICH, ALEXANDER**  
WNYC, New York, N. Y.

**LEGARE, ED**  
WAYX, Waycross, Ga.

**LEHIGH, ROBERT**  
WCSC, Charleston, S. C.

**LEISFIELD, HOWARD**  
WBBL, Richmond, Va.

**LEMEN, MATT**  
KVOA, Tucson, Ariz.

**LEMOND, L. R.**  
WPAD, Paducah, Ky.

**LEONARD, JIMMY**  
NBC, The Plantation Party.

**LEOPIZZI, A.**  
WPEN, Phila., Pa.

**LE ROY DICK**  
WGL, Fort Wayne, Ind.

**LESTER, KEN**  
WTAG, Worcester, Mass.

**LEVERTON, ORVILLE**  
WSAU, Wausau, Wis.

**LEVINE, HERMAN**  
WHOM, Jersey City, N. J.

**LEVTAN, SAM L.**  
KDAL, Duluth, Minn.

**LEVY, BERNARD**  
WRDW, Augusta, Ga.

**LEWIS, A.**  
CJOC, Lethbridge, Alberta, Can.

**LEWIS, DON**  
WWL, New Orleans, La.

**LEWIS, HOWARD**  
WHJB, Greensburg, Pa.

**LEWIS, JACK**  
KARK, Little Rock, Ark.

**LEWIS, MARYLYN**  
KFEX, Grand Junction, Colo.

# ANNOUNCERS

**LEWIS, RALPH**  
WTAD, Quincy, Ill.

**LEWIS, ROBERT**  
KGLO, Mason City, Iowa.

**LEWIS, ROBERT**  
KGLO, Mason City, Iowa.

**LEWIS, ROBERT**  
KUJ, Walla Walla, Wash.

**LEYDEN, BILL**  
WCFL, Chicago, Ill.

**LIBBY, JOHN**  
WCOU, Lewiston, Maine.

**LILES, MARDI**  
WWNC, Asheville, N. C.

**LINDSAY, A. W.**  
WXRO, Aberdeen, Wash.

**LINDSEY, JOHN**  
WHIS, Bluefield, W. Va.

**LINENBERGER, EBER**  
WFBC, Greenville, S. C.

**LINFOT, VICTOR**  
WWJ, Detroit, Mich.

**LINK, LOUIS J.**  
WSUN, St. Petersburg, Fla.

**LINN, JR., J. B.**  
KFYO, Lubbock, Texas.

**LINN, KEN**  
KTUL, Tulsa, Okla.

**LINTHICUM, WALTER**  
WBAL, Baltimore, Md.

**LITTLE, BOB**  
WOL WOWO, Fort Wayne, Ind.

**LITTLE, JACK**  
NBC, Standard Oil Symphony Hour.

**LIVEZEY, TOM**  
WPEN, Phila., Pa.

**LLOYD, JOHN**  
WTHF, Hartford, Conn.

**LLOYD, MELVIN**  
WCOL, Columbus, Ohio.

**LOCKWOOD, BOB**  
WATR, Waterbury, Conn.

**LOEB, O. W.**  
CJCB-CJCN, Sydney, Nova Scotia, Can.

**LOFFLER, GENE**  
KRNT, Des Moines, Iowa.

**LONDON, JACK**  
KWNO, Winona, Minn.

**LONDON, LEM**  
WPEN, Phila., Pa.

**LONG, DEANE**  
WSAL, Salisbury, Md.

**LONG, RUSSELL**  
WCSC, Charleston, S. C.

**LONGSTREET, R. L.**  
WFMD, Frederick, Md.

**LONGWELL, BOB**  
WIBC, Indianapolis, Ind.

**LOOSE, CARL**  
WPAR, Parkersburg, W. Va.

**LOUDON, GORDON**  
KALB, Alexandria, La.

**LOVE, LEWIS**  
WACO, Waco, Texas.

**LOWE, DON**  
NBC, Lorenzo Jones.

**LOWE, MOWRY**  
WEAN, Providence, R. I.

**LOWE, NORINE**  
WWNC, Asheville, N. C.

**LUCAS, BEN**  
WRDW, Augusta, Ga.

**LUCAS, MARK**  
WALR, Zanesville, Ohio.

**LUDGATE, STERLING**  
WPRO, Providence, R. I.

**LUDLAM, KENNEDY**  
WOV, New York, N. Y.

**LUDWIG, LYELL**  
WCLO, Janesville, W. Va.

**LUDEKE, HARRY**  
WMBD, Peoria, Ill.

**LUEDKE, CHARLES**  
KGVO, Missoula, Mont.

**LUKINS, HARRY**  
WAVE, Lexington, Ky.

**LUTH, JACK**  
WHOM, Jersey City, N. J.

**LUTHER, PAUL**  
NBC, Inside Story.

**LUTZ, CHARLES V.**  
WKRC, Cincinnati, Ohio.

**LYMAN, PETER**  
WTCN, St. Paul-Minneapolis, Minn.

**LYNCH, CECIL**  
KTRB, Modesto, Calif.

**LYNCH, CHARLES**  
WATR, Waterbury, Conn.

**LYON, CHARLES**  
NBC, Girl Aloue.

**LYON, EDDIE**  
KTUL, Tulsa, Okla.

**LYON, TED**  
KWBG, Hutchinson, Kans.

**LYONS, DON**  
WSAZ, Hutington, W. Va.

**LYONS, ROGER**  
WOR, Newark, N. J.

**LITTLE, HARRY**  
WBNS, Columbus, Ohio.

## — M —

**McAULEY, TERRY**  
WEW, St. Louis, Mo.

**McBRIDE, LESTER**  
KGLF, Safford, Ariz.

**McBRIDE, W. G.**  
WDBO, Orlando, Fla.

**McCAIN, BILL**  
WBRC, Birmingham, Ala.

**McCALL, DON**  
WEBR, Duluth, Minn.

**McCANN, JAMES J.**  
WIBG, Glenside, Pa.

**McCARTHY, CHARLES F.**  
WHN, New York, N. Y.

**McCARTHY, FRANK**  
WBRK, Pittsfield, Mass.

**McCARTHY, JACK**  
WXYZ, Detroit, Mich.

**McCARTHY, JIMMY**  
WBRE, Wilkes Barre, Pa.

**McCARTHY, JOHN**  
CKCY, Quebec, Quebec, Can.

**McCARTNEY, HOWARD**  
KQV, Pittsburgh, Pa.

**McCAULEY, HOWARD**  
KSRO, Santa Rosa, Calif.

**McCLAIN, DENNY**  
WTJS, Jackson, Tenn.

**McCLANAHAN, STEELE**  
WNOX, Knoxville, Tenn.

**McCLAY, JOHN L.**  
WPG, Atlantic City, N. J.

**McCLEARY, WILLIAM**  
KFKA, Greeley, Colo.

**McCLOURY, THOMAS**  
WHBC, Canton, Ohio.

**McCord, BILL**  
KEX-KGW, Portland, Ore.

**McCORMACK, MALCOLM**  
WBZ-WBZA, Boston & Springfield, Mass.

**McCORMICK, JOHN**  
WBM, Chicago, Ill.

**McCORMICK, STEPHEN J.**  
WOL, Washington, D. C.

**McCOY, ROBERT**  
WENR-WMAQ, Chicago, Ill.

**McCreeary, DOUG**  
KTRB, Modesto, Calif.

**McCULLOCH, MARK**  
WPIC, Sharon, Pa.

**McCULLOUGH, BILL**  
WJR, Detroit, Mich.

**McCUMBER, W. H.**  
KRLH, Midland, Texas.

**McDERMID, D.**  
CKMO, Vancouver, B. C., Can.

**McDONALD, L. A.**  
CFCY, Charlotetown, P.E.I., Can.

**McDONNELL, GENE**  
KSOO KELO, Sioux Falls, S. D.

**McDOWELL, F.**  
CJOC, Lethbridge, Alberta, Can.

**McELROY, EDDIE**  
KWJJ, Portland, Ore.

**McELROY, JACK**  
KTUL, Tulsa, Okla.

**McENIRY, MATTHEW**  
KLZ, Denver, Colo.

**McGIVERN, FRANK**  
WJBC, Bloomington, Ill.

**McGLOGAN, FRANK**  
KSTP, St. Paul, Minn.

**McGOFFIN, W. M.**  
KXRO, Aberdeen, Wash.

**McGOWAN, JAMES**  
WFTC, Kingston, N. C.

**McGREW, JACK**  
KPRC, Houston, Texas.

**McGUIRE, RAE**  
WCKB, McComb, Miss.

**McGUIRE, RAY**  
WGRM, Grenada, Miss.

**McRAIN, W. R.**  
KIEV, Glendale, Calif.

**McHUGH, PHIL**  
KPMC, Bakersfield, Calif.

**McILVAIN, HARRY**  
WCAU, Phila., Pa.

**McININCIL, NELSON**  
KDYI, Salt Lake City, Utah.

**McINTIRE, CHARLES**  
WMBH, Joplin, Mo.

**McINTOSH, EZRA**  
WKNY, Kingston, N. Y.

**McINTYRE, FRANK**  
KTSM, El Paso, Texas.

**McINTYRE, NEIL**  
KHSI, Chico, Calif.

**McKAY, STEWART**  
CJCA, Edmonton, Alberta, Can.

**McKEE, ALLEN**  
KGFJ, Los Angeles, Calif.

**McKEE, R. L.**  
WHFC, Cicero, Ill.

**McKEE, ROY**  
KGKO, Fort Worth, Texas.

**McKENZIE, E. T.**  
WJBK, Detroit, Mich.

**McKENZIE, OTIS**  
KTEM, Temple, Texas.

**McKENLAY, LYNN**  
KSL, Salt Lake City, Utah.

**McKNIGHT, CECIL**  
CKTB, St. Catharines, Ont., Can.

**McKNIGHT, JOHN**  
WDOD, Chattanooga, Tenn.

**McLAUGHLIN, FRANCIS**  
WGBI, Scranton, Pa.

**McLAUGHLIN, FRANCIS J.**  
WSAR, Fall River, Mass.

**McLAY, HARRY**  
GJRM, Regina, Sask., Can.

**McLEAN, BOB**  
CHAB, Moose Jaw, Sask., Can.

**McLEAN, LEONARD**  
KWYO, Sheridan, Wyo.

**McLELLAN, W.**  
CKCA, Kenora, Ont., Can.

**McLEOD, W.**  
CFJ, Kamloops, B. C., Can.

**McMASTER, JOHN J.**  
WMEX, Boston, Mass.

**McMURRAY, E. H.**  
WHBQ, Memphis, Tenn.

**McMURRAY, JAMES**  
WSIX, Nashville, Tenn.

**McNAMARA, DON**  
KECA-KFI, Los Angeles, Calif.

# ANNOUNCERS

- McNAMEE, GRAHAM**  
NBC, Four Star News, Rudy  
Vallee Variety Hour.
- McNEIL, IDA A.**  
KGFX, Pierre, South Dakota.
- McNICHOL, JACK**  
KFBI, Great Falls, Mont.
- McNULTY, CHARLES**  
WDBJ, Roanoke, Va.
- McNUTT, TOM**  
WDZ, Tuscola, Ill.
- McPHERSON, GAYLORD**  
WDOD, Chattanooga, Tenn.
- McQUIRE, MAC**  
WSNJ, Bridgeton, N. J.
- McRAE, J. B.**  
CJGX, Yorkton, Sask., Can.
- McRANEY, BOB**  
WSGN, Birmingham, Ala.
- McREADY, S. W.**  
KVAN, Vancouver, Wash.
- McWHORTEL, DON**  
WBLK, Clarkesburg, W. Va.
- MABRY, BOB**  
KWOC, Poplar Bluffs, Mo.
- MacCAVILL, CARL**  
CHGS, Summerside, Prince  
Edward Is., Can.
- Mac DAUGALL, CHAS.**  
CJCB - CJCX, Sydney, Nova  
Scotia, Can.
- MACDONALD, ARCH**  
WBZ-WBZA, Boston & Spring-  
field, Mass.
- MacDONALD, JOHN C.**  
WPIC, Sharon, Pa.
- MacDONALD, RICHARD**  
CKUA, Edmonton, Alberta,  
Can.
- MacDONNELL, DANIEL**  
WLAW, Lawrence, Mass.
- MacDONNELL, JOHN**  
KLS, Oakland, Calif.
- MacINTYRE, ROSS**  
CKWX, Vancouver, B. C., Can.
- MACK, DON**  
WGN, Gastonia, N. C.
- MACK, FLOYD**  
WOR, Newark, N. J.
- MACK, KENT**  
WCAT, Rapid City, S. D.
- MACK, WAYNE**  
WGAR, Cleveland, Ohio.
- MacKENZIE, GEORGE**  
WELL, Battle Creek, Mich.
- MACKENZIE, NORRIS**  
CJCA, Edmonton, Alberta,  
Can.
- MACKNIGHT, JOHN**  
WDGY, Minneapolis-St. Paul,  
Minn.
- MACLEOD, ROBERT**  
KFYR, Bismark, N. D.
- MacMILLAN, LOWELL**  
WHEC, Rochester, N. Y.
- MacMURRAY, PHILIP**  
KDYL, Salt Lake City, Utah.
- MacNAMEE, DOUG**  
WGBI, Scranton, Pa.
- MACON, DON**  
KCKN, Kansas City, Kans.
- MACY, BERNARD**  
WISE, Asheville, N. C.
- MACY, VIRG**  
WJAG, Norfolk, Nebr.
- MADDEN, MERRILL**  
WCOL, Columbus, Ohio.
- MADDOX, RALPH**  
WJDX, Jackson, Miss.
- MAGNUSON, J. WOODROW**  
WHBF, Rock Island, Ill.
- MAHANAY, ROBERT**  
WIBX, Utica, N. Y.
- MALLEY, CAP**  
WNAX, Yankton, S. D. Poet's  
Corner, Sunset Trail.
- MALLOW, JOHN**  
KFPY, Spokane, Wash.
- MALLOY, LEO**  
KSN, San Francisco, Calif.
- MALONEY, VINCENT**  
WAAB-WNAC, Boston, Mass.
- MALOUIN, ROY**  
CKAC, Montreal, Quebec, Can.
- MALOY, JOHN D.**  
WLAW, Lawrence, Mass.
- MANN, HERB**  
WRJN, Racine, Wise.
- MANN, NORMAND**  
KRLC, Lewiston, Idaho.
- MANNING, JOHN**  
WBZ-WBZA, Boston & Spring-  
field, Mass.
- MANNING, KNOX**  
NBC, The Adventures of Sher-  
lock Holmes, Melody and Mad-  
ness.
- MANNING, RAY**  
WIL, St. Louis, Mo.
- MANN, WILLIAM**  
WCAM, Camden, N. J.
- MANOX, FRANK**  
KROW, Oakland, Calif.
- MANSFIELD, STAN**  
KLO, Orem, Utah.
- MARCELLE, LOU**  
KFWB, Los Angeles, Calif.
- MARCH, MILTON**  
WSNJ, Bridgeton, N. J.
- MARK, CARL**  
WCLE, Cleveland, Ohio, WHK.
- MARKS, GARNETT**  
Relaxation Time WEAF, Base-  
ball Broadcasts WABC, Base-  
ball Broadcasts WSAV.
- MARLER, HAROLD**  
WCMI, Ashland, Ky.
- MARQUIS, ARNOLD**  
KGO - KPO, San Francisco,  
Calif.
- MARRION, FRANK E.**  
KAST, Astoria, Ore.
- MARS, PETER**  
WKBE, Muskegon, Mich.
- MARSH, CURT**  
WDZ, Tuscola, Ill.
- MARSHALL, DON**  
KFELZ, Fond-Du-Lac, Wise.
- MARSHALL, FRED**  
WCAU, Phila., Pa.
- MARSHALL, GENE**  
WTAR, Norfolk, Va.
- MARSTEN, GLENN**  
WRBL, Columbus, Ga.
- MARTA, JACK**  
WJMS, Ironwood, Mich.
- MARTIN, HALLOWEEN**  
WBBM, Chicago, Ill.
- MARTIN, LEW**  
KOAM, Pittsburg, Kans.
- MARTIN, THOMAS**  
WGY, Schenectady, N. Y.
- MARTIN, VIRGINIA**  
KOVG, Valley City, N. D.
- MARTIN, JR., W. D.**  
KNET, Palestine, Texas.
- MARTINEAU, BOB**  
WTHF, Hartford, Conn.
- MARTINEAU, HOWARD**  
KVNJ, Logan, Utah.
- MARTINO, J. A. TORRES**  
WKAQ, San Juan, Puerto Rico.
- MANON, LIN**  
WKRC, Cincinnati, Ohio.
- MASON, SYDNEY**  
WXYZ, Detroit, Mich.
- MATERSON, NORMAN**  
KFOX, Long Beach, Calif.
- MATERSON, PAUL**  
KGER, Long Beach, Calif.
- MATHIS, JR., CHARLIE**  
WJPR, Greenville, Miss.
- MATTHEWS, JAMES**  
KGO - KPO, San Francisco,  
Calif.
- MATTHEWS, THOMAS**  
WLAK, Lakeland, Fla.
- MAUST, WILLIAM**  
WMBG, Richmond, Va.
- MAY, EARL**  
KMA, Shenandoah, Iowa.
- MAY, FOSTER**  
WOW, Omaha, Nebr.
- MAY, LEONS**  
WCHS, Charleston, W. Va.
- MAYHEW, ARTHUR**  
WBRB, Red Bank, N. J.
- MEIER, KENNETH**  
KXA, Seattle, Wash.
- MENARD, GEORGE**  
WLS, Chicago, Ill.
- MENEFFEE, BOB**  
WHIS, Bluefield, W. Va.
- MENIER, GIL**  
KGAR, Tucson, Ariz.
- MEREDITH, LEE CARL**  
WOMI, Owensboro, Ky.
- MERINO, BEATRICE**  
KGLU, Safford, Ariz.
- MERINO, JOHN**  
KGLU, Safford, Ariz.
- MERRIAM, DWIGHT**  
KROC, Rochester, Minn.
- MERRIDEN, REG**  
WKOK, Sunbury, Pa.
- MERRIL, PAUL**  
KGLU, Safford, Ariz.
- MERYMAN, ROBERT**  
WWSW, Pittsburgh, Pa.
- MERSIER, ART**  
WBBM, Chicago, Ill.
- MERTENS, PETE**  
KIRO, Seattle, Wash.
- METCALF, BERT**  
KXOK, St. Louis, Mo.
- METZ, STUART**  
NBC, Orphans of Divorce,  
Pepper Young's Family, Road  
of Life.
- MEYERS, WENDELL**  
KFIZ, Fond-Du-Lac, Wise.
- MICHAEL, RAYMOND**  
WMAL, WRC, Washington,  
D. C.
- MICHEL, ALF**  
WHBY-WTAQ, Green Bay,  
Wise.
- MICKUS, KAROL**  
WWRJ, Woodside, N. Y.
- MILES, GEORGE**  
KRCR, Emid, Okla.
- MILES, JIM**  
WIKC, Columbus, Ohio.
- MILLER, C. D. "CHUCK"**  
KFAB, Lincoln, Nebr.
- MILLER, DEWITT**  
CKNX, Wingham, Ont., Can.
- MILLER, GARIAND**  
KOAM, Pittsburg, Kans.
- MILLER, HAL**  
WHEB, Portsmouth, N. H.
- MILLER, JOHN**  
WGJK, Charleston, W. Va.
- MILLER, JOHN**  
KOMO-KJR, Seattle, Wash.
- MILLER, JOHNNY**  
WSJS, Winston-Salem, N. C.
- MILLER, LEROY**  
KYW, Philadelphia, Pa.
- MILLER, PAUL**  
WKOK, Sunbury, Pa.
- MILLER, RUSS**  
KADA, Ada, Okla.
- MILLER, WILBUR**  
KGER, Long Beach, Calif.
- MILLET, ART**  
NBC, Valiant Lady.
- MILLIGAN, MERRITT**  
KATE, Albert Lea, Minn.
- MILLMAN, J. E.**  
CHGS, Summerside, Prince Ed-  
ward Is., Can.

# ANNOUNCERS

**MILLS, GORDON**  
KGER, Long Beach, Calif.

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KWOC, Poplar Bluff, Mo.

**MINER, PAUL**  
KSO, Des Moines, Iowa.

**MINIUM, JAMES**  
WALR, Zanesville, Ohio.

**MINTON, J. K.**  
WEBQ, Harrisburg, Ill.

**MISHLER, BILL**  
WWJ, Detroit, Mich.

**MITCHELL, EVERETT**  
WENR-WMAQ, Chicago, Ill.

**MITCHELL, FRANKLIN C.**  
WJR, Detroit, Mich.

**MITCHELL, J. B.**  
CKTB, St. Catharines, Ont., Can.

**MITCHELL, JACK**  
K TSA, San Antonio, Texas.

**MITCHELL, JAMES E.**  
KSEI, Pocatello, Idaho.

**MITCHELL, JOE**  
KIDO, Boise, Idaho.

**MOAN, HAROLD**  
KOMO-KJR, Seattle, Wash.

**MOBLEY, ERNEST**  
KTOK, Oklahoma City, Okla.

**MOCK, BILL**  
KEX-KGW, Portland, Ore.

**MODERSKI, STANLEY**  
WPEN, Phila., Pa.

**MOEGLE, FRED**  
WTMV, East St. Louis, Ill.

**MOFFETT, ERNEST**  
KVNJ, Logan, Utah.

**MOFFETT, RAYMOND W.**  
WCAO, Baltimore, Md.

**MONAGHAN, GEORGE**  
WHTT, Hartford, Conn.

**MONDAY, RAY**  
KPDN, Pampa, Texas.

**MONK, KARL**  
CKCR, Kitchener - Waterloo, Ont., Can.

**MONKHOVER, ALFRED**  
KVOX, Moorehead, Minn.

**MONROE, WILSON**  
KBST, Big Spring, Texas.

**MONTANIO, CHARLOS**  
KGAR, Tucson, Ariz.

**MONTGOMERY, CARL**  
WARD, Brooklyn, N. Y.

**MOORE, HAL**  
WNEW, New York, N. Y.

**MOORE, KATE**  
NBC, Doctor Kate.

**MOORE, LINDLE**  
WEBQ, Harrisburg, Ill.

**MOORE, MARIAN**  
WTFI, Fort Lauderdale, Fla.

**MOORE, PAUL E.**  
KOMO-KJR, Seattle, Wash.

**MOORE, VERN**  
KIDO, Boise, Idaho.

**MOORE, WARREN**  
WNAD, Norman, Okla.

**MORELAND, EARL**  
WMC, Memphis, Tenn.

**MORELAND, HARRY**  
WROL, Knoxville, Tenn.

**MORGAN, CLOUD**  
WMAZ, Macon, Ga.

**MORGAN, DALE**  
KSO, Des Moines, Iowa.

**MORGAN, HENRY**  
WOR, Newark, N. J.

**MORGAN, JOHN CARL**  
WTAR, Norfolk, Va.

**MORGAN, RAY**  
WPG, Atlantic City, N. J.

**MORRALL, WILL**  
WAAF, Chicago, Ill.

**MORRIEM, BOB**  
KYSM, Mankato, Minn.

**MORRIS, A. THOMAS**  
KOOS, Marshfield, Ore.

**MORRIS, BOB**  
KPDN, Pampa, Texas.

**MORRIS, COLTON G.**  
WBZ-WBZA, Boston & Springfield, Mass.

**MORRIS, DEWITT**  
KELA, Centralia and Chehalis, Wash.

**MORRIS, DON**  
WWJ, Detroit, Mich.

**MORRIS, ROBERT**  
WAGM, Presque Isle, Maine.

**MORRISON, HERBERT**  
WCAE, Pittsburgh, Pa.

**MORRISON, WILBUR**  
WGY, Schenectady, N. Y.

**MORSE, TONY**  
KFBK, Sacramento, Calif.

**MORTON, DON**  
WEAN, Providence, R. I.

**MORTON, HA.**  
KATE, Alberta Lea, Minn.

**MOSES, JOHN B.**  
WHKC, Columbus, Ohio.

**MOSHER, HUGH**  
KFXM, San Bernardino, Calif.

**MOTT, WALTER**  
KFXD, Nampa, Idaho.

**MOYER, BILL**  
CDWX, Vancouver, B. C., Can.

**MOYLAN, NEIL**  
WFBI, Syracuse, N. Y.

**MOYLE, PAUL**  
WCNC, Elizabeth City, N. C.

**MUIR, RAYMOND**  
WDZ, Tuscola, Ill.

**MULHOLLAND, ROSS**  
WXYZ, Detroit, Mich.

**MULINAX, EDWIN**  
WHMA, Anniston, Ala.

**MULINS, BERNARD**  
WTIC, Hartford, Conn.

**MULREADY, MERRILL**  
KSCJ, Sioux City, Ia.

**MULROY, BERT**  
WEMP, Milwaukee, Wis.

**MULVIHILL, MARY**  
KFXJ, Grand Junction, Colo.

**MUNSTER, DAN**  
KYW, Phila., Pa.

**MURPHY, BOB**  
KSTP, St. Paul, Minn.

**MURPHY, ED**  
WROK, Rockford, Ill.

**MURPHY, JACK**  
KFRG, San Francisco, Calif.

**MURPHY, MICKEY**  
KFPL, Dublin, Texas.

**MURPHY, WILLIAM**  
KBND, Bend, Ore.

**MURRAY, EARNEST**  
KATE, Alberta Lea, Minn.

**MURRAY, HAROLD**  
WMGA, Moultrie, Ga.

**NELSON, CHARLES**  
KMAC, San Antonio, Texas.

**NELSON, DE WAYNE**  
KDAL, Duluth, Minn.

**NELSON, HOWARD**  
WDAV, Fargo, N. D.

**NELSON, KARL**  
WTOL, Toledo, Ohio.

**NELSON, KENNEDY**  
WAAF, Chicago, Ill.

**NESBIT, DICK**  
WENR-WMAQ, Chicago, Ill.

**NETTLES, FOREST**  
WJBO, Baton Rouge, La.

**NEWBURY, WALTER**  
WCAP, Asbury Park, N. J.

**NEWCOMBE, HAROLD**  
WRDO, Augusta, Maine.

**NEWELL, II, W.**  
WEEI, Boston, Mass.

**NEWKIRK, AL**  
WICA, Ashtabula, Ohio.

**NEWSHOUSE, JOHN**  
WENY, Elmira, N. Y.

**NEWSOME, GILBERT I.**  
WRTD, Richmond, Va.

**NEWTON, WALTON**  
WIP, Phila., Pa.

**NICHOLS, BOB**  
KSRO, Santa Rosa, Calif.

**NICHOLS, HAL**  
KFOX, Long Beach, Calif.

**NICHOLSON, WILFORD**  
WAYX, Waycross, Ga.

**NICKELL, JOE**  
WIBW, Topeka, Kans.

**NILES, KEN**  
NBC, Kay Kysler's College of Musical Knowledge, Chase and Sanborn Hour.

**NILES, WENDELL**  
Chase & Sanborn Hour NBC, Man About Hollywood CBS.

**NININGER, LOGAN**  
KBND, Bend, Ore.

**NOBLE, CODY (MISS)**  
WDAN, Danville, Ill.

**NOBLE, DICK**  
WIBC, Indianapolis, Ind.

**NOLAN, JAMES**  
KWSC, Pullman, Wash.

**NORMAN, H.**  
WADC, Akron, Ohio.

**NORMAN, RICHARD**  
WOV, New York, N. Y.

**NORTON, FRANK**  
WMAA, Springfield, Mass.

**NOVENSON, JOSEPH**  
WAIR, Winston-Salem, N. C.

**NUGENT, TOMMY**  
KOVV, Vallejo City, N. D.

## — N —

**NAGORKA, FRANK**  
WHOM, Jersey City, N. J.

**NAITO, KIKUE**  
KTOH, Lihue, Hawaii.

**NASH, BARNES H.**  
WJLS, Beckley, W. Va.

**NASH, NOBLE**  
WCBS, Springfield, Ill.

**NASH, ROBERT**  
WKRC, Cincinnati, Ohio.

**NAYE, BILLY**  
WOMI, Owensboro, Ky.

**NEALE, FLOYD**  
WOR, Newark, N. J.

**NEGRI, RINO COLLA**  
WOV, New York, N. Y.

**NEHER, D. ALTON**  
WABC, Duluth, Minn.

**NELSON, BILL**  
WDWS, Champaign, Ill.

**OAKES, BARNEY**  
WATL, Atlanta, Ga.

**OAKS, BARNEY**  
WJPR, Greenville, Miss.

**OBERLIN, RICHARD**  
WFMJ, Youngstown, Ohio.

**O'BRIEN, JOE**  
WMAA, New York, N. Y. Fox Amateur Hour, Harlem Amateur Hour, Three Little Sads, Youth On Parade, Sports.

**O'CONNELL, BILL**  
WAAU-WNAC, Boston, Mass.

**O'CONNELL, RUTH E.**  
WNBZ, Saranac, N. Y.

**O'CONNOR, CHARLES**  
Johnny Presents NBC, Johnny Presents Breczin' Along NBC, Guess Where MBS.

# ANNOUNCERS

**OFFER, LLOYD**  
CKCA, Kenora, Ont., Can.

**OFFHAUS, RUSSELL E.**  
WCOP, Boston, Mass.

**OLMSTED, NELSON**  
WRAP, Fort Worth, Texas.

**OLSON, DICK**  
WIND, Gary, Ind.

**OLSON, HARVEY**  
WDRG, Hartford, Conn.

**OLSON, RAY**  
WOW, Omaha, Nebr.

**O'NEILL, JACK**  
WFBL, Syracuse, N. Y.

**ORAVITZ, JULE**  
WRJN, Racine, Wis.

**ORTIZ, C. O.**  
WPRP, Ponce, Puerto Rico.

**OSBORNE, HARRY**  
WATR, Waterbury, Conn.

**O'SHEA, JAMES**  
WLEH, Erie, Pa.

**OSTBY, JOHAN**  
WCAE, Northfield, Minn.

**O'SULLIVAN, TERRY**  
WKY, Oklahoma City, Okla.

**OTIS, DON**  
KFAC, Los Angeles, Calif.

**OTIS, EDWARD**  
WAAB-WNAC, Boston, Mass.

**O'TOOLE, OLLIE**  
WWSW, Pittsburgh, Pa.

**O'TOOLE, WILLIAM J.**  
WCAO, Baltimore, Md.

**OTT, WOODROW**  
WESG, Elmira, N. Y.

**OVENDEN, K. R.**  
WEEL, Boston, Mass.

**OVERBAY, PAUL**  
WAGA, Atlanta, Ga.

**OWEN, EM**  
WHBY - WTAQ, Green Bay, Wis.

**OWEN, JR., FORREST**  
WKAR, East Lansing, Mich.

**OWEN, KENNETH**  
KJBS, San Francisco, Calif.

**OWENS, ARTHUR**  
WGAN, Portland, Maine.

**OWENS, LOY M.**  
CKLN, Nelson, B. C., Can.

**OWENS, MAURY**  
WROK, Rockford, Ill.

**OXFORD, GEORGE**  
WJBW, New Orleans, La.

**OZMENT, H. T.**  
WMFD, Wilmington, N. C.

## — P —

**PAAR, JACK**  
WGAR, Cleveland, Ohio.

**PACE, ESTON**  
KGGM, Albuquerque, N. M.

**PACKER, VICTOR**  
WTH, Brooklyn, N. Y.

**PAIDGETT, PAT**  
WCHV, Charlottesville, Va.

**PAGE, ALLAN**  
KV00, Tulsa, Okla.

**PAGE, BOB**  
KGBX-KWTO, Springfield, Mo.

**PAGET, BARRIE**  
KTAT, Fort Worth, Texas.

**PAIGE, NORMAN**  
KGO & KPO, San Francisco, Calif.

**PAINTON, KEITH**  
KRCG, Enid, Okla.

**PALMBLAD, FRANK**  
KCRG, Enid, Okla.

**PALMER, CLARENCE**  
KVOE, Santa Ana, Calif.

**PALMER, GEORGE**  
WIBC, Indianapolis, Ind.

**PALMER, H. LOUIS D.**  
KBST, Big Spring, Texas.

**PALMER, PHILIP KEITH**  
WIS, Columbia, S. C.

**PALMER, SELDEN**  
KTRB, Modesto, Calif.

**PALMER, WILLIAM**  
WJAC, Johnstown, Pa.

**PALMERI, VINCENT E.**  
WELI, New Haven, Conn.

**PARK, CHARLES**  
WFDE, Flint, Mich.

**PARKS, AL**  
WATL, Atlanta, Ga.

**PARKER, F. BARRON**  
KPPC, Pasadena, Calif.

**PARKER, DON**  
KRNT KSO, Des Moines, Iowa.

**PARKER, LAWRENCE M.**  
KFEQ, St. Joseph, Mo.

**PARKER, R. H.**  
CKPR, Fort William-Port Arthur, Ont., Can.

**PARKER, SAM**  
WIOD, Miami, Fla.

**PARKER, WILSON**  
KGFJ, Shawnee, Okla.

**PARRISH, B. J.**  
WOTN, Pine Bluff, Ark.

**PARTLOW, VEIN**  
KFBK, Sacramento, Calif.

**PATCH, C. E.**  
WJAC, Johnstown, Pa.

**PATRICK, E. L. "PAT"**  
KIEV, Glendale, Calif.

**PATRICK, VAN**  
KRMD, Shreveport, La.

**PATERSON, CRYAN**  
WNBC, New Britain, Conn.

**PATERSON, FREDERICK J.**  
KOMO-KJR, Seattle, Wash.

**PATERSON, N. J.**  
KSN, San Francisco, Calif.

**PATTON, FREEMAN**  
KORE, Eugene, Ore.

**PAUL, DAN**  
KMBC, Kansas City, Mo.

**PAUL, ED**  
WCFL, Chicago, Ill.

**PAULSON, ROBERT**  
KATE, Albert Lea, Minn.

**PAULSON, VICTOR**  
KJBS, San Francisco, Calif.

**PAYNE, LARRY**  
WTOL, Toledo, Ohio.

**PAYNE, ROBERT**  
WCOU, Lewiston, Maine.

**PAYNE, WALTER**  
WRGA, Rome, Ga.

**PEAK, GENE**  
WPAD, Paducah, Ky.

**PEARSON, FORT**  
NBC, Fitch Bandwagon, Guiding Light, Dan Winslow of the Navy, Alec Templeton Time.

**PEDRICK, JOHN M.**  
WDBO, Orlando, Fla.

**PELETHIER, VINCENT**  
NBC, Camarion Contended Program.

**PENDERGAST, WILLIAM**  
WNBB, New Bedford, Mass.

**PENNELL, BILL**  
WIOD, Miami, Fla.

**PENSON, JACK**  
CKPR, Fort William-Port Arthur, Ont., Can.

**PEPER, WILLIAM**  
WPAY, Portsmouth, Ohio.

**PEPPIN, S. LESLIE**  
CFCY, Charlottetown, P.E.I., Can.

**PERCILLA, MARTHA**  
WGPC, Albany, Ga.

**PERRIN, KEYES**  
WBZ-WBZA, Boston & Springfield, Mass.

**PERRY, BOB**  
WORL, Boston, Mass.

**PERRY, C. A.**  
CJOC, Lethbridge, Alberta, Can.

**PERRY, EMMETT**  
WAAF, Chicago, Ill.

**PERRY, VIRGIL**  
WJAX, Jacksonville, Fla.

**PETERS, DICK**  
KARK, Little Rock, Ark.

**PETERSEN, H. S.**  
KUSD, Vermillion, S. D.

**PETERSON, MERLE**  
KJBS, San Francisco, Calif.

**PETAY, FRANCIS**  
WGLE, Cleveland, Ohio.

**PETTEGREW, C. W.**  
WOSU, Columbus, Ohio.

**PEYSER, H. J.**  
WFMB, Indianapolis, Ind.

**PEHLER, JR., FRED P.**  
WTOC, Savannah, Ga.

**PHILLIPS, BILLY**  
KIDO, Boise, Idaho.

**PHILLIPS, DON**  
KMOX, St. Louis, Mo.

**PHILLIPS, HAROLD**  
WRNL, Richmond, Va.

**PHILLIPS, ORAL**  
KHSL, Chico, Calif.

**PHILLIPS, ROGER**  
WSIX, Nashville, Tenn.

**PHILLIPS, STEWART W.**  
WTBO, Cumberland, Md.

**PHARES, DALE**  
WEOA-WGBF, Evansville, Ind.

**PICKFORD, MERV**  
CHAB, Moose Jaw, Sask., Can.

**PICARD, GEORGE**  
WSPD, Toledo, Ohio.

**PIEDRA, CHARLIE**  
WCHV, Charlottesville, Va.

**PIELOW, ELDEN**  
KWBG, Hurlingham, Kans.

**PIERCE, BILL**  
WGBI, Scranton, Pa.

**PIERSON, H. J.**  
WFRM, Indianapolis, Ind.

**PINKERTON, BOB**  
KDON, Monterey, Calif.

**PLAMADORE, RAY**  
WKBH, La Crosse, Wis.

**PLASTER, TOM**  
KMLB, Monroe, La.

**PLATT, JIM**  
WQDM, St. Albans, Vt.

**POILL, RUSSELL**  
KTW, Seattle, Wash.

**POLIMENI, FRANK**  
WOV, New York, N. Y.

**POLING, GARRISON**  
WKRB, Muskegon, Mich.

**POLLOCK, GRANT**  
KGO & KPO, San Francisco, Calif.

**POLLOCK, REED**  
KDON, Monterey, Calif.

**POOLE, BILL**  
WGPC, Albany, Ga.

**POOLE, BOB**  
WBTG, Greensboro, N. C.

**POOR, JOHN**  
WHBQ, Memphis, Tenn.

**POST, DICK**  
WBBM, Chicago, Ill.

**POWELL, KENNETH**  
WENY, Elmira, N. Y.

**POWELL, WILLIAM C.**  
WGII, Newport News, Va.

**POWERS, RALPH**  
WFRB, Baltimore, Md.

**POWERS, TOM**  
WAAB-WNAC, Boston, Mass.

**POYNER, GRAHAM**  
WPTF, Raleigh, N. C.

**PRAEL, ALICE A.**  
KAST, Astoria, Ore.

# ANNOUNCERS

## PRESBY, ARCHIE

KGO-KPO, San Francisco, Calif.

## PREUS, JEANNE

KWLC, Decorah, Iowa.

## PRICE, FRANCIS

KFKA, Greeley, Colo.

## PRICE, JOHN

KGLO, Mason City, Iowa.

## PRITCHARD, THOMAS

WHAM, Rochester, N. Y.

## PROCTER, ROBERT

WDAE, Tampa, Fla.

## PROCTOR, HAL

WKBB, La Crosse, Wis.

## PROUTY, W. A.

WCAP, Asbury Park, N. J.

## PROVAN, BOB

WDRG, Hartford, Conn.

## PROVENSON, HERLUF

NBC, The Golden Serenaders, John's Other Wife, Betty Moore.

## PUDMEY, EARLE

WAGA, Atlanta, Ga.

## PURCELL, BOB

WCFL, Chicago, Ill.

## PURCELL, CHARLES W.

WCAO, Baltimore, Md.

## PYLE, J. HOWARD

KTAR, Phoenix, Ariz.

## — Q —

## QUAVE, MACKIE

WWNC, Asheville, N. C.

## — R —

## RAGLAND, TOM

WMPG, Memphis, Tenn.

## RAINSTRICK, ERNEST

WFOY, St. Augustine, Fla.

## RAINSTON, JACK

KPDN, Pampa, Texas.

## RAMIREZ, PAUL

KPAB, Laredo, Texas.

## RAMSEY, JAMES

WHBL, Sheboygan, Wis.

## RAMSAY, WALLACE

KGB, San Diego, Calif.

## RAMSEY, RAYMOND

KELD, El Dorado, Ark.

## RANDOLPH, KENNETH

WAWZ, Zarephath, N. J.

## RAPIEFF, KENNETH

WICC, Bridgeport, Conn.

## RAPIER, GRADY

KOY, Phoenix, Ariz.

## RASH, BRYSON

WMAL & WRC, Washington, D. C.

## RASH, GEORGE

NBC, Science on the March.

## RASTAD, ALTON

WJMC, Rice Lake, Wis.

## RAU, EDNA

WDAS, Phila., Pa.

## RAYENEL, JOHN

WSJS, Winston-Salem.

## RAWSON, RON

KSCJ, Sioux City, Ia.

## RAY, NORMAN

KOXX, St. Louis, Mo.

## REA, EIRNIE

KFRH, Columbia, Mo.

## READ, WALTER L.

KVAN, Vancouver, Wash.

## REAMS, HUNTER

WJNO, West Palm Beach, Fla.

## REED, ALLAN

MBS, Quixie Doodle Contest.

## REED, TOBE

KFRC, San Francisco, Calif.

## REEVES, BILL

WSIX, Nashville, Tenn.

## REICH, JAMES

WFBC, Greenville, S. C.

## REINHART, RUSS

CKCK, Kitchener - Waterloo, Ont., Can.

## REITER, FRED

WSPB, Sarasota, Fla.

## RENFOR, HARRY

KXOK, St. Louis, Mo.

## REYNOLDS, CARTER

KFDA, Amarillo, Texas.

## REYNOLDS, GENE

WBAP, Fort Worth, Texas.

## REYNOLDS, JOHN

WKRC, Cincinnati, Ohio.

## REYNOLDS, MAURILE

CKCK, Regina, Sask., Can.

## REYNOLDS, PAUL

WDBJ, Roanoke, Va.

## REYNOLDS, TOM

KBST, Big Spring, Texas.

## RHODES, DAVID

WIBY-WTAQ, Green Bay, Wis.

## RIASKA, JACK

KLO, Ogdon, Utah.

## RIBBE, JOHN

KGO-KPO, San Francisco, Calif.

## RICH, RAY

WPRO, Providence, R. I.

## RICH, SIDNEY

WIBY-WTAQ, Green Bay, Wis.

## RICHARDSON, JESSE

WRR, Dallas, Texas.

## RICHMOND, JACK

WKBZ, Muskegon, Mich.

## RICKER, BILL

WDEV, Waterbury, VT.

## RIDER, MAURY

KIRO, Seattle, Wash.

## RIDGELY, HARRY

WDAN, Danville, Ill.

## RIDGEWAY, JACK

KTHS, Hot Springs, Ark.

## RIGSBEE, LOUIS

WGNC, Elizabeth City, N. C.

## RILEY, BOB

KMBC, Kansas City, Mo.

## RIND, JULES

WLTH, Brooklyn, N. Y.

## RING, BILL

KGBX-KWTO, Springfield, Mo.

## RISS, DAN

WFAA, Dallas, Texas.

## RISLING, ROBERT

WTIC, Hartford, Conn.

## RITTS, PAUL

WKAR, East Lansing, Mich.

## RIVERS, CHICK

WARD, Brooklyn, N. Y.

## ROARK, C. A.

KRLH, Midland, Texas.

## ROBATOR, HARRY

WNBC, New Britain, Conn.

## ROBB, MAJOR

WRAX, Wilkes Barre, Pa.

## ROBBIE, JOE

KUSD, Vermillion, S. D.

## ROBBINS, BILL

WKCY, Cincinnati, Ohio.

## ROBERTELL, GLEN

CFCL, Kamloops, B. C., Can.

## ROBERTS, ADRIAN

WGRM, Grenada, Miss.

## ROBERTS, AUSLEY

WMBR, Jacksonville, Fla.

## ROBERTS, ED

WBBM, Chicago, Ill.

## ROBERTS, KEN

NBC, The Lady Esther Serenade, Easy Aces.

## ROBERTS, PETER

WNIZ, Saranac, N. Y.

## ROBERTS, THOMPSON

WFMJ, Youngstown, Ohio.

## ROBERTSON, JAMES

WIBA, Madison, Wis.

## ROBERTSON, LARRY

KFBK, Sacramento, Calif.

## ROBERTSON, STEVE

WEBC, Duluth, Minn.

## ROBERTSON, T. C.

CJCB - CJCX, Sydney, Nova Scotia, Can.

## ROBERTSON, TRAFTON

WBT, Charlotte, N. C.

## RODGERS, NORMAN

KOCY, Oklahoma City, Okla.

## RODRIGUEZ, J. C.

WPRP, Ponce, Puerto Rico.

## ROEHLING, JOSEPH

WGL WOWO, Fort Wayne, Ind.

## ROEN, LOUIS

NBC, The Woman In White, Sunbrite Smile Parade.

## ROGERS, EDWIN

WMAL WRC, Washington, D. C.

## ROGERS, FREY

WOPF, Bristol, Tenn.

## ROGERS, JOHN

KOMA, Oklahoma City, Okla.

## ROGERS, MARIANNE

CFCY, Charlottetown, P.E.I., Can.

## ROGERS, RALPH

KEX-KGW, Portland, Ore.

## ROGERS, RALPH

WJNO, West Palm Beach, Fla.

## ROGERS, RAY

WCOA, Pensacola, Fla.

## ROGERS, ROBERT

WSAL, Salisbury, Md.

## ROGERS, RONNIE

WFLA, Tampa, Fla.

## ROHN, BILL

KSOO KELO, Sioux Falls, S. D.

## ROHRE, BILL

KWWJ, Portland, Ore.

## ROMINE, DOUG

RTSA, San Antonio, Texas.

## RONEY, JACK

WMAL WRC, Washington, D. C.

## ROODES, JOHN

WTJS, Jackson, Tenn.

## ROOT, EDWARD

WKAR, East Lansing, Mich.

## ROSAMOND, ROBERT

WTBO, Cumberland, Md.

## ROSCOE, PAUL

KVAK, Atchinson, Kans.

## ROSE, E.

CKMO, Vancouver, B. C., Can.

## ROSENBAUM, BOB

WGIL, Galesburg, Ill.

## ROSKIN, L.

CJOC, Lethbridge, Alberta, Can.

## ROSS, ANTHONY

WKBN, Youngstown, Ohio.

## ROSS, BILL

KWX-KGW, Portland, Ore.

## ROSS, DAVID

NBC, Fred Waring and His Pennsylvanians, The Quaker Party.

## ROSS, DICK

KMO, Tacoma, Wash.

## ROSS, GUY

CJBR, Rimouski, Quebec, Can.

## ROSS, JACK

WHAM, Rochester, N. Y.

## ROTHNIM, BULL

WSYR, Syracuse, N. Y.

## ROUSH, OTTIS

KBTM, Jonesboro, Ark.

## ROUSH, SIG

WBOW, Terre Haute, Ind.

## ROWLAND, VIC

KVOE, Santa Ana, Calif.

# ANNOUNCERS

**BOY, ARMOND**  
CKCV, Quebec, Quebec, Can.

**RUBENDAL, EVERETT**  
WRAK, Williamsport, Pa.

**RUBIO, ADRIANO**  
WCAU, Phila., Pa.

**RUBLE, PAUL**  
WCLO, Janesville, W. Va.

**RUCKER, FOSTER**  
KFOX, Long Beach, Calif.

**RUGGLES, WALLACE**  
KGG-KPO, San Francisco, Calif.

**RUGH, VIC**  
KTUL, Tulsa, Okla.

**RULE, RONALD**  
KWSC, Pullman, Wash.

**RUMSEY, LEO**  
KGMB, Honolulu, Hawaii.

**RUNIONS, NORM**  
KVI, Tacoma, Wash.

**RUNNION, GUY**  
WDAF, Kansas City, Mo.

**RUSSELL, FRANK**  
KECA - KFI, Los Angeles, Calif.

**RUSSELL, JACK**  
CKCR, Kitchener - Waterloo, Can.

**RUSSEY, HAROLD**  
WHMA, Anniston, Ala.

**RUSTAD, JOHN**  
KSTP, St. Paul, Minn.

**RYAN, TED**  
KTBC, Austin, Texas.

## — S —

**ST. GEORGE, DORIAN**  
WMAL WRC, Washington, D. C.

**SABIN, BOB**  
WATL, Atlanta, Ga.

**SAFFORD, JR., ED**  
KGFL, Roswell, N. M.

**SALISBURY, BILL**  
KFXD., Nampa, Idaho.

**SALSBERG, JOE**  
WBAX, Wilkes Barre, Pa.

**SALTER, RUSS**  
WMRO, Aurora, Ill.

**SANALLI, JOSEPH**  
WHOM, Jersey City, N. J.

**SANDACK, AVROM**  
KSL, Salt Lake City, Utah.

**SANDQUIST, ALVAR**  
WCAL, Northfield, Minn.

**SANDSTROM, STANLEY**  
KVOE, Santa Ana, Calif.

**SANKEY, TRIS**  
CKPR, Fort William-Port Arthur, Ont., Can.

**SANTON, CHET**  
WAAB-WNAC, Boston, Mass.

**SARPLATEN, EUGENE**  
KRAM, St. Cloud, Minn.

**SARGENT, LEW**  
WEEL, Boston, Mass.

**SAUNDERS, CHARLES**  
WGCM, Mississippi City, Miss.

**SAUNDERS, SID**  
KNOX, St. Louis, Mo.

**SAWYER, GENE**  
KGMB, Honolulu, Hawaii.

**SAXTON, GLENN**  
WKAT, Miami Beach, Fla.

**SCABOROUGH, LARRY**  
WMBR, Jacksonville, Fla.

**SCARBOROUGH, GANUS**  
WHMA, Anniston, Ala.

**SCHARPE, ELIOT**  
WSAY, Rochester, N. Y.

**SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.

**SCHAUS, GORDON**  
CKCR, Kitchener - Waterloo, Ont., Can.

**SCHER, HAL**  
KSFO, San Francisco, Calif.

**SCHINGLE, BILL**  
WIBC, Indianapolis, Ind.

**SCHMELING, NORMAN**  
KTRI, Sioux City, Iowa.

**SCHNEBLY, ELLEN**  
WDZ, Tuscola, Ill.

**SCHNEIDER, JOHN**  
KGB, San Diego, Calif.

**SCHNEIDER, RAYMOND**  
WWSW, Pittsburgh, Pa.

**SCHOOLEY, IVAN**  
KOA, Denver, Colo.

**SCHRAM, NOEL**  
KXA, Seattle, Wash.

**SCHROCK, CARL**  
WTRC, Elkhart, Ind.

**SCHROEDER, KARL WM.**  
KICA, Clovis, N. M.

**ITZ, KAY**  
KMMJ, Clay Center, Nebr.

**SCHWEER, ROLAND**  
KPRC, Houston, Texas.

**SCOFIELD, CARTER**  
WDBO, Orlando, Fla.

**SCOFIELD, DAVE**  
KFRC, San Francisco, Calif.

**SCOTT, CHAS. P.**  
KTRC, Visalia, Calif.

**SCOTT, JAMES**  
KWSC, Pullman, Wash.

**SCOTT, RAY**  
WJAC, Johnstown, Pa.

**SCOTT, W. J.**  
WHFC, Cicero, Ill.

**SEAGRAVE, ORVILLE B.**  
WSAR, Fall River, Mass.

**SEAMAN, NEAL**  
WGBB, Freeport, N. Y.

**SEARNS, W. B.**  
KUTA, Salt Lake City, Utah.

**SEBASTIAN, CHARLES**  
WHDL, Olean, N. Y.

**SEITZ, FRANK A.**  
WFAS, White Plains, N. Y.

**SELAH, WILLIAM**  
KFEQ, St. Joseph, Mo.

**SELLARS, DON**  
WBJS, Winston-Salem, N. C.

**SEXTON, JACK**  
WTAD, Quincy, Ill.

**SEXTON, JESSE**  
KALB, Alexandria, La.

**SEXTON, MARION**  
KVAN, Vancouver, Wash.

**SEYMOUR, BILL**  
WBBM, Chicago, Ill.

**SEYMOUR, DAN**  
NBC, Stop Me If You've Heard This One, The Quaker Party.

**SHAFER, JOHN**  
WKY, Oklahoma City, Okla.

**SHANNON, PAUL**  
KDKA, Pittsburgh, Pa.

**SHARP, IRVING**  
WDBJ, Roanoke, Va.

**SHAPARD, WILLIAM**  
WHN, New York, N. Y.

**SHARBUTT, DELL**  
Myrt & Marge CBS, Lanny Ross CBS, Ask-It-Basket CBS, Hour of Charm NBC.

**SHARPE, BILL**  
KIUN, Pecos, Texas.

**SHAW, CHARLES**  
WTFI, Fort Lauderdale, Fla.

**SHAW, STAN**  
WNEW, New York, N. Y.

**SHELL, STUART**  
WTOL, Toledo, Ohio.

**SHELTON, HORACE P.**  
KNAC, San Antonio, Texas.

**SHELTON, JIM**  
WROK, Rockford, Ill.

**SHEPHERD, GRADY**  
KIUN, Pecos, Texas.

**SHEPPARD, ALLAN**  
KSFO, San Francisco, Calif.

**SHEPPARD, GLENN**  
KRLH, Midland, Texas.

**SHERMAN, WIC**  
WBAP, Fort Worth, Texas.

**SHERMAN, WILLIAM**  
WAVE, Louisville, Ky.

**SHIELD, BOB**  
KDKA, Pittsburgh, Pa.

**SHIPLEY, GENE**  
WIBW, Topeka, Kans.

**SHIRLEY, TOM**  
Just Plain Bill NBC, Billy & Betty CBS, Doc Barclay's Daughters CBS.

**SHORT, ROBERT**  
WBLK, Charlesburg, W. Va.

**SHORT, WAYNE**  
KSD, St. Louis, Mo.

**SHREVE, HAROLD**  
KTOK, Oklahoma City, Okla.

**SHREVE, LEONARD**  
KEX-KGW, Portland, Ore.

**SHULL, WAIN**  
WMBH, Joplin, Mo.

**SHUTE, JR., ELDEN**  
WCOU, Lewiston, Maine.

**SUEVERS, BOB**  
NBC, Hoosier Hop.

**SILER, WENDELL**  
WSVA, Harrisonburg, Va.

**SIMMONS, JOE**  
KGBX-KWTO, Springfield, Mo.

**SIMMONS, PARK**  
WBAL, Baltimore, Md.

**SIMON, GEORGE**  
WJAC, Johnstown, Pa.

**SIMPSON, CHUCK**  
WDOD, Chattanooga, Tenn.

**SIMPSON, JACK**  
KRMD, Shreveport, La.

**SIMPSON, JOHN**  
WCMJ, Ashland, Ky.

**SIMS, C. G.**  
WPAD, Paducah, Ky.

**SIMS, JAY**  
WBBM, Chicago, Ill.

**SIMS, JIM**  
WISE, Asheville, S. C.

**SIMS, RALPH**  
WJBO, Baton Rouge, La.

**SIRMONS, JIMMY**  
WRUF, Gainesville, Fla.

**SITTON, M. A.**  
WBBL, Richmond, Va.

**SKELTON, KENNETH W.**  
WDAE, Tampa, Fla.

**SKELTON, ROGER**  
WAIM, Anderson, S. C.

**SLAGLE, JOHN**  
WXYZ, Detroit, Mich.

**SLATER, TOM**  
WOR, Newark, N. J.

**SLATTERY, BART**  
WIL, St. Louis, Mo.

**SMART, W. B.**  
WTOG, Savannah, Ga.

**SMIDLE, JOE**  
KWJJ, Portland, Ore.

**SMITH, ALBERT**  
WCSH, Portland, Maine.

**SMITH, B. A.**  
KGKB, Tyler, Texas.

**SMITH, BERNIE**  
WEBQ, Harrisburg, Ill.

**SMITH, C. H.**  
OKSO, Sudbury, Ont., Can.



# ANNOUNCERS

- SMITH, CAL**  
KROC, Rochester, Minn.
- SMITH, DOROTHEA**  
KSAL, Salina, Kans.
- SMITH, EMERSON**  
KDYL, Salt Lake City, Utah.
- SMITH, FRED**  
KTRI, Sioux City, Iowa.
- SMITH, HAL**  
WIBX, Utica, N. Y.
- SMITH, HOMER**  
WKOK, Sunbury, Pa.
- SMITH, LOWELL**  
KGFJ, Los Angeles, Calif.
- SMITH, MEREDITH**  
WTMA, Charleston, S. C.
- SMITH, RODNEY**  
KELD, El Dorado, Ark.
- SMITH, STARR**  
KALB, Alexandria, La.
- SMITH, WHEELER**  
KOL, Seattle, Wash.
- SMITHERMAN, ROSS**  
WMOB, Mobile, Ala.
- SMYTH, NEWTON**  
WRNL, Richmond, Va.
- SNIDER, MERLE**  
KOH, Reno, Nevada.
- SNOWDEN, BILL**  
WTAL, Tallahassee, Fla.
- SNOWDON, CHARLES**  
WBLK, Clarksburg, W. Va.
- SNOWDEN, THOMAS**  
WEED, Rocky Mount, N. C.
- SNYDER, JACK**  
WFBG, Altoona, Pa.
- SOHM, BILL**  
WTAD, Quincy, Ill.
- SOLER, JOSE**  
WKAQ, San Juan, Puerto Rico.
- SOHENSON, HOWARD**  
WCAL, Northfield, Minn.
- SPARGROVE, WILLIAM E.**  
NBC, The Chase and Sanborn Program, True or False.
- SPARKS, BUD**  
WCAM, Camden, N. J.
- SPARKS, GORDON**  
WEXL, Royal Oak, Mich.
- SPARKS, HAROLD A.**  
KSEI, Pocatello, Idaho.
- SPARKS, JEFF**  
WOR, Newark, N. J.
- SPAUGH, ROGER L.**  
KOOS, Marshfield, Ore.
- SPENCE, ROBERT**  
KOL, Seattle, Wash.
- SPENCER, R.**  
WADC, Akron, Ohio.
- SPENCER, ROBERT**  
WJBC, Bloomington, Ill.
- SPIEGLE, STAN**  
KXRO, Aberdeen, Wash.
- SPILLMAN, SANFORD**  
KSFO, San Francisco, Calif.
- SQUIER, LLOYD**  
WDEV, Waterbury, Vt.
- STAFFORD, JACK**  
KMPC, Beverly Hills, Calif.
- STAGG, L.**  
KVOL, Lafayette, La.
- STAHL, BOB**  
KMMJ, Clay Center, Nebr.
- STAHL, GERTRUDE**  
KMMJ, Clay Center, Nebr.
- STAHL, PHILIP**  
WQXR, New York, N. Y.
- STAINBROOK, EDWARD**  
WDNC, Durham, N. C.
- STALEY, PHIL**  
WOSU, Columbus, Ohio.
- STALLARD, DALLAS**  
KIUL, Garden City, Kans.
- STAMBAUGH, JAMES**  
WFMJ, Youngstown, Ohio.
- STANTON, PAT**  
WDAS, Phila., Pa.
- STARK, RICHARD**  
WNEW, New York, N. Y.
- STARLING, DAVID**  
KFWB, Los Angeles, Calif.
- STAUFER, LEON**  
KVCV, Redding, Calif.
- STEADMAN, BILLY**  
WGTM, Wilson, N. C.
- STECK, JACK**  
WFIL, Phila., Pa.
- STEELE, ROBERT**  
WTIC, Hartford, Conn.
- STELL, WALLACE**  
WRNL, Richmond, Va.
- STEMMLER, NICK**  
WSYR, Syracuse, N. Y.
- STEPHEN, H. A. L.**  
CJCB-CJCX, Sydney, Nova Scotia, Can.
- STEPHENSON, ROBERT**  
WHN, New York, N. Y.
- STERLING, F.**  
WHFC, Cicero, Ill.
- STERRITT, CHARLES**  
WJBK, Detroit, Mich.
- STEVENS, DON**  
WHEB, Portsmouth, N. H.
- STEVENS, LEONARD**  
WNLC, New London, Conn.
- STEVENSON, PAUL R.**  
KIUP, Durango, Colo.
- STEWART, ELLIOT**  
WIBX, Utica, N. Y.
- STEWART, FRANK**  
KTSA, San Antonio, Texas.
- STEWART, GROVER**  
KTSM, El Paso, Texas.
- STEWART, I. R.**  
CFCY, Charlottetown, P.E.I., Can.
- STEWART, JOE L.**  
WFOY, St. Augustine, Fla.
- STEWART, RUSSELL**  
KSL, Salt Lake City, Utah.
- STEWART, TOM**  
WHIS, Bluefield, W. Va.
- STILLI, JOHN**  
WHIO, Dayton, Ohio.
- STINSON, JOHN**  
WJR, Detroit, Mich.
- STITT, CLYDE**  
KTHS, Hot Springs, Ark.
- STITT, WAYNE**  
KCKN, Kansas City, Kans.
- STOCKENBERG, STUART**  
KVAN, Vancouver, Wash.
- STONE, AL**  
KGBX-KWTO, Springfield, Mo.
- STONE, CHARLES**  
WMBR, Jacksonville, Fla.
- STONE, CLAIR**  
WHBL, Sheboygan, Wis.
- STONE, HERBERT**  
WNYC, New York, N. Y.
- STONE, JERRY**  
WDAS, Phila., Pa.
- STONER, BOB**  
WKOK, Sunbury, Pa.
- STOUT, ALLEN**  
WROL, Knoxville, Tenn.
- STRAHORN, LEE**  
KGO-KPO, San Francisco, Calif.
- STRATTON, ALAN**  
WOV, New York, N. Y.
- STRAUSS, WILLIAM D.**  
WQXR, New York, N. Y.
- STROMWALL, HAROLD**  
KFAM, St. Cloud, Minn.
- STRONG, LEONARD**  
KSL, Salt Lake City, Utah.
- STUART, ALLEN**  
WNEW, New York, N. Y.
- STUHLMAN, FRANK**  
WDRG, Hartford, Conn.
- STULLA, BILL**  
NBC, Those We Love.
- STURM, CURT**  
KPMC, Bakersfield, Calif.
- SULLIVAN, CHARLES**  
WCOA, Pensacola, Fla.
- SULLIVAN, DENNIS**  
KNET, Palestine, Texas.
- SULLIVAN, HENRY**  
WGTM, Wilson, N. C.
- SULLIVAN, JACK**  
WNBC, New Britain, Conn.
- SULLIVAN, JACK**  
WNEA, San Juan, Puerto Rico.
- SULLIVAN, JAMES G.**  
KNET, Palestine, Texas.
- SUMBLER, JAMES**  
CKTB, St. Catharines, Ont., Can.
- SUMMERS, GILBERT**  
WAWZ, Zarephath, N. J.
- SUTHERLAND, BILL**  
KDKA, Pittsburgh, Pa.
- SUTHERLAND, SAM**  
WISN, Milwaukee, Wis.
- SUTHERLIN, LLOYD**  
KWJJ, Portland, Ore.
- SUTTER, ANDREW**  
WBRB, Red Bank, N. J.
- SWALES, STAN**  
WWJ, Detroit, Mich.
- SWANSON, CECIL**  
KXA, Seattle, Wash.
- SWEENEY, BUDD**  
WHKC, Columbus, Ohio.
- SWENSON, HARVEY**  
KSOO KELO, Sioux Falls, S. D.
- SWIFT, JACK**  
WTSP, St. Petersburg, Fla.
- SWINFORD, JACK**  
KOMA, Oklahoma City, Okla.
- SWINFORD, PAUL**  
KADA, Ada, Okla.
- SWINK, CHARLES**  
WHIO, Dayton, Ohio.
- SWIMELAR, PAUL**  
WTHT, Hartford, Conn.
- SWITZER, MACK**  
KFEL, Denver, Colo.
- SWYSTUN, THEODORE**  
WDAS, Phila., Pa.

— T —

- TABER, EDWARD**  
KLS, Oakland, Calif.
- TABER, W. E.**  
KMMJ, Clay Center, Nebr.
- TACY, EDWIN**  
WSPR, Springfield, Mass.
- TAFOYA, HENRY**  
KGGM, Albuquerque, N. M.
- TALBERT, TURBLE**  
WOPI, Bristol, Tenn.
- TALLEY, PINKIE**  
WRGA, Rome, Ga.
- TANNER, LUKE**  
KUOA, Siloam Springs, Ark.
- TAYLOR, DAVE**  
WBIG, Greensboro, N. C.
- TAYLOR, GLENN**  
WJJD, Chicago, Ill.
- TAYLOR, JOHN LEONARD**  
WKST, New Castle, Pa.
- TAYLOR, SAMMY**  
KWJJ, Portland, Ore.
- TAYLOR, WILLIAM**  
WPAY, Portsmouth, Ohio.
- TEDDLIE, PETE**  
WRR, Dallas, Texas.

# ANNOUNCERS

**TEFFT, MERLE**  
WSAY, Rochester, N. Y.

**TEMPLE, FRED**  
WFIL, Philadelphia, Pa.

**TERRY, GENE**  
WTAD, Quincy, Ill.

**TESSMAN, ABBOT**  
NBC, Good Morning Tonite.  
Sidewalk Reporter.

**TERWEY, TYS**  
WNOX, Knoxville, Tenn.

**THOMAS, BOB**  
WJAG, Norfolk, ( Nebr.

**THOMAS, FRANK**  
WNYC, New York City, N. Y.

**THOMAS, FRANK**  
WEDC, Chicago, Ill.

**THOMAS, GEORGE**  
WCAU, Phila., Pa.

**THOMAS, GORDON**  
KGLO, Mason City, Iowa.

**THOMAS, JACK**  
WACO, Waco, Texas.

**THOMAS, JIM**  
WDGY, Minneapolis-St. Paul,  
Minn.

**THOMAS, LARRY**  
WDAS, Phila., Pa.

**THOMAS, ROBERT**  
WDAE, Tampa, Fla.

**THOMAS, ROLLY**  
KHJ, Los Angeles, Calif.

**THOMAS, ROLLYN O.**  
MBS, Inside of Sports.

**THOMLINSON, BOB**  
KEX-KGW, Portland, Ore.

**THOMPSON, BILL**  
KWFT, Wichita Falls, Texas.

**THOMPSON, GEORGE**  
WJSE, Asheville, N. C.

**THOMPSON, HAL**  
WFAA, Dallas, Texas.

**THOMPSON, JAMES**  
KOV, Pittsburgh, Pa.

**THOMPSON, JOHN R.**  
KOTN, Pine Bluff, Ark.

**THOMPSON, MAURICE**  
WJDX, Jackson, Miss.

**THOMPSON, NOEL**  
KFYO, Lubbock, Texas.

**THOMPSON, REO**  
CJCA, Edmonton, Alberta,  
Can.

**THOMPSON, ROY**  
WFBG, Altoona, Pa.

**THOMPSON, VERL**  
WENR-WMAQ, Chicago, Ill.

**THORNE, GEORGE**  
KOB, Albuquerque, N. M.

**THORPE, BUD**  
KOLL, Omaha, Nebr.

**THORPE, JOHN**  
KYW, Phila., Pa.

**TICE, J. OLIN**  
WDNC, Durham, N. C.

**TIFFIN, WILBUR**  
CKNX, Wingham, Ont., Can.

**TIGERT, R. M.**  
WFOY, St. Augustine, Fla.

**TIGNER, CHARLES**  
KFJZ, Fort Worth, Texas.

**TIMM, ALLEN**  
WEMP, Milwaukee, Wis.

**TITO, ROCCO**  
WHDL, Olean, N. Y.

**TOBOLA, JOHN**  
WAYX, Waycross, Ga.

**TODD, JIMMY**  
WKY, Oklahoma City, Okla.

**TOLBERT, ROBERT**  
WRGA, Rome, Ga.

**TOLLINGER, NED**  
KGO-KPO, San Francisco,  
Calif.

**TOLLIVER, DON**  
WCBS, Springfield, Ill.

**TONAHILL, CLARENCE**  
KGKO, Fort Worth, Texas.

**TORLE, KEMP**  
KGVO, Missoula, Mont.

**TORLAND, TOR**  
KVI, Tacoma, Wash.

**TRACKMAN, HERB**  
KFEL, Denver, Colo.

**TRACY, BILLY**  
WAML, Laurel, Miss.

**TRASVINA, JUAN**  
KPO-KGO, San Francisco,  
Calif.

**TREYZ, OLIVER**  
WNBF, Binghamton, N. Y.

**TROUT, BOB**  
CBS, Prof. Quiz, News, Com-  
mercial Credit.

**TRICE, VIRGINIA**  
KSAL, Salina, Kans.

**TRIGG, JOHN**  
KCMC, Texarkana, Texas.

**TRIPP, DICK**  
WMBD, Peoria, Ill.

**TROUT, BOB**  
CBS, Professor Quiz.

**TRUDEAU 3RD, EDWARD, L.**  
WNBZ, Saranac, N. Y.

**TRUE, HAROLD**  
WXYZ, Detroit, Mich.

**TRUITT, ROLLIE**  
KEX-KGW, Portland, Ore.

**TUCHOLKA, EDWARD**  
WEBR, Buffalo, N. Y.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TUNIS, HAL**  
WIBG, Glenside, Pa.

**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.

**TURNER, EVERETT**  
WJBO, Baton Rouge, La.

**TURNER, GEORGE**  
WCAP, Asbury Park, N. J.

**TURNER, HOWARD**  
WGNC, Gastonia, N. C.

**TURNER, JIM**  
WSIX, Nashville, Tenn.

**TWYMAN, HARVEY**  
KOIL, Omaha, Nebr.

**TYLER, NOAH**  
WIOD, Miami, Fla.

## — U —

**UEBELHART, JAMES**  
WSPD, Toledo, Ohio.

**UGLUM, DONALD**  
WIBA, Madison, Wis.

**ULMER, ROCH**  
KSTP, St. Paul, Minn.

**UPSON, PAUL**  
WTRC, Elkhart, Ind.

**UTIAL, FRED**  
CBS, Paul Whiteman's Chster-  
field Program, Big Sister.

**UZZLE, BOOTH**  
WRNL, Richmond, Va.

## — V —

**VAIL, RICHARD**  
KGO - KPO, San Francisco,  
Calif.

**VAILE, DAVID**  
KYA, San Francisco, Calif.

**VAINRIB, STAN**  
KRIC, Beaumont, Texas.

**VALACH, CHARLES**  
WDAS, Phila., Pa.

**VALENTINE, RANCE**  
WTAM, Cleveland, Ohio.

**VAN, LYLE**  
NBC, Irene Rich, Billy and  
Betty.

**VAN AUKEN, FRANK**  
WIBC, Indianapolis, Ind.

**VAN CAMP, BOB**  
WSJS, Winston-Salem, N. C.

**VANCE, KEN**  
WMSL, Decatur, Ala.

**VAN GORKOM, JERRY**  
WDWS, Champaign, Ill.

**VAN HAAFTEN, BUD**  
KOB, Albuquerque, N. M.

**VAN HORN, ARTHUR**  
KFRC, San Francisco, Calif.

**VANN, C. E.**  
WCOA, Pensacola, Fla.

**VANN, FRANK**  
WEED, Rocky Mount, N. C.

**VARES, GEORGE**  
WEDC, Chicago, Ill.

**VEDDER, CHESTER**  
WGY, Schenectady, N. Y.

**VELAZQUEZ, J.**  
WPRP, Ponce, Puerto Rico.

**VERBA, GILBERT**  
KOA, Denver, Colo.

**VERGNE, JUAN C.**  
WNEL, San Juan, Puerto  
Rico.

**VICKERS, LEE E.**  
WJSV, Washington, D. C.

**VIKTOR, ERVIN**  
WJJD, Chicago, Ill.

**VINCENT, PAUL**  
WMBG, Richmond, Va.

**VINES, LEE**  
WIP, Phila., Pa.

**VINEY, H.**  
CJOC, Lethbridge, Alberta,  
Can.

**VITUM, MELVIN, S.**  
KSEI, Pocatello, Idaho.

**VOGELMAN, ROY**  
WHA, Madison, Wis.

**VOLGER, CHARLES**  
WHBF, Rock Island, Ill.

**VOLKER, GEORGE**  
KVAN, Vancouver, Wash.

**VOLPE, DON**  
WSAY, Rochester, N. Y.

**VON EGGER, HAROLD**  
KRBC, Abilene, Texas.

**VON ROTH, ROGER**  
WDRJ, Roanoke, Va.

**VON ZELL, HARRY**  
The New Fred Allen Show  
NBC, We The People CBS.

## — W —

**VOSS, BILL**  
WOC, Davenport, Iowa.

**VOSS, FRED**  
WMPS, Memphis, Tenn.

**VRZAL, CARL**  
WEDC, Chicago, Ill.

**WADE, FRED**  
WPTC, Hartford, Conn.

**WADE, RICHARD**  
WSAR, Fall River, Mass.

**WADE, TOM**  
KMLB, Monroe, La.

**WAGNER, HAL**  
WESG, Elmira, N. Y.

**WAGNER, PAUL**  
WPAY, Portsmouth, Ohio.

**WAHLBERG, JOEL F.**  
WGH, Newport News, Va.

**WALDROP, JAMES**  
WAIM, Anderson, S. C.

**WALTON, SIDNEY**  
WOR, Newark, N. J.

**WALKER, DAVID**  
KOVU, Provo, Utah.

# ANNOUNCERS

- WALKER, HAL**  
WISN, Milwaukee, Wis.
- WALKER, WILLIAM**  
WHLB, Virginia, Minn.
- WALLACE, JAMES C.**  
KAST, Astoria, Ore.
- WALLACE, WESLEY**  
WPTF, Raleigh, N. C.
- WALLACE, WILLIAM L.**  
KOVC, Valley City, N. D.
- WALLINGTON, JIMMY**  
CBS, Texaco Star Theatre.
- WALRATH, W. W.**  
WICA, Ashtabula, Ohio.
- WALTON, GRANVILLE**  
WAML, Laurel, Miss.
- WALTER, BILL**  
KGKY, Scottsbluff, Nebr.
- WALTERS, CHAS. N.**  
WHQC, Memphis, Tenn.
- WALTERS, CHARLES**  
WMC, Memphis, Tenn.
- WALTERS, JACK**  
WCOV, Montgomery, Ala.
- WALTERS, JOE**  
KSFO, San Francisco, Calif.
- WALTMAN, LA VELLE**  
KROC, Rochester, Minn.
- WALTON, SIDNEY**  
WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Conditioning Training Institute Program.
- WANDELL, BRUCE**  
WNEW, New York, N. Y.
- WANNAMAKER, ALLEN**  
WGTM, Wilson, N. C.
- WARD, GEORGE**  
WNYC, New York, N. Y.
- WARD, PERRY**  
WKY, Oklahoma City, Okla.
- WAREMBUD, NORMAN H.**  
WLTH, Brooklyn, N. Y.
- WARNER, AL**  
KGJF, Los Angeles, Calif.
- WARNER, BILL**  
KMA, Shenandoah, Iowa.
- WARREN, CARLTON**  
WOR, Newark, N. J.
- WARNER, DICK**  
WMBR, Jacksonville, Fla.
- WARREN, ELLEN**  
KSAC, Manhattan, Kans.
- WARREN, GIL**  
KPWB, Los Angeles, Calif.
- WARREN, JAY**  
WEBQ, Harrisburg, Ill.
- WARREN, WALLIE D.**  
KOH, Reno, Nevada.
- WARWICK, STANLEY**  
KWSC, Pullman, Washington.
- WATKINS, JOHN**  
WCSC, Charleston, S. C.
- WATSON, EDWIN**  
KWSC, Pullman, Washington.
- WATSON, GEORGE**  
WBBM, Chicago, Ill.
- WATSON, TOM**  
WRUF, Gainesville, Fla.
- WATSON, WILLIAM**  
KRGU, Westlaco, Texas.
- WATTS, CARL**  
KIUN, Peecos, Texas.
- WATTS, JACK**  
WHBC, Canton, Ohio.
- WAUGH, JR., IRVING C.**  
WGH, Newport News, Va.
- WAY, DOUG**  
WWRL, Woodside, N. Y.
- WAYNE, STEWART**  
WMA5, Springfield, Mass.
- WEAKLEY, SCOTT**  
KROW, Oakland, Calif.
- WEARER, MAL**  
WDEV, Waterbury, Vt.
- WEAVER, ROBYN**  
WOC, Davenport, Iowa.
- WEBB, JACK**  
WPG, Atlantic City, N. J.
- WEBBER, FRED**  
WFIL, Phila., Pa.
- WEBER, JOHN PAUL**  
WIP, Phila., Pa.
- WEBSTER, REX**  
KFYO, Lubbock, Texas.
- WEBSTER, ROBT.**  
WCAE, Pittsburgh, Pa.
- WEEKS, JOE**  
WJR, Detroit, Mich.
- WEGMAN, EDWARD**  
WEBR, Buffalo, N. Y.
- WEIDENBAER, CLAIR**  
WCPO, Cincinnati, Ohio.
- WEINER, ARNOLD C.**  
KELA, Centralia & Chehalis, Wash.
- WEINGRATH, FRED**  
WDAF, Kansas City, Mo.
- WELCH, JACK**  
WCOL, Columbus, Ohio.
- WELCH, HERBERT**  
WBNC, Columbus, Ohio.
- WELCH, WILLIAM**  
WKRC, Cincinnati, Ohio.
- WELLING, FRANK**  
WCHS, Charleston, W. Va.
- WELLS, BILL**  
WJNO, West Palm Beach, Fla.
- WELLS, DICK**  
NBC, Midstream.
- WELLS, WARREN**  
CHAB, Moose Jaw, Sask., Can.
- WELTMER, FRANK**  
KOY, Phoenix, Ariz.
- WEKNER, MORT**  
KMTX, Los Angeles, Calif.
- WERTZ, JOHN**  
KTRI, Sioux City, Iowa.
- WESTERKAMP, DICK**  
WCMI, Ashland, Ky.
- WESTMORELAND, LLOYD**  
CKCK, Regina, Sask., Can.
- WHEELER, GEORGE**  
WMAL WRC, Washington, D. C.
- WHEELER, JOE**  
WROL, Knoxville, Tenn.
- WHEELER, TONY**  
WFIL, Phila., Pa.
- WHIPPLE, CHARLES**  
WDAN, Danville, Ill.
- WHISENANT, A. D.**  
KRBC, Abilene, Texas.
- WHITAKER, GENE**  
WRAL, Raleigh, N. C.
- WHITE, HAROLD**  
WNOE, New Orleans, La.
- WHITE, JACK**  
WJR, Detroit, Mich.
- WHITE, KEN**  
WAYX, Waycross, Ga.
- WHITE, ROBERT E.**  
WBZ-WBZA, Boston & Springfield, Mass.
- WHITE, ROY**  
WDAN, Danville, Ill.
- WHITE, JR., WALTER**  
MBS, Nobody's Children.
- WHITESIDE, ARTHUR**  
WOR, Newark, N. J.
- WHITNEY, YALE**  
KECA-KFI, Los Angeles, Calif.
- WHITWORTH, J. R.**  
KOTN, Pine Bluff, Ark.
- WICK, BERT**  
KDIR, Devils Lake, N. D.
- WICK, HILDUR MARIE**  
KDLA, Devils Lake, N. D.
- WICKERSHAM, HARRY H.**  
KJBS, San Francisco, Calif.
- WIEGAND, CLYDE**  
KVCV, Redding, Calif.
- WIGGINGTON, BILL**  
WCCO, Minneapolis, Minn.
- WIGGINS, WALLACE**  
KVQE, Santa Ana, Calif.
- WIGHT, H. B.**  
WCAAX, Burlington, Vt.
- WILBUR, BEN**  
WFBM, Indianapolis, Ind.
- WILBUR, BOB**  
WSUN, St. Petersburg, Fla.
- WILBURN, DAVID**  
WMBD, Peoria, Ill.
- WILCOX, GORDON**  
WTIC, Hartford, Conn.
- WILCOX, HARLOW**  
NBC, Fibber McGee and Molly.
- WILLARD, DICK**  
WOR, Newark, N. J.
- WILLIAMS, ALUN**  
WMCA, New York, N. Y. Picon Parade, Five Star Final, News, North West Neighbors, Safeguarding Investments.
- WILLIAMS, AUSTIN**  
KLZ, Denver, Colo.
- WILLIAMS, EARL**  
KFAB, Lincoln, Nebr.
- WILLIAMS, EDWARD**  
WRNL, Richmond, Va.
- WILLIAMS, GEORGE**  
KPAB, Laredo, Texas.
- WILLIAMS, GLENN**  
WESG, Elmira, N. Y.
- WILLIAMS, JACK**  
KOY, Phoenix, Ariz.
- WILLIAMS, MARK**  
WCMI, Ashland, Ky.
- WILLIAMS, MEL**  
KSN, San Francisco, Calif.
- WILLIAMS, RAY**  
KAST, Astoria, Ore.
- WILLIAMS, RUSS**  
WCLE, Cleveland, Ohio. WHK
- WILLIAMS, TOMMIE**  
WCNC, Elizabeth City, N. C.
- WILLIAMS, WALLY**  
WEED, Rocky Mount, N. C.
- WILLIAMSON, DUDLEY**  
KOL, Seattle, Wash.
- WILLIAMSON, ROBERT**  
KUSD, Vermillion, S. D.
- WILLIAMSON, WARREN S.**  
KFKA, Greeley, Colo.
- WILLS, HARRY**  
WJMS, Ironwood, Mich.
- WILLS, PAUL**  
KNOX, St. Louis, Mo.
- WILSON, BILL**  
WSPB, Sarasota, Fla.
- WILSON, DON**  
NBC, Jello Program Starring Jack Benny, Joe E. Brown Program, Aldrich Family, Jimmy Fidler In Hollywood Gossip.
- WILSON, ED**  
KFBF, Great Falls, Mont.
- WILSON, EDDIE**  
WJBL, Decatur, Ill.
- WILSON, ELVAN B.**  
WLAK, Lakeland, Fla.
- WILSON, HAL**  
WGTM, Wilson, N. C.
- WILSON, I. LUTHER**  
WAWZ, Zarephath, N. J.
- WILSON, READ**  
WNOX, Knoxville, Tenn.
- WILSON, READ**  
WWNC, Asheville, N. C.

## ANNOUNCERS

**WING, GERALD**  
KROC, Rochester, Minn.

**WINN, BERT**  
KROW, Oakland, Calif.

**WINN, WILLIAM**  
WRAK, Williamsport, Pa.

**WINTER, J.**  
CFCF, Montreal, Quebec, Can.

**WIRTH, DONALD C.**  
WIBA, Madison, Wis.

**WITANOWSKI, EDWARD**  
WHOM, Jersey City, N. J.

**WITHERS, LOU**  
KECA-KFI, Los Angeles, Calif.

**WITMER, WEBB**  
WDAF, Kansas City, Mo.

**WOLEVER, JACK**  
KTHS, Hot Springs, Ark.

**WOLFE, HOWARD**  
WMMN, Fairmont, W. Va.

**WOLFF, HAL**  
KGO, San Francisco, Calif.

**WOLFRAM, A. L.**  
WAWZ, Zarephath, N. J.

**WOLPER, DAVID**  
KFEL, Denver, Colo.

**WOOD, H. BARRY**  
CKCK, Regina, Sask., Can.

**WOOD, CHARLES**  
KWSC, Pullman, Wash.

**WOOD, FRED**  
WIP, Phila., Pa.

**WOOD, GEORGE**  
WTMV, East St. Louis, Ill.

**WOOD, HARRY**  
KYW, Phila., Pa.

**WOOD, WILLIAM**  
KGO - KPO, San Francisco, Calif.

**WOODARD, HOWARD**  
KPRC, Houston, Texas.

**WOODARD, RAY**  
WFTC, Kinston, N. C.

**WOODBRIDGE, ROSS**  
WHEC, Rochester, N. Y.

**WOODFIELD, W. G.**  
CJGX, Yorkton, Sask., Can.

**WOODSON, BILL**  
WTCN, St. Paul-Minneapolis, Minn.

**WOODWARD, LE ROY**  
WOMI, Owensboro, Ky.

**WOOLF, JOHN**  
KDYL, Salt Lake City, Utah.

**WOOLNER, BOB**  
CKCR, Kitchener - Waterloo, Ont., Can.

**WOOLWINE, JAMES**  
KUJ, Walla Walla, Wash.

**WORKHOVEN, MERRILL**  
KSCJ, Sioux City, Ia.

**WRIGHT, CHARLES H.**  
WELI, New Haven, Conn.

**WRIGHT, DON**  
CJRM, Regina, Sask., Can.

**WRIGHT, HOLLIS**  
WTAQ, Worcester, Mass.

**WRIGHT, KEN**  
WNOX, Knoxville, Tenn.

**WRIGHT, OMER**  
KDON, Monterey, Calif.

**WRIGHT, RICHARD**  
WFBL, Syracuse, N. Y.

**WRIGHT, WILL**  
KTFI, Twin Falls, Idaho.

**WROUGHT, VIRGINIA**  
KKOC, Rochester, Minn.

**WYATT, BILL**  
WTAL, Tallahassee, Fla.

**WYLLIE, WALCOTT A.**  
WBRK, Pittsfield, Mass.

### — Y —

**YEACON, EDWARD**  
WDBZ, Muskegon, Mich.

**YELVINGTON, RAMSEY**  
KABC, San Antonio, Texas.

**YERXA, HAROLD**  
CJRM, Regina, Sask., Can.

**YOUNG, BOB**  
KOA, Denver, Colo.

**YOUNG, DAVE**  
KABC, San Antonio, Texas.

**YOUNG, FRANK**  
WOL, Washington, D. C.

**YOUNG, GORDON**  
CFCF, Montreal, Quebec, Can.

**YOUNG, JAMES W.**  
WIS, Columbia, S. C.

**YOUNG, JON**  
WMPB, Memphis, Tenn.

**YOUNG, KENNETH**  
KCKN, Kansas City, Kans.

**YOUNGBLOOD, WESLEY**  
KFYO, Lubbock, Texas.

**YOUSE, BOB**  
WDBJ, Roanoke, Va.

### — Z —

**ZANK, KENNETH**  
WEBC, Duluth, Minn.

**ZERGIA, JAMES**  
WEAN, Providence, R. I.

**ZIMMERMAN, DAVID**  
WENR-WMAQ, Chicago, Ill.

**ZIMMERMANN, CARL**  
WEMP, Milwaukee, Wis.

**ZINK, AL**  
WGY, Schenectady, N. Y.

**RAYMOND GRAM SWING**



**EDWIN C. HILL**

# News Commentators

## AND THEIR WORK DURING 1939



### — A —

**AAROE, ALDEN**  
WCHV, Charlottesville, Va.

**ABBOTT, ED**  
WCCO, Minneapolis, Minn.

**ACEVEDO, FRANCISCO**  
WKAQ, San Juan, Puerto Rico.

**ACKERLEY, ROBERT**  
KGO & KPO, San Francisco, Calif.

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.

**ADAMS, HARRY**  
WWRL, Woodside, N. Y.

**ADAMS, WILLIAM**  
WDAN, Danville, Ill.

**ADAMSON, ERNIE**  
WGBB, Freeport, N. Y.

**ADAMSON, W. G.**  
CKTB, St. Catharines, Ont., Can.

**AKERS, BOB**  
KRIC, Beaumont, Texas.

**ALEXANDER, BEN**  
NBC, This Moving World.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Mont.

**ALLEN, BOB**  
MBS, Listen America.

**ALLEN, PHIL**  
KFBB, Great Falls, Mont.

**ALLEN, SPENCER**  
WGN, Chicago, Ill.

**AMES, EDW. C.**  
WSPT, Toledo, Ohio.

**ANDERSEN, BOB**  
KGO-KPO, San Francisco, Calif.

**ANGELL, J. H.**  
KQV, Pittsburgh, Pa.; and  
WHJB, Greensburg, Pa.

**ANSCOMBE, DR. FRANCIS**  
WAIR, Winston-Salem, N. C.

**ARKELL, ROD**  
WSUN, St. Petersburg, Fla.

**ARLINGTON, CHARLES**  
WWJ, Detroit, Mich.

**ARMSTRONG, BOB**  
WGBR, Goldsboro, N. C.

**ARNOLD, AL**  
KOBH, Rapid City, S. D.

**ASOF, WOODIE**  
WSKB, McComb, Miss.

**ASWELL, JAMES B.**  
KALB, Alexandria, Ia.

**ATWOOD, JACK S.**  
WRDO, Augusta, Me.

**AURANDT, PAUL**  
KXOX, St. Louis, Mo.

**AVERY, DON**  
KKROW, Oakland, Calif.

**AZINE, HAROLD**  
WIS, Chicago, Ill.

### — B —

**BABBE, OWEN**  
KMTB, Los Angeles, Calif.

**BAILEY, RAY**  
KPMC, Bakersfield, Calif.

**BIRD, JANET**  
NBC, Through a Woman's Eyes.

**BAKER, HAROLD**  
KCRC, Enid, Okla.

**BAKER, MELVIN**  
KUSD, Vermillion, S. D.

**BAKER, RAY**  
WCNW, Brooklyn, N. Y.

**BARNHART, L. D.**  
WKAR, East Lansing, Mich.

**BARRINGTON, BRUCE**  
KXOK, St. Louis, Mo.

**BARRY, NORMAN**  
WENR and WMAQ, Chicago, Ill.

**BARTELL, MELVIN**  
WHAM, Rochester, N. Y.

**BARTH, BERNIE**  
KOBM, Rapid City, S. D.

**BARTLETT, TOM**  
WBMB, Chicago, Ill.

**BATES, CARL**  
WKST, New Castle, Pa.

**BATEY, HUBERT**  
WGPC, Albany, Ga.

**BAUGHMAN, GEORGE**  
KWSC, Pullman, Wash.

**BAUKHAGE, H. R.**  
NBC, European News, Four  
Star News, National Home  
and Farm Hour, News from  
the Nation's Capitol.

**BAXTER, LIONEL**  
WAPI, Birmingham, Ala.

**BEARD, SAM**  
WOPI, Bristol, Tenn.

**BECKER, FRED**  
KARM, Fresno, Calif.

**BEDELL, A. DOUGLAS**  
WCAP, Asbury Park, N. Y.

**BEDFORD, HOWARD**  
CKNX, Wingham, Ont., Can.

**BEGHOLD, KEN**  
WBAX, Wilkes-Barre, Pa.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENDER, LEONA**  
WOAI, San Antonio, Texas.

**BENNETT, DONN**  
WBNF, Binghamton, N. Y.

**BENNETT, MYRON J.**  
KDAL, Duluth, Minn.

**BENNETT, THURSTON**  
WRDW, Augusta, Ga.

**BENNETT, RUSSELL**  
KXOX, Sweetwater, Texas.

**BENTLEY, JULIAN**  
WLS, Chicago, Ill.

**BERKOWITZ, MILT**  
WNBC, New Britain, Conn.

**BERNSTEIN, JERRY**  
KTHS, Hot Springs, Ark.

**BICE, MAX**  
KMO, Tacoma, Wash.

**BIEBER, FREDERICK**  
WTHH, Hartford, Conn.

**BIEB, JOSEPH**  
WOR, Newark, N. J., Farm  
News Reporter, Olson Oddities.

**BIGNELL, FRANK**  
WJJD, Chicago, Ill.

**BINGHAM, BOB**  
WWNC, Asheville, N. C.

**BIRD, JOHN C.**  
WCAP, Asbury Park, N. J.

**BISHOP, PAT**  
KECA-KFI, Los Angeles, Calif.

**BISPING, HUBERT**  
KUTA, Salt Lake City, Utah.

**BJORNSSON, VAL**  
KSTP, St. Paul, Minn.

**BLACKWELL, H. B.**  
WAVE, Louisville, Ky.

**BLISS, TED**  
KHJ, Los Angeles, Calif.

**BOGGESS, JOHN**  
WMSL, Decatur, Ala.

**BOOTON, FRAN**  
WDZ, Tuscola, Ill.

**BOSWELL, LAURA**  
WHMA, Anniston, Ala.

**BOWDEN, J. L.**  
WKBN, Youngstown, Ohio.

**BOWLER, DUANE**  
KGVO, Missoula, Mont.

**BOWMAN, GERALD**  
WKBN, Youngstown, Ohio.

**BOYLE, HARRY J.**  
CKNX, Wingham, Ont., Can.

**BRADNER, C. C.**  
WWJ, Detroit, Mich.

**BRADING, PAUL**  
WRAC, Williamsport, Pa.

**BRENGEL, GEORGE**  
WSSC, Charlotte, N. C.

**BRICE, DON**  
KSAL, Salina, Kans.

• • • **NEWS COMMENTATORS** • • •

— C —

**BROILES, LUTHER**  
KSAI, Salina, Kans.

**BROOKS, RICHARD**  
Little Things in Life, WNEW,  
Sensation and Swing, NBC.

**BROPHY, ALLEN**  
WROK, Rockford, Ill.

**BROWN, BOB**  
WENR and WMAQ, Chicago,  
Ill.

**BROWN, GORDON**  
KSRO, Santa Rosa, Calif.

**BROWN, JOE**  
WGBR, Goldsboro, N. C.

**BRYANT, PRESSLEY**  
WBAP, Fort Worth, Texas.

**BURBANK, ROBERT H.**  
WBRK, Pittsfield, Mass.

**BURKE, ELIZABETH**  
WCLS, Joliet, Ill.

**BURNETT, NICKY**  
WCLE, Cleveland, Ohio.  
WHK, Cleveland, Ohio.

**BUTLER, HOMER**  
WEBQ, Harrisburg, Ill.

**BUCK, WINIFRED**  
WMBO, Auburn, N. Y.

**BYERS, HAL**  
KBND, Bend, Ore.

**BYERS, HALE**  
WHLB, Virginia, Minn., and  
WEBG, Duluth, Minn.

**CADE, MARVIN**  
WCHS, Charleston, W. Va.

**CAIN, BENET F.**  
WNOE, New Orleans, La.

**CAMPBELL, BOB**  
WCCO, Minneapolis, Minn.

**CAPPELLINI, EDGAR**  
KALB, Alexandria, La.

**CARLBERG, LOREN**  
KWBG, Hutchinson, Kans.

**CARLSON, JIM**  
KFXD, Nampa, Idaho.

**CARLYLE, CATHRYN**  
KTL, Tulsa, Okla.

**CARTER, BOAKE**  
WMCA, New York, N. Y.

**CARTHY, WILLIAM**  
WCAM, Camden, N. J.

**CASE, GEORGE T.**  
WRAL, Raleigh, N. C.

**CATHEN, JOHN**  
WIS, Columbia, S. C.

**CHILDS, RALPH**  
KMA, Shenandoah, Iowa.

**CHURCHILL, NELSON**  
WAAB-WNAC, Boston, Mass.

**CIVILLE, ROY**  
KIDO, Boise, Idaho.

**CLARK, GORDON**  
KPKA, Greeley, Colo.

**CLARK, JO (Miss)**  
WRDW, Augusta, Ga.

**CLARK, RAY**  
WNAX, Yankton, S. D.

**CLARKE, JOHN**  
WRBL, Columbus, Ga.

**CLAYTON, BOVARD**  
WEBQ, Harrisburg, Ill.

**COMES, C. L.**  
WNOE, New Orleans, La.

**COBB, TY**  
KRGU, Westlake, Texas.

**COCHRAN, PAUL**  
KICA, Clovis, N. M.

**COLBERT, JOHN**  
KFWB, Los Angeles, Calif.

**COLE, GRADY**  
WBT, Charlotte, N. C.

**OLE, HOWARD**  
KCRG, Enid, Okla.

**COLL, BEN**  
WJAC, Johnstown, Pa.

**COMBS, JR., GEORGE H.**  
WHN, New York, N. Y.

**COMPTON, RANULF C.**  
WELI, New Haven, Conn.

**COMPTON, WALTER**  
WOL, Washington, D. C.

**CONDON, MAURICE**  
WGAR, Cleveland, Ohio

**CONINE, BILL**  
WMBH, Joplin, Mo.

**SIDNEY WALTON**

*WOR's New  
Newscaster*



**MARK HAWLEY**

*Newscaster  
Emcee  
Announcer - Narrator*

**CURRENT SHOWS**

News—8 A.M. & 12:30 P.M. Daily WOR  
(74. Hooper-Holmes)

Fred Allen Show . . . . . NBC  
George Jessel Varieties . . . . . NBC  
Consolidated Edison . . . . . NBC

*Lectures and Articles  
on  
Radio and Current Events*

• • • **NEWS COMMENTATORS** • • •

**CONNELLY, BROOKS**  
WIND, Gary, Ind.

**CONOVER, HUGH**  
WJSV, Washington, D. C.

**CONRAD, RICHARD**  
WSAU, Wausau, Wisc.

**CONWAY, JIMMY**  
WISN, Milwaukee, Wisc.

**COOK, ARTHUR**  
WMAN, Mansfield, Ohio.

**COOK, IRA**  
KMTR, Los Angeles, Calif.

**COOK, OLLIE**  
KFYO, Lubbock, Texas.

**COOPER, JIM**  
WBNS, Columbus, Ohio.

**COOPER, J. G.**  
KVOL, Lafayette, La.

**COPELAND, JACK**  
KOY, Phoenix, Ariz., and  
KSUN, Lowell, Ariz.

**CORBIN, C. PAUL**  
KELA, Centralia and Chehalis,  
Wash.

**CORCORAN, JOHN**  
WPEN, Philadelphia, Pa.

**COULEHAN, M. E. (MISS)**  
WTBO, Cumberland, Md.

**COURSEY, ALEC**  
WQDM, St. Albans, Vt.

**COURTNEY, ED**  
WDGY, Minneapolis-St. Paul,  
Minn.

**COX, LES**  
KVAK, Atchinson, Kans.

**CRAIG, VIRGIE**  
KUOA, Siloam Springs, Ark.

**CRAFT, A. B.**  
KVOL, Lafayette, La.

**CRAWFORD, BOB**  
WTOG, Savannah, Ga.

**CREASMAN, JIMMY**  
KTAR, Phoenix, Ariz.

**CROSLAND, DAN**  
WPBC, Greenville, S. C.

**CROW, LESLIE**  
WTMV, East St. Louis, Ill.

**CULL, RICHARD**  
WHIO, Dayton, Ohio.

**CULLINAN, HOWELL**  
WEEL, Boston, Mass.

**CIAMINS, JOHN H.**  
WFOY, St. Augustine, Fla.

**CUNNINGHAM, BOB**  
WBFB, Chicago, Ill.

**CURTIS, E. H.**  
WIBW, Topeka, Kans.

**CURTIS, SANDUSKY**  
WTAR, Norfolk, Va.

— D —

**DADY, RAY**  
KWK, St. Louis, Mo.

**DAIGER, FRED**  
WAPL, Birmingham, Ala.

**DAILEY, BOB**  
WTAM, Cleveland, Ohio.

**DALE, GEORGE**  
WJLS, Beckley, W. Va.

**DANA, JOE**  
KOY, Phoenix, Ariz., and  
KSUN, Lowell, Ariz.

**DANE, TOM**  
WBAL, Baltimore, Md.

**DANIEL, CLAY**  
WDNC, Durham, N. C.

**DANIELS, STUART**  
KLO, Ogden, Utah.

**DAVENPORT, J. A.**  
WRDW, Augusta, Ga.

**DAVIES, BOB**  
KARM, Fresno, Calif.

**DAVIS, ELMER**  
CBS.

**DAVIS, JOHN**  
WWSW, Pittsburgh, Pa.

**DAVIS, LANE**  
KGRX-KWTO, Springfield, Mo.

**DAVIS, REX**  
WCKY, Cincinnati, Ohio.

**DAWSON, EDWARD**  
KVCV, Redding, Calif.

**DEAN, BEV**  
WCKY, Cincinnati, Ohio.

**DEAN, STUART**  
KOMA, Oklahoma City, Okla.

**DENNIS, ALBERT**  
WJSV, Washington, D. C.

**DESMONE, GENE**  
KFBK, Sacramento, Calif.

**DICKSON, A. STUART**  
CECY, Charlottetown, P.E.I.,  
Can.

**DICKSON, BRICE**  
KPRC, Houston, Texas.

**DICKSON, FRANK**  
WNBH, New Bedford, Mass.

**DIETZ, KENNETH (Mrs.)**  
WBRB, Red Bank, N. J.

**DINSMORE, ED**  
WORL, Boston, Mass.

**DIXON, MASON**  
WNOX, Knoxville, Tenn.

**DONNELL, DARRELL**  
KYA, San Francisco, Calif.

**DONNELL, WILLIAM A.**  
KDON, Monterey, Calif.

**DONOVAN, GREGG**  
WDGY, Minneapolis-St. Paul,  
Minn.

**DOUGLASS, KEN**  
KTOK, Oklahoma City, Okla.

**DOUGLAS, STEVE**  
WVNC, Asheville, N. C.

**DOHTAT, LOUIS**  
WHIS, Bluefield, W. Va.

**DRAKE, DALE**  
WRR, Dallas, Texas.

**DRAKE, MYRON**  
KTAR, Phoenix, Ariz.

**DRISCOLL, DAVE**  
MBS, The Show of the Week.

**DROHLICH, BOB**  
KDRO, Sedalia, Mo.

**DUDLEY, BIDE**  
WIN, Bide Dudley's Theatre  
Club of the Air, Bide Dudley  
Spotlights the Stage.

**DULIN, MARTHA**  
WBT, Charlotte, N. C.

**DUQUESNE, ALBERT**  
CRAC, Montreal, Quebec, Can.

— E —

**EAST, HENRY**  
WRBL, Columbus, Ga.

**EATON, GORDON**  
WTFL, Fort Lauderdale, Fla.

**EDWARDS, DOUGLAS**  
WXYZ, Detroit, Mich.

**EHRLMAN, ROBERT W.**  
WRTD, Richmond, Va.

**ELGIN, JOHN**  
WHBQ, Memphis, Tenn.

**ELLEKER, R. H.**  
CJGX, Yorkton, Sask., Can.

**ELLEKS, RICHARD**  
KYA, San Francisco, Calif.

**ELLIOTT, MELVYN**  
WNYC, New York, N. Y.

**ELLIS, CHRISTOPHER**  
CFCR, Montreal, Quebec, Can.

**ERICKSON, GLADYS**  
ARBETTER  
WCLS, Joliet, Ill.

**ERICKSON, ROLF**  
KFBB, Great Falls, Mont.

**EVANS, EDDIE**  
KWFT, Wichita Falls, Texas.

**EVANS, FLEM**  
WCHS, Charleston, W. Va.

**EVANS, ROBERT B.**  
WBZ-WBZA, Boston and  
Springfield, Mass.

**EVANS, VIRGIL**  
WCOA, Pensacola, Fla.

**EWING, E. A.**  
CKBI, Prince Albert, Sask.,  
Can.

— F —

**FAIRLEY, BILL**  
KUOA, Siloam Springs, Ark.

**FARIS, CLINTON**  
WGTM, Wilson, N. C.

**FARMER, JOHN**  
KMIC, Kansas City, Mo.

**FARRELLE, PAUL S.**  
KPMC, Bakersfield, Calif.

**FASKE, ARTHUR**  
WCNW, Brooklyn, N. Y.

**FINCH, HOWARD K.**  
WJIM, Lansing, Mich.

**FITZGIBBONS, JACK**  
WSAR, Fall River, Mass.

**FITZPATRICK, JACK**  
KIZ, Denver, Colo.

**FLANNERY, HARRY W.**  
KMOX, St. Louis, Mo.

**FLEISCHER, NATHAN**  
WDAS, Philadelphia, Pa.

**FLINT, JULIAN**  
WATL, Atlanta, Ga.

**FORBES, GILBERT**  
WFBI, Indianapolis, Ind.

**FORREST, JOHNNY**  
KIRO, Seattle, Wash.

**FOSTER, CEDRIC**  
WTHH, Hartford, Conn.

**FOSTER, JACK**  
WCKY, Cincinnati, Ohio.

**FRAKER, W. W.**  
WFBG, Altoona, Pa.

**FRANCIS, IVOR**  
CFCP, Montreal, Quebec, Can.

**FRANSDEN, TOM**  
KECA-KFI, Los Angeles, Calif.

**FRANK, BOB**  
WOC, Davenport, Iowa.

• • • **NEWS COMMENTATORS** • • •

**FRENCH, BOB**  
WHKC, Columbus, Ohio.

**FRENCH, KEN**  
WHEC, Rochester, N. Y.

**FRENCH, NED**  
WORL, Boston, Mass.

**FROGGE, JOHN E.**  
WGBB, Freeport, N. Y.

**FRY, EVAN**  
KANS, Wichita, Kans.

— G —

**GARTH, ARTHUR**  
KOVO, Provo, Utah.

**GALLAGHER, MIKE**  
KFPL, Dublin, Texas.

**GALLIART, MELVILLE K.**  
WKBB, Dubuque, Iowa.

**GAMELIN, P. C.**  
KWLC, Decorah, Iowa.

**GEMMON, IRVINE**  
WAGM, Presque Isle, Me.

**GARRED, BOB**  
Bob Garred Reporting CBS,  
Twenty Grand New KXN.

**GATES, ROBERT W.**  
WFMJ, Youngstown, Ohio.

**GAYMAN, L. VAUGHN**  
WKBB, Dubuque, Iowa.

**GEORGE, A. H.**  
KOBH, Rapid City, S. D.

**GEORGE, CARL**  
WGAR, Cleveland, Ohio.

**GEWINNER, HOLT**  
WMAZ, Macon, Ga.

**GIBNEY, JACK**  
WRBL, Columbus, Ga.

**GIFFORD, ALEXANDER**  
WBAL, Baltimore, Md.

**GIFFORD, DICK**  
KWNO, Winona, Minn.

**GILBERT, A. V.**  
WIBA, Madison, Wis.

**GILCREST, CHARLES**  
WBZ-WBZA, Boston and  
Springfield, Mass.

**GILLELAND, HERBERT**  
WTOL, Toledo, Ohio.

**GIRARD, PAUL**  
WBAL, Baltimore, Md.

**GLADSTONE, HENRY**  
WHN, The World We Make.

**GLENN, JOE**  
WMMN, Fairmont, W. Va.

**GODWIN, C. V.**  
CKCA, Kenora, Ont., Can.

**GODWIN, EARL**  
WRC, Washington, D. C.

**GOERCH, CARL**  
WPTF, Raleigh, N. C.

**GEORGE, LEE**  
WTMV, East St. Louis, Ill.

**GOERSS, JON**  
WJLS, Beckley, W. Va.

**GOLDBERG, RUBIN**  
WLTH, Brooklyn, N. Y.

**GOLDER, HARRY**  
WXYZ, Detroit, Mich.

**GOLDSMITH, LEE**  
KSNAN, San Francisco, Calif.

**GOODALE, ESTHER**  
WXYZ, Detroit, Mich.

**GOODE, MICHAEL J.**  
WELI, New Haven, Conn.

**GOODSON, MARK**  
KFRC, San Francisco, Calif.

**GOODWIN, HARRY D.**  
WBZ-WBZA, Boston and  
Springfield, Mass.

**GORSUCH, KEN**  
KGGM, Albuquerque, N. M.

**GOW, GEORGE**  
WCHS, Charleston, W. Va.

**GRANT, AUSTIN**  
WWJ, Detroit, Mich.

**GRANT, PETER**  
MBS, Front Page Parade.

**GRANT, TAYLOR**  
WCAU, Philadelphia, Pa.

**GRAY, HARDIN**  
WBIG, Greensboro, N. C.

**GRAY, HOWARD**  
KFVD, Los Angeles, Calif.

**GRAY, JOHN**  
WDOD, Chattanooga, Tenn.

**GREGORY, BOB**  
WCBS, Springfield, Ill.

**GRENIER, B. J.**  
CKGB, Timmins, Ont., Can.

**GREY, BOB**  
WMBH, Joplin, Mo.

**GUERRA, HENRY**  
WOAI, San Antonio, Texas.

**GUEST, "RUD"**  
WJR, Detroit, Mich.

**GUNTHER, JOHN**  
NBC, European News.

— H —

**HAGEMAN, H.**  
WADC, Akron, Ohio.

**HAGIS, JR., JOHN W.**  
WHAI, Greenfield, Mass.

**HAINLINE, JOE**  
KGBX-KWTO, Springfield, Mo.

**HALE, ALAN**  
WISN, Milwaukee, Wis.

**HALE, ARTHUR**  
WOR, Newark, N. J.

**HALE, CECIL**  
WFAA, Dallas, Texas.

**HALPIN, JOSEPHINE**  
KMOX, St. Louis, Mo.

**HALTEMAN, CHARLES**  
WTOL, Toledo, Ohio.

**HAMILTON, JIM**  
WLEU, Erie, Pa.

**HAMLIN, DAVE**  
KVAK, Atchinson, Kans.

**HAMMOND, FRED**  
KPAB, Laredo, Texas.

**HARRICK, TINY**  
WBRE, Wilkes-Barre, Pa.

**HANNA, MICHAEL R.**  
WIBX, Utica, N. Y.

**HANSON, BOB**  
KUTA, Salt Lake City, Utah.

**HARDY, GLEN**  
KHJ, Los Angeles, Calif.

**HARPER, HERBERT**  
WMC, Memphis, Tenn.

**HARPER, TRO**  
KSFO, San Francisco, Calif.

**HARRINGTON, NORMAN**  
KGLU, Safford, Ariz.

**HARRIS, BOB**  
KLZ, Denver, Colo.

**HARRIS, ELLIS**  
KDAL, Duluth, Minn.

**HARRIS, JAY**  
WCKY, Cincinnati, Ohio.

**HARRIS, WINDER**  
WTVR, Norfolk, Va.

**HARSHMAN, JERRY**  
WPIC, Sharon, Pa.

**HART, DON**  
WMEF, Plattsburg, N. Y.

**HASBROOK, DICK**  
WJMS, Ironwood, Mich.

**HASSER, CHARLES**  
WHTT, Hartford, Conn.

**HATTIC, WOODROW**  
WWL, New Orleans, La.

**HAWKINSON, FRANK**  
KADA, Ada, Okla.

**HAWLEY, MARK**  
Transradio News WOR, Fred  
Allen Show, NBC; George Jes-  
sel's Celebrities, NBC; Con-  
solidated Edison Program,  
NBC.

**HAYES, SAM**  
Sperry Breakfast News, NBC;  
Daily Spectator, CBS; Euclid  
Ballot Box, CBS; Federal  
News, KFWB; Pointing the  
Periscope, CBS.

**HEATTER, GABRIEL**  
NBC, Peter Paul Presents,  
WOR, Newark, N. J.

**HEFFERNAN, WILLIAM**  
WBTM, Danville, Va.

**HEINEMAN, STUART**  
KFEL, Denver, Colo.

**HELSEY, H. R.**  
WHDL, Olean, N. Y.

**HELTON, BERNARD P.**  
WACO, Waco, Texas.

**HEMBREE, LAWRENCE**  
WAIM, Anderson, S. C.

**HENDERSON, BROOKS**  
KSTP, St. Paul, Minn.

**HENNEMAN, CARL**  
KFAM, St. Cloud, Minn.

**HENNING, ARTHUR SEARS**  
WGN, Chicago, Ill.

**HERGET, JOE**  
WCHS, Charleston, W. Va.

**HERNE, E. D. C. (Captain)**  
WGN, Chicago, Ill.

**HIGGINS, FRANCIS**  
WDAN, Danville, Ill.

**HIGGINS, LEN**  
KVI, Tacoma, Wash.

**HILL, EDWIN C.**  
NBC-CBS-MBS, The Human  
Side of the News.

**HIPPLE, JAMES B.**  
KGFY, Pierre, S. D.

**HIRSCH, DON**  
KDKA, Pittsburgh, Pa.

**HIRSCH, RUSSELL**  
WCMI, Ashland, Ky.

**HOBGOOD, BOB**  
WOMI, Owensburg, Ky.

**HODGES, GILBERT**  
WTAG, Worcester, Mass.

**HODGES, HILTON**  
WIBW, Topeka, Kans.

**HOGAN, JOSEPH**  
WTMV, East St. Louis, Ill.



# NEWS COMMENTATORS

**HOLBKROOK, ART**  
WIBW, Topeka, Kans.

**HOLBKROOK, JACK**  
WMIN, St. Paul, Minn., and  
KYSM, Mankato, Minn.

**HOLLISTER, HERB**  
KANS, Wichita, Kans.

**HOOD, W. P.**  
KWFT, Wichita Falls, Texas.

**HOOK, HENRY**  
KGLO, Mason City, Iowa.

**HORN, ROBERT**  
WPAY, Portsmouth, Ohio.

**HORN, ROBERT**  
WCAM, Camden, N. J.

**HORTON, J. F.**  
CPRM, Regina, Sask., Can.

**HORTON, TED**  
WGBR, Goldsboro, N. C.

**HOWE, QUINCY**  
WQXR, New York, N. Y.

**HOWELL, REX**  
KFJ, Grand Junction, Colo.

**HOWLE, CONRAD**  
WMBG, Richmond, Va.

**HOYT, LEE**  
WIBW, Topeka, Kans.

**HUGHES, JAC**  
CKPR, Fort William-Port Ar-  
thur, Ont., Can.

**HUGHES, RUSH**  
NBC.

**HUNTER, TODD**  
CBS, News and Rhythm.

**HURLBIGH, ROBERT**  
WFBF, Baltimore, Md.

**HUSEBY, LARRY**  
KMO, Tacoma, Wash.

**HYDE, BILL**  
KFIZ, Fond-du-Lac, Wis.

**HYND, JUNE**  
NBC, Guest Book, Let's Talk  
It Over.

## — I —

**INCH, MERRILL**  
KOH, Reno, Nevada.

**INGERSOLL, C. H.**  
WLTH, Brooklyn, N. Y.

## — J —

**JACKSON, FRANK**  
KGFP, Shawnee, Okla.

**JACKSON, GEORGE**  
WBOW, Terre Haute, Ind.

**JAFFE, FRANK**  
KMA, Shenandoah, Iowa.

**JAY, HARRY**  
WLOD, Lima, Ohio.

**JENKINS, RONALD**  
WJNO, West Palm Beach, Fla.

**JENSEN, M. C.**  
WCAL, Northfield, Minn.

**JOHANSEN, CHRIS**  
WGKJ, Charleston, W. Va.

**JOHNSON, MAHLON B.**  
KFKA, Greeley, Colo.

**JOHNSON, TED**  
KMMJ, Clay Center, Nebr.

**JOHNSTONE, BILL**  
NBC, One of the Finest.

**JONES, ARTHUR T.**  
WEW, St. Louis, Mo.

**JONES, GLENN**  
KWSC, Pullman, Wash.

**JOY, DICK**  
KNX, Los Angeles, Calif.

## — K —

**KALTENBORN, H. V.**  
CBS, Kaltenborn Comments

**KENNEDY, JOHN B.**  
NBC.

**KENNEDY, VANN M.**  
KTCB, Austin, Texas.

**KILLEEN, J. W.**  
WSAU, Wausau, Wis.

**KING, CY**  
WEBR, Buffalo, N. Y.

**KING, JACK**  
WJR, Detroit, Mich.

**KIRBY, DURWARD**  
WENR and WMAQ, Chicago,  
Ill.

**KIRBY, KLEVE**  
WWL, New Orleans, La.

**KISTOR, GEORGE**  
KMMJ, Clay Center, Nebr.

**KISTLER, GLEASON**  
WDAN, Danville, Ill.

**KITCHELL, ALMA**  
NBC, Alma Kitchell's Brief  
Case, Let's Talk It Over.

**KITSON, HARRY D. (Dr.)**  
NBC, On Your Job.

**KNATVOLD, NAIDA**  
WCAL, Northfield, Minn.

**KNIGHTLINGER, TED**  
KMO, Tacoma, Wash.

**KNOX, JIM H.**  
WTFI, Fort Lauderdale, Fla.

**KNOX, ROBERT**  
WDAS, Philadelphia, Pa.

**KOECTER, TONY**  
KFEX, Sacramento, Calif.

**KRAMP, LARRY**  
WCBS, Springfield, Ill.

## — L —

**LAFFER, JACK**  
KANS, Wichita, Kans.

**LAING, GIL**  
KSRO, Santa Rosa, Calif.

**LANDIS, DEWITT**  
KFYO, Lubbock, Texas.

**LANE, BOB**  
KVOO, Tulsa, Okla.

**LANG, FRED**  
WNAC, Boston, Mass.

**LANG, WILLIAM**  
KYW, Philadelphia, Pa.

**LAW, GLEN**  
KRNT, KSO, Des Moines,  
Iowa.

**LE BRUN, HARRY**  
WHEC, Rochester, N. Y.

**LEE, CLIFF**  
KFXM, San Bernardino, Calif.

**LEE, H. W.**  
WMPD, Wilmington, N. C.

**LEE, J. W.**  
KGFF, Shawnee, Okla.

**LEE, R. E.**  
RWLC, Decorah, Iowa.

**LEGARE, G.**  
CJBN, Rimouski, Quebec,  
Can.

**LEICH, WALTER**  
WGBF, Evansville, Ind.

**LEIGHTON, BEN**  
WEBC, Duluth, Minn., and  
WHLB, Virginia, Minn.

**LETSON, ED**  
KFAB-KFOR, Lincoln, Nebr.

**LEVY, GEORGE**  
WCAP, Asbury Park, N. J.

**LEWIN, JACK**  
WFDF, Flint, Mich.

**LEWIS, ALLEN**  
CJOC, Lethbridge, Alberta,  
Can.

**LEWIS, ERWIN**  
WIS, Chicago, Ill.

**LEWIS, JR., FULTON**  
MBS, Detroit Radio Program.

**LEWIS, JACK**  
KARK, Little Rock, Ark.

**LEWRY, SCOOP**  
CHAB, Moose Jaw, Sask., Can.

**LITTLE, JAMES**  
WTAG, Worcester, Mass.

**LOCKE, FRANCIS P.**  
WIOD, Miami, Fla.

**LOWE, GUY W.**  
KFRU, Columbia, Mo.

**LUKINS, HARRY**  
WAVE, Louisville, Ky.

**LUSINCHI, VICTOR**  
MBS, Foreign Broadcasts.

**LUTZ, CHARLES V.**  
WKRC, Cincinnati, Ohio.

**LUXFORD, NOLA**  
Four Star News NBC.

**LYNCH, CECIL**  
KTKB, Modesto, Calif.

**LYON, TED**  
KWBG, Hutchinson, Kans.

**LYONS, EUGENE**  
WMAA, New York, N. Y.

**McCAIN, BILL**  
WBRC, Birmingham, Ala.

## — Mc —

**McARTHUR, CHARLES**  
WRAL, Raleigh, N. C.

**McARTHUR, TOM**  
WCFO, Cincinnati, Ohio.

**McARTY, JACK**  
KORE, Eugene, Oregon.

**McCLAIRS, GORDON**  
CKPR, Fort William-Port Ar-  
thur, Ont., Can.

**McCLAY, JOHN L.**  
WFG, Atlantic City, N. J.

**McCREARY, DOUG**  
KTKB, Modesto, Calif.

**McDONNELL, GENE**  
KELO, Sioux Falls, S. D.  
KSOO.

**McDOWELL, BILL**  
WPIG, Sharon, Pa.

**McGHEE, FRED**  
KGBX-KWTO, Springfield, Mo.

**McGREW, JACK**  
KPRC, Houston, Texas.

**McGUIRE, RAY**  
WGRM, Grenada, Miss.

**McHUGH, PHIL**  
KPMC, Bakersfield, Calif.

**McMAHON, CHARLES**  
WCSC, Charleston, S. C.

**McMURRAY, JAMES**  
WSIX, Nashville, Tenn.

**McNAMEE, GRAHAM**  
NBC.

**McNEILL, IDA A.**  
KGFX, Pierre, S. D.

**McPHERSON, GAYLORD**  
WDOD, Chattanooga, Tenn.

**MacFARLANE, IAN**  
WFMD, Frederic, Md.

**MacGREGOR, J. C.**  
KOB, Albuquerque, N. M.

## — M —

**MAGNUSON, J. WOODROW**  
WBBF, Rock Island, Ill.

**MAITLAND, PATRICK**  
MBS, Foreign Broadcasts.

**MALCHMAN, NATHAN**  
WNBH, New Bedford, Mass.

**MALONE, FRANK**  
WIOD, Miami, Fla.

**MANLOVE, DUDLEY**  
KSN, San Francisco, Calif.

**MANN, ARTHUR**  
MBS, Foreign Broadcasts.

**MANNING, KNOX**  
CBS, Headlines on Parade.

**MANNNS, WILLIAM**  
WCAM, Camden, N. J.

**MARBLE, HARRY**  
WCAU, Philadelphia, Pa.

• • • **NEWS COMMENTATORS** • • •

**MARKS, GARNETT**  
 WMCA, New York, N. Y.  
 Roma Wine Program, Community Opticians Program, Sachs Furniture Program.

**MARRION, FRANK E.**  
 KAST, Astoria, Ore.

**MARTIN, CECIL**  
 KEPI, Dublin, Texas.

**MASON, WILLIAM**  
 WBRB, Red Bank, N. J.

**MATT, M. LEONARD**  
 WDSA, Philadelphia, Pa.

**MATTHEWS, JOE**  
 WGKJ, Charleston, W. Va.

**MATTHEWS, TOM**  
 WJAK, Lakeland, Fla.

**MAY, EARL**  
 KMA, Shenandoah, Iowa.

**MAY, FOSTER**  
 WOV, Omaha, Nebr.

**MEREDITH, LEE**  
 WOMI, Owensburg, Ky.

**MERINO, JOHN**  
 KGLH, Safford, Ariz.

**MERRIDEW, REG**  
 WKOK, Sunbury, Pa.

**MERRILL, G. G.**  
 KVNU, Logan, Utah.

**MERROW, CHESTER E.**  
 WHEB, Portsmouth, N. H.

**MERTENS, PETE**  
 KIRO, Seattle, Wash.

**MEYERS, GEORGE NELSON**  
 KFAR, Fairbanks, Alaska.

**MEYERS, TED**  
 KFAC, Los Angeles, Calif.

**MILBURN, EMORY**  
 KVCV, Redding, Calif.

**MILLER, CAMPBELL**  
 WJBC, Bloomington, Ill.

**MILLER, KEN**  
 KVOO, Tulsa, Okla.

**MITCHELL, JOE**  
 KIDO, Boise, Idaho.

**MOEGLE, FRED**  
 WTMV, East St. Louis, Ill.

**MONDAY, RAY**  
 KPDN, Pampa, Texas.

**MORE, DUNCAN**  
 WJR, Detroit, Mich.

**MOORE, LINDLE**  
 WEBQ, Harrisburg, Ill.

**MOORE, VERN**  
 KIDO, Boise, Idaho.

**MORGAN, RAY**  
 WPG, Atlantic City, N. J.

**MORRIS, DE WITT**  
 KELA, Centralia and Chehalis, Wash.

**MORRIS, MITCHELL**  
 WFAM, WSBT, South Bend, Ind.

**MORRIS, PAUL**  
 WCAO, Baltimore, Md.

**MURPHY, JOHN**  
 WGAR, Cleveland, Ohio.

**MURPHY, MICHEY**  
 KFPL, Dublin, Texas.

**MURRAY, TOM**  
 WHAM, Rochester, N. Y.

**MURRIE, D. H.**  
 WTBO, Cumberland, Md.

**MYERS, J. CLARENCE**  
 KYA, San Francisco, Calif.

— N —

**NASH, BARNES H.**  
 WJIS, Beckley, W. Va.

**NASH, NOBLE**  
 WCBS, Springfield, Ill.

**NEILSON, PAUL**  
 WJBO, Baton Rouge, La.

**NESBITT, NORMAN**  
 KHJ, Los Angeles, Calif.

**NEWELL, BILL**  
 CKWX and CKMO, Vancouver, B. C., Can.

**NEWHALL, GENE**  
 KYSM, Mankato, Minn.

**NICKELL, JOE**  
 WIBW, Topeka, Kans.

**NILES, CHARLES**  
 WHTT, Hartford, Conn.

**NOBLE, DICK**  
 WIBC, Indianapolis, Ind.

**NUGENT, TOM**  
 KOVC, Valley City, N. D.

— O —

**OAKS, BARNEY**  
 WJPR, Greenville, Miss.

**OAKES, B.**  
 WATL, Atlanta, Ga.

**O'DELL, STUART**  
 WOPI, Bristol, Tenn.

**OLSEN, FREDERICK**  
 WHEB, Portsmouth, N. H.

**O'NEIL, JIM**  
 KJBS, San Francisco, Calif.

**ORBACH, HENRY**  
 KFEL, Denver, Colo.

**ORFIELD, BENNET**  
 WTCN, St. Paul-Minneapolis, Minn.

**OTIS, LEE**  
 WCLE, Cleveland, Ohio.

**OWEN, FORREST**  
 WKAR, East Lansing, Mich.

**OXFORD, GEORGE**  
 WJBW, New Orleans, La.

**PAGET, BARRIE**  
 KMPC, Beverly Hills, Calif.

**PALMER, GEORGE**  
 WIBC, Indianapolis, Ind.

**PARIZEAU, LUCIEN**  
 CKAC, Montreal, Quebec, Can.

— P —

**PATRICK, VAN**  
 KRMD, Shreveport, La.

**PATTEN, WILL A. (Major)**  
 WRGA, Rome, Ga.

**PATTERSON, WADE**  
 KGLO, Mason City, Iowa.

**PAUL, ED**  
 WCFL, Chicago, Ill.

**PAYNE, LARRY**  
 WTOL, Toledo, Ohio.

**PEARSON, DREW**  
 MBS, Listen America.

**PEARSON, FORT**  
 WENR and WMAQ, Chicago, Ill.

**PENN, DAVID**  
 WCOL, Columbus, Ohio.

**PEPPER, VERNON**  
 WSNJ, Bridgeton, N. J.

**PERRY, BOB**  
 WORL, Boston, Mass.

**PETERS, KENNETH**  
 KTMS, Santa Barbara, Calif.

**PETTEGREW, C. W.**  
 WOSU, Columbus, Ohio.

**PHILLIPS, ORAL**  
 KHSJ, Chico, Calif.

**PIELOW, ELDEN**  
 KWBG, Hutchinson, Kans.

**PIERSON, DALTON**  
 KGVO, Missoula, Mont.

**POLONIC, HAROLD**  
 WPIC, Sharon, Pa.

**POOLE, BILL**  
 WGPC, Albany, Ga.

**POOR, JOHN**  
 WHBQ, Memphis, Tenn.

**POTTER, ANDREW**  
 KROW, Oakland, Calif.

**PRAY, CLAUDE**  
 KFIZ, Fond-du-Lac, Wis.

**PRIMM, ART**  
 KTKC, Visalia, Calif.

**PRODIS, PAUL**  
 WARD, Brooklyn, N. Y.

**PROSSER, JOHN**  
 KTHS, Hot Springs, Ark.

**PUTNAM, GEORGE**  
 NBC, Campbell Condensed News, Salute to Saturday, Sunday News Highlights.

**PYRON, DICK**  
 WAGA, Atlanta, Ga.

— R —

**RAISTRIC, ERNEST**  
 WFOY, St. Augustine, Fla.

**RAMSEY, WAYMOND**  
 KEJD, El Dorado, Ark.

**RANDALL, PORTER**  
 KGKO, Fort Worth, Texas.

**RAYENEL, JOHN**  
 WSJS, Winston-Salem, N. C.

**REA, ERINE**  
 KFRU, Columbia, Mo.

**REEVES, BILL**  
 WSIX, Nashville, Tenn.

**REEVES, WILLIAM**  
 WELL, New Haven, Conn.

**REYNOLDS, CARTER**  
 KFDA, Amarillo, Texas.

**RHODES, DAVID**  
 WHBY-WTAQ, Green Bay, Wis.

**RICKER, BILL**  
 WDEF, Waterbury, Vt.

**RIDDELL, CORWIN**  
 WOAI, San Antonio, Texas.

**RISS, DAN**  
 WFAA, Dallas, Texas.

**ROACH, HAL**  
 KTAR, Phoenix, Ariz.

**ROBBINS, BILL**  
 WCKY, Cincinnati, Ohio.

**ROBBINS, DAVE**  
 KRKC, Hamilton, Ont., Can.

**ROBERTSON, BRUCE**  
 KOAM, Pittsburg, Kans.

**ROBINSON, MAJOR**  
 WSUN, St. Petersburg, Fla.

**ROBINSON, PRESCOTT**  
 CPCE, Montreal, Quebec, Can.

**RODGERS, JR., FLOYD D.**  
 WIS, Columbia, S. C.

**ROGERS, FAY**  
 WOPI, Bristol, Tenn.

**ROGERS, RALPH**  
 WJNO, West Palm Beach, Fla.

**ROGERS, ROBERT**  
 WSAL, Salisbury, Md.

**ROLL, DICK**  
 WHIO, Dayton, Ohio.

**ROOSEVELT, ELLIOTT**  
 MBS, Emerson Radio & Phonograph Program.

**ROOT, WAYERLY**  
 MBS, Foreign Broadcasts.

**ROSCOE, PAUL**  
 KVAK, Atchinson, Kans.

**ROSS, ANTHONY**  
 WKBN, Youngstown, Ohio.

**ROSS, BILL**  
 KEX-KGW, Portland, Ore.

**ROUSH, OTTIS**  
 KBTM, Jonesboro, Ark.

**RUBLE, PAUL**  
 WCLO, Janesville, W. Va.

**RUGH, VIC**  
 KTUL, Tulsa, Okla.

**RUNIONS, NORM**  
 KVI, Tacoma, Wash.

• • • NEWS COMMENTATORS • • •

**RUSH, KENT**  
KTHS, Hot Springs, Ark.  
**RUSSELL, GEORGE**  
WCHV, Charlottesville, Va.  
**RUSSELL, JACK**  
CKCR, Kitchener, Waterloo,  
Ont., Can.  
**RYAN, AGNES**  
WHEB, Portsmouth, N. H.  
**RYAN, QUIN A.**  
WGN, Chicago, Ill.

— S —

**SAERCHINGER, CESAR**  
NBC, The Story Behind the  
Headlines.  
**SAKRY, CLIFFORD**  
KFAM, St. Cloud, Minn.  
**SANQUIST, ALVAR**  
WCAI, Northfield, Minn.  
**SANFORD, WILLIAM**  
KTMS, Santa Barbara, Calif.  
**SARGENT, LEW**  
WEEL, Boston, Mass.  
**SAVAGE, GUY**  
WGN, Chicago, Ill.  
**SCHENKER, ANDRE, PROF.**  
WTIC, Hartford, Conn.  
**SCHLABACH, LLOYD**  
WKBH, La Crosse, Wisc.  
**SCHNEIDER, RAYMOND**  
WWSW, Pittsburgh, Pa.  
**SCHOENER, GILBERT**  
KFAM, St. Cloud, Minn.  
**SCHULTZ, SIGRID**  
MBS, Foreign Broadcasts.  
**SCOTT, ALAN**  
WCAU, Philadelphia, Pa.  
**SEARS, BILL**  
KUTA, Salt Lake City, Utah.  
**SELLARS, LEE**  
KQV, Pittsburgh, Pa.  
**SERGIO, LISA**  
WQXR, New York, N. Y.  
**SEXTON, MARION**  
KVAN, Vancouver, Wash.  
**SHAFFMASTER, FRED**  
WMMN, Fairmont, W. Va.  
**SHAVER, BUD**  
WXYZ, Detroit, Mich. To-  
morrow's Headlines.  
**SHAW, CHARLES C.**  
KTSA, San Antonio, Texas.  
**SHEPARD, RUSS**  
KLS, Oakland, Calif.  
**SHERMAN, WILLIAM**  
WAVE, Louisville, Ky  
**SHORT, ROBERT**  
WBLK, Clarksburg, W. Va.  
**SHUTE, JR., ELDEN**  
WCOU, Lewiston, Maine.  
**SIGMAN, T. E.**  
WICA, Ashtabula, Ohio.  
**SIMMS, WILLARD**  
KFKA, Greeley, Colo.  
**SIMON, GEORGE O.**  
WJAC, Johnstown, Pa.  
**SINGSER, FRANK**  
WOR, Newark, N. J.  
**SISSON, ALLEN**  
WHAM, Rochester, N. Y.  
**SMITH, ARTHUR J.**  
WNAX, Yankton, S. D.  
**SMITH, DOROTHEA**  
KSAL, Salina, Kans.  
**SMITH, BRAS**  
KRGU, Westlaco, Texas  
**SMITH, ERLIE H.**  
KMBC, Kansas City, Mo.  
**SMITH, HAL**  
WRR, Dallas, Texas  
**SMITH, HOMER**  
WKOK, Sunbury, Pa.

**SMITH, KIMBALL**  
WBRB, Red Bank, N. J.  
**SMITH, VIRGIL**  
KEX and KGW, Portland, Ore.  
**SNOWDON, CHARLES**  
WBLK, Clarksburg, W. Va.  
**SOHM, BILL**  
WTAK, Quincy, Ill.  
**SOLA, CARLO**  
WARD, Brooklyn, N. Y.  
**SOUTHERN, PAUL**  
KRBC, Abilene, Texas  
**SOWARD, OLAF**  
KCKN, Kansas City, Kans.  
**SPACKMAN, ELLIS**  
KFXM, San Bernardino, Calif.  
**SQUIER, LLOYD**  
WDEV, Waterbury, Vt.  
**STAMPS, WELDON**  
KGFF, Shawnee, Okla.  
**STANARD, BOB**  
KWOC, Poplar Bluff, Mo.  
**STANLEY, BOB**  
KGMB, Honolulu, Hawaii  
**STARK, CHARLES**  
WABC, New York, N. Y. The  
Odd Side of the News.  
**STARLING, DAVID**  
KFWB, Los Angeles, Calif.  
**STEARNS, PHIL**  
KFRG, San Francisco, Calif.  
**STEELE, JOHANNES**  
WMCA, New York, N. Y. The  
Truth Behind the News  
**STEELE, JOHN**  
MBS, Foreign Broadcasts  
**STEINHARDT, GEORGE**  
WCAP, Asbury Park, N. J.  
**STEINKE, JOLLY BILL**  
NBC, No School Today  
**STEVENS, AL**  
WPIL, Philadelphia, Pa.  
**STEVENS, LEN**  
WNLG, New London, Conn.  
**STEVENSON, JIMMY**  
WJR, Detroit, Mich.  
**STEWART, JOE L.**  
WFOY, St. Augustine, Fla.  
**STRAUSS, JOE**  
WRNI, Richmond, Va.  
**SULLIVAN, FLOYD**  
KGBX-KWTO, Springfield, Mo.  
**SULLIVAN, HENRY**  
WGTM, Wilson, N. C.  
**SULLIVAN, JACK**  
WNEI, San Juan, Puerto Rico  
**SULLIVAN, PAUL**  
CBS, Paul Sullivan Reviews  
the News  
**SWINEFORD, JACK**  
KOMA, Oklahoma City, Okla.  
**SWING, RAYMOND GRAM**  
MBS, White Owl Cigars Pro-  
gram

— T —

**TANNER, LUKE**  
KUOA, Siloam Springs, Ark.  
**TEAGUE, W. C.**  
WMC, Memphis, Tenn.  
**TEAS, CHARLES**  
KGFL, Roswell, N. M.  
**TERRY, GENE**  
WTAD, Quincy, Ill.  
**TERWEY, TYS**  
WNOG, Knoxville, Tenn.  
**THOMAS, ART**  
WJAG, Norfolk, Nebr.  
**THOMAS, LOWELL**  
NBC, The Day's News.  
**THOMPSON, DON**  
KGO-KPO, San Francisco,  
Calif.

**THORPE, BUD**  
KOIL, Omaha, Nebr.  
**THURSTON, HOWARD**  
KWG, Stockton, Calif.  
**TIGERT, R. M.**  
WFOY, St. Augustine, Fla.  
**TILLMANN, ROBERT E.**  
WOOK-WASH, Grand Rapids,  
Mich.  
**TOLLIVER, DON**  
WCBS, Springfield, Ill.  
**TOMPKINS, RAYMOND**  
WFBR, Baltimore, Md.  
**TOPINKA, RUDY**  
KTRI, Sioux City, Iowa  
**TRAUM, BILL**  
WJIM, Lansing, Mich.  
**TRAVIS, EDWARD**  
WGH, Newport News, Va.  
**TRAYLOR, BILL**  
WGIL, Galesburg, Ill.  
**TREDWAX, BILL**  
KFBB, Great Falls, Mont.  
**TREMBLE, SIDNEY**  
KSAL, Salina, Kans.  
**TREXLER, LAWRENCE**  
WMPS, Memphis, Tenn.  
**TREZZ, OLIVER**  
WNEF, Binghamton, N. Y.  
**TRIGG, JOHN H.**  
KCMC, Texarkana, Texas  
**TROUT, BOB**  
CBS, Today with Bob Trout.  
**TRUE, HAROLD**  
WXYZ, Detroit, Mich. Day In  
Review, Town Talk.  
**TURNER, HUGH**  
KLS, Oakland, Calif.  
**TUTTLE, RICHARD**  
WBOW, Terre Haute, Ind.  
**TWIGGER, NORMAN**  
WCAE, Pittsburgh, Pa.

— U —

**ULMER, ROCH**  
KSTP, St. Paul, Minn.

— V —

**VANDEBONCOEUR, E. R.**  
WSYR, Syracuse, N. Y.  
**VANCE, KEN**  
WMSL, Decatur, Ala.  
**VANDAGRIFT, CARL**  
WGL, WOWO, Fort Wayne,  
Ind.  
**VAN HORN, ARTHUR**  
KFRG, San Francisco, Calif.  
**VEBELHART, JAMES**  
WSPD, Toledo, Ohio  
**VERGNE, JUAN C.**  
WNEI, San Juan, Puerto Rico  
**VILFROY, DANIEL**  
CKAC, Montreal, Quebec, Can.  
**VINNEY, HENRY**  
CJOC, Lethbridge, Alberta,  
Can.

— W —

**WALD, JOHN**  
NBC, The Richfield Reporter.  
**WALDROP, JAMES**  
WAIM, Anderson, S. C. Duke  
Power Concert Program.  
**WALKER, W. E.**  
WIBA, Madison, Wisc.  
**WALLACE, BILL**  
WCOL, Columbus, Ohio  
**WALLACE, JACK**  
KBST, Big Springs, Texas  
**WALLACE, JAMES C.**  
KAST, Astoria, Ore.

**NEWS COMMENTATORS**

- |  |   |   |
|--|---|---|
| <p><b>WALLACE, MYRON</b><br/>WOOD-WASH, Grand Rapids, Mich.</p> <p><b>WALLACE, NEIL</b><br/>GEEI, Boston, Mass.</p> <p><b>WALTON, SIDNEY</b><br/>WOR, Newark, N. J. North American Accident Insurance Co. Program, Air Conditioning Training Program.</p> <p><b>WANN, JACK</b><br/>KGBX-KWTO, Springfield, Mo.</p> <p><b>WARNER, ALBERT</b><br/>CBS, This Week In Washington.</p> <p><b>WARREN, WALLIE D.</b><br/>KOH, Reno, Nevada</p> <p><b>WATSON, BROOKS</b><br/>WMBD, Peoria, Ill.</p> <p><b>WATTS, CARL</b><br/>KIUN, Pecos, Texas</p> <p><b>WAYNE, PRISCILLA</b><br/>KSO, Des Moines, Iowa</p> <p><b>WEATHERWAN, BEN K.</b><br/>KXRO, Aberdeen, Wash.</p> <p><b>WEAVER, J. OREN</b><br/>WBBM, Chicago, Ill.</p> <p><b>WEBB, JACK</b><br/>WPG, Atlantic City, N. J.</p> <p><b>WELCH, WILLIAM</b><br/>WKRC, Cincinnati, Ohio</p> <p><b>WELSH, BILL</b><br/>KFEL, Denver, Colo.</p> <p><b>WESTERKAMP, DICK</b><br/>WCMI, Ashland, Ky.</p> <p><b>WHEELER, CHET</b><br/>KBND, Bend, Ore.</p> | <p><b>WHITE, ARTHUR K.</b><br/>WAWZ, Zarephath, N. J.</p> <p><b>WHITE, KEN</b><br/>WAYX, Waycross, Ga.</p> <p><b>WHITE, RAY B.</b><br/>WAWZ, Zarephath, N. J.</p> <p><b>WIEGAND, CLYDE</b><br/>WVCV, Redding, Calif.</p> <p><b>WIGHT, H. P.</b><br/>WCAX, Burlington, Vt.</p> <p><b>WILBUR, BOB</b><br/>WSUN, St. Petersburg, Fla.</p> <p><b>WILEY, FLETCHER</b><br/>CBS.</p> <p><b>WILHELM, GEORGE</b><br/>KWJJ, Portland, Ore.</p> <p><b>WILKINSON, HOGE</b><br/>WGH, Newport News, Va.</p> <p><b>WILLIAMS, BENJ. B.</b><br/>WTOC, Savannah, Ga.</p> <p><b>WILLIAMS, BRAD</b><br/>WAAF, Chicago, Ill.</p> <p><b>WILLIAMS, GLENN</b><br/>WESG, Elmira, N. Y.</p> <p><b>WILLIAMS, MARK</b><br/>WCMI, Ashland, Ky.</p> <p><b>WILLIAMS, TOD</b><br/>WTCN, St. Paul, Minneapolis, Minn.</p> <p><b>WILLIAMS, TOMMIE</b><br/>WCNC, Elizabeth City, N. C.</p> <p><b>WILSON, BOB</b><br/>WGL and WOWO, Fort Wayne, Ind.</p> <p><b>WILSON, EARLE</b><br/>WNBH, New Bedford, Mass.</p> <p><b>WILSON, JAMES</b><br/>WVRL, Woodside, N. Y.</p> | <p><b>WINCHELL, WALTER</b><br/>NBC, Jergen's Journal.</p> <p><b>WING, GERALD</b><br/>KTCC, Rochester, Minn.</p> <p><b>WINSETT, BILL</b><br/>WTJS, Jackson, Tenn.</p> <p><b>WINTER, WILLIAM</b><br/>WBT, Charlotte, N. C.</p> <p><b>WOLFE, HOWARD</b><br/>WMMN, Fairmont, W. Va.</p> <p><b>WOLFRAM, ALBERT L.</b><br/>WAWZ, Zarephath, N. J.</p> <p><b>WOLPERS, ALLAN</b><br/>KWOC, Poplar Bluff, Mo.</p> <p><b>WOOD, GEORGE</b><br/>WTMV, East St. Louis, Ill.</p> <p><b>WOODARD, TED</b><br/>WMSL, Decatur, Ala.</p> <p><b>WOODHOUSE, C. JAMES</b><br/>WDNC, Durham, N. C.</p> <p><b>WRAY, ALLAN</b><br/>WNYC, New York, N. Y.</p> <p><b>WRIGHT, ROY</b><br/>CKMO, Vancouver, B. C., Can.</p> <p><b>WYATT, BILL</b><br/>WTAL, Tallahassee, Fla.</p> <p><b>WYLLIE, WALCOTT A.</b><br/>WBRK, Pittsfield, Mass.</p> |
|--|---|---|

— Y —

**YOUNG, BOB**  
KHJ, Los Angeles, Calif.

— Z —

**ZAIMAN, JACK**  
WDRG, Hartford, Conn.

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# Sports Commentators

## AND THEIR WORK DURING 1939



### — A —

**ABBOT, ADE**  
KGAR, Tucson, Ariz.

**ADAMS, BILL**  
KEX-KGW, Portland, Ore.

**ALBURY, BOB**  
WHBQ, Memphis, Tenn.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALLEN, HERB**  
KECA - KFI, Los Angeles, Calif.

**ALLEN, MEL**  
WABC, New York, N. Y.  
Mel Allen's Sport Review.  
Mel Allen's Football Previews.  
WMCA, New York, N. Y.  
CBS, Kentucky Derby, N. Y.  
Giants-Brooklyn Dodgers Football Broadcasts.

**ALSUP, CHARLES C.**  
KICA, Clovis, N. M.

**ANDERSON, ED**  
WQDM, St. Albans, Vt.

**ANDERSON, ORVAL**  
WDBO, Orlando, Fla.

**ANDREWS, TED**  
KOCY, Oklahoma City, Okla.

**ARNOLD, AL**  
KOBH, Rapid City, S. D.

**ARTHUR, FRANK**  
KSAN, San Francisco, Calif.

**ATWOOD, JACK S.**  
WRDO, Augusta, Maine.

### — B —

**BAILEY, BUCK**  
KWSC, Pullman, Wash.

**BAKER, MELVIN**  
KUSD, Vermillion, S. D.

**BAKER, NELSON**  
WFBR, Baltimore, Md.

**BARBER, RED**  
MBS, World Series Broadcasts.

**ARNARD, FRANK**  
WHBL, Sheboygan, Wisc.

**BARTH, BERNIE**  
KOBH, Rapid City, S. D.

**BARTON, KEN**  
KMTR, Los Angeles, Calif.

**BATCHELDER, CHARLES**  
WDBO, Orlando, Fla.

**HATES, BILL**  
KTRB, Modesto, Calif.

**BELL, JACK**  
WIOD, Miami, Fla.

**BELL, TED**  
KRSC, Seattle, Wash.

**BENNETT, JOE**  
WBRB, Red Bank, N. J.

**BENNETT, LEE**  
WAGA, Atlanta, Ga.

**BENNETT, THURSTON**  
WRDW, Augusta, Ga.

**BERNARD, JOHNNY**  
WJBL, Decatur, Ill.

**BERNDT, IRVING**  
WRAC, Williamsport, Pa.

**BEYNON, JACK**  
WDWS, Champaign, Ill.

**BINGHAM, BOB**  
WWNC, Asheville, N. C. Kellogg Baseball Reports, Coca-Cola Football Games, Boxing, Golf Tournaments, Tennis Matches, Saturday Evening Football Review, Bob Bingham's Nightly Sports Review, The Human Side of Sports.

**BISHOP, BURTON**  
KTEM, Temple, Texas.

**BISHOP, PAT**  
KECA-KFI, Los Angeles, Calif.

**BLACK, BILL**  
KGAR, Tucson, Ariz.

**BLAIR, MICHAEL**  
Hollywood Legion Stadium Fights KFWD-CRS, Gilmore Stadium Fights CRS, Football, Baseball and Horse Race Broadcasts.

**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.

**BLUE, IRA**  
KPO, San Francisco, Calif. Football Scoreboard, Sports Graphic.

**BOLAND, JOE**  
WFAM-WSBT, South Bend, Ind.

**BOLLEY, LEO**  
WFBL, Syracuse, N. Y.

**BOTSTICK, BUDDY**  
WACO, Waco, Texas.

**BOURNE, PORTER**  
WEXL, Royal Oak, Mich.

**BOWERS, DAN**  
KGB, San Diego, Calif.

**BOWES, BILL**  
WCAP, Asbury Park, N. J.

**BOYER, JOHNNY**  
KQV, Pittsburgh, Pa. Meet Your Neighbor, Today's Sports.

**BOYLING, SID**  
CHAB, Moose Jaw, Sask., Can.

**BRANDT, LYNN**  
WENR & WMAQ, Chicago, Ill.

**BRECKNER, GARY**  
KNX, Los Angeles, Calif.

**BREITENMOSER, DON**  
KMLB, Monroe, La.

**BRENEMAN, TOM**  
CBS, Sports Pop-Offs, Sports Huddle.

**BRICKHOUSE, JACK**  
WMBD, Peoria, Ill.

**BRITT, JIM**  
WAAB-WNAC, Boston, Mass.

**BROSSEAU, BILL**  
CKAC, Montreal, Quebec, Can.

**BROWN, FAY**  
KFYR, Bismark, N. D.

**BROWN, JOE**  
WGBR, Goldsboro, N. C.

**BROWN, LANCE**  
CKNX, Wingham, Ont., Can.

**BROWN, JR., W. J.**  
CFCY, Charlottetown, P.E.I., Can.

**BUCHAN, ALEX**  
KXOK, St. Louis, Missouri.

**BULL, FRANK**  
KECA-KFI, Los Angeles, Calif.

**BULLEIGH, JIMMIE**  
WAIM, Anderson, S. C.

**BUNCH, PETE**  
WRNL, Richmond, Va.

**BUNNELL, MERRILL J.**  
KLO, Ogden, Utah.

**BURICK, SI**  
WHIO, Dayton, Ohio.

**BURNS, FRED**  
WSAZ, Huntington, W. Va.

**BUTLER, GRANT**  
WHFC, Cicero, Ill.

**BUCK, WINFRIED**  
WMBO, Auburn, N. Y.

**BUNBAUM, JR., PHILIP L.**  
WELI, New Haven, Conn.

**BYERS, HAL**  
KBND, Bend, Ore.

**BYERS, WAYNE C.**  
WHLB, Virginia, Minn.

### — C —

**CARRERA, BERNABE**  
WNEI, San Juan, Puerto Rico.

**CAIR, DOYLE**  
KFXX, Nampa, Idaho.

**CAIRNS, GEORGE**  
WORC, Worcester, Mass.

**CALDER, C. WYLIE**  
WTMA, Charleston, S. C.

**CALHOUN, CAL**  
KHSL, Chico, Calif.

**CALLAWAY, EDWIN**  
KTEM, Temple, Texas.

**CALLOWAY, JOE**  
WSIX, Nashville, Tenn.

**CAMPBELL, JOHN**  
KGVO, Missoula, Mont.

**CANADY, JOHN**  
KECA-KFI, Los Angeles, Calif.

**CANUP, RED**  
WAIM, Anderson, S. C.

# SPORTS COMMENTATORS

**CARAY, HARRY**  
WCLS, Joliet, Ill.

**CARLBERG, LOREN**  
KWBG, Hutchinson, Kansas.

**CARLYLE, HUGH**  
WRTD, Richmond, Va.

**CARMICHAEL, LES.**  
WFOR, Hattiesburg, Miss.

**CARPENTER, JIM**  
WKBB, Dubuque, Iowa.

**CARPENTER, W. H.**  
WNBZ, Saranac, N. Y.

**CARRIGAN, GENE**  
WJAG, Norfolk, Nebr.

**CARSON, GRANT**  
CJRM, Regina, Sask., Can.

**CARTER, BOB**  
WMCA, New York, N. Y.

**CARTWRIGHT, ARVID**  
WDGY, Minneapolis-St. Paul, Minn.

**CASE, GEORGE T.**  
WRAL, Raleigh, N. C.

**CASEY, EDDIE**  
WNAC, Boston, Mass.

**CASPER, CY**  
KMOX, St. Louis, Mo.

**CASSIDY, CHARLES**  
KGFF, Shawnee, Okla.

**CHAMBERS, CLAIRE**  
CKSO, Ont., Can.

**CHANDLER, IRVING**  
WFDF, Flint, Mich.

**CHAPMAN, REED**  
CKWX, Vancouver, B. C., Can.

**CHATFIELD, BEN**  
WMAZ, Macon, Ga.

**CHILDS, BILL**  
WCAD, Canton, N. Y.

**CHILDS, LELAND**  
WBRC, Birmingham, Ala.

**CIVILLE, ROY**  
KIDO, Boise, Idaho.

**CLARK, EARL**  
KGKO, Fort Worth, Texas.

**CLARK, PAUL A.**  
WEOA-WGBF, Evansville, Ind.

**CLARK, RAY**  
WNAX, Yankton, S. D.

**CLARKE, MURRAY**  
CKLN, Nelson, British Columbia, Can.

**CLAYTON, BOVARD**  
WEBQ, Harrisburg, Ill.

**CLODIUS, RICHARD**  
KUJ, Walla Walla, Wash.

**COBB, WILLARD**  
WJDX, Jackson, Miss.

**COFFIN, FRANK**  
KHSL, Chico, Calif.

**COGGINS, JIMMIE**  
WAIM, Anderson, S. C.

**COOK, IRA**  
KMTR, Los Angeles, Calif.

**COOK, LYNN**  
KIUL, Garden City, Kans.

**COOK, SID**  
WAGM, Presque Isle, Maine.

**COPPS, ED**  
CKGB, Timmins, Ont., Can.

**CORBIN, C. PAUL**  
KELA, Centralia and Chehalis, Wash.

**CORKEN, MAURICE**  
WIBF, Rock Island, Ill.

**COSLETT, FRANKLIN D.**  
WBRE, Wilkes Barre, Pa.

**COULSON, BERT**  
KPDN, Pampa, Texas.

**COURTNEY, CLIFF**  
WEBC, Indianapolis, Ind.

**COYLE, WILLIAM**  
WMAL, Washington, D. C.

**COYNE, HORACE J.**  
WTJS, Jackson, Tenn.

**COZAD, FLOYD V.**  
WTBO, Cumberland, Md.

**CRABTREE, CHARLES**  
KTFI, Twin Falls, Idaho.

**CRAFT, A. B.**  
KVOL, Lafayette, La.

**CRAGO, WILLIAM**  
WMAL WRC, Washington, D. C.

**CRAIG, BENNY**  
KARK, Little Rock, Ark.

**CREIGHTON, HARRY**  
WAAF, Chicago, Ill.

**CRUCKSHANK, JOHN**  
CKNX, Wingham, Ontario, Can.

**CUMMINS, JOHN H.**  
WFCY, St. Augustine, Fla.

**CURLIN, GEORGE**  
KOTN, Pine Bluff, Ark.

**CUSHING, KERBY**  
KYW, Phila., Pa.

— D —

**DAIGER, FRED**  
WAPI, Birmingham, Ala.

**DAILEY, TOM**  
KVOO, Tulsa, Okla.

**DALE, GEORGE**  
WJLS, Beckley, W. Va.

**DANBOM, M. E.**  
KGKB, Tyler, Texas.

**DANIEL, FLAVIUS**  
CKAC, Montreal, Quebec, Can.

**DAUGHERTY, JOHN**  
KGAR, Tucson, Ariz.

**DAVIES, BOB**  
KARM, Fresno, Calif.

**DAVIS, BUZZ**  
WDAS, Phila., Pa.

**DAVIS, JIMMY**  
KOVG, Valley City, N. D.

**DAVIS, REX**  
WCKY, Cincinnati, Ohio.

**DEAL, JAKE**  
WDEV, Waterbury, Vt.

**DEINES, RAY**  
KMMJ, Clay Center, Nebr.

**DENMAN, JACK**  
WTJS, Jackson, Ill.

**DENNY, DALE**  
KVAN, Vancouver, Wash.

**DERWIN, WILLIAM**  
WATR, Waterbury, Conn.

**DESCHENES, CHARLES M.**  
CKCV, Quebec, Quebec, Can.

**DESMOND, CONNIE**  
WSPD, Toledo, Ohio.

**DICKSON, ELTON**  
KBTM, Jonesboro, Ark.

**DILLAHUNTY, THOMAS**  
KCMC, Texarkana, Texas.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DIXON, JOHN**  
WROK, Rockford, Ill.

**DIXON, MASON**  
WNOX, Knoxville, Tenn.

**DODSON, MALL**  
WPG, Atlantic City, N. J.

**DOLAN, JIMMY**  
CBS, That's What I Said, Sports Broadcasts.

**DONAHUE, DONALD**  
KDLR, Devils Lake, N. D.

**DONALDSON, AL.**  
KRIC, Beaumont, Texas.

**DOOLEY, EDDIE**  
NBC, Football Scores.

**DOTSON, PERRY**  
WTCN, St. Paul-Minneapolis, Minn.

**DOUGLASS, LEE**  
WFAM-WSBT, South Bend, Ind.

**DOWTY, BYRON**  
KALB, Alexandria, La.

**DRAKE, DALE**  
WRR, Dallas, Texas.

**DRAKE, MYRON**  
KTPAR, Phoenix, Ariz.

**DREES, JACK**  
WIND-WJDD, Chicago, Ill.

**DREW, ALBERT**  
WBTM, Danville, Va.

**DUDLEY, JIMMY**  
WCFL, Chicago, Ill.

**DUDLEY, WRAY**  
WNAD, Norman, Okla.

**DUNBAR, STUART**  
KSAL, Salina, Kans.

**DUNCAN, JIMMY**  
WTMV, East St. Louis, Ill.

**DUPRE, HENRY**  
WWL, New Orleans, La.

**DUREN, BOB**  
KOMA, Oklahoma City, Okla.

**DURGIN, LARRY**  
WCOU, Lewiston, Maine.

**DURKIN, TOM**  
KROW, Oakland, Calif.

**DURNEY, BILL**  
WIL, St. Louis, Mo.

**DYER, BILL**  
WCAU, Phila., Pa.

**DYER, BRAYEN**  
CBS, Sports Huddle.

— E —

**EASTMAN, ROBERT**  
WKY, Oklahoma City, Okla.

**EBEL, WALTER**  
KTHS, Hot Springs, Ark.

**EDWARDS, BILL**  
WMMN, Fairmont, W. Va.

**EDWARDS, WEBLEY**  
KGMH, Honolulu, Hawaii.

**ELDER, DON**  
WDAY, Fargo, N. D.

**ELGIN, JOHN**  
WHBQ, Memphis, Tenn.

**ELKINS, LISTON**  
WAYX, Waycross, Ga.

**ELLINGTON, KEN.**  
CBS, Indianapolis, Ind. Speedway Auto Race Broadcast.

**ELSON, BOB**  
MBS, World Series Broadcasts.

**SPORTS COMMENTATORS**

**ELVIN, RALPH**  
WLOK, Lima, Ohio.

**ENDERSBY, FRANK**  
KYSM, Mankato, Minn.

**EPSTEIN, JOE**  
WNOX, Knoxville, Tenn.

**ESCHEN, FRANK**  
KSD, St. Louis, Mo.

**ESCUDIER, R. A.**  
KVOL, Lafayette, La.

**ESTES, BOB**  
WDNC, Durham, N. C.

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVANS, HERB**  
KUSD, Vermillion, S. D.

**EVANS, ROBERT B.**  
WBZ-WBZA, Boston & Springfield, Mass.

**EVANS, VIRGIL**  
WCOA, Pensacola, Fla.

— F —

**FAIRLEY, BILL**  
KUOA, Siloam Springs, Ark.

**FARIS, CLINTON**  
WGTM, Wilson, N. C.

**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FAY, JOE**  
WPRO, Providence, R. I.

**FELDMAN, ROBERT**  
WMAS, Springfield, Mass.

**FERGUSON, BERT**  
WJPR, Greenville, Miss.

**FERGUSON, FRANK**  
WWRL, Woodside, N. Y.

**FIELD, BRYAN**  
CBS, Horse Racing Descriptions.

**FINCH, HOWARD K.**  
WJIM, Lansing, Mich.

**FINDLAY, BOB**  
WHAI, Greenfield, Mass.

**FISHELL, DICK**  
WHN, New York, N. Y.

**FISHER, HANK**  
WDZ, Tuscola, Ill.

**FISHER, JERRY**  
KABC, San Antonio, Texas.

**FITZPATRICK, JACK**  
KLZ, Denver, Colo.

**FLAHERTY, PAT**  
WOAI, San Antonio, Texas.

**FLANAGAN, PAT**  
WBBM, Chicago, Ill.

**FLEISCHMAN, SOL**  
WDAE, Tampa, Fla.

**FLINT, JULIAN**  
WATL, Atlanta, Ga.

**FLOWERS, GEORGE**  
WEBC, Duluth, Minn.

**FORBES, JOHN**  
KXRO, Aberdeen, Wash.

**FOSTER, CARROLL**  
KIRO, Seattle, Wash.

**FOSTER, CEDRIC**  
WTHT, Hartford, Conn.

**FOSTER, JACK**  
WCKY, Cincinnati, Ohio.

**FOSTER, WILSON K.**  
KFAR, Fairbanks, Alaska.

**FRANCIS, LARRY**  
WFAS, White Plains, N. Y.

**FRANKOVICH, MIKE**  
KFAC, Los Angeles, Calif.

**FRIEDMAN, BENNY**  
WMCA, New York, N. Y.

**FRIEL, JACK**  
KWSC, Pullman, Wash.

**FRITZ, BOB**  
CJCA, Edmonton, Alberta, Can.

— G —

**GADBERRY, BOB**  
KOAM, Pittsburg, Kans.

**GALLAHER, EDDIE**  
WCCO, Minneapolis, Minn.

**GARDNER, CARROLL**  
WMBR, Jacksonville, Fla.

**GARDNER, DON**  
WKBN, Youngstown, Ohio.

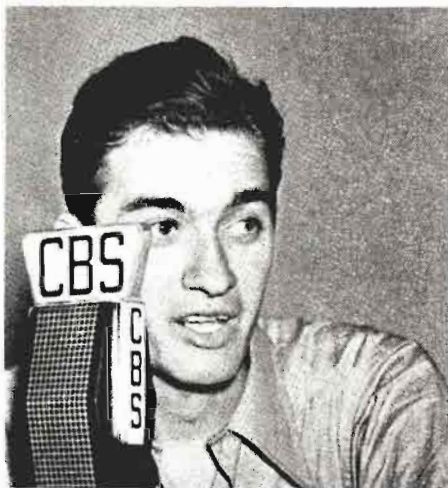
**GARNES, CLARENCE**  
KANS, Wichita, Kans.

**GAYMAN, VAUGHN**  
WKBB, Dubuque, Iowa.

**FEEHAN, JERRY**  
KMO, Tacoma, Washington.

**GENSEL, CARL**  
WXYZ, Detroit, Mich.

**GEORGE, LEE**  
WTMV, East St. Louis, Ill.



**MEL ALLEN**

*Sports*  
**CBS**



**STAN LOMAX**

Sports Commentator  
**WOR**

**SPORTS COMMENTATORS**

**GIBBONS, RICHARD**  
WCAP, Asbury Park, N. J.

**GIBBONS, TOMMY**  
WPIC, Sharon, Pa.

**GIBNEY, JACK**  
WRBL, Columbus, Ga.

**GIBSON, JIM**  
KFI, Los Angeles, Calif.

**GIVEN, KEN D.**  
WPAR, Parkersburg, W. Va.

**GIVEMORE, MERLE**  
WCAD, Canton, N. Y.

**GLADSTONE, HENRY**  
WHN.

**GODWIN, AL**  
WWL, New Orleans, La.

**GOODWIN, HAL**  
WHAI, Greenfield, Mass.

**GOW, GEORGE**  
WCHS, Charleston, W. Va.

**GOWANS, AL**  
WTCN, St. Paul-Minneapolis, Minn.

**GRANEY, JACK**  
WHK-WCLE, Cleveland, Ohio.

**GRANT, HUBERT**  
WNOE, New Orleans, La.

**GRANT, TAYLOR**  
WCAU, Phila., Pa.

**GREENWOOD, WARREN**  
WHAI, Greenfield, Mass.

**GREGORY, BOB**  
WCBS, Springfield, Ill.

**GREGSON, JACK**  
KSFO, San Francisco, Calif.

**GRIFFITHS, DAVE**  
WGBI, Scranton, Pa.

**GRIMM, CHARLIE**  
KMOX, St. Louis, Mo.

**GRISWOLD, ROGER**  
WCAU, Phila., Pa.

**GUDELSKY, HILLARD**  
WKBZ, Muskegon, Mich.

**GUNN, GEORGE**  
WRC, Washington, D. C.

**GUYAN, GEORGE**  
KFRU, Columbia, Mo.

**GUYER, SANDY**  
WREN, Phila., Pa.

— H —

**HACKETT, JOHN**  
WGL-WOVO, Fort Wayne, Ind.

**HAID, "DUTCH"**  
WATR, Zanesville, Ohio.

**HALE, ALAN**  
WISN, Milwaukee, Wis.

**HALL, HALSEY**  
KSTP, St. Paul, Minn.

**HALLORAN, PAT**  
KFAM, St. Cloud, Minn.

**HAND, JACK**  
WNEF, Binghamton, N. Y.

**HANBLAN, JOE**  
WCHV, Charlottesville, Va.

**HANES, TOM**  
WTAR, Norfolk, Va.

**HANLON, JACK**  
WHEB, Portsmouth, N. H.

**HANLON TOM**  
KNX, Los Angeles, Calif.

**HANSON, BOB**  
KUTA, Salt Lake City, Utah.

**HANSTROM, ARTHUR**  
WEAU, Eau Claire, Wis.

**HARDEN, FRANK**  
WBIG, Greensboro.

**HARMON, KING**  
KGVO, Missoula, Mont.

**HARPER, EARL**  
WNEW, New York, N. Y.  
Hot Stove League.

**HARRINGTON, JOHN**  
WBBM, Chicago, Ill.

**HARRIS, ELLIS**  
KDAL, Duluth, Minn.

**HART, DON**  
WMFF, Plattsburg, N. Y.

**HART, W. R.**  
CKBI, Prince Albert, Sask.

**HARTMAN, HARRY**  
WCPO, Cincinnati, Ohio.

**HASBROOK, DICK**  
WJMS, Ironwood, Mich.

**HASEL, JOE**  
Sports Broadcasts WNYC,  
Football Broadcasts WNEW,  
Telecasts NBC, National Tennis  
Championship Broadcasts  
CBS.

**HATTER, WALLY**  
KSCJ, Sioux City, Ia.

**HAWKINS, JACK**  
KTUN, Pecos, Texas.

**HAYES, SAM**  
NBC & CBS, Thru the Sport  
Glass.

**HEATH, MICKEY**  
WEMP, Milwaukee, Wis.

**HEILMAN, HARRY**  
WXYZ, Detroit, Mich. Detroit  
Tiger Baseball Broadcasts  
(MRN), Michigan State  
College Football Broadcasts  
(MRN).

**HELM, EARNEST**  
KRLH, Midland, Texas.

**HENDERSON, LLOYD**  
WPAY, Portsmouth, Ohio.

**HERRIN, WELDON**  
WTOC, Savannah, Georgia.

**HETLAND, JIMMY**  
KOVG, Valley City, N. D.

**HIGGINS, FRANCIS**  
WDAN, Danville, Ill.

**HIGGINS, GEORGE**  
WTCN, St. Paul-Minneapolis,  
Minn.

**HIGGINS, HUGH**  
KOIL, Omaha, Nebr.

**HIGHTOWER, BILL**  
WIOD, Miami, Fla.

**HILL, DON**  
WAVE, Louisville, Ky.

**HILL, JOE**  
WAGA, Atlanta, Ga.

**HILL, RUPERT**  
WBRB, Red Bank, N. J.

**HIPLE, JAMES B.**  
KGFY, Pierre, S. D.

**HOBGOOD, BOB**  
WOMI, Owensburg, Ky.

**HODGES, HILTON**  
WIBW, Topeka, Kans.

**HODGES, RUSS**  
WBT, Charlotte, N. C.

**HOLLISTER, HERB**  
KANS, Wichita, Kans.

**HOLLISTER, JACK**  
KDKA, Pittsburgh, Pa.

**HOLMLUND, JIM**  
KWLC, Decorah, Iowa.

**HOLSTRUM, ART**  
WOC, Davenport, Iowa.

**HOOD, D. P.**  
KWFT, Wichita Falls, Texas.

**HOOPER, JACK**  
WMBG, Richmond, Va.

**HOPKINS, GORDON**  
KXA, Seattle, Wash.

**HOKNER, GORDON**  
KTRI, Sioux City, Iowa.

**HORTON, TED**  
WGBR, Goldsboro, N. C.

**HOSKINS, JAMES**  
WLOK, Lima, Ohio.

**HOUSEMAN, KENNETH**  
WHAI, Greenfield, Mass.

**HOYT, WAITE**  
WABC, New York, N. Y.  
According to Hoyt.

**HUGHES, JACK**  
CKPR, Fort Williams, Port  
Arthur, Can.

**HUNTER, PINKY**  
WHK-WCLE, Cleveland, Ohio.

**HUNTLEY, CHESTER**  
KNX, Los Angeles, Calif.

**HUSEBY, LARRY**  
KMO, Tacoma, Washington.

**HUSING, TED**  
CBS, Football, Tennis, Golf,  
Polo, Basketball, Swimming,  
Track, Baseball, Bowling,  
That's What I Said.

**HYNDS, BILL**  
KVOE, Santa Ana, Calif.

— I —

**INGHAM, BOB**  
WTOL, Toledo, Ohio.

**INGLIS, CHARLES**  
KLZ, Denver, Colo.

**INGRAM, ARTHUR**  
WIEU, Erie, Pa.

**INGSTAD, ROBERT**  
KOVG, Valley City, N. D.

**ISREL, FRANK**  
WACO, Waco, Texas.

— J —

**JACKSON, FRANK**  
KGPF, Shawnee, Okla.

**JACKSON, JOE**  
WHJB, Greensburg, Pa.

**JANNEY, ED**  
KGGM, Albuquerque, N. M.

**JESSE, RANDALL**  
KDRO, Sedalia, Mo.

**JOHNSON, DICK**  
KTOK, Oklahoma City, Okla.

**JOHNSON, LARRY**  
KUSD, Vermillion, S. D.

**JOHNSON, ROLLIE**  
WCCO, Minneapolis, Minn.

**JOHNSON, WALTER**  
WJSV, Washington, D. C.

**JOHNSTON, MARVIN**  
KFSD, Nampa, Idaho.

**JONES, ELLIOTT**  
WPIC, Sharon, Pa.



# SPORTS COMMENTATORS

**JONES, ROBERT**  
 WMAS, Springfield, Mass.  
**JORDAN, CHAS. B.**  
 WRR, Dallas, Texas.  
**JOY, RICHARD**  
 KNX, Los Angeles, Calif.  
**JUNELL, FRANK**  
 KTSM, El Paso, Texas.

## — K —

**KAMM, HERBERT**  
 WCAP, Asbury Park, N. J.  
**KEEGAN, LEO**  
 WNBC, New Britain, Conn.  
**KEESE, FLOYD**  
 WBNY, Buffalo, N. Y.  
**KELLEY, BOB**  
 WGAR, Cleveland, Ohio.  
**KELLY, TOM**  
 KGBX-KWTO, Springfield, Mo.  
**KELSO, BILL**  
 KFVD, Los Angeles, Calif.  
**KENNEALLY, BILL**  
 WAIR, Winston-Salem, N. C.  
**KENNEDY, ED**  
 WSPR, Springfield, Mass.  
**KENNON, STAN**  
 WGH, Newport News, Va.  
**KENT, CARL**  
 WGKJ, Charleston, W. Va.  
**KILLEEN, J. W.**  
 WSAU, Wausau, Wis.  
**KIRBY, LEE**  
 WBT, Charlotte, N. C.  
**KISTER, GEORGE**  
 KMMJ, Clay Center, Nebr.  
**KISTLER, GLEASON**  
 WDAN, Danville, Ill.  
**KLIMENT, ROBERT**  
 WEBR, Buffalo, N. Y.  
**KLIJSE, R. A.**  
 KRRC, Lewiston, Idaho.  
**KOECTER, TONY**  
 KFBK, Sacramento, Calif.  
**KOGLER, JOE**  
 KPAB, Laredo, Texas.  
**KONZ, WALLY**  
 KFIZ, Fond-Du-Lac, Wis.  
**KRELL, CHARLES**  
 WSMI, Ashland, Ky.  
**KRESINGER, JACK**  
 KGKB, Tyler, Texas.  
**KROECK, LOU**  
 KOY, Phoenix, Ariz.  
**KYLER, JIM**  
 WCLO, Janesville, W. Va.

## — L —

**LA BRANCHE, ERNIE**  
 WJLH, Lowell, Mass.  
**LAMB, RUSS**  
 KFIZ, Fort Worth, Texas.  
**LARDNER, JOHN**  
 NBC.  
**LASSER, LEO**  
 KRSC, Seattle, Wash.  
**AURIA, LEW**  
 NBC, I Want A Divorce.  
**LAUX, FRANCE**  
 KMOX, St. Louis, Mo.  
**LAUX, ROGER**  
 KELD, El Dorado, Ark.

**LAWRENCE, BOMAR**  
 WSOC, Charlotte, N. C.  
**LAWSON, JIM**  
 KORE, Eugene, Ore.  
**LEE, BERT**  
 WMA Sports Quiz, WIIN  
 Today's Baseball.  
**LEE, BOB**  
 WTAD, Quincy, Ill.  
**LENTZ, ARTHUR**  
 WIBA, Madison, Wis.  
**LEONARD, C. C.**  
 WJMC, Rice Lake, Wis.  
**LEROY, HARRY**  
 KFVB, Los Angeles, Calif.  
**LE SUEUR, P.**  
 CKOC, Hamilton, Ont., Can.  
**LEVERETT, JOHN**  
 WTAL, Tallahassee, Fla.  
**LEVY, BERNARD**  
 WRDW, Augusta, Ga.  
**LEWIS, FRANKLIN**  
 WGAR, Cleveland, Ohio.  
**LIBBY, JOHN**  
 WCOU, Lewiston, Maine.  
**LINDSTROM, FREDDY**  
 WLS, Chicago, Ill.  
**LINTHICUM, WALTER**  
 WBAL, Baltimore, Md.  
**LLOYD, JOHN**  
 WHTT, Hartford, Conn.  
**LOCHMAN, WALT**  
 KMBC, Kansas City, Mo.  
**LOMAX, STAN**  
 MBS, Ruppert Beer Program,  
 Tide Water Oil Program.  
**LONG, DEAN**  
 WSAI, Salisbury, Md.  
**LONG, TERRY**  
 WBNX, New York, N. Y.  
**LONGSTREET, R. L.**  
 WFMD, Frederick, Md.  
**LOWE, MOWBY**  
 WEAN, Providence, R. I.  
**LUBOW, MORT**  
 WNLG, New London, Conn.  
**LUDWIG, LYELL**  
 WCLO, Janesville, W. Va.  
**LUNDQUIST, ELDON**  
 WTRC, Elkhart, Ind.  
**LYBARGER, WILLIAM**  
 WBRB, Red Bank, N. J.  
**LYLE, BOB**  
 KXOK, St. Louis, Mo.  
**LYON, EDDIE**  
 KTUL, Tulsa, Okla.  
**LYON, TED**  
 KWBO, Hutchinson, Kans.

## — M —

**McALISTER, R. B.**  
 KFYO, Lubbock, Texas.  
**McBRIDE, LESTER**  
 KGLU, Safford, Ariz.  
**McARTHUR, CLEM**  
 NBC.  
**McARTY, JACK**  
 KORE, Eugene, Ore.  
**McCREADY, HERB**  
 WEV, St. Louis, Mo.  
**McCURLEY, LANSE**  
 WDAS, Phila., Pa.

**McDONALD, ARCH**  
 WABC, New York, N. Y.  
 Baseball Broadcasts.  
**McGHEE, FRED**  
 KGBX-KWTO, Springfield, Mo.  
**McGOFFIN, W.**  
 KXRO, Aberdeen, Wash.  
**McGRATH, ED**  
 WCOS, Columbia, S. C.  
**McHUGH, PHIL**  
 KRMC, Bakersfield, Calif.  
**McININCH, NELSON**  
 KDYL, Salt Lake City, Utah.  
**McINTIRE, CHARLES**  
 WMBH, Joplin, Mo.  
**McLINN, GEORGE "STONEY"**  
 WIP, Phila., Pa.  
**McMAHON, TOM**  
 WBNF, Binghamton, N. Y.  
**McTIGUE, HARRY**  
 WJSV, Washington, D. C.  
**MACK, JIMMY**  
 KMTR, Los Angeles, Calif.  
**MacMILLAN, DON**  
 CKCK, Regina, Sask., Can.  
**MacMILLAN, LOWELL**  
 WHEC, Rochester, N. Y.  
**MANNING, TOM**  
 WTAM, Cleveland, Ohio.  
**MANSFIELD, LAWRENCE**  
 WKAT, Miami Beach, Fla.  
**MARGET, M.**  
 KVOX, Morrehead, Minn.  
**MARIANA, NICK**  
 KGVO, Missola, Mont.  
**MARKEY, RAY**  
 WHTT, Hartford, Conn.  
**MARKS, GARNETT**  
 Baseball Broadcasts WABC,  
 Baseball Broadcast WSAY.  
**MARKWARD, BILL**  
 WCAM, Camden, N. J.  
**MARTIN, JACK**  
 WKBH, La Crosse, Wis.  
**MARWELL, JOCKO**  
 WWRL, Woodside, N. Y.  
**MATTHEWS, TOM**  
 WLAJ, Lakeland, Fla.  
**MAXWELL, JOCKO**  
 WLTH & WWRL, New York.  
**MEHL, ERNEST**  
 WDAF, Kansas City, Mo.  
**MERNA, JOHN**  
 WIBX, Utica, N. Y.  
**MEYER, FREDDY**  
 WHDL, Olean, N. Y.  
**MICHAEL, RAYMOND**  
 WMAL WRC, Washington,  
 D. C.  
**MICHEL, ALF**  
 WHBY-WTAQ, Green Bay,  
 Wis.  
**MILBURN, EMORY**  
 KVCV, Redding, Calif.  
**MILDER, NATE**  
 WALR, Zanesville, Ohio.  
**MILLER, CAMPBELL**  
 WJBC, Bloomington, Ill.  
**MILLER, EDDIE**  
 KSUN, Lowell, Ariz.  
**MILLER, HOWARD A.**  
 WGIL, Galesburg, Ill.  
**MILLER, JOHNNY**  
 WSGS, Winston-Salem, N. C.

# SPORTS COMMENTATORS

**MITCHELL, CLYDE**  
CKCR, Kitchener - Waterloo,  
Ont., Can.

**MOCK, BILL**  
KEX-DGW, Portland, Ore.

**MOON, ROBERT**  
KNX, Los Angeles, Calif.

**MOORE, LINDLE**  
WEBQ, Harrisburg, Ill.

**MOORE, MARIAN**  
WTFL, Fort Lauderdale, Fla.

**MORELAND, HARRY**  
WROL, Knoxville, Tenn.

**MOREY, ART**  
KWJJ, Portland, Ore.

**MORGAN, EARL**  
WAYX, Waycross, Ga.

**MOSHIER, JEFF**  
WSUN, St. Petersburg, Fla.

**MOYLE, PAUL**  
WCNC, Elizabeth City, N. C.

**MULLINAX, ED**  
WHMA, Anniston, Ala.

**MULVHILL, MARV**  
KFXX, Grand Junction, Colo.

**MURPHY, MICKEY**  
KFPL, Dublin, Texas.

**MURRAY, JIM**  
WCAE, Pittsburgh, Pa.

**MYERS, DENNY**  
WEAN, Providence, R. I.

**MYERS, JOE**  
KOA & KFEL, Denver, Colo.

## — N —

**NASH, BARNES II.**  
WJLS, Beckley, W. Va.

**NASH, ROBERT**  
WKRC, Cincinnati, Ohio

**NEVLETT, JOHNNY**  
WBNS, Columbus, Ohio

**NELSON, RALPH**  
KCKN, Kansas City, Kans.

**NESBIT, DICK**  
WENR & WMAQ, Chicago, Ill.

**NEWMAN, JACK**  
KDB, Santa Barbara, Calif.

**NOLL, HERMAN**  
WKOK, Sunbury, Pa.

**NORMAN, NEIL**  
WIL, St. Louis, Mo.

**NORRIS, PAUL**  
WSOC, Charlotte, N. C.

**NORWOOD GARVICE**  
KCMC, Texarkana, Texas

**NUNN, CLYDE**  
CJCB-CJCX, Sydney, Nova Scotia,  
Can.

## — O —

**OAKES, B.**  
WATL, Atlanta, Ga.

**O'BRIEN, DON**  
KMBC, Kansas City, Mo.

**O'BRIEN, GREG**  
WEBC, Duluth, Minn.

**O'BRIEN, JOE**  
WMCA, New York City, N. Y.

**O'CALLAHAN, JEAN**  
WCNW, Brooklyn, N. Y.

**O'HARA, BOB**  
WFBL, Syracuse, N. Y.

**O'HARA, JOHNNIE**  
KWK, St. Louis, Mo.

**OLDAKER, LYNN**  
KGFX, Pierre, S. D.

**ONSLow, JACK**  
WAAB-WNAC, Boston, Mass.

**O'TOOLE, LARRY**  
WCAD, Canton, N. Y.

**OTT, WOODROW**  
WESG, Elmira, N. Y.

**OWEN, FORREST**  
WKAR, East Lansing, Mich.

**OWENS, MAURY**  
WROK, Rockford, Ill.

**OXFORD, GEORGE**  
WJBW, New Orleans, La.

## — P —

**PAGET, JOE**  
WJDX, Jackson, Miss.

**PARKER, WILSON**  
KGFF, Shownee, Okla.

**PATRICK, VAN**  
KRMD, Shreveport, La.

**PEARSON, FORT**  
WENR, WMAQ, Chicago, Ill.

**PENFIELD, ADD**  
WPTF, Raleigh, N. C.

**PEPE, JOHNNY**  
WPIC, Sharon, Pa.

**PERRY, BOB**  
WORL, Boston, Mass.

**PETERS, KENETH**  
KTMS, Santa Barbara, Calif.  
Football Broadcasts.

**PETTEGREW, C. W.**  
WOSU, Columbus, Ohio

**PFABLER, JR., FRED P.**  
WTOC, Savannah, Ga.

**PHILLIPS, ROGER**  
WSIX, Nashville, Tenn.

**PIEDRA, CHARLIE**  
WCHV, Charlottesville, Va.

**PIEPLow, ELDEN**  
KWBG, Hutchinson, Kans.

**PIGUE, BOB**  
WMC, Memphis, Tenn.

**POOLE, BOB**  
WGPC, Albany, Ga.

**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POPE, BILL**  
WENY-WESG, Elmira, N. Y.

**PRIESTLEY, BOB**  
CJGX, Yorktown, Sask. Can.

**PRYOR, JIM**  
WHIS, Bluefield, W. Va.

## — Q —

**QUIGLEY, E. C.**  
WIBW, Topida, Kans.

## — R —

**RAMSEY, WAYMOND**  
KELD, El Dorado, Ark. KARK,  
Little Rock, Ark.

**RAPIEFF, KEN**  
WICC, Bridgeport, Conn.

**RAPP, CY**  
KMA, Shenawdoah, Iowa.

**RATEY, HUBERT**  
WGPC, Albany, Ga.

**RATLIFF, SLIM**  
WTAL, Tallahassee, Fla.

**RAY, ED**  
WDAE, Tampa, Fla.

**REAGAN, J. NEIL**  
WOC, Davenport, Iowa

**REDFERN, CHARLES**  
WJBC, Bloomington, Ill.

**REILLY, SPEED**  
KLS, Oakland, Calif.

**REVEL, ORVILLE**  
WKAT, Miami Beach, Fla.

**REYNOLDS, CARTER**  
KFDA, Armarillo, Texas

**RICE, CONRAD**  
WJMC, Rice Lake, Wisc.

**RICHARDSON, BOB**  
KWK, St. Louis, Mo.

**RIDER, MAURY**  
KIRO, Seattle, Wash.

**RILEY, DON**  
WCAO, Baltimore, Md.

**RILEY, LEN**  
WFEM, Indianapolis, Ind.

**RISS, DAN**  
WFAA, Dallas, Texas

**RIVES, BOB**  
KBST, Big Spring, Texas

**ROACH, HAL**  
KTAR, Phoenix, Ariz.

**ROGERS, RALPH**  
KCRC, Enid, Okla.

**ROGERS, WILLIAM**  
WHAM, Rochester, N. Y.

**ROHN, BILL**  
KSOO-KELO, Sioux Falls, S.D.

**ROLL, DICK**  
WHIO, Dayton, Ohio.

**ROSCOE, PAUL**  
KVAK, Atchinson, Kans.

**ROSKIN, LEW**  
CJOC, Lethbridge, Alberta, Can.

**ROSS, GEORGE**  
KWG, Stockton, Calif.

**ROTHCHILD, WALTER**  
WTAD, Quincy, Ill.

**ROTHNIM, BILL**  
WSYR, Syracuse, N. Y.

**REBENSTEIN, RALPH**  
WAAB, Boston, Mass.

**RUSH, KENT**  
KTHS, Hot Springs, Ark.

**RUSSELL, DAVE**  
WRUP, Gainesville, Fla.

**RUSSELL, JACK**  
CKCR, Kitchener - Waterloo -  
Ont., Can.

**RUTHBORN, NACK**  
WMBR, Jacksonville, Fla.

**RYAN, FRANK**  
WAAB, Boston, Mass.

**RYAN, QUIN A.**  
WGN, Chicago, Ill.

## — S —

**SAMP, ED**  
WHA, Madison, Wisc.

**SANDERS, JACK**  
WSKB, McComb, Miss.

**SAUNDERS, CHARLES**  
WGCM, Mississippi City, Miss.

**SAVAGE, GUY**  
WGA, Chicago, Ill.

**SCHALDEMAN, CARL**  
KWSC, Pullman, Wash.

**SCHMIDT, RAY**  
KWK, St. Louis, Mo.

**SCHWEER, ROLAND**  
KPRC, Houston, Texas

**SCOFIELD, DAVE**  
KFRC, San Francisco, Calif.

**SCOTT, RAY**  
WJAC, Johnston, Pa.

# SPORTS COMMENTATORS

**SCURLOCK, TINY**  
KRIC, Beaumont, Texas

**SEARLES, NEIL**  
WGL-WOWO, Fort Wayne, Ind.

**SEARS, BILL**  
KUTA, Salt Lake City, Utah

**SELBY, PRICE**  
WRGA, Rome, Ga.

**SHAPER, John**  
WKY, Oklahoma City, Okla.

**SHANNON, BOB**  
KWNQ, Winona, Minn.

**SHAVER, BUD**  
WXYZ, Detroit, Mich. Baseball  
Final, Grid Iron Guesses.

**SHERMAN, VAL**  
WBBM, Chicago, Ill.

**SHERMAN, W. C.**  
WBAP, Fort Worth, Texas.

**SHOLAR, WILEY**  
WBIG, Greensboro, N. C.

**SHORT, JACK**  
CKMO, Vancouver, British  
Columbia, Can.

**SHUMATE, GENE**  
KRNT, KSO, Des Moines, Iowa

**SIEBERT, HERB**  
KWYO, Sheridan, Wyo.

**SILVA, FRANK**  
WSAY, Rochester, N. Y.

**SIVERS, REX**  
CKTB, St. Catharines, Ont.,  
Can.

**SIMMONS, DAVE**  
KDYL, Salt Lake City, Utah.

**SIMONDS, HAL**  
WFIL, Phil., Pa.

**SIMPSON, CHUCK**  
WDOO, Chattanooga, Tenn.

**SIMPSON, DALE**  
KCRC, Enid, Okla.

**SIMPSON, STAN**  
KTRC, Visalia, Calif.

**SKARDA, LANGDON**  
KICA, Clovis, N. M.

**SLAPPEY, SID**  
WMAS, Macon, Ga.

**SLATER, BILL**  
WNAC, Boston, Mass.

**SLUTZ, GENE**  
WCMI, Ashland, Ky.

**SMALL, FRANK**  
WARD, Brooklyn, N. Y.

**SMART, NEFF**  
KOVQ, Provo, Utah

**SMITH, CHESTER**  
KDKA, Pittsburgh, Pa.

**SMITH, ERNIE**  
NBC, Pacific Coast League  
Baseball Games.

**SMITH, HAL**  
WRR, Dallas, Texas.

**SMITH, HUGH**  
WAML, Laurel, Miss.

**SMITH, ROBERT H.**  
WOOD-WASH, Grand Rapids,  
Mich.

**SNOWDON, CHARLES**  
WBK, Clarksburg, W. Va.

**SPANIO, ARNOLD**  
KOOS, Marshfield, Ore.

**SPARKS, BUD**  
WCAM, Camden, N. J.

**SPENCER, R.**  
WADC, Akron, Ohio.

**ST. JAMES, CHRIS**  
WCNW, Brooklyn, N. Y.

**STAHL, GEORGE**  
WKOK, Sunbury, Pa.

**STAMPS, WELDON**  
KGFF, Shawnee, Okla.

**STARR, JACK**  
WTAM, Cleveland, Ohio

**STEARNS, BILL**  
WHEB, Portsmouth, N. H.

**STEELE, BOB**  
WTIC, Hartford, Conn.

**STEMMLER, NICK**  
WSYR, Syracuse, N. Y.

**STERN, BILL**  
NBC, Boxing Bouts, Four Star  
News, Sports Newsreel of the  
Air, Goodrich Sports Review.

**STEVENS, JACK**  
WNAC, Boston, Mass.

**STEVENS, RALPH**  
KROW, Oakland, Calif.

**STEVESON, JIMMY**  
WJR, Detroit, Mich.

**STEWART, M. D.**  
KNET, Palestine, Texas

**STEWART, WALTER**  
WMC, Memphis, Tenn.

**STOCKTON, J. ROY**  
KSD, St. Louis, Mo.

**STONE, RALPH**  
KSRO Santa Rosa, Calif.

**STOTT, ANNE**  
CKMO, Vancouver, British  
Columbia, Can.

**STOUT, ALLEN**  
WKRC, Cincinnati, Ohio.

**STOUT, ALLEN**  
WROL, Knoxville, Tenn.

**STRAUSS, JOE**  
WRNL, Richmond, Va.

**SULLIVAN, GENE**  
KGO & KPO, San Francisco,  
Calif., Fellow Sportsman.

**SULLIVAN, HENRY**  
WGTM, Wilson, N. C.

**SULLIVAN, JOHN**  
KNET, Palestine, Texas

**SUTTERFIELD, PHIL**  
WCSC, Charleston, S. C.

**SWAN, JOHN D.**  
WCAX, Burlington, Vt.

**SWEENEY, BUDD**  
WHKC, Columbus, Ohio

## — T —

**TALBERT, TURTLE**  
WPOI, Bristol, Tenn.

**TAUB, SAM**  
WHN, Hour of Champions,  
NBC, Commentator on Tele-  
vision Fights and Madison  
Square Garden Fights.

**TEAS, CHARLES**  
KGFI, Roswell, N. M.

**TERRY, BILL**  
WGN, Birmingham Ala.

**TERRY, JR., BILL**  
WMC, Memphis, Tenn.

**TERRY, GENE**  
WTAD, Quincy, Ill.

**TERWAG, TYS**  
WNOX, Knoxville, Tenn.

**THOMAS, HARRY**  
WBAX, Wilkes Barre, Pa.

**THOMAS, JACK**  
WACO, Waco, Texas

**THOMAS, ROLLYN O.**  
CBS-MBS-NBC, Football Broad-  
casts.

**THOMPSON, BILL**  
KWFT, Wichita Falls, Texas.

**THOMPSON, HAL**  
WFAA, Dallas, Texas

**THOMPSON, JIMMIE**  
WPBC, Greenville, S. C.

**THORGERSEN, ED**  
MBS.

**THORNBURGH, VERNON**  
WCPO, Cincinnati, Ohio

**TIPS, KERN**  
KPRC, Houston, Texas.

**TIPTON DAVID**  
KFPL, Dublin, Texas.

**TOTTEN, HAL**  
WENR, WMAQ, Chicago, Ill.

**TREDWAY, BILL**  
KFBB, Great Falls, Mont.

**TRUITT, ROLLIE**  
KEX-KGW, Portland, Ore.

**TUCKER, JOE**  
WWSW, Pittsburgh, Pa.

**TURNER, JIM**  
WSIX, Nashville, Tenn.

**TUTHILL, BILL**  
WWRU, Woodside, N. Y.

**TYSON, E. L.**  
WWJ, Detroit, Mich.

## — U —

**UPSHUR, BOB**  
WGRM, Grenada, Miss.

## — V —

**VANCE, FRED**  
WDWS, Champaign, Ill.

**VANCE, KEN**  
WMSL, Decatur, Ala.

**VAN DES AUTELS, R.**  
KFAC, Los Angeles, Calif.

**VELA, WILLIE**  
KPAB, Laredo, Texas

**VENTER, MEL**  
KFRC, San Francisco, Calif.

**VINEY, HENRY**  
CJOC, Lethbridge, Alberta,  
Can.

**VOLGER, CHARLES**  
WHBF, Rock Island, Ill.

**VOLKER, GEORGE**  
KVAN, Vancouver, Wash.

**VOLTZ, LUTHER**  
WIOD, Miami, Fla.

## — W —

**WADE, HORACE**  
WAAB, Boston, Mass.

**WAGNER, PAUL**  
WPAF, Portsmouth, Ohio

**WAGNER, RALPH**  
WOW, Omaha, Nebr.

**WAKEMAN, TONY**  
WOL, Washington, D.C. Sports-  
page.

**WALKER, HAL**  
WISN, Milwaukee, Wisc.

**WALKER, W. E.**  
WIBA, Madison, Wisc.

**WALLACE, GUY**  
WHK-WCLE, Cleveland, Ohio.

**WALLACE, HUGH**  
CKMO, Vancouver, British Co-  
lumbia, Can.

**• • • SPORTS COMMENTATORS • • •**

**WALLACE, JACK**  
KBST, Big Spring, Texas.

**WALLACE, RAY**  
WKST, New Castle, Pa.

**WALLACE, WILLIAM L.**  
KOVC, Valley City, N. D.

**WALS, IRA**  
WPEN, Phil. Pa.

**WALTON, LUKE**  
WBC, Indianapolis, Ind.  
WBOW, Terre Haute, Ind.

**WARD, FRANK B.**  
WFMJ, Youngstown, Ohio.

**WARD, GRANT P.**  
WOSU, Columbus, Ohio

**WARDEN, AL**  
KLO, Ogden, Utah.

**WARNER, BILL**  
KMA, Shenandoah, Iowa.

**WARREN, CHARLES**  
WCOL, Columbus, Ohio

**WATKINS, DICK**  
KRGU, Westlaco, Texas.

**WATTRICK, DON**  
WKAR, East Lansing, Mich.

**WEATHERWAX, BEN K.**  
KXRO, Aberdeen, Wash.

**WEBSTER, MAURICE**  
KNX, Los Angeles, Calif.

**WEEKS, GEORGE**  
WJAX, Jacksonville, Fla.

**WEGENER, DICK**  
KARM, Fresno, Calif.

**WEINGARTH, FRED**  
WDAF, Kansas City, Mo.

**WELCH, MILAN O.**  
WCHS, Portland, Maine

**WELSH, BILL**  
KFEL, Denver, Colo.

**WELTMER, FRANK**  
KOY, Phoenix, Ariz.

**WESLEY, JAY**  
WEEI, Boston, Mass. Marvels Sports Rendezvous.

**WHISENANT, A. D.**  
KRBC, Abilene, Texas.

**WHITE, ANDREW**  
KTAR, Phoenix, Ariz.

**WHITE, ANDY**  
KVOA, Tucson, Ariz.

**WHITE, PETER**  
WKAT, Miami Beach, Fla.

**WHITNEY, DICK**  
WRNL, Richmond, Va.

**WHITNEY, JACK**  
KADA, Ada, Okla.

**WIEGAND, CLYDE**  
KVCV, Redding, Calif.

**WIGGS, KEN**  
WGH, Newport News, Va.

**WILBUR, GORT**  
WNLC, New London, Conn.

**WILLIAMS, PAUL**  
WWJ, Detroit, Mich.

**WILLIAMSON, WARREN S.**  
KFKA, Greeley, Colo.

**WILSON, ED.**  
KFBB, Great Falls, Mont.

**WILSON, JOE**  
WHGC, Canton, Ohio.

**WINGE, ED**  
WCAL, Northfield, Minn.

**WISNER, HARRY**  
WJR, Detroit, Mich.

**WOLF, SOL**  
WRAK, Williamsport, Pa.

**WOLFF, HAL**  
KGO-KPO, San Francisco, Cal.

**WOLPERS, ALLAN**  
KWOC, Poplar Bluff, Mo.

**WOOD CHARLES**  
KWSC, Pullman, Wash.

**WOOD, HENRY**  
WFBM, Indianapolis, Ind.

**WOODHOUSE, WOODY**  
WDNC, Durham, N. C.

**WOODS, JACK**  
KDRO, Sedalia, Mo.

**WOODS, JIM**  
KGLO, Mason City, Iowa.

**WOODWARD, LE ROY**  
WOMI, Owensburg, Ky.

**WORKMAN, BILL**  
WTMA, Charleston, S. C.

**WRIGHT, HOLLIS**  
WTAG, Worcester, Mass.

**WYNN, JOE**  
KOB, Albuquerque, N. M.

— Y —

**YANDT, MAX**  
KGVO, Missoula, Mont.

**YONG, DAVE**  
KABC, San Antonio, Texas

**YOUNG, GORDON**  
CFCE, Montreal, Quebec, Can.

**YOUNG, JAMES W.**  
WIS, Columbia, S. C.

**YOUNGBLOOD, Wesley**  
KFYO, Lubbock, Texas

**YOUSE, BOB**  
WDBJ, Roanoke, Va.

— Z —

**ZAIMAN, JACK**  
WDRG, Hartford, Conn.

**ZIFF, SIZ**  
WFWB, Los Angeles, Calif.

# CARL BIXBY

•

CREATOR  
WRITER  
PRODUCER  
OF  
HIGH-RATED  
RADIO PROGRAMS

•

•

Co-author

"LIFE CAN BE BEAUTIFUL"

"THIS DAY IS OURS"

and

"THE MAN I MARRIED"

•

Westport, Conn.

# Writers for Radio

AND THEIR WORK  
DURING 1939



## — A —

**ALEXANDER, A. L.**  
NBC, New York, N. Y.  
Board of Arbitration.  
**ARMSTRONG, DALE**  
KECA, Los Angeles, Calif.  
You Explain It.  
**ASHMAN, JAN**  
NBC, Gallant American Women.

## — B —

**BALLARD, ALINE**  
NBC, The Trouble with Marriage.  
**BARNOUW, ERIC**  
CBS, Pursuit of Happiness.  
**BATES, BARBARA**  
WNAX, Yankton, S. D. Sunset Trail Program.  
**BECKER, DON**  
NBC, Life Can Be Beautiful, The Man I Married.  
**BELOIN, ED.**  
NBC, Jello Program Starring Jack Benny.  
**BIRNBRYER, EDMUND**  
NBC, Horse and Buggy Days.  
**BINBY, CARL**  
NBC, Life Can Be Beautiful, The Man I Married, This Day Is Ours.  
**BRODNEY, OSCAR**  
Jack Haley's Wonder Show  
CBS, Hall of Fun NBC, Gateway to Hollywood CBS, Joe Penner Program NBC.  
**BROWN, HIMAN**  
NBC, Hilda Hope, M.D.

## — C —

**CARRINGTON, ELAINE S.**  
NBC, Pepper Young's Family.  
**CARROLL, CARROLL**  
NBC, Kraft Music Hall.  
**CONLAN, PAUL**  
Signal Carnival NBC, Grouch Club NBC, Texaco Star Theatre CBS.  
**CRANE, VERNON**  
NBC, Vernon Crane's Story Book.  
**CRUSINBERRY, JANE**  
NBC, The Story of Mary Martin.

## — D —

**DABNEY, JR., BERNARD M.**  
WRD, Richmond, Va.  
**DAVIDSON, DAVID**  
CBS, Society Girl.  
**DAVIDSON, MICHAEL**  
Believe It Or Not CBS, Aunt Jenny's True Life Stories  
NBC, Dale Carnegie NBC, Sea-test Program NBC.

## — E —

**ELLIS, CAROLINE**  
NBC, Caroline's Golden Store.  
**ERSKINE, LAURIE YORK**  
NBC, Renfrew of the Mounted.  
**EVANS, MARYLIN**  
KOMO-KJR, Seattle, Wash.  
**EVANS, TREVOR**  
KOMO-KJR, Seattle, Wash.

## — F —

**FAULKNER, GEORGE**  
CBS, Pursuit of Happiness.  
**FINBERG, HAL.**  
Jack Haley's Wonder Show  
CBS, Joe Penner Program  
NBC.  
**FISHER, MARVIN**  
NBC, The Signal Carnival.  
**FLEMING, VAN**  
NBC, I Want a Divorce.  
**FRAMER, WALT**  
WWSW, Pittsburgh, Pa.

## — G —

**GEIGER, MILTON**  
CBS, Ray Collins in Country Seat.  
**GIES, JAMES**  
WNAX, Yankton, S. D. Sunset Trail, Western Jamboree.  
**GLASCOTT, RUTH**  
KOMO-KJR, Seattle, Wash.  
**GOLDSMITH, CLIFFORD**  
NBC, The Aldrich Family.  
**GRAYSON, NAN**  
WWSW, Pittsburgh, Pa.

## — H —

**HALL, CHARLES GILBERT**  
NBC, Ideas that Came True.  
**HALPERN, DAVID HALE**  
MBS, Listen America.  
**HARRISON, CLAIRE**  
KWK, St. Louis, Mo.  
**HARVEY, RAY**  
NBC, Horace Heidt, Stop Me If You Heard This One.  
**HERMAN, HARRY**  
NBC, Mr. District Attorney.  
**HIKEN, NAT**  
NBC, The Grouch Club.  
**HILL, FRANK ERNEST**  
NBC, On Your Job.  
**HOLDEN, EDDIE**  
NBC, The Holdens.  
**HOLLAND, GERALD**  
NBC, Magic Waves.  
**HOPKINS, PAULINE**  
NBC, Midstream.

## — K —

**KENT, MONA**  
NBC, The Carters of Elm Street.  
**KIBBEE, ROLAND**  
NBC, The Grouch Club.

## KLOSE, WOODY

NBC, The Family Man.  
**KOLITCH, LOUISE**  
KOMO-KJR, Seattle, Wash.  
**KRUM, FAYETT**  
NBC, Girl Alone, Thunder Over Paradise.

## — L —

**LAURIA, LEW**  
CBS, Joe E. Brown Program.  
**LAWRENCE, HARRY**  
NBC, Kaltenmeyer's Kindergarten.  
**LEVINSON, LEONARD**  
NBC, The Tip Top Show.  
**LEVY, PARKE**  
MBS, Listen America, Ben Bernie and All The Lads.  
**LIPSCOTT, ALAN**  
CBS, Ben Bernie and All the Lads.  
**LYNCH, PEGGY**  
WCHV, Charlottesville, Va. Vanity Fair.  
**LYNN, EDWARD**  
KFWB, Los Angeles, Calif. That's How It Happened, Uncle Jimmy.

## — M —

**MACK, DICK**  
NBC, The Chase and Sanborn Program.  
**MAGUIRE, ARNOLD G.**  
Joe Penner Program NBC; Olsen and Johnson Program, Signa, Carnival NBC, Blue Monday Jamboree CBS.  
**MARCIN, MAX**  
NBC, Johnny Presents.  
**MEADE, DWIGHT**  
NBC, Harvey and Dell.  
**MEISER, EDITH**  
The Adventures of Sherlock Holmes, NBC.  
**MICHAEL, SANDRA**  
NBC, Against the Storm, The Affairs of Anthony.  
**MOORE, SAM**  
NBC, Good News of 1940.  
**MORROW, BILL**  
NBC, The Jello Program.  
**MORSE, CARLTON E.**  
NBC, I Love a Mystery, One Man's Family.  
**MUNDY, TALBOT**  
NBC, Jack Armstrong.

## — N —

**NILES, WENDELL**  
NBC, Joe Penner Program.

## — O —

**OBOLER, ARCH**  
NBC, Arch Oboler's Plays.

• • •

## WRITERS

• • •

— P —

**PHILLIPS, BOB**  
Pepsodent Show NBC, Texaco Star Theatre CBS, Joe Penner Program NBC.

**PHILLIPS, IRNA**  
NBC. Guiding Light, The Right to Happiness, Road to Life, The Woman in White.

**PIGEON, MARIE**  
KOMO-KJR, Seattle, Wash.

**POST, ROY**  
You The Jury ETs, Minute Mysteries ETs.

— Q —

**QUINN, DON**  
NBC. Fibber McGee and Molly.

**QUINN, STANLEY**  
NBC. The Chase and Sanborn Program.

— R —

**RAPP, PHIL**  
NBC. Good News of 1940.

**RHYMER, PAUL**  
NBC. Vic and Sade.

**RIDGWAY, AGNES**  
NBC. Those We Love.

**RIECK, MILTON**  
WOW, Omaha, Nebr. Little Man.

**ROSS, JEROME**  
CBS. Society Girl.

— S —

**SHAYON, ROBERT L.**  
MBS. Twenty Years Ago and Today, Once Upon a Time. Author. Author.

**SHERDEMAN, TED**  
NBC. Brent House. Candid Lady.

**SOUVAINE, HENRY**  
Voice of America CBS, Cadillac Concerts NBC, General Motors Concerts NBC, Pontiac Sunday Night Party NBC, La Salle Fashion Show NBC, Washington-Merry-Go-Round MBS, Pontiac Varsity Show NBC, Half and Half Show CBS, Your Family and Mine NBC & CBS, G. Washington's Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

**SPEER, CHARLES**  
CBS. Believe It Or Not.

**STAFFORD, GENE**  
K-7. Quite By Accident, You the Unseen Jury, We Want a Touchdown, Jack Masters, Front Page Drama, The Adventures of Jungle Jim.

**STEINARD, HELENE**  
KOMO-KJR, Seattle, Wash.

— T —

**TAZEWELL, CHARLES**  
NBC. The Adventures of Tom Mix.

**TODD, ELIZABETH**  
NBC. The Chase Twins.

**TOVRO, ORIN**  
NBC. Oxydol's Own Ma Perkins.

— W —

**WALPOLE, HELEN**  
NBC. Adventure in Reading.

**WARWICK, HOWARD**  
I Was There MBS, Thirty-Six Holes MBS, Your Opportunity ETs, The Comedy Theatre of the Air ETs.

**WEINROTT, LEN**  
NBC. Anne Thomas. Career Wife.

**WEST, JANE**  
NBC. The O'Neills.

**WICKER, IRENE**  
NBC & MBS. The Singing Lady.

— Z —

**ZIMM, MAURICE**  
Old Letters, The Squared Circle, Tapestries of Life, Confessions of Casanova, Life of Byron, The Police Blotter, Foibles of the Famous, The Sucker Clinic, Dan Dun Secret Operative No. 48.

# PAUL CONLAN

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WRITES ALL MATERIAL FOR  
"VERA VAGUE"

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WRITER and PRODUCER  
"SIGNAL CARNIVAL"

N. B. C.  
for  
BARTON A. STEBBINS AGENCY

•

# CARLTON E. MORSE

•

"ONE MAN'S FAMILY"

•

"I LOVE A MYSTERY"

•

N.B.C.  
Coast-To-Coast

# Backstage

★ *Those Engaged in Radio Production* ★  
*and their work during 1939*



## — A —

**ABBOTT, ED**  
WCCO, Minneapolis, Minn.

**ABODABER, NAIPH**  
WKY, Oklahoma City, Okla.

**ALEXANDER, JOHN**  
KFBB, Great Falls, Montana.

**ALGER, PAUL**  
WSNJ, Bridgeton, N. J.

**ALHADEFF, MORRISS J.**  
ROMO-KJR, Seattle, Wash.

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ALLEN, KEN**  
WKBH, La Crosse, Wis.

**ALLEN, PHIL**  
KFBB, Great Falls, Montana.

**ALLEY, J. LINDSEY**  
WHIS, Bluefield, W. Va.

**ALLMAYER, BEN**  
RCKN, Kansas City, Kans.

**ANDERSON, CHARLES**  
KCA, Denver, Colo.

**ARCHER, AUDRA**  
WPAR, Parkersburg, W. Va.

**ARGABRITE, CARL**  
KIUP, Durango, Colo.

**ARNOLD, B. A.**  
WLAQ, Lakeland, Fla.

**ARNOLD, WILLIAM**  
NBC, The Signal Carnival.

**ARTHUR, DOUG**  
WIBG, Glenside, Pa.

**ARTHUR, RENE**  
CKCV, Quebec, Can.

**ATWELL, MARTHA**  
NBC, Just Plain Bill, Orphans of Divorce, Mr. Keen, Tracer of Lost Persons, Young Widder Brown.

## — B —

**BAHR, FLORENCE**  
RCKN, Kansas City, Kans.

**BAKER, RUSS**  
WOW, Omaha, Nebr. WOW Players.

**BALCH, OWEN**  
KSAL, Salina, Kans.

**BALFE, KAYE**  
WMMN, Fairmont, W. Va.

**BARBER, JAMES A.**  
KGVO, Missoula, Mont.

**BARKER, BOB**  
WFAM WSBT, South Bend, Ind.

**BARNES, LEE**  
KOMO-KJR, Seattle, Wash.

**BARNHART, L. D.**  
WKAR, East Lansing, Mich.

**BARRETT, MAURICE**  
WHN, New York, N. Y.

**BARTELL, GERALD**  
WHA, Madison, Wis.

**BASS, FRED**  
CKWX, Vancouver, B. C., Can.

## HIMAN BROWN

*Radio Productions*



"Joyce Jordon, Girl Interne"

CBS

"Your Family and Mine"

CBS

"Hilda Hope, M.D."

NBC

*Directed by*

**CARLO DE ANGELO**

Palmolive's *HILLTOP HOUSE* for

Benton and Bowles

THE O'NEILLS, presented by

Ivory Soap—Compton Adv.

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## BACK STAGE

- BAXTER, LEO**  
WBOW, Terre Haute, Ind.
- BAXTER, LIONEL**  
WAPL, Birmingham, Ala.
- BAYLOR, DAVID**  
WGAE, Cleveland, Ohio.
- BEAN, HAROLD**  
NBC, Ransom Sherman Presents.
- BEARD, JAY P.**  
KBIM, Jonesboro, Ark.
- BEAVERS, WALLACE**  
WCOL, Columbus, Ohio.
- BELT, RICHARD**  
WHIO, Dayton, Ohio.
- BELZILE, MADELINE**  
CJBR, Rimouski, Quebec.
- BENCE, ROBERT**  
KFRC, San Francisco, Calif.
- BENNETT, DONN**  
WNBF, Binghamton, N. Y.
- BENNETT, RUSSELL**  
KXOX, Sweetwater, Texas.
- BENTLEY, ROBERT**  
WCPO, Cincinnati, Ohio.
- BERCOVIVI, LEONARDO**  
NBC, Betty and Bob.
- BERG, AL**  
KIEV, Glendale, Calif.
- BERNARD, V.**  
CHNC, New Carlisle, Quebec, Can.
- HESSAN, A. S.**  
KMAC, San Antonio, Texas.
- BETHEL, FRED**  
MBS-WOB, Newark, N. J. Design for Melody, Busman's Holiday, Music and Manners, Morton Gould Programs, Waldenstein Sinfonietta.
- BIONDI, FERDINAND**  
CKAC, Montreal, Quebec, Can.
- BISHOP, BURTON**  
KTEM, Temple, Texas.
- BISHOP, FRED**  
WAAB WNAC, Boston, Mass.
- BLACK, ROY**  
WEBR, Buffalo, N. Y.
- BLAIR, FRANK**  
WOL, Washington, D. C.
- BLAKE, BARRY**  
WJSV, Washington, D. C.
- BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.
- BLAND, AL**  
WCKY, Cincinnati, Ohio.
- BLAND, LEE**  
WCKY, Cincinnati, Ohio.
- BLUMENSTOCK, JR., GEORGE**  
WSKB, McComb, Miss.
- BODYCOMB, ANEURIN**  
KDKA, Pittsburgh, Pa. Arranger, Treasure Trails of Song, To You.
- BOLEN, MURRAY**  
NBC, The Jello Program.
- BORRELLI, RALPH**  
WPEN, Philadelphia, Pa. Arranger, San Giorgio Varieties.
- BOTTERILL, N.**  
CJCA, Edmonton, Alberta.
- BOURASSA, YVES**  
CKAC, Montreal, Quebec, Can.
- BOWER, ROGER**  
WOB, Newark, New Jersey.
- BOWMAN, PHIL**  
WBMM, Chicago, Ill.
- BOYD, ROBERT**  
KDB, Santa Barbara, Calif.
- BOYLE, HARRY J.**  
CKNX, Wingham, Ont., Can.
- BOYLING, SID**  
CHAB, Moose Jaw, Sask., Can.
- BRADLEY, ROLAND**  
KOMO-KJK, Seattle, Wash.
- BRADSHAW, VAUGHN**  
WTAR, Norfolk, Va.
- BRAITHWAITE, D.**  
CKGB, Timmins, Ont., Can.
- BRAZEAL, R. W.**  
KFY, Spokane, Wash. Program Director.
- BREWSTER, ROBERT**  
NBC, Kraft Music Hall, Those We Love.
- BROOKS, JANE**  
WCNV, Charlottesville, Va.
- BROWN, BEVERLY**  
WWL, New Orleans, La.
- BROWN, GORDON**  
KSKO, Santa Rosa, Calif.
- BROWN, HIRAN**  
Joyce Jordan CBS, Your Family & Mine NBC, Huda Hope, M. D. NBC.
- BROWN, HOWARD**  
WIP, Phil., Pa.
- BROWN, TOM**  
KRGU, Westhaco, Texas.
- BRYANT, E.**  
CJCA, Alberta, Can.
- BRYSON, CONREY**  
KTSM, El Paso, Texas.
- BUCKINGHAM, E. G.**  
CKNX, Wingham, Ontario, Can.
- BUENNING, PAUL**  
KFOK, Oklahoma City, Okla.
- BULL, HOWARD**  
KVOA, Tucson, Ariz.
- BURKE, BOB**  
KCKN, Kansas City, Kans.
- BURKE, HARRY**  
WOW, Omaha, Nebr.
- BYRON, ED**  
NBC, Mr. District Attorney, What's My Name?
- CALLAWAY, EDWIN**  
KTEM, Temple, Texas.
- CAMPBELL, ELDON**  
WGL WOWO, Fort Wayne, Ind.
- CAMPBELL, VICTOR**  
WGY, Schenectady, N. Y.
- CANNON, TRACY Y.**  
KSL, Salt Lake City, Utah. Music Consultant.
- CARD, CLELLAN**  
WCCO, Minneapolis, Minn.
- CARLON, ANDRE**  
WCPO, Cincinnati, Ohio.
- CARLSON, RICHARD**  
WELL, New Haven, Conn.
- CARLTON, R.**  
WATL, Atlanta, Ga.
- CASE, GEORGE T.**  
WRAL, Raleigh, N. C.
- CASHMAN, ED.**  
CBS, Concert In Rhythm.
- CASSIN, MARIGOLD**  
NBC, Good Morning Tonight.
- CATON, EARL**  
WMGA, Moultrie, Ga.
- CAVANAGH, WILLIAM T.**  
WTAG, Worcester, Mass.
- CANANOE, HAYLE**  
WCCO, Minneapolis, Minn.
- CANTOLA, GREGORY**  
WMCA, New York, N. Y.
- CHAMBERS, CLAIRE**  
CKSO, Sudbury, Ont., Can.
- CHAUDOIN, ROBERT L.**  
WSIX, Nashville, Tenn.
- CHINDBLOM, RICHARD N.**  
WAAF, Chicago, Ill.
- CHAMBERLAIN, HOWARD**  
KLZ, Denver, Colo.
- CHANCE, AL**  
WBMM, Chicago, Ill.
- CHASE, JACK**  
WNAX, Yankton, S. D. Director of Sioux City Studios.
- CHERNIAVSKY, JOSEF**  
Musical Camera NBC, My Lucky Break MBS, Marathon Melodies NBC-WLW, Nash Automobile Program NBC-WSAI, Musical Steeplechase MBS.
- CHESIRE, HARRY**  
KMOX, St. Louis, Mo.
- CHRISTMAN, EARL**  
WHIO, Dayton, Ohio. Arranger.
- CHURCH, JAMES**  
NBC, Adventure in Reading, Mr. District Attorney.
- CIVILLE, ROY**  
KIDO, Boise, Idaho.
- CLARK, DAVE**  
KFDA, Amarillo, Texas.
- CLARK, GENE**  
NBC, Parent's Pow Wow.
- CLARK, HAROLD**  
Wean, Providence, R. I.
- CLARK, HOWARD**  
CKSO, Sudbury, Ont., Can.
- CLARK, JAY**  
NBC, Hollywood Playhouse.
- CLEGG, AUDREY**  
WGH, Newport News, Va.
- CLEGHORN, JOHN**  
WMC, Memphis, Tenn.
- CLINE, CALDWELL**  
WBT, Charlotte, N. C.
- COFFIN, FRANK**  
KHSL, Chico, Calif.
- COGGESHALL, A. O.**  
WGY, Schenectady, N. Y.
- COHEN, PHILIP**  
NBC, Gallant American Women.
- COLLINS, TED**  
Kate Smith Hour CBS.
- CONLAN, PAUL**  
NBC, Signal Carnival.
- CONNOLLY, JOHN**  
WBRC, Birmingham, Ala.



## BACKSTAGE

**CONOVER, WILLIS**  
WTBO, Cumberland, Md.

**COOKE, F. TURNER**  
WMAS, Springfield, Mass.

**COOPER, A. R.**  
WFDF, Flint, Mich.

**COPE, DON**  
Good News of 1939 NBC, Joe E. Brown CBS.

**CORNING, WALTER**  
WNOX, Knoxville, Tenn.

**CORNWELL, BLAINE**  
KXOK, St. Louis, Mo.

**CORWIN, NORMAN**  
CBS, Words Without Music, The Columbia Workshop, So This Is Radio, Pursuit of Happiness.

**COTT, TED**  
Society Girl CBS, Bury the Dead, WMCA-Inter-city.

**COURSEY, ALEC**  
WQDM, St. Albans, Vt.

**CRABTREE, CHARLES**  
KTFI, Twin Falls, Idaho.

**CROSS, MILTON J.**  
NBC, Coast to Coast on a Bus.

**CROSS, RED**  
WMAZ, Macon, Ga.

**CROSSWHITE, R. I.**  
KPEL, Denver, Colo.

**CROW, LESLIE**  
WTMV, East St. Louis, Ill. News Editor.

**CRUMP, OWEN**  
NBC, The Grouch Club.

**CRUTCHFIELD, CHAS. H.**  
WBT, Charlotte, N. C.

**CUDDEBACK, EUGENE**  
WDAS, Phil., Pa.

**CUPP, ROD**  
WLS, Chicago, Ill.

### — D —

**DALE, GEORGE**  
WJLS, Beckley, W. Va.

**DANBY, LEE**  
KTW, Seattle, Wash.

**DAVIDSON, G.**  
WKBV, Youngstown, Ohio.

**DAVIS, BILL**  
WAGM, Presque Isle, Maine.

**DAVIS, RUSS**  
KWTO-KGBX, Springfield, Mo.

**DAWSON, STEWART**  
WBBM, Chicago, Ill.

**DEAN, STUART**  
KOMA, Oklahoma City, Okla.

**DE ANGELO, CARLO**  
NBC, Hilltop House, The O'Neills.

**DeMILLE, CECIL B.**  
CBS, Lux Radio Theatre.

**DeMOSS, LYLE**  
WOW, Omaha, Nebr.

**DENNIS, JR., LLOYD**  
WJSV, Washington, D. C.

**DEVORE, TOM**  
WBNS, Columbus, Ohio.

**DIERKEN, KATHERINE**  
WBAL, Baltimore, Md. Director of Women's Programs.

**DILLAHUNTY, THOMAS**  
KCMC, Texarkana, Texas.

**DILLER, ROBERT**  
WMRO, Aurora, Ill.

**DILLON, JOHN**  
WFAS, White Plains, N. Y.

**DINSDALE, A "DINNY"**  
Beyond Reasonable Doubt, Special West and Texas Networks.

**DIXON, JOHN**  
WROK, Rockford, Ill.

**DIXON, MASON**  
WNOX, Knoxville, Tenn.

**DONAHOE, HOWARD**  
WLOK, Lima, Ohio.

**DOUGLAS, JIM**  
KMOX, St. Louis, Mo.

**DRAIN, ROBERT**  
WFAM WSBT, South Bend, Ind.

**DRAKE, DALE**  
WRR, Dallas, Texas.

**DREYFUS, WOODS**  
WISN, Milwaukee, Wis.

**DROLICH, AL**  
KDRO, Sedalia, Mo.

**DRUMMOND, DAVID**  
NBC, Hawthorne House.

**DRYSDALE, NORMAN**  
WHK-WCLE, Cleveland, Ohio.

**DUFFY, L. ROY**  
KFJZ, Fort Worth, Texas.

**DUNNING, INNESS**  
WEBC, Duluth, Minn.

**DURBIN, BILL**  
WEW, St. Louis, Mo.

**DUTTON, MYRON**  
NBC, Contrasts, The Chase and Sanborn Program, The Holdens, I Love A Mystery, One Man's Family, Who Sang It?

### — E —

**EDWARDS, BILL**  
WMMN, Fairmont, W. Va.

**EDWARDS, EDDIE**  
KMBC, Kansas City, Mo.

**EDWARDS, ERNIE**  
KWYO, Sheridan, Wyo.

**EISEN, MORRIS**  
WMBH, Joplin, Mo.

**EISENMAN, ROBERT**  
WSAV, Savannah, Ga.

**ELLINGTON, KEN.**  
WBBM, Chicago, Ill. Know Your Job, Meet Chicago.

**ELLIOTT, GERALDINE**  
WJR, Detroit, Mich.

**ELTON, DAVE**  
NBC, Good News of 1940, Al Pearce and His Gang, Hollywood Playhouse.

**ERICKSON, RODNEY**  
WMAL WRC, Washington, D. C.

**ERVIN, EDWARD**  
WBX, New York, N. Y.

**EUBANKS, GENE**  
NBC, Backstage Wife, The Gilmans.

**EVANS, HAYDEN**  
WHBY WTAQ, Green Bay, Wis.

**EVANS, JONES**  
WBAX, Wilkes Barre, Pa.

### — F —

**FABIAN, BUNTY**  
KUTA, Salt Lake City, Utah.

**FAFARD, JULIETTE**  
CJBR, Rimouski, Quebec, Can.

**FAULKNER, DICK**  
BBM, Chicago, Ill.

**FAUST, ARTHUR H.**  
KMPC, Beverly Hills, Calif. Program Director, Rolling Wheels, Treasure Island, KOIL, Omaha, Nebr. Production Manager.

**FAWCETT, GILBERT**  
KDAL, Duluth, Minn.

**FENNINGMORE, GENE**  
KFYO, Lubbock, Texas.

**FERRIS, ROBERT**  
KOMO-KJR, Seattle, Wash.

**FIELDING, BILL**  
WMC, Memphis, Tenn.

**FILLION, W. ROSS**  
WMAL WRC, Washington, D. C.

**FINDLAY, BOB**  
WHAT, Greenfield, Mass.

**FISHBURN, ALAN M.**  
Surrey Theatre Hour WABI, Star Notes From Stony Creek Theatre WECC, Your Family and Mine NBC & CBS.

**FISHER, JERRY**  
KABC, San Antonio, Texas.

**FLANAGAN, ALVIN**  
WRUF, Gainesville, Fla.

**FLEMING, VAN**  
NBC, I Want A Divorce.

**FLETCHER, G. G.**  
WLAK, Ladeland, Fla.

**FLINT, H. HARRISON**  
KTKC, Visalia, Calif.

**FONDREN, ELMER**  
KGGM, Albuquerque, New Mexico.

**FOSTER, JACK**  
KRIC, Beaumont, Texas.

**FOSTER, JAMES**  
WHEB, Portsmouth, N. H.

**FOULIS, WILLIAM S.**  
KOB, Albuquerque, N. M.

**FOWLKES, ROSSER**  
WAUR, Winston-Salem, N. C.

**FOX, FRED**  
KYA, San Francisco, Calif.

**FRAZIER, KYLE**  
WMSL, Decatur, Ala.

**FREBURG, CHARLES**  
WOC, Davenport, Iowa.

**FREEBAIRN-SMITH, THOMAS**  
CBS, Lux Radio Theatre, Big Town, Al Pearce and His Gang.

**FREELAND, FRED**  
WHBC, Canton, Ohio.

**FREEMAN, GENE**  
KTW, Seattle, Wash.

**FRENCH, BOB**  
WHKC, Columbus, Ohio.

**FRESCOTT, NORMAN**  
NBC, Alias Jimmy Valentine, Uncle Jim's Question Bee.

## BACKSTAGE

**FRITSCHER, SIGMUND**  
WKBB, Dubuque, Iowa.

**FRY, EVAN**  
KANS, Wichita, Kans.

**FURR, RICHARD**  
KWFT, Wichita Falls, Texas.

### — G —

**GAGNON, JEANNE**  
CJBR, Rimouski, Quebec, Can.

**GALLIART, MELVILLE K.**  
WKBB, Dubuque, Iowa.

**GAMBLE, PAUL**  
WPIC, Sharon, Pa.

**GARDNER, ED**  
CBS, This Is New York.

**GARFIELD, JOHN**  
WBAX, Wilkes Barre, Pa.

**GARFIELD, SCOTT P.**  
WBX, Utica, N. Y.

**GARLARDIN, R. G.**  
WEEI, Boston, Mass.

**GATEWOOD, Z.**  
WTAD, Quincy, Ill.

**GAVIN, BILL**  
KOMO-KJR, Seattle, Wash.

**GAY, BILL**  
KNX, Los Angeles, Calif. Supervisor of Announcers. CBS, Producer, Burns and Allen.

**GEARHART, LYNN**  
WSUN, St. Petersburg, Fla.

**GENSEL, CARL**  
WXYZ, Detroit, Mich.

**GENTRY, LETHA MYERS**  
KOMO-KJR, Seattle, Wash.

**GENTRY, ROBERT**  
KOMO-KJR, Seattle, Wash.

**GEORGE, A. H.**  
KOBH, Rapid City, S. D.

**GEORGES, BERT**  
WCMI, Ashland, Ky.

**GIBBONS, GUILBERT**  
WENR-WMAQ, Chicago, Ill.

**GIBNEY, JACK**  
WRBL, Columbus, Ga.

**GIFFORD, DICK**  
KWNO, Winona, Minn.

**GILBERT, PEGGY**  
KMPC, Beverly Hills, Calif. Petticoat Review, Six Gals and a Guy.

**GILLINGHAM, JOHN**  
KYA, San Francisco, Calif.

**GIRARD, PAUL**  
WBAL, Baltimore, Md.

**GIROUX, PAUL**  
KTAR, Phoenix, Ariz.

**GLENN, JOE**  
WMMN, Fairmont, W. Va.

**GOBEL, ADOLPH**  
WVRL, Woodside, N. Y.

**GODWIN, CHARLES**  
WOR, Newark, N. J.

**GOLDBERG, RUBIN**  
WLTH, Brooklyn, N. Y.

**GOLDEN, MYRON**  
WWJ, Detroit, Mich.

**GOODWIN, HAL**  
WHAI, Greenfield, Mass.

**GORDON, DARLENE**  
WMRO, Aurora, Ill.

**GORDON, SAM**  
WHBQ, Memphis, Tenn.

**GOSCH, MARTIN**  
CBS, Columbia Workshop.

**GOTTLIEB, JOE**  
WCAU, Phila., Pa.

**GRAHAM, ARTHUR W.**  
WKST, New Castle, Pa.

**GRAHAM, GORDON**  
NBC, Valiant Lady.

**GRAHAM, WALTER**  
WMAZ, Macon, Ga.

**GRAM, RALPH**  
WVMO, Asheville, N. C.

**GRANT, ROBERT**  
WNOE, New Orleans, La.

**GRAY, MADELINE**  
NBC, Bright Idea Club.

**GREEN, CHARLES P.**  
WIOD, Miami, Fla.

**GREEN, GEORGE**  
NBC, Cloister Bells.

**GREEN, GILBERT S.**  
WLTH, Brooklyn, N. Y.

**GREEN, JUDD NORMAN**  
KMOX, St. Louis, Mo.

**GRENE, C. F.**  
CJGX, Yorkton, Sask., Can.

**GREENE, R. G.**  
KIEV, Glendale, Calif.

**GREENICE, FRED**  
KMA, Shenandoah, Iowa.

**GREENWOOD, WARREN**  
WHAI, Greenfield, Mass.

**GRIFFIN, BETTY C.**  
WBX, Utica, N. Y.

**GROLLER, JOHN**  
WGBI, Scranton, Pa.

**GROSS, ELLIOT F.**  
WFMD, Frederick, Md.

**GRUENBERG, AXEL**  
NBC, The Affairs of Anthony.

**GRUNTS, BRENT**  
WFBR, Baltimore, Md.

**GUTTRIDGE, MARYNELLE**  
WRNL, Richmond, Va.

**GUYAN, GEORGE**  
KFRU, Columbia, Mo.

**HAINES, FRANK**  
WCOA, Pensacola, Fla.

**HALL, ARTHUR SEYMOUR**  
WCOP, Boston, Mass.

**HALPERN, DAVID HALE**  
WMAN, Springfield, Mass. & WATR & WBRY, Waterbury, Conn. Regal News with Elmer Davie CBS.

**HAMILTON, JIM**  
WLEU, Erie, Pa.

**HANEY, LORAN**  
WKBZ, Muskegon, Mich.

**HANNOY, S. L.**  
WFPY, Spokane, Wash. Production Manager.

**HANSEN, JOHN F.**  
KFOR, Lincoln, Nebr.

**HARDEN, FRANK**  
WBIG, Greensboro, N. C.

**HARDER, JACK**  
WAYX, Waycross, Ga.

**HARDY, RALPH**  
KSL, Salt Lake City, Utah.

**HARGIS, THOMAS**  
WENR WMAQ, Chicago, Ill.

**HARKINS, BEN**  
KFRC, San Francisco, Calif.

**HARMON, KING**  
KGVO, Missoula, Mont.

**HARPER, TRO**  
KSFO, San Francisco, Calif.

**HARRINGTON, NORMAN**  
KGLU, Safford, Ariz.

**HARRIS, DAVID H.**  
WOOD-WASH, Grand Rapids, Mich.

**HARRIS, HARRIETT**  
WOW, Omaha, Nebr. Magic Story Circle.

**HARRIS, L. G.**  
WENR WMAQ, Chicago, Ill.

**HARRISON, R.**  
CKOC, Hamilton, Ont., Can.

**HARTMAN, LOUIS**  
KOCY, Oklahoma City, Okla.

**HARVEY, JAMES**  
KYW, Philadelphia, Pa.

**HAWKINS, S. BOWEN**  
WBX, Utica, N. Y.

**HAWTHORNE, BEN**  
WTIC, Hartford, Conn.

**HAYES, JOHN**  
WOR, Newark, N. J.

**HAYES, MAURICE F.**  
WSUN, St. Petersburg, Fla.

**HAYES, REX**  
WNAX, Yankton, S. D. Musical Director-Arranger.

**HEDIGER, TED**  
NBC, The Adventures of Sherlock Holmes, The Jello Program, Kraft Music Hall.

**HEGELUND, FRED**  
NBC, Good Morning Tonight, Martha Meade, Bennie Walker's Tillamook Kitchen.

**HEISCH, GLAN**  
NBC, The Tip Top Show.

**HENDERSON, R.**  
CKOC, Hamilton, Ont., Can.

**HENDON, JUNE**  
KSN, San Francisco, Calif. Mothers Only.

**HENKIN, MORTON**  
KSOO-KELO, Sioux Falls, S. D.

**HENRY, E.**  
KDRO, Sedalia, Mo.

**HEWETSON, H.**  
KMBC, Kansas City, Mo.

**HICKMAN, HENRY**  
WFBR, Baltimore, Md.

**HICKS, CHARLES**  
WSOC, Charlotte, N. C.

**HIESTAND, BOB**  
KECA - KFI, Los Angeles, Calif.

**HILL, JACK**  
WWJ, Detroit, Mich.

**HINCKS, M. N.**  
CKLN, Nelson, B. C. Library Time.

**HIRSCHBOECK, BETTINA**  
WEBC, Duluth, Minn.

**HOBGOOD, BOB**  
WOMI, Owensboro, Ky.

**HOFF, HARRY W., JR.**  
Life Can Be Beautiful CBS, This Day Is Ours NBC, The Man I Married NBC, The Parker Family NBC.

### — H —

## BACKSTAGE

**HOFFMAN, JACK**  
KTUL, Tulsa, Okla.

**HOLBROOK, JACK**  
KMIN, St. Paul, Minn. &  
KYSM, Mankato, Minn.

**HOLT, BOB**  
WCLS, Joliet, Ill.

**HOWARD, HERB**  
WNAX, Yankton, S. D. Sun-  
set Trail.

**HOWELL, CHARLES**  
KFXJ, Grand Junction, Colo.

**HOWLETT, ERIC**  
WJR, Detroit, Mich.

**HUDSON, HARRY**  
WOPI, Bristol, Tenn.

**HUGHES, GORDON**  
NBC, Midstream, Your Health,  
Inside Story.

**HUGHES, HAROLD**  
KOIL, Omaha, Nebr.

**HUGHES, RUSSEL**  
KFWB, Los Angeles, Calif.

### — I —

**IGON, BERT**  
KWK, St. Louis, Mo.

**IRVING, CHARLES**  
WTCN, St. Paul-Minneapolis,  
Minn.

### — J —

**JACKSON, DALE**  
WMFF, Plattsburg, N. Y.

**JACKSON, FRANK**  
KGFF, Shawnee, Okla.

**JACOBSON, LOUIS**  
WGN, Chicago, Ill.

**JARVIS, ERNEST**  
KNX, Los Angeles, Calif.

**JENKINS, RONALD**  
WJNO, West Palm Beach, Fla.

**JOHNSON, EDWARD**  
NBC, Metropolitan Opera  
Auditions of the Air.

**JOHNSON, FRANK**  
WBNX, New York, N. Y.

**JOHNSON, WAYNE**  
WBBN, Youngstown, Ohio.

**JOHNSTONE, JACK**  
NBC, Johnny Presents.

**JOHNS, WILLIAM**  
WTFI, Fort Lauderdale, Fla.

**JOHNSON, HARRY**  
KFAB-KFOR, Lincoln, Nebr.  
KOIL, Omaha, Nebr.

**JOHNSTON, HERBERT L.**  
WDZ, Tuscola, Ill.

**JONES, ARTHUR T.**  
WEW, St. Louis, Mo.

**JONES, MENDEL**  
WCKY, Cincinnati, Ohio.

**JONES, RUSSELL**  
WIOD, Miami, Fla.

**JONES, THOMAS**  
KYA, San Francisco, Calif.

**JOYNER, RED**  
WHKC, Columbus, Ohio.

### — K —

**KALER, RAN**  
WFAS, White Plains, N. Y.

**KARSON, LEE**  
KOB, Albuquerque, N. M.

**KAYE, AL**  
NBC, Good News of 1940.

**KEEGAN, HOWARD**  
NBC, The Woman In White.

**KESEL, FREDERICK L.**  
WMBO, Auburn, N. Y.

**KENEASTER, MARY VANCE**  
KBST, Big Spring, Texas.

**KENT, BOB**  
WMMN, Fairmount, W. Va.

**KERBY, KEITH**  
KSFO, San Francisco, Calif.

**KILEY, BILL**  
WFBM, Indianapolis, Ind.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KILGORE, JERRY**  
KARM, Fresno, Calif.

**KIMMELL, HAROLD**  
KWFT, Wichita Falls, Texas.

**KISTLER, GLEASON**  
WDAN, Danville, Ill.

**KLAER, JAMES**  
WHBQ, Memphis, Tenn.

**KLEIN, RALPH**  
WNBC, New Britain, Conn.

**KLIENMAN, FORREST**  
KVAN, Vancouver, Wash.

**KNOX, ROBERT**  
KRBC, Abilene, Texas.

**KNUTSON, MILO**  
KGLO, Mason City, Iowa.

**KOLB, HAROLD**  
WSAY, Rochester, N. Y.

**KOOPS, CHARLES-EDWARD**  
WSJS, Winston-Salem, N. C.

**KUHL, CAL**  
NBC, The Chase and San-  
born Program, Those We Love.

**KYLER, JAMES F.**  
WCLO, Janesville, W. Va.

### — L —

**LALLY, ED**  
KGKO, Fort Worth, Texas.

**LAMBERTZ, KARI**  
WFAA, Dallas, Texas.

**LANE, BERT**  
KMBC, Kansas City, Mo.

**LANGMAN, SARA**  
KFWB, Los Angeles, Calif.

**LATHAM, WAYNE HENRY**  
WSPR, Springfield, Mass.

**LAUGHNER, R. B.**  
WGIL, Galesburg, Ill.

**LAUX, ROGER**  
KEJD, El Dorado, Ark.

**LAWRENCE, BILL**  
I Want A Divorce NBC, Union  
Oil Opera Series CBS, Tennes-  
sents CBS.

**LAWRENCE, RICHARD**  
WBBM, Chicago, Ill.

**LAWRENCE, W. E.**  
WENR-WMAQ, Chicago, Ill.

**LAX, ROBERT**  
WHDL, Olean, N. Y.

**LAYMAN, MIKE**  
WBLK, Clarkesburg, W. Va.

**LEADER, ANTON**  
WMCA, New York, N. Y.

**LEE, JACK**  
WHAM, Rochester, N. Y.

**LEONARD, C. C.**  
WJMC, Rice Lake, Wisc.

**LESTER, FRANCES**  
KOCY, Oklahoma City, Okla.

**LEVITAN, SAM L.**  
KDAL, Duluth, Minn.

**LEWELLING, LOUIS**  
KARK, Little Rock, Ark.

**LEWIS, J. C.**  
KHJ, Los Angeles, Calif.

**LINDQUIST, LANSING B.**  
WSYR, Syracuse, N. Y.

**LINDSAY, ART**  
KXRO, Aberdeen, Wash.

**LONDON, LEW**  
WPEN, Phila, Pa.

**LONGENECKER, BOB**  
CBS, Gulf Screen Guild  
Theatre, Texaco Star Theatre,  
Blondie.

**LONGSTREET, R. L.**  
WFMD, Frederick, Md.

**LOOSE, CARL**  
WPAR, Parkersburg, W. Va.

**LOSEY, GEORGE**  
WLS, Chicago, Ill.

**LOUDON, GEORGE**  
KALB, Alexandria, La.

**LOVE, LEWIS**  
WACO, Waco, Texas.

**LOWE, MOWRY**  
WEAN, Providence, R. I.

**LOWELL, MAURY**  
NBC, Ellen Randolph, Back-  
stage Wife.

**LUCAS, PAUL**  
WTIC, Hartford, Conn.

**LUDWIG, LYELL**  
WCLO, Janesville, W. Va.

**LUKENBILL, WILBUR**  
KOMA, Oklahoma City, Okla.

**LUTHER, JACK**  
KVNU, Logan, Utah.

**LYMAN, PETE**  
KOMO-KJR, Seattle, Wash.

### — M —

**McALISTER, R. B.**  
KFYO, Lubbock, Texas.

**McAVITY, TOM**  
NBC, The Pepsodent Show.

**McCLURE, KEN**  
WCMJ, Ashland, Ky.

**McCORMICK, STEPHEN**  
WOL, Washington, D. C.

**McDONALD, L. A.**  
CFCY, Charlottetown, P.E.I.,  
Can.

**McDONOUGH, MARY AFFLICK**  
WGN, Chicago, Ill.

**McDOWELL, FRED**  
CJOC, Lethbridge, Alberta,  
Can.

**McENIRY, MATHEW**  
KLZ, Denver, Colo.

**McGILL, EARLE**  
CBS, Four Corners Theatre,  
The Columbia Workshop, The  
Alibi Club.

**McHAIN, W. R.**  
KIEV, Glendale, Calif.

**McINTYRE, NEIL**  
KHSL, Chico, Calif.

**McKENZIE, E. T.**  
WJBK, Detroit, Mich.

## BACKSTAGE

- McKIBBEN, JAMES**  
KECA - KFI, Los Angeles, Calif.
- McKINNEY, WM. R.**  
WSAZ, Huntington, W. Va.
- McKNIGHT, TOM**  
NBC, The Adventures of Sherlock Holmes.
- McLEAN, BOB**  
CHAB, Moose Jaw, Sask., Can.
- McLEOD, KEITH**  
Armchair Quartette NBC, General Motors Concerts NBC, La Salle Fashion Show NBC, Your Family and Mine NBC & CBS, G. Washington's Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.
- McQUADE, DON**  
KOMO-KJR, Seattle, Wash.
- McWHORTER, DON**  
WBLK, Clarksburg, W. Va.
- MacDONALD, JOHN**  
WPIC, Sharon, Pa.
- MacFAYDEN, HARRY**  
NBC, Horse and Buggy Days.
- MACR, NILA**  
CBS, March of Games, Let's Pretend.
- MACKEY, J. WRIGHT**  
WRAK, Williamsport, Pa.
- MacLAFFERTY, MILTON**  
KUJ, Walla Walla, Wash.
- MacMURRAY, TED**  
WENR-WMAQ, Chicago, Ill.
- MacRAE, ROSS**  
CKCK, Regina, Sask., Can.
- MacWILLIAMS, THOMAS J.**  
WSIX, Nashville, Tenn.
- MAGUIRE, ARNOLD**  
NBC, The Gilmore Circus, Ray Kyser's College of Musical Knowledge, The Pepsi-ent Show, The Tip Top Show.
- MALLOCH, CAL**  
WKBZ, Muskegon, Mich.
- MARQUIS, ARNOLD**  
NBC, Professor Puzzlewit.
- MARSH, JOHN L.**  
KCMC, Texarkana, Texas.
- MARTA, JACK**  
WJMS., Ironwood, Mich.
- MATTHEWS, JOE B.**  
WGKJ, Charleston, W. Va.
- MAY, TOMMY**  
KMLB, Monroe, La.
- MENSER, C. L.**  
NBC, The Adventures of Tom Mix, Inside Story.
- MERDIAN, JOHN**  
KQV, Pittsburgh, Pa.
- MERINO, JOHN**  
KGLU, Safford, Ariz.
- MERRIAM, DWIGHT**  
KROC, Rochester, Minn.
- MEYER, T. SPENCER**  
WMBG, Richmond, Va.
- MICHEL, AL**  
WHBY-WTAQ, Green Bay, Wisc.
- MIDGELY, JOHN**  
WCBS, Springfield, Ill.
- MILLER, BARNEY**  
KEX-KGW, Portland, Ore.
- MILLER, L. A. "JIGGS"**  
KFAB, Lincoln, Nebr.
- MILLER, PAUL**  
WKOK, Sunbury, Pa.
- MILLS, HOWARD**  
KOMO-KJR, Seattle, Wash.
- MITCHEL, LES.**  
WBBM, Chicago, Ill.
- MONDAY, RAY**  
KPDN, Pampa, Texas.
- MONK, KARL**  
CKCR, Kitchener - Waterloo, Ont., Can.
- MORGAN, BREWSTER**  
CBS, The Columbia Workshop, The Human Adventure.
- MORLEY, DOROTHY**  
WNBH, New Bedford, Mass.
- MORSE, VAL**  
WTJS, Jackson, Tenn.
- MORTON, DON**  
WEAN, Providence, R. I.
- MOSS, BOB**  
NBC, Blue Moonlight, The Grouch Club, Hollywood Playhouse, Muted Rhythm.
- MOULTON, FORREST RAY, DR.**  
NBC, Science on the March.
- MOYER, BILL**  
CKWX, Vancouver, B. C., Can.
- MOYLE, PAUL**  
WCNC, Elizabeth City, N. C.
- MULREADY, MERRILL**  
KSJC, Sioux City, Ia.
- MURPHY, ED**  
WROK, Rockford, Ill.
- MURPHY, WILLIAM**  
KBND, Bend, Ore.
- MURRAY, JACK**  
WAIM, Anderson, S. C.
- MURTAUGH, WALTER**  
WQDM, St. Albans, Vt.

### — N —

- NAGEL, CONRAD**  
CBS, Silver Theatre.
- NASH, BARNES H.**  
WJLS, Beckley, W. Va.
- NEAL, JEAN**  
CKCV, Quebec, Quebec, Can.
- NELSON, CHARLES**  
KMAC, San Antonio, Texas.
- NELSON, KARL**  
WTOL, Toledo, Ohio.
- NEWMAN, IVON**  
WNLC, New London, Conn.
- NICHOLSON, FRANK**  
KFBK, Sacramento, Calif.
- NOBLE, CODY (MISS)**  
WDAN, Danville, Ill.
- NOBLE, LEONE**  
CKGB, Timmins, Ont., Can.
- NOBLE, M. WILLIAM**  
WLaw, Lawrence, Mass.
- NUSBAUM, MORT**  
WSAY, Rochester, N. Y.

### — O —

- O'BRIEN, GERALD**  
WICA, Ashtabula, Ohio

- OCHOA, FERNANDO**  
WKAQ, San Juan, Puerto Rico.
- OCHOA, MANUEL**  
WKAQ, San Juan, Puerto Rico.
- O'CONNOR, GENE**  
WGN, Chicago, Ill.
- OLSON, DAVID W.**  
WCAE, Pittsburgh, Pa.
- OLSON, RAY**  
WOW, Omaha, Nebr.
- O'NEILL, JOE**  
KVOO, Tulsa, Okla. Ar-ranger.
- ORUIS, FRANK**  
WMCA, New York, N. Y.
- OSBORNE, MRS. GEORGE**  
WRNL, Richmond, Va.
- OSTLER, CHARLES**  
WLS, Chicago, Ill.

### — P —

- PACKER, VICTOR**  
WJTH, Brooklyn, N. Y.
- PAGET, BARRIE**  
KMPC, Beverly Hills, Calif. Continuity Editor.
- PALMER, LOUIS D.**  
KBST, Big Spring, Texas.
- PAPE, MONA J.**  
WHBL, Sheboygan, Wisc.
- PAPP, FRANK**  
WENR-WMAQ, Chicago, Ill.
- PARKER, JOE**  
NBC, From Hollywood Today, Rush Hughes, Fibber McGee and Molly.
- PATRICELLI, LEONARD**  
WTIC, Hartford, Conn.
- PATRICK, E. L. "PAT"**  
KIEV, Glendale, Calif.
- PATTERSON, GEORGE**  
WAVE, Louisville, Ky.
- PAVNE, LARRY**  
WTOL, Toledo, Ohio.
- PERKINS, GEORGE**  
WFBL, Syracuse, N. Y.
- PERRIN, YICTOR**  
WHA, Madison, Wisc.
- PERRY, CAMERON**  
CJOC, Lethbridge, Alberta, Can.
- PETERSEN, H. S.**  
KUSD, Vermillion, S. D.
- PHILLIPS, HAROLD**  
WRNL, Richmond, Va.
- PHILLIPS, STEWART W.**  
WTBO, Cumberland, Md.
- PLAMADORE, RAY**  
WKBH, La Crosse, Wisc.
- PLUMLEY, JACK**  
WSNJ, Bridgeton, N. J.
- POMAR, HARRY**  
WATL, Atlanta, Ga.
- POOLE, BILL**  
WGFC, Albany, Ga.
- POOLER, WALDO**  
WTAM, Cleveland, Ohio.
- POTTS, LYMAN**  
CKCF, Regina, Sask., Can.
- PRATT, RUSSELL**  
KDKA, Pittsburgh, Pa.
- PREST, G.**  
CKBI, Prince Albert, Sask.

## BACKSTAGE

**PRESTON, WALTER**  
WBBM, Chicago, Ill.

**PRICE, JACK**  
WBNS, Columbus, Ohio.

**PRITCHARD, ERNIE**  
KGKB, Tyler, Tex. (Chevrolet Musical).

**PROCTOR, ROBERT**  
WDAE, Tampa, Fla.

**PROSSER, JOHN**  
KTHS, Hot Springs, Ark.

**PROVAN, BOB**  
WDRG, Hartford, Conn.

**PROVOL, GEORGE**  
KDYL, Salt Lake City, Utah.

**PLYLE, HOWARD**  
KTAR, Phoenix, Ariz.

### — Q —

**QUINTANA, PASQUALE**  
WARD, Brooklyn, N. Y.

### — R —

**RALSTON, CARL**  
KWYO, Sheridan, Wyo.

**RALSTON, JACK**  
KPDN, Pampa, Texas.

**RAPIER, GRADY**  
KOY, Phoenix, Ariz.

**RATIGAN, WM. C.**  
KOA, Denver, Colo.

**RAWLINS, JR., R. E.**  
KUSD, Vermillion, S. D.

**REED, MILES**  
WCFL, Chicago, Ill.

**REESE, JOHN**  
WROL, Knoxville, Tenn.

**REIS, IRVING**  
CBS, The Columbia Workshop.

**REYNOLDS, GENE**  
WBAP, Fort Worth, Texas.

**REYNOLDS, JAMES**  
WEDC, Chicago, Ill.

**REYNOLDS, PAUL**  
WDBJ, Roanoke, Va.

**RIANHARD, JR., G. C.**  
WRTD, Richmond, Va.

**RICCA, ERNIE**  
WWJ, Detroit, Mich.

**RICE, C. C.**  
WJMC, Rice Lake, Wis.

**RIECK, MILTON**  
WOW, Omaha, Nebr. Little Man.

**RILEY, LOWELL**  
WBNS, Columbus, Ohio.

**RINKER, AL**  
CBS, Columbia's Gay Nineties Revue.

**ROARK, C. A.**  
KRLH, Midland, Texas.

**ROBB, ARCH**  
WHIO, Dayton, Ohio.

**ROBERTS, DAVE**  
KVAK, Atchinson, Kans.

**ROBERTSON, BRUCE**  
KOAM, Pittsburg, Kans.

**ROBERTSON, LARRY**  
KFBK, Sacramento, Calif.

**ROBSON, WILLIAM N.**  
CBS, The Columbia Workshop, Men Against Death.

**ROGERS, FEY**  
WOPI, Bristol, Tenn.

**ROUCH, OTTIS**  
KBTM, Jonesboro, Ark.

**ROWLAND, VIC**  
KVOE, Santa Ana, Calif.

**RUSHWORTH, J. E.**  
WEFI, Boston, Mass.

**RUSSELL, GEORGE B.**  
WCHV, Charlottesville, Va.  
WCHV Players, Vanity Fair.

### — S —

**SADDLER, OWEN**  
KMA, Shenawdoah, Iowa.

**SAFFORD, JR., ED**  
KGFL, Roswell, N. M.

**SANDERS, R. L.**  
WSKB, McComb, Miss.

**SANDQUIST, ALVER**  
WCAL, Northfield, Minn.

**SANDS, JAMES**  
WHKWCLE, Cleveland, Ohio.

**SAWYER, ROGER**  
KGLO, Mason City, Iowa.

**SAWYER, THOS. C.**  
KHJ, Los Angeles, Calif.

**SAYLORS, BILL**  
WAIM, Anderson, S. C.

**SCARBROUGH, H. R.**  
KVAK, Atchinson, Kans.

**SCHAFFER, KERMIT**  
CBS, Society Girl.

**SCHMITT, K. E.**  
WIBA, Madison, Wis.

**SCULINGER, CARL**  
NBC, Kay Kyser's College of Musical Knowledge.

**SCHWIKHER, FRED W.**  
WENR-WMAQ, Chicago, Ill.

**SCOTT, A. D.**  
WENR-WMAQ, Chicago, Ill.

**SCOTT, DALE**  
WEDC, Chicago, Ill.

**SCOTT, RALPH**  
KNX, Los Angeles, Calif.

**SEAMAN, NEAL**  
WGBB, Freeport, N. Y.

**SEBASTIAN, CHARLES**  
WHDL, Ocean, N. Y.

**SELDES, GILBERT**  
CBS, American All Jinni grants All.

**SEYFORTH, DAN.**  
KWK, St. Louis, Mo.

**SHAFFMASTER, FRED**  
WMMN, Fairmont, W. Va.

**SHARP, JACK**  
WCLS, Jobet, Ill.

**SHAW, GLEN**  
KSL, Salt Lake City, Utah.

**SHAWN, FRED**  
WMAL WRC, Washington, D. C.

**SHAYON, ROBERT L.**  
MBS, Twenty Years Ago and Today, Once Upon A Time, Author Author, 1939 In Review with Raymond Gram Swing, Laff 'n Swing Club.

**SHEPARD, RUSS**  
KLS, Oakland, Calif.

**SHERDEMAN, TED**  
NBC, Brent House, Candid Lady, Those We Love.

**SHOEMAKER, RALPH**  
WPG, Atlantic City, N. J.

**SHREFFLER, MAUDIE**  
WIBW, Topeka, Kans.

**SHUGARS, FLORENCE**  
WROK, Rockford, Ill.

**SHUTE, JR., ELDEN**  
WCOU, Lewiston, Maine.

**SLATER, BILL**  
NBC, Uncle Jim's Question Bee.

**SLATER, NORVELL**  
KVOO, Tulsa, Okla.

**SMILEY, J. F.**  
WDAE, Tampa, Fla.

**SMITH, ALBERT W.**  
WCSH, Portland, Maine.

**SMITH, ARTHUR J.**  
WNAX, Yankton, S. D.

**SMITH, THOMAS B.**  
WPEN, Phila., Pa.

**SNEEL, PAUL A.**  
CBS, Publicity Director, Gateway to Hollywood.

**SNOWDEN, THOMAS**  
WEED, Rocky Mount, N. C.

**SNYDER, THORNTON**  
KWBG, Hutchinson, Kans.

**SOUVAINE, HENRY**  
Voice of America CBS, Cadillac Concerts NBC, General Motors Concert NBC, Pontiac Sunday Night Party NBC, La Salle Fashion Show NBC, Washington Merry-Go-Round MBS, Pontiac Varsity Show NBC, Half and Half Show CBS, Your Family and Mine CBS & NBC, G. Washington Question Bee NBC, Listen America MBS, Gulf Musical Playhouse CBS, Elmer Davis News Broadcast CBS.

**STANLEY, BOB**  
KGMB, Honolulu, Hawaii.

**STANLEY, JOHN**  
WAAB-WNAC, Boston, Mass.

**STANLEY, J. C.**  
WENR-WMAQ, Chicago, Ill.

**STEADMAN, BILLY**  
WGTM, Wilson, N. C.

**STEFFY, GEORGE**  
WAAB-WNAC, Boston, Mass.

**STEPHENS, HAROLD**  
WPG, Atlantic City, N. J.

**STEVENS, AL**  
WFIL, Phila., Pa.

**STEWART, MARCELL**  
KOAM, Pittsburg, Kans.

**STOCKENBERG, STUART**  
KVAN, Vancouver, Wash.

**STOCKTON, ROSCOE K.**  
KOA, Denver, Colo.

**STONE, W. E.**  
WDGY, Minneapolis-St. Paul, Minn.

**STOREY, DIXIE**  
KICA, Clovis, N. M.

**STROUSE, IRVING S.**  
CBS, Society Girl, So You Think You Know Music.

**STUCKWISH, M. H.**  
WJBL, Decatur, Ill.

**STURM, CURT**  
KPMC, Bakersfield, Calif.

## BACKSTAGE

**SULLIVAN, DOROTHY**  
WAIM, Anderson, S. C. WAIM  
Dramatic Players.

**SUTTON, ROD**  
KOMO-KJR, Seattle, Wash.

**SWARTZ, JACK**  
WEDC, Chicago, Ill.

**SWARTZ, W. RAYMOND**  
KPPC, Pasadena, Calif.

**SWEETSER, NORMAN**  
NBC. Just Plain Bill.

### — T —

**TAYLOR, GLENHALL**  
CBS, Silver Theatre.

**TAYLOR, SAM**  
KWJJ, Portland, Ore.

**TEDRICK, BILL**  
KWOC, Poplar Bluff, Mo.

**TEELA, DICK**  
KRNT KSO, Des Moines,  
Iowa.

**THOMAS, ROLLYN O.**  
MBS, Don Lee.

**THOMAS, TOMMY**  
KIRO, Seattle, Wash.

**THOMPSON, FRANK R.**  
WMBO, Auburn, N. Y.

**THOMPSON, JOSEPH A.**  
NBC. Good News of 1939,  
Signal Carnival, Arch Oboler's  
Plays, Aldrich Family.

**THOMPSON, WADE**  
KVI, Tacoma, Wash.

**TICE, J. OLIN**  
WDNC, Durham, N. C.

**TIMMIS, DICK**  
KCKN, Kansas City, Kans.

**TINNEY, CAL**  
NBC. Youth vs. Age.

**TOLLINGER, NED**  
NBC. Sidewalk Reporter, Ben-  
nie Walker's Homestead Ama-  
teur Hour.

**TRACY, STERLING**  
CBS. Gateway to Hollywood,  
Big Town, Hedda Hopper's  
Hollywood.

**TRAUTMAN, H. B.**  
WWSW, Pittsburgh, Penn.

**TREMBLE, SIDNEY**  
KSAL, Salina, Kans.

**TRUE, HAROLD**  
WXYZ, Detroit, Mich.

**TUCKER, MADGE**  
NBC. Coast to Coast on a  
Bus, Our Barn.

### — U —

**ULRICH, A. B.**  
WENR-WMAQ, Chicago, Ill.

**UNDERWOOD, CECIL**  
NBC. Fibber McGee and Mol-  
ly.

**URQUHART, CHARLES**  
KDKA, Pittsburgh, Pa.

### — V —

**VAIL, LESTER**  
NBC. John's Other Wife.

**VANCE, BILL**  
WTAD, Quincy, Ill.

**VANDERWALDER, E.**  
KWLC, Decorah, Iowa.

**VANN, C. E.**  
WCOA, Pensacola, Fla.

**VEDDER, CHESTER**  
WGY, Schenectady, N. Y.

**VILLELLA, JOSEPH**  
KQV, Pittsburgh, Pa.

**VINCENT, CHUCK**  
Life Can Be Beautiful CBS,  
This Day Is Ours NBC, The  
Parker Family NBC.

**VOUSAS, GEORGE**  
WENR-WMAQ, Chicago, Ill.

### — W —

**WALLACE, WILLIAM L.**  
KOVC, Valley City, N. Da-  
kota.

**WALLIS, EDWARD**  
WIP, Phila., Pa.

**WALLISER, BLAIR**  
NBC. Backstage Wife.

**WALTON, HUGH**  
WCAU, Phila., Pa.

**WAREMBUD, NORMAN H.**  
WLTH, Brooklyn, N. Y.

**WATKINS, DICK**  
KRGU, Westlaco, Texas.

**WATSON, FRANK**  
WEBC, Duluth, Minn.

**WATON, ALFRED**  
KYW, Phila., Pa.

**WEATHERWAX, BEN K.**  
KXRO, Aberdeen, Wash.

**WELCH, HOMER**  
KEX-KGW, Portland, Ore.

**WELCH, ROBERT**  
NBC. The Aldrich Family.

**WEIL, GENE**  
KARK, Little Rock, Ark.

**WELLES, ORSON**  
CBS. Campbell Playhouse.

**WERLING, RUPE**  
WIBG, Glenside, Pa.

**WHIPPLE, LILLIAN**  
WLAK, Lakeland, Fla.

**WHISENANT, A. D.**  
KRBC, Abilene, Texas.

**WHITE, M. REID**  
KWSC, Pullman, Wash.

**WHITE, NORMAN L.**  
WJZ, Detroit, Mich.

**WHITE, ROBERT**  
WENR-WMAQ, Chicago, Ill.

**WHITE, ROGER**  
CBS. Society Girl, So You  
Think You Know Music?

**WHITE, JR., WALTER**  
MBS. Nobody's Children.

**WHITEHEAD, FRANKLIN**  
KRIC, Beaumont, Texas.

**WHITNEY, EDWIN M.**  
NBC. Death Valley Days,  
Arch Oboler's Plays.

**WICKER, IRENE**  
NBC & MBS. The Singing  
Lady.

**WIEDERHOLD, GEORGE**  
WHAS, Louisville, Ky. Man-  
ager of Kentuckians Male  
Quartet.

**WIEGAND, CLYDE**  
KVCV, Redding, Calif.

**WIGGINS, WALLACE**  
KVOE, Santa Ana, Calif.

**WILBUR, BEN**  
WFBN, Indianapolis, Ind.

**WILLIAMS, ALBERT N.**  
NBC. Thunder Over Para-  
dise.

**WILLIAMS, AUSTIN**  
KLZ, Denver, Colo.

**WILLIAMS, DORIS**  
KICA, Clovis, N. M.

**WILLIAMS, JACK**  
KOY, Phoenix, Ariz.

**WILLIAMS, ROLLIE**  
KMOX, St. Louis, Mo.

**WILSON, JIMMIE**  
WWL, New Orleans, La.

**WILSON, FRED**  
WTAM, Cleveland, Ohio.

**WILSON, HAL**  
WGTM, Wilson, N. C.

**WILSON, H. C.**  
WHEB, Portsmouth, N. H.

**WILSON, E. B.**  
WADC, Akron, Ohio.

**WINNER, CARL**  
KVCV, Redding, Calif.

**WOLEVER, JACK**  
KTHS, Hot Springs, Ark.

**WOLFE, EDWIN R.**  
NBC. Pepper Young's Fam-  
ily.

**WOLFE, HOWARD**  
WMMN, Fairmont, W. Va.

**WOODARD, HOWARD**  
KPRC, Houston, Texas.

**WOODFIELD, W. G.**  
CJGX, Yorkton, Sask., Can.

**WOODFORD, A. M.**  
WBAP, Fort Worth, Texas.

**WRIGHT, CHARLES**  
WELI, New Haven, Conn.

**WRIGHT, DON**  
CJRM, Regina, Sask., Can.

**WRIGHT, W. P.**  
WENR-WMAQ, Chicago, Ill.

**WRIGHT, R. H.**  
CKMO, Vancouver, British  
Columbia, Can.

**WYANN, DALLAS**  
WCMI, Ashland, Ky.

### — Y —

**YOUNG, DAVE**  
KABC, San Antonio, Texas.

**YOUNG, PAULINE**  
WMSL, Decatur, Ala.

### — Z —

**ZACHARY, GEORGE**  
CBS. Adventures of Ellery  
Queen, The Columbia Work-  
shop.

**ZACHER, EUGENE**  
WHAM, Rochester, N. Y.

**ZERGIA, JAMES**  
WEAN, Providence, R. I.

**ZINK, ALBERT**  
WEBR, Buffalo, N. Y.

**ZITCEK, AL**  
KYA, San Francisco, Calif.

# Musicians

## AND THEIR WORK DURING 1939



### — A —

- ALLEN, BARCLAY**  
KFEL, Denver Colo. Instrumentalists. KFEL-ers.
- ALPERT, PAULINE**  
MBS. Pianist. Gloomchasers.
- ANKNER, HELEN**  
WHAM, Rochester, N. Y. Pianist-Organist. Musical Reviews, Helen and Gene.
- ARCAI, ANDY**  
WPEN, Philadelphia, Pa. Accordionist. San Georgia Varieties.
- KYW, Philadelphia, Pa.
- ARDEN, VICTOR**  
NBC. Pianist. American Album of Familiar Music.
- ARMSTRONG, BERNIE**  
KDKA, Pittsburgh, Pa. Organist. Bernie Armstrong At the Organ. Treasure Trails of Song, Dutch Club, Music Box Melodies, Women In the News, Rosey Bits.

### — B —

- BACAL, DAVE**  
CBS. Novachordist. News and Rhythm, Novachord Novelties.
- BAKER, PHIL**  
CBS. Accordionist. Honolulu Bound.
- BANTA, FRANK**  
NBC. Pianist. Herman and Banta, The Revelers.
- BLOODWORTH, LUCY**  
WRUF, Gainesville, Fla. Pianist. Two-Piano Novelties.
- BODYCOMBE, ANEURIN**  
KDKA, Pittsburgh, Pa. Pianist. Treasure Trails of Song, To You.
- BRENNER, VLADIMIR**  
NBC. Pianist. Shefter and Brenner.
- BRITT, WESTON**  
WCPV, Montgomery, Ala. Organist-Pianist. Morning Moods, Piano Ramblings, Twenty Fingers, Silver Spotlight.
- BROWN, JOHN**  
WLS, Chicago, Ill. Pianist.
- BROWN, TED**  
KONO, San Antonio, Texas. Organist.
- BUENNING, PAUL**  
KTOK, Oklahoma City, Okla. Violinist. Rollickers, Swingers.
- BUTTERFIELD, ERSKINE**  
MBS. Pianist.

### — C —

- CALLOWAY, GLENNA**  
WSIX, Nashville, Tenn. Pianist. Words and Music.
- CARLTON & WAYNE**  
KYW, Philadelphia, Pa. Piano Team.

- CARROLL, NORM**  
WGL-WOVO, Fort Wayne, Ind. Pianist.
- CARSON, PAUL**  
NBC. Organist. Blue Moonlight, Bridge to Dreamland, Brent House, Hawthorne House, Musical Contrasts, One Man's Family, Doctor Kate, It's A Fact.
- CARTER & BOWIE**  
MBS. Pianists.
- CHALFIE, ELI**  
WCPO, Cincinnati, Ohio. Guitarist. Keys and Strings, Yours for a Song.
- CHRISTMAN, EARL**  
WHIO, Dayton, Ohio. Pianist. Waltz Time, Time Out For Dancing, Rhythm Round-up, Twenty Fingers and Two Grands.
- CLARK, ELEANOR**  
WNAJ, Yankton, S. D. Violinist. Rodco Recess, Western Jamboree, Bohemian Program, Jamminneers, Devotional Singers, Eleanor and Her Violin.
- COPEIDGE, GEORGE**  
WRAL, Raleigh, N. C. Pianist. Musical Echoes.
- CRAWFORD, JESSE**  
NBC. Organ and Novachord Player. Crawford Ensemble, Guest Book, Between the Bookends.
- CRONIN, FRANCIS J.**  
MBS. Organist. Choir Loft.
- CUTTILLO, BENNIE**  
WDAJ, Philadelphia, Pa. Accordionist. Novelties Inc.

### — D —

- DAVIS, TED**  
WAGM, Presque Isle, Me. Pianist. Piano Ramblings.
- DE ROSE, PETER**  
NBC. Pianist - Composer. Breen and de Rose.
- DILLER, DOROTHY**  
WTOL, Toledo, Ohio. Pianist. Name That Song, Piano Moods, The Singing Pianist.
- DOCKSTADEL, WALTER**  
WJMC, Rice Lake, Wis. Pianist.
- DUNAWAY, JERRY**  
KPDN, Pampa, Texas. Pianist. Hymn Time, Range Ramblers, Ivory Tempos.
- DUNKELBERGER, TOMMY**  
WHIO, Dayton, Ohio. Instrumentalist. Voice of the Organ, Women, Tuneful Topics, Console Capers.

### — E —

- ECHEGARAY, MAXIMO**  
WDAE, Tampa, Fla. Pianist.
- ECTON, BOB**  
KVOA, Tucson, Ariz. Pianist. Pennies From Heaven, Songs Afternoon.

- EDWARDS, JOAN**  
CBS. Pianist. Paul White-man's Chesterfield Program.

### — F —

- FINSTER, GEORGE**  
WCAO, Baltimore, Md. Pianist. Spotlight Review.
- FITZGERALD, JOHNNY**  
WHDL, Olean, N. Y. Organist. Console Contrasts.
- FLATH, P. HANS**  
KMBC, Kansas City, Mo. Organist. P. Hans Flath Entertains.
- FLEET, IRVING**  
WTAL, Tallahassee, Fla. Pianist.
- FLOREN, MYRON**  
KSOO, Sioux Falls, S. D. Accordionist. Melody Man.
- FORD, EDDIE**  
WDAE, Tampa, Fla. Organist. Sparks Theatres Review.
- FROST, PAUL**  
CKTB, St. Catharines, Ont. Pianist. Melody Market, Everybody Sing.

### — G —

- GARCIA, ISLA**  
WFLA, Tampa, Fla. Organist.
- GART, JOHNNY**  
NBC. Organist and Accordionist. Golden Serenaders, Jack Berch and His Boys.
- GEDNEY, IRENE**  
WSAY, Rochester, N. Y. Pianist.
- GLEN, IRMA**  
NBC. Organist. Smilin' Ed McCounell, Medicine in the News, The Revelers.
- GOODMAN, BENNY**  
NBC. Clarinet. The Camel Caravan.
- GORGAN, HELEN**  
WHEB, Portsmouth, N. H. Pianist. Music Lovers' Hour.
- GREEN, JAY**  
KCMC, Texarkana, Texas. Pianist. Jay Green's Rhythm.
- GREEN, JOHNNY**  
NBC. Pianist. Johnny Presents, Breezin' Along.
- GREY, LANNY**  
NBC. Pianist. Rhythm School, Judy and Lanny.
- GRIEB, HERBERT C.**  
WBBC, Birmingham, Ala. Pianist. For You, In the Music Room.
- GRISWOLD, WALTER P.**  
WIBX, Utica, N. Y. Violinist. Bow Ballads.
- GROSS, WALTER**  
CBS. Pianist. Summer Colony.
- GULLY, PHIL**  
WJDX, Jackson, Miss. Pianist. Songs By Phil Gully.

# MUSICIANS

## — H —

**HARDING, DICK**  
MBS. Organist.

**HAYTON, LENNIE**  
NBC. Pianist. Melody and Madness.

**HEMINGS, BOB**  
WHAM, Rochester, N. Y. Pianist. A Study in Black and White.

**HENDRICKSON, VIRGINIA**  
KWLC, Decorah, Ia. Violinist. The Singing Violin.

**HENDRICKS, BELFORD**  
WEOA, Evansville, Ind. Pianist.

**HERSH, MILT**  
NBC. Organist. The Milt Herth Trio.

**HILL, ROY**  
WHIS, Bluefield, W. Va. Pianist. An Earlful of Music.

**HILLIAR, KARL**  
KFJZ, Grand Junction, Colo. Organist. Vesper Whispers.

**HINERT, ARTHUR**  
KYW, Philadelphia, Pa. Organist.

**HIRSCH, BERTRANO**  
NBC. Violinist. American Album of Familiar Music.

**HOLMES, E. G.**  
WNAX, Yankton, S. D. Pianist. Devotional Singers, Bohemian Band, Jammuncers, Western Jamboree, Rodeo Recess, Happy Jack's Old Times, Eleanor and Her Violin.

**HOWARD, BOB**  
NBC. Pianist. Calsodent Presents, Gliding Swing.

**HOWARD, ROBERT**  
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

**HUGHES, FRANK**  
WKY, Oklahoma City, Okla. Pianist. Piano Rambles.

**HUTTON, JOAN**  
WEBR, Buffalo, N. Y. Pianist. Girl With the Flaxen Hair.

## — I —

**IHRKE, ELMER A.**  
WEMP, Milwaukee, Wisc. Organist-Novachordist. Novachord Serenade, Paradise Isle, Twilight Melodies, Canary Serenade.

## — J —

**JENSEN, HELEN**  
WLS, Chicago, Ill. Pianist.

**JOHNSON, DICK**  
KGAR, Tucson, Ariz. Pianist-Organist. Smiles, Home Folks Hymns.

**JOHNSON, LAURA**  
WJMS, Ironwood, Mich. Pianist-Organist. Musical Miniatures.

**JONES, SYNDEY**  
KXA, Seattle, Wash. Organist. Magic of the Organ.

**JONES, VENIDA**  
KMOX, St. Louis, Mo. Organist. The Music Box.

**JONSON, BILL**  
KGFJ, Shawnee, Okla. Organist-Pianist. Reveries, Four Hands of Harmony.

## — K —

**KAYE, MARION**  
KMO, Tacoma, Wash. Pianist. Kaye 'n' Kaye, Monologs in Melody.

## — L —

**LARSEN, LARRY**  
NBC. Organist. Malcolm Claire, Words and Music.

**LEAF, ANN**  
NBC. Organist. Ellen Randolph, Lorenzo Jones.

**LEE, EDDIE**  
WEEI, Boston, Mass. Pianist. Musical Rec. Tea With Eddie Lee.

**LEE, MARY**  
KGFJ, Shawnee, Okla. Pianist. Four Hands of Harmony.

**LE PERE, RAY**  
WFAA, Dallas, Texas. Organist. Evening, Employers Casualty Program.

**LETRET, SHIRLEY**  
WJBW, New Orleans, La. Pianist. Schramm Studios of Music Program.

## — M —

**McALPIN, CLO**  
WAPI, Birmingham, Ala. Novachordist-Organist. Console Enoeos.

**McLEOD, KEITH**  
NBC. Pianist-Organist. Armchair Quartette, Meet the Songwriter, Meet the Artist.

**MASSEY, ALLEN**  
WLS, Chicago, Ill. Instrumentalist. The Westerners.

**MASSEY, CURT**  
WLS, Chicago, Ill. Instrumentalist. The Westerners.

**MATFIELD, JULIUS**  
CBS. Organist. From the Organ Loft.

**MEEDER, WILLIAM**  
NBC. Organist. The O'Neills, Pepper Young's Family, Road of Life, The Gospel Singer.

**MILLER, IRVING**  
NBC. Meet the Artist, Meet the Songwriter, The Wife Saver.

## — N —

**NELSON, RUTH HULSE**  
KMOX, St. Louis, Mo. Organist. Organ Melodies.

**NEUMILLER, HOWARD**  
WBBM, Chicago, Ill. Pianist. Song Souvenirs.

## — O —

**OWEN, EM**  
WTAQ, Green Bay, Wisc. Organist-Pianist.

## — P —

**PATTON, ALICE**  
NBC. Pianist. Backstage Wife.

**PATTON, LOWELL**  
NBC. Organist. Call to Youth, Homespun Opportunity, Religious Tunes.

**PAUL, CHARLES**  
CBS. Organist. Men Against Death.

**PERKINS, RAY**  
NBC. Pianist. Letters Home, Ray Perkins and His Piano "Clarence."

**POLLOCK, MURIEL**  
NBC. Pianist-Organist. Adventure in Reading, Crawford Ensemble, The Family Man.

## — R —

**REISENBERG, NADIA**  
MBS. Mozart Concerto Series.

**REISER, AL**  
NBC. Pianist. Turn Back the Clock, The Schaefer Review.

**REISER, LEE**  
NBC. Pianist. Turn Back the Clock, The Schaefer Review.

## — S —

**SCOTT QUINTET, RAYMOND**  
CBS. Instrumentalists. Your Hit Parade.

**SHEFTER, BERT**  
NBC. Pianist. Shefter and Brenner.

**SIMS, RUDOLPH**  
CBS, New York, N. Y. Cellist. New York Philharmonic.

**SUMNER, WILLIAM**  
NBC. Organist. Hymns of All Churches.

## — T —

**TEMPLETON, ALEC**  
Pianist. Alec Templeton Time NBC. Ford Sunday Evening Hour CBS.

**TIRRELL, DORIS**  
WBZ-WBZA, Boston & Springfield, Mass. Organist. Friday Football Forecast.

**TROTSMAN, ELLEN**  
KADA, Ada, Okla. Pianist. Sweet and Swing.

## — V —

**VAN DOREN, MILDRED**  
WEEL, Battle Creek, Mich. Pianist. Gospel Singer.

**VERNON, HILDREN**  
WBTM, Danville, Va. Organist. Hymn Time.

## — W —

**WHITE, LYDIA**  
KVOO, Tulsa, Okla. Organist. Dream House, Your Singing Neighbor, Jenkins' Kiddies Revue, It's A Woman's World.

**WILCHER, LOUISE**  
MBS. Pianist.

**WRIGHT, KEN**  
WKY, Oklahoma City, Okla. Organist. Presenting Ken Wright.

## — Y —

**YOUNG, FRANK**  
WOL, Washington, D. C. Pianist. Tru Blu Program, Kraft Musical.

**YOUNG, RUSSELL**  
KOCY, Oklahoma City, Okla. Pianist. Rhapsody in Black and White.

## — Z —

**ZAYDE, JASCHA**  
WQXR, New York, N. Y. Pianist. Herzer and Zayde, String Classics.

**ZEPF, ARTHUR**  
KFPY, Spokane, Wash. Pianist-Organist. Portraits in Black and White, Moonlight Sonata.

**ZIMMERMAN, WILLIAM**  
WVNC, Asheville, N. C. Pianist. Spotlight Serenade.





# **P R O G R A M S O F 1 9 3 9**



***Major Networks***  
**COMMERCIAL**



***Major Networks***  
**SUSTAINING**



***Outstanding Local Programs***  
***of Stations Everywhere***

# A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1939

*Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1940. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.*

A

ADVERTISER AND PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	<b>Smilin' Ed McConnell</b>	NBC—Blue & Red	Henri, Hurst & McDonald
Adam Hat Stores Hats	<b>Boxing Bouts</b>	NBC—Blue	Glicksman Advertising Co.
Air Conditioning Training Corp. Correspondence School	<b>Smilin' Ed McConnell</b>	NBC—Blue	Weill & Wilkins
Albers Bros. Milling Co. Cereals	<b>Good Morning Tonight</b>	NBC—PC	Erwin, Wasey & Co.
American Bird Products, Inc. Bird Food	<b>American Radio Warblers</b>	MBS	Weston-Barnett
American Cigarette & Cigar Co. Pall Mall Cigarettes	<b>Eddie Duchin's Orchestra</b>	NBC—Red	Young & Rubicam
American Oil Co. Gas and Oil	<b>The Preakness (Horse Race)</b> <b>The Human Side of the News</b>	NBC—Red CBS	Joseph Katz Co. Joseph Katz Co.
American Rolling Mill Co. Steel	<b>Armco Band</b>	NBC—Blue	N. W. Ayer & Son
American Tobacco Co. Lucky Strike Cigarettes	<b>Your Hit Parade</b>	CBS	Lord & Thomas
American Tobacco Co. Roi-Tan Cigars	<b>Kay Kyser's Musical College</b> <b>Sophie Tucker and Her Show</b>	NBC—Red CBS	Lord & Thomas Lord & Thomas
American Tobacco Co. Half & Half Tobacco	<b>Ben Bernie and All the Lads</b>	CBS	Young & Rubicam
American Tobacco Co. Pall Mall Cigarettes	<b>Music by Malneck</b>	CBS	Young & Rubicam

ADVERTISER and PRODUCT

PROGRAM

NETWORK

ADVERTISING AGENCY

Anacin Co.

Anacin

Atlantic Refining Co.

Gas & Oil

Axton Fisher Tobacco Co.

Twenty Grand Cigarettes

Bathasweet Corp.

B. T. Babbitt Co.

BAB-O Cleaner

Ballard & Ballard Co.

Biscuits

Bayer Co.

Aspirin

Bayer Co.

Lozenges

Bayuk Cigars, Inc.

Phillies

Bell & Co.

Bell-Ans

Beneficial Management Corp.

Personal Loans

Bisodol Co.

Bisodol

Bowey's Inc.

Chocolate Milk

Bristol-Myers Co.

Vitalis

Bristol-Meyers Co.

Ipana, Sal Hepatica

Brown & Williamson Tobacco Corp.

Avalon Cigarettes

Our Gal, Sunday

Easy Aces

Just Plain Bill

Football Broadcasts

Bob Garred

Captain Herne

Bob Garred

Quin Ryan's News Commentary

David Harum

Ballard's Oven-Ready Biscuit

Program

Smilin' Ed McConnell

Famous Actor's Guild (Second

Husband with Helen Menken)

Album of Familiar Music

Backstage Wife

Inside of Sports

Red River Dave

Doc Barclay's Daughters

Tracer of Lost Persons

John's Other Wife

Terry and the Pirates

News and Rhythm

For Men Only

George Jessel's Celebrities

Town Hall Tonight

(Fred Allen Show)

What's My Name

Avalon Time

CBS

NBC—Blue

NBC—Red

CBS—NE

CBS—PC

MBS

CBS—PC

MBS

NBC—Red

NBC—Red

NBC—Blue

CBS

NBC—Red

NBC—Red

MBS

MBS

CBS

NBC—Blue

NBC—Red

NBC—Blue

CBS

NBC—Red

NBC—Red

NBC—Red

NBC—Red

NBC—Red

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

N. W. Ayer & Son

McCann-Erickson, Inc.

McCann-Erickson, Inc.

H. M. Kiewetter Advertising Agency

H. M. Kiewetter Advertising Agency

Blackett-Sample-Hummert

Henri, Hurst & McDonald

Henri, Hurst & McDonald

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Ivey & Ellington

Anderson, Davis & Platte

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Blackett-Sample-Hummert

Stack-Gable Advertising Co.

Sorensen & Co.

Pedlar & Ryan

Pedlar & Ryan

Young & Rubicam

Young & Rubicam

Russell M. Seeds Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Bugler Cigarettes	<b>Plantation Party</b>	MBS & NBC—Blue	Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	<b>Tommy Dorsey's Orchestra Home Town</b>	NBC—Red NBC—Red	Batten, Barton, Durstine & Osborn Russell M. Seed Co.
Brown & Williamson Tobacco Corp. Raleigh Tobacco	<b>Uncle Walter's Dog House Paul Sullivan, News</b>	NBC—Red CBS	Russell M. Seeds Co. Batten, Barton, Durstine & Osborn Russell M. Seeds Co.
Brown & Williamson Tobacco Corp. Wings Cigarettes	<b>News, Views &amp; Sports Reviews</b>	CBS—PC	
Buick Motor Co. Motor Cars	<b>Louis Vs Lewis (Boxing Bout)</b>	NBC—Red and Blue	Arthur Kudner, Inc.
Col Aspirin Corp. Col Aspirin	<b>Young Widder Brown</b>	NBC—Red	Blackett-Sample-Hummert
Calavo Growers of Calif. Calavo Pears	<b>Fletcher Wiley</b>	CBS—PC	Lord & Thomas
California Fruit Growers Exchange Citrus Fruits	<b>Fletcher Wiley Hedda Hopper's Hollywood First Nighter</b>	CBS—PC CBS CBS	Lord & Thomas Lord & Thomas Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm, Coolies, Draskin, DDD Ointment	<b>Brenda Curtis Campbell Playhouse Amos n' Andy</b>	CBS CBS NBC—Red and CBS NBC—Red	Ward Wheelock Co. Ward Wheelock Co. Ward Wheelock Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	<b>Edwin C. Hill, The Human Side of the News</b>	CBS—Red	Ward Wheelock Co.
Campbell Soup Co. Spaghetti Beverages	<b>Meet the Dixons Lanny Ross Information Please</b>	CBS CBS NBC—Blue	Ruthrauff & Ryan Ruthrauff & Ryan, Inc. J. M. Mathes, Inc.
Canada Dry Ginger Ale Co. Candy	<b>Night Editor</b>	CBS-PC & NBC—PC	Tomaschke-Elliott, Inc.
Cardinet Candy Co. Candy	<b>Contented Program</b>	NBC—Red	Edwin, Wasey & Co.
Carnation Co. Milk	<b>Eddie Albright &amp; Erwin Yeo Anson Weeks</b>	CBS—PC CBS	John H. Dunham Co. L. W. Ramsey Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Chesebrough Manufacturing Co. Vaseline Products	<b>Dr. Christian</b>	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	<b>Major Bowes Amateur Hour</b>	CBS	Ruthrauff & Ryan, Inc.
Cities Service Co. Gas and Oil	<b>Cities Service Concert</b>	NBC—Red	Lord & Thomas
Clear-Again, Inc. Cold Tablets	<b>Your Hollywood News Girl</b>	MBS	Erwin, Wasey & Co.
Colgate-Palmolive-Peet Co. Dental Products	<b>Stepmother</b>	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Cashmere Bouquet Holo	<b>Colgate Ask-It-Basket</b>	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Shaving Cream and Cue Dentrifice	<b>Wayne King Orchestra</b>	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	<b>Gang Busters</b>	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds	<b>Sports Newsreel of the Air</b>	NBC—Blue	Benton & Bowles
Coltagon Products Cosmetics	<b>Strange As It Seems</b>	CBS	Benton & Bowles
Colonial Dames, Inc.	<b>Hilltop House</b>	CBS	Benton & Bowles
Columbia Recording Corp. Records	<b>Myrt and Marge</b>	CBS	Benton & Bowles
Congress Cigar Co. La Palina Cigars	<b>Ellen Randolph</b>	NBC—Red	Benton & Bowles
Continental Baking Co. Wonder Bread	<b>Woman of Courage</b>	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread, Hostess Cake	<b>Return to Romance</b>	CBS—PC	Glasser Advertising Agency
Thomas Cook & Son Travel Agency	<b>Young Man With a Band</b>	CBS	Direct
Corn Products Sales Co. Kremel, Linit	<b>Ed Thorgeresen</b>	MBS	Marschalk & Pratt
Coty, Inc. Cosmetics, Perfumes	<b>Pretty Kitty Kelly</b>	CBS	Benton & Bowles
Cudahy Packing Co. Old Dutch Cleanser	<b>Sky Blazers</b>	CBS	Benton & Bowles
	<b>Jack Haley</b>	CBS	Benton & Bowles
	<b>The Man from Cook's</b>	NBC—Blue	Newell-Emmett
	<b>Society Girl</b>	CBS	Hellwig-Miller Co.
	<b>Marcelle Denya, Soprano</b>	CBS	J. D. Tarcher & Co.
	<b>Bachelor's Children</b>	CBS	Roche, Williams & Cunnyngham

**ADVERTISING AGENCY**  
 Cummer Products Co.  
 Emerging  
 Cummer Products Co.  
 McElle Shaving Cream

**PROGRAM**  
**Paul Wing's Spelling Bee**  
**What Would You Have Done?**  
**Battle of the Sexes**

**NETWORK**  
 NBC—Red  
 NBC—Blue  
 NBC—Red

**ADVERTISER and PRODUCT**  
 Stack-Goble Advertising Co.  
 Stack-Goble Advertising Co.  
 Stack-Goble Advertising Co.

**D**

Delaware, Lackawanna & Western  
 Coal Co.  
 Blue Coal  
 Democratic State Committee  
 Political  
 Detrola Corp.  
 Radios  
 Duart Manufacturing Co.  
 Face Cream, Lotion, Lipstick  
 Dunn & McCarthy  
 Enna Jettick Shoes  
 E. I. Du Pont de Nemours & Co.  
 Institutional

**The Shadow**  
**Talk**  
**Fulton Lewis, Jr.**  
**Spelling Bee**  
**Human Interest**  
**Enna Jettick Melodies**  
**Cavalcade of America**

MBS  
 CBS—PC  
 MBS  
 CBS—PC  
 CBS—PC  
 NBC—Red  
 CBS

Ruthrauff & Ryon  
 Ray Davidson  
 Bass-Luckoff, Inc.  
 Erwin, Wasey & Co.  
 Erwin, Wasey & Co.  
 Marschalk & Pratt  
 Batten, Barton, Durstine & Osborn

**E**

Emerson Radio & Phonograph Co.  
 Radios  
 Ethyl Gasoline Co.  
 Ethyl Gas  
 Euclid Candy Co.  
 Candy Bars

**Elliott Roosevelt**  
**Tune Up Time**  
**Euclid Ballot Box**  
**Headlines on Parade**

MBS  
 CBS  
 CBS—PC  
 CBS—PC

Grady & Wagner  
 Batten, Barton, Durstine & Osborn  
 Sidney Garfinkel Advertising Agency  
 Sidney Garfinkel Advertising Agency

**F**

Fels & Co.  
 Soap Products  
 H. Fendrich Inc.  
 Cigars  
 Firestone Tire & Rubber Co.  
 Tires and Tubes  
 F. W. Fitch Co.  
 Shampoo

**Hobby Lobby**  
**Smoke Dreams**  
**The Dreamer**  
**The Voice of Firestone**  
**Fitch Bandwagon**

CBS &  
 NBC—Blue  
 NBC—Blue  
 NBC—Red  
 NBC—Red  
 NBC—Red  
 NBC—Red

Young & Rubicomb  
 Ruthrauff & Ryon  
 Ruthrauff & Ryon  
 Sweeney & James  
 L. W. Ramsey Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Food & Beverage Broadcasters Assn. Glass Containers	<b>I Want A Divorce</b>	NBC—Red	Emil Brisacher & Staff
Ford Motor Co. Motor Cars	<b>Sunday Evening Hour</b> <b>Ford Summer Hour</b>	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
I. J. Fox Co. Furs	<b>Christmas Program</b>	CBS—NE	David Malkiel Advertising Agency



Gallenkamp Stores Co. Shoes	<b>Professor Puzzlewit</b>	NBC—PC	Long Advertising Service
General Baking Co. and others Bond Bread	<b>The Lone Ranger</b>	MBS	Batten, Barton, Durstine & Osborn
General Cigar Co. White Owl Cigars	<b>Raymond Gram Swing</b>	MBS	J. Walter Thompson Co.
General Electric Co. Lamps	<b>Hour of Charm</b>	NBC—Red	Maxon Inc.
General Foods Corp. Grape Nuts	<b>Kate Smith Hour</b>	CBS	Young & Rubicam
General Foods Corp. Jello Products	<b>Al Pearce and His Gang</b> <b>The Jello Program, starring Jack Benny</b>	NBC—Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	<b>We the People</b>	CBS	Young & Rubicam
General Foods Corp. Huskies	<b>The Aldrich Family</b>	NBC—Blue and Red	Young & Rubicam
General Foods Corp. Diamond Crystal Salt	<b>Good News of 1939 and 1940</b>	NBC—Red	Benton & Bowles
General Foods Corp. La France, Satina	<b>Joe Penner</b>	CBS	Benton & Bowles
General Foods Corp. Swansdown, Coluemet	<b>Kate Smith Speaks</b>	CBS	Benton & Bowles
General Foods Corp. Sanka	<b>Mary Margaret McBride</b>	CBS	Young & Rubicam
General Foods Corp. Postum	<b>Joyce Jordan</b>	CBS	Young & Rubicam
General Foods Corp. Post Bran Flakes	<b>Kate Smith Hour</b>	CBS	Young & Rubicam
	<b>Kate Smith Speaks</b>	CBS	Young & Rubicam
	<b>My Son and I</b>	CBS	Young & Rubicam
	<b>We, the People</b>	CBS	Young & Rubicam
	<b>Lum and Abner</b>	CBS	Young & Rubicam
	<b>Young Dr. Malone</b>	NBC—Blue	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Post Toasties	Joe E. Brown	CBS	Benton & Bowles
General Mills, Inc. Minute Tapioca	Joyce Jordan	CBS	Young & Rubicam
General Mills, Inc. Corn Kix	Those Happy Gilmans The Grouch Club	NBC—Red CBS—PC and NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Flour & Cereals	Billy & Betty Curtain Time Gold Medal Hour Caroline's Golden Store	CBS MBS NBC—Red NBC—Red and CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills, Inc. Institutional General Mills, Inc. Wheaties	Kaltenborn Comments Get Thin to Music Jack Armstrong	MBS NBC—Red	Batten, Barton, Durstine & Osborn Blackett-Sample-Hummert Blackett-Sample-Hummert & Knox Reeves Advertising
Goodyear Tire & Rubber Co. Gilmore Oil Co. Gas & Oil	My Children By Kathleen Norris Billy & Betty Farm Radio News Gilmore Circus	CBS—PC CBS NBC—Red NBC—Blue NBC—PC	Westco Advertising Agency Knox Reeves Advertising Knox Reeves Advertising Arthur Kudner, Inc. Botsford, Constantine & Gardner
Gordon Baking Co. Silvercup Bread	One of the Finest	NBC—Blue	Young & Rubicam
Gospel Broadcasting Association Religious	Old Fashioned Revival	MBS	R. H. Alber & Co.
Griffin Manufacturing Co. Shoe Cleaner	Time To Shine	CBS	Birmingham, Castleman & Pierce
Grove Laboratories Bromo Quinine	Fred Waring and His Pennsylvanians Adventures of Sherlock Holmes Serenaders	NBC—Red NBC—Blue NBC—Blue	Stack-Goble Advertising Agency Stack-Goble Advertising Agency Charles W. Hoyt Co.
Charles Gulden Co. Mustard	Screen Guild Theatre Musical Playhouse	CBS CBS	Young & Rubicam Young & Rubicam
Gulf Refining Co. Gas & Oil			
Hartz Mountain Products Co. Bird Food	Hartz Mountain Singing Canaries	MBS	G. H. Hartman Co.
Hawaiian Pineapple Co. Dole Pineapple Juice & Fruit	Phil Baker Al Pearce and His Gang	CBS CBS	Young & Rubicam Young & Rubicam



ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Hecker Products Corp. Flour	<b>Woman's Magazine of the Air</b>	NBC—PC	Erwin, Wasey & Co.
Holland Furnace Co. Heating Equipment	<b>Holland Tulip Festival</b>	CBS	Ruthrauff & Ryan
Hollywood Health Bread Co. Bread	<b>Keep Fit to Music</b>	MBS	Richard Foley Advertising Agency
Edna Wallace Hopper, Inc. Cosmetics	<b>Romance of Helen Trent</b>	CBS	Blackett-Sample-Hummert
George A. Hormel & Co. Food Products	<b>It Happened In Hollywood</b>	CBS	Batten, Barton, Durstine & Osborn
Household Finance Corp. Personal Loans	<b>It Can Be Done</b>	CBS	Batten, Barton, Durstine & Osborn
Hotel Roosevelt Hotel	<b>Come to the Fair</b>	MBS	M. H. Hackett, Inc.
Howard Clothes, Inc. and Others Men's Clothes	<b>Show of the Week</b>	MBS	Redfield-Johnstone, Inc.

International Cellulocotton Products Co.

Kleenex

International Silver Co.

Silverware

Iranized Yeast Co.

Iranized Yeast

Andrew Jergens Co.

Soaps & Cosmetics

S. C. Johnson & Son

Floor Wax

Kellogg Co.

Corn Flakes

Kellogg Co.

Krispies

**Her Honor, Nancy James**

**Silver Theatre**

**Goodwill Hour**

**Court of Missing Heirs**

**Jergens Journal with**

**Walter Winchell**

**The Parker Family**

**Hollywood Playhouse**

**Fibber McGee & Molly**

**Alec Templeton Time**

**Howie Wing**

**The Circle**

**Don Winslow of the Navy**

Lord & Thomas

Young & Rubicam

Ruthrauff & Ryan

Ruthrauff & Ryan

Lennen & Mitchell

Lennen & Mitchell

Lennen & Mitchell

Needham, Louis & Brorby

Needham, Louis & Brorby

J. Walter Thompson Co.

J. Walter Thompson Co.

Hays MacFarland & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Knox Gelatine Co. Gelatine	Fletcher Wiley	CBS—PC	Federal Advertising Agency
Kolynos Co. Dentifrice	Our Gal Sunday Just Plain Bill	CBS NBC—Red	Blackett-Sample-Hummett Blackett-Sample-Hummett
Kraft-Phenix Cheese Corp. Cheese Products	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co.
<b>L</b>			
Lady Esther Co. Cosmetics	Guy Lombardo Orchestra	CBS & NBC—Red	Pedlar & Ryan
Lambert Co. Listerine and Brushes	Grand Central Station	CBS & NBC—Blue	Lambert & Feasley
Lamont Corliss & Co. Ponds	True Detective Mysteries Those We Love	MBS NBC—Blue	Lambert & Feasley J. Walter Thompson Co.
Lamont Corliss & Co. Danya Lotion	Woman Magazine of the Air	NBC—PC	J. Walter Thompson Co.
Langendorf United Bakeries Bakery Products	Rush Hughes	NBC—PC	Leon Livingston Advertising Agency
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
Lever Brothers Co. Rinso	Big Sister Big Town	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lifebuoy and Rinso	Al Jolson Show Dick Powell Tuesday Night Party	CBS CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan Ruthrauff & Ryan
Lever Brothers Co. Lux Toilet Soap	Lux Radio Theatre The Life and Love of Dr. Susan	CBS CBS	J. Walter Thompson Co. J. Walter Thompson Co.
Lewis-Howe Co. Tums	Vocal Varieties	NBC—Red & Blue	H. W. Kastor & Sons Advertising Co.
	Quicksilver	NBC—Red and Blue	H. W. Kastor & Sons Advertising Co.
	Horace Heidt and his Musical Knights	NBC—Red	Stack-Goble Advertising Agency
	Pot of Gold Bert Lytell	NBC—Red NBC—Blue	Stack-Goble Advertising Agency H. W. Kastor & Sons Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	<b>Chesterfield Program with Paul Whiteman</b>	CBS	Newell-Emmett Co.
Local Cooperative Campaign	<b>Fred Waring and his Pennsylvanians</b>	NBC—Red	Newell-Emmett Co.
Local Cooperative Campaign	<b>Burns &amp; Allen</b>	CBS	Newell-Emmett Co.
Local Cooperative Campaign	<b>Famous Jury Trials</b>	MBS	J. Ralph Corbett
Local Cooperative Campaign	<b>Front Page Parade</b>	MBS	McCann-Erickson
Local Cooperative Campaign	<b>Green Hornet</b>	MBS	
Local Cooperative Campaign	<b>The Lamplighter</b>	MBS	Network Features, Inc.
Local Cooperative Campaign	<b>Listen America</b>	MBS	Henry Souvaine, Inc.
Local Cooperative Campaign	<b>Marriage License Bureau Romances</b>	MBS	
Loose-Wiles Biscuit Co.	<b>Woman's Magazine of the Air</b>	NBC—PC	Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	<b>Melody and Madness with Robert Benchley</b>	CBS & NBC—Blue	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes, Muriel Cigars	<b>Don't You Believe It Sensation and Swing</b>	MBS	Lennen & Mitchell
George W. Luft Co. Tangee Lipstick	<b>The Right Thing To Do</b>	NBC—Red	Warwick & Legler
Lutheran Laymen's League Religious	<b>Lutheran Hour</b>	MBS	Kelly, Stuhlman & Zarndt
MacFadden Publications Inc. True Story Magazine	<b>Fulton Oursler</b>	NBC—Blue	Arthur Kudner
Magazine Repeating Razor Co. Razors	<b>Mary and Bob's True Stories Louis-Galento (Boxing Bout)</b>	NBC—Blue	Arthur Kudner
Maine Development Commission Maine Products	<b>Marjorie Mills, The Girl from Maine</b>	MBS	J. M. Mathes
Maltex Co. Cereal	<b>Uncle Don</b>	MBS	Brooke, Smith, French & Dorrance
Manhattan Soap Co. Sweetheart Soap	<b>Jack Berch and His Boys</b>	NBC—Blue & Red	Samuel C. Croot Co.
Mars, Inc. Candy Bars	<b>Dr. I. Q.</b>	NBC—Blue & Red	Franklin Bruck Advertising Co. Grant Advertising Inc.

**M**

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Calox, Albolene	Girl Interne	CBS	Bowman & Columbia
Mennen Co. Toilet Articles	Sam Hayes Bob Garred	CBS—PC CBS—PC	H. M. Kiewetter Advertising Agency H. M. Kiewetter Advertising Agency
Metropolitan Life Insurance Co. Life Insurance	Colonel Stoopnagle's "Quixie Doodle Contest"	MBS	H. M. Kiewetter Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer	People's Rally Fun Quiz Edwin C. Hill, The Human Side of the News	MBS MBS	H. M. Kiewetter Advertising Agency Young & Rubicam
Modern Food Process Co. Dog Food	Uncle Ezra Alec Templeton Time National Barn Dance	NBC—Red NBC—Red NBC—Blue	Wade Advertising Agency Wade Advertising Agency Wade Advertising Agency
Moody Bible Institute Religious Training	Dog Heroes The Moylan Sisters	NBC—Blue NBC—Blue	Clements Co. Clements Co.
Benjamin Moore & Co. Paints	Let's Go Back to the Bible	MBS	Critchfield & Co.
John Morrell & Co. Dog Food	Betty Moore	NBC—Red	Direct
Philip Morris & Co. Cigarettes	Bob Becker's Dog Chats	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Revelation Tobacco	Johnnie Presents Philip Morris Program What's My Name	CBS NBC—Red MBS	The Biow Co. The Biow Co. The Biow Co.
C. F. Mueller Co. Macaroni Products	Guess Where Breizing Along	MBS MBS & NBC—Blue	The Biow Co. The Biow Co.
Mustrole Co. Mustrole	Name Three Thunder Over Paradise	MBS NBC—Blue	The Biow Co. Kenyon & Eckhardt
Nehi, Inc. Beverage	Carson Robison and his Buckaroos	NBC—Blue	Erwin, Wasey & Co.
Noxema Chemical Co. Toilet Articles	Believe It Or Not with Robert L. Ripley Professor Quiz with Bob Trout News with Bob Trout	CBS CBS CBS	Batten, Barton, Durstine & Osborn Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ohio Oil Co. Gas and Oil	Melody Marathon	NBC—Blue	Byer & Bowman Co.
Old Trusty Dog Food Co. Dog Food	Just Dogs	CBS—NE	H. B. Humphrey Co.
Pacific Coast Borax Co. Borax	Death Valley Days	NBC—Red	McCann-Erickson
Palmer Bros. Mattresses	Four Star News	NBC—Blue	Tucker Wayne Co.
Paramount Pictures, Inc. Motion Picture	Our Leading Citizen Premiere	CBS	Buchanan & Co.
Penick & Ford, Ltd. My-T-Fine Dessert	The Mighty Show	CBS	Batten, Barton, Durstine & Osborn
Penn Tobacco Co. Tobacco	Vox Pop	NBC—Red & CBS	Ruthrauff & Ryan
The Pepsodent Co. Antiseptic & Dentifrice	Mr. District Attorney	NBC—Red & Blue	Lord & Thomas
Pet Milk Sales Corp. Pet Milk	Bob Hope Pet Milky Way	NBC—Red	Lord & Thomas
Louis Philippe, Inc. Cosmetics	Saturday Night Serenade Romance of Helen Trent	CBS	Gardner Advertising Co.
Charles H. Phillips Chemical Co. Milk of Magnesia	Lorenzo Jones Stella Dallas	CBS	Gardner Advertising Co.
Charles H. Phillips Chemical Co. Haley's M-O	Waltz Time Young Widder Brown	NBC—Red	Blackett-Sample-Hummert
Lydia E. Pinkham Medicine Co. Proprietary Medicines	The Voice of Experience Vaughn DeLeath and Orchestra Woman in White	NBC—Red	Blackett-Sample-Hummert
Pillsbury Flour Mills Flour	Champions of the Keyboard	MBS	Erwin, Wasey & Co.
Pittsburgh Coal Co. Coal	A Tale of Today	MBS	Erwin, Wasey & Co.
Princess Pat Ltd. Cosmetics	Pepper Young's Family	NBC—Red	Hutchinson Advertising Co.
Procter & Gamble Co. Camay	The Road of Life Manhattan Mother	NBC—Red & Blue	Walker & Downing
Procter & Gamble Co. Chipso		NBC—Red & CBS	Gale & Pletsch
			Pedlar & Ryan
			Pedlar & Ryan
			Pedlar & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	Vic and Sade	NBC—Red & Blue	Compton Advertising
Procter & Gamble Co.	Right to Happiness	CBS	Compton Advertising
	This Day Is Ours	NBC—Blue	Compton Advertising
	Kitty Keene	NBC—Red	Blackett-Sample-Hummert
	Jimmy Fidler in Hollywood Gossip	CBS &	H. W. Kastor & Sons Advertising Co.
	Professor Quiz	NBC—Red	
	The O'Neills	NBC—Red	H. W. Kastor & Sons Advertising Co.
	The Gospel Singer	NBC—Red	Compton Advertising
	Life Can Be Beautiful	CBS &	Compton Advertising
	Story of Mary Marlin	NBC—Red	Compton Advertising
		NBC—Red &	
	Against the Storm	NBC—Blue	
	Houseboat Hannah	NBC—Red	Compton Advertising
		NBC—Red	Blackett-Sample-Hummert
	Ma Perkins	NBC—Red	Blackett-Sample-Hummert
	The Goldbergs	CBS	Blackett-Sample-Hummert
	Central City	NBC—Blue	Blackett-Sample-Hummert
	The Man I Married	NBC—Red	Blackett-Sample-Hummert
	What's My Name	NBC—Red	Blackett-Sample-Hummert
	Trouble With Marriage	NBC—Blue	Blackett-Sample-Hummert
	Knickerbocker Playhouse	CBS	H. W. Kastor & Sons Advertising Co.
	Midstream	NBC—Red	H. W. Kastor & Sons Advertising Co.
		& Blue	
	Guiding Light	NBC—Red	Compton Advertising
	Kaltenborn Edits the News	CBS	Leo Burnett Co.
	Smilin' Ed McConnell	CBS	Campbell-Mithun, Inc.
	When A Girl Marries	CBS	Benton & Bowles
	Girl Alone	NBC—Red	Ruthrauff & Ryan
	Dick Tracy	NBC—Red	Sherman K. Ellis & Co.
	Quaker Variety Show (Quaker Party)	NBC—Red	Ruthrauff & Ryan
	Stop Me If You've Heard This One	NBC—Red	Sherman K. Ellis & Co.
	We, The Wives Quiz	NBC—Red & MBS	Benton & Bowles
Procter & Gamble Co.	Quaker Oats Co.		
	Cereals		

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Radio Corporation of America Radio Sets and Services	<b>The Magic Key of RCA</b>	NBC—Blue	Direct
Ralston-Purina Co. Wheat Cereal	<b>Baer vs. Nova (Boxing Bout) Inside Story</b>	NBC—Blue CBS & NBC—Blue NBC—Blue	Lord & Thomas Gardner Advertising Co. Gardner Advertising Co. William Irving Hamilton
Ramsdell, Inc. Rito-Sov, Sulphur Cream	<b>Adventures of Tom Mix The Johnson Family</b>	MBS	
R. J. Reynolds Tobacco Co. Camel Cigarettes Prince Albert Tobacco	<b>Camel Caravan Benny Goodman's Swing School Cantor's Camel Caravan Grand Old Opory Bob Crosby Blondie Announcement The Revelers</b>	NBC—Red CBS CBS NBC—Red CBS CBS CBS NBC—Red	William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co. Charles W. Hoyt Co.
Richardson & Robbins Boned Chicken Richfield Oil Co. Gas & Oil	<b>Richfield Reporter Calling All Cars</b>	NBC—PC CBS—PC	Hixson & O'Donnell Advertising Hixson & O'Donnell Advertising

S & W Fine Foods, Inc. Food Products	<b>I Want a Divorce</b>	CBS—PC	Emil Brisacher & Staff
Sealfest Inc. Milk and Milk Products	<b>Your Family and Mine</b>	NBC—Red & CBS	McKee & Albright
Sherwin-Williams Co. Paints	<b>Metropolitan Opera Auditions</b>	NBC—Blue	Warwick & Legler
Signal Oil Co. Gas & Oil	<b>The Signal Carnival</b>	NBC—PC	Barton A. Stebbins Advertising Agency
Sofenz Sales Corp. Sofenz Lotion	<b>Beauty Secrets</b>	CBS—PC	Richard F. Connor
Sperry Flour Co. Flour	<b>Dangerous Road Dr. Kate Martha Meade Woman's Magazine of the Air</b>	NBC—PC NBC—PC NBC—PC NBC—PC	Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency Westco Advertising Agency

**ADVERTISER and PRODUCT**

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Chase & Sanborn Coffee	<b>Chase and Sanborn Hour</b>	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	<b>One Man's Family</b>	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	<b>Rudy Vallee Program Those We Love</b>	NBC—Red & Blue	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foil Yeast	<b>Getting the Most Out of Life</b>	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc. Yeast	<b>I Love a Mystery</b>	NBC—Red	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	<b>Standard School Broadcasts Standard Symphony Sports Pop-Offs</b>	NBC—PC NBC—PC CBS	McCann-Erickson McCann-Erickson Aitkin-Kynett Co.
Stephano Bros. Marvel Cigarettes	<b>Lowell Thomas—The Day's News Smilin' Jack</b>	NBC—Blue MBS	Roche, Williams & Cunnyngham The Biow Co.
Sun Oil Co. Sweets Co. of America, Inc. Tootsie Rols	<b>Smile Parade</b>	NBC—Blue	Stack-Goble Advertising Agency
Swift & Co. Sunbrite Cleaner	<b>Sales Meeting</b>	NBC—Blue & Red	J. Walter Thompson Co.
Swift & Co. Food Products			
<b>T</b>			
Texas Co. Gas and Oil	<b>Texaco Star Theatre</b>	CBS	Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	<b>Football Games</b>	CBS—PC & NBC—PC	Lord & Thomas
Tillamook Country Creamery Association Dairy Products	<b>Bennie Wilker's Tillamook Kitchen</b>	NBC—Blue	Botsford, Constantin & Gardner
Time Inc. Publications	<b>March of Time</b>	NBC—Blue	Batten, Barton, Durstine & Osborn
Twentieth Century Fox Film Corp. Motion Picture	<b>Kentucky Derby Young Mr. Lincoln Premiere</b>	CBS MBS	Kayton-Spiero Co. Kayton-Spiero Co.
<b>U</b>			
Union Oil Co. Gas and Oil	<b>Union Oil Program</b>	NBC—PC & CBS—PC	Lord & Thomas
U. S. Rubber Products, Inc. Rubber Products	<b>99 Men and a Girl</b>	CBS	Campbell-Ewald Co.



# NATIONAL NETWORK SUSTAINING PROGRAMS OF 1939

*Network sustaining programs listed herein were heard on regular schedules during 1939. No special event or one-time shots are included in the listings, which were compiled with the cooperation of CBS, MBS and NBC. In a majority of the cases, programs are institutional, or time has been devoted by the networks to an educational or civic organization.*



## SERIOUS MUSIC

From the Organ Loft  
 N. Y. Philharmonic Young People's Concert  
 Cincinnati Conservatory of Music  
 Salt Lake City Tabernacle Choir and Organ  
 N. Y. Philharmonic S y m p h o n y Concerts  
 Music Hour—Columbia Concert Hall  
 Music Hour—Story of a Song  
 Music for Fun—Howard Barlow  
 Music Hour—Indianapolis Symphony Orch.  
 U. S. Navy Band  
 Music Hour—U. S. Army Band  
 Music Hour—Pop. Concert  
 Music Hour—Curtis Institute of Music  
 Music Hour—U. S. Marine Band  
 Music Hour—Columbia C h a m b e r Orch.  
 Cincinnati Symphony Children's Concert  
 Music Hour—Keyboard Concerts  
 Music Hour—League of Composers  
 Columbia Concert Orch.—Exploring Music  
 Music of the Restoration

Ruth Carhart with Marion Carley, pianist  
 Alexander Semmler, pianist  
 Aubade for Strings  
 Music Hour—Sonata Series  
 Clyde Barrie, baritone  
 Walberg Brown Strings  
 Musical Album  
 The Hour of Musical Fun—"So You Think You Know Music"  
 Lewisohn Stadium Concerts  
 Dorian String Quartet  
 Univ. of Kansas Music Camp  
 Grant Park Concert  
 A Little Light Music  
 Maurice Brown, cellist  
 Stadium Concert—N. Y. Philharmonic  
 Vera Brodsky, pianist  
 Madrigalists

## ADULT EDUCATION

George Perrine — "This New York Town"  
 The Fact Finder  
 Americans All—Immigrants All  
 Words Without Music  
 Highways to Health  
 Of Men and Books  
 Men Behind the Stars  
 The Student Takes the Mike  
 What Price America?

## **NEWS**

Evening News Report  
Today with Bob Trout  
Press Association News  
H. V. Kaltenborn Gives the News  
Oddities in the News  
This Week in Washington—Albert Warner  
Women's Page of the Air—Adelaide Hawley  
Man About Hollywood  
Let's Go to the Fair

## **DRAMA**

Four Corners Theater  
Men Against Death  
County Seat—Ray Collins  
Columbia Workshop  
Buffalo Summer Theater  
The West Remembers  
So This Is Radio

## **SPORTS**

WABC Sports Resume  
Robert Edge, sportsman—"Outdoors with Bob Edge"  
Baseball Preview  
Meet Arch MacDonald  
Sports Review—Mel Allen  
That's What I Said—Ted Husing

## **POPULAR ENTERTAINMENT**

A Tune for Today  
Audrey Marsh  
Captivators  
Deep River Boys  
Fred Feibel at the Organ  
Melody Ramblings with Marty Dale  
Mellow Moments  
Montana Slim  
Waltzes of the World  
Bob Byron, songs  
Eye-Opener Club  
Morning Almanac with Phil Cook  
Have You Forgotten?  
Melody Time

2nd Edition — Phil Cook Morning Almanac  
Tune in the Spotlight (also called "Tune of the Day")

## **ADULT EDUCATION**

Adventures in Science  
Americans at Work  
People's Platform  
Women in the World of Tomorrow  
Democracy in Action  
Bull Session  
The Human Adventure  
Professor Quiz  
What's Art to Me?

## **CIVIC WELFARE**

Molly Steinberg—Stage Relief Fund

## **RELIGIOUS**

Church of the Air  
Wings Over Jordan  
Richard Maxwell—hymns  
Greenfield Village Chapel  
Choral Program—N. Y. World's Fair

## **INTERNATIONAL AND FOREIGN AFFAIRS**

Salute to the New York World's Fair of 1939  
International Exchange Program—  
from Brazil  
Serenade for Strings—from Montreal

## **NATIONAL AND PUBLIC AFFAIRS**

Current Questions Before the Senate  
Current Questions Before the House  
Foundations of Democracy

## **AGRICULTURE**

Farm News  
Irene Beasley—R. F. D. No. 1  
Columbia's Country Journal

## **NEWS**

Radio Spotlight  
Press Radio News  
Ruth Brine, Commentator

## **POPULAR ENTERTAINMENT**

Just Jack Shannon  
Boy & Girl Next Door  
Organ Reveille  
Poetic Strings  
Aeolian Ensemble  
L'Amour Toujours  
Blue Interlude  
Chansonette  
Charles Paul at the Organ  
Eton Boys  
Fiddler's Fancy  
Four Clubmen  
Major Bowes Capitol Family  
Manhattan Minuet  
Maurice Brown, cellist  
Merrymakers  
Morning Moods  
National Hillbilly Champions  
Old Vienna  
Organ Moods (Leo Weber at the  
Organ)  
Over the Hills and Far Away  
Rhythmaires  
Romany Trail  
Salon Musicale  
Saturday Serenade  
Sidney Raphael  
Sunny Melodies  
Tune Time  
Al Bernard and his Merry Minstrels  
Barry Wood, songs  
Blue Streak Rhythm Ensemble  
Bluegrass Brevities  
Brush Creek Follies  
Buffalo Follies  
Castillians  
Chicagoans  
The Dancepators

Don Tuttle  
Four Clubmen  
Genevieve Rowe  
Goin' South (spirituals)  
Instrumentalists  
Joyce Jordan, Girl Interne  
Judith Arlen  
Keyboard Capers  
Le Brun Sisters  
Poetic Strings  
Night Time on the Trail  
Mayfair Orchestra  
Melody Ramblings  
Melody Serenade  
Melody Weavers  
Music, Maestro, Please  
Michael Loring  
Midland Minstrels  
Not So Long Ago  
On the Village Green  
Lew White at the Organ  
Johnnie Hereford at the Organ  
Patterns in Swing  
Pursuit of Happiness  
Ray Block's Varieties  
Ruth Carhart with Ray Scott's  
Orchestra  
Stanley Hickman, songs  
Summer Serenade  
Swing Silhouette  
Syncopation Piece  
Three Treys  
Time Out for Dancing  
Topical Tunes from Pittsburgh  
Tower Town Tempos  
Tito Guizar  
Uncle Jonathan  
Accent on Music  
Adventures of Ellery Queen  
Alibi Club  
Armchair Adventures  
Columbia Dance Orchestra  
Concert in Rhythm  
Court of Reflections  
Doris Rhodes, songs  
Frances Maddux

The Gay Nineties  
 Let's Join the Band  
 Make Mine Music  
 Maxine Sullivan  
 Music in the Air  
 Music of the Theater  
 Nightcap Yarns from KNX  
 Saturday Scene  
 Studio Rendezvous  
 Summer Colony with Buddy Clark  
 Under Western Skies  
 Vocal Embers  
 All Hands on Deck  
 Ann Leaf at the Organ  
 Buffalo Presents  
 Dance Time  
 Fran Hines  
 Harry Cool and the Harmonettes  
 Harry Cool with Joe  
 It Goes Like This  
 John Sturgess  
 Matinee Promenade  
 Melody Madcaps  
 Milton Charles Recalls  
 Monday Varieties  
 Lyn Murray Presents  
 Music Without End  
 Nan Wynn  
 Novelteers  
 Rhythm Roundup  
 St. Louis Blues  
 Sing Incorporated  
 The Texas Rangers  
 Tuesday Matinee  
 Walter Gross, pianist  
 Waltzes of the World  
 The Zany Family  
 Buddy Clark Musical  
 Console Echoes  
 Dancing in the Moonlight  
 Doris Rhodes Music Box  
 In the Music Room  
 Jack Berch, songs  
 John Kirby and his Onyx Club Five  
 On with the Dance  
 Ray Heatherton, songs

Saturday Swing Session  
 This Is New York



Abram Ruvinsky Ensemble  
 Al Helfer's Football Talks  
 Allen Courtney's Gloomchasers  
 American Forum of the Air  
 American Wildlife  
 Arranged By  
 Arthur Mann  
 Author Author  
 Bach Cantata Series  
 Balladeer  
 Bamberger Symphony  
 Benay Venuta's Revue  
 Betty and Buddy  
 Book a Week  
 BBC Music Hall  
 Buckeye Four  
 Carter and Bowie  
 Cats 'n' Jammers  
 Charioteers  
 Choir Loft  
 Concert Hall  
 Concert Revue  
 Congressional Review of the Week  
 Cosmopolitans  
 Dick Harding  
 Doctor Charles M. Courboin  
 Don Arres  
 Ed Fitzgerald  
 Erskine Butterfield  
 Famous First Facts  
 Fiesta Time  
 First Offender  
 Fulton Lewis, Jr.  
 George Fisher's Hollywood Program  
 Get Thin to Music  
 Green Hornet  
 Happy Gang  
 Happy Larry Lawrence  
 Haven of Rest  
 Hawaii Calls

Hayride  
 Hitmakers  
 Impressions  
 Invitation to Waltz  
 Jack Arthur  
 John Steele  
 Johnson Family  
 Kaye Brinker  
 Listen America  
 Lone Ranger  
 Lucius Beebe's Play Reviews  
 Marine Band Concerts  
 Marriage Clinic  
 Marriage License Romance Bureau  
 Medical Information Bureau  
 Melody Strings  
 Milton Kaye  
 Model Airplane Club  
 Morton Gould's Music for Today  
 Mozart Concerto Series  
 Muse and Music  
 Music and Manners  
 Music By  
 Music by Faith  
 Music by Moonlight  
 Music for Every Child  
 Musical Steeplechase  
 Mystery History  
 Nation's Playhouse  
 Nations School of the Air  
 Ned Jordan  
 Nobody's Children  
 Oberlin College Series  
 Old Fashioned Girl  
 Old Time Tunes  
 On a Sunday Afternoon  
 Pageant of Melody  
 Patrick Maitland  
 Pegeen Fitzgerald  
 Perole String Quartet  
 Pet Club  
 Play Ball  
 Radie Harris  
 Radio Garden Club  
 Raymond Gram Swing  
 Red River Dave  
 Reviewing Stand

Rhythm Rascals  
 Romance in Rhythm  
 Rutgers Homemakers Forum  
 Sally's Sallies  
 Savoy Swing  
 Scrapbook Stories  
 Seven Men and a Maid  
 Show of the Week  
 Sigrid Schultz  
 Sinfonietta  
 Sons of the Pioneers  
 Songs that Sweethearts Sing  
 Songs without Words  
 Southern School of the Air  
 Stan Lomax  
 Studies in Contrast  
 Success Session  
 Symphonic Strings  
 This War  
 This Wonderful World  
 Thomas Conrad Sawyer  
 Thyra Samter Winslow  
 Toronto Symphony Orchestra  
 Toronto Trio  
 Trail Blazers of 1940  
 Tropical Serenade  
 Two Keyboards  
 U. S. Army Band Concerts  
 University Life  
 Unsung Americans  
 Victor Lusinchi  
 Waverly Root  
 We Want a Touchdown  
 Welcome Neighbor  
 WOR Symphony  
 Your European Correspondents  
 Your Sunday Date



Adventure in Reading  
 Adventures in Photography  
 Affairs of Anthony  
 Along the News Front  
 Breakfast Club

Brent House  
 Cavalcade of Hits  
 Cheerio  
 Cloister Bells  
 Norman Cloutier Presents  
 Club Matinee  
 Don't Forget  
 Dreams Come True  
 Echoes of History  
 Favorite Waltzes  
 Foreign Policy Association Program  
 Lanny Gray's Rhythm School  
 Green Hornet  
 Hall of Fun  
 Horse and Buggy Days  
 Ideas That Came True  
 Library of Congress Concerts  
 Little Ol' Hollywood  
 Magnolia Blossoms  
 Josef Marais in Bushveld Songs  
 Medicine in the News  
 Meet the Artist  
 Melody Rendezvous  
 Morning Musicale  
 Music for Listening  
 Music for Young Listeners  
 Name It and Take It  
 National Radio Forum  
 National Vespers  
 NBC Music Appreciation Hour  
 NBC Salon Orchestra  
 NBC Symphony Orchestra  
 News from London  
 Novelettes  
 Order of Adventurers  
 Pilgrimage of Poetry  
 Quilting Bee  
 Radio Guild  
 Rakov and His Orchestra  
 Renfrew of the Mounted  
 Revue in Miniature  
 Rhythm and Song  
 Doc Rockwell's Brain Trust  
 Romance and Rhythm  
 Roy Shield and His Orchestra  
 Tapestry Musicale  
 This Moving World  
 Tone Pictures  
 Trio Time  
 United States Marine Band  
 United States Navy Band  
 Voice of Hawaii  
 Washington Calling  
 Wife Saver  
 Yesterday's Children



Blue Moonlight  
 Dol Brissett and His Orchestra  
 Call to Youth  
 Campus Capers  
 Catholic Hour  
 Frances Craig's Sunday Night  
 Serenade  
 Vernon Crane's Story Book  
 Deliberate Reflections  
 Do You Remember?  
 European News  
 From Hollywood Today  
 Gene and Glenn with Jake and Lena  
 General Federation of Women's  
 Clubs  
 Golden Melodies  
 Gospel Singer  
 Homespun  
 Alma Kitchell's Streamline Journal  
 KSTP Presents  
 Letters from Abroad  
 Li'l Abner  
 Walter Logan's Musicale  
 Luther-Layman Singers  
 Magic Waves  
 Music and American Youth  
 Music for Moderns  
 Music Styled for You  
 Musical Soiree  
 Musical Tete-A-Tete  
 NBC String Symphony  
 No School Today  
 Arch Oboler's Plays  
 On Your Job  
 Opportunity  
 Our Spiritual Life  
 Primrose Quartet  
 Radio Pulpit  
 Rangers' Serenade  
 Religion and the New World  
 Religion in the News  
 Romance Lyrics  
 Romance Melodies  
 Salon Silhouettes  
 Song Busters  
 Bill Stern's Sport Scraps  
 Story Behind the Headlines  
 Sweet and Low  
 Timeless Truths Made Timely  
 Torch of Progress  
 Viennese Ensemble  
 Vocal Vogues

# 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.

## Alabama

### WHMA, Anniston

Lloyd's Kiddy Club (C)  
Salute to the Cities (C)  
Castle of Dreams (S)  
National Gridiron Review (C)  
A Listener's Choice (S)  
Alabama in the News (C)

### WAPI, Birmingham

Speaking of Sports (C)  
Know Your City and State (P)  
Women in the News (S)  
Alabama Hayloft Jamboree (C)  
Sleepyhead Serenade (P)  
WAPI Model Electric Kitchen (P)  
Auburn Farm and Family Forum (S)

### WBRC, Birmingham

Town Talk (Man-in-the-Street) (C)  
For You (S)  
Birala Trio (S)  
Radio Forum (S)  
Crossroads Varieties (C)  
Trail Riders (C)  
The Happy Hitlers (S)  
Church of the Air (C)

### WSGN, Birmingham

Variety Show (C)  
Comic Club (C)  
Birmingham Day by Day (S)  
Radio Club (C)  
Red Goose Popularity Contest (C)  
Inquiring Mike (C)  
Armchair Quarterback (C)  
Movie Quiz (S)

### WMFO, Decatur

Social and Household Hints (S)  
Hi Light Boys (C)  
Better Homes Show (S)  
Afternoon Serenade (S)  
Children's Program (C)  
Saturday Morning Barn Dance (S)  
The Up-State Hour (C)

### WCOV, Montgomery

Garden of Dreams (C)  
Man on the Street (S)  
Jitterbug Jamboree (S)  
Postal Oddities (S)  
Job Forum (S)  
Memory Singers (S)  
**WHBB, Selma**  
Musical Clock (S)

Story Telling Lady (C)  
All Request Program (S)

## Arizona

### KSUN, Lowell

Social Secretary (C)

### KOY, Phoenix

Phoenix Little Theatre (S)  
Doubling in Ivory (S)  
Musical Crossword Puzzle (C)  
Arizona Dude Ranch (S)  
Tuesday Night Frolic (S)

### KTAR, Phoenix

KTAR School of the Air (S)  
Three Bees (C)  
Social Calendar (P)  
Clerk of Oxford (S)  
Sylvan of Incle (S)  
Poetry Exchange (S)  
Cavalcade of Builders (C)  
Man on the Street (C)

### KTUC, Tucson

There Are Smiles (C)  
Pandemonia (C)

### KVOA, Tucson

Arizona-Texas Baseball League  
Broadcasts (C & S)

## Arkansas

### KELD, El Dorado

Sporting Events Broadcasts

### KTHS, Hot Springs

Quachita Roundup  
Food for Thought  
News from Home  
Women's World  
Pleasure Party

### KBTM, Jonesboro

Morning Herald—Local News (S)  
You Request It, We Play It (P)  
Farm Service Program (P)  
Home-Makers Time (P)  
Where's the Fire (C)  
Children's Music (P)  
Musical Rodeo (C)  
Man on the Street (C)

### KARK, Little Rock

An Orchid to You (C)  
Death Rides the Highways (C)

Radiographies (C)  
 Your Neighbor Speaks (C)  
 The Parade of Sports (C)  
 Unemployment Program (S)  
 Capitol Pride Kiddies Club (C)  
 Town Talks (P)

**KOTN, Pine Bluff**  
 Koberlein's Konest Kwiz (C)  
 News (C & S)

**KUOA, Siloam Springs**  
 Trade Winds (P)  
 Cathedral of the Ozarks (S)  
 Ozarkian Male Quartet (C)  
 News for Breakfast (C)  
 Story Book: Castle (S)  
 The Little Brown Church (S)  
 KUOA Weather Bureau (C)  
 Common Sense Viewpoints (S)

## California

**KERN, Bakersfield**  
 Kids Club (C)  
 Radio Sportsgraph (C)

**KPMC, Bakersfield**  
 Ballad Time (C)  
 Four Dons (P)  
 Football Broadcasts (C)  
 Carlisle Nelson, Music (P)  
 Pigskin Freshup (C)  
 Nevada Slim (P)  
 Fight Broadcasts (C)

**KRE, Berkeley**  
 Music of the Masters (C)  
 Harmony House (C)  
 Clam bake Broadcasts (C)  
 Open House (P)  
 Golden Days (S)  
 Adventures in Seven Seas (S)

**KHSL, Chico**  
 Quiz Gold (C)  
 Long Cabin Kiddie Club (C)

Reno Racketeers (S)  
 Spotlight Parade (C)  
 Calendar of Events (C)  
 At Your Service (C)  
 College Forum (S)  
 Milady's Merry-Go-Round (P)

**KARM, Fresno**  
 Valley Rancher's Hour (S)  
 Early Risers Club (P)

**KIEV, Glendale**  
 Moods in Music (S)  
 Top Tunes at Two (C)  
 Glen Unified School District (S)

**KGER, Long Beach**  
 Long Beach Municipal Band (S)  
 News on the Hour, Every Hour (C)  
 Dr. Taubman's Bible Class (S)  
 Officials on Parade (S)

**KECA, Los Angeles**  
 Quiz Club (C)  
 Broadway Memories (S)  
 Musicantidares (S)  
 Studio Dark Room (S)  
 Classic Hour (S)  
 Just a Moment Please (C)  
 You Explain It (S)  
 Nutshell Playhouse (S)

**KFAC, Los Angeles**  
 Whoa Bill Club (C)  
 School Kids Kwiz (C)  
 Open Forum (C)  
 Man-on-the-Sireet (C)  
 Parents Forum (C)  
 Musical Masterpieces (C)  
 Operatic Dramas (S)  
 Operas (S)

**KFI, Los Angeles**  
 Meet Some People (S)  
 Art Balser's Notebook (P)  
 Robert L. Johnson's Bridge Club (P)  
 Cabbages and Kings (C)

Ho Hum (S)  
 Johnny Murray Talks It Over (C)

**KFVD, Los Angeles**  
 Editor of the Air (S)  
 Covered Wagon Jubilee (C)  
 Jack the Bellboy (C)

**KFWB, Los Angeles**  
 Swing-Musical Quiz (C)  
 Let's Go Hollywood (C)  
 Grouch Club—Created at KFWB (C)  
 Telephone Quiz (C)  
 Make Believe Ballroom (P)  
 Picture of the Week (C)  
 Rambles with Russ Hughes (S)  
 Water-Upper (P)

**KHJ, Los Angeles**  
 Nobody's Children (S)  
 Help Thy Neighbor (C)  
 Old Fashioned Revival (C)  
 Sons of the Pioneers (S)  
 Haven of Rest (S)  
 Voice of Experience (C)  
 Pull Over Neighbor (C)  
 Adventures in Rhythm (S)  
 Hollywood Whispers (S)  
 Alvino Ray and His Orchestra  
 with the King Sisters (S)  
 Laws and Lawyers (S)  
 Betty Jane Rhodes and  
 Bob Mitchell's Choir (S)  
 Adventure Ahead (S)  
 Dramas of Youth (S)

**KMTR, Los Angeles**  
 What's the Answer? (S)  
 Spelling Bee (S)  
 Melody Lane (C)  
 Woman's World (P)  
 Amateur Hour (S)  
 Let's Dance (P)  
 Guess Who? (S)  
 Sing With Your Favorite Band (S)

**KNX, Los Angeles**  
 Nightcap Yarns (S)  
 Answer Auction (C)  
 Midnight Merry-Go-Round (P)  
 Camera Club (S)  
 Spelling Beeline (C)  
 Saturday Morning Party (P)  
 Sunrise Salute (P)  
 Masterworks in Wax (C)

**KDON, Monterey**  
 Calling All Tunes (P)  
 Saturday Swing Club (P)  
 Hacienda HomeMaker (C)

**KLS, Oakland**  
 Cigar Box Review (P)  
 Jan's Journal (P)  
 Swing Club (S)  
 Swing Spotlight (S)

**KROW, Oakland**  
 Skullcrackers (C)  
 Man on the Street (C)  
 Announcers Contest (S)  
 Commuter's Clock (P)  
 24 Minutes from Broadway (C)  
 Your Show (P)

**KPPC, Pasadena**  
 Pasadena Junior College Presents (S)  
 Yesterday's Headline (S)

**KVCV, Redding**  
 Women's Program of the Air (C)  
 Night Club Quiz (C)  
 Telephone Conversations (C)  
 I Stand Accused (C)  
 Santa's Mail Bag (C)  
 Mythical Airplane Lessons (S)  
 Mythical Remote (C)

**KFBK, Sacramento**  
 Inquiring Microphone (C)  
 Meditation (S)  
 Feminine Varieties (C)



- Breakfast Club (P)  
Waltz Favorites (S)  
Katherine Kitchen (P)
- KFXM, San Bernardino**  
Early Birds of 1939  
Mariana  
Federal Mint  
Tea Time  
Go Forward
- KGB, San Diego**  
Homeowner's Catalog (P)  
Love Highlights (C)  
Sports News and Reviews (C)  
For Ladies Only  
Voices (S)
- KFRC, San Francisco**  
Feminine Fancies (S)  
Brain Battle (C)  
Headlines of the Past (C)  
Scrap Book Stories (S)  
Breakfast Club (S)  
Bess Bye the Market Scout (C)  
Morning Hostess (C & P)  
Rise and Shine (C & P)
- KGO, San Francisco**  
Who's in Town Tonight (S)  
Thru a Woman's Eyes (P)  
Musical Clock (P)  
Potato Bug Band (S)  
Financial Service (S)  
World on Parade (S)  
A Bookman's Notebook (S)  
Hour House (P)  
Paychecks Preferred (S)  
Judy Deane (S)  
Stringtime (S)  
In the Good Old Days (S)
- KJBS, San Francisco**  
Alarm Klok Klub (P)  
Sherman Clay's Magic Hour or  
the World's Finest Music (P)
- Jim O'Neill's Newscasts (P)  
KJBS Night Owl Program (P)
- KPO, San Francisco**  
Oh, Teacher— (C )  
International Kitchen (P)  
Sidewalk Reporter (C)  
Sleep Serenade (C)  
Oh, Mr. Dinwiddy (S)  
Two in the Balcony (P)  
Musical Clock (P)  
Fellow Sportsman (S)  
Tune Termites (S)  
Football Scoreboard (C)  
Radio Reporter (C)  
Waltz Reflections (S)
- KSAN, San Francisco**  
Telephone Quiz  
Telephone Tune Quiz  
News on the Hour Every Hour  
Mothers Only  
The Ne'er-do-well  
Happy Gordon and His Gang
- KSFO, San Francisco**  
Yawn Patrol (P)  
Streamlined Headlines (C)  
Friendly Homemaker (P)  
Roving Reporter (C)  
Sportsliner (S)  
San Francisco Calling (S)  
Hollywood Reporter (C)
- KYA, San Francisco**  
Evening Concert (C)  
Morning Concert (P)  
Spotlight (C)  
Early Birds (P)  
America Sings (S)
- KQW, San Jose**  
Charley Marshall (S)  
Trading Post (C)  
Farm Market Digest (S)
- Magic Hour (C)  
Ranchouse Reveintes (S)
- KVEC, San Luis Obispo**  
Morning Bulletin Board (P)  
Rhythm by Request (P)  
Electricity Speaks (C)  
Local and the Organ (S)  
Poet Events (C)  
Nile School Radio Theatre (S)  
Know Your City Government (S)
- KVOE, Santa Ana**  
Orange County Quiz (C)  
Your Hobby, Photography— (C)  
Crime Marches On (S)  
Vicki Renee, Stylist (S)  
Orange County Gardens (S)  
Veterans of Foreign Wars (S)
- KDB, Santa Barbara**  
On the Sports Side (S)  
Highways of the Air (S)  
Parents Forum (S)
- KTMS, Santa Barbara**  
Five Newscasts Daily (C)  
Review of Sports (S)  
The Forge on the Air (S)  
The Scrapbook of Juan Estevan (C)  
Bob's Best Bargains (C)  
College Town Meeting (S)
- KSRO, Santa Rosa**  
Rescoe Breakfast Club (P)  
Music By and With the Masters (S)  
Music in the Modern Manner (S)  
KSHolling Along (S)  
Judge Jive's Court (S)  
Backstage Scrapbook (S)  
Ye Olde Music Box (S)  
Book Shelf (S)
- KTKC, Visalia**  
The Old Timer (C)  
Can You Spell It
- Gospel Messengers  
Fox Kiddie Club  
Footlight Follies (C)  
Hits from Hollywood (C)  
Purvillite Party Night (C)  
Curbstone Capers (S)

## Colorado

**KFEL, Denver**  
Willie Hartzell and His KFEL-ers

**KLZ, Denver**  
Lady, Lend An Ear (P)  
Three B's (C)  
Voice of the News (C)  
Inquiring Reporter (C)  
Infallible Pair (C)  
Rocky Mountain Roundup (P)  
Gas Hospitality House (C)  
Captain Ozie (C)  
Wells of Music (C)  
Women In The News (S)  
Farm Service Program (P)  
Early Risers' Club (S)

**KOA, Denver**  
Ranger's Serenade (S)  
Once Upon a Time (S)  
Farm Question Box (S)  
KOA's Old Oary House (S)  
Laromont School of Music (S)  
Golden Melodies (S)  
Nature Sketches (S)  
Public Schools Program (S)

**KPOF, Denver**  
Alma Temple Religious Service

## Connecticut

**WICC, Bridgeport**  
WICC Bowling Team Broadcasts (S)  
Street Scene Broadcasts (S)  
Yale University Drama Series (S)  
Yale University Football Games (C)

- WDRG, Hartford**  
Main Street (C)  
Music Of the Record (P)  
Shoppers' Special (P)  
Ad-Liner (P)  
Sincerely Swing (P)  
Us On a Bus (P)  
Esso Reporter (C)  
Request Time (P)  
Your Southern Chef (C)  
Connecticut Hall of Fame (S)  
Sunday Serenade (S)  
Movie/land Melodies (C)  
Old Fire Chief (S)  
The World of Sports (S)  
Hartford Public Forum (S)
- WTHI, Hartford**  
Hartford Speaks (C)  
Concert Hour (C)
- WTIC, Hartford**  
The Fox Morning Watch (C)  
When Day is Done (S)  
History in the Headlines (S)  
Noontime Varieties (S)  
Trans Radio News (P)  
Day Dreams (C & S)  
Women's Radio Bazaar (P)  
Jack Says Ask Me Another (C)
- WNBC, New Britain**  
1380 Club (P)  
Kiddies Revue (C)  
Doris Peck Entertains (S)  
Pappy Howard's Gang (S)  
Man-in-the-Street (C)  
Connecticut Cavalcade (P)
- WELL, New Haven**  
Miracles in Health (C)  
Club Forum (C)  
Church Billboard (C)  
Community Hostess (P)
- Danceland Ballroom (P)  
Petticoat Vagabond (S)  
What's In a Name (S)  
What Are You Reading (S)
- WNLC, New London**  
Melody Lane (P)  
Local News (P)  
Voice of the People (C)  
Postal Telegraph Requests (P)  
Lights Along the Shore (S)  
Sidney's Amateur Program (C)  
Connecticut College Series (S)  
Coast Guard Band (S)
- District of Columbia**
- WJSV, Washington**  
Arch McDonald (C)  
Washington Hour (C)  
Elder Micheaux (S)  
Magic Carpet (C-P)  
WJSV Drama Award (S)
- WMAL, Washington**  
Quiz of Two Cities (C)  
Cameras in Action (S)  
In Town Tonight (S)  
Baukhage Talking (S)  
According To Coyle (S)  
Glen Carow (S)  
Morning Prelude (S)  
Jack Foy (S)  
Station PDS Presents (C)
- WOL, Washington**  
Fulton Lewis, Jr. (C)  
If We Call (C)  
Tru Blu Musical Program (C)  
American Wildlife Program (S)
- WRC, Washington**  
Whispering Rhythm (S)  
Gene Archer Entertains (S)  
Dreams Come True (C)  
Mary Mason (P)
- Gordon Hittenmark (P)  
Night Watchman (P)  
Old Timer (S)  
Streamliner (P)  
Devotions (S)  
Charles Jaqan Programs (S)  
National Children's Frolic (S)  
Daily Weather Forecasts from U. S. Weather Bureau (S)  
Pianos Three (S)
- Florida**
- WJAX, Jacksonville**  
Florida Fishing (C)  
Talk of the Town (C)
- WLAK, Lakeland**  
Millers Fashion Hints (C)  
Ford Football Finals (C)  
Shoot the Works (C)  
Household Institute (P)
- WIOD, Miami**  
WIOD Light Symphony (S)  
Do You Read the News (S)  
WTOD Dance Frolic (S)
- WKAT, Miami Beach**  
Two Grand Pianos (S)  
Pelican's Pouch (S)  
Sport of Kings (P)  
Air Breaks (C)  
Guesso (C)  
Echoes of the Theater (S)  
Football Roll Call (C)  
Little Theater of the Air (S)
- WDBO, Orlando**  
Norman Beasley's Fla. (C)  
Family Altar of the Air (S)  
Rollins College Radio Classroom (S)  
Open House (S and P)  
Morning Roundup (C and P)  
I Want a Job (S)  
Time for the Times (C)
- WCOA, Pensacola**  
Vick's Community Bulletin Board (C)  
Around the Clock (C)  
Sports Spotlight Program (C)
- WSUN, St. Petersburg**  
Oh! Say Can You Sing (C)  
Hunting & Fishing (C)  
Florida Speaks (S)  
Books in Review (S)  
Football Predictions and Scores (C)  
For Women Only (P and C)  
Inter-Civic Club Council (S)  
Little Theater of the Air (S)
- WTAL, Tallahassee**  
WTAL Jamboree (S)  
Storytime with Sue Nesmith  
Dance Time (S)  
Musical Clock (S)  
Morning Devotions (S)  
Clambake Six (S)
- WDAE, Tampa**  
Musical Mailman (S)  
West Coast Hillbillies (C)  
Eddie Ford Organist (C)  
Football Predictions (C)  
Bridge Forum (S and C)
- WFLA, Tampa**  
Frank Grasso Presents  
Forward Florida  
Florida Job Clinic
- WJNO, West Palm Beach**  
Mr. Yes n No  
Quartermaster  
Grab-Bag  
I Want a Job  
Palm Beach Speaks  
Downtown at Noon  
Call to Radio  
Sunday Melody Parade

## Georgia

### WGAU, Athens

Our Church on the Air (S)  
Our Community Sing (C)  
Organ Treasures (S)  
Midnight Momentoes (S)

### WATL, Atlanta

Mid-Day Merry-Go-Round  
Dinner Dance Parade (C)  
The Music Masters (S)  
Sunshine Hours (C)  
Five Star Final (S)

### KID, Idaho Falls

Farm Hour (S and C)  
News (S and C)

### WRDW, Augusta

WRDW Varieties (P)  
Breakfast Club (P)  
Pigskin Parade (C)  
Boys News (C)  
For Ladies Only (C)  
R. C. Cola Quiz (C)

Uncle Marion Reads the Funnies  
Highlights of the News of the Week

### WBBL, Columbus

Sons of the South (C)  
Baseball Questionaire (C)  
Women in the News (S)  
Red Wagon Boys (C)  
History in the Making (S)

### WMAZ, Macon

Radio Stars on Parade (P)  
Gospel Singer (C)  
Boy Scout Program (S)  
Man on the Street (C)  
Dailton Norman, Singing Cowboy (S)  
Ft. Valley Normal School Choir (C)

### WMGA, Moultrie

'Tween You and Me (S)

### WSAV, Savannah

Saga of Savannah

Savannah Speaks  
Time and Tide  
Salute to the Coastal Empire  
Musical Scoreboard  
Quiz Nite

### WAYX, Waycross

Mercham's Parade (P)  
George Tucker (C)  
Twelve Hundred Club (S)  
Kiddies Theater Club (S)

## Idaho

### KIDO, Boise

Bairds Big Eight (C)  
Farm Men Only (C)  
United Press News (C and P)  
Home Quiz (C)  
Boise Highlights (S)  
U. S. Government Reports (S)  
Morning Sermonette (S)  
KIDO Request Hour (S)  
Cowboy Slim (P)  
Sportscasts (C)

### KFXD, Nampa

Early Bird (P)  
Dooley's Almanac (C)  
Six O'Clock Jamboree

## Illinois

### WTBC, Bloomington

Rural Free Delivery Hour (P)  
WTBC Women's Hour (S)  
So You're Entertaining (S)  
Anniversary Party (C)

### Singo (C)

Theater Time (C)  
High Schools on Parade (S)  
Sweet and Swing (P)

### WDWS, Champaign

Home Town Birthday Party (C)  
Mystery Melody Time (C)

### WAAF, Chicago

Daily Symphonic Hour (S)  
Council of Foreign Relations (S)  
Mythical Ballroom (C)  
Pick-Me-Up (C)  
Breakfast Express (C)  
Madcap Matinee (C)

### WBBM, Chicago

Let's Get Together (S)  
Meet the Missus— (C)  
Musical Clock (C)  
Sports Huddle (C)  
What Can I Do? (S)  
Voice of the City (S)  
Sports Quiz (C)  
Dr. Preston Bradley (C)

### WCFB, Chicago

The Life Program (C)  
Peekers in the Pantry (P)  
Radio Gossip Club (S)  
Hour of Opportunity (C)  
This Week in Labor (S)  
Make Believe Danceland (P)  
Singing Strings (C)  
Kelly's Old-Time Minstrels (C)

### WEDC, Chicago

Humans of Fate (S)  
Let's Act (S)

### WENR, Chicago

Ten O'Clock Final (C)  
Weekly Amateur Hour (C)  
Music You Want (C)

### WIJD, Chicago

Safety Count  
Bureau of Missing Persons  
Toastmaster  
Women at the Crossroads  
Supper-time Frolic  
Dramas from Life  
Know Your Postal Service  
Famous Chicagoans

### WLS, Chicago

WLS National Barn Dance (C)  
School Time (S)  
Dinnerbell (S)  
Smile-A-While (C)  
Henry's Exchange (C)  
Morning Devotions (S)  
Morning Minstrels (C)

### WMAQ, Chicago

News Broadcasts (C and S)  
High School Studio Party (S)  
Cameos of New Orleans (C)  
Take a Picture (S)  
Weiboldt, Your Neighbor (C)  
Doggy Dan (C)  
Tony Wons (C)

### WHFC, Cicero

Know Your Morlon  
Paging the Preps  
Stamp Chats

### WDAN, Danville

Semi-Solid Family Party (C)  
Juvenile Jamboree (C)  
Moods and Melodies (S)  
Man on the Street (P)  
Chuck's Variety Clock Club (P)  
Battle of Wits (C)  
Your Home Town (C)  
The Puzzle Man (C)

### WJBL, Decatur

Street Forum of the Air (P)  
Cross Country Interview (C)  
John Bernard's Let's Dance (C)  
Three Minutes of Safety (S)  
The Golden Hour (C)

### WTMV, East St. Louis

Stern Erau Band (C)  
Crazy Auction (C)  
Vital Statistics (C)  
Juveniles on Parade (C)  
Church in the Wildwood (S)  
Rose Room Melodies (C)

- Game of Wits (S)  
Joke Shop (C)  
Woman's Magazine of the Air (C)  
Opportunity Knocks (S)
- WEBQ, Harrisburg**  
Sunday Morning Swing Session  
Hay-Loft Hi-Jinks Barn Dance  
Vick's Parade of Musical Hits  
Happiness Hour
- WCLS, Joliet**  
Social Editor of the Air  
One Woman's Opinion  
Deitchman's Polka Revue  
Shopping with Your Neighbor
- WMBD, Peoria**  
Juvenile Theater (S)  
Musico (C)  
His Majesty, The Baby (S)  
Good Neighbor (S)  
Nightfall (S)  
Musical Clock (C)  
Women of Today (C)  
Announcers Contest (C)
- WTAD, Quincy**  
Corn Belt Carnival (S)  
Write the Manager (S)  
Quarter wiz (S)  
Happy Valley (C)  
Guess It (C)  
Community News (C)
- WROK, Rockford**  
Town Crier  
Man on the Street  
News Programs  
Women's Forum  
Sports Program  
Musical Clock  
Women in the News
- WHBF, Rock Island**  
Listen, Ladies! (P)  
Ten Pin Man (P)  
Mississippi Valley News (S)
- Frank Mike (C)  
Songs That Don't Get a Chance (S)  
Knox Chapel Services (C)  
The Bee (S)  
Juvenile Theater (S)  
Views of Local News (C)
- WCBS, Springfield**  
Rural School of Education (S)  
Market Reports (C)  
Homemakers Institute (C)  
Town Meeting of the Air (S)  
Lone Ranger (C)
- WDZ, Tuscola**  
Irish Ballads (C)  
Corncrib Hoedown (C)  
Memories (S)  
Screwball Club (S)  
Know Your WDZ (P)  
At Your Service (S)
- Indiana**
- WTRC, Elkhart**  
Friendly Neighbors (C)  
Pet Swaps (C)
- WEOA, Evansville**  
Curbside Reporter  
City Court
- WGBF, Evansville**  
The Shut-In Program (S)  
Radio Variety Show (C)  
Little German Band (S)  
Wedding Anniversary Program (S)
- WGL, Fort Wayne**  
Time to Go to Work (S)  
Indiana Indigo (S)  
Gold Star Final News (C)  
Dykta (C)  
Metropolitan Madness (S)  
Traffic Court (C)  
School of the Air (S)  
Sing a Long with Mary (C)
- Notre Dame Radio Stage  
Highlights Weeks News in Review
- WBOW, Terre Haute**  
Man on Street (C)  
Morning Mail (P)  
Merry-Go-Round (P)  
Terre Haute Town Meeting (S)
- Iowa**
- WOC, Davenport**  
WOC Luncheon Club (P)  
Public Schools Program (S)  
St. Ambrose College of the Air (S)  
News from Our Neighbors (S)  
Your Hymns and Mine (S)  
Hour of Friendship (S)
- KWLC, Decorah**  
News Courier (S)  
Poetic Prelude (S)  
Chapel (P)  
Hymns We Love (S)  
Adventures in Physics (S)  
You, Incorporated (S)  
Drama Workshop (P)  
Campus Players (S)
- KRNT, Des Moines**  
Tall Corn Time (S)  
Thirty Minutes to Go (P)  
Newsreel of the Air (C)  
Uncle Bill Reads the Funnies (C)  
Memories of You (S)
- KSO, Des Moines**  
Inquiring Microphone (C)  
Sum Fun (S)  
The Friendly Counselor (C)  
Evening Funnies (S)  
Sports by Shumate (C)  
The Sunshine Club (S)  
Cheerful Charlie Flagler (C)
- KGLO, Mason City**  
Hometown News (C)  
The Rhythm Club (S)  
The Mailbag (S)
- WOWO, Fort Wayne**  
Morning Roundup (P)  
Modern Home Forum (P)  
Hooster Hop (S)  
Hey! Mr. Motorist  
Bob Wilson Presents (C)  
Ozark Open House (S)  
Flapjack Boys (C)  
Down the Field (C)
- WIND, Gary**  
Sports Edition (C)  
Night Watch (C)  
Traffic Court (S)
- WFBI, Indianapolis**  
Early Birds  
Hoosier Talent Time (S)  
Big Freddie Miller (S)  
Hoosier Farm Circle (P)  
Alice Abbot (P)  
Gilbert Forbes (C)
- WIBC, Indianapolis**  
Boy Grets Girl (C)  
Brown County Revelers (C)  
The Friendly House (C)  
School for Brides (C)  
Blues Chaser (C)  
Fashion Footlights (C)  
Lonesome Bill Jones (S)
- WLBC, Muncie**  
Man on the Street  
Animal Shelter Broadcast  
The Old Ranger
- WFAM, South Bend**  
South Bend at Work  
South Bend at Play  
Football for the Fans  
The Three Notes  
Little Jamboree
- WSBT, South Bend**  
Hayloft Jamboree  
Man on the Street

The Hours Ahead (C)  
 Mystery Melody (P)  
 Sport's Camera (C)  
 Bullseye Topics (S)  
 North Iowa Forum (S)  
 Rural Roundtable (S)  
**KMA, Shenandoah**  
 KMA Country School (C)  
 KMA Homemaker's Program (P)  
 KMA Kitchen Klatier (P)  
 Caleb Squibb's Joke Program (C)  
 Lem Hawkins and His Gang (C)  
 The Folks in Western Valley (P)  
 The Round-up on Rhythm Range (C)

**KTRI, Sioux City**  
 News on the Hour (C)  
 Sports Parade (S)  
 Musical Clock (P)  
 Blind Balladier (S)  
 Postoffice Parade (S)  
 Women in the News (P)

### Kansas

**KVAK, Atchinson**  
 Mass direct from St. Benedict's  
 Abbey Monastery

**KIUL, Garden City**  
 Western Kansas Roundup (S)  
 Hamilton Trio (C)  
 Local News (C)

**KSAC, Manhattan**  
 Homemakers' Hour (S)  
 Farm Hour Program (S)  
 In the Music Room (S)  
 The Kansas Editor Speaks (S)  
 Ships and Sealing Wax (S)

**KCKN, Kansas City**  
 Olaf Soward News (C)  
 Police Court (S)  
 Noon Hour Clock (C)  
 Raw-Milk Matinee (C)  
 Peacock Program (C)

Dance with America (C)  
 Behind the Headlines (C)  
 Quizzer Court (P and C)

### KOAM, Pittsburg

Pals of the Prairie (C)  
 Lou and Al (C)  
 Amateur Hour (C)  
 Kiddies Revue (S)  
 News (C)  
 Sports Broadcasts (C)  
 Songs of Terry (S)

### KSAL, Salina

Musical Clock (P)  
 Today (S)

Meet the Visitor (C)  
 The Window Shopper (P)  
 Dorothy Day (C)  
 Quizzer Court (C)  
 Barn Dance Frolic (S)  
 Hilly Billy Program (P)  
 Farm Hour (C)

### WIBW, Topeka

The Kansas Roundup (C)  
 The Dinner Hour (P)  
 The Crossroads Sociable (S)  
 Golden Belt Tent Theater (C)  
 You Can't Do That (S)  
 Saturday Night Roundup (P)  
 Lee Noon News (C)  
 Oklahoma Outlaws (C)

### Kentucky

**WCML, Ashland**  
 Sidewalk Spell Bee (C)  
 Woman's Club (P)  
 Rhythm Club (S)

### WAVE, Louisville

Melody Time (P)  
 Jewel Box (C)  
 Noontime Roundup (S)  
 What Do You Think (S)  
 Play Laboratory (S)  
 Hi-School Hi-Lights (S)

Cruising in Traffic (S)  
 Ten O'Clock News Review (C)

### WOMI, Owensboro

Kentucky Nightmare

### Louisiana

**KALB, Alexandria**  
 Business Marches On (P)  
 Hello There (S)  
 Pan-Am Views the News (C)

### KVOL, Lafayette

Sons of the Acadicians (S)  
 Wilson Humber's Orchestra (P)  
 Twilight Quartette (P)  
 Emily Landry (S)  
 Roscoe Whilow (S)  
 Southwestern Institute Program (S)  
 Farm and Home Hour (S)  
 Katherine Quint (S)

### WBNO, New Orleans

Jax Midnight Dancing Party  
 Highlights for High School  
 Announcers Auditions of the Air  
 Sunday Afternoon Variety Show  
 Daily High School Dance Hour  
 Alma Roiths Bridge Quiz

### WWL, New Orleans

Dawn Bustlers (C)  
 Dreamy Melodies (S)  
 Job Mart (S)

### KRMD, Shreveport

High School and L.S.U. Football (C)  
 News Program (C)  
 Women's Hour (S)

### Maine

### WCOU, Lewiston

Soliloquy and Organ (C)  
 Good Morning Neighbor (C)  
 Marriage Muddles (C)  
 Yawn Patrol (P)

### WCSP, Portland

Recess Time (P)

### WGAN, Portland

Quiz Court (C)  
 Maine Memories (C)  
 Coffee Cup Chatter (S)  
 Late Risers Club (S)

### WAGM, Presque Isle

WAGM-Tingley Birthday Party (C)  
 Words with Music (S)  
 Saturday Nite Jam Session (S)

### Maryland

### WBAL, Baltimore

Around the Dinner Table (P)  
 Time for Romance (P)  
 It Seems to Me (S)  
 Around the Breakfast Table (C)  
 Stories Behind the Headlines (C)  
 Mary Landis  
 Uncle Jack's Club

### WCAO, Baltimore

Your Friendly Neighbor (P)  
 Better Homes Program (P)

### WFBR, Baltimore

Quiz of Two Cities (C)  
 Carnival of Fun (C)  
 Dramagrams (S)  
 Open House (C)

### WTBO, Cumberland

Eleventh Hour (C)  
 Yours for the Asking (S)  
 Spelling Bee (C)

### WTOG, Frederick

Man About Town (S)  
 Social Column (S)  
 Music Shop (C)  
 Shopping Tour (C)  
 State Teacher's College Musical (S)

### WFMD, Frederick

Pappy and the Boys (C)  
 Golden Slipper Gang (P)  
 Ian MacFarlane (S)  
 A Song for Sale (P and C)  
 Telephone Tunes (S)  
 The Farmer Comes to Town (P)

## Massachusetts

- WAAB, Boston**  
 Edgeworth's Frank Ryan (C)  
 Sportswriters Quiz (S)  
 Marriage Clinic (S)  
 John Meicall's Choir Leit (S)  
 Young America Speaks (C)  
 Sears News Salute (C)  
 Friends Radio Club (C)
- WBZ & WBZA, Boston & Springfield**  
 Jordan Marsh Hour (C)  
 Olympic Hockey Games (S)  
 Name Three (C)  
 Indoor Baseball Games (S)  
 Home Forum (P)  
 Harvey and Dell (S)  
 Gilchrist Gossip (S)  
 Weather in Rhyme (C)  
 Boston Life (S)  
 We Women—Mary Ellen Brown (P)  
 Miss. on the March (C)  
 Gene and Glenn (S)  
 25 Years Ago Today (S)
- WCOP, Boston**  
 Rise 'n' Shine with Farmer Russ (C)  
 Frolicmakers Swing Club (P)  
 The Voice of the Community (C)  
 Consumers' Institute (S)  
 Jaunting Through Ireland (C)
- WEEL, Boston**  
 Caroline Cabot Shopping Service (P)  
 E. B. Rideout Weather Service (C)  
 Matinee Promenade (P)  
 Bill Elliot the Singing Cop (C)  
 Uncle Elmer (S)
- WMEX, Boston**  
 Pages from the Classical Album (S)  
 WMEX Camera Club of the Air (S)  
 The Variety Hour (C)  
 Today's Winners (P)  
 Peg Powers Program (S)  
 Moods in Music (S)
- Penny and Her Gang (S)  
 Comic Page Club (C)
- WNAC, Boston**  
 Sunshine News Reporter (C)  
 Names in the News (C)  
 Yankee Network News Service (P)  
 Inside of Sports (C)  
 Sports Roundup (C)  
 Fred Long Views the News (C)  
 George and Dixie (C)  
 Sunrise Melodies (S)  
 Marjory Mills (C)  
 First National's Imogene Walcott (C)  
 Gretchen McMullen (C)
- WORL, Boston**  
 Nine Twenty Club (P)
- WSAR, Fall River**  
 Is Your Name Lucky (C)  
 Attention Women (S)  
 WSAR Studio Orchestra (S)  
 Man on the Street (C)  
 McWhirr's Musical Parade (C)  
 Local News (P)  
 This is Magic (C)
- WHAI, Greenfield**  
 Let's Interrogate (P)  
 Entertainment Time (P)  
 WHAI Musical Grab Bag (S)  
 So You Want to Fly (S)  
 Weaver of Dreams (S)  
 News Week in Review (C)
- WLAW, Lawrence**  
 Auditions on the Air (C)  
 Sports Quiz (C)  
 Children's Radio Club  
 John Manning's Family (S)  
 Sidewalk Interview (C and S)  
 News in Review (C)  
 Children's Music Recital (C)  
 Baron and His Lone Star Texans (C)  
**WBRK, Pittsfield**  
 Prof. Query (C)
- Kash Kwiz (C)  
**WMAS, Springfield**  
 Music to Read By (S)  
 College of Fun (C)  
 Story Book Lady (C)  
 WMAS Little Theater (S)  
 4 Men About Town (C and P)
- WTAG, Worcester**  
 Mendelssohn Singers (C)  
 Sport Express (S)  
 Radio Journal (P)  
 Morning Parade (P)  
 Ruth Drops in to Chat (C)  
 Noonday Revue (P)
- Michigan**
- WELL, Battle Creek**  
 Battle Creek Public School Program
- WHDF, Calumet**  
 Warney Ruhl's Music School (C)  
 College Music Hour (S)  
 Houghton County Federal Band (S)  
 Finnish Musical Program (C)  
 Singing Violins (C)
- WJR, Detroit**  
 News Comes to Life (C)  
 Hermit's Cave (C)  
 Inside of Sports (C)  
 Peaceful Valley (S)  
 The Vagabonds (S)  
 Adventures in Music (S)  
 Musical Memories (S)
- WMBC, Detroit**  
 The Worker Speaks  
 Spices of 1939  
 Old Opera House  
 Happy Hour Club  
 Final Edition
- WWJ, Detroit**  
 The Yawn Club (C)  
 Listien, Ladies (S)  
 March of Youth (S)
- The Minute Parade (C)  
 Fanfare (S)  
 Detroit News Radio Extra (S)  
 Man on the Street (C)  
 C. C. Bradner's Newscast (C)
- WXYZ, Detroit**  
 The Lone Ranger (C)  
 The Green Hornet (S)  
 Ned Jordan Secret Agent (S)  
 Challenge of the Yukon (S)  
 Show World (S)  
 Fan on the Street (C)  
 Town Meeting (C)  
 Sunrise Club (P)  
 The Factfinder (C)
- WFDF, Flint**  
 Blues Chasers (P)  
 Skeets and Playboys (P)  
 Nick and Cornhuskers (P)  
 Job Clinic (S)
- WJMS, Ironwood**  
 Tony's Eye-Opener Hour (P)  
 Musical Miniatures (S)  
 Parish Players Radio Dramas (S)  
 Radio Home Market (P)  
 Song Time (C)
- WJIM, Lansing**  
 WJIM Juvenile Choir (C)  
 Drewry's Open House (C)  
 Knapp Family Hour (C)  
 Musical Clock (P)
- WKBB, Muskegon**  
 Rol and Henry (P)  
 Hardytine (C)  
 Street Reporter (P)  
 Grand Haven Parade (P)  
 Morning Shopper (P)  
 Stump Us (C)
- WHLS, Port Huron**  
 Hired Man (P)  
 News Every Hour on the Hour (C)  
 Aunt Jane's Program (S)  
 Kiddies Hour (P)

## Minnesota

- KGDE, Fergus Falls**  
Miss Sally's Here's An Idea  
For Women Only (P)  
Fergus School of the Air (S)
- KYSM, Mankato**  
Sunshine Dinnertime  
Musical Roadmap  
Birthday Party  
Shindig  
The Plowboys  
Across the Garden Gate  
The Voice of the Land o' Lakes
- WDGY, Minneapolis-St. Paul**  
Music for Every Child (S)  
WDGY Barn Dance (S)  
Happy Hollow Boys (P)  
Coffee Cake Club (P)  
Funrise Frolic (P)  
Livestock Farmers Program (C)  
Minnesota Farm Bureau News (C)  
Family Altar (C)
- KSTP, St. Paul-Minneapolis**  
KSTP Presents (S)  
Sunrise Roundup (P)  
The Movie Fan Speaks (S)  
The Household Forum (P)  
Daily Messenger (C)  
Tomorrow's Headlines Tonight (C)  
Morning Newspaper of the Air (C)
- WCCO, Minneapolis-St. Paul**  
Fitzer's Sportman's Special (C)  
Saturday Morning Open House (P)  
Sports Through the Keyhole (S)  
Almanac of the Air (C)  
Ladies First (P)  
Who's the Champ (C)  
The Sunrises (S)
- WMIN, St. Paul and Minneapolis**  
Market Basket (P)  
WMIN Safety Club (S)  
Talking Things Over (C)
- WTCN, St. Paul-Minneapolis**  
Church Music Appreciation (S)  
For the Ladies (C)  
Job Wanted (S)  
Funny Paper Show (S)  
News to Come (S)  
Merle Potter's Movie Quiz (C)  
Parents Classroom (C)
- KVOX, Moorhead**  
Gain' to Town (P and C)  
World of Sport (C)
- KROC, Rochester**  
Minnesota 400 Program (C)  
Farm Frolics (P)  
KROC Farm Service  
News Programs (C)
- KFAM, St. Cloud**  
Sunrise Roundup (C and P)  
Over the Kitchen Fence (C and P)  
Junior Mixing Bowl (C and P)  
Sincerely Headlines (S)  
Merry and Mac (C)  
KFAM Jamboree (S)
- WHLF, Virginia**  
Please Play (S)  
Sports Reporter (C)  
Sports Broadcasts (C)  
Swing Clinic (S)  
Farm and Home Hour (S)  
Our Friendly Neighbors  
Virginia Symphonic Band
- KWNO, Winona**  
KWNO Theater Workshop (S)  
Organ Moods (S)  
Mak'kes Junior Show (C)  
Good Morning Neighbor (P)  
Date Simons Blue Denim Boys (S)
- Mississippi**  
**WGCM, Mississippi City**  
Bocmen's Program  
**WGRM, Greenwood**  
Revell Hillbillies (C)
- Lunch Hour (C)  
Down South (S)  
Song and Story (C)  
Barnyard Jamboree (P)  
Morning Serenade (P)  
Delta Chevrolet Entertains (C)  
Aunt Polly (S)
- WFOR, Hattiesburg**  
Voice of 5th Avenue (C)  
Little Trouper (S)  
Birthday Club (C)  
Nut Club (S)
- WJDX, Jackson**  
For Women Only (P)  
Buck Turner and His Buckaroos (P)  
Roaming Cowboys (S)  
Gospel Four (S)  
Kiddie Matinee (S)
- WSKB, McComb**  
Health Center Talks (S)  
Unemployment Program (S)  
Devotional Hour (S)  
High School Program (S)  
Poetry Lady (S)  
Hollywood News and Views (C)  
Pike County Ramblers (P)
- Missouri**  
**KFRU, Columbia**  
Musical Clock (P)  
Missouri Farm and Home Hour (P)  
Ozark Open House (C)  
Thursday Night Club (P)  
Sunrise Roundup (P)  
Village Choir (S)  
Missouri Calendar (S)  
Mirror of Melodies (P)
- KWOS, Jefferson City**  
Man on the Street (C)  
Man in the Car (C)  
Your Home and Mine (P)  
Missouri Schools in Action (S)
- WMBH, Joplin**  
Barn Dance  
Man on the Street  
Sportcast  
News on the Hour  
Walter Wheeler's Physical Culture  
Number Please  
Kiddies Review  
Community Songfest  
Ozark Wanderers
- KMBC, Kansas City**  
Musical Memories Streamlined (S)  
The Food Scout (C)  
KMBC Happy Kitchen (C-P)  
Brush Creek Follies (S)  
The Little Show (S)
- WDAF, Kansas City**  
Moonbeams (S)  
Musical Melting Pot (S)  
Tales of Industry (S)  
Music Box Revue (C)  
4-Bell Roundup (C)  
Liars Court (C)  
Musical Clock Revue (C)  
WDAF Birthday Bell (S)
- KWOC, Poplar Bluff**  
Man on the Street (C)  
Quiz School (C)  
Log Cabin Mountaineers  
Luncheonaires (P)  
Morning Musicals (S)  
Little Church Around the Corner  
Hymns and Their Stories  
Treasure House of Poetry
- KFEQ, St. Joseph**  
The Pony Express Roundup (S)  
Interstate Varieties (C)  
Good Samaritan Club (S)
- KMOX, St. Louis**  
Mellow Time (C)  
Alpine Varieties (C)  
The Land We Live In (C)

- Barnyard Follies (C)  
 Saturday Night Barn Dance (C)  
 Ozark Varieties (C)  
 Onward Road (S)  
 Talent Court (C)
- KWK, St. Louis**  
 The Inquiring Squad  
 Barrel Roll  
 Alpen Brau Song Fest  
 Sunbonnet Social  
 The Swing Clinic  
 This Woman's World  
 Paris Fashion Revue  
 It's Fun to Keep House
- KXOK, St. Louis**  
 Dinner with the Stars (S)  
 Voice of the People (S)  
 Pop Wise and His Kiddle Quiz (C)  
 One Man's Diary (C)  
 Chestnut 99 Forty Four (S)  
 Football Jamboree (C)  
 The Woman's Page (C)  
 Jam for Supper (S)
- WEW, St. Louis**  
 Sacred Heart Hour (S)  
 Germania Broadcast of St. Louis (C)  
 Roy Shaffer and His Gang (C)  
 Moments with the Maslers (S)  
 Swing for an Hour (S)  
 Koffee Klatsch (S)  
 Mothers Health Class (S)
- WIL, St. Louis**  
 Civic Service Program (C)  
 Birthday Bells (S)  
 Today's Winners (C)  
 Breakfast Club (C)  
 Dawn Patrol (P)
- KDRO, Sedalia**  
 Dr. Berry, Counselor of Life (S)  
 Your Neighbors Opinion (S)  
 Answer Rite Pay Nite (C)  
 Missouri Playboys (C)
- KDRO Views the News (S)  
 KDRO Little Theater of the Air (S)
- Montana**  
**KFBB, Great Falls**  
 Let's Do Some Talking (S)  
 Speaking of Sports (S)  
 KFBB Hi-Lites (S)  
 The Three E's (C)  
 Meditations in Music (S)  
 Community Calendar (C)  
 Music of Tomorrow (C)  
 In the Sportlite (S)  
**KPFA, Helena**  
 Sports Review (C)  
**KGVO, Missoula**  
 Dude Ranch (S)  
 This and That (S)  
 Quiz Nite (C)  
 Kiddies Kollege (C)
- KMMJ, Clay Center**  
 Talent Review (S)  
 Harris Sunrise News (C)  
 Wolbach News (C)  
 Market Reviews (S)  
 The Rockin' Chair (P)  
 Mother's Best Gospel Singers (C)  
 Gooch's Buckaroos (C)  
 Stuart's Happy Roving Cowboy (C)
- KFAB, Lincoln**  
 Coffee Pot Inn (C)  
 Cornhusker Jamboree (C)  
 Around the Kitchen Kettle (C)  
 All Bands Around (C)  
 Football Games (C)  
 Baseball Games (C)
- KFOR, Lincoln**  
 Morning Musical Clock (C)  
 Dual Tones (S)  
 Street Forum (C)
- Fashion Tip-Teller (C)  
 Hollywood Hi-Lites (C)  
 Harry Johnson Sports Review (C)  
 I May Be Wrong (C)  
 Magee's Dance Parade (C)  
 Birthday Club (C)
- WJAG, Norfolk**  
 Voice of the Street (S)  
 Noon News (S)
- KOIL, Omaha**  
 Polly the Shopper (P)  
 Answer Please (S)  
 Junior I Q (C)  
 The Homemakers (C)  
 Sports Highlights (S)  
 Orgels in the Air (S)
- WOW, Omaha**  
 Farm Facts and Fun (S)  
 Little Man (S)  
 Junior Round Table (C)  
 Lyle DeMoss and BGosh Boys (C)  
 Man on the Street (C)  
 Magic Story Circle (S)  
 Family Party (S)  
 Homemaker's Club (C)  
 WOW Players (S)
- KGKY, Scottsbluff**  
 Local News  
 Musical Misfits
- Nevada**  
**KOH, Reno**  
 Police Blotter of the Air (S)
- New Hampshire**  
**WLNH, Laconia**  
 WLNH Birthday Party (P)
- WHEB, Portsmouth**  
 Arbie Coty (P)  
 Number Please (P)  
 I'll Swap Yuh (P)
- New Jersey**  
**WCAP, Asbury Park**  
 Meet Our Visitors in Boardwalk Interviews (C)  
 Neighborhood Hostess (C)
- WPC, Atlantic City**  
 Atlantic City Entertains (S)  
 Boardwalk Interviews (C)  
 Your Favorite Band (S)  
 Kiddies Theater (C)  
 Jingle Time (C)
- WSNJ, Bridgeton**  
 Quiz Master (C)  
 Poultry Hour (P)  
 Platter Picnic (P)  
 1210 Club (P)  
 Rhythm Class (C)  
 Jack and Jill Auditions (S)  
 Sunday Evening Gospel Hour
- WHOM, Jersey City**  
 George—The Real McCoy (C and P)  
 Sidewalk Reporter (C and P)
- WOR, Newark**  
 American Forum of the Air  
 Musical Steelmakers  
 The Shadow  
 Auhhor! Author!  
 Music and Manners  
 Raymond Gram Swing  
 Fulton Lewis, Jr.  
 WOR Symphony Orchestra  
 Morton Gould and Orchestra  
 Antonini Concert Series  
 Mozart Concerto Series  
 Lone Ranger  
 Alfred Wallenstein's Sinfonietta  
 Symphonic Strings
- WBRB, Red Bank**  
 Happiness Village (S)  
 Dream Peddler (S)  
 Over the Tea Cups (S)  
 Your Radio Shopper (P)



County Sports Review (S)  
Football and Basketball Games (C)  
**WAWZ, Zarephath**  
Programs of New Brunswick, N. J.,  
Public Schools

### New Mexico

**KGGM, Albuquerque**  
KGGM's Sunshine Special (P)  
What Would You Do (C)  
Oden's Silver Spelling Bee (C)  
Pot o' Gold (P)  
KGGM's Big Brother Club (C)  
**KOB, Albuquerque**  
A Dollar a Word (C)  
March of Events (C)  
I Want a Job (S)  
How, When and Where to Go (C)  
Facts, Foods and Fancies (P)  
KOB Trading Post (S)  
Men in the News (C)  
The Movie Man (C)

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**KICA, Clovis**  
Builders of Clovis (C)

### New York

**WARD, Brooklyn**  
Yiddle from the South (S)  
Dora Weisman (C)  
Yiddish Swing (S)  
This is America (S)  
The Irish World (C)  
**WCNW, Brooklyn**  
Swing Hi Club (P)  
Forum of the Audience (S)  
Talking Over the News (S)  
Coffee Club (S)  
Voice of the Negro Race (P)  
Club House Politics (S)  
Echoes of Russia (P)  
Voice of the Unemployed (S)  
**WLTH, Brooklyn**  
The Court for Peace and Justice (P)

The Jewish Amateur Hour (C)  
The Fantasy Theater (P)  
The Album of Humor (C)  
Questions in the Air (S)  
The Imaginary Theater (S)

### WVFW, Brooklyn

Personality Parade (S)  
Meditations by Elmo Russ (S)  
American Legion Auxiliary (S)  
Radio Arts Theater (P)  
The Wanderer (C)

### WEBR, Buffalo

Liberty Children's Program (C)  
Cy King, News Program (C)  
Bob Kliment Sports (S)  
Time to Chat (P)  
Shopper's Matinee (P)  
Musical Clipper (C)  
Kenmore Calling (P)

### WSVS, Buffalo

School Assemblies (S)  
V.F.W. Programs (S)  
Vocational Guidance Series (S)  
Educational Series (S)

### WCAD, Canton

Window on Streets of the World (S)  
Bookworms Pantry (S)  
The Story Behind the Painting (S)

### WESG, Elmira

Quik Quiz (C)  
Day Dreams (S)  
Jim and Jane (S)  
Western Ramblers (S)

### WGBB, Freeport

The Right Time for Listening (C)

### WBNX, New York

Seldom Heard Opera (S)  
Golden Age of Song (S)  
The Diamond Horseshoe (S)  
Mendelssohn at the Organ (S)  
The Hymn Book (S)  
The Woman Speaks (S)

The Jewish Homemaker Speaks (C)  
So Proudly We Hail (S)  
Books and Music (S)

### WHN, New York

There is a Law Against It (S)  
Goliham Nights (S)  
Charles McCarthy's Early Bird (P)  
Now You Decide (S)  
Polly the Shopper (P)  
Microphone in the Sky (S)  
American-Jewish Hour (C)  
Refugee Theatre (S)

### WMCA, New York

Five Star Final (C)  
Original Good Will Hour (C)  
Overseas Press Club (S)  
Metropolitan Closeups (S)  
Americana Quiz (S)  
Let Your Hair Down (S)  
Allie Love Miles (C)  
Eugene Lyons (C)  
Johannes Steel (C)

### WNEW, New York

Make Believe Ballroom (C and P)  
Milkman's Matinee (C and P)  
Little Things in Life (S)  
In the Spotlight (C)  
Music Hall (C and P)  
Gloomchasers (C and P)  
Five Shades of Blue (S)

### WNYC, New York

School for Listeners (S)  
Symphonic Varieties (S)  
World's Fair Reporter (S)  
Metropolitan Scene (S)  
Masterwork Hour (S)  
Sunrise Symphony (S)  
American Composer Presentis (S)  
Town Hall Luncheon Club (S)

### WOV, New York

Tango Cabaret (C)  
Continental Nights (C)  
Ivory Masques (C)

The Rimaldi Family (C)  
Meditations (C)  
La Rosa Program (C)

### WQXR, New York

Symphony Hall (S)  
Music to Remember (C)  
String Classics (S)  
Footlight Echoes (S)  
Treasury of Music (C)  
Breakfast Symphony (P)  
Great Singers Series (S)

### WHDL, Olean

Cheek to Cheek (P)  
Spotlighting Sports (C)  
Times-Herald News (C)  
Your Civic Affairs (S)

### WHAM, Rochester

Rochester Philharmonic Orchestra  
Rochester School of the Air  
Parade of Chorus  
N. Y. State Troopers Dramas  
Eastman School of Music  
Pied Piper Players

### WHEC, Rochester

Tydol News Reporters (C)  
Ken Sparron's String Orchestra (S)  
WHEC Presents (S)  
Children's Recess (C)  
Musical Clock (C)  
Juvenile Theater (S)  
Gulf Sports Reporter (C)  
Woman's Corner (P)

### WSAY, Rochester

Studio Frolic (P)  
Curbstone Quiz (S)  
Rhythm and Riddles (S)  
Breakfast Club (P)

### WNBZ, Saranac Lake

Noonday Varieties (S)  
Expert's Table (C)  
This Woman's World (P)  
Moments with the Classics (S)

- WGY, Schenectady**  
Musical Tete a Tete (S)  
Gordie Randall Presents (S)  
Your Neighbor (S)  
Children's Theatre of the Air (S)  
General Electric Farm Forum (C)  
Fashions in Melody (S)
- WFBL, Syracuse**  
Musical Clock (C)  
Musical Bee (C)  
Mother's Morning Meeting (C)  
Top O' The Town (C)  
Mr. Fix It (S)  
Syracuse Voices (S)
- WSYR, Syracuse**  
Console and Keys (S)  
Timekeeper (P)  
Ruth Chilton's Matinee (P)  
Change of Pace (P)  
Mid-Morning Ltd. (P)
- WIBX, Utica**  
Salute to the Nations (C)  
Just For the Fun of It (C)  
Children's Theatre of the Air (S)  
Women in the News (S)  
White Elephant Trading Post (S)  
Musical Merry-go-Round (P)
- WFAS, White Plains**  
Your Program with Pat Barnes (C)  
Westchester Breakfast Club (P)  
Westchester Hostess (S)  
Magic Microphone (C)  
Quips and Quizzes (S)  
Good Morning Neighbor (P)  
Red and Gold Ensemble (S)
- WWRL, Woodside**  
Auto Forum of the Air  
The Chief—Civil Service  
Tell it to the Judge  
Official World's Fair Quiz  
Children's Diseases  
Society Editor
- We Women**  
Community Builders  
Auto Forum of the Air (S)  
Wings Over Queens (S)  
La Guardia Field (S)  
Stampan Program
- North Carolina**
- WWNC, Asheville**  
Spotlight Serenade (C)  
Sopris Quiz (C)  
Saturday Night Roundup (C)  
What Do You Know (C)
- WBT, Charlotte**  
Mantha Dulin—Woman's World (P)  
Alarm Clock (P)  
Jack Phipps at the Organ (C)  
Rangers Quartette (C)  
The Briarthoppers (C)  
The Tennessee Ramblers (C)
- WSOC, Charlotte**  
Headlines in the News (C)  
Salon Swing Group (S)  
Time On My Hands (C)  
Football Round-up (C)  
Early Risers Club (P)  
Your Hollywood Reporter (C)  
Sports Parade (C)  
Castlebury's News Analyst (C)
- WDNC, Durham**  
Your Duke Parade (S)  
I'll Bet You a Quarter (S)  
Wheel of Fortune (C)  
Treasure House (C)  
Tobacco Plantation (S)  
Driftwood (S)  
WDNC Little Symphony (S)  
Dawn Patrol (P)
- WCNC, Elizabeth City**  
The Farmer's Trading Post (C)  
The Hot Stove League (S)  
Just a Memory (S)
- WGRR, Goldsboro**  
Songs of Long Ago (C)  
Fireside Program (C)  
Down-Home Boys (S)  
Cherie Artist (S)  
**WBIG, Greensboro**  
Our Neighbors  
Under the Carolina Moon  
The Dinner Bell Hour  
Evening Harmonies  
Your Morning Mail  
Great Hymns of the Church  
The Sunshine Club  
Golden Quarter Hour
- WFTC, Kinston**  
We Visit Tonight With (S)  
Did You Know That (C)  
Sears On the Air (C)  
The Fortune Wheel (C)  
The Style-Hinter (S)  
The Mailbag (P)  
The Sunrise Serenade (P)  
Youth On the Air (S)
- WPTF, Raleigh**  
WPTF Little Varies (S)  
Carolina Chats (C)  
Cactus Kids (S)  
Bargain Matinee (C)  
Birthday Party (S)  
Man on the Street (C)
- WRAL, Raleigh**  
1210 Club (S&C)  
Pete & Nery (S)  
News In Revue (S)  
Market Basket (C)  
Darling Magazine (C)  
Congratulations (S)
- WEED, Rocky Mount**  
Carolina Planters (C)  
1420 Alarmer (P)
- WMFD, Wilmington**  
Barn Dance (P)  
Opportunity Hour (P)
- WGTM, Wilson**  
Mustard and Gravy (C)  
Wheel of Fortune (C)  
WGTM Staff Plays (S)  
Sunday Meetin' Time (C)  
Hill-Billy Jamboree (C)  
For Ladies Only (S)  
Man on the Street (C)
- WAIR, Winston-Salem**  
Rhythm Rascals (S)  
Community Sing (C)  
Lynn Davies Note Book (P)  
Melody Time (C)
- WSJS, Winston-Salem**  
Kiddies Party  
For Madame  
Man on the Street  
Stars of Tomorrow
- North Dakota**
- KFYR, Bismarck**  
Cuckoo Quiz (S)  
Memory Baseball (P)  
The Weekly Press (S)  
The Concert Master's Hour (S)
- KDLR, Devils Lake**  
Children's Birthday Program (S)  
The Family Altar (S)  
Dance Time with Myhre (C)
- WDAY, Fargo**  
Hayloft Jamboree (C)  
We Salute (C)
- KGCU, Mandan**  
**KOVC, Valley City**  
Household Hour  
Local News  
Everything Stops for Tea  
Hymns and Music  
Sports I View  
Uncle Bill's Birthday Bells

## Ohio

### WADC, Akron

Akron School of the Air  
Betty Ross Speaks  
Lucky Money Program  
Ladies Only  
The People's Choice

### WICA, Ashtabula

Penthouse of Harmony (S)  
Headlines of Yesterday (C)  
Barnum's Amateur Show (C)  
Vignettes Ohio History (S)

### WHBC, Canton

#### Canton Quiz (C)

#### Helpful Henry (C)

News (S)

#### Coffee Time (S)

#### World in Review (S)

#### WHBC Little Theatre (S)

### WKCY, Cincinnati

Blue Blades of the Bluesgrass (C)  
Meet the People (S)  
Celebrities Visit (S)  
Hot Coffee (P)  
Morn Patrol (P)

### WCPO, Cincinnati

#### Guess 'N Giggle (C)

#### Silver Dollars (C)

#### Dizzy Spells (C)

#### Bowling Time (C)

#### Inside Football Dope (C)

#### Man on the Street (C)

#### What's Yours-in Music (C)

#### Jam for Supper (C)

#### Train Time (C)

### WKRC, Cincinnati

#### Dawn Patrol (P)

#### Woman's Hour (P)

#### Economy Kitchen (P)

#### Corn Huskers Jamboree (C)

#### Old Fashioned Girl (S)

#### WKRC Safety Patrol (S)

### WLW, Cincinnati

My Lucky Break  
Cincinnati Summer Opera  
Smoke Dreams  
Everybody's Farm  
Boone Country Jamboree  
Moon River  
Vocal Varieties  
The Mad Hatterfields  
Musical Chance of a Lifetime  
Naitor's Playhouse

### WSAI, Cincinnati

#### WSAI Wonder Kitchen (C)

#### I Need A Job (C)

#### Forenoon Frolics (S)

#### Cincinnati Food Show (C)

#### Community Interviews (C)

#### Fans in the Streets (C)

#### Cincinnati Symphony (S)

#### Our Cincinnati Schools (S)

### WCLE, Cleveland

#### Wake Up and Swing (C)

#### For Farmers (S)

#### Burr's Amateur Hour (C)

#### Meat of the Meat (C)

#### Maritime Dance Time (P)

#### Old World Melodies (C)

#### The Ohio Farmer (S)

### WGAR, Cleveland

#### Cultural Institute (S)

#### Gay Caballeros (P)

#### Hour of Worship (C)

#### Fiddles & Footlights (S)

#### Ruth Merriam Wells (P)

#### Melody Cruise (C)

#### City Club Forum (S)

#### Cleveland Scene (C)

### WHK, Cleveland

#### America Works (S)

#### News By Otis (S)

#### Wake Up America (C)

#### Revue in Miniature (S)

#### Voice of Labor (C)

### Beauty Parade (C)

### Modern Living (C)

### Seven Men and a Maid (S)

### WTAM, Cleveland

#### Do You Remember (S)

#### Cobwebs and Cadanzas (S)

#### The Will to Win (S)

#### Rhythm and Romance (S)

### WBNS, Columbus

#### Round Robin Review (C)

#### Start The Day Right (P)

#### Hello Ohio (P)

#### Words and Music By You (P)

#### Lighted Window (S)

#### How's The Patient (S)

#### Money at Stake (S)

#### Off the Campus (P)

### WCOL, Columbus

#### Columbus Town Meeting (S)

#### News Programs (C)

#### Inquiring Reporter (C)

#### Sports Parade (C)

#### Tunes and Trends (C)

#### Youth Speaks (S)

### WHKC, Columbus

#### Tip Top Bandwagon (C)

#### Buckeye Four (C)

#### Songs that Sweethearts Sing (S)

#### The Spectator (C)

#### Happy Larry (C)

#### Sports By Sweeney (C)

#### Silhouettes in Music (S)

#### The Boy Friend (S)

### WOSU, Columbus

#### Radio Junior College Programs (S)

### WHIO, Dayton

#### Women Magazine Program (P)

#### Municipal Court Proceedings (P)

#### Safety Patrol (S)

#### Tuneful Topics (C)

#### Safety Patrol (S)

#### Bicycle Court (S)

Musical Radio Directory (S)  
Little Tom & Swinging Strings (P)

### WSMK, Dayton

#### Man on the Street

#### Money Talks

#### Cowboy Church

#### Kiddies Revue

### WLOK, Lima

#### Forty Flying Fingers (S)

#### Hank The Hired Hand (S)

#### Talk of the Town (C)

#### The Ridgerunners (P)

#### The Wise Sisters (S)

#### Homemakers Holiday (S)

#### Interesting Neighbors (S)

### WMAN, Mansfield

#### News of the Hour

#### Coffee Club

#### The Bands'land

#### Morning Meditations

#### Movie Magic

#### Are Ye Listenin'?

#### Tea Time Music

### WPAY, Portsmouth

#### Selby Classmate Hour (C)

#### Robert Horn Newscasts (C)

#### Musical Masterworks Hour (S)

#### Paul Wagner Sports (S)

#### Magic Claw (C)

#### By Request (P)

#### Football Roundup (C)

### WSPD, Toledo

#### The Quiz Bee (C)

#### Music For Young Listeners (S)

#### Child Safety (S)

#### The Great Masters (S)

#### Reverie (S)

#### Your Radio Neighbor (P)

#### Kiddies Carnival (S)

### WTOL, Toledo

#### Musical Cavalcade (P)

#### Name That Song (C)

#### The Quiet Hour (C)

## Pennsylvania

- Garden of Memories (C)  
 Fox Women Only (P)  
 Young Toledo Presents (S)  
 WTOL Playhouse (S)  
 Insomnia Hour (C)  
 Polish Radio Bell (P)  
**WFMJ, Youngstown**  
 Marie Remm (S)  
 Man On Street (S)  
 News Every Hour On the Hour (C)  
 Plantation Echoes (S)  
**WKBN, Youngstown**  
 Bell Bread  
 It Actually Happened  
 I Want A Job  
 Joe and Sam  
 Is That So  
**WALR, Zanesville**  
 Man on the Street (C)  
 Mother Hubbard's Cupboard (S)  
 Musical Clock (P)  
 1210 Club (P)  
 Kiddies Hour (C)
- KOCY, Oklahoma City**  
 Brown's Morning Watch (C)  
 News On the Hour (C)  
 P. T. Anderson Family Drama (S)  
**KOMA, Oklahoma City**  
 Penthouse Serenade (S)  
 This Woman's World (P)  
 Imperial Interlude (C)  
 For Women Only (C)  
**KTOK, Oklahoma City**  
 Pulse of the Nation (C)  
 Barn Dance of Air (S)  
 Rollickers (S)  
**WKY, Oklahoma City**  
 Yellow Cab Servicemen (C)  
 Uncle Dan and the Boys (C)  
 Southwestern Serenade (S)  
 Cameos of Melody (S)  
 Unsolved Mysteries (S)  
 Variety Theater (S)  
**KGFF, Shawnee**  
 Mr. Yes and No (C)  
 Betty Lamar—Kitchen Specialist (C)  
 Licyd and Thelma (C)  
 The Old Timers (C)  
 Four Hands of Harmony (S)  
 Abner Pintfeather (C)  
 Slips That Pass in the Mike (S)  
**KTUL, Tulsa**  
 Folks from Turkey Creek (C)  
 Clarke's Morning Watch (C)  
 Ed Conley, the Sunshine Boy (S)  
 Interesting to Women (S)  
 Jack and Ken, the Melody Men (C)  
 Family Music Album (C)  
**KVOO, Tulsa**  
 KVOO News of the Hour (C)  
 Your Singing Neighbor  
 Jenkins' Kiddies Revue (C)
- KAST, Astoria**  
 Early Birds (P)
- Oregon**  
**KWJ, Portland**  
 Montana Wranglers (S)  
 Novel-enders (S)  
 Farm Hour (P)  
 Midnight Jamboree (P)  
 West Oregon Cross-Cuts (C)
- KORE, Eugene**  
 What Lane County Thinks  
 At Your Command  
 Swap Program  
**KOOS, Marshfield**  
 Cowboy Jamboree (P)  
 Morning Request (P)  
 Remote from Department Store  
**KALE, Portland**  
 The Price Family (C)  
 Memory Timekeeper (P)  
 Memory Theater (C)  
**KBPS, Portland**  
 Educational Programs  
**KEX, Portland**  
 Covered Wagon Days (C)  
 John Doe's Music (S)  
 Listen & Win (C)  
 Everybody Sing (C)  
 Trail Blazers (P)  
 Little Concert (S)  
 Arabian Nights (S)  
**KGW, Portland**  
 Trail Blazers (P)  
 I Want A Job (C)  
**KWJ, Portland**  
 Me and My Shadow (S)
- WFBG, Altoona**  
 Birthday Greeters (C)  
 Amateur Hour (C)  
 Gospel Trumpeters (S)  
 Remember Me (C)  
 Gable Golden Trio (C)  
 Bob and Jean (C)  
 Freddy Glover (C)  
**WLEU, Erie**  
 Old Philosopher (S and C)  
 Street Interview (S and C)  
 Organ Varieties (S and C)  
 Special Newscasts (S and C)  
**WIBG, Glenside**  
 World's Worst Program (C)  
 Lucky Dollar Program (P)  
 Song Title (P)  
 Danceland (P)  
 News Broadcasts (C)  
**WHJB, Greensburg**  
 WHJB Farm Service (S)  
 Your Request Party (P)  
 Sports Parade (P)  
 Know Your Movies (P)  
 Radio Ranch (C)  
 Family Allar (S)  
 Industry Speaks (C)  
**WKST, New Castle**  
 The Streamliners (P)  
 Trial of Talent (C)  
 Number Please (P)  
 The Job Mart (S)  
 Hear Yourself (C)  
 Intercity Jamboree (P)  
 News on the Hour—Every Hour (C)
- KYW, Philadelphia**  
 Musical Clock (C)  
 Music for Moderns (S)  
 Hunting and Fishing Club (S)  
 At Our House (C)  
 Federal Symphony (S)

## South Carolina

- WCAU, Philadelphia**  
 Laura May Stuart (P)  
 Bill Dyer's Sports Talk (C)  
 Taylor Granis' Morning Herald (C)  
 H. & H. Children's Hour (C)  
 Vocational Forum for Youth (S)
- WDAS, Philadelphia**  
 Evening Ledger Music Hour (C)  
 Nocturne (P)  
 Merry-Go-Round, Sr. (P)  
 Mae Desmond Theatre (S)  
 Four Provinces Inish Hour (P)  
 Buzz Davis Sport Shots (C)  
 Column of the Air (S)  
 Your Neighbor (S)
- WFIL, Philadelphia**  
 Mystery History (C)  
 Philadelphia Town Meeting (S)  
 Hayride (S)  
 String Serenade (S)  
 The Timekeeper (C)  
 Champagne Time (C)  
 Inter-Collegiate Debates (S)  
 Hal Simonds Sports Shots (C)
- WTP, Philadelphia**  
 Information Desk (S)  
 True Mysteries (C)  
 Nine O' Clock Scholars (S)  
 Hand of Destiny (S)  
 Uncle WIP Hall of Fame (C)  
 For Men Only (C)  
 John Q. Public (S)  
 Two Seats on the Aisle (S)  
 Dawn Patrol (C)
- WPEN, Philadelphia**  
 John Corcoran News Program (C)  
 920 Club (P)  
 San Giorgio Varieties (C)  
 Conie Luna Melodies (C)  
 Night Club of the Air (C)  
 Mirror of Life (C)  
 International Children (S)  
 Spatola Serenade (C)
- KDKA, Pittsburgh**  
 Festival of Music (S)  
 Treasure Trails of Song (S)  
 Dutch Club (C)  
 Designs for Dancing (S)  
 Tap Time (C)  
 Bernie Armstrong at Organ (C)  
 Music Box Melodies (C)  
 You Don't Say (S)
- KQV, Pittsburgh**  
 Meet Your Neighbor (C)  
 Nine Clubs of the Air (C)  
 Blues Chasers (P)  
 Todays Sports (P)  
 March of Progress (C)  
 Your Government (S)  
 Lee Sellers Program (C)
- WCAE, Pittsburgh**  
 Airlines (S)  
 Linger Awhile (S)  
 Junior Crime Prevention Bureau (S)  
 Muted Music (S)  
 Lazy Rhapsody (S)  
 The Enchanted Hour (C)  
 Figures in Brass (S)  
 Big Swing (C)
- WWSW, Pittsburgh**  
 Blessed Eventer (P)  
 Pigskin Previews (C)  
 Ollie Goes to Town (C)  
 Alarm Clock (C)  
 Sports Slants (C)  
 Footlights & Stardust (S)
- WPIC, Sharon**  
 Final Edition (P)  
 Gentlemen of Swing (C)  
 Your Inquiring Reporter (C)  
 Poetic Musings (C)
- WKOK, Sumbury**  
 The Little Things in Life (C)  
 Tune Quiz (C)  
 Cheerful Charlie
- WMBS, Uniontown**  
 Smile-a-while (P)  
 Hollywood Parade (P)  
 Cohen's Amateur Hour (S)  
 High School Parade (S)  
 Old Trading Post (P)  
 Musical Clock (P)  
 Balkan Sons (P)
- WBAX, Wilkes-Barre**  
 Wilkes-Barre Sinfonietta (S)  
 Women in the News (C)  
 Man on the Street (C)  
 Sportsshots (C)  
 Safety Show (C)
- WBRE, Wilkes-Barre**  
 Italian Radio Hour (P)  
 Happy Home Program (C)  
 Children's Jubilee (S)
- WRAC, Williamsport**  
 Melody Men (P)  
 4 Esquires (S)  
 Hot Stove League (C)  
 Monday Evening Quarterback (C)  
 Sports Parade (S)  
 Early Riser (P)
- WFBC, Greenville**  
 Hi Neighbor (C)  
 News Parade (C)  
 News for Women (C)  
 Rise and Shine (P)  
 Nothing Special (S)
- WGFX, Pierre**  
 Hospital List Program (C)
- KOBH, Rapid City**  
 You Asked For It (S)  
 News for Women Only (S)  
 Golden Jubilee of Statehood (S)  
 Newspaper of the Air (C)  
 Forest Fire Coverage (S)  
 Diamond Ball Remote (P)  
 Gold Discovery Days (P)  
 The Thought for the Day (S)
- WCAT, Rapid City**  
 Musical Moods (S)  
 Music of Yesterday and Today

**KUSD, Vermillion**  
 Something Old, Something New  
 Something Hot, Something Blue (S)  
 On Wings of Song (S)  
 This Thing Called Radio (S)  
**WNAX, Yankton**  
 Pot O' Gold (P)  
 Sunset Trail (S)  
 The Royal Vikings (C)  
 The Trading Post (S)  
 The March of Agriculture (S)  
 Rodeo Recess (P)

### Tennessee

**WOPI, Bristol**  
 WOPI School of the Air (S)  
 Saturday Night Jamboree (S)  
 All Request Program (P)  
 Musical Clock (P)  
 Breakfast Club (P)  
**WDOD, Chattanooga**  
 Noon Day Frolic (C)  
 Merry Go Round (C)  
 Breakfast Club (C)  
 Man on Street (C)  
**WTJS, Jackson**  
 Lambuth College Glee Club (S)  
 Aunt Mary's Radio Kitchen (C and P)  
 WTJS Good Neighbor Program (C)  
 Quiz Program (C)  
 The Tiddiewinks (S)  
 WTJS Little Theater of the Air (S)

**WNOX, Knoxville**  
 Dizzy Spells (C)  
 Indoor Sports (S)  
 Style Show (C)  
 News of the Week (S)  
 All Newscasts (C)  
 Swingster Time (C and P)  
 Town Crier (C and P)  
**WROL, Knoxville**  
 Quarterback Queries (C)  
 Chuck Swain's Radio Roundup (P)

Hoppeye Club Starmakers (S)  
 Ship of Thought (S)  
 Request Rhythm (S)  
 Mynatt's Twilight Echoes (C)  
**WHBQ, Memphis**  
 Young Memphis Speaks (S)  
 Dr. Sinbad's Synonym Spellers (S)  
 Have You Heard? (C)  
 The Stumpus Boys (C)  
 Concert Miniatures (S)  
**WMC, Memphis**  
 Herbert Harper (S)  
 WMC Talent Foundation (S)  
 Morning Revue (C)  
 Dance Jubilee (P)  
**WMP5, Memphis**  
 Ino the Cow (C)  
 Jam for Supper (S)

### Texas

**KRBC, Abilene**  
 While's Man on the Street (C)  
 Paul Southern's News (S)  
 Hilton Hotel Dinner Quiz (C)  
 Banner Birthday Club (C)  
 I Can Fill that Job (C)  
 Jack Free's Hilton Orchestra (S)  
**KFDA, Amarillo**  
 Rack Talk (C)  
 Woman's Club of the Air (P)  
 Sky Reporter (C)  
 Help Your Neighbor (S)  
**KTBC, Austin**  
 The Jolly Texans (S)  
 St. Edward's University Choir (S)  
 Spicer Ensemble (S)  
**KRIC, Beaumont**  
 Leisure Thoughts (C)  
 Prize Personalities (C)  
 Stardust (S)  
 Morning Paper and Ccffee (P)  
 Laugh Roundup (P)  
 Woman's Page (P)

**KBST, Big Spring**  
 Especially for You (S)  
 Sally Ann Time (C)  
 Drifters Program (C)  
 Sports Revue (C)  
 Football Forecasts (C)  
 Kiddy Hour (C)  
**WFAA, Dallas**  
 Dr. Pepper Hcuse Party (C)  
 Early Birds (S)  
 Dr. Pepper Cadeis (C)  
 You Might Be Right (S)  
 Employers Casualty Program (C)  
 Morning Meditations (C)  
 Mrs. Tucker's Smile Program (C)  
 Cass County Kids (S)  
 Modern Homemakers (C)  
**WRR, Dallas**  
 Noon Hour Varieties (P)  
**KDNT, Denton**  
 News Periods (S)  
 Dancing Around the Clock (S)  
**KFPL, Dublin**  
 Dublin Presents (P)  
 Central Texas Jamboree (P)  
 Central Texas Barn Dance (P)  
**KTSM, El Paso**  
 Builders of El Paso (C)  
 Caravan of Melody (S)  
 Filoosly and Foolishness (S)  
 Aunt Martha's Scrapbook (C)  
 What Would You Do? (C)  
**KFJZ, Fort Worth**  
 Texas Christian University Varieties  
 All State Church of the Air  
 The Job Finder  
 I. Frank Norris  
 Today's Sports  
 Woman's Club  
**KGKO, Fort Worth**  
 Bewley's Chick Gang (C)  
 Keith's Fruit Express (C)  
 Texas Cowgirls (S)

Texas Electric's Gene Arnold (C)  
 Little Willie & Uncle Ed (S)  
 Today's Battles (S)  
 Frances Warren (P)  
 Suburban Editor (S)  
**WBAP, Fort Worth**  
 The House that Jan Built (S)  
 Variety In Rhythm (P)  
 On Wings of Song (P)  
 Melodic Moments (S)  
 Sweet And Lovely (P)  
 The Jam Pantry (P)  
 World's Greatest Short Stories (S)  
**KPRC, Houston**  
 Dawn Patrol (P)  
 Helpful Homer (P)  
 Sunday Serenade (C)  
 The Ranch Hands (C)  
 Melodies For the Moment (S)  
 Birthday Club (C)  
**KPAB, Laredo**  
 Transradio News (P)  
 Transradio Sports (P)  
 Woman's Hour (S)  
 Spanish Program (P)  
**KFRO, Longview**  
 KFRO News (C)  
 East Texas Sundial (C)  
**KFYO, Lubbock**  
 Drug Store Cowboys (C)  
 Snoop and Scoop (C)  
 Professor Twigleaf (C)  
 Radio Classroom (S)  
**KRLH, Midland**  
 Education Program (P)  
 Sidewalk (C)  
 Children's Hour (S)  
 Radio Theater of the Air (S)  
**KNET, Palestine**  
 Black and White Reflections (S)  
 Words and Music (S)  
 Weekly Concerts (C)

**KPDN, Pampa**

The Cornshuckers (P)  
 Name a Number (P)  
 Women's Club of the Air (P)  
 The Bonehead Contest (C)  
 Fashion Flashes (C)  
 It's A Fact (C)  
 The Range Ramblers (C)  
**KABC, San Antonio**  
 Sportcast Program (C)  
 Theatre Hi-Lites (C)  
 Musical Market Basket (C)  
**KMAC, San Antonio**  
 Birthday Party (S)  
 Cecil and Vi (S)  
 Mexican Commercial Hour (P)  
 Singing Gauchers (C)  
 Grand Prize Dance Parade (C)  
 Pearl Troubadours (C)  
 Juvenile Stars (C)  
 Music Your Way (P)  
**KONO, San Antonio**  
 The Weatherman Speaks (S)  
 Ted Brown Organ Recital (C)  
 Pennygrams (C)

**KTSA, San Antonio**

Karolik's Man on the Street (C)  
 Kallison's Trading Post (C)  
 Professor Seven-Up (C)  
 Wheel of Fortune (P)  
 Rise and Shine (P)  
 Traffic Tragedies (S)  
**WOAI, San Antonio**  
 That Year (C)  
 Saturday Night Parade (S)  
 Reverie (C)

**KRRV, Sherman**

Happy Go Lucky Cowboys  
 Singing Convention of the Air

**KXOX, Sweetwater**

Man on the Street (C)  
 Kiddie Kollege (C)

**KTEM, Temple**

Czech Melody Hour (P)  
 KTEM Singing Convention (P)  
 The Blue Jackets (P)  
 The Old Swapper (C)  
 Sport Spotlights (C)  
 KTEM Players (S)  
 Texas Blue-Bonnet Boys (P)  
 Just We Two (S)  
**KCMC, Texarkana**  
 Our Leading Citizen (C)  
 Circus Broadcasts (C)  
 Mystery Tunes (P)  
 Do You Know (P)  
 In Texarkana Tonight (C)  
 Lost and Found Column of Air (C)  
 What Would You Do (C)  
 School Sports Revue (C)  
**KGKB, Tyler**  
 Musical Jack Pot  
 InReCo Football Broadcasts  
 Santa Talks to the Kiddies  
 Phonside Chats  
 Holleys Football Forecast  
**KRGV, Weslaco**  
 Flowers for the Living (C)  
 Man on the Street (P)  
 Weslaco High School Band (P)  
 Midjet Car Races (P)  
**KWFT, Wichita Falls**  
 The Woman's Page (S)  
 School of the Air (C)  
 Capt. Billy and the Melody S (S)  
 Words and Music (S)  
 Goodner Home Journal (C)  
 Gordie and Eddie (S)  
 I Want A Job (C)  
 Twilight Theater (C)  
 Let's We Forget (S)  
 J.G.B. Presents (S)

**Utah**

**KLO, Ogden**  
 Honeymoon Melodies (C)

**The Musical Train (P)**

Viewing the News (S)  
 The Breakfast Club (C)  
 Reddy Kilowatt Club (C)  
 Model Spelling Bee (C)  
 On the Utah Trail (C)  
 Music for Madame (S)

**KOVO, Provo**

Do You Remember (C)  
 Arthur Gaeth, Newscaster (C)  
 Community Builders (C)

**KDYL, Salt Lake City**

Music By Woodbury (S)  
 Hill Billy Follies of 1940 (S)  
 Morning Health Club (P)  
 Woman to Woman (P)  
 KDYL Ranch House (P)  
 The Gift Box (C)  
 Singtime (C)  
 Sophisticated Swing (C)

**KSL, Salt Lake City**

Salt Lake Tabernacle  
 KSL Varieties  
 Interviews with Visiting Celebrities  
 Story Telling Time  
 Peggy and Her Pals  
 KSL Players  
**KUTA, Salt Lake City**  
 Public Speaks (S)  
 Sporting Events (C)  
 Who's Who and Why (C)  
 Public Forum (S)

**Vermont**

**WCAX, Burlington**  
 Northern League Baseball (C)  
 Basketball (C)  
 Calling All Women (C)  
 Music of the Masters (S)  
 Town Trotter Shopping News (C)  
 Hall of Fame (C)

**WQDM, St. Albans**

This Week in Review (C)

**Shopping Facts (P)**

Fireside Forum (S)  
 Farmer's Special (C)  
 Writers Club (C)  
**WDEV, Waterbury**  
 Country Woman  
 Birthday Man  
 Country Man  
 Man About Town  
 Housewife's Forum  
 Melodies of Happiness  
 Contest Club  
 Green Mountain Trio

**Virginia**

**WCHV, Charlottesville**  
 Vanity Fair (P) (copyrighted)  
 Through the Years (S)  
 Post Comics Time (C)  
 WCHV Jamboree (S)  
 Reveille Rhythms (P)  
**WBTV, Danville**  
 Little Theatre of the Air (S)  
 Can You Guess? (C)  
 Farm Bulletin (P)  
 WBTV Radio Bank (P)  
 Jewels of Melody (C)  
 Coffee Pot Parade (P)  
**WSVA, Harrisonburg**  
 Leary Family (C)  
 Nelson Huffman, tenor (S)  
 Willie Coleman, pianist (C)

**WTAR, Norfolk**

WTAR Salon Orchestra  
 Professional Football Games  
 WTAR Radio Theatre  
 Fashion and Thrift  
 Radio Housewife  
 WTAR String Quartet  
 Strikes and Spares

**WMBG, Richmond**

Hymn Sing (S)  
 The Todd Family (C)

- Little Minstrels of the Air (S)  
 WMBC Theatre (S)  
 Good Morning Neighbor (P)  
 Public School Series (S)  
 Puppet Theatre (S)  
**WRNL, Richmond**  
 Richmond Dairy Question Bee (C)  
 Parade of Youth (S)  
 Current Events (S)  
 WRNL Sunday Matinee (S)  
 Your Music and Mine (S)  
 In the Spotlight (S)  
 Morning Mailbag (P)  
**WRTD, Richmond**  
 P.S.D.S. Presents (C)  
 Time Teller (P)  
 Musical Master Mind (C)  
 Sports Parade (S)  
 Let's Dance (C)  
 Do You Want A Job? (S)  
**WRVA, Richmond**  
 Stars of Tomorrow (C)  
 Edgeworth Pipe Club (C)  
 Marmonoh Minstrels (C)  
 Salute to Virginia Industry (S)  
 Let's Visit (S)  
 As America Thinks (C)  
 Domino Trading Post (C)  
**WDJB, Roanoke**  
 Musica: Clock (C)  
 Music for Everybody (C)  
 On Wings of Song (S)  
 The Studio Party (S)  
 WDJB Dramatic Guild (S)  
 Children on Parade (S)  
 Saturday Night Get Together (S)  
**Washington**  
**XXRO, Aberdeen**  
 Synopacted Riddles (P)  
 Man in the Street (P)  
 XXRO News (P)  
 Snow White Jingle Club (S)  
 Toast and Coffee Program (P)  
 Doodlebug (P)  
 Evening Merry Go Round (P)  
 Say It With Music (S)  
**KVOS, Bellingham**  
 News Programs (P)  
 Community Singing (S)  
 School and College Broadcasts (S)  
 Annual Peace Arch Broadcast (S)  
**KWSC, Pullman**  
 Bob and Mom (S)  
 Land of Make-Believe (S)  
 Classroom Echoes (S)  
 Spelling Bee (P)  
 Roundtable (S)  
 Lives We Live (P)  
 Plays in Miniature (S)  
**KIRO, Seattle**  
 Farm Forum (P)  
 Feminine Forum (P)  
 Father Goose Comes to Town (S)  
 Romance Time (C)  
 Little Black Book (C)  
 Knowledge College (C)  
 KIRO Louie's Time Klock Klub (P)  
 Concert Hour (S)  
**KIR, Seattle**  
 Youth In Review (S)  
 Until Tomorrow (S)  
 In the Mike Light (S)  
 News Reporter (C)  
 Sunshine Club (C)  
 A Woman Wonders (C)  
 Manufacturers Assn. of Wa. (C)  
 Cook Book Quiz (C)  
**KOL, Seattle**  
 Ray Daughters Health Club (C)  
 I Want a Job Program (C)  
 Mary's Friendly Garden (P)  
 Question Mint (C)  
 Mast's Band Stand (C)  
 Put 'N Take Program (C)  
 All Women (P)  
 World of Women (C)  
 Dawn Patrol (P)  
 Listener's Club (C)  
**KOMO, Seattle**  
 Armchair Cruises (C)  
 Patty Jean's Health Club (C)  
 Organ Concert (C)  
 Old Songs of the Church (C)  
 Top O' the Morning (C)  
 Morning Memoranda (P)  
 Radio Reporter (C)  
**KTW, Seattle**  
 Young Peoples Bible Class  
 Morning Church Service  
**KXA, Seattle**  
 Variety Hour (S)  
 Yodeling Melodies (C)  
**KFPY, Spokane**  
 Remember When (C)  
 Sunday Evening Forum (S)  
 Good Morning Neighbors (P)  
 This Woman's World (P)  
 News Programs (S and C)  
 Portraits in Black and White  
 Musical Merry-Go-Round (C)  
**KMO, Tacoma**  
 Mary Terry's Happy Homes  
**KVAN, Vancouver**  
 Happy Four (P)  
 You and Your Neighbors (C)  
**KUF, Walla Walla**  
 Braden-Bell Serenaders (C)  
 The Silver Lining (S)  
 Early Birds (P)  
**West Virginia**  
**WJLS, Beckley**  
 Baby Clinic (C)  
 Classified Page (P)  
 Bouquet to You (C)  
 United Press (C)  
 School Children Questionaire (S)  
 Robbins Family (C)  
 Kiddie Club (S)  
**WHIS, Bluefield**  
 The Koppers Variety Show (C)  
 The Woman's Radio Journal (P)  
 News Periods (C)  
 Hillbilly Jamboree (P)  
 Street Broadcast (C)  
 Lee Moore and Janita (C)  
 The Lilly Mountaineers (C)  
**WCHS, Charleston**  
 Young Stars of Tomorrow (C)  
 Old Farm Hour (P)  
 Saturday Recess of the Air (S)  
 Rcv'ng Caravan (S)  
 Kay's Inquiring Reporter (C)  
 Happy Family Girl (C)  
 Kanawha Valley In the News (C)  
**WGKV, Charleston**  
 Breakfast Brevities (P)  
 Curbside Coaches (C)  
**WBK, Clarksburg**  
 I Want A Job (S)  
 Madcap Tempos (S)  
 Poetic Gems (S)  
 Mind Your Manners (C)  
 Your Home (S)  
 What's New (C)  
 Man on the Street (C)  
 Women's Club Program (S)  
**WMMN, Fairmont**  
 Sunday with the Symphonettes (S)  
 Sparring Scuses (C)  
 Brush Creek Talks (C)  
 Ted Grant's Varieties (S)  
 Sagebrush Roundup (C)  
 Original Musical Thoughts (S)  
 Meet a Prospect (S)  
 Music of Words (C)  
**WSAZ, Huntington**  
 Buck Fever (C)  
 Birthday Party (C)  
**WPAR, Parkersburg**  
 Radio Theater Group (S)  
 Sports Program (C)



Watt's the Answer (C)  
Songs by Wanda (S)  
Farm and Home Hour (C)  
Venetian Singers (S)  
The Hit of the Day (C)  
Romancers (S)

### Wisconsin

**WEAU, Eau Claire**  
Keys to Popularity (C)  
Mixing Bowl (P)  
The Library Speaks (S)  
Children's Corner of the Air (S)  
Amateur Hour (C)  
Hymn Time At Home (S)

**KFIZ, Fond-Du-Lac**  
Kinney's Man on the Street (C)  
Yawn Patrol (S)  
State News Passes in Review (S)

### WHBY, Appleton

Music For Every Mood (S)  
Red Raven Orchestra (S)  
Cuckoo Club (S)

### WTAQ, Green Bay

Farm Hands (S and P)  
Hayrack Cinfunny (S and P)  
Fiddler's Three (S)  
Monday Night Varieties (C and P)  
The Maskers (S and P)

### WCLO, Janesville

That's for Today  
Way Back When  
Shopping with Dorothy  
Where to Go, What to Do  
Around Blackhawk Land  
Associated Press News  
All American Sports

### WHA, Madison

Wisconsin School of the Air  
Wisconsin Farm Program  
Homemakers Hour  
Hour of Drama

**WTBA, Madison**  
Noon News Flashes (P)  
Smoke Rings (C)  
Children's Hour (S)  
The Two Hanks (C)  
Football Interview (C)  
Campus Jambree (P)  
Occo Farm Reporter (C)  
Sports Parade (P)

**WOMT, Manitowoc**  
Air Exchange  
Sport Parade  
Woman's World  
Social Calendar  
Doing the Town  
In a Concert Hall  
Newscaster Hour

### WEMP, Milwaukee

World in Review (C)  
What's the Answer (C)  
Man on the Street (C)  
Novachord Serenade (C)

**WISN, Milwaukee**  
Man on Street (C)  
Down By Hermans (P)  
Quiz Contest (C)  
Hi School Dramatics (S)  
Rendezvous (S)  
Mary Ann Presents (P)  
Ann Leslie Scrapbook (P)  
Heat Wave (P)  
Early Risers Club (P)

### WTMJ, Milwaukee

Top O' The Morning (P)  
What's New in Milwaukee (P)  
Heinie and His Grenadiers (P)  
Seng Doctor (P)  
The Public Speaks (S)

### WRJN, Racine

Serenade at Twilight  
Melody Weavers  
High Schools Speak

Happy Hour Club  
Juvenile Traffic Court  
Between Bites Club  
Music at Twelve Thirty  
Farm Service Program

### WJMC, Rice Lake

Amateur Hour (C)  
Family Forum (S)  
Kiddie Club (C)  
Farm Forum (S)  
Right-Wrong and Spelling Bee (S)  
Your Country Editor Speaks (S)  
Community Events (C)

### WHBL, Sheboygan

The Choir Boy (C)  
Tap the Tilt (C)  
Mystery Melodies (C)  
These Three (S)  
Beck Talk (S)  
Aunt Polly's Kiddie Klub (S)  
Chapel of the Air (S)  
Cocktail Hour (S)

### WSAU, Wausau

Farm Front (P)  
Homemakers Forum (P)  
Hi-toppers (S)  
Especially for You (P)  
The Music Chest (S)  
Best Wishes (S)  
Evening Reveries (S)  
Smile a While (S)

### Wyoming

### KWYO, Sheridan

Merchanis Cash Nite (C)  
Quiz Box (C)  
Tour of Sheridan (P)  
Morning Visitor (P)  
Spelling Bee Request Program (P)  
Man on the Street (P)  
Party Line (C)  
Hi School Day

## ALASKA

### KFAR, Fairbanks

Airplane Movements  
On the Spot (S)  
Amateurs of Alaska  
The Dial Teasers

### KINY, Juneau

Around Town  
Request Hour  
Scandinavian Hour  
Fisherman's Program

## HAWAII

### KGMB, Honolulu

Propyl-lactic Amateur Hour (C)  
Maxwell House (Coffee) Party (C)  
Heinz Hawaiian Serenade (C)  
Listerine Question Box (C)  
Hawaii Calls (S)  
Shipside Broadcasts (C)  
Around the Town (P)

## PUERTO RICO

### WPRP, Ponce

Dramalized News  
The Hour of Good Humor  
Popular Music Requests  
The Popular Songster  
Dramatic Episodes

### WKAQ, San Juan

Programa de los Pueblos (S)  
News in English (S)  
Diaria del Aire (S)  
Panorama Internacional (C)  
Embojadores del Buen Humor (S)

### WNEL, San Juan

Sal de Picot (P)  
Radio Teatro (P)  
La Correspondencia (C)  
Kresto (C)  
Pabst (C)  
Operas Matinales (C)  
Virgin Islands Program (P)

# "A One Year Plan" For Sales Promotion

By *WALTER P. BURN, President, Walter P. Burn & Associates, Inc.*

**S**OMETHING must be sacrificed to speed in any business such as radio. Time that vanishes so quickly into thin air may be likened to the most perishable of commodities and while primarily the station manager must keep his eye on popularizing and maintaining his station in the front rank, nevertheless a considered approach to building a firm sales foundation for his commodity is often sacrificed.

Such a condition is reflected in much of the station promotion and sales material. Too often gunning for a special account or a frenzied attempt to overcome some immediate competitive condition has been the basis on which promotional dollars have been spent. Promotional funds deserve a more studied use than that—if they are to realize a return on their investment.

## Coverage Data

If promotional monies are not to be spent in an effort to get quick results, how, then, should they be used? First, we suggest that every station needs a complete coverage definition. Today, the most widely accepted form is the field strength measurement made by an accepted, impartial authority. An accurate field measurement, made by an engineer recognized in the field, cannot leave a station open to attacks launched at its integrity.

With an accurate measurement completed, one of the basic sales tools for broadcasters are good maps of coverage. Radio coverage is geography and can be well shown on a map, giving essential detail clearly and omitting all confusing and unnecessary names, roads, villages, etc. For the convenience of the time buyer the map should be accompanied with the latest details of sales, number of stores, radio homes, wealth factors and other indices which he uses in computing the market covered by the lists he is compiling. This means that the coverage measured by an outside authority supports the station claims.

## Campaign

All promotional effort of this nature should be part of a trade press campaign. Trade paper copy should have a recognizable, easy-to-remember style. The principal selling arguments should be reiterated constantly. Copy with a new twist should be used from time to time, but most important of all—keep the station name before trade paper readers.

## Proportion of Time Sales

Promotional expenditures should be based on about five per cent of time sales. While at first glance this may seem high, it is sure to pay a profit in the form of increased sales efficiency and can also be considered an "extra salesman" constantly visiting prospects and unfolding the station's story.

## TEL-PIC PLAN

*Will DO A JOB FOR YOU AND  
YOUR SPONSOR*

To those stations interested in a bang-up sponsor tieup—and what station isn't!—TEL-PIC offers the attention-getting News Display and Service.

Features of this attractive 18 by 28-inch Display and Plan: 1, One outstanding news photo mailed daily for one year. 2, Illuminated call letters bordered by constantly flashing streaks of radio like waves. 3, Removable bottom panel with plenty of space for station or sponsor message. 4, Simple, durable equipment. Just plug into either AC or DC current and display becomes animated.

The best merchant and bank windows in town are available to you. Although TEL-PIC DISPLAY SERVICE has been available for only two months, IT IS DOING AN EFFECTIVE MERCHANDISING JOB FOR OVER FIFTY STATIONS. Comparable results can be produced for your station.

Sound expensive? It isn't—you'll be surprised and pleased with the real economy of this service. Sold on a yearly budget basis. For EXCLUSIVE rights in YOUR city, write or wire now for full particulars.

**TEL-PIC SYNDICATE, INC.**

1650 Broadway

New York City

# **PROMOTION DIGEST**

**101 Tried and Proven Showmanship Ideas**

*Compiled by*

**TED LLOYD**

*of the Staff of RADIO DAILY*



**C**OMPILING of promotional and exploitation material from the files of RADIO DAILY during the past year was done with more diligence than previous. The following tried and proven material has been instrumental no end in aiding independent stations to compete with outstanding network programs by creating local interest. The available audience at any given time during the day or night, is large enough to share amongst the various outlets. However, it requires exploitation and promotion by the individual station to obtain interest from listeners; listeners who are accustomed to standard programs.

Herewith, one may find material credited to a station or party which had been previously executed by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

Yearly this section will be abreast with the trend and it is hoped that advertising, publicity and exploitation people representing all branches of this industry will continue to forward their creations of new ideas to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

*Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries!*

# Showman's Calendar

FOR 1940

## —JANUARY—

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896). New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.

## —FEBRUARY—

- 3: Horace Greeley Born (1811).
- 4: Col. Charles A. Lindbergh Born (1904).
- 5-12: National Boy Scout Week.
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday. Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions). Ash Wednesday (First Day of Lent)
- 27: Henry Wadsworth Longfellow's Birthday. First Railroad Charter (1827).
- 29: Extra Day—Leap Year.

## —MARCH—

- 2: Texas Independence Day.
- 3: Maine Admitted (1820). Florida Admitted (1845). First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).
- 17: St. Patrick's Day. Palm Sunday.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 24: Easter Sunday.
- 25: Maryland Day.
- 30: Seward Day (Alaska).

## —APRIL—

- 1: All Fools' Day.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909). Good Friday.
- 8: Battle of Appomattox (1865). Louisiana Admitted (1812).
- 9: Surrender of General Lee (1865).
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi). Slavery Abolished in U. S. (1865). First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 29: Daylight Saving Time Starts.
- 30: Louisiana Purchased. Washington Became First President (1789). Rhode Island Settled (1636).

## —MAY—

- 1: May Day. Child Health Day. Labor Day (Philippines). Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820). Mother's Day (2nd Sunday).

- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844). Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Confederate Memorial Day (1848). Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).



## —JUNE—

- 1: Kentucky Admitted (1792). Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee). King's Birthday (Canada). Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday. Flag Day.
- 15: St. Swithin's Day. Arkansas Admitted (1836). Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).



## —JULY—

- 1: Battle of San Juan Hill. Dominion Day (Canada). Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).



## —AUGUST—

- 1: Colorado Day. Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Philippines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

## —SEPTEMBER—

- 2: Labor Day.
- 6: Lafayette Day. President McKinley Assassinated (1901). First Battle of the Marne.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
- 23: First Day of Autumn. American Indian Day (4th Friday). Daylight Saving Time Ends.



## —OCTOBER—

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905). Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 14: Farmer's Day (2nd Friday) (Florida).
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 29: National Girl Scout Week (Ends Nov. 4).
- 31: Hallowe'en. Admission Day (Nevada).



## —NOVEMBER—

- 1: All Saints' Day (Louisiana). North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 5: General Election Day (Presidential).
- 7: Montana Admitted (1889).
- 11: Armistice Day. Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 28: Thanksgiving Day.



## —DECEMBER—

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- 8: Eli Whitney Born (1765).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year. Pilgrims Landed at Plymouth Rock (1620). Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862). New Year's Eve.

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.

## PUBLIC SERVICE

### SHORT-WAVE FRENCH

AS its latest contribution to adult education in Connecticut, WTIC, Hartford began a weekly series of French lessons by ultra short-wave relay. Prof. A. Croteau broadcasted a 15-minute lesson over W1XCS at Connecticut State College, Storrs, 28 miles from Hartford and WTIC, using its new frequency-modulated receiver, picked up the broadcast on 100,000 kilocycles and rebroadcast on the regular WTIC wave. Station officials believe this was the only frequency-modulated transmission in the country operating on a regular schedule.

### RURAL SERVICE

EMPLOYING its newly acquired library of farm publications, both government and independent, WBT, Charlotte, N. C., has expanded its early morning "Alarm Clock" program to include answers to questions on farming received from listeners. New library, presented to station by S. L. Jeffords, project manager of U. S. Soil Conservation Department, is thought by station to be the most complete in the south. WBT now declares that it can answer any sensible question pertaining to farming within 24 hours of receipt of letter, and, through the new services, hopes to make the "Alarm Clock" a "pivotal source of idea exchange wherein farmers can be mutually helpful in the exchanging of success stories."

### LIFE-SAVING SQUAD

THE activities of Cincinnati's life-saving squad of the city fire department was explained to the public through a special WKRC broadcast. Lieutenant Carl Rogers, of the life-saving squad, has a regular, five-minute daily program on WKRC and helps with the Friday show. To make sure that no fire interrupts the progress of the program, WKRC transcribed the fifteen minutes and played the record later. Thus, if a fire breaks out and the men have to leave, WKRC can simply stop the interview and complete the recording after the blaze is put out.

### CLEAN-UP CAMPAIGN

WIRE, Indianapolis, cooperated with the newly formed Civic Pride Committee, made up of representatives from all the local women's clubs, in a "Clean Up Indianapolis" campaign. Citizens were urged to keep their own property clean and to help the city administration by assuming personal responsibility for cleanliness of public streets, parks, and buildings. Station broadcasted daily announcements and arranged a series of booster programs.

### SPECIAL SERVICE FEATURE

BEING a native of western Nebraska, Ed Quinn, KGNF, North Platte, announcer was familiar with problems confronting the cattlemen of that district and with the fact that the weatherman works seven days a week, not six as did KGNF. Quinn queried cattlemen's and farmer's organizations and received overwhelming endorsement of a special one-hour 7:30-8:30 a.m. Sunday program of weather forecasts, overnight news and time signals which station now is airing on regular schedule set to April 2. So popular has program proved that already six sponsors have climbed on the "Farmer-Stockmen Hour" bandwagon. According to KGNF, this is the only program in the district to which cattlemen can turn on Sundays for warnings of weather changes which might decimate their herds.

### CAPITAL AIRINGS

WITH opening of the Sixtieth General Assembly in Missouri's Capitol Building, KWOS, Jefferson City, began a series of regularly scheduled airings direct from the rostrum of the House of Representatives. Programs, aimed to keep the public informed of the doings of their representatives and to stir interest in law-making, featured actual debate on the various measures under consideration. Series opened with much fanfare, presenting on the initial broadcast the more important dignitaries and legislators as well as the principal address of Gov. Lloyd C. Stark. KWOS declared that the legislators were eager to cooperate in arranging for the broadcasts.

### L'AMOUR

A new business is being investigated by KQV, Pittsburgh, every Tuesday and Friday at 2:15 p.m., this "business" serving as title for the variety show—"Love-Making, Inc." Show is a combination of music, songs, humor and mythical lessons on "How to Make Love." Under the sponsorship of Spear & Co., programs made their initial appearance this week.

### "SAVE A LIFE" CAMPAIGN

WCKY, Cincinnati, began its "Save A Life" campaign with an intensive program of publicity designed to impress upon the public the necessity of cutting down Cincinnati's traffic accident toll. The week was proclaimed officially by Mayor James Garfield Stewart. The Mayor, Police Department, Metropolitan Traffic Safety Council and the Cincinnati Automobile Club, as well as the daily newspapers, co-operated with WCKY in the campaign. Safety announcements were made on WCKY at all times requiring station identification.

Each evening throughout the week at 6:30 p.m., WCKY presented a different safety program on which prominent actors, public fig-

ures and the like appeared. This was topped with a mass meeting of bicycle riders at a local theater where entertainment by WCKY artists and safety films were presented. The Mayor and other public officials were present at this meeting.

### STORM VIGIL

AS rescue workers labored 68 hours to remove the bodies of 8 firemen killed in the Collins block fire in downtown Syracuse—worst local disaster in 40 years—WSYR stood by almost continuously bringing news of the disaster and progress of rescue work to Central New York listeners. Announcers Bill Rothrum, Arnold Schoen, Al Parker and Jan Costley and engineers George Armand, Belle Isle, Charles Just, Al Eicholzer and Al Burgess put in a total of more than 173 hours from 10 a.m., Feb. 3, to midnight Feb. 5, at the scene of the disaster. Total of 91 special broadcasts, of which 37 remoted from the scene, were aired by the station for a total of 7 hours and 30 minutes of fire news. Longest continuous stretch on the air, 44 hours, 4 minutes. Pleas were broadcast for food, cigarettes, coffee and supplies as well as a complete description of the debris removal. Station cooperated throughout with city officials in airing statements and advice.

### "BUFFALO" HERD

THIRTY-THREE thousand nickels were accumulated in CJOR, Vancouver, studios last month as result of program Director Dick Diespecker's "Texaco Nickel Club" broadcasts. This was second year station aired the Club with this year's donations topping the last year total by 18,500 of the nickel coins. Contributions of not more than five cents from each listener were requested on the daily broadcasts up until Christmas. Money was turned over to Vancouver's two evening newspapers for their Santa Claus fund for needy families.

### GREETING TOURISTS

SEVERAL times during the day KGNC, Amarillo, greets tourists with announcements similar to the following: "Attention tourists! You are now in the Panhandle of Texas! The high plains, rich in color and historic backgrounds . . . a land of oil, sleek cattle and golden grain. Stop over and make this a memorable landmark of your trip . . . or plan to return soon to Amarillo, the Helium City, the Hereford capital of the world. While here, we invite you to keep your dials set to 1410 . . . KGNC, the NBC outlet of the Panhandle for the latest war news. Welcome travelers! You, who are now speeding across the high plains on the Grand Canyon Limited, will soon reach Amarillo."

### C. OF C. LETTER

REPRODUCTION of a letter on heavy cardboard from the Worcester Chamber of Commerce to WTAG of that city was used as a promotion piece by the station. Letter tells of a poll conducted by the organization to determine the listener interest of its "Knowledge College" program. Quotes from the actual report are given in the letter in addition to actual listening figures. Last sentence plugs radio generally in addition to WTAG: "The important conclusion reached from the survey is that radio offers the most effective and least expensive method of bringing industry's story to the public." Attached to the letter is a blue string-tag with the following legend: "WTAG—naturally."

### BENEFIT

LARGEST crowd in the history of Springfield, Mo., to see one show in a single day turned out to see the Weaver Brothers and Elviry Troupe when they presented a benefit performance with radio stars from KWTO-KGBX in the local Shrine Mosque, according to the station. Five thousand seat Mosque was jammed for matinee and 1,500 were turned away from the evening performance, it was estimated. George Earle Wilson, of KWTO-KGBX staff, emceed the radio part of show, which featured Mike Dosch, Bob and Dick Stahl, and others. Show is an annual event originated by station manager Ralph Foster with proceeds going to Salvation Army. This year's event provided for Christmas baskets for 800 families.

## GOOD WILL

### VACATION AIDS ON WNAX

DUE to requests from listeners inquiring about vacation spots in South Dakota, WNAX of Yankton has made arrangements with the state highway department to furnish illustrated maps and brochures picturing the state's beauty spots to listeners upon request.

### SEE INDIANA CAMPAIGN

WIRE, Indianapolis, conducted a "See Indiana First" campaign. The Chamber of Commerce in each surrounding town is invited to send in booster material about interesting places in or near the community to be used in WIRE announcements throughout one day's schedule. Plugs such as "See Indiana First," "On Your Vacation See the Birthplace of the Famous Hoosier Poet, James Whitcomb Riley," "Visit Greenfield, Indiana," etc., were on the air at every open spot on the station's

schedule during August. Chambers of Commerce and newspapers in the towns so honored publicized the idea.

### ENGLISH ALSO INVITED

ENGLISH radio executives and listeners received prepaid postal cards from the International Broadcasting Co., Ltd., representatives of Radio Normandy, inviting them to see "commercial" shows in production. Cards included space for the requester's name as well as firm name and position and the preferred hour.

### GOODWILL LISTS

KOWH, Omaha, was offering complete drug and grocery store route lists of Omaha as goodwill gesture towards manufacturer, jobber and wholesaler field men. Lists were bound in separate pocket size booklets and divided up into time-saving easy to follow routes. At end of each route is blank space for notes and remarks on calls. Map and survey stressing the rich Omaha market were bound into both booklets. Route lists were published by the Omaha "World-Herald," owner and operator of KOWH.

### WHAT THE PUBLIC WANTS

AN interesting experiment in listener reaction has been initiated by James F. Hopkins, general manager of WJBK, Detroit, in an attempt to get the answers to "the ever increasing number of adverse criticisms against radio entertainment appearing in the daily press." A half-page ad in the local "Times" was run by the station containing a list of questions on radio and a chart which readers were asked to fill out in accordance with their idea of an ideal radio program schedule. Questions asked dealt mainly with length of commercial announcement. According to Hopkins, the WJBK schedules will be rearranged and several new programs added as a result of the questionnaires. Results of the poll will not be made public, Hopkins said.

### APPRECIATION

THE Oklahoma State Legislature has adopted a resolution asking the Speaker of the House to forward a letter to the management of WKY expressing that body's appreciation for the WKY News Bureau established at the state capital. WKY's News Editor, Ben Bezoff, broadcasts a daily fifteen-minute program of what happens in each day's session of the legislature direct from the capitol building.

### COMPANY SHOW

THE Bigelow-Sanford Carpet Company, of Thompsonville, Conn., began a series of programs over WSPR, Springfield, Mass., designed to give employees of the company a

chance to show their talents to the public. The show, which was a half-hour every Saturday morning, was of the variety type on an amateur basis backed by an 18-piece employe orchestra. Under the direction of Wayne Henry Latham, producer, of the WSPR staff, the programs were similar in many respects to those conducted by the Wheeling Steel Company, and talent was drawn from 3,300 employes. Ad copy was held to a minimum. Arthur J. Bergstrom, of WSPR announcing staff, was emcee.

### WLW's SCHOLARSHIPS

IN order to promote a greater interest in the principles and practices of radio broadcasting with special emphasis on the agricultural service by radio, WLW announced the establishment of a competitive project open to all senior students of agriculture at land grant institutions of the U. S. Six-month scholarships in practical radio training at WLW were offered to two students chosen by the committee of three nationally known judges under terms of the plan.

Competition was open to all students who received their degrees in 1939. Winners were trained in all phases of radio program work at WLW between July 1 and Dec. 31 of last year, and received \$500 for expenses. Announcement of the winners was made June 1.

### STAR CONFABS

"GRANDMA Travels," the Sears-Roebuck program on the Texas State Network, inaugurated a series of interviews with long-time Sears customers in Texas. First interview was with a West Texas farm woman who wrote the mail order house she has been trading there since 1891. Series was based on letters taken from Sears' customer files. Station managers on the network contacted the customers and arranged to bring them into their studios for the interviews.

### 10th ANNIVERSARY

KTSM, El Paso, celebrated its tenth anniversary on August 20 and 21 by inviting listeners to visit the studios and join the festivities. Visitors were taken on guided tours of the entire station including the transmitter, studios, executive offices and sales offices. Ballroom in the hotel in which studios are located, was arranged to display "Ten Years of Progress in Radio." Guests were shown a "ham" outfit in operation and the making of transcriptions were demonstrated. Anyone wishing to do so had their voice recorded and then played back for them. All twenty-nine members of the staff wore large badges giving their first names and position. Theme of this anniversary was "You've heard us for ten years, now come up and see us." Approximately twelve hours of programs were planned for this occasion.



## GOODWILL ACTIVITY

AT KWLK, Longview, Washington, Manager M. F. Woodling has inaugurated a successful goodwill activity: salesmen and announcers are required to make new friends every day and bring at least one each to the studios every day to meet the staff and enjoy personally conducted tour of the plant. Woodling believes personal interest of Longview citizens in their station not only helps the station but creates community interest.

## CONTEST

### "UNCLE LEW'S MAILBOX"

CHILDREN are invited to send letters and post cards telling of subjects in which they are interested to the "Uncle Lew and his Mailbox" show on WEW, St. Louis. These are read and then discussed, while a candid type camera is given as a prize to the writer of the best letter. Subjects of interest to youngsters, such as hobbies, games, pets, club news, handicraft and school affairs are discussed. Billy Boy and the Toy Tinker Band also appear on the show.

### BEAUTY CONTEST

IN connection with its two programs for high school and college students, WCNW, New York, had a Beauty Contest among all New York City high school and college girls. Five prizes of Longine watches were awarded winners selected by a group of well-known men and women judges. Contest was in charge of Walter Windsor. Preliminary elimination was by means of photographs.

### FREE DINNERS

HUNDREDS of suggested titles were received by Rosalind Sherman for Stanley McGinnis' new glass room restaurant in response to the offer made on one of her broadcasts over WNEW, New York when she interviewed the Sheepshead Bay restaurateur. The person submitting the name selected by the judge for the glass room, won a glass engraved card which entitled him to dinner for two once a month for life at McGinnis' restaurant.

### "AROUND THE CLOCK"

THIS program being presented by WRTD, Richmond, is a twice daily entertainment feature offering cash awards in a test of the listener's ability to repeat what he hears. On the program a different name selected from the telephone directory is announced each day and, if that person phones the

station within 10 minutes of the announcement and repeats the exact manner in which his name was given, he receives the cash award. Peco Gleason handles the programs.

## LISTENER RESPONSE

A single announcement, offering mechanical pencils to listeners in the northeastern Ohio and northwestern Pennsylvania area, resulted in 211 requests to WICA, Ashtabula, Ohio, according to the station. The offer was made to test audience and response on a 10 a.m. newscast.

## P & G SLOGAN

NATION-WIDE slogan contest in behalf of Crisco was launched by Procter & Gamble through Compton Advertising, Inc. Original slogan in ten words or less was asked for plus one Crisco label. First prize was \$5,000 in cash, with 500 additional prizes of Sunbeam Electric Mixmasters. Contest ran three weeks on "Vic and Sade" program on NBC Red and Blue and "This Day Is Ours" on CBS. Printed media also was utilized.

## WANTED: IDEAS

PUBLICITY department of KDAL, Duluth, posted a \$5 monthly prize for the best publicity suggestion emanating from any member of the staff.

## CORN CONTEST

AGRICULTURAL department of WLW, Cincinnati, launched a contest to honor the "Tallest Corn Growers" in Ohio and Kentucky. Winners in the contest were awarded a loving cup and \$15 in cash, and personally presented by the governors of the respective states. Awards were made at the two state fairs. Fifteen corn growers submitting the tallest measurements were invited to ship their entries to their state fairs.

## PRIZE PHOTOS

WDAY, Fargo, compiled an attractive magazine containing photos of recent events during the visit of Crown Prince Olav and Crown Princess Martha of Norway to North Dakota. Contest was staged with cash prizes for the best pictures of the royal couple appearing with a WDAY microphone in evidence. Best photos collected were included in the magazine telling of the WDAY coverage of the event. Magazine was distributed free of charge among listeners and was an appropriate souvenir of the event as well as a permanent record of the royal visit.

## BOX-TOP MERCHANDISING

WITH the renewal of the sponsored "Piano Tones" programs for another 13-week period, a new version of the "box-top" merchandising idea was developed by KIRO,

Seattle. Program is built around a contest wherein listeners mail in correct titles of old songs played during each broadcast. Under the new setup, entries in the contest must be submitted on special blanks which are attached to dry cleaned articles when delivered by the sponsor. Blanks constitute a promotional piece in themselves and provide the sponsor with a close merchandising check as well as a desired means of limiting the contest to the territory served by the sponsor.

### CAMERA AIDS

NEW promotional wrinkle was worked out by KSTP, Minneapolis and St. Paul, in connection with the Camera College program, featuring Harry Poague, photographer for the Minneapolis "Star-Journal," KSTP publicity affiliate. On the show, during which Poague gives out picture hunches and talks about lens-snappers' problems, three weekly prizes were awarded for the best photos shot on Poague's assignment. On the day of the show, the prize-winning shot for the week was published in the paper, calling attention to the program that night, and during the show Poague spent time discussing the merits of the shot, calling attention of course of camera fans to the "Star-Journal" and the picture. For full benefit from his advice, Poague urged them to get the paper for that night and spread it out before them while he talks about the prize-winners.



### MOBILE UNIT

LATEST stunt of CJRC, Winnipeg, in promoting its Mobile Unit to local sponsors was to call in station recording department and have a transcription made of a special broadcast. Idea helps all around, station reports, as salesmen now can take the recording around to merchants rather than having to call in an engineer to drive the truck. Two cuts were made, first giving detailed information on Unit, second being a special stunt broadcast. Latter side includes conversations by announcer in Unit, driving around Winnipeg with announcer in studio, announcer at studios of affiliated station CJRM in Regina, listener at home talking on the telephone and others. Transcription has already been responsible for signing of new series, "The Night Riders," according to the station.

### A BREAK FOR BILL

AN authentic note was introduced into the WBAL, Baltimore, "Around the Breakfast Table" programs. Program was picked

up directly from the apartment of Bill Herson who announces the show. From 6:30-7:15 a.m. Herson produced the program from his apartment while seated at his own breakfast table chatting with his wife between popular recordings. At 7:15, while studio plays a record, Herson grabs a cab for the station and takes up remainder of program from there.

### LISTENER REACTION

WHAT is believed to be the first attempt to air the reaction of listeners to a program was tried by KSTP, Twin Cities, as a new experimental and educational feature, under the direction of Thomas D. Rishworth, station educational director. Program is split into two parts, the first originating in the studios; second in the radio workshop at the Mary Miller vocational high school. The first half consists of a dramatization of lives of composers by the students, while the others in the workshop listen. Then the stanza switches to the school, where the reactions of the listening group are aired. Program was aired for half an hour each Friday.

### FU MANCHU PROMOTION

SUCCESS of KDKA, Pittsburgh's "coming out" party for its "Fu Manchu" serial is attested, station reports, by the attention with which prominent business men, advertising agency executives and radio program sponsors and their wives greeted the first two episodes of the serial as "previewed" at the Jan. 18 dinner. KDKA went overboard in establishing a genuine Chinese atmosphere, including incense, Chinese waitresses, egg foo yong, chop sticks — and Production Chief Charley Urquhart, whose simulation of the murderous "Fu" almost stopped the show. KDKA plans to start the serial, produced by Fields Bros. and distributed by Radio Attractions, Inc., late this month or early in February.

### KOMA JAMBOREE

A contract between KOMA and the City of Oklahoma City has been signed for staging of weekly dances and jamborees to carry the KOMA label Saturday nights in the local auditorium. The station features "KOMA Club" in connection with the weekly dances to be presented with station talent and staff band. Admission has been set at \$1.50 plus tax per couple for non-members of the "KOMA Saturday Night Club" and \$1 plus tax for members. Memberships can be secured by applying for them at the studios of KOMA. No charge is made for the membership cards.

### "COLLEGE OF FUN"

BAKERY sponsor of the "College of Fun," telephone quiz game on WIP, Philadelphia, started an extensive promotional campaign for the program. Prior to start of the series, entire staff of over 600 drivers for the

bread company assembled in the company's auditorium for an explanation of the game so that they would be prepared to answer any questions that might be asked of them. Large advertising sheets covered each of the several hundred wagons and trucks of the sponsor. Special flyers were distributed to the homes in Philadelphia. Flyers, which contained rules and a contest form, were also enclosed in the packages of bread. In addition, both station and sponsor inserted advertisements of the program on every radio page in local newspapers.

### LOGICAL

**F**EELING that radio advertising should have audible rather than visual appeal, KGNF, North Platte, Nebr., has been operating for some time under the policy that commercial announcements should "be heard and not seen." Instead of taking the approval copy to the sponsor's place of business for O. K., it is telephoned in to him and in that way he knows just what his advertising will sound like to prospective customers.

### MERCHANT SERIES

**T**O prove the worth of radio to merchants skeptical about its value, WIS, Columbia, S. C., devised a promotional stunt designed to catch their interest. Local stores were holding a Merchants' Association series of days featuring shopping specials. On those days station interviewed the managers of the shops and recorded them. Talks were played together as a group over WIS on a special Merchants' Association Shopping Day show. Later smaller discs were dubbed from the master record and given to the merchants as souvenirs.

### SPECIAL TRAIN

**W**BT's sports department, cooperating with the sponsors of the Wheaties baseball broadcasts over the station, made arrangements for a special eight-car train to carry Carolina baseball fans to Washington to see the Senators-Red Sox doubleheader Sunday, August 13th. Tickets cost \$10.50 for the round trip, and the price included a reserved seat in a special grandstand section set aside in the Washington ball park for the Carolina visitors. Announcement made on Russ Hodges' daily Wheaties baseball program brought in over 400 reservations, from 27 North and South Carolina towns. Prominent sports officials of the two states were also along, and representatives of the two Charlotte newspapers, usually inclined to soft-pedal radio news in their columns, accepted invitations to go.

### "PINOCCHIO" EXPLOITATION

**T**O introduce its new program, "Pinocchio," Radio Attractions, Inc., sent out a four-page French-fold promotion titled "Hello."

Frontispiece shows a cartoon of the featured character of the new program holding up a montage photo of the various elements that make up a radio program (i.e., dramatic actors at mike, orchestra leader and band, technicians, announcer, etc.) Inside copy gives 10 facts in a build-up of the new series, as well as a formal announcement of its release with a "statement of policy." Purposes of policy are also stated. Back page contains additional copy tying up "Fu Manchu" program with the new series of the program-producing organization. Promotion is done in two colors on yellow photo-offset stock.

### AMOS AND ANDY DISK

**S**OMETHING new in promotional work was done by WNAX, Yankton, when the station began carrying Amos 'n' Andy. It is customary for the black-face comics to send a transcription to stations joining their network, extending their best wishes, but WNAX took this short disc and worked it into a complete 15-minute show to bring to the station's listeners a little "human interest" material concerning the pair. To open, a portion of the regular "Perfect Song" theme was used, and listeners were made aware of the fact that they would soon be hearing that same theme each night over WNAX. Program Director Art Smith searched through the files and found a record made by Amos 'n' Andy some 15 years ago, when they were known as "Sam and Henry." An interesting fact brought out by the recording was that at that time their parts were reversed, with Amos as the comic, and Andy the "straight" man. This was the "Amos 'n' Andy of yesterday. Then to bring listeners up to date, the telegram and transcription from the black-face pair were used. One-minute and five-minute spots using the material were also used for quite a time preceding the actual broadcasting of the program, calling attention to the fact that the program would now be heard over WNAX, and giving the air-time of the show over the station.

### FREE TRIP

**A** free round-trip by plane to Reno was offered by KYA by a local jewelry firm to any couple planning marriage. All expenses to and from the airport, plus meals, taken care of by the sponsor. Only catch was that the couple must buy one of the firm's wedding rings—for a mere \$99.50.

### ADD FU MANCHU PREVIEWS

**F**ULL dress "Shadow of Fu Manchu" previews coming thick and fast. KDKA, Pittsburgh; WHEC, Rochester, and KANS, Wichita, gave the local ad boys, prospective sponsors, et al, a taste of real Chinese food, incense, and other "atmosphere" along with a couple of reels of the thriller.

**WHEATIES STUNTS**

**F**OLLOWING are the various methods by which KROW, Oakland, publicized their "most popular player" contest in connection with the Wheaties baseball broadcasts: (1) movie trailers in two first-run and one second-run downtown theaters; (2) window displays at the studios and at the store of a prominent jeweler; (3) newspaper ads in 16 neighborhood and other papers; (4) letters to each grocer from baseball announcer, Dean Maddox; (5) letters to each grocer from the Oakland Baseball Club; (6) publicity photos of trophy and the baseball team; (7) publicity stories released to newspapers through advertising grocers.

**G.E. "BULB"**

**N**OVELTY promotion, sent out by General Electric consists of a regular Mazda lamp. Attached to the socket base is ticker tape which is housed on the inside of the bulb and which may be read by removing the base and pulling the tape out. Copy on tape reads: "Here it is in a lamp bulb. For the fourth consecutive year, Phil Spitalny, renowned maestro, and his All-Girl Sing Orchestra, will bring the General Electric Company's popular 'Hour of Charm' back to the airways at 10 o'clock E.S.T., Sunday night, September 17—and every Sunday thereafter over the Red Network of NBC."

**WSYR PLUGS SETS**

**W**SYR considered radio set dealers in a two-week promotion stunt designed to up the sale of portables. Courtesy announcements and daily 1x3 ads in each of Syracuse's two daily papers urged the listener to buy a portable for (1) convenience, (2) dependability, (3) enjoyment. Letters were sent to distributors and dealers urging them to feature portables in their set advertisements during the campaign. Reaction was two-fold. Not only did dealers increase space devoted to portables, but they increased space devoted to radios in general.

**EXPO AIR SHOW**

**T**HROUGH arrangements by WIRE with the National Broadcasting Company, NBC "Breakfast Club" stars were brought to Indianapolis to appear at the fifth annual Indianapolis News Food Show and Household Appliance Exposition at the state fairground. Don McNeill, master of ceremonies for the "Breakfast Club"; Evelyn Lynne, soloist on the program, and Jack Baker, vocalist, joined with Harry Bason, WIRE pianist-music director, to entertain at a special show Sunday.

**PERSONAL APPEARANCE**

**K**STP, working with the Procter & Gamble Distributing Company in Minneapolis, staged two "in person" appearances of "Vic and Sade," for the Minneapolis Centennial.

In addition, "Vic, Sade and Rush," all attended two performances at the Minneapolis Auditorium as a wind-up of a week-long celebration, also were featured in a television show immediately following presentation of their regular script from the stage.

**FOOTBALL FEED**

**A**S a promotional stunt in connection with the Associated Oil Company's current sponsorship of football broadcasts in the West, KOY, Phoenix, invited all A. O. dealers and distributors to a buffet supper and open forum on football, with Dixie Howell, former all-American and now coach at Arizona State, and Lou Kroeck, Arizona net sportscaster, leading the discussion. Thirty minutes was allowed for discussion.

**PHONE CALLS**

**A**S a special promotion service, KSFO had a girl whose duty it was to phone executives of firms to inform them when broadcasts by CBS in which they may be interested were released by KSFO. This service was established as a result of the interest of CBS-KSFO listeners, not only in national and international affairs, but also in sports events and serious music offered by the Columbia network.

**SALT LAKE CITY STUNT**

**I**N a massed promotional effort, three Salt Lake City stations, KSL, KDYL and KUTA, took over the regular weekly meeting of the local Advertising Club and for an hour "sold" air media to the advertising executives.

E. J. Broman, Ad Club vice-president and an account executive at KSL, conducted the meeting, with members of the staffs of KSL, KDYL and KUTA all appearing and participating in the discussions. This was the first time in the history of the Salt Lake City Ad Club that radio was allowed full swing, despite the fact that newspapers have frequently broken through for mass promotion.



**WHO'S GOLDEN GLOVES TOURNAY**

**F**OR the second year, WHO, Des Moines, again sponsored the local elimination bouts of the national Golden Gloves boxing tournament and, according to the station, this year was "bigger and better than ever." Thought to be the only radio sponsored tourney in the country, others generally being promoted by newspapers, WHO's introduction of the competition to Des Moines last year

resulted in a tourney so much bigger than was expected that "we are still gasping." Two hundred boys participated last year with 14,000 persons viewing the fights. This year station had 300 contestants and a crowd of 32,000. Tourney, under the general supervision of Bill Brown, WHO sports editor, was held in the local Coliseum, Feb. 14, 15, 16 and 22.

### PRUNE SALE HYPO

A potent store tieup with Hedda Hopper's "Hollywood Discoveries" on WTMJ for the California Prune Industry jumped a Milwaukee store's Saturday prune sales from 50 to 460 pounds, the station reports. Earl Tetting, Lord & Thomas special merchandising man, planted a girl in Gimbel Brothers' store to pass out hors d'oeuvres consisting of prune halves and Milwaukee cream cheese. The demonstrator, plugging California prunes and Hedda Hopper's opus on WTMJ, upped the day's prune sales for the store more than 800 per cent. The demonstration booth was surrounded with promotion advertising for the program.

### WMCA'S NET SHOWS

PUBLICIZING the eight network daytime script serials aired between 8 and 10 p.m. on WMCA, New York, the independent station ran 8-inch ads in the daily press. In addition to giving time of each program, ads feature the slogan "dial Romance tonight—two hours of love, laughter, heartbreak, thrills!"

### KLZ WAR COVERAGE

TO promote 24-hour coverage of European war news by KLZ, Denver, station made tie-ups whereby station's news services were publicized in four local motion picture theaters. Sixty-foot trailer, graphically illustrated by photos of troop movements and other war scenes, were shown in all four houses and were climaxed by flashing a photograph of H. V. Kaltenborn on the screen with appropriate block letter copy describing the KLZ-CBS-INS coverage. One theater gave station credit lines for news bulletins supplied at program breaks. Special service was announced by a screen slide with the news bulletins being read over p. a. system by a KLZ staff announcer. Theater featured this service in its newspaper ads in addition to a lobby display publicizing the stunt.

### HOT SOUP

A unique way of backing up the Campbell's Soup program was devised by KOY, Phoenix, which served bowls of hot soup to all its studio audiences throughout a week. Listeners were invited to come down and witness any of the daily programs originating in Phoenix and to have a bowl of soup. Thousands of bowls of soup were dispensed.

## MOVIE PROMOTION

"NEWS in the Air," 30-minute sound movie, was shown to more than six hundred South Carolina Esso dealers meeting in Columbia as guests of Standard Oil, United Press, and WIS. Film traced route of radio news from source to final airing by "Esso Reporter," then advanced suggestions by which dealers could promote program with greatest profit to themselves. "Esso Reporter" began January 30 at WIS on a four-a-day schedule for one year.

### WANTED: CHARM

A survey was made with Bill Treadwell, radio writer, as chairman and several prominent radio names as committeemen, to find the ten people in the United States who possess the most charm. Charms Candy Co., of Bloomfield, N. J., with promotion head W. W. Reid, 3rd, were in back of promotion with the results exhibited at New York World's Fair.

### DOUBLE FEATURE

IN cooperation with a local theater, the bakers of Longview, Cal., arranged a "Big Radio Kiddie Show" to which children were admitted for five cents and five local bread wrappers. Children saw radio show in addition to regular theater feature and had the opportunity of appearing before the microphone during the half-hour airing from theater's stage. Kiddie show is a regular feature of KFRO.

### USES RAILROAD POSTERS

THE New York, New Haven & Hartford Railroad placed colorful posters in its stations and trains calling attention to its daily news program over WEEL, Boston. The railroad sponsors "Herald-Travel" news daily.

### RCA STICKERS

FOLLOWING RCA Manufacturing Co.'s renewal of its contract for "Music You Want," transcribed feature on KGO, the Leo J. Meyberg Co., RCA distributor in San Francisco and northern California, pasted small stickers on all its packages, calling attention to fact that show was heard over KGO six nights weekly at 11:15 p.m. Idea proved so successful in stimulating interest in radio sales, it is expected to be followed on a national scale by RCA dealers throughout the country, as the program is heard over key NBC outlets. Program consists of RCA recordings by world-famous artists.

### MOVIE SHORT

WFBL, Syracuse, is receiving widespread publicity through a movie short recently completed by the New York State Conservation Department which is being shown throughout the state on request. The picture, which deals with the re-stocking of streams, shows

WFBL's trailer with portable transmitter, news editor Bud Squires, and the conductor of the "Sportsman" series, Norm Basset, in action with their special "Trout Fishing" broadcast along the shores of Chittenango creek.

### LOBBY DISPLAY

THE foyer of WGAR, Cleveland, has been enlivened with caricatures of outstanding stars of the Columbia network, which were executed by local newspaper artist Don Wooton. These are the originals from which were taken displays for use on street car cards, and on taxi cab covers.

### SPORTS PROGRAM

ACCORDING to Bob Soule, vice-president in charge of promotion at WFBL, Syracuse, 19,900 baseball fans in the area saw the sports film "The National Game," as presented in behalf of Leo Bolley's Tydol-Vedol Sports Review program. With Bolley on hand for a short spiel, film made 38 individual showings in 6 days before clubs, schools, etc.

### WJR's PLATES

OVER 100 cars blocking traffic in the Detroit area equipped with extra "license" plates plugging WJR. General Manager Leo Fitzpatrick has WJR-1 and Chief Engineer M. R. Mitchell carries WJR-750, which is station's band on the air.

### "GATEWAY" BUILDERS

LETTERS and full information concerning the new "Gateway to Hollywood" talent hunt programs which go over CBS Sunday were sent to all RKO exhibitors throughout the country by RKO vice-president Ned E. Depinet. Letter requests that exhibitors listen to the show and explains how the program will aid theater managers and requests their cooperation. Included are application blanks for distribution to theater patrons and an "Exhibitors' Information Bulletin" giving details of the Jesse Lasky-Wrigley show and all subsidiary tie-ins. These include a four-page folder for distribution, one-sheets and lobby cards, publicity packets, and a trailer.

### "LONE RANGER" PRODUCTS

"LONE Ranger" received extensive, indirect promotion through the sale of 126 merchandise products sold throughout the country. Newspaper advertisements placed by department stores, displays and store promotion were used to push the products. Thirty stores in as many cities participated in the campaign. Raymond Spector handles the commercial promotion.

### SHOP BY PHONE

KATE SMITH appeared in an ad of the New York Telephone Co. stressing the advantages of shopping by phone. Miss Smith

was seen using a telephone and stating "Radio people haven't much time to make 'personal appearances' at the stores," while the ad copy explains that the singer uses the telephone for shopping. "Freckles," her cocker spaniel, also appeared in the ad.

### TRIPLE CAMPAIGN

WDRS unleashed a publicity campaign designed to cover as extensive a field as possible. First move was a tie-up with State Theater, which brings in leading band every week, and plays to approximately 60,000 persons in five-day period. State featured a trailer showing WDRS's chief announcer Ray Barrett in action during his "Music Off the Record" program. In return, WDRS plugged State one day a week in "Man-on-the-street" program and distributed free passes to persons interviewed. In addition, Barrett made a personal appearance at the State's late Saturday night show, introduced the featured band, which then played his "Song of the Week" selected by listeners of the "Music Off the Record" program.

Second move was tie-up with music stores throughout city which placarded windows with pictures of Barrett at work on his "Music Off the Record" program. Placards were dotted with autographs of leading band conductors. Third step was widespread billboard advertising campaign on heavily-traveled highways in the state.

### HOTEL CARDS

TO promote the L. B. Wilson station, Columbia programs, 50,000 watts and the station's newscasts, WCKY arranged with Cincinnati's Hotel Gibson to place flashy red cards under glass tops of each desk in the hotel's 1000 rooms. One card invites Gibson guests to visit WCKY studios on the first floor of the hotel and the other lists WCKY local and CBS news broadcasts. The cards replaced the hotel's "Radio receivers for rent" notices.

### AD LISTINGS

KGKO, Fort Worth, was running full, one-column newspaper ads on the amusement pages of both the evening and morning Fort Worth "Star-Telegram." Ads list special programs in bold type, with art. Special attention was paid to making the ads as unique and attractive as possible. Eye-catching typography was used throughout and varied daily. Ads were prepared by KGKO's publicity department and attracted considerable attention from local readers.

### ELECTION SPECIAL

A new high in promotional tie-up between newspapers and radio here was staged when KPO and KGO, NBC stations, jointly broadcast a five-hour Election Night Radio Party from the editorial rooms of "The Chronicle." Lasting from 9 p.m. until 2 a.m., the

show featured NBC musical and singing talent between bulletins on election returns.

Taking part were "Chronicle" manager Paul Smith, NBC manager Al Nelson, winning and losing candidates, and NBC entertainers Glenn Hurlburt, Clancy Hayes, Bennie Walker, Ruth Sprague, Will Aubrey, Dorothy Allen, Zella Layne, Camilla Romo, Armand Girard, Judy Deane, Three Cheers, and orchestral groups directed by Paul Martin, Ricardo, Ray Harrington, Eddie Swartout, and Walter Kelsey.

## DISPLAY

### WLW's DISPLAY WINDOW

A promotion plan approved recently by James D. Shouse, Vice President and Station Manager of WLW, Cincinnati, utilized a large space in the WLW reception room. A window, seven feet long by three feet deep, was constructed facing the room's door. Every advertiser was given a full display of his products for a specified length of time and the displays were rotated so as to give fair play to every client. It is estimated that several thousand people per week saw the displays for every person who witnesses a show in the WLW studios must pass the window.

### WINDOW TIEUP

IN cooperation with two sponsors, CKAC, Montreal, prepared a special window display using photographs of featured radio artists, both local and network, as well as pictures of old and new broadcasting equipment. The displays are being used in the windows of the sponsor's stores.

### COUNTY FAIR

KTFI built a special booth at the Twin Falls County Fair at Filer, Idaho, with the exhibit one of the most elaborate ever built in that area. Broadcasting studio was 8 by 14 feet in size. The first unit of the station's 1,000 watt transmitter was on display as well as other broadcasting gadgets. Actual broadcasts averaged 7½ hours of commercial time plus about 15 hours of sustaining time. Special booklets were prepared on the radio industry and handed out to visitors.

### WSAI's POSTERS

FOUR thousand 8 x 10 posters every month and bulletins each week were distributed by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts over WSAI, Cincinnati. Posters and bulletins were sent to all employees of Cincinnati industries. Listing the speak-

ers and subjects of coming broadcasts, the bulletins invited both employer and employee to listen to the programs. Posters were displayed in every machine shop and factory in the Cincinnati area.

### WHEATIES-KMO CO-OP

GENERAL Mills' Wheaties and Bananas' sale brought two-fold results to Tacoma and vicinity grocers, via unique KMO, Tacoma, promotion. KMO ballcaster, Jerry Geehan, sent sale posters to stores. Grocers turning in posters with greatest number of fans' signatures got free ball game ducats.

### PROGRAM PLUGS

IN connection with the Gillette-Mutual Network broadcast of the World Series, WHMA, Anniston, Alabama, secured a supply of window display material from the razor blade people and placed several window displays in local drug stores. Direct mention of the games being broadcast over the Anniston station was made in all displays. Local drug stores exerted special efforts to sell Gillette Tech Razors and good sales were reported. Station also publicized the broadcast in newspapers.

### HORMEL LAYOUT

HORMEL, INC. used a spread in "Look" to promote its products and its program, "It Happened in Hollywood," on CBS three days a week. The ad appeared in regular "Look" format and featured talent on the show. Wayne Tiss of BBD&O's Minneapolis office prepared it. Hormel also used four pages in "Life" in which the radio program was mentioned.

### STUDIO ROUNDUP

PARALLELING a heavy schedule of news casts WMBR sponsors, in Sterchi Furniture Co., an immense map of Europe. By use of specially designed buttons with attached ribbons leading to several miniature sized blackboards, the day's latest news is easily and clearly depicted. And due to the fact that these bulletins are printed in eraseable chalk the boards can be kept up to date with a maximum of efficiency and a minimum of bother. Among the advantages of such a map is the fact that visitors might become acquainted with the nature of the land as well as the location of various European countries. Mountains are brought out and elevated by a unique cellophane effect dabbed with a dull gray paint.

### LARGEST RADIO

ONE of the features of Salt Lake City's annual Covered Wagon Days parade was the world's largest radio. Built for KSL, the radio was 23 feet long, nine feet high and eight feet wide. Equipped with sound equip-

ment, the station broadcast along the three-mile route of the parade, spectacular finale of this city's annual fete honoring the pioneers who settled Salt Lake Valley in 1847.

### WINDOW DISPLAY

Ⓒ A large picture panel of special events covered by KDAL, Duluth, was the center of attraction in a display window featured in a store at the city's busiest downtown corner. Besides the panel were two blow-up pictures, remote amplifier, short wave transmitter and CBS and KDAL banners.

### EDUCATIONALS

Ⓒ WHKC, Columbus, used 100 squares of newspaper media each week to publicize its educational programs. Ads appeared in the Columbus "Citizen" and called attention to the value of local and MBS programs of an educational nature. Copy was written by Fred Sample, continuity editor of the station and stressed the idea that listeners need to know more about national and international problems.

## PROGRAM

#### "SCRAPBOOK FOR 1909"

Ⓒ MEN and women who participated in headline events back in 1909 took part in several broadcasts of the above title which the BBC aired. Important events in British political and scientific history as well as sketches and songs from popular musical comedies of thirty years ago was presented on the program.

### KITCHEN SHOW

Ⓒ SISTER Mary St. Clara, BVM, believed to be the only Catholic sister with her own regularly scheduled air program, is commentator on a new "Kitchen of Tomorrow" cooking school program which WKBB, Dubuque, Iowa, is airing a half-hour weekly in cooperation with the Home Economics Department of Clarke College. Program remotes direct from the college campus where a model kitchen has been built on a stage according to specifications of James D. Carpenter, WKBB general manager. Mel Galliard, station program director, produces and announces the programs.

#### "A TUNE AND A TALE"

Ⓒ THIS program, sponsored by Loft, Inc., over WOR, New York, replaces its "Jenny of Sweetbriar Manor." New program, which debuted Jan. 11, presents the Novelty Choir in a different melody each week, and then

the "story behind the tune" is dramatized. First program featured "When the King Goes Forth to War."

### EXCHANGE MART

Ⓒ "SWAP SHOP," offering dialers a chance to exchange unwanted articles among themselves, is the new KYA, San Francisco, idea on Mondays, Wednesdays, and Fridays. Persons with "swaps" send detailed information and name and address, all of which is read over the air. Anyone interested contacts the individuals directly. Program is written and produced by Adrian Gendot, features voices of Reiland Quinn and Lois Hampton.

### SPORTS "INFORMATION PLEASE"

Ⓒ FEATURING outstanding local sports authorities WJJD, Chicago, launched a Sunday afternoon 30 minute show titled "Challenging the Experts." Patterned after "Information Please," show presents John Carmichael of the "Daily News," Irv Kucinet of the "Times" and Jimmy Corcoran of the "American" as the board of strategists. Each week, there is a guest star—first one was Dick Hanley, former Northwestern football coach. Cash prizes are awarded to listeners sending in acceptable questions and there are additional prizes for stumping the experts.

### JUVENILE PROGRAM RESEARCH

Ⓒ "IN an effort to find a satisfactory medium for children's programs," the New York Junior League began a series of "fantasy" broadcasts over WMCA from 5:15-5:30 p.m., based on original radio scripts written, directed and produced under the supervision of its society members. Titled "The Lost Star," the series, written by Frances Fullerton Neilson, ran for a period of 13 weeks and was an extension of the "Alice in Wonderland" series which the League produced on the same station last year. "The Lost Star" series deals with the adventures of a group of "Orgets," described as streamlined people inhabiting the other side of the milky way. Searching for a star that dropped from the heavens, the "Orgets" reach the earth and are involved in a series of adventures, which, according to the League producers, provide exciting entertainment from which moral lessons are subtly drawn.

#### "DID YOU KNOW?"

Ⓒ A late Sunday evening five-minute program was started on WEEL, Boston. It's called "Did You Know?" and consists of little-known facts as well as some erroneous ones which are usually taken for granted. These, of course, are delivered in the corrected version. Each fact is prefaced by the question, "Did You Know?"



## AMATEURS

THE WTAG talent discovery program, a new amateur show, designed to include several innovations in the Worcester, Mass., broadcasting field, was launched direct from the stage of the Plymouth Theater. Show, featuring strictly amateur talent from Worcester and Central Massachusetts, is of half-hour duration and will be heard weekly on Saturday nights. Produced under the direction of Chester Gaylord, in co-operation with the Plymouth Theater, the show's chief objective is to present first class entertainment. Two professional accompanists have been engaged. One of the innovations was an interlude devoted to asking the audience questions and broadcasting their replies, or songs, by means of a roaming microphone.

## FARMER'S INFO

WOR began signing on 25 minutes earlier at 6 a.m. in order to broadcast a program of farm information, "The Farmer's Digest," prepared by Transradio Press. Half-hour program, aired daily except Sunday, presents a "crisp" resume of market trends, weather reports, road conditions, crop statistics and agricultural news "all blended into a comprehensive picture of farming and marketing conditions throughout the east." In addition Mrs. Farmer hears of improvements in home-making, child education and some fashion hints.

## PERSONAL PROBLEMS

DUART Manufacturing Co., makers of "Creme de Milk" cosmetics and beauty shop equipment, is sponsoring "Problem Clinic," a new type of informal program in which personal problems of listeners are discussed, over seven CBS stations on the Pacific coast. Discussions, conducted by Vance Graham and Marcia Miller aided by an attorney, reporter, business man and housewife, are entirely extemporaneous. Listeners are invited to submit questions on marriage, engagements, child training and similar matters.

## CIRCUS STUFF

WBAX, Wilkes-Barre, staged a complete promotion in connection with a visit of a circus to that city. Assisted by the press agent of the circus, a spot campaign was conducted one week before the show's arrival in addition to daily 15-minute shows depicting the life "under the big top." On show day, the agent, with a portable microphone was on the lot at the break of dawn with a broadcast of the unloading of the show and the setting up of the tents. At noon he gave a description of the parade through the streets of Wilkes-Barre from a local department store, which sponsored this airing as well as the rest of the day's events. Broadcasts at 1 p.m.

and 2 p.m. were made from the sideshows and the big tent, respectively. Description of the entire matinee performance was broadcast. Tieup for the department store was made with a display of its furniture in one of the tents at the circus.

## "COURANT" ADS

ASSOCIATED Grocers, an affiliation of 30 grocerymen in Greater Hartford and Central Connecticut, began their new three-time-a-week "Your Southern Chef" program over station WDRC with a big advertising splash in the Hartford "Courant." The program featured James Cox, expert southern recipe-maker.

## PRIZE INTERVIEWS

AS a promotion stunt for Purina's "Checkerboard Time" program, winners of the chick-growing contest held in connection with the show were brought to Phoenix from all parts of the state and interviewed in the KOY studios over the entire Arizona network, on a special "Checkerboard Special" program.

## SPOT PLUGS

W. T. GRANT'S newly opened \$250,000 store used fifteen 50-word spots and two quarter-hour programs on KGKO, Fort Worth, to promote the store's opening. Quarter-hours originated from the store with department heads and customers being interviewed by Clarence "Scooter" Tonahill.

## STORE DEDICATION

WHEN Purina Mills opened a new Checkerboard Store in Dallas, WFAA, which carries Checkerboard Time transcriptions regularly for the company, made a remote pickup from the store location and the Cass County Kids, WFAA trio, made a personal appearance as well as the broadcast. The stunt drew an overflow crowd and got the store off to a big start.

## STATE FAIR

KSTP talent, featured last season on the Red network, was used by the Minnesota State Fair to plug its forthcoming exposition over four Minnesota stations. The shows, aired each Tuesday night over KSTP, KFAM, KROC and KYSM, featured Leonard Leigh, musical director of the station; the Knights of Note and their Lady, Bonnie; and Flo Seidel, torch singer.

## INTERVIEW ETs

"INTERESTING People" is title of program idea worked over by Allyn Corris, having been conceived by Station Manager G. Richard Shafto, WIS, Columbia, S. C. Idea was to interview interesting people visiting Columbia making ET of the talk for airing later on

definite schedule along with other recorded interviews. Interviewees thus would be available at times most convenient for them.

### RETAIL CO-OP

**L**ATEST step in WKRC's campaign of cooperation with Cincinnati retailers occurred on "Woman's Hour" broadcast when prominent retail grocers appeared to tell of latest developments in that industry. Among those interviewed by Ruth Lyons, station program director, were: Gerritt Vander Hooning, president of the National Association of Retail Grocers; Homer N. McGonkey, secretary of the Ohio Retail Grocers and Meat Dealers Association and editor of the "Buckeye Grocer"; J. F. Healey, of Hilmer N. Swenson Co., agency for the NARG; and August Meyer, secretary of the Cincinnati Retail Grocers and Meat Dealers Association. Vander Hooning discussed the new movement under way in his association and other retail groups, to educate retailers in new methods of further serving the community.

### GOVERNMENT SERIES

**W**HN, New York, presented a series of programs under the auspices of the Office of Government Reports, which sponsored recorded talks by President Roosevelt and members of his cabinet. Series was aired Tuesdays and featured heads of the various government agencies discussing functions of their departments. John M. Carmondy opened the series, all of which was presented via recordings.

### INSIDER'S VIEWPOINT

**A**TTEMPT to hypo baseball broadcast was an apparent success at WSyr, Syracuse, when Nick Stemmler, Wheaties and Atlantic baseball reporter on the station invited Ted Kleinhans, pitcher of the Syracuse Chiefs, to handle a couple of half-innings of a ball game. Stunt drew a stack of fan mail for Kleinhans the next morning, station reports.

## GIVE-AWAY

### BIRTHDAY BALL

**P**ROMOTION folder by Artists Management for Paul Whiteman employs photos of the Whiteman crew at the President's Birthday Ball at the Mayflower Hotel, along with a letter praising Whiteman's outfit by the manager of the hotel. Letter cites this year's Ball as "the most unusual success" and declares participation was more than doubled over previous year. Folder showed P.W. with Mrs. Roosevelt and declared that "whether

it be the country's No. 1 President's Birthday Ball, the 'Junior Hop' at Yale, etc., Paul Whiteman and his Orchestra have consistently played to record breaking crowds. Paul Whiteman's orchestra gives complete entertainment satisfaction and still sets the pace as America dances."

### STAR ALBUM

**I**N behalf of its "Mystery Control" remote unit, Philco Corp. distributed a 16-page "Radio Star Album" containing pictures of 144 headliners, each cut containing a small reproduction of sponsor's product. Book also included latest log of long-wave stations and listing of principal foreign short-wave stations. Book was distributed at session of Philco dealer convention at Savoy Plaza.

### WNEW PROGRAM SKED

**W**NEW blossomed out with a large size printed program schedule replete with a "Highlights" box and including a special plug for the "Milkman's Matinee," all-night, all-recorded program. Item reprints a letter from Postal Telegraph stating that Stan Shaw, emcee of the "Milkman" program, received more telegrams through the company than any other individual—"possibly surpassing the President in this respect." Shaw got 26,453 messages during past year.

### OLD DUTCH OFFER

**C**UDAHY Packing Co. offering the story of "Bachelor's Children" in book form on its CBS program by that name. Book written by Bess Flynn, author of script show, was offered in connection with a floral pattern handkerchief. Photographs of cast and announcer appear in book which is published by Donnelly's. Account, handled by Roche, Williams & Cunyngham agency, is using 18 stations.

### WBBM's RADIO NEWSPAPER

**W**BBM is distributing free to customers at the Wrigley Building restaurant, which because of its central location is the daily gathering place of radio and advertising executives, a two-page tabloid "newspaper" under the title "Radio Headliner." The Headliner is the creation of J. Oren Weaver, news editor of WBBM-CBS. It was issued several times a day during the critical days in Europe. Run off on a duplicating machine the Headliner came out at 11:45 a.m. with its first edition containing noon New York stock reports as well as news flashes. Afternoon editions hit the cocktail sippers and there was a final for dinner customers. Saturday's noon edition contained a week's business review.

**SALES PLATTER**

WFIL used a platter sales message to acquaint the trade with a new baseball score signal package. The platter contains a short punchy sales talk and a complete illustration of a sample spot. The disk idea is the brainchild of Murray Grabhorn, national sales manager, and ran three minutes. They were mailed to 50 agencies and prospects. The package guaranteed a minimum of five sets of baseball scores with an attention-getting production opening and a 25-word commercial each afternoon between the hours of 3 and 5.

**ESSO MATERIAL**

GENERAL publicity material was prepared by Marschalk & Pratt, Inc., for use by stations broadcasting news sponsored by Esso. Publicity stresses that the five-minute programs condense all news and give a complete picture of local, state, national and foreign news. Programs are broadcast at 8:00 a.m.; 12:30 p.m.; 6 p.m. and 11 p.m. on 34 stations.

**DISPLAY GUIDE**

WHK-WCLE's new Merchandising Display Guide was in the hands of Cleveland's leading drug, grocery and department store buyers, display managers and advertising managers. The Guide urges those men to tie their advertising into the campaigns on WHK and WCLE since "WHK-WCLE Advertised Products Sell." Guide is contained in an attractive maroon and gold three-ring binder. New pages are issued on the first and 15th of each month. These pages list the products on the air and give full details about some of the newer programs.

**GUN SHELLS**

WHBQ, Memphis, manager E. A. Alburty timed a promotional piece to coincide with the opening of Tennessee's duck-hunting season. Into empty shot-gun shells were wadded the promotional pieces, and Western Union messengers then delivered the wadded shells directly to Memphis time-buying prospects. Ducks, flying with \$-inscribed pocket-books in their bills, headed the piece. Then, in a brief text, Alburty pointed out that it was not only the season for ducks, but also for customers, and that WHBQ's inexpensive radio messages would bag the customers.

**KPO GIVEAWAYS**

SPONSOR offers on KPO, San Francisco, include a set of cheese covers by Tillamook Creamery Assn., for strip from cheese box and 25 cents; 200-page cook book by Rumford Baking Powder for label and 25 cents; and steel paring knife by Procter & Gamble, for two Drefth box tops.

**JUMPING THE GUN**

WBIG, Greensboro, N. C., prepared for Feb. 14th distribution a valentine featuring the Lone Ranger with the caption across the top "Greetings Comrade!" Centered in a large green heart is picture of the Lone Ranger astride "Silver" waving to the recipient. What was presumably a special greeting to Ranger Club members was written in "code." Whole was identified with "compliments of WBIG" in lower corner.

**BLARNEY BRACELETS**

B. T. BABBITT, INC., offered "Blarney Stone Bracelets," made from the ten tons of imported Blarney Stone recently arrived in this country, in behalf of its "David Harum" program over WOR. According to Robert Brenner of Babbitt, Inc., the stone was chiselled from the same quarry on the original grounds of Blarney Castle, County Cork, Ireland, from which the famous Blarney Stone itself came. Bracelet is of antique gold color, bearing a piece of the stone, a miniature of the Blarney Castle, a shamrock and four-leaf clover.

**NEW YORK "VILLAGE"**

COUNCILMAN Robert K. Straus, in connection with his weekly WHN program, gave away to listeners a large comic colored map of "Your Town—That Village of 8,000,000 People." Done in typical comic map style, the promotion piece features Jimmy Walker in the "Tammany Doghouse," Mayor LaGuardia "applauding" Tammany, Robert Moses looking for more Park sites to conquer, Grover Whalen emceeding the Fair, etc.

**POETRY BOOK IN DEMAND**

A spot announcement offering a book of 12 poems written by Barton Rees Pogue and read on the Boone County Jamboree brought 22,000 requests, according to WLW officials. Besides the poetry, the book contains pictures of the cast.

**COVERING BOTH SIDES**

TRADE press advertisements were mailed out by CBS telling of that network's coverage of "both sides of the railroad tracks." Piece cited statistics that those living on the "other side of the tracks" are 94 per cent radio equipped and buy more basic commodities than the more favorably situated group across the tracks which is "the only market for products made for their exclusive use and pleasure." CBS, it was pointed out, covers both sides completely.

**IMPARTIAL SURVEY**

PROMOTION item gagging the numerous surveys issued by networks and stations was issued by WOC, "Your Davenport, Rock Island, Moline buy for this quarter-million market." Titled "An Impartial? Survey," piece

stated that WOC asked its own 43 staff members: "To which radio station do you listen?" Forty-two replied WOC exclusively and '1 said WOC most of the time.

"He is a capable engineer—now at liberty. We gladly recommend him."

### SELLING FOOD

REPRINT of trade press ad was distributed by WLS, Chicago, on behalf of its "Feature Foods" programs conducted by Martha Crane and Helen Joyce. Letter accompanying reprint cites statistics of sales in connection with resumption of the program over the station, and lists various promotion tie-ins used. Reprint cites the program as "the show that pulled more proof-of-purchase mail on WLS than any other in one entire year."

### COVERAGE MAP

HAVING received a copyright on a four-color map outlining the WSAI "Coverage in Terms of Retail Sales," a product of the Cincinnati station's sales research department, the station is now preparing it for distribution to agencies, clients and prospective advertisers. Both primary and secondary areas are included on the map which shows coverage over a three-state area—Ohio, Indiana and Kentucky. The map, said to be first of its kind, shows the various sales divisions both in intensity of shading and size of area.

### INFO FROM WGAR

TO all offices of its national representatives, Edward Pety & Co., WGAR, Cleveland, sends a weekly news letter embodying local trade information, items about WGAR personalities and comments on the progress of Pety-placed accounts. Written in conversational style, the letter is signed "Sixty-three Employees."

### SPONSOR PROMOTION

PROCTER & GAMBLE shot the works in the Milwaukee area in backing up the local airings of its "Story of Mary Marlin" broadcast over WTMJ. A special factory detail man engaged a crew of 25 distributors and over a period of time sampled 80 per cent of the homes in Milwaukee with Ivory Soap leaving on door knobs a promotion device urging "Listen to the 'Story of Mary Marlin' daily at 2 p.m. over WTMJ." The item suggested that the card be attached to knob of radio.

### LISTENER PERCENTAGE

WPIC, Sharon, Pa., bit off almost more than they could chew when, in an attempt to check percentage of listeners in its primary coverage area, 1000 stainless steel ashtrays were offered to the first thousand persons requesting same. Announcements were made over the station at intervals during

one day only—with 5,251 replies from persons in Pennsylvania, New York, Ohio and West Virginia. Postmarks were used in judging earliest requests. Survey gave WPIC management a thorough picture of listener percentage as well as a count of its audience at various times of the day.

### PIE RECIPE

PROCTER & GAMBLE, through Compton Advertising, Inc., offered a special Pumpkin Mince Pie recipe on two P. & G. shows during the weeks preceding the Christmas holidays. Recipe, which was given through dealers, was offered free.

### RADIO TOPS OTHER MEDIA

ACCORDING to an announcement by the Joe Lowe Corp., sponsors of Jack Johnstone's "Buck Rogers" serial, that program drew 8,000,000 requests for a premium book, more than was ever before received as a result of advertising in other media. Johnstone was commissioned by the Lowe Corp. to cut 39 more transcriptions of the serial while plans were under way for widespread promotion of the program in high schools of the country. Johnstone, radio production head of the Biow Agency, is authoring a 75-page booklet on scientific aspects of the "scientific world of tomorrow" for distribution through the public school systems. Prizes were offered for design and invention of scientific gadgets.

### SKY RIDER

WWL, New Orleans, cooperated with Chicago and Southern Airlines in promoting aviation in the South. A "Sky Riders Club" was formed and members received free rides from local airport for three weeks after which a young man and lady as well as an elderly couple were chosen to participate in a three-day tour from New Orleans to St. Louis, Chicago and return with all expenses paid. Station's special events department accompanied the group and recorded impressions expressed by them en route for later broadcast.

### KENTUCKY "U" PROGRAMS

LISTING of the radio programs to be presented at the University of Kentucky through WHAS, Louisville, for the six months beginning July 1 and continuing through December 31 was available to the public in a printed booklet on request to the school's publicity bureau. Booklet headlines several program series which were inaugurated during the six-month period and included a group of talks on propaganda. Besides the program listings and descriptions of various series, details of school's radio personnel, facts about other stations being used in addition to WHAS, other data was presented in the booklet.

# Rules And Regulations Of F. C. C. Regarding Production By Radio Broadcast Stations

*As of January 1, 1940*

## GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the total hours that it is authorized to operate during each broadcast day (both day and night) except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

If the license of a station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

### Share-Time Stations

If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this rule the file mark of the Commission will be affixed thereto. 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

For the purpose of determining the proportionate division of time of the

broadcast day for sharing time stations one night hour shall be considered the equivalent of two day hours.

If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with (Sec. 3.72) Time sharing agreements for operation during the experimental period need not be submitted to the Commission.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

### Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station or stations on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Com-

mission will affix its file mark and return 1 copy to the licensee authorized to operate limited time which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in these rules.

If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

### **Material Term of License Violations**

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

All references herein to Standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

### **Time Changes**

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be observed and in no event shall a station licensed for daytime only operate on regular schedule prior to 6 a.m. local standard time or shall a station licensed for greater daytime power than nighttime power operate with the daytime power prior to 6 a.m. local standard time.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective

only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

### **Station License**

The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner.

The license of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided*, However, That such duties shall in no wise interfere with the proper operation of the standard broadcast transmitter.

### **Logs**

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

#### **A. In the Program Log**

a. An entry of the time each station identification announcement (call letters and location) is made.

b. An entry briefly describing each program broadcast, such as "music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

c. An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

## B. In the Operating Log

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency monitor reading.
- (4) Temperature of crystal control chamber if thermometer is used.

e. Log of experimental operation during experimental period (If regular operation is maintained during this period, the above logs shall be kept).

- (1) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

Logs of standard broadcast stations shall be retained by the licensee for a period of two years except when required to be retained for a longer period in accordance with the provisions of the rules pertaining to logs involving communications incident to a disaster or which include communications incident to or involved in an investigation by the Commission and concerning which the licensee has been notified, shall be retained by the licensee until specifically authorized in writing by the Commission to destroy them: Provided, further, That logs incident to or involved in any claim or complaint of which the licensee has notice, shall be retained by the licensee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

## Station Identification

a. A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

b. Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert or operatic production of longer duration than thirty minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

c. In case of variety show programs, baseball game broadcasts, or similar programs, of longer duration than thirty minutes, the identification announcement shall be made within five minutes of the hour and half hour.

d. In case of all other programs (except provided in paragraphs (b) and (c) of this section) the identification announcement shall be made within two minutes of the hour and half hour.

e. In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

## Mechanical Reproduction

Each broadcast program consisting of a mechanical record, or a series of mechanical records, shall be announced in the manner and to the extent set out below:

1. A mechanical record, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical record, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical record of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program," "a transcription," "an electrical transcription," will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where

a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

### Rebroadcast Programs

(a) The term "rebroadcast" means reception by radio of the program of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station. (In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.)

(b) The licensee of a standard broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program. (The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.)

(c) No 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. (The broadcasting of a program relayed by a relay broadcast station is not considered a rebroadcast. Informal application may be employed.)

(d) In case of a program rebroadcast by several standard broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of station originating the program.

Attention is directed to Section 325 (b) of the Communications Act of 1934, which reads as follows:

"No person shall be permitted to locate, use or maintain a radio broadcast

studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application thereof." (Formal application required. See "Standards of Good Engineering Practice" for form number.)

### Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.





# THE LEGAL SIDE



**RECENT LAW  
in  
REVIEW**

**By Louis Nizer**

•

**Seventy-Sixth Congress  
Legislative Digest**

•

**Federal Communications  
Bar Association**

*Last year RADIO ANNUAL presented Mr. Nizer's article "An Analysis of New Principles of the Law of Radio." It was hailed not only by the radio industry but by members of the legal profession as a valuable contribution toward lifting the maze of uncertainty surrounding radio from the legal aspect.*

*In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.*

*Lonis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, PROPRIETARY INTERESTS IN RADIO PROGRAMS, THE LAW OF SUBSTITUTION IN MOTION PICTURES, THE RIGHT OF PRIVACY and other articles.*

**Jack Alicoate.**

# RECENT LAW

IN

# REVIEW

**By**

**LOUIS NIZER**

## *INTRODUCTION*

**I** BELIEVE the reader of a legal article, no less than the listener to a symphonic concert, is entitled to know in advance the selections which have been made for him. His love for music may not be deemed less because he shuns certain compositions. His option to exclude should not be denied him.

Without suggesting the consistency of the analogy insofar as the harmonies or the values of this article are concerned, I offer the program's outline so that the reader may practice selectivity.

The first half of the program is devoted to substantive law; that is, law involving conduct as distinguished from rules of procedure. Such questions will be considered as: Is a trade-mark, which has been applied to radio broadcasts, infringed by the use of a similar trade-mark on phonograph records? Are radio slogans trade marks?

May a company selling electrical appliances under a trade name prevent the use of the same name by a subsequently formed company engaged in the manufacture and sale of phonograph and radio devices? Who can regulate the broadcast of a musical recording,—the performing artist, the recording company, or the broadcaster? May the owners of musical copyrights band together in licensing the use of compositions by radio broadcasting companies? Is a broadcasting company liable for defamatory remarks made by an employee of the lessee of broadcast time?

These questions range over many fields of law. Answers to them will be found in cases involving trade-marks, unfair competition, copyright law, patent law and defamation.

The second half of the program is devoted to procedural law which concerns the functions and decisions of the Federal Communications Commission.

## I. Substantive Aspect

### Trademarks

ARE trademarks, which are applied to a magazine and to motion and sound films and radio broadcasts, infringed by a legend on phonograph recordings of radio speeches? Are these articles "merchandise of the same descriptive properties"? Is a radio slogan entitled to protection from a similar legend on a record? These, inter alia, are the issues raised in *Time, Inc. v. Barshay*, 27 Fed. Supp. 870 (S. D. N. Y. 1939). Plaintiff owns three registered marks "Time," "Time" and "The March of Time." The first two of these are for a weekly magazine and the third is for motion pictures and sound films. The plaintiff publishes and distributes the news magazine, "Time" and produces periodic radio broadcasts and motion pictures under the name of "The March of Time." The "The March of Time" broadcasts and newsreels and the "Time" magazine have been carried on for a long period and have received extensive publicity. The radio slogan "The Voice of Time" was first used in "Time" magazine in October, 1936. The narrator for the radio programs and the motion pictures has often been referred to as "The Voice of Time." For the purpose of identifying its trademarks in the mind of the public, the plaintiff has expended approximately \$4,500,000 for advertising.

As to the defendant, it advertised "The Voice of Time" records in the *Herald Tribune* in December, 1936.

It is charged that the defendant sells phonograph records reproducing famous radio speeches in infringement not only of plaintiff's registered trademarks, but also of its common law rights, by applying to these records the name, "The Voice of Time" thereby misleading the public into believing that it is procuring plaintiff's product when it is not.

The Federal District Court, noting that plaintiff has built up a well identified good will through the use of its

trademark "Time" and "The March of Time," that these trademarks are directly associated with its publications, its radio program and its newsreel productions, and that plaintiff has also built up a certain good will in connection with the legend or slogan "The Voice of Time," held that the defendant's use of a similar phrase is an infringement of the plaintiff's trademark "The March of Time" and an unfair competition with all the plaintiff's trademarks and the good will attending his slogan "The Voice of Time."

The trademark "The March of Time" is, according to the court, valid and is infringed. It does not describe the motion pictures nor sound films nor radio broadcasts to which it is applied, and in consequence is not excluded from registration as "descriptive" under the Trademark Act (15 U.S.C.A. §85). The general use of the name and its identification would be interfered with by the use of an essentially similar trademark in a closely affiliated art. Motion picture films as well as phonograph records involve the reproduction of sound. "In the ordinary marts of trade it is most likely that a phonograph record stamped with the mark,—'The Voice of Time' would be associated with 'The March of Time' as generally used by the plaintiff. With a wide variety of choices available there should be no effort, conscious or otherwise, to invade plaintiff's good will."

However, the plaintiff's trademarks covering the term "Time" as applied to a news magazine, the court maintains, are not infringed by the legend on the defendant's phonograph records, since such records are not merchandise of the same descriptive properties.

Furthermore, the court declares that the defendant's use of the mark "The Voice of Time" is unfair competition with all of plaintiff's trademarks, because of confusion that might arise as to the source or origin of the goods, and not because of confusion between

a phonograph record and a motion picture. The law will not countenance the passing off of one's goods as the goods of another. It is no answer to say that phonograph records have not the same descriptive properties as sound motion pictures.

The instant court applies two well established principles in the law of trade regulation in its recognition of the necessity of a nondescriptive term for the creation of a valid trademark and the existence of goods of the "same descriptive properties" for its infringement. The latter factor, as the case indicates, is not requisite to relief from unfair competition, thus differentiating it from an infringement suit; confusion is a basis for relief in an action of unfair competition. The protection of plaintiff's radio slogan is entirely equitable in view of its prior use and general association with the plaintiff's broadcasting and motion picture activities and plaintiff's expense in advertising them. The effect of priority in a particular field will be further discussed under the topic of "Unfair Competition."

### *Unfair Competition*

The law of unfair competition, under certain circumstances, may protect a party from loss of a potential market and from injury to general reputation. For instance, (1) if a first merchant has established a business under *his own name* in wares of one sort, a second merchant may not use that name in selling other wares if they are so like the first merchant's that the public will be apt to think that the first merchant is selling them. The second may be a pirate if he uses the first merchant's *trademark*. (2) But the second merchant may have already established a business in *his name* which he may wish to extend into a market *alien* to the one he has been exploiting, *yet akin* to the first merchant's. This would probably not be a good excuse. (3) Again, the new market may be equally appropriate to and akin to the old market of each and important to the business of each.

In that event perhaps the first of the two to occupy it might succeed in retaining possession although he is junior to the other as between the markets each has heretofore been exploiting. (4) Finally, the second merchant may be forced to exploit the new market to preserve the business he already has. These variants indicate that there can be no set rule for all the cases and that the conflicting interests must be weighed.

Such was the analysis made by Judge Learned Hand in the course of his opinion in *Emerson Electric Mfg. Co. v. Emerson Radio and P. Corp.*, 105 F. (2d.) 908 (C.C.A. 2d. 1939), a case of the third type indicated above. There the plaintiff had been engaged in the manufacture and sale of electrical appliances under the name "Emerson" (registered as a trademark) since 1890. Its only and brief excursions in the field of radio were in the manufacture and sale of a generator in 1922, its experiments with receiving sets (never marketed) in 1926, and the sale of a dynamotor from 1931 to 1935.

The defendant is the successor to a phonograph company which was acquired in 1915 and which made records and accessories under the name "Emerson" (registered as a trademark in 1916). Since 1923, the defendant has manufactured and sold radios and combined radio-phonographs under its trademark. In 1933, with the probable advent of television, the defendant applied for registration of its well known trademark for television and combined radio and television equipment. Despite plaintiff's opposition on the basis of confusion and similarity between plaintiff's and defendant's products, the Court of Customs and Patents decided in defendant's favor [89 F. (2d.) 349 (1937), *Aff'd on Reargument*, 90 F. (2d.) 331 (1937)] and trademark registration for its old trademark as applied to radio television was issued in 1937. During the pendency of these proceedings, the plaintiff instituted the present suit for trademark infringement.

ment and unfair competition, which was the first protest against the defendant's use of its old trademark or assertion as to infringement from such use.

From 1922 to 1938, the defendant sold throughout the United States, 20,000,000 radio sets and phonographs at a value of over \$30,000,000 and expended more than \$2,500,000 for advertising.

The lower court's dismissal of the complaint was affirmed on appeal. The Court announced that the plaintiff's registration of its name did not enlarge its substantive rights, but merely conferred jurisdiction; that the plaintiff was merely a merchant which had used its name upon its goods since 1890, and that the suit was one for unfair competition. The Court pointed out that there had been no confusion in the mind of the public and that the plaintiff's reputation was not likely to suffer as the defendant has carried on a respectable business. The interests of the parties in the radio market in 1923 were evenly matched and the Court assumed, for the disposition of the case, that priority between the existing markets was the critical fact and that the plaintiff could have enjoined the defendant at that time.

But what has been the effect on the plaintiff's rights by the intervening of thirteen years between 1923 and 1936, when suit was brought? The element of delay, which is not decisive as to the remedy of an injunction for trademark infringement, is significant when the supposed infringer is using his *own name* to extend an *existing business* into a market which *no one else* is exploiting under that name. And even though merely delay might not bar this suit, there was more here—the building up of an immense business at great expense by the Spring of 1936 so large that, judged as of that time, the defendant's interest in the name as applied to radios, vastly outweighed the plaintiff's.

The case boiled down to whether or not the defendant had notice of the plaintiff's claims before building up

his business. Plaintiff never advised the defendant, except by this suit. The opposition in 1933 merely contested the defendant's exclusive right to the name, but was not a claim to the exclusive use by the plaintiff. Only a plain assertion of plaintiff's intention to monopolize the name would have been notice to charge the defendant and would have put at his risk the continuance of his business. The defendant should certainly not be charged with notice that plaintiff would begin to sell radios or that the public would assume their sale to be by the plaintiff. Moreover, the fact that the dispute was over a proper name already lawfully used, and not a trademark and the fact that the extension of the business was not into new territory, which is always probable,—but to new wares, which nobody can foresee, were considerations to be weighed.

The Court balanced the factor of plaintiff's priority against the cumulative weight of the lack of confusion, the absence of damage to reputation, plaintiff's delay, the development of a huge business at considerable expense and without notice, the previous lawful use of the proper name and the fact of extension into new wares, not new territory. The result reached is entirely supportable.

The Emerson case can easily be distinguished from *Time, Inc. v. Barshay*, supra, in which by contrast, the plaintiff, first merchant, was granted relief in unfair competition against the second or junior merchant. This latter case is somewhat similar to the first type (not third), described above as involving the doctrine of "passing off." Furthermore, these considerations — huge investment and considerable advertising expense, prompt action, confusion and notice plus priority, weighed heavily in favor of the first merchant.

The theory of unfair competition and the doctrine of property rights provide bases of relief against the radio broadcasting of recordings, which are labeled "Not licensed for Radio Broadcasting." *Haring v. WDAS Broadcasting Sta-*

tion, Inc., 327 Pa. 433, 194 Stp. 631 (1937). The same attitude is expressed where the legend or notice merely restricts the use of the record to a particular program. *Waring v. Dunlea*, 26 F. Supp. 338 (E.D.N.C. 1939). In this case, the notice on the record limited its use by distributee to the Ford Motor Program. The defendant, without the consent of Fred Waring, and not a licensed distributee, played one of the restricted records. The Court granted injunctive relief, following closely the reasoning of the Pennsylvania Court.

The Court recognized the plaintiff's common law "property right" in his unique rendition and pointed out that performance was not such publication as to divest the performing artist of his right. The Court also stated that the restrictive covenant was not unreasonable nor against public policy and that therefore, as to parties not within the contract, the breach of the restrictive covenant was enforceable.

In addition, relief was held available on the theory of unfair competition, as both the plaintiff and defendant were in the business of selling musical entertainment and the defendant's ability to sell at no expense the identical renditions would evidently injure the plaintiff.

It may be argued that the Copyright Law should protect an artist's electrical transcriptions since they constitute novel creations.

But if there is no restrictive notice on the record, will the Court also grant injunctive relief? The only case that discusses this problem indicates an affirmative answer. *R.C.A. Mfg. Co. v. Whiteman*, 28 F. Supp. 787 (S.D. N.Y. 1939). R.C.A. filed a bill of complaint against Whiteman, station WNEW and a certain sponsor to enjoin the broadcasting of phonograph records. It alleged that the use of its records by others for profit constituted a wrongful exploitation of its property rights, caused a species of unfair competition, resulting in damages because of the destruction of the

saleability of its records through constant repetition, and constituted a breach of contract resulting from violation of the restrictive covenant against broadcasting, present in the notice on certain of the records; furthermore, that the attempt by Whiteman to license records for broadcasting and public performances constituted unfair competition and amounted to an exploitation of the plaintiff's property rights. The records which were played without permission were recorded by Whiteman pursuant to contracts consummated in 1924, 1931 and 1934. The earlier two granted all the rights and equities of Whiteman, his orchestra and members, to the master records to RCA's predecessors and the 1934 contract granted RCA the right to manufacture and sell records for use with talking machines, but not for broadcasting. Records made prior to 1932 were not restrictively labeled against broadcasting; those made since then were so labeled.

The Court enjoined Whiteman, acting alone, from licensing or authorizing any broadcasting station to play over the radio, phonograph records made by plaintiff, even under the 1934 contract, which did not grant it the right to dispose of the records for broadcasting, and enjoined the radio station from broadcasting such records without its express assent. Whiteman would also be entitled to protection from the broadcasting of phonograph records containing his renditions as against the other defendants.

The Court stated that Whiteman, because of his unique interpretation of musical selections, had a common law property right in his rendition. The fact that the musical composition itself was already subject to a copyright, did not detract from his right over and above the existing property rights of the composer as the ultimate product need not be the work of a single creator. Nor did RCA's part in the process of recording the rendition constitute such intellectual and artistic contribution as to vest in RCA

a common law property right in the rendition; its contribution was the production of a perfect recording, but the performance was by Whiteman.

Moreover, according to the Court, Whiteman had the power to and did bargain away all his common law property rights to his musical interpretations made under the 1924 and 1931 contracts, but reserved such right to his renditions in respect to the broadcasting of records made under the 1934 contract.

The Court also pointed out that the sale of a Whiteman record with or without any restrictive notice, would not give the purchaser the right to broadcast its contents over the radio in the absence of a special authorization. First, it is well settled that the performance of a work is not of necessity an abandonment of it. Publication may be "general" or "limited." And the very nature of the phonograph record, even without a restrictive notice thereon, indicates the "limited" form of its publication, it being clearly intended and made for listeners at a phonograph, not for a radio audience. Of course, the restrictive notice on records made after 1932 was of itself sufficient to "limit" the publication. In fact, the breach of such a restrictive covenant was enforceable as such, since it was not illegal, an unreasonable restraint of trade, or against public policy.

The primary basis for enjoining Station WNEW and the sponsor from broadcasting such phonograph records was that such conduct constituted unfair competition, since the defendant was misappropriating the plaintiff's property for his own profit. The Court relied on the reasoning and principles set forth in the famous case of *International News Service v. Associated Press*, 248 U.S. 215, 39 Sup. Ct. 68. On the same theory, Whiteman would be entitled to protection against the broadcasting station.

The Court in applying the questionable doctrine of "property rights" and the principles of unfair competition extended the scope of judicial protection beyond its previous bounds to include

records without restrictive notices. Such records probably date back to the time when they were exclusively used with and intended for phonographs; their potential use for broadcasting being not foreseen, notices were superfluous and not attached. This omission was remedied by the instant Court's curtailment of their use for broadcasting. Today the practice of licensing, which developed with the growth of "canned music" over the air, adequately provides for the dual use of records.

The decision also raises the interesting question as to who can license the broadcasting of records made under the 1934 contract which provides that RCA does not acquire the right to manufacture and sell records for broadcasting. On the one hand, the Court explicitly recognizes the language as a reservation by Whiteman of his common law property right and denies any such right to RCA for its contribution to the recording process, and then on the other hand, it bars Whiteman from licensing such records for broadcasting on the ground of unfair competition. Must Whiteman obtain RCA's consent to such licensing? If so, the explicit language of the reservation is being distorted and its value decreased. In effect, RCA's purchase of the right to license for phonograph use seems to have given it an equity in the broadcasting right, at least under this decision. On the same reasoning, why should not Whiteman's consent be necessary for RCA's licensing of phonograph records in order to protect his broadcast rights. In short, what was the effect of the sale of one right and the retention of the other? The language of the reservation, considered in the light of the sale, should have left the right to license for broadcasting with Whiteman. If the reservation was intended to protect Whiteman's radio performances from the competition of his records, he correspondingly should be able to expose himself to such competition, when he so desires.

Under the recent developments in the law of unfair competition, the absence



of the element of competition is not necessarily fatal to a claim for equitable relief. This view is taken in *Prouty v. N.B.C.*, 26 F. Supp. 265 (D. Mass. 1939). There plaintiff, author and owner of the copyrighted novel "Stella Dallas," charged the defendant with broadcasting skits and episodes in the life of Stella Dallas without plaintiff's consent, that such skits were mere improvisations, not consistent with the novel and of inferior artistic and commercial quality, and that in this way the defendant was misappropriating the plaintiff's rights to the title and character, Stella Dallas, so as to imperil further sale of the said novel or of any sequel and plaintiff's reputation as an author.

The Court denied the defendants' motion to dismiss the complaint. If it appears that in these broadcasts the defendant had appropriated without plaintiff's consent the plot and principal characters of the novel, as to injure the reputation of the work and the author and to deceive the public, relief may be afforded under the principles of unfair competition. The absence of competition between plaintiff and defendant was held not material, since it was the injury to the author and the fraud upon the public that constituted the real offense alleged.

It would seem that the defendant attempted to capitalize on the reputation of plaintiff's novel, but in a manner not punishable under the copyright law. Nevertheless, fairness to the plaintiff demands relief. The Court acts on the basis of its equitable powers.

### *Copyright*

Music is a vital factor in the business of radio entertainment and musical compositions are subject to the Copyright Law. Therefore, it is necessary for broadcasters to enter into some arrangement with the owners of copyrighted music in order to obtain the use of their compositions. The copyright owners have banded together to form the American Society of Composers, Authors and Publishers (ASCAP),

the constituent elements of which are clearly indicated in the title.

ASCAP was organized in 1914, principally for the purpose of protecting the legal rights of its members in copyrighted musical compositions against infringement by unlawful public performance for profit. This purpose is accomplished by licensing the performing rights of musical compositions. The receipts, except for certain deductions, are divided among the members. The functioning of the Society is described in the following terms by Justice Black, dissenting in *Gibbs v. Buck*, 307 U. S. 66, 59 Sup. 725 (1939), discussed infra:

"This combination apparently includes practically all (probably 95%) American and foreign copyright owners controlling rendition of copyrighted music for profit in the United States. Not only does this combination fix prices through a self perpetuating board of twenty-four directors, but its power over the business of musical renditions is so great that it can refuse to sell rights to single compositions, and can, and does require purchasers to take at a monopolistically fixed annual fee, the entire repertory of all numbers controlled by the combination. And these fees are not the same for like purchasers even in the same locality. Evidence shows that competing radio stations in the same city, operating on the same power and serving the same audience, are charged widely variant fees for identical performance rights, not because of competition, but by the exercise of monopoly power. Since it appears that music is an essential part of public entertainment for profit, radio stations or other businesses arbitrarily compelled to pay discriminatory fees are faced with price fixing practices that could destroy them, because the Society has a monopoly of practically all, if not completely all available music."

To combat this concentration of control over copyrighted music, several states, Florida, Montana, Nebraska, North Dakota, Kansas, Tennessee and

Washington, probably at the instigation of broadcasting companies, have recently enacted (bills are pending in other legislatures) so called "Anti-ASCAP" legislation. Three representative types are the Florida, Washington and Montana statutes, the first being prohibitory and the latter two regulatory.

The Florida statute makes it unlawful for the owners of copyrighted music to combine to fix license fees for the use of musical compositions for profit when the members of the combination constitute a substantial number of owners of musical copyrights. It declares the combination an unlawful monopoly, the price fixing in restraint of trade, and the collection of license fees and all contracts by the combination illegal.

The Washington statute makes it unlawful for two or more persons holding separate copyrighted works to pool their interests in order to fix prices, to collect fees or to issue blanket licenses for their commercial production. Joint undertakings for this purpose are permitted if the licenses are issued at rates assessed on a per piece system of usage. All combinations of owners of separate copyrighted musical works are required to file a complete list of their works once each year with the Secretary of State, together with detailed information.

The Montana statute provides as a condition of doing business within the State, that certain lists shall be filed (similar to list required in Washington), requires payment of two cents for every composition filed, and requires the licensing to be on the basis of a charge upon programs using the composition. Compliance with the statute is a requisite to the bringing of an action within the State.

These three statutes have already been attacked by ASCAP as invalid, inter alia, for violating the Copyright Act, the "due process" and "equal protection" clauses, for impairing the obligation of contract and for operating as an ex post facto law. No final adjudication on the merits however,

has yet been made. Two test cases, which came before the Supreme Court of the United States, involved the Florida and Washington statutes and related to matters of jurisdiction and procedure. In *Buck v. Gibbs*, supra, the Supreme Court affirmed the decision of the three-judge Federal Court below, which had enjoined the enforcement of the statute, and held that the Federal Court had jurisdiction and that a motion to dismiss before answer was properly denied where the bill, supported by factual allegations, raised "grave doubts" of the constitutionality of the act in the mind of the lower court. Justice Black vigorously dissented, stating inter alia, that the State has power to prohibit monopolistic price fixing and that the complainants failed to sustain their burden of showing the jurisdictional facts.

In *Buck v. Gallagher*, 307 U. S. 95, 59 Sup. Ct. 740 (1939), the Supreme Court reversed the dismissal of the bill to enjoin the enforcement of the Washington statute, holding that the requisite jurisdictional amount was shown and that certain vital evidence had been improperly excluded. Both Supreme Court cases were remanded for further proceedings. The Montana statute, which was litigated in *Carl Fischer, Inc. v. Shannon*, 26 F. Supp. 727 (D. Mont. 1938), dismissed ASCAP's complaint for lack of jurisdiction in reliance upon *Buck v. Case*, 24 F. Supp. 541 (W. D. Wash. 1939), the lower court decision in *Buck v. Gallagher*, supra. Probably ASCAP will be afforded an opportunity to reopen this suit in view of the Supreme Court decisions.

In an opinion, unreported to date, a Federal District Court in 1937 temporarily enjoined the Nebraska statute (similar to Florida's) which made unlawful any monopolistic combination of copyright owners and penalized the operation of such organization. The Court held that the Act impaired the obligations of contracts and deprived the copyright owners of their property without due process of law, [see Von Brandenfels, Copyright in Its Relation

to Radio Broadcasting, 18 Neb. Law Bulletin 109, 120 (1939)]. However, no final decision seems as yet to have been handed down.

This recital of legislation and litigation is incomplete at this stage. More states will probably enact such "Anti-ASCAP" legislation and the Supreme Court will eventually have to determine the merits. Meanwhile, in other jurisdictions, ASCAP continues its suits to discourage infringements and collect its tributes. *Famous Music Corp. v. Melz*, 28 F. Supp. 767 (W. D. La. 1939); *Buck v. Crescent Gardens Operating Co.*, 28 F. Supp. 576 (D. Mass. 1939). At the same time the radio broadcasting companies continue to consolidate themselves into an organization known as National Association of Broadcasters (NAB). In any event, a working agreement between broadcasters and ASCAP is necessary; its exact nature will largely depend on the outcome of the legal struggle now going on.

### Patents

Radio, talking pictures and the telephone may be considered analogous arts, in that they are all concerned with the reproduction of sound. Both scientific information and devices may be expected in some instances to be equally appropriate to them. For instance, a patented device as an amplifier may be useful for radio and sound pictures. Suppose that the patentee licenses A to manufacture and sell the device in the field of motion pictures and B only in the field of radio, and then contrary to the license, B manufactures the device for theatres and sells to C who has notice of the limitation of B's license. Is C guilty of infringement? Yes, according to *General Talking Pictures v. Western Electric*, 305 U. S. 675 59 Sup. Ct. 355 (1938). The Supreme Court of the United States announced that any use beyond the valid terms of a license was an infringement of the patent, and that the restrictive license was legal, since it embodied such a condition, the performance of which was reasonably

within the reward, which the patentee was entitled to secure. As the device was made and sold outside the scope of the license, the effect was precisely the same as if no license whatever had been granted. Since the purchaser knew the facts it was in no better position than if it had manufactured the device itself without a license. It was liable because it used the invention without license to do so.

Justice Black in his dissent argued that the Court was departing from its traditional view, "that when an article described in a patent is sold and passes to the hands of a purchaser, it is no longer within the limits of the monopoly. It passes outside of it and is no longer under the protection of the Act of Congress' . . . The departure here permits the patentee—by virtue of his contract with the manufacturer—to restrict the uses to which this purchaser and owner may put the device."

The dissent believes that the scope of the patent monopoly is dangerously widened by permitting unlimited restriction upon the use of patented articles in the hands of purchasers and that, as such, the extension is against public policy. But denial of the validity of such restriction may lead to an increase in patentee's selling price to compensate for his possible loss because of a smaller market, or may result in non-distribution of the patented device to the general public. Neither alternative is beneficial.

Then again, suppose a device is used to obtain an alternating current for a telephone. Subsequently, X patents a device changing a direct into an alternating current for use in an automobile radio. X discards an unwanted part of the telephone device and makes his own device smaller. Can there be an infringement of patent? No, according to *Utah Radio Products Co. v. GMC*, 106 F. (2d) 5 (C.C.A. 2d, 1939). The Court stated that X's device for doing the same thing as the telephone device was in an analogous art, and that neither the omission of the unwanted part nor the reduction in size constituted inventive thought. The case ac-

cords with well established principles in the law of patents.

### *Defamation*

Disagreement exists as to the nature of defamation by radio. Oregon and Washington statutes have defined it as libel, whereas California, Illinois and North Dakota have enacted legislation declaring it to be slander. A somewhat similar split is found in the decisions. However, New York calls an extemporaneous comment, slander, and reading from script, libel. Pennsylvania considers it a separate tort.

The significance of differentiating between libel and slander lies in the fact that the law limits recovery in the latter case to those damages which are actually proved, whereas for a libel the law presumes damage to the plaintiff although no proof of the damages suffered is offered.

This entire problem received comprehensive treatment in the recent Pennsylvania case of *Summit Hotel v. N.B.C.*, 8 A. (2d) 302 (Pa. 1939). The precise question involved, according to that Court, had never come before an Appellate Court in the United States or England, although foreshadowed in one or two decisions and articles. The issue posed was whether a radio broadcasting company, which leases its facilities, is liable for an impromptu defamatory statement, interjected "ad lib" into a radio broadcast by a person hired by the lessees, and not in the employ of the broadcasting company. The lower Court held that the defendants' liability was absolute and that it was immaterial that it had rented its facilities to another to publish and disseminate a non-defamatory program and that the defamatory interjection was spoken by the lessee's employee under circumstances which precluded anticipation or prevention by the broadcaster.

On appeal, however, the Supreme Court of Pennsylvania reversed the decision, rejecting the rule of absolute liability for radio defamation and applied a standard of due care.

The facts of the case are interesting.

N.B.C. rented its facilities to J. Walter Thompson, a commercial advertising corporation, for the transmission of a series of sponsored radio programs over one of its networks, comprising 26 stations. The series was sponsored by Shell Eastern Petroleum Products. The principal performer was Al Jolson, a comedian. All of the participants, including the announcer, were employed by the advertising company. A script for each program was prepared in advance, submitted to the broadcaster, and followed exactly by the performers at rehearsals in the broadcasting studio where it was approved. The script for June 15, 1935, called for an interview by Jolson with the winner of an annual golf championship. In broadcasting from the defendants' studio in New York City, Jolson suddenly interjected an extemporaneous remark. In response to the golf champion's statement that he secured his first job at the Summit Hotel, Uniontown, Pa., Jolson said, "That's a rotten hotel." The interjected remark was made without warning; it did not appear in the script, had not been made at rehearsals and defendant, N.B.C., did not know the words were to be used. Present in the studio were defendants' production director and the Thompson program director; neither had an opportunity to prevent the interjection.

In an action of defamation brought to recover damages for injury to the hotel's business, no substantial attempt was made to show special damages. The trial judge instructed the jury that the remarks were slanderous per se. The Upper Court assumed the remarks to be actionable per se, but noted that the defendant disputed it strenuously and "with much merit." The conclusion of the Supreme Court was that a "broadcasting company which leases its time and facilities to another, whose agents carried on the program, is not liable for an interjected defamatory remark where it appears that it exercised due care in the selection of the lessee, and having inspected and edited the script, had no reason to believe an extem-

poraneous remark would be made" and could in no possible way have prevented the remark. But where the broadcasting station's employee or agent makes the defamatory remark, it is liable unless the remarks were privileged and there was no malice.

The Court, tracing the history of the doctrine of liability without fault in Pennsylvania, points out that it is restricted to redress for injuries to land, that it is not ordinarily applied to personal injuries and that it is a general exception to the modern rule that liability will not be predicated on innocent and diligent conduct. A close examination of Pennsylvania law will show that even in a suit against a publisher for defamatory remarks the rule is not one of absolute liability, as in some jurisdictions, but rather of a strict standard of care to ascertain the truth of published matter. And although this doctrine of absolute liability has been applied to radio broadcasting by analogy to the liability of newspapers in several cases in other jurisdictions, these cases are distinguishable on their facts and can be supported even under the Pennsylvania rule. Besides this analogy is inappropriate in view of the superior control in the hands of the newspaper publisher. The Court also rejects other analogies to telegraph and telephone, to dissemination by news vendors and booksellers, and to a loudspeaker device, as inherently weak.

It is dangerous, the Court states, to apply the fixed principles of the law of libel or slander to the tort of defamation by radio. The factors underlying the rule of liability for defamation are as follows: the extent and permanence of publication; the capacity for future, continuous harm; and the traditional belief in the veracity of the printed word. Newspaper defamations, according to the Court, possess possibilities for real harm far greater than radio defamations, as they constitute permanent, continuing records which, through circulation, are constantly republished. The radio word is quickly spoken and

quickly forgotten. Because of differences in the power of the stations, it may receive widely varying circulation. It is true that radio is a powerful agency and does to an extent compete with the newspapers. However, these factors are not sufficient to impose upon radio broadcasting the same rule of liability and thereby extend the Pennsylvania law of libel. Radio defamation, though possessing many attributes of both libel and slander, differs from each and may be regarded as a distinct form of action.

Furthermore, several other considerations militate against the application of the rule of absolute liability to broadcasting,—namely, the imposition of an unreasonably heavy burden on industry; possible guilt of criminal libel, though innocent of wrong; strict governmental regulation of radio via licensing as contrasted with freedom of speech; the infrequency of radio defamation plus patent check by government regulation; and opening the door to frauds and perjuries as gross as can be practised in actions of slander.

The Supreme Court of Pennsylvania has thus indicated keen insight into this problem. It has not, in accordance with the progressive spirit of the times, restricted the pleader to a particular form of action—libel or slander,—but has recognized a new and distinct tort of defamation by radio. It has weighed numerous countervailing factors in refusing to adopt a mechanical classification of the tort. And it has established as a basis of recovery, the flexible standard of due care.

On the other hand, a tenable argument may be made in favor of the imposition of absolute liability on the basis of public policy. In the instant case the injury was inflicted during a purely commercial enterprise. The defendant, who was the active party, is in a better position to shift the loss than the plaintiff, the passive victim. These considerations were entirely overlooked. Yet the Court's attitude is not surprising in view of the general reluctance in Pennsylvania to apply any

doctrine of absolute liability. This same attitude is expressed in an Iowa statute (Laws of 1937, C. 238) which specifically exempts from liability for any defamatory remark uttered as part of a radio broadcast, a broadcasting station, among others, if it "shall prove the exercise of due care to prevent publication or utterance of such statement in such broadcast."

In contrast with the elaborate analysis of radio defamation in the *Summit Hotel* case, the Massachusetts Court in *Lynch v. Lyons*, 20 N. E. (2d) 953 (Mass. 1939) did not discuss the question at all, but mechanically applied the pre-existing rules of defamation. In an action for slander, based on statements made in radio speeches during the course of a political campaign in which the plaintiff and defendant were candidates for the office of Mayor, it was alleged in the first count that the defendant stated that the plaintiff charged relief (ERA) workers 10c each for cashing their pay checks, imputing that plaintiff, a substantial business man, for his own financial gain, was depriving the indigent, employed by the ERA, of a portion of their weekly wage for the service of cashing their checks; and in the second count, that the defendant stated that the Court records contained an action by the *Commonwealth v. Lynch*, in which the present plaintiff was found guilty of a violation of the liquor laws involving the sale of liquor to a minor, the innuendo being that the plaintiff was convicted of the crime of sale of liquor to a minor. In fact, a copy of the record disclosed that the complaint against Lynch, the present plaintiff, was for failure to keep a liquor book and that he was found guilty and sentenced to pay a fine. The defendant was not permitted to show by other evidence that the sale of liquor to a minor was involved. On appeal from the denial of defendant's motion for a directed verdict on the first count and for exclusion of evidence, the upper Court reversed as to the former, and sustained as to the latter.

As to the first count, the Court stated

that the acts charged to plaintiff were such as he had a legal right to do. The words and the innuendo did not impute the commission of a crime or dishonesty in office. The words were not actionable per se.

As to the second count, the Court said that the record had to speak for itself and could not be enlarged or explained by parole evidence. The words were actionable per se since they imputed the commission of a crime. Proof of justification by truth in slander or libel must be as broad as the charge against the plaintiff. It was not here.

The failure of the Massachusetts Court to consider the nature of radio defamation may perhaps be attributed to rigid adherence to the common law form of actions—complaint clearly specified slander. The decision on the first count might have been different as there was no allegation of special damages. The case as a whole, however, is easily reconcilable with *Summit Hotel v. N.B.C.* supra, since the instant suit is against the speakers, not the broadcaster; the analogous situation in the *Summit Hotel* case would have been a suit against the performer—Jolson.

In recent years, radio has become a popular forum for the dissemination and discussion of current events, even to the extent of competing with newspapers. Periodic news summaries are broadcast over all stations. It is, therefore, natural to find reports of legislative, judicial or other public proceedings broadcasted. The question may therefore arise as to whether the common law privilege of a fair report of such proceedings, which has been embodied in several American and English statutes, applies to a radio broadcast thereof. In New York, the legislature passed a statute in 1939 (Laws 1939 c. 415, C.P.A. 337-A) protecting "a reporter, announcer, commentator, speaker, editor, broadcaster or proprietor of a radio broadcasting station facility or system" from any civil or criminal action for publication by radio broadcasting apparatus of a fair and true report (oral or written) of any

judicial, legislative or other public or official proceedings or for any title or headnote to such a report which is a fair and true title or headnote thereto. An almost identical New York statute, protecting reporters, editors, publishers or proprietors of newspapers, has

been on the books since 1930 (Laws 1930, c. 619, C.P.A. §337). Although no cases have as yet come up, it is safe to predict that, even in the absence of such protective legislation in other states, the same result would be reached under the common law.

## II. Procedural Aspect

### *Federal Communication Commission*

Pursuant to the interstate commerce clause of the federal Constitution, Congress has legislated over the field of radio communication. States cannot validly prescribe regulations covering interstate radio broadcasting. Regulations of this nature would be unconstitutional, and administrative activities thereunder enjoined. Therefore, where the New Jersey Board of Public Utility directed a radio station, admittedly engaged in interstate commerce, to apply for a certificate of public convenience and necessity, pursuant to the New Jersey Radio Broadcasting Act, the federal District Court correctly issued a permanent injunction against the Board and declared the New Jersey Act unconstitutional in its interstate operation, refusing to decide its unconstitutionality as to its intrastate operation. *N.B.C. v. Board Public Utility Commissioners*, 25 F. Supp. 761 (D. N. J. 1939). It would seem that where intrastate stations, operating pursuant to state supervision, but lacking federal license, substantially interfered with the federally licensed interstate stations, even such state regulation could be enjoined. The legitimate scope of state control probably covers only intrastate stations unable to interfere with the federally licensed ones.

In the exercise of its power, Congress created the Federal Communications Commission. This agency determines the granting of licenses in accordance with the "public interest, convenience or necessity." This criterion does not announce a standard so indefinite as to confer unlimited power. The yard-

stick for measuring the "public interest, convenience or necessity," as established by the Commission, includes, among other things,—a showing of citizenship, a need of services at the place, the ability of community to support the station and to furnish talent, the ability of the applicant to finance the construction and operation of the station, absence of objectionable interference with some other operating station, and conformity of the equipment with the rules of the Commission.

The Commission also decides on the renewal of licenses, "governed and limited by the same considerations and practice which affect the granting of original applications," namely, in the "public interest, convenience or necessity." However, Section 308 of the Act (47 U.S.C.A. §308 (Supp. 1938)) provides that applications for renewals shall set forth such facts as prescribed by the Commission, as to citizenship, character, financial qualification, etc. And Section 312 (a) (47 U.S.C.A. §312 (a) (Supp. 1938)) provides for revocation, inter alia, for violation of the Act or of authorized rules of the Commission. These two sections, according to the Court in *Greater Kampeska Radio Corp. v. F. C. C.* (App. D. C. 1939) (not yet reported), suggest the nature of the considerations Congress intended to be weighed and practices it intended to be followed, in determining whether applications for renewal should be granted. Therefore, in considering an application for renewal, the past conduct of the applicant is an important consideration. The applicant's violations of the Act and the Commission's rules justify a denial of a renewal. Previous behavior indicates the char-

acter and fitness of the licensee, and his qualifications to operate the station. Former renewals do not bar consideration of applicant's past record. The consideration of the need for service, efficiency of equipment and suitability of site must be weighed by the Commission along with those of the willingness and ability of the licensees to comply with the law and the rules of the Commission, as indicated in *Greater Kampeska Radio Corp. v. F.C.C.*, supra.

Scientific advances in the field of radio equipment may compel the Commission to change certain of its technical requirements. For instance, the development of the directive antenna, which concentrates the station's signal in the areas desired to be served and limits the signal in other areas as not to cause interference with other stations, formed the basis of the Commission's departure from its usual allocation practice by reducing the distance between two stations of the same frequency, from 640 miles to 545. This explanation for the lack of electrical interference, despite reduced mileage separation, was accepted by the Court in *Woodmen of the World Life Ins. Soc. v. F.C.C.* 105 F (2d) 75 (App. D.C. 1939). The implication of this invention may be widespread; it may increase the number of stations physically possible; thereby lead to the granting of more licenses; thus sharpen competition for advertisers and talent; decrease income of existing licensees; etc. The discovery of other new devices may also lead to a similar chain of events. Such interrelated, fluctuating factors affect the Commission's decision in the granting or denial or renewal of licenses.

### *The "Due Process" Requirement*

The history of procedural due process is associated with civil and criminal procedure at common law. It is in this connection that its content has been spelled out. Certain requisites drawn therefrom are equally applicable to the field of administrative procedure.

It has been usually maintained that neither Court nor administrative agency may consider evidentiary matter not received in evidence. The absence of such a requirement would leave a party without an opportunity to disprove or offset matters which are being weighed by the tribunal, but of which he has not been informed. This would certainly be unjust to the party and would seem to violate the "due process" clause of the federal constitution. This element of due process was recognized in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d) 321 (App. D.C. 1939), where the appellant alleged on information and belief that the Commission considered certain reports, not offered in evidence and not available to parties, in arriving at its decision. The Court forcefully proclaimed:—"Even the necessity of administrative efficiency cannot excuse the use of star chamber proceedings to deprive a citizen of a fair hearing. Consequently, if the Commission based its decision upon matter not introduced in evidence at the hearing, as was done in *United States v. Abilene & Southern R. Co.* 265 U. S. 274, 288, 44 Sup. Ct. 565, (1924), the order would have been void, because such matter cannot be considered as evidence when it is not introduced as such, a finding without evidence is beyond the power of the Commission, and an order or decision unsupported by evidence is void."

However, the Court found that the assertion of improper action was entirely unsupported by the record and was contradicted by the Commission's positive denial in its reply, and decided that under the circumstances, the presumption of regularity of official conduct controlled.

This view reflects the ordinary judicial attitude toward administrative procedure in erecting the same safeguards that govern the Court's conduct of trials.

It has also been frequently stated, though not without contradiction, that due process requires an opportunity for oral or written argument. It might very well induce the tribunal to make



one finding, when without such argument, it may have made a contrary finding. The right of argument (oral or written), as held in the well known decision of *Morgan v. U. S.*, 298 U. S. 468, 56 Sup. Ct. 906 (1936), is an indispensable step to a fair hearing. The failure to afford an opportunity to present oral argument was urged as a basis for invalidating an order of the Commission in *Tri-State Broadcasting Co. v. F.C.C.* (App. D.C. 1939) (not yet reported). Replying to this claim, the Court recognized the right of argument and pointed out that both the Communications Act and the Commission's rule pursuant thereto, provides for oral argument before the Commission in all cases heard by an examiner "on request of either party." However, an examination of the Act clearly shows that oral argument is not required to validate an order otherwise properly made. The clear words of the statute, the Court states, indicate the need of a request for oral argument. At no time did the appellant make such request. It failed to give the administrative body an opportunity to grant oral argument and cannot be heard to complain thereby for the first time in Court.

It seems that the appellant was sleeping on his rights. Oral argument, under the language of the statute, does not follow as a matter of course in all cases; its desirability in a particular instance is left to the parties. The Commission may, therefore, save a great deal of valuable time by not scheduling oral arguments unless requested. The denial of such a request, moreover, would primarily violate the statute, so that the Commission would be acting beyond its delegated authority. This action would raise no constitutional question since the statutory procedure conforms with the requirements of due process.

Findings of facts have also been deemed a requisite of due process of law. The function of such findings is lucidly described by the Court of Appeals in a footnote in *Sanders Bros. Radio Station v. F.C.C.*, 106 F. (2d)

321, 325 (App. D. C. 1939) in the following terms: ". . . the rule requiring courts and Commission to make basic findings of fact is designed to insure the decision of cases according to the evidence and the law rather than arbitrarily and in derogation of the facts and issues involved; and to apprise the parties and reviewing Court of the bases and validity of the decision thus rendered. In the absence of findings of basic facts the reviewing Court cannot determine whether the tribunal acted in accordance with the evidence presented. The requirement, therefore, is more than a mere technicality being a safeguard of the interests of all concerned."

The Court in the *Sanders Bros.* case, inter alia, correctly upheld appellant's contention that the Commission's decision could not be supported in view of the absence of a finding on one of the issues involved. The Commission argued that, since appellant, although given opportunity to do so, failed to furnish evidence to establish the issue, it was therefore not required to make a finding thereon. The Court, however, maintained that as the issue was clearly presented, the Commission was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision. Absence of findings, whatever the reason therefor, cannot take the place of adequate findings, and the Commission's decision cannot stand unless supported by such findings. Moreover, it is not the function of the Court to review the evidence to make findings or to justify their omission. It will not infer a proper finding on the issue from other related findings, as suggested by the Commission. Nor is it sufficient that there is much in the record or in the bill on appeal relating to the issue. The Commission must prepare the findings of fact on which its decision may be rested, otherwise the administrative process has not been completed and there is no proper basis for judicial review. Therefore, the Commission's decision is arbitrary and capricious and must be set aside.

The Court is not unduly harsh, for the requirement is well established and well known to the Commission. It does not impose an excessive burden nor unnecessarily hamper its action; and it is desirable because it clarifies the question and simplifies review. In fact, as the Communications Act requires such findings, the Commission's omission contravenes the statute.

The findings of facts must be stated in clear, unambiguous language. They must not leave room for differing interpretations, else they are uninformative and do not adequately serve their function. However, the Court may overlook one ambiguous finding where there are clear and unequivocal statements in other findings which form a sufficient basis for the Commission's determination, as was done in *Yankee Network v. F.C.C.* (App. D.C. 1939) (unreported to date). Judicial leniency in such a case is commendable as it can in no way adversely affect the rights of the parties, saves time and money for all, and eliminates unnecessary delay, before the Commission's order becomes final. The Court's reprimand for ambiguity should be sufficient to prevent future recurrence.

Once the necessary findings have been made and then set out in unambiguous terms, they become final for purposes of judicial review, if based upon substantial evidence. In the exact language of the Act:—"findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious." (47 U.S.C.A. §402 (e) (Supp. 1938)). The crux of the problem lies in the meaning of the terms "substantial evidence." Their signification has been determined by reference to the opinion of the Supreme Court in *N.L.R.B. v. Columbia Enameling & Stamping Co.*, 306 U.S. 292, 59 Sup. Ct. 501 (1939), which declared substantial evidence to be "more than a scintilla and must do more than create a suspicion of the existence of the fact to be established. It means such relevant evidence as a reasonable mind

might accept as adequate to support a conclusion [*Consolidated Edison Co. v. N.L.R.B.*, 305 U.S. 197, 59 Sup. Ct. 206 (1939)] and it must be enough to justify, if the trial were by a jury, a refusal to direct a verdict when the conclusion sought to be drawn from it is one of fact for the jury." So said the Court of Appeals in *Courier Post Publ. v. F.C.C.*, 104 F. (2d) 213 (App. D.C. 1939) in reversing the Commission's order as based on a finding, not supported by substantial evidence and so arbitrary and capricious. Furthermore, it is not determinative that the evidence is susceptible of other conclusions than those drawn from it by the Commission, nor material that the Court might have arrived at other conclusions. *Yankee Network v. F.C.C.*, supra. The Court is concerned with the weight of the evidence. It will not substitute its judgment for that of the Commission. See *Evangelical Lutheran Synod v. F.C.A.*, 105 F. (2d) 793 (App. D.C. 1939).

The standard for determining "substantial evidence," above described, tends to assimilate the Commission to the position of the jury as the trier of facts. This may have been the congressional intention in view of its use of language having a well settled meaning at common law. Moreover, the same definition has been adopted by the Courts in interpreting an identical or similar provision in the Federal Trade Commission Act and in the National Labor Relations Act, respectively. In any event, the Court should avoid surrounding such an expert body as the Commission with rules imposed upon jury action because of its inexpertness.

### *Rule of Priority*

The main question of appeal in *Colonial Broadcasters v. F.C.C.*, 105 F. (2d) 781 (App. D. C. 1939) was whether the Commission acted unlawfully in failing to consider and decide appellant's application contemporaneously and on a comparative basis with an application which had been filed and set for hearing prior to the filing of

appellant's application. The Commission's action was upheld. The Court referred the Commission's Rule 106-4 (now 12-21) which provides as follows:—

“In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for hearings on all related matters which involve the same applicant, or arise out of the same complaint or cause; and for hearings on all applications which by reason of the privileges, terms or conditions requested present conflicting claims of the same nature, *excepting, however, applications filed after any such application has been designated for hearing.*” (Italics supplied.)

According to the Court, this rule merely means that “where two applications are filed for the same facilities and neither has been set for hearing, the applications will be consolidated and heard together; but where, by reason of previous filing, one of the applications has been designated for hearing, the applications will be heard in turn and not necessarily on a comparative basis.” This rule seems logical, reasonable and fair, as well as to promote orderly procedure. It is not inconsistent to adhere to the rule and yet permit a later applicant to intervene in the proceedings to show proper cause, if he can, why the application should not be granted. The statutory requirement of granting a license only in the public interest does not necessitate overlooking the fact of priority, leaving the field open to all newcomers and weighing all their respective merits, before the actual grant. To put the prior applicant in hodge-podge with the later applicants whose records are not made at the time his application is heard would encourage “strike” applications and would replace a fixed and easily applied standard by one of unlimited individual discretion, which should be avoided. That an advantage of positions may occasionally be conferred on persons acting promptly and with provision does not militate against its validity. The Court maintained that

there was no abuse of discretion by the Commission.

The Commission rule on priorities is obviously one for the sake of administrative convenience. It also prevents excessive delay in accumulating too many applications, before considering their merits. The public interest is not sacrificed, since there must always be an affirmative showing, to the satisfaction of the Commission, of the usual considerations for the grant of a license.

The problem of priorities was also raised, but in a different manner, in two other cases: *Pottsville Broadcasting Co. v. F.C.C.*, 105 F. (2d) 36 (App. D.C. 1939) (mandamus action) and *McNinch v. Hectmeyer*, 105 F. (2d) 41 (App. D. C. 1939) (suit to enjoin). The issue posed in both was whether, when the Court reverses a decision of the Commission and remands the case for further proceedings, the Commission is required to reconsider the same record in the light of the Court's opinion, or may reopen the case and hear it on an entirely new and different record. And incidental to the latter alternative the priority of the applicant was to be disregarded, as the Commission intended to hear and consider the prior and subsequent applications on a “comparative basis.” In both cases, the Court directed reconsideration by the Commission on the record originally considered, stating that the Commission may not disregard the priority of the applicant and consider its application on a comparative basis with subsequent applications on records made after the Commission original decision.

The reasoning of the Court in the Pottsville case was as follows:—the Act empowers the Court to determine appeals on the record, to affirm or reverse the decision of the Commission, and in the event of reversal, to remand the case to the Commission to carry out the Court's judgment, which shall be final, subject, however, to review on certiorari to the Supreme Court [47 U.S.C.A. §402 (e) (Supp.

1938) ]. As far as practicable the Court's order on appeal from the Commission ought to have the same effect and be governed by the same rules as apply in appeals from a lower federal Court to an appellate federal Court in an equity proceeding.

The rule, briefly stated, is,—“when a case has been decided on appeal and remanded to the trial Court, the latter has no authority, without leave of the appellate court, to grant a new trial, a rehearing, or a review, or to permit new defenses on the merits to be introduced by amendment of the answer.” Of course, the Commission may upon a showing of newly discovered evidence or upon a showing of supervening facts which go to the very right of the applicant to have a license, to remake the record in those respects without the necessity of a bill of review or other like technical methods of bringing into the record new and previously undiscovered facts, but there should be some control of the exercise of this right and control is of necessity lodged in the Court.

Furthermore, the Court points out, the petitioner ought not now be put in any worse position than it occupied at the original hearing and therefore should not now be put in hodge-podge with later applicants whose records were not made at the time of the previous hearing, thus destroying his priority under Rule 106.4 (now 12.21).

*McNinch v. Heitmeyer*, supra, accepted the rule announced in the Pottsville case. The only substantial difference (apart from the different procedures followed) is that in the Heitmeyer case, the Commission, instead of passing on all of the issues set down for hearing before the examiner, denied the application on the single ground of applicant's lack of financial qualification and made no findings as to the other matters in issue, as was done in the Pottsville case. This difference was not considered material, though it does indicate that the administrative process is nearer completion in the Pottsville case.

Thus the Court, by analogy to the judicial hierarchy, relegates the Commission to the position of a lower tribunal and at the same time arrogates to itself the discretion of reopening a record. It rejects absolute administrative authority to determine the rights of applicants for permits without regard to previous findings or decisions made by it or by the Court which, in fact, was the real bone of contention. The criterion of public interest, convenience or necessity, in accordance with which the Commission is required to act, does not, as the Court maintains, set up such an indefinite standard as to confer unlimited power. The rule of priority, established by the Commission for the sake of administrative convenience, has been turned into a limitation upon the Commission's action, thereby freezing administrative procedure into a pattern—the very evil sought to be avoided by use of administrative bodies. In fact, the language of the rule may well permit the construction that its application is for the convenience of the Commission and therefore discretionary. Again, if the rule of priority is considered, mandatory, thus precluding a consideration of later claims on a comparative basis, it would seem to contravene the public interest, convenience or necessity. On the other hand, the denial of the priority would be unfair to prior applicants and would cause excessive delay because of the new matters to be presented.

### *Exclusive Appellate Jurisdiction*

The Radio Act of 1927 authorized an election to appeal either to the Court of Appeals for the District of Columbia or to the appropriate District Court. The language of the Act of 1934 is materially different. In the latter Act, Congress has made the Court of Appeals for the District of Columbia the sole appellate body (with right to petition for certiorari to the Supreme Court) whereby the action of the Commission can be tested. The question then arises

whether any other method for attacking the Commission's actions is available. Does a suit to enjoin, which contests the propriety of the Commission's action, violate the statutory provision, designating the appellate body? Is the appellate procedure such a plain, speedy, adequate remedy at law as to ground a denial of the equitable remedy? At what point in the administrative process can such attack be made, if at all? These issues were presented in *Black River Valley Broadcasts v. McNinch*, 101 F. (2d) 235 (App. D.C. 1939). The facts are as follows: The Commission, after hearings on certain applications, denied W's and granted plaintiff's. Thereupon, plaintiff, pursuant to a construction permit, began to erect its antenna, expending a considerable sum. Within the statutory period, W petitioned for a rehearing of its application and also that of the plaintiff. Plaintiff filed an opposition to this petition. Thereafter, the Commission granted W's petition, ordering a hearing de novo. And upon the Commission's denial of plaintiff's request for a reconsideration of its order granting the petition for rehearing, plaintiff filed a bill in equity for a decree declaring that its construction permit was a valid authorization and enjoining the Commission from conducting the rehearing. The Commission answered, alleging, inter alia, the absence of a final decision by the Commission on the plaintiff's application, the presence of a plain, speedy remedy at law by appeal under the statute, and lack of irreparable harm. The district court dismissed the bill and the Court of Appeals affirmed, stating that the bill does not set up a cause of action recognizable in equity.

As the exclusive remedy provided by the statute to test the Commission's action is vested in the Court of Appeals, it follows, according to the Court of Appeals, that other courts do not grant equitable relief in such cases. Furthermore, this statutory provision for appeal, made the exclusive remedy for an aggrieved party before

the Commission, is a recognition and adoption by Congress of the well known rule that injunctive relief can not be granted where the complaining party has a plain, adequate and complete remedy at law. The establishing of the administrative tribunal together with the exclusive remedy of appeal from decisions of that tribunal to the Court, provides a plain, adequate and complete remedy. And no one is entitled to judicial relief for a supposed or threatened injury until the prescribed administrative remedy has been exhausted. Here, the plaintiff seeks to invoke injunctive relief at a point in the administrative proceedings where the rights of none of the parties have been finally determined by the Commission. Lastly, as there was no final grant of a permit or a license to the plaintiff, it went forward with the project of construction at its own risk.

The Court properly refused to allow a blockade of the duties of the agency, requiring complete exhaustion of the administrative process before the invoking of judicial remedies. Its underlying philosophy accords with the recent declaration of the Supreme Court in *Meyers v. Bethlehem Shipbuilding Corp.*, 303 U.S. 41, 58 Sup. Ct. 459 (1939), holding that all administrative remedies must be exhausted before judicial relief can be invoked. This view suggests that the Courts have created a self-imposed limitation in their review of administrative agencies.

The Court recognized the adoption of the old equitable rule of an adequate legal remedy in both the Judicial Code and the appellate provision of the Communications Act. For this same reason, an injunction was denied in *McNinch v. Heitmeyer*, supra. The Court pointed out that the legal remedy of mandamus or appeal after completion of the administrative process was available. In both the Black River and Heitmeyer cases, the Court practically assumes from the existence of the legal remedies, their completeness, plainness and adequacy, and does not trouble to explain how the available remedy

meets the test applied. Even at common law, the application of this test caused much difficulty.

### *Appealable Interest*

The question of who has an appealable interest has proved both perplexing and highly controversial. It can better be understood after an examination of the statutory provision for appeal, which states: "An appeal may be taken to the United States Court of Appeals for the District of Columbia in any of the following cases: (1) By any applicant for a construction permit for a radio station, or for a radio station license or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused. (2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application. (3) By any radio operator whose license has been suspended." 47 U.S.C.A. §402 (b) 1, 2, 3 (Supp. 1938).

Subdivision (1) and (3) are plain on their face. The major dispute rages around the meaning of the catch-all subdivision (2). Some of the questions raised are:—Who is an "aggrieved" person? What is the scope of "interests adversely affected"? Does it mean anyone who might suffer as a result of the Commission's action because, for instance, he might generally dislike all broadcasting? Does it include one adversely economically affected as newspapers, magazines, other advertising media, etc.? Is one aggrieved because of the mere possibility of electrical interference? The language of the statute is literally broad enough to cover all the situations suggested, but obviously it was not the Congressional intention to produce such absurd results.

The content of "appealable interest" is being spelled out via litigation. Several recent cases have turned on whether the creation of "unfair," "destructive," and "ruinous" competition grounds an appeal under Section 402 (b) (2). A

final determination of this question has been made in the affirmative. The first case so to hold was *Sanders Bros. Radio Station v. F.C.C.*, supra. In that case, the F.C.C. granted an application of X to construct a new radio broadcasting station at Dubuque, Iowa. At the same time, it granted an application of Sanders Bros. to move its station to Dubuque from across the river. Sanders Bros. petitioned for a rehearing of the decision granting X's application; its petition was denied, and this appeal was taken. On appeal, Sanders Bros. raised the question of economic injury, maintaining that there was not sufficient economic support for two stations, that the decrease in revenue would lead to impairment of service, and that greater losses than heretofore suffered by appellant would result.

The Court of Appeals held that an economic injury to an existing station through the establishment of an additional station furnishes proper grounds of contest on appeal. It added that "where the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied, unless there are overweighing reasons of a public nature for granting it" and "it is obviously a stronger case where neither license will be financially able to render adequate service," this being the clear intent of §402 (b) (2).

The second case was *Yankee Network v. F.C.C.*, supra. A applied to the F.C.C. for permission to increase its power. B, another station in the same community, intervened, claiming that the change would cause such decrease in revenue as to impair its service. The Commission found that such results would not follow, and granted A's application. Thereupon, B appealed. The Commission challenged B's standing to protest. The Court dismissed the appeal on the facts and strongly reaffirmed the position taken in the Sanders Bros. case, that destructive competition constitutes a sufficient basis of appeal.

In the course of its opinion, the Court explicitly rejected the Commission's contention that the appellant had to show injury to a legal right (existing apart from statute) and that there was no legal right to be free from competition. The Court pointed out that Congress had the power to provide safeguards against destructive economic injury to existing licensees and did so. While it is true that Congress intended to preserve competition in broadcasting as indicated in the statute, it does not follow therefrom that Congress intended the Commission to grant or deny an application in any case other than in the interest of the public. The test is not whether there is a monopoly, on the one hand or an overabundance of competition on the other, but whether the grant or denial of the application will best serve the interest of the public. The rapidly increasing number of stations and the resulting competition for advertising and program talent have dangerous possibilities. If destructive competition is permitted to develop, then the more effective use of radio in the "public interest" cannot be achieved.

Again, in *Tri-State Broadcasting Co. Inc. v. F.C.C.*, (App. D.C. 1939) (not yet reported), the Commission challenged the right of an existing licensee to appeal from its grant of a license to a newcomer on the basis of economic injury, as it was merely *damnum absque injuria*, even if suffered. The Court cited the *Sanders Bros.* and *Yankee Network* cases as adverse to the Commission's contention, but dismissed the appeal on the facts. The granting of the license would not, according to the Court, result in such a reduction in income as to require deterioration of appellant's service to the public nor create and foster "unfair, destructive and ruinous competition" as to bring appellant within the limits of §402 (b) (2). The mere showing that the income of an existing station might be reduced if another station entered its field was not considered sufficient.

The criterion of economic injury is designed to prevent the impairment of

the financial ability required of a licensee and protect his revenue so as to permit him to render adequate service. It is admittedly undesirable to allow competition of such nature as will drive existing licensees out of business, especially in view of the considerable investment in equipment. However, a mere decrease in income resulting from additional competition does not afford a basis of appeal. It would seem that as the number of stations increases, the total revenue remaining approximately the same, there is greater probability that each new grant of a license will cause ruinous competition. In short, the industry can support only a limited number of stations which can properly serve the public interest. The test provides a guide to the Commission which must examine the basic economic facts in each situation.

A second criterion of grievance, namely, the creation of objectionable interference has been posited in two recent cases of *Ward v. F.C.C.*, *supra*, and *Woodmen of the World Life Ins. Soc. v. F.C.C.*, 105 F. (2d) 175 (App. D.C. 1939). In the former, a companion case to the *Yankee Network, Inc. v. F.C.C.*, the appellant, licensed on a kilocycle frequency of 1470, intervened in the hearing of X's application for a license to operate its station on the same frequency, and appealed from the Commission's decision granting X's application. During this time, the appellant had on file with the Commission, its own application for an increase in power and a construction permit, which application had not yet been acted on.

The Court stated that the same considerations upon which an injury to economic interests might be sufficient to bring licensee within the terms of §402 (b) (2) as an aggrieved person, were equally applicable in the case of objectionable electrical interference. And the pendency of appellant's own application for an increase in power and a construction permit, did not operate to cut off any right which might exist in his favor under §402 (b) (2), under which he asserted his rights to

appeal. Furthermore, according to the Court, if the Commission's prior consideration of a previously filed and pending application where request had been made for a joint hearing, had "seriously" prejudiced an applicant, in such a case the later applicant would have an appealable interest as a person aggrieved. But there was no request for a joint hearing in this case.

Similarly, it was announced in the Woodmen case, *supra*, that objectionable interference to one licensee, resulting from the granting of an increase in power to another licensee grounded an appeal by the former as an aggrieved person. Here too the appeal was dismissed since the finding of no objectionable interference was supported by substantial evidence and hence not arbitrary.

The test of electrical interference is a clear recognition of the operation of natural phenomena. The quantity of such interference would seem to be measurable by experts, but its permissible extent is a question of fact and policy to be determined by the Commission in accordance with the public interest.

Electrical interference, as a purely scientific problem, may be reduced by the use of devices as directive antennae. Consequently, additional stations may become physically possible. As more are licensed, their cumulative interference, as well as the concomitant growth of competition, will provide their own check against an excessive increase in the number of stations.

### *Conclusion*

Statutory and administrative compliance with the essentials of due process in respect to non-reliance on confidential reports, oral or written argument, and findings of fact has virtually eliminated the bases of constitutional attack upon the functioning of the Federal Communications Commission. The narrower question of conformance to the legislative formula has been raised and administrative deviations rectified. However, "so long as the Commission complies with the mandate of the statute, it has and

should have, wide discretion in determining questions of both public policy and of procedural policy, and in making and applying appropriate rules therefor. It is not the function of this Court [that is, Court of Appeals for the District of Columbia] to direct the Commission as to the routine of its administrative procedure so long as it conforms to the law." Therefore, it is the duty of the Court not to convert discretionary rules of procedure, established merely for the sake of administrative convenience into mandatory requirements strictly to be followed by the Commission in every case. Nor should the existence of a so-called analogous practice at common law, prove necessarily determinative, unless it indisputably accords with the Congressional intention and will not unduly constrict the action of the Commission. Nor should there be a religious application of the doctrine of *stare decisis* to decisions of the Commission, in view of the flexible standard of "public interest" to guide it and the fluctuating factors to be weighed.

It is, of course, highly desirable that the Commission be permitted to complete the administrative process without interference and interruption by auxiliary or collateral suits, to enjoin, begun by complaining parties. Thus, harassing suits, which may tie up administrative action and cause the loss of time and money, will be discouraged. The controversial subject of the nature of an "appealable interest" has been considered by the Court and two criteria, designed ultimately to protect the public interest, have been established, namely, destructive competition and objectionable interference.

Radio created problems in trademarks, unfair competition, copyright, patents and defamation. A necessary adjustment in the law has been and is being made through the process of litigation and legislation. Old principles have been applied to novel situations and new doctrines have been expounded when considered necessary.

Radio is finding its place both in science and in the law.



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**SMITH, WM. MONTGOMERY**  
Shoreham Bldg.  
Washington, D. C.

**SMITH, WILLIAM P.**  
Metropolitan Bank Bldg.  
Washington, D. C.

**SOCOLOW, A. WALTER**  
608 Fifth Ave.  
New York, N. Y.

**SOULE, O. P.**  
Walker Bank Building  
Salt Lake City, Utah

**SOVIK, LAURENCE, ESQ.**  
University Building  
Syracuse, N. Y.

**SPEARMAN, PAUL D. P.**  
Munsey Bldg.  
Washington, D. C.

**SPRAGUE, E. STUART**  
117 Liberty St.  
New York, N. Y.

**ST. CLAIR, ORLA**  
311 California St.  
San Francisco, Calif.

**STEPHENS, HUBERT D.**  
Munsey Bldg.  
Washington, D. C.

**STEVENS, RICHARD K.**  
Packard Building  
Philadelphia, Pa.

**STOLLENWERCK, FRANK**  
National Press Bldg.  
Washington, D. C.

**SULLIVAN, FRANCIS C.**  
Alworth Building  
Duluth, Minn.

**SUTTON, GEORGE O.**  
National Press Bldg.  
Washington, D. C.

**SWEZEY, ROBERT D.**  
30 Rockefeller Plaza  
New York, N. Y.

**SYKES, JUDGE EUGENE O.**  
Munsey Bldg.  
Washington, D. C.

**TEMIN, HENRY**  
1420 Walnut St.  
Philadelphia, Pa.

**TUCKER, JOHN H.**  
Commercial Building  
Shreveport, La.

**TUMULTY, JOSEPH P., JR.**  
1317 F St., N. W.  
Washington, D. C.

**TYLER, VARRO E.**  
109 South Ninth St.  
Nebraska City, Nebr.

**VAN ALLEN, JOHN W.**  
Liberty Bank Bldg.  
Buffalo, N. Y.

**VAN DEN BERG, GEORGE**  
Evans Bldg.  
Washington, D. C.

**VAN ORSDEL, RALPH**  
725 13th St., N. W.  
Washington, D. C.

**WADDELL, JAMES E.**  
Bowen Bldg.  
Washington, D. C.

**WALKER, HENRY B.**  
Evansville, Ind.

**WALKER, RALPH L.**  
F.C.C.  
Washington, D. C.

**WALLACE, HOWARD E.**  
Judge Building  
Salt Lake City, Utah

**WARNER, HARRY P.**  
Woodward Building  
Washington, D. C.

**WATTAWA, JOHN**  
1317 F St.  
Washington, D. C.

**WAYLAND, CHARLES V.**  
Earle Building  
Washington, D. C.

**WEBSTER, BETHUEL M.**  
15 Broad St.  
New York, N. Y.

**WEEKES, JOHN WESLEY**  
Decatur, Georgia

**WELCH, FRANCIS X.**  
Munsey Bldg.  
Washington, D. C.

**WHARTON, JOHN H.**  
67 Broad St.  
New York, N. Y.

**WHISSELL, GEORGE B.**  
Telephone Bldg.  
St. Louis, Mo.

**WIGGIN, CHESTER H.**  
30 Rockefeller Plaza  
New York, N. Y.

**WILLEBRANDT, MISS M. W.**  
Shoreham Building  
Washington, D. C.

**WILLIAMS, A. RAE**  
Investment Bldg.  
Washington, D. C.

**WING, JOHN E.**  
72 West Adams St.  
Chicago, Ill.

# LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Sixth Congress—(First Session).

*(An asterisk (\*) following a bill number indicates that the bill so marked has been reported or otherwise advanced.)*

## SENATE

- S. 332. Mr. Vandenberg; January 5, 1939 (Post Offices and Post Roads).  
Provides that "manuscripts of authors' works other than actual correspondence" may be carried in the mails as third- and fourth-class matter. [Under present law "proof sheets and manuscript copy accompanying same" are so classified—U. S. C. 39: 325, 240.]
- S. 517. Mr. Johnson of Colorado; January 10, 1939 (Interstate Commerce).  
As reported in Senate April 28, 1939:  
Amends the Communications Act of 1934 [U. S. C. 47: 316] to prohibit the advertising of alcoholic beverages by radio, subject to maximum fine of \$1,000, 1 year imprisonment, or both, and revocation of basic permit by the Federal Alcoholic Administrator.
- S. 550. Mr. Sheppard; January 12, 1939 (Interstate Commerce).  
The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of license to amateur operators [amending U. S. C. 47: 303 (1)].
- S. 575. Mr. Capper; January 12, 1939 (Interstate Commerce).  
Penalizes interstate transmission, by mail or otherwise, of advertisements for alcoholic beverages or of order solicitations in newspapers, periodicals, news reels, photographic films or records. Advertising by radio is also prohibited, or the sending of circular letters, etc., into states which bar liquor advertisements.
- S. 594. Mr. Reynolds; January 12, 1939 (Commerce).  
The provisions of the act [36 Stat. 1358] for establishing marine schools at certain designated ports are broadened to authorize the chairman of the U. S. Maritime Commission on the application of the governor of any State, Territory, or possession of the United States, or the chief executive of another nation on approval of the Secretary of State, to furnish suitable vessels, aircraft, radio apparatus, etc., for the use of any nautical school, college, or university conducting approved courses in seamanship, engineering, aviation, etc. To aid in constructing and equipping such schools and in operating them, appropriations are authorized on a matching basis with the States, etc. The coast line of the United States and its Territories is to be divided into maritime districts equal in number to the total of the States (including inland States), Territories, and possessions for the purpose of providing suitable sites for schools.  
Provides for the erection and operation of radio stations in each district for intercommunication between the schools and as a coastal network if needed as a screen against foreign radio penetration and propaganda in times of war. Four of such stations (located on the Atlantic, Pacific, and Gulf coasts and on the Great Lakes) shall be capable of being received around the world and shall broadcast regular programs of hydrographic information, storm warnings, educational programs, code messages to American Embassies, etc.  
Establishes a U. S. Maritime Corps consisting of maritime workers, students, instructors, and employees of nautical schools who apply for enlistment therein; members shall be permitted, if eligible, to transfer to the Naval Reserve without examination. They shall be required annually to perform 15 days active employment in a regular maritime occupation and shall receive a base pay therefor prescribed by the Chairman of the U. S. Maritime Commission. They may, with their consent, be order to active duty. The uniform of the Corps shall be of a special design or bear a special emblem or insignia.  
Authorizes appropriation of \$10,000,000 annually for the purposes of this act.

S. 635. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship, and no license shall be revoked for broadcast of such material. (Present law [U. S. S. 47: 315] requires that equal facilities be afforded opposing candidates for public office.)

S. 636. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. [Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315.]

S. 637. Mr. Schwellenbach; January 16, 1939 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 1027. Mr. Capper; January 26, 1939 (Judiciary).

In proceedings before United States courts, the grand jury, either House of Congress or any committee thereof, newspaper reporters, editors, or publishers shall not be compelled to disclose the course of confidential information obtained for publication.

S. 1095. Mr. Shepard; January 28, 1939 (Interstate Commerce).

See Senate Bill No. 550.

S. 1268. Mr. Wheeler; February 9, 1939 (Interstate Commerce).

Establishes a Federal Communications and Radio Commission (to be administered by a board of three members appointed by the President for staggered 6-year terms) and transfers to it all the powers, etc., of the Federal Communications Commission. The board shall appoint necessary personnel including administrative assistants for broadcasting, communications carriers, and international radio and communications. Transfers to the Commission all personnel of the Federal Communications Commission, except those whose offices are abolished, for a period of 2 to 4 months. Such personnel shall have preference in appointment. Continues all orders, proceedings, etc., of the Federal Communications Commission.

S. 1520. Mr. White; February 21, 1939 (Interstate Commerce).

Increases the membership of the Federal Communications from 7 to 11 and abolishes the offices of the present members. Divides the Commission into two divisions (Public Communications and Private Communications) of 5 members each, the chairman to be ex officio (without a vote) member of both divisions. The chairman shall be appointed for a 6-year term at \$12,000, while the other members shall have staggered 6-year terms at \$10,000.

Division of Public Communications shall determine all cases relating to wire and radio communications intended to be received by the public directly. The Division of Private Communications shall determine cases involving communications by common carriers. The whole Commission shall have jurisdiction over the assignment of bands of frequencies, the adoption of rules and regulations, emergency communications, the communications of amateur stations, their licensing, etc.

Extends the Commission's power to regulate consolidations, etc., of telephone companies to all carriers (i. e. carriers for hire in interstate or foreign communications by wire or radio except radio broadcasters).

Permits the Commission to grant licenses to standard broadcast stations for terms of from 1 to 3 years (other stations—from 1 to 5 years), while licenses for shorter periods may be granted for experimental stations, etc.

Repeals § 314, dealing with the preservation of competition in commerce, and § 315 dealing with equal facilities for candidates for public office. Persons discussing public or political questions by radio shall first deliver in writing to the station licensee, the name of the person or organization on whose behalf such broadcast is made. The name of the speaker and the other information shall be announced at the beginning and end of such broadcast. In the case of

public officers, the following shall be announced: (1) name; (2) office; (3) whether such office is elective or appointive; and (4) by whom elected or appointed. Station licensees may not censor, alter, or control the political or partisan trend of material broadcast but if slanderous or libelous, such licensee may demand a copy thereof in advance in order to delete the slander or libel.

Suits to enforce, enjoin, set aside, annul, or suspend an order of the Commission (except those appealable to the Circuit Court of Appeals, District of Columbia) shall be prosecuted in the same manner as suits to enforce, etc., orders of the Interstate Commerce Commission. All such suits except suits to enforce such orders may also be brought in the District Court, District of Columbia. The following cases may be appealed to the Circuit Court of Appeals, District of Columbia: (1) denial of an application for an instrument of authorization for construction or operation of a radio station; (2) denial of an application for authority to transfer or assign any such instrument or control of a corporation holding such instrument; (3) by other parties aggrieved by any decision of the Commission granting or denying such applications; and (4) by the holder of a revoked or suspended instrument of authority required by this act. In such appeals the review shall be limited to questions of law; findings of fact by the Commission if supported by substantial evidence shall be conclusive unless they clearly appear to be arbitrary and capricious. The court's decision shall be final except for review by the Supreme Court on certiorari [amending § 402].

S. 2058. Mr. Nye; April 4, 1939 (Post Offices and Post Roads).

Requires persons conducting contests by mail, by advertisement in newspapers, etc., in interstate commerce, or by any other facility of such commerce, to announce publicly the name of each winner and his entry.

S. 2251. Mr. Chavez; April 27, 1939 (Foreign Relations).

Directs the Secretary of the Navy to construct the United States Pan American Radio Station in or near Washington, D. C., with power sufficient to transmit programs throughout the Western Hemisphere upon high frequencies. Authorizes \$3,000,000 for construction, \$100,000 for maintenance in 1940, and necessary sums thereafter. The programs of the station, to be selected by the Secretary of State, shall be such as to promote friendly relations, and strengthen cultural, political, and commercial ties. An ex officio advisory council is provided for. Private commercial companies may use the station, without profit, and present programs approved by the Secretary of State.

S. 2466. Mr. Sheppard; May 22, 1939 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses and renewals thereof to stations having an authorized power in excess of 50 kilowatts which broadcast network programs. Upon advance application to the Commission, network programs may be permitted in the public interest, but not to exceed 1 hour in any calendar month [adding U. S. C. 41: 307½].

S. 2611. Mr. Wheeler; June 15, 1939 (Interstate Commerce).

As passed by Senate July 18, 1939:

Authorizes the Federal Communications Commission to purchase land, etc., in Massachusetts and to erect thereon a radio-monitoring station.

## RESOLUTIONS

S. Res. 94. Mr. White; March 6, 1939 (Interstate Commerce).

Directs the Senate Committee on Interstate Commerce to investigate the Federal Communications Commission, censorship of communications, license fee system, network and newspaper control, effects of high power, information required from applicants for station licenses, and the competition between communication companies in domestic service and the competition between companies in communication between the United States and foreign countries.

## HOUSE OF REPRESENTATIVES

H. R. 36. Mr. Curley; January 3, 1939 (Judiciary).

Prohibits the holding in contempt by any United States court of any editor, news reporter, correspondent, journalist, or publisher who refuses to reveal the source of confidential communications or conversations obtained for publication in the press, and written in the interest of public welfare, provided such conversation, etc., does not constitute an act of treason (adding to U. S. C. 28: 385).

- H. R. 94. Mr. Maloney; January 3, 1939 (Interstate and Foreign Commerce).  
Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.
- H. R. 251. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).  
Amends the Communications Act of 1934 (U. S. C. 41: 316) to prohibit the advertising of alcoholic beverages by radio.
- H. R. 253. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).  
See Senate Bill No. 575.
- H. R. 924. Mr. Culkin; January 3, 1939 (Interstate and Foreign Commerce).  
See Senate Bill No. 575.
- H. R. 2721. Mr. Celler; January 18, 1939 (Naval Affairs).  
Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., to be known as the Pan American Radio Station. Authorizes \$700,000 for construction and \$100,000 annually for operation and maintenance.  
The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.
- H. R. 2981. Mr. Celler, January 20, 1939 (Judiciary).  
Amends the Judicial Code to provide that owners, lessees, licensees, and operators of radio stations shall not be liable for libelous, slanderous, and defamatory statements made during a broadcast by one other than owners, lessees, licenses, or operators or their agents and employees if due care was exercised to prevent their publication [U. S. C. 28: 400].
- H. R. 3582. Mr. Flannery; February 1, 1939 (Interstate and Foreign Commerce).  
Advertisements of imported articles shall contain in a conspicuous place, a definite statement of the country of their origin. Radio broadcasters shall state the country of origin at the beginning and end of the period.
- H. R. 3752. Mr. Lea; February 6, 1939 (Interstate and Foreign Commerce).  
See Senate Bill No. 550.
- H. R. 4224. Mr. Lea; February 16, 1939 (Interstate and Foreign Commerce).  
Establishes a Federal Communications and Radio Commission in place of the Federal Communications Commission—similar to S. 1268 as introduced.
- H. R. 4684. Mr. McLeod; March 2, 1939 (Interstate and Foreign Commerce).  
Broadcasting stations may be licensed for periods of 3 to 5 years (now not over 3 years); renewals are to be for not less than 3 years [amending U. S. C. 47: 307 (d)].  
In acting upon applications for renewals, the commission shall not consider the political views expounded over the station, or held or expressed by the applicant. Where an applicant states under oath that he believes a refusal to renew is based upon such considerations, he may appeal to the "district court of appeals" for a mandamus, and pending such action the license shall remain in force [amending U. S. C. 47: 307 (e)].
- H. R. 4798. Mr. O'Toole; March 6, 1939 (Judiciary).  
Only members of the bar who are also admitted to practice (or at least not debarred from practice) before the particular department or agency of the Government may represent any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.  
Authorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations are to be continued (not more than 90 days) until promulgation of the new rules.

- H. R. 5508. Mr. Peterson of Florida; April 3, 1939 (Interstate and Foreign Commerce).  
See Senate Bill No. 2466.
- H. R. 5791. Mr. Schulte; April 17, 1939 (Interstate and Foreign Commerce).  
See House of Representatives Bill No. 6695.
- H. R. 5985. Mr. Flannery; April 25, 1939 (Interstate and Foreign Commerce).  
Advertisement of Imported Articles Act—Makes it unlawful to advertise an imported article for sale by the United States mails or by any means in or affecting commerce, including radio broadcast, unless the advertisement clearly discloses the country of origin of such articles (if the article is assembled in the United States from parts, the major proportion of which, are imported, it shall show the origin of such parts only). Containers of imported articles, shipped in interstate commerce are also required to bear this information. Violation of this act shall constitute an unfair and deceptive act under section 5 of the Federal Trade Commission Act.
- H. R. 6219. Mr. Doughton (by request); May 8, 1939 (Ways and Means).  
Amends the Federal Alcohol Administration Act (1) to place officers and employees under the civil service laws and classification act; (2) to require annual renewal of basic permits and payments of a \$10 fee (¼ of 1 cent per 12-hour-gallon-capacity in case of distillers); (3) to require basic permits for manufacture, sale, etc. of malt beverages; (4) to rewrite provisions on regulation of unfair competition and unlawful practices, and to add subsections which forbid radio advertising and the bringing of liquor into any State, Territory, or possession for use in violation of its laws.
- H. R. 6695. Mr. McGranery; June 6, 1939 (Interstate and Foreign Commerce).  
Makes it unlawful for any person, without the written consent of the performers, to record or mechanically reproduce for profit or gain any music or program material transmitted by wire or radio or to sell or to have in his possession for sale, etc., such record or reproduction, except a recording for private, personal, civic, or political use or addresses on subjects of a public nature [adding to U. S. C. 47: chap. 5, title V].
- H. R. 6973. Mr. Lea; June 23, 1939 (Interstate and Foreign Commerce).  
See Senate Bill No. 2611.
- H. R. 7188. Mr. Cochran; July 13, 1939 (Interstate and Foreign Commerce).  
Nullifies § 42.03 of Federal Communications Commission Regulations, adopted May 23, 1939, relating to the character of international broadcasts, and forbids the Commission to make regulations limiting such broadcasts to service which will reflect the United States culture, promote international good will, etc. [Note:—The rule was suspended July 14, 1939, Fed. Reg. July 18, 1939, p. 3336.]
- H. R. 7456. Mr. Michael J. Kennedy; August 1, 1939 (Patents).  
Copyright infringement by radio broadcast—similar to S. 2846 as introduced.

## RESOLUTIONS

- H. Res. 70. Mr. Connery; January 25, 1939 (Rules).  
Authorizes the Speaker to appoint a committee of seven members of the House to investigate the charge that a monopoly or monopolies exist in radio broadcasting, and the effect of such on the character of programs, rates charged advertisers, etc. The committee shall also investigate the Federal Communications Commission, and all charges of neglect, inefficiency, misuse of power, corruption, etc. The committee is authorized to hold hearings, subpoena witnesses, etc. Report shall be made in whole or in part during the present Congress, together with legislative recommendations, or otherwise.
- H. Res. 72. Mr. Wigglesworth; January 25, 1939 (Rules).  
Authorizes the Speaker to appoint a committee of seven members of the House to make a thorough investigation of the broadcasting industry in the United States and of the policies of the Federal Communications Commission with respect to broadcasting. The committee is authorized to hold hearings, employ experts, subpoena witnesses, etc., and to report to the House its findings.
- H. Res. 234. Mr. Larrabee; June 28, 1939 (Interstate and Foreign Commerce).  
Directs the Federal Communications Commission to take steps to provide a method to secure data on the social and economic effects of high-power operation in the standard broadcast band (550-1600 kilocycles) in excess of 50 kilowatts. The Commission may license one or more stations for experimental purposes.





# THE EDUCATIONAL AND CULTURAL SIDE



***National Association  
of  
Educational Broadcasters***

***Non-Commercial Stations***

***F.C.C. Regulations***

***Colleges and Universities  
Offering Courses in Radio***

***Your Radio Library***

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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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*As of January 1, 1940*

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<i>Call Letters</i>	<i>Institutions</i>	<i>Address</i>	<i>Director</i>
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	R. E. Rawlins
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WNYC	City of New York, Municipal Broadcasting System	New York, N. Y.	M. S. Novik
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WRUL & WRUW	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State Teachers College	Kalamazoo, Mich.	W. G. Marburger
	Indiana University	Bloomington, Ind.	Robert Allen
	Chicago Radio Council	Chicago, Ill.	Harold W. Kent
	University Broadcasting Council	Chicago, Ill.	Allen Miller

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# EDUCATIONAL BROADCASTING IN 1939

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By

**THOMAS D. RISHWORTH**

*Educational Director, KSTP*

**C**ORRELATION is the keynote in the development of educational broadcasting during the past year. The decade between 1929 and 1939 has seen educational radio pass through all the stages of growth from the colic of noisy infancy to the exuberance of adolescent youth. Ten years ago educators and broadcasters glared at each other as they walked the floor with their squalling child, educational radio. Today they meet at the family table to discuss their joint responsibilities toward this healthy, alert, and curious youth they have created and for whom they must choose the proper career.

## **Growth**

Educational broadcasting has not matured. It is adolescent in its physical characteristics and in its mental and spiritual capacities. But it is potentially an adult, and the past year has brought it many opportunities for attaining that goal.

Correlation has dominated the efforts of the commercial broadcasters, both network and local, in their educational activities during 1939. The Columbia Broadcasting System reports that one hundred ten of its stations have designated staff members as educational directors. Sterling Fisher of CBS has appointed five regional educational directors to correlate work in this field for the entire network.

The National Broadcasting Company, under the guidance of Dr. James Rowland Angell, educational counselor, has extended its operations in the educational field to provide programs for adult and student alike, listening in the home or the classroom, in nearly every phase of learning. Listeners' aids are supplied by the National Broadcasting Company and cooperating organizations for many NBC educational features. A series of four portfolios, containing full-color reproductions of the world's greatest paintings, both classic and modern, together with biographical notes and critical analysis of the artists, is available for the "Art For Your Sake" program, constituting a complete course in art for every listener. This is typical of the expanding interest in the use of visual aids and the written word as a means of

correlating listening activity with the actual learning process.

## **Conferences**

Educational conferences sponsored by the networks for their own staff members and intended to afford a medium for the exchange of ideas and practices and for the development of further cooperation among affiliated stations have been held for the first time during the past year. Both CBS and NBC have called conferences of this type last year, and these meetings have attracted representatives from stations throughout the country, indicating the increased interest in educational broadcasting on the part of the commercial broadcasters.

Further correlation has been promoted by the action of the United States Office of Education and Commissioner John W. Studebaker in appointing Dr. Leonard Power as assistant in charge of Research for the Federal Radio Education Committee. During the closing months of 1939, Dr. Power has made a nationwide tour to study cooperation between broadcasters and the educational facilities of the community in every section of the country. The United States Office of Education has continued to use the facilities of all major networks in presenting programs that have created new standards for education by radio: "The World Is Yours" (NBC), "Americans All, Immigrants All" (CBS), "Democracy In Action" (CBS), and a unique experiment in the field of documentary radio presented once only on the NBC network

in announcing the appearance of the new master map of the United States, "This, Our America."

School broadcasting has continued to expand. The NBC presented in 1939 its twelfth season of the Walter Damrosch "Music Appreciation" series. CBS presented "The American School of the Air" and announced that more than one hundred thousand teachers' manuals had been distributed for this series. The Mutual Broadcasting System again presented its "Nation's School of the Air" to the classrooms of America. Teachers and school executives are accepting radio listening as a supplement to classroom activity on an ever-increasing scale, although much has yet to be done in this field to achieve the necessary acceptance for these programs in schools of the nation.

### Utilization

Correlation in the educational broadcasting activities of 1939 has brought new emphasis to another phase of educational radio: implementation or utilization. Educators and broadcasters turned their attention more than ever last year to the study of educational broadcasting and its use in the home and school. The Ohio Institute for Education by Radio, which last year observed the tenth anniversary of its founding, has made significant contributions in this field. The Chicago School Broadcast Conference has also played an important part in the study of utilization. Radio educators are aware of the need for critical observation of their methods and for the proper classroom techniques to assure the effectiveness of a program. These techniques include preliminary discussion or reading by the student listener, further discussion and study following the broadcast, the provision of listener aids and correlative material, the scientific examination of results through observance and analysis of listener reactions at various age and social levels, and the proper publicity for educational broadcasts.

The literature of educational radio has been increased through the publication during the past year of many studies, manuals, radio drama anthologies, textbooks, and listeners guides. Radio journals and magazines have devoted more space than ever before to educational radio.

### High Frequencies

Cleveland and New York City have assumed leadership in the use of ultra-high frequencies for school broadcasting. In Chicago, Alameda (California), Rochester (New York), Detroit, Indianapolis, and other large cities, local school systems have made significant developments in presenting programs for the class-

room, under the supervision of a school-financed staff of radio experts. Chicago alone has a staff of more than twenty persons engaged in presenting programs on all of the local commercial stations in that city.

The training of high school and college students and others in radio techniques has expanded in every section of the country. Some 346 colleges of the nation are now offering courses in radio. At the high school level, no estimate is available of the number of courses being offered but the movement is extending through all levels from the elementary grades through the high school. In this field, KSTP in St. Paul-Minneapolis has indicated the extent to which cooperation between broadcaster and teacher is possible. Radio workshops have been established in ten high schools, one teacher's college, and two colleges in Minnesota with the active supervision and guidance of KSTP.

### Courses

The University of Wisconsin, through its state-owned station, WHA, the University of Michigan, the State University of Iowa, Ohio State University, the University of Minnesota, the University of Illinois and others continue to lead in offering state-wide radio courses under their own sponsorship.

The social problems of modern life are receiving greater emphasis than ever before in educational broadcasting. As the people of the world continue to destroy each other, as the complexity of our national and international problems becomes more pressing, radio education is attempting to devote more and more of its time to the fundamental principles that must survive if we are to have a sane and balanced world with a life of equal opportunities and responsibilities for all. The new code of the National Association of Broadcasters has done much to interpret these fundamentals as a primary function of radio.

### Conclusion

Educational broadcasting must continue to stress cooperation if it is to grow. In so far as education is a reflection of life in terms of experience and an adjustment of the individual to that life with intelligence and sympathy and truth, educational broadcasting must bring within its fold all of the best elements of society, working together in 1940 and in all the years to come for the inspiration, motivation, and direction of listening as a learning process. Inspiration, motivation, coordination, implementation—these together with cooperation must be the keynote for the course of education by radio in the future.

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# EDUCATIONAL RADIO A PUBLIC SERVICE

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By

**J. KENNETH JONES**

*Director of Information*

*Federal Radio Education Committee*

**A** SMALL coin—suppose we say a penny—held close enough to the eye, will obscure the noblest works of God and man.

Pennies need perspective.

Similarly, a considerable amount of perspective would seem to be necessary in the matter of achieving education through radio in the United States.

On all sides of this question we see exhibited the tendency to allow the trees to obscure the forest. Broadcasters here and there, making time available for what is euphemistically known as “educational programs,” are likely to feel that, judged by entertainment values, designed to intrigue and hold listeners, the quality of the productions sponsored by educational groups is extremely low. Certainly under these circumstances, we can understand if the broadcaster concludes that the actual achievement of education through radio is a questionable quantity. His approach is purely pragmatic. He points out that he has made the time and the facilities of his station available for educational purposes, but he sincerely questions the actual achievement of any important degree of education because of the low quality of many programs from a show business angle. He is, basically, a showman, and his values are those of show business.

The educator, on the other hand, has an entirely different approach to this question. First, he points out, the broadcaster is not interested in education, and certainly the majority of the programs which he airs cannot be considered educational. For the life of him he cannot understand why the average radio listener should not be interested in the gems of enlightenment and culture which he is all too ready to impart. He does his best, he points out, to present listenable programs, but his resources are limited.

If the foregoing is the bird’s eye view which we get when we look at radio in the United States today, then certainly we need perspective.

It is true that there is a certain super-

ficial conflict of interests between broadcasters and educators, but this conflict is, let it be repeated, superficial. Under the surface there is a basic philosophy within which there can be no conflict between broadcasters and educators. As a matter of fact, these two groups will be working together through the year 1940 as never before in a cooperative effort through which, we dare to hope, there will be evolved the American system of education through radio.

Let us examine briefly the basic philosophy which underlies the American system of broadcasting. The American way is to encourage the individual toward the fullest self-expression, and one of the major responsibilities of American education is to guide that self-expression into constructive channels.

Broadcasters are members of that small group of our national community which has found self-expression through the administration of radio. Further, our national philosophy is dedicated to the principle that many natural resources need not and should not become Governmental monopolies, but that they may and should be administered privately and for legitimate profit, so long as that administration remains in the public interest, convenience, and necessity.

Broadcasters then, enjoy the privilege of administering the great natural resource of radio, but as an accompanying condition they are obliged to accept the responsibility of insuring that their administration remains at all times in the public interest.

Translated into more concrete terms this means that a certain number of their broadcast periods should be devoted to what may be designated as “public service” broadcasting. The need for these safeguards is intrinsic in radio in that it touches all of the people, and we hardly need explore the point further.

Now certainly programs which are designed to achieve or which do achieve public enlightenment along constructive and desirable lines may be considered as serving a public need, and hence, in airing them, the broadcasters are conducting

their operations in the public interest, convenience and necessity.

Broadcasters sometimes overlook the fact, however, that educators are constantly rendering them a vital service. As U. S. Commissioner of Education John W. Studebaker has pointed out in a year's end report to the Federal Communications Commission:

"In the kindergarten, the elementary school, the secondary school, the college, the university—from the rostrum, the forum platform, and at the table around which a discussion group may gather, educators are today, and for years have been upholding and inculcating an appreciation of the American way of life and especially of the basic necessity of freedom to learn. In doing so they have increased the understanding of the need for a system of broadcasting free from the compulsion of censorship."

It is quite apparent therefore that broadcasters and educators have mutual and vital interests. Through his activity the educator is perpetuating the American system, within which the broadcasters enjoy the privilege of administering their property with a minimum of Governmental interference or control. On

the other hand, the broadcaster offers the educator a powerful instrument for achieving the education which is designed to maintain and strengthen the entire American system—a fundamental aim of American education. That there is a mutual recognition of these facts is evident in the program of the Federal Radio Education Committee. This Committee, jointly composed of broadcasters and educators, and appointed by the Federal Communications Commission, is now in the midst of a program aimed at bringing about effective cooperation between broadcasters and educators.

It is carrying forward a series of thirteen exhaustive studies, upon the findings of which sound steps may be planned. Meanwhile, it is promoting the development of sound technics through a Service Division. Finally it seeks to interpret this evolution in American radio to the American people so that it may have their understanding and support.

The eventual result of this cooperative effort may be the emergence of the American plan for education through radio which will be an integral and an accepted part of the American system of broadcasting.

## Non-Commercial Educational Broadcast Stations

(As of January 1, 1940)

*The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public. Such stations operate on not less than 100 watts and not greater than 1000 watts unless a definite need for greater power is shown and such stations must furnish a non-profit and non-commercial broadcast with no sponsored or commercial programs.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Board of Education, City of New York, Brooklyn, N. Y. ....	WNYE	41100	500 w
Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio .....	WBOE	41500	500 w
<b>Pending Application</b>			
Board of Education of San Francisco Unified School District, Civic Auditorium Bldg., 22nd & Bartlett Sts., San Francisco, Calif. ....	not assigned	41300	1000 w
Pacific States University, 1117 Venice Blvd., Los Angeles, Calif. ....	not assigned	41300	1000 w
San Mateo Junior College District, San Mateo, Calif. ....	not assigned	41060	100 w
University of Kentucky, Lexington, Ky. (Transmitter: High School Bldg., Beattyville, Ky.) .....	not assigned	41900	100 w

# F. C. C. Regulations Regarding Non-Commercial Educational Broadcast Stations

*The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.*

## Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

## Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency

control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

## Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

41,020 kc	41,060 kc	41,100 kc	41,140 kc
41,180	41,220	41,260	41,300
41,340	41,380	41,420	41,460
41,500	41,540	41,580	41,620
41,660	41,700	41,740	41,780
41,820	41,860	41,900	41,940
41,980			

Stations serving the same area will not be assigned frequencies separated less than 160 kilocycles.

Amplitude modulation shall be employed exclusively unless it can be shown that frequency modulation will better serve the purpose of the station in which case such modulation may be authorized provided sufficient frequencies can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

Only one frequency will be assigned to a station.

# COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN RADIO BROADCASTING

As of January 1st, 1940

*With Names of Instructors and Credit Hours*

*Compiled by the Director of Research, Federal Radio Education  
Committee, U. S. Office of Education, Federal Security Agency,  
Washington, D. C.*

On September 30, 1938, the Educational Radio Script Exchange, of the Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 institutions reported at least one regular course in radio. In August 1939, the 916 institutions which responded to the first questionnaire were asked to re-check and correct their previous information concerning radio courses. The list that follows is the result of the rechecking survey. The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio, (L) Television, and (M) Radio Law.

Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information. The asterisk before the name of the institution indicates that the school has its own broadcasting station and equipment.

College	In Charge of Radio
Abilene Christian College, Abilene, Tex. (D & F-3)	Mrs. A. B. Morris
Akron, University of, Akron, Ohio. (F-3)	O. A. Hitchcock
Alabama University of, University, Ala. (A) (D) (E) (F) (K)	Clyde B. Crawley
Alabama College, Montevallo, Ala. (A-2)	Nora Landmark
Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies)	Woodrow Darling
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	F. Kowalko



Antioch College, Yellow Springs, Ohio. (K-6)	C. D. Barbulesco
Arizona, University of, Tucson, Ariz. (K-3)	R. G. Picard
Arkansas, University of, Fayetteville, Ark. (K-3)	C. W. Janes
Armour Institute, 3300 Federal Street, Chicago, Ill. (K-4) (L-4)	A. W. Sear
Asheville Normal and Teachers College, Asheville, N. C. (A)	Hazel Gebbany
Augustana College, Rock Island, Ill. (A-3) (G)	Theodor Le Vander & Ruth Robinson
Augustana College, Sioux Falls, S. Dak. (F) (G) (E) (H)	Hugo A. Carlson
Aurora College, Aurora, Ill. (B-2)	J. Floyd Morris
Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8)	Harold Hughes
Baylor University, Waco, Tex. (A-3 1/3)	Sara Lowrey
Berry College, Mt. Berry, Ga. (K-2)	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3)	Dr. M. F. Evans
Blue Ridge College, New Windsor, Md. (G)	Mme. Barry-Orlova
Bob Jones College, Cleveland, Tenn. (B-2)	Elizabeth Adams
Boston College, Chestnut Hill, Mass. (K-8)	Rev. John A. Tobin
Boston University College of Business Administration, Boston, Mass., (B-2) (D-2) (F-2) (G-2) (J-2)	Ralph L. Rogers
Bradley Polytechnic Institute, Peoria, Ill. (A-2) (F-2) (K-3)	F. E. Duce
Branch Agricultural College, Cedar City, Utah. (E-5)	R. L. Halverson
Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J)	Dr. T. Earl Pardoe
Bucknell University, Lewisburg, Pa. (K-3)	George A. Irland
Butler University, Indianapolis, Ind. (F-3) (K-6)	L. Gray Burdin
California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G)	Margaret Wotten
California, Institute of Technology, Pasadena, Calif. (K-18)	S. S. Mackeown
California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6)	B. G. Eaton
Canisius College, Buffalo, N. Y. (A-2) (D-2)	Charles E. Brady
Capital University, Columbus, Ohio. (B-3)	Prof. W. C. Craig
Carnegie Institute of Technology, Pittsburgh, Pa. (K)	Charles Williamson
Carroll College, Waukesha, Wis. (F-2) (K)	V. P. Batha
Carson Newman College, Jefferson City, Tenn. (A-3)	Alex Chavis
Case School of Applied Science, Cleveland, Ohio. (K-12)	J. R. Martin
Catholic University, Washington, D. C. (D-2) (E-2) (G-2)	Rev. G. V. Hartke
C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3)	Alexander H. Wing, Jr.
Centenary Junior College, Hackettstown, N. J. (A-1)	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3)	Charles Newton
Chicago Musical College, Chicago, Ill. (A) (B) (C) (D) (E) (G) (H)	Belle Forbes Cutter
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G)	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (C-2) (D-3)	Luella Hoskins
Cincinnati, University of Cincinnati, Ohio (D-4) (J-2) (K-varies) (L) (M-4)	W. C. Osterbrock
Cincinnati College of Music, Cincinnati, Ohio. (B-4)	Uberto Neely
Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G)	Hubert Kockritz
Citadel, The, Charleston, S. C. (A-6)	N. F. Smith
Clarkston College, Potsdam, N. Y. (K-varies)	J. L. Stiles
Clemson College, Clemson, S. C. (K-2)	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-2) (F)	J. Dale Welsch
College of St. Scholastica, Duluth, Minn. (A-1)	Sister Bernard
College of St. Teresa, Winona, Minn. (B) (C) (H)	Sister M. Marceline
College of Wooster, Wooster, Ohio. (A-4)	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-8)	Howard Olson
Colorado School of Mines, Golden, Colo. (K-6)	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3)	Frank P. Goeder, Ph.D.
Colorado State College of Education, Greeley, Colo. (A-4)	F. L. Herman
Columbia College of Drama and Radio, Chicago, Ill. (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4)	Norman Alexandroff
Columbia University, New York, N. Y. (A-2) (D-3)	James C. Egbert
Compton Junior College, Compton, Calif. (K-5)	Jesse E. Hathaway
Connecticut State College, Storrs, Conn.	Dr. R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3)	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4)	Chas. A. Taylor

Cornish School, The, Seattle, Wash., (A-3) (B--2) (D-2) (E-2) (F-2) (G-3) (I) (J-3) (M)	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3)	Edwin Puls
Cummock Junior College, Los Angeles, Calif. (F)	Josephine Dillon
Davidson College, Davidson, N. C. (K-4)	F. L. Jackson
Dayton, University of, Dayton, Ohio. (G) (K-3)	Prof. Louis Rose
Denison University, Granville, Ohio. (A-3)	Richard H. Howe
Denver, University of (School of Commerce), Denver, Colo. (B-2½) (D-2½) (F-2½)	Roscoe K. Stockton
Detroit, University of, Detroit, Mich. (A-2) (F)	E. A. McFaul
Doane College, Crete, Nebr. (A-4) (B) (G)	Dr. E. Russell Wightman
Dodd College, Shreveport, La. (A-3)	(not known)
Drake University, Des Moines, Iowa, (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2)	Edwin G. Barrett
Note: Drake offers a major in radio.	
Drexel Institute of Technology, Philadelphia, Pa. (K)	R. T. Zern
Dubuque, University of, Dubuque, Iowa. (A-4) (K-4)	R. G. Wilson
Duke University, Durham, N. C. (K-3)	W. J. Seeley
Duquesne University, Duquesne, Pa. (A-3)	Madeleine S. Foust
East Central Teachers College, Ada, Okla. (A-2)	D. J. Nabors
Eastern Washington College of Education, Cheney, Wash. (K-2)	James S. Lane
Elmira College, Elmira, N. Y. (F)	Geraldine Quinlon
Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2)	Arthur F. Edes
Emory University, Emory University, Ga. (A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans. (A-4)	R. F. Miller
Florida, University of, Gainesville, Fla. (F-3) (K-varies)	Garland Powell
Florida Agricultural and Mechanical, Tallahassee, Fla. (A-2) (K-4)	H. R. Orr
Florida Southern College, Lakeland, Fla. (A-1)	Miss Alma Johnson
Fort Hays Kansas State College, Hays, Kans. (A-3)	Harvey A. Zinszer
Frances Shimer College, Mount Carroll, Ill. (D-2) (G-3)	George E. Hoffman
Franklin University, YMCA, Columbus, Ohio. (A) (K)	E. E. Dysart
Friends University, Wichita, Kans. (B-2) (E-1) (G) (K-5)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn. (E-2)	A. L. Crabb
George Washington University, Washington, D. C. (A-3) (K)	Prof. W. Hayes Yeager
Georgetown University, Washington, D. C. (A) (M-2)	P. J. Donovan
Georgia, University of, Athens, Ga. (D & E-5)	Prof. Edward C. Crouse
Georgia School of Technology, Atlanta, Ga. (A-3) (D & F-3) (K-3)	Irving H. Gerks
Gila Junior College, Thatcher, Ariz. (A-3) (G-2) (H-2)	William G. Kauffman
Glendale Junior College, Glendale, Calif. (A-3) (F-2)	B. L. Griffing
Gonzaga University, Spokane, Wash. (K-5)	Richard A. Brown
Grays Harbor Junior College. (A)	Not Known
Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4)	Not Known
Harding College, Searcy, Ark. (A-5) (H-3)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex. (F-3)	Katherine Boyd
Harvard University, Cambridge, Mass. (K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr. (A-2) (F)	Charles J. Thurmond
Haverford College, Haverford, Pa. (A-3) (K-3)	J. D. Elder
Houston, University of, Houston, Tex. (K-3½)	Harvey W. Harris
Howard College, Birmingham, Ala. (K-2)	Paul D. Bales
Idaho, University of, Moscow, Idaho. (A-2) (K-varies)	Prof. R. H. Hull
Illinois College, Jacksonville, Ill. (K-varies)	F. Cooke
Illinois, University of, Urbana, Ill. (K)	Josef F. Wright
Illinois State Normal University, Normal, Ill. (F-2)	Harvey F. Admire
Illinois Wesleyan University, Bloomington, Ill. (A-4)	Wilson B. Paul
Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (D-4) (E-4)	Dr. Clarence M. Morgan
Indiana University, Bloomington, Ind. (A-3) (B-3) (C-3) (D-3)	Dr. Lee Norvelle
Iowa, State University of, Iowa City, Iowa. (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2)	Bruce E. Mahan
Iowa State College, Ames, Iowa. (D-3) (F-3) (K-4) (L-4)	W. L. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3)	Roger M. Morrow
Ithaca College, Ithaca, N. Y. (D) (E-4) (G-4)	Dr. Winn F. Zeller
John B. Stetson University, DeLand, Fla. (G-6) (H-6) (K-6)	Dr. Robert I. Allen
John Brown University, Siloam Springs, Ark. (A-3) (B-3) (I-3) (K-varies) (M-2)	Harold Fristoe

John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3) (G-3)	Wm. A. D. Millson
Johns Hopkins University, Homewood, Baltimore, Md. (K-3)	Ferdinand Hamburger, Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A)	Robert A. Simon
Kanawha College, Charleston, W. Va. (A-2)	Ann Ferguson
Kansas, University of, Lawrence, Kans. (G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans. (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4)	H. B. Summers
Kansas State Teachers College, Emporia, Kans. (A-2) (D) (E) (F) (G)	S. Winston Cram
Kent State University, Kent, Ohio. (A-3)	G. Harry Wright
Kentucky, University of, Lexington, Ky. (C-3) (K-3)	Elmer G. Sulzer
Lafayette College, Easton, Pa. (A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga. (B-2) (G-3)	Mae Kirkland
Lamont School of Music, Denver, Colo. (A-2) (B-2) (E) (G-2)	James Lehman
Lehigh University, Bethlehem, Pa. (K-varies)	Assoc. Prof. H. C. Knutson
Lenoir Rhyne College, Hickory, N. C. (A-3)	Karl Z. Morgan
Lincoln University, Jefferson City, Mo. (A)	Albert A. Kildare
Little Rock Junior College, Little Rock, Ark. (G) (H-1)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif. (F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La. (C) (K)	D. R. Armstrong
Louisiana State University, University, La. (A-3) (D-3) (F-3) (I-3) (K-3)	Ralph W. Steetle
Louisville Municipal College, Louisville, Ky. (K-4)	Donald A. Edward
Loyola University, Los Angeles, Calif. (A-2) (D-2) (G-1) (J-1)	Martin H. Work
McMurray College, Abilene, Tex. (B-3)	Harold G. Burman
Mac Phail School of Music, Minneapolis, Minn. (A-4) (H-4)	Don Tuttle
Macalester College, St. Paul, Minn. (K-4)	R. B. Hastings
Madison College, Madison College, Tenn. (A-4) (K-4)	Bayard D. Goadge
Maine, University of, Orono, Me. (A-2) (B-2) (K-3)	W. J. Creamer
Manhattan College, New York, N. Y. (K-6)	J. Francis Reintjes
Marin Junior College, Kentfield, Calif. (K-2)	C. E. Cherry
Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3)	Miss Florence McCracken
Marquette University, Milwaukee, Wis. (A-2) (F-2) (K-3)	Wm. R. Duffey
Marshall College, Huntington, W. Va. (A-3)	Dr. Frank A. Gilbert
Maryland, University of, College Park, Md. (A-2)	Dr. Ray Ehrensberger
Massachusetts Institute of Technology, Cambridge, Mass. (K-varies)	Prof. Edward L. Bowles
Massachusetts State College, Amherst, Mass. (K)	Francis C. Pray
Miami University, Oxford, Ohio. (D-3) (F) (G)	A. Loren Gates
Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2)	Prof. Waldo Abbott
Michigan College of Mining and Technology, Houghton, Mich. (K-6) (I-3) (L)	G. W. Swenson
Michigan State College, East Lansing, Mich. (D-2) (E-3) (F-5) (G-3) (K-2)	Robert J. Coleman
Milton College, Milton, Wis. (K-4)	C. F. Oakley
Minnesota, University of, Minneapolis, Minn. (F-3) (K-3)	E. W. Ziebarth
Mississippi College, Clinton, Miss. (A-3)	Prof. Henry A. Carlock
Mississippi State College, State College, Miss. (A-3) (M-3) (K-6)	Horace M. Trent
Missouri, University of, Columbia, Mo. (A-4) (K-8)	Prof. C. M. Wallis
Missouri Valley College, Marshall, Mo. (K-3)	Dwight M. Pasek
Modesto Junior College, Modesto, Calif. (A-2)	Leonard I. Bartlett
Montana State College, Bozeman, Mont. (K-6)	Prof. C. F. Bowman
Moore School of Electrical Engineering, Philadelphia, Pa. (B-2) (D & F-4) (K-3)	Knox McIlwain
Moravian College, Bethlehem, Pa. (A-3)	Cyril N. Hoyler
Morehead State Teachers College, Morehead, Ky. (K-3)	J. G. Black
Morehouse College, Atlanta, Ga. (A-3)	H. V. Eagleson
Mt. Holyoke College, South Hadley, Mass. (K & L-3)	Rogers D. Rusk
Mount Mary College, Milwaukee, Wis. (A-1) (B-2) (F)	S. M. Louis Downey
Mount Mercy College, Pittsburgh, Pa. (A-3)	Anna Marie McConnell
Muhlenburg College, Allentown, Pa. (A-4) (K)	Dr. Carl W. Boyer
Mundelein College, Chicago, Ill. (D-2)	Miss Louise Litten
Murray State Teachers College, Murray, Ky. (K-4)	Charles Hire
Muskingum College, New Concord, Ohio. (A-2)	W. H. Ewing
National University, Washington, D. C. (M-4)	Howard S. LeRoy
Nebraska, University of, Lincoln, Nebr. (K-4)	Ferris W. Norris
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New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (K-8)	Dr. Herbert L. Jones

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# YOUR RADIO LIBRARY

*A comprehensive and important selection of books on Radio and Television. Appended is a listing of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.*



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Symphony Radio Audience.  
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Track East, Reception Clear, CBS Up.  
Truth About the Harvard Findings.  
Twelve Months.  
Understanding Opera.  
U. S. Radio Ownership as of January, 1938.  
Very Rich.  
We Write a P. S. To a Postcard.  
When the Advertising Dollar Goes To Work  
In Newspapers, Magazines and Radio.

## **Publications of the Mutual Broadcasting System**

All Three of Us Can't Be Wrong.  
Along Different Lines.  
Award Folder.  
Coverage: Maps and Market Data of the  
Mutual Broadcasting System.  
A Day In the Life of Ray D. O'Dollar  
The Greeks Used a Wooden Horse.  
A Guinea Pig Goes To Town.  
Hollywood Moves East.  
Hollywood Playhouse Program Folder.  
How Big Is a Rubber Band.

The Human Element In a Sheet of Steel.  
Mutual Marches On.  
Napoleon's Boots.  
"Put It In Quotes."  
Some Think Them Sacred.  
Study In Ups and Downs.  
Take Your Choice.  
True or False.  
We Suspect.

## **Publications of the National Broadcasting Company**

### **INSTITUTIONAL**

History in the Making.  
Partnership of Religion & Radio.  
Broadcasting in the Public Interest.  
Radio Stations of the U. S.—Folders.  
RCA Television.  
An Interpretation of NBC Program Poli-  
cies as Affected by War.  
The World's Most Glamorous Performance.  
The Church in the Sky.  
Listening to Learn.  
Meet Mr. Weeks (Announcement).  
NBC Presents (Monthly publication).  
Yesterday's Children.  
Music for Education.  
Human Nature in Action.  
Alma Kitchell's Briefcase.

### **NBC SALES PROMOTION**

NBC Broadcast Merchandising (Nov. 1937—  
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Birds Eye View of U. S. Families.  
Dialogue Over Pittsburg, h  
Estimated Number of Families.  
Joint Committee Rural Survey Books 1-2-3.  
Joint Committee Rural Survey Book 4.  
Let's Look at Radio Together.  
NBC Program Policies.  
New Dial for KECA.  
Radio Families in the U. S.  
Sales Through the Air.  
So They Never Came Back.  
Stubble, Stubble, Sales are Double.  
Summer Slumps in Radio.  
Taking the Blue Sky out of the Air.  
Time Zone Cards.  
What is a Radio Program Rating?  
M & O Station Circulation Maps.

### **NBC RADIO-RECORDING DIVISION**

NBC Thesaurus Portfolio of Recorded Pro-  
grams.  
NBC Thesaurus Program Service Bulletin.  
NBC Thesaurus Sales Bulletin.  
NBC Thesaurus Sales Manual.  
NBC Syndicated Recorded Programs—Pre-  
sentations: The Lone Ranger, Secret  
Agent K-7 Returns, Heart Throbs of the  
Hills, Listeners' Club, etc.  
A New Lateral Transcription Standard  
(Technical treatise on NBC Orthacoustic).

### **GUEST RELATIONS**

Radio City Broadcasting & Television Tours  
Booklet.  
NBC Radio City Hollywood Studio Tour  
Booklet.  
Television Booklet.

### **LISTENER AIDS**

NBC Music Appreciation Hour.  
Ideas That Came True.  
America's Town Meetings of the Air.  
Science On the March.  
The World Is Yours.  
On Your Job.  
Story Behind the Headlines.  
Great Plays.  
University of Chicago Round Table.  
Gallant American Women.  
Torch of Progress.  
Pilgrimage of Poetry.  
Art For Your Sake.  
Standard Looseleaf Binder.  
Catalogue of Listener's Aids.



# ASSOCIATIONS

- Clubs**
- Guilds**
- Organizations**
- Radio Groups**
- Unions**
- Personnel**
- Addresses**



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919 North Michigan Ave., Chicago, Ill.

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## Actors' Equity Association

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

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Branches: San Francisco, Theodore Hale, 220 Bush St.; Los Angeles, I. B. Kornblum, 1202 Commercial Exchange Bldg., 416 W. 8th St.; Chicago, Frank R. Dare, 729 Waveland Ave.; Chorus Equity: 117 W. 48th St., New York, N. Y.

## 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

President	John Benson
Executive Secretary	Frederic R. Gamble

## American Association of Baseball Broadcasters

### OFFICERS

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	(WTCN, Minneapolis-St. Paul)
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### MEMBERSHIP

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### FUNCTIONS

The purpose of this organization is to foster more uniform play-by-play pictures of league baseball games.

## American Bar Association (Standing Committee on Communications)

Office of the Chairman: 920 Southern Bldg., Washington, D. C.

### COMMITTEE

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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.

# ORGANIZATIONS

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10 Bridge St., New York, N. Y.  
Bowling Green 9-3007

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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 6-2546

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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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Detroit Local—1003 Tuller Hotel, Detroit, Mich.  
St. Louis Local—3868 A Connecticut St., St. Louis, Mo.  
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576 Fifth Ave., New York, N. Y.  
Longacre 3-6223

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## FUNCTIONS

ACMA 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

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### 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.

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1621 Millard St., Bethlehem, Pa.

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## American Newspaper Publishers Association

370 Lexington Ave., New York, N. Y.  
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### FUNCTIONS

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

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

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### FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

## American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N. Y.  
Columbus 5-7464

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**NEW YORK:** (Address Nearest Office) American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y. Lawrence Schlus, 1140 Lincoln-Alliance Bank Bldg., Rochester, N. Y.

**NORTH CAROLINA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

**NORTH DAKOTA:** Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

**OHIO:** (Address Nearest Office) Samuel Feldman, 3910-11 Carew Towers, Cincinnati, Ohio. Frankel & Frankel, 1520 NBC Bldg., Cleveland, Ohio.

**OKLAHOMA:** Milsten and Milsten, 807 Tulsa Loan Bldg., Tulsa, Okla.

**OREGON:** Herman Kenin, 911 Public Service Bldg., Portland, Oregon.

**PENNSYLVANIA:** (Address Nearest Office) (Western Part) William J. O'Brien, 509 Grant Bldg., Pittsburgh, Pa. (Eastern Part) H. A. Brown, 1638 Lincoln Liberty Bldg., Philadelphia, Pa.

**RHODE ISLAND:** R. W. Rome, 44 School Street, Boston, Mass.

**SOUTH CAROLINA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

**SOUTH DAKOTA:** Dwain M. Ewing, 909 Northwestern Bank Bldg., Minneapolis, Minn.

**TENNESSEE:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

**TEXAS:** Frank H. Hemby, 412 Tower Petroleum Bldg., 1905 Elm Street, Dallas, Texas.

**UTAH:** H. O. Bergcamp, Security Bldg., Denver, Colo.

**VERMONT:** R. W. Rome, 44 School Street, Boston, Mass.

**VIRGINIA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

**WASHINGTON:** American Society of Composers, Authors and Publishers, 30 Rockefeller Plaza, New York, N. Y.

**WEST VIRGINIA:** I. T. Cohen, 607-11 First National Bank Bldg., Atlanta, Ga.

**WISCONSIN:** Robert A. Hess, Flankinton Bldg., Milwaukee, Wis.

**WYOMING:** H. O. Bergcamp, Security Bldg., Denver, Colo.

**EUROPEAN REPRESENTATIVE:** Hugo Bryk, 27-33 Champs-Elysees, Paris (8e), France.

**JAPAN:** Dr. W. Plage, 29 Mikawadaimachi, Azabu-Ku, Tokyo, Japan.

**ARGENTINA:** G. Giacompol, Sante Fe 1548, Buenos Aires, Argentina.

**HAWAII:** Samuel M. Roeder, 1302 Humboldt Bank Bldg., San Francisco, Calif.

**PUERTO RICO:** Stanley Shepard, Camino Del Acueducto de Guaynabo, Box 3667, Santurce, Puerto Rico.

**CUBA:** Dr. Ricardo E. Viurrun, 7 O'Reilly Street, Havana, Cuba.

### • American Society of Music Arrangers

1438 Ridgley Drive, Los Angeles, Calif.

#### OFFICERS

President.....Robert Russell Bennett  
 First Vice-President.....Adolph Deutsch  
 Second Vice-President.....John M. Leipold  
 Secretary-Treasurer.....Vernon Leftwich  
 Counsel.....William Jennings Bryan, Jr.  
 Business Manager.....Richard S. Hartman

#### DIRECTORS

Robert Russell Bennett, Adolph Deutsch, John M. Leipold, Vernon Leftwich, John Raab, Edmund Ross, Leigh Harline, Charles Wolcott, Arthur Lange, Felix Miifs, Leo Arnaud.

#### FUNCTIONS

The American Society of Music Arrangers is a national organization founded in 1937 and is composed of the leading music arrangers of the country. Its function is to gain greater recognition for its members, to establish a closer bond among its members, to promote a mutual understanding with contemporaries, and to secure the fulfillment of the coordinate needs and protection of all members.

### • Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City, N. Y.

Phone: BRyant 9-9237.

#### OFFICERS

President-Executive Director.....Frank Gillmore  
 Executive Secretary.....Paul Dultzell  
 1st Vice-President.....Jean Greenfield  
 2nd Vice-President.....Kenneth Thomson  
 Treasurer.....Leo Fischer  
 Counsel.....Paul M. Turner

#### FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's.

# ORGANIZATIONS

## Associated Broadcast Technicians, Unit of the International Brotherhood of Electrical Workers

1200 Fifteenth St., N.W., Washington, D. C.

### OFFICERS

President	Lyman C. Swenson (WCCO, Minneapolis)
Recording Secretary	Robert J. Mayberry (WABC, New York City)
Financial Secretary	Edward L. Philbrick (WEEI, Boston)
Treasurer	Ted Denton, Jr. (KNX, Los Angeles)
National Business Manager and International Representative	D. J. Dunlop
International Representative	Russ Rennaker
<b>REGIONAL OFFICERS</b>	
1st Region	Edward L. Philbrick (WEEI, Boston)
2nd Region	Robert J. Mayberry (WABC, New York City)
3rd Region	Edwin F. Laker (WJSV, Washington, D. C.)
4th Region	Ralph F. Painter (WBT, Charlotte, N. C.)
5th Region	Howard Stephen (WKRC, Cincinnati)
6th Region	Harry Harvey (WBBM, Chicago)
7th Region	Percy Zeigler (KOWH, Omaha)
8th Region	Ted Denton, Jr. (KNX, Los Angeles)

### FUNCTIONS

This association is a labor union representing broadcast technicians only.

## Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.  
BRYANT 9-6330

### OFFICERS

Chairman of Board	A. O. Buckingham (Cluett, Peabody & Co.)
Vice-Chairman	Leo Nejejski (The Pepsodent Co.)
Vice-Chairman	H. W. Roden (Harold H. Clapp, Inc.)
Vice-Chairman	D. P. Smelser (The Procter & Gamble Co.)
President	Paul B. West (Sun Oil Co.)
Treasurer	M. H. Leister
Secretary	G. S. McMillan
Counsel	I. W. Digges

### DIRECTORS

Northrop Clarey, Standard-Oil Co. of N. J.; Gordon E. Cole, Cannon Mills, Inc.; Keith J. Evans, Inland Steel Co.; P. C. Handerson, The B. F. Goodrich Co.; W. A. Hart, E. I. du Pont de Nemours & Co.; Carleton Healy, Hiram Walker, Inc.; Charles G. Mortimer, Jr., General Foods Corp.; A. T. Preyer, Vick Chemical Co.; H. M. Shackelford, Johns-Manville Corp.; H. B. Thomas, The Centaur Co.; H. M. Warren, National Carbon Co.

### FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

## Association of Radio News Editors & Writers

c/o Ken McClure, San Antonio, Texas

### OFFICERS

President	Ken McClure
Secretary-Treasurer	Al Hollender (WJJD-WIND, Chicago, Ill.)

### FUNCTIONS

This association has for its object to bring together radio and television news editors and writers in accordance with the principles, procedure and ethics of good newscasting and journalism.

## Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.  
HOLLYWOOD 3545

### OFFICERS

Vice-President	Gerald King
Secretary	C. P. MacGregor
Treasurer	J. Messer
General Counsel	John J. Wilson

### DIRECTORS

Gerald King C. P. MacGregor, A. Schrade.

### FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Radio Transcription Co. of America, Ltd.; C. P. MacGregor Sound Studios; American Record Co.; Ray Morgan & Co.; Standard Radio, Inc.; Recordings, Inc.

## Australian Federation of Commercial Broadcasting Stations

Commonwealth Bank B.dg., 371 Collins St.,  
Melbourne, C.1., Australia  
Phone M 5440, M 5532

### OFFICERS

President	C. F. Marden (2UW, Sydney)
Vice-President	T. Holt (3XY, Melbourne)
Vice-President	J. Ridley (2GZ, Sydney)
Vice-President	A. C. Kinnear (5AD, Adelaide)
Vice-President	A. Robertson (4BK, Brisbane)
Vice-President	B. Samuel (W. A. Broadcasters, Ltd.)
Vice-President	A. P. Findlay (7LA, Launceston)
Secretary	R. Dooley New South Wales
Secretary	A. F. O. Brown
Trustee	A. N. Kemsley (3UZ, Melbourne)
Trustee	C. V. Stevenson (2UE, Sydney)

### EXECUTIVE COMMITTEE

The committee comprises the president, vice-presidents, representatives of Sydney and Melbourne stations and two representatives of country stations in both New South Wales and Victoria.

### COUNCIL

The council comprises representatives of metropolitan stations in each capital city, with the addition of the country stations' representatives on the executive committee.

### BRANCH OFFICE

1 Jamieson Street, Sydney, New South Wales.

## 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



# • • • ORGANIZATIONS • • •

## Authors' League

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

### OFFICERS

President ..... Elmer Davis  
Vice-President ..... Kenyon Nicholson  
Secretary ..... Homer Croy  
Treasurer ..... Luise Sillcox

### FUNCTIONS

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

## Canadian Association of Broadcasters

Suite 1014, Metropolitan Bldg., Toronto, Ont.,  
Canada  
Elgin 5623

### OFFICERS

President ..... Harry Sedgwick  
Vice-President ..... H. Gordon Love  
Secretary-Treasurer ..... T. Arthur Evans

### DIRECTORS

Harry Sedgwick, CFRB, Toronto; Henry S. Gooderham, CKCL, Toronto; J. Stewart Neill, CFWB, Fredericton; Marcel Lefebvre, CHLP, Montreal; A. A. Murphy, CFQC, Saskatoon; H. R. Carson, CFAC, Calgary; H. Gordon Love, CFCN, Calgary.

### FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 57 privately owned radio stations.

## Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

### OFFICERS

President-Managing Director... H. T. Jamieson, F.C.A.

### BOARD OF DIRECTORS

Gene Buck, Louis Bernstein, John G. Paine, Ralph Hawkes, Holmes Maddock, H. T. Jamieson.

## Catholic Actors Guild of America, Inc.

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

### OFFICERS

President ..... George M. Cohan  
First Vice-President ..... Gene Buck  
Second Vice-President ..... Hugh O'Connell  
Honorary Vice-Presidents:

Walter Connolly, Bing Crosby, Dan Healy, Pat O'Brien  
Chaplain ..... Very Rev. Edward F. Leonard  
Treasurer ..... Rev. John F. White  
Recording Secretary ..... Brandon Peters  
Counsel ..... Hon. Alfred J. Talley  
Historian ..... Jane Hoy  
Executive Secretary ..... George Buck  
Chairman of Executive Board ..... William David  
Social Secretary (Theatrical) ..... Allyn Gillyn  
Social Secretary (Non-Theatrical) ..... Mrs. Cornelius J. Gallagher

### FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, non-sectarian in scope.

## Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.  
ENdicott 2-0411

### OFFICERS

President ..... Eugene A. Colligan  
1st Vice-President ..... Joseph A. Durkin  
2nd Vice-President ..... Daniel D. Halpin  
3rd Vice-President ..... Joseph M. Branigan  
Treasurer ..... Hugh A. O'Donnell  
Financial Secretary ..... Edwin P. Kolroe  
Recording Secretary ..... Clarence E. Heller  
Corresponding Secretary ..... Gertrude D. Healy  
Counsel ..... J. Hilary Bouillon  
Spiritual Director ..... Rev. John B. Kelly  
President Emeritus ..... James J. Walsh

### BOARD OF DIRECTORS

Thomas F. Woodlock, Very Rev. Fulton J. Sheen, Joseph A. Durkin, Victor Ridder, Rev. Joseph A. Daly, Hugh A. O'Donnell, Mrs. Philip A. Brennan, Rev. Eckhard Koehle, Kenton Kilmer, Richard Reid, Nicholas Farley, Katherine Edgerly, Charles H. Moran, Alex J. Morrison.

## Direct Mail Advertising Association, Inc.

17 East 42nd St., New York, N. Y.  
Vanderbilt 6-1479

### OFFICERS

President ..... L. Rohe Walter  
(The Flintkote Co.)  
Vice-President ..... Richard Messner  
(E. E. Brogle & Co.)  
Secretary-Treasurer ..... George E. Loder  
(The National Process Co.)  
Managing Secretary ..... Jane L. Bell

## The Dramatists' Guild

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

### OFFICERS

President ..... Elmer Rice  
Vice-President ..... George S. Kautman  
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.

## Educational Radio Division

United States Office of Education,  
Washington, D. C.

### OFFICERS

U. S. Commissioner of Education ..... J. W. Studebaker  
Director ..... William Dow Bcutwell  
Business Manager ..... Richard Philip Herget  
Production Director ..... Philip H. Cohen  
Musical Director ..... Rudolf Schramm  
Script Editor ..... Morris Jones  
Audience Participation Director ..... Benjamin Brodinsky  
Research Director ..... Philip Leonard Green

### FUNCTIONS

The Educational Radio Division is attempting to make educational programs interesting to a larger majority of radio listeners. In doing this it conducts experimental demonstrations in the use of radio in the service of education.

# ORGANIZATIONS

## Federal Communications Bar Association

National Press Bldg., Washington, D. C.

### OFFICERS

President ..... Philip J. Hennessey, Jr.  
 First Vice-President ..... Horace Lohnes  
 Second Vice-President ..... Philip G. Loucks  
 Third Vice-President ..... Paul A. Porter  
 Secretary ..... John Little Page

### FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners.

## Federal Radio Education Committee (FREC)

Room 3355 South Interior Bldg., Washington, D. C.  
 REpublic 1820, Extension 2280

### OFFICERS

Chairman ..... J. W. Studebaker  
 Vice-Chairman ..... C. F. Klinefelter  
 Secretary ..... Gertrude G. Broderick  
 Assistant to the Chairman  
 In Charge of Service ..... W. D. Boutwell  
 Assistant to the Chairman  
 In Charge of Research ..... Leonard Power  
 Director of Information-Editor ..... J. Kenneth Jones

### COMMITTEE

John Elmer, WCBM, Baltimore; Willard Givens, National Education Association; Reverend George Johnson, Catholic University of America; Neville Miller, National Association of Broadcasters; A. D. Ring, Federal Communications Commission; John F. Royal, National Broadcasting Co.; Levering Tyson, Muhlenberg College; Frederic A. Willis, Columbia Broadcasting System; John W. Studebaker, United States Commissioner of Education.

### FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, 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.

## First Advertising Agency Group

524 Union Commerce Bldg., Cleveland, Ohio

### OFFICERS

President ..... Lee Donnelley  
 Vice-President ..... C. P. Clark  
 Secretary-Treasurer ..... Charlton Keen

### FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical standards of agency procedure and acting as branch offices in the interest of each member.

## Independent Radio Network Affiliates, Inc. (IRNA)

Chairman's Office: 200 Bankers Securities Bldg., Philadelphia, Pa.

### OFFICERS

Chairman ..... Samuel R. Rosenbaum  
 (WFIL, Philadelphia)  
 Vice-Chairman & Acting Treasurer ..... Paul W. Morency  
 (WTIC, Hartford)

### EXECUTIVE COMMITTEE

Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3rd, WAAB, Boston.

### DIRECTORS

Edgar L. Bill, WMBD, Peoria; H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; E. B. Craney, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee; Mark Ethridge, WHAS, Louisville; John A. Kennedy, WCHS, Charleston; I. R. Lounsbury, WGR, Buffalo; Paul W. Morency, WTIC, Hartford; Charles W. Myers, KOIN, Portland, Ore.; George W. Norton, Jr., WAVE, Louisville; Eugene P. O'Fallon, KFEL, Denver; Samuel R. Rosenbaum, WFIL, Philadelphia; John Shepard, 3rd, WAAB, Boston; L. B. Wilson, WCKY, Cincinnati.

## Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.  
 MEdallion 3-5661

### OFFICERS

President ..... L. C. F. Horle  
 Secretary ..... Harold P. Westman

## Institution of Electrical Engineers

Savoy Place, London W.C.2, England  
 Temple Bar 7676

### OFFICERS

President ..... Johnstone Wright  
 Secretary ..... W. K. Brasher

## Interdepartmental Radio Advisory Committee (IRAC)

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

### OFFICERS

Chairman ..... E. K. Jeff  
 Vice-Chairman ..... J. H. Dellinger  
 Secretary ..... Gerald C. Cross  
 Assistant Secretary ..... P. F. Silling

### MEMBERS

Department of Agriculture ..... E. W. Loveridge  
 Department of Commerce ..... Dr. John H. Dellinger  
 Civil Aeronautics Authority ..... W. E. Jackson  
 Federal Communications Commission ..... E. K. Jeff  
 Department of Interior ..... C. D. Monteith  
 Department of Justice ..... T. D. Quinn  
 Department of Labor ..... Albert Reitzel  
 Maritime Commission ..... D. S. Brierly  
 Department of Navy ..... Admiral S. C. Hooper  
 Post Office Department ..... C. P. Graddick  
 Department of State ..... Thomas Burke  
 Department of Treasury ..... Commander J. F. Farley  
 Department of War ..... Major General J. O. Mauborgne

### ALTERNATE MEMBERS

Department of Agriculture ..... Wallace L. Kadderly  
 Department of Commerce ..... Dr. H. G. Dorsey  
 Civil Aeronautics Authority ..... L. H. Simson  
 Federal Communications Commission ..... Gerald C. Cross  
 Department of Interior ..... John S. Cross  
 Department of Justice ..... none  
 Department of Labor ..... H. J. Walls  
 Maritime Commission ..... J. T. Welsh  
 Department of Navy ..... Commander John R. Redman  
 Post Office Department ..... none  
 Department of State ..... Francis C. de Wolf  
 Department of Treasury ..... Lieutenant D. E. McKay,  
 Lieutenant G. Van A. Graves  
 Department of War ..... Captain Wesley T. Guest

### FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government stations or classes of stations. Funds are con-

# ORGANIZATIONS

tributed from the budgets of the member agencies and records and minutes of meetings are on deposit with the FCC committeemen. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is more or less confidential.

## International Broadcasting Union

(Union Internationale de Radiodiffusion)

Palais Wilson, 52, rue des Paquis, Geneva Switzerland  
Telephone: 29.055

### OFFICERS

Secretary General.....A. R. Burrows  
Director of Technical Observation Station.....R. Braillard  
Assistant Director of Technical

Observation Station.....Prof. E. Divoire  
**TECHNICAL OBSERVATION STATION**

32, Avenue Lancaster, Uccle 3 Brussels, Belgium.  
Phone: 44.17.97.

### FUNCTIONS

The International Broadcasting Union has been founded to establish relations between the various European and non-European organizations operating broadcasting services, to centralize the study of all questions of general interest arising from the development of broadcasting, and to promote the interest of the latter in every domain. On the technical side, the Union acts as expert for the European administrations in all questions relating to the application of the European Broadcasting Convention, which determines the distribution of wavelengths among the different European broadcasting stations. Its Brussels office checks the frequencies of broadcasting stations daily. In connection with its work the Union publishes monthly bulletins for its members as well as other information in the form of booklets and books on the subject of broadcasting service.

## International Short Wave Club

923 Vine Street, East Liverpool, Ohio  
1685-R Main

### OFFICERS

President & Editor.....Arthur J. Green  
Board of Advisors.....Joseph B. Sessions  
Board of Advisors.....Jacob N. Kleimans  
Board of Advisors.....Charles H. Schroeder  
European Representative.....Arthur E. Bear

### BRANCH OFFICES

New York Chapter: Jacob N. Kleimans, Sec.; London (England) Chapter: Arthur E. Bear, Sec.; Manchester (England) Chapter: Officers to be elected monthly; Brighton (England) Chapter: John Bennett, Sec.; Guernsey (England) Chapter: F. S. LaPavoux, Sec. (Note: The English Chapters have temporarily suspended operations.)

### FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

## The Lambs

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

### OFFICERS

Shepherd.....Fred Waring  
Boy.....Raymond Peck  
Corresponding Secretary.....Jack Whiting  
Recording Secretary.....Bobby Clark  
Treasurer.....J. C. Cuppia  
Librarian.....Harold G. Hoffman

### MEMBERS OF THE COUNCIL

Arthur Hurley, Kenneth Webb, J. W. Powell, Martin Gillen, James E. Meighan, Earl Benham, John Hayden, Edward C. Lilley, John McManus, Percy Moore, Edwin Burke, Dr. M. Sayle Taylor, M. D. Stauffer, William P. Adams.

LIFE DIRECTORS: R. H. Burnside, A. O. Brown, Frank Crummit, William Gaxton.

## Market Research Council

444 Madison Ave., New York.  
ELdorado 5-6400

### OFFICERS

President.....Arthur Hirose  
(McCall Corp.)  
Vice President.....Arno H. Johnson  
(J. Walter Thompson Co.)  
Secretary-Treasurer.....Will S. Johnson  
(Vick Chemical Co.)

### EXECUTIVE COMMITTEE

Arthur Hirose, Arno H. Johnson, Will S. Johnson, D. E. Robinson (McCall Corp.), L. D. Weld (McCann-Erickson, Inc.).

## The Masquers

1765 N. Sycamore Ave., Hollywood, Calif.  
HOLLYWOOD 2164

### OFFICERS

Harlequin.....William B. Davidson  
Pierrot.....Jean Hersholt  
Ponchinello.....Stanley Taylor  
Croesus.....Howard B. Henshey  
Pantaloon.....Lloyd Corrigan  
Reader.....Frank Campeau

### JESTERATE

Charles Chase, Berton Churchill, Benjamin W. Shipman, Jed Prouty, Ernest Hilliard, Frank M. Flynn, Robert Armstrong, David H. Thompson, Ned A. Sparks, Raymond Walburn, Syd Saylor, William H. Dunn, Dell Henderson, James W. Horne, Charles Vanda.

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.  
Circle 6-3084

### OFFICERS

Chairman of the Board.....Walter G. Douglas  
President.....E. H. Morris  
Vice-President.....Lester Santly  
Treasurer.....J. J. Bregman  
Secretary.....Jack Mills  
General Manager.....Harry Fox

## National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.  
MURray Hill 2-3420

### OFFICERS

President.....Dr. Robert A. Millikan  
Vice-President.....Dr. Livingston Farrand  
Vice-President.....Miss Meta Glass  
Vice-President.....Dr. Robert M. Hutchins  
Vice-President.....Dr. Robert G. Sproul  
Vice-President.....Dr. Walter Dill Scott  
Chairman of the Board.....Dr. Harry W. Chase  
Vice-Chairman of the Board.....Dean James E. Russell  
Treasurer.....Col. William J. Donovan  
Secretary.....Dr. Levering Tyson

### FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

## National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,  
Washington, D. C.  
National 2080

### OFFICERS

President.....Neville Miller  
Secretary-Treasurer.....Edwin M. Spence  
General Counsel.....Russell P. Place  
Special Copyright Counsel.....Andrew W. Bennett  
Director of Public Relations.....Edward M. Kirby

# ORGANIZATIONS

Director of Labor Relations . . . . . Joseph L. Miller  
 Director of Research . . . . . Paul F. Peter  
 Director of Engineering . . . . . Lynne C. Smeby  
 Auditor . . . . . Everett E. Revercomb

## BOARD OF DIRECTORS

- District  
 1—Paul Morency, WTIC, Hartford, Conn.  
 2—Harry C. Wilder, WSYR, Syracuse, N. Y.  
 3—Clifford M. Chafey, WEEU, Reading, Pa.  
 4—John A. Kennedy, WBLK, Clarksburg, W. Va.  
     Frank M. Russell, WRC, Washington, D. C. (director-at-large)  
     John Elmer, WCBM, Baltimore, Md. (director-at-large)  
     Don S. Elias, WWNC, ASHEVILLE, N. C.  
 5—W. Walter Tison, WFLA, Tampa, Fla.  
     Lambdin Kay, WSB, Atlanta, Ga. (director-at-large)  
 6—Edwin W. Craig, WSM, Nashville, Tenn.  
 7—J. H. Ryan, WSPD, Toledo, Ohio  
     George Norton, Jr. (director-at-large)  
 8—John E. Fetzer, WKZO, Kalamazoo, Mich.  
 9—William E. West, WTMV, East St. Louis, Ill.  
 10—John J. Gillin, Jr., WOW, Omaha, Nebr.  
 11—Earl H. Gammons, WCCO, Minneapolis, Minn.  
 12—Herbert Hollister, KANS, Wichita, Kans.  
 13—O. L. Taylor, KGNC, Amarillo, Tex.  
     Harold Hough, WBAP, Fort Worth, Tex. (director-at-large)  
     Elliott Roosevelt, Hearst Radio, Inc. (director-at-large)  
 14—Eugene P. O'Fallon, KFEL, Denver, Colo.  
 15—Howard Lane, KFBK, Sacramento, Calif.  
 16—Donald W. Thornburg, KNX, Los Angeles, Calif.  
 17—C. W. Myers, KOIN, Portland, Ore.  
     Harry R. Spence, KXRO, Aberdeen, Wash. (director-at-large)

## EXECUTIVE COMMITTEE

Neville Miller, Paul W. Morency, Harry C. Wilder, John A. Kennedy, Edwin W. Craig, Herbert Hollister, John Elmer.

## National Association of Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

### OFFICERS

- President . . . . . Harold G. Ingham (KFKU, Lawrence, Kans.)  
 Vice-President . . . . . M. Reid White (KWSC, Pullman, Wash.)  
 Treasurer . . . . . W. I. Griffith (WOI, Ames, Iowa)  
 Executive Secretary . . . . . Frank Schooley (WILL, Urbana, Illinois)

### FUNCTIONS

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

## National Association of Performing Artists

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

### OFFICERS

- President . . . . . James J. Walker  
 First Vice-President . . . . . Fred Waring  
 Vice-President . . . . . Meyer Davis  
 Vice-President . . . . . Paul Whiteman  
 Vice-President . . . . . Al Jolson  
 Secretary . . . . . Frank Crumit  
 Treasurer . . . . . Don Voorhees  
 General Counsel . . . . . Maurice J. Speiser

### BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James,

Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Josef Pasternack, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

### FUNCTIONS

The object of the Association is to protect the recordings of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

## National Association of Regional Broadcast Stations

Munsey Bldg., Washington, D. C.  
 Metropolitan 0023

### OFFICERS

- President . . . . . John Shepard 3rd (The Yankee Network, Boston)  
 Secretary-Treasurer . . . . . Grace C. Inge's

### DIRECTORS

Campbell Arnoux, WTAR, Norfolk, Va.; Edgar L. Bill, WMBD, Peoria, Ill.; Edward Crane, KGIR, Butte, Mont.; Edgar H. Twamley, WBEN, Buffalo, N. Y.; Hoyt Wooten, WREC, Memphis, Tenn.; Lewis A. Jen Weiss, Don Lee Broadcasting System, Los Angeles, Calif.

### FUNCTIONS

The objects of this association are to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership.

## National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.  
 CALdonia 5-6965

### OFFICERS

- Chairman . . . . . Arthur C. Crane (Pres., University of Wyoming)  
 Vice-Chairman . . . . . H. J. Umberger (Dir., Division of Extension, Kansas State College)  
 Secretary . . . . . S. Howard Evans

### FUNCTIONS

Acts as spokesman in radio matters for organized education. Publishes a bulletin titled "Education By Radio." Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

## National Independent Broadcasters, Inc. (NIB)

President's Office: 630 Fifth Ave., New York, N. Y.

### OFFICERS

- President . . . . . Harold A. Lafount  
 Vice-President . . . . . Edward A. Allen  
 Secretary-Treasurer . . . . . Lloyd C. Thomas

### DIRECTORS

- District  
 1—Stanley N. Schultz, WLAW, Lawrence, Mass.  
 2—Harold A. Lafount, WOV, New York, N. Y.  
 3—Frank R. Smith, Jr., WWSW, Pittsburgh, Pa.  
 4—Edward A. Allen, WLVA, Lynchburg, Va.  
 5—Maurice C. Coleman, WATL, Atlanta, Ga.  
 6—Jack M. Draughon, WSIX, Nashville, Tenn.  
 7—Steve A. Cislser, WGRG, 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

# ORGANIZATIONS

- 14—Frank Hurt, KFXD, Nampa, Idaho
- 15—Arthur Westlund, KRE, Berkeley, Calif.
- 16—Calvin J. Smith, KFAC, Los Angeles, Calif.
- 17—T. W. Symons, Jr., KXL, Portland, Ore.

### FUNCTIONS

This association was organized by independent and local broadcasting stations to meet the need of special representation for such stations in handling the problems and activities peculiar to them as a group.

## National Industrial Advertisers Association, Inc.

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

### OFFICERS

- President ..... Charles McDonough  
(Combustion Engineering Co.)
- Vice-President ..... Richard P. Dodds  
(Truscon Steel Co.)
- Vice-President ..... E. J. Goes  
(Koehring Co.)
- Vice-President ..... Herbert V. Mercready  
(Magnus Chemical Co.)
- Vice-President ..... Terry Mitchell  
(Frick Co.)
- Vice-President ..... William D. Murphy  
(Sloan Valve Co.)
- Vice-President ..... H. S. Van Scoyoc  
(Canada Cement Co.)
- Secretary-Treasurer ..... R. Louis Towne  
(Surface Combustion Corp.)
- Past President ..... Stanley A. Knisely  
(Associated Business Papers, Inc.)
- Headquarters Secretary ..... M. R. Webster

### DIRECTORS

A. R. Keene, Pneumatic Scale Corp.; Fred C. Noyes, Horton-Noyes Co.; H. H. Simmons, Crane Co.; Harry Neal Baum, Fairbanks, Morse & Co.; W. D. Shannon, Allis-Chalmers Mfg. Co.; Herman L. Klein, Cincinnati Milling Machine Co.; Paul, Teas, Paul Teas, Inc.; J. L. Bletz, Thew Shovel Co.; H. G. Doering, Truscon Laboratories; Lloyd H. Vivian, Ditzler Co.; James G. Kuester, Read Machinery Co.; Frank W. Pensinger, Landis Tool Co.; M. W. Dalls, E. C. Atkins & Co.; M. R. Kliffen, The McCarty Co.; Richard F. O'Mara, Western Precipitations Corp.; E. J. Goes, Koehring Co.; P. C. Ritchie, Waukesha Motor Co.; H. S. Van Scoyoc, Canada Cement Co.; F. A. McLean, Canadian Ingersoll-Rand Co.; Kenneth W. Bailey, Primary Battery Division of Thomas A. Edison, Inc.; Richard S. Hayes, The Okonite Co.; Edward A. Phoenix, Johns-Manville Corp.; Robert J. Barbour, The Bakelite Corp.; R. E. Loveking, R. E. Loveking Corp.; Douglas C. Miner, E. F. Houghton & Co.; D. Clinton Grove, Blaw-Knox Co.; David A. Wolff, Edwin L. Wiegand Co.; R. T. Reinhardt, California Corrugated Culvert Co.; E. L. Mathy, Victor Equipment Co.; Carl B. Dietrich, Wagner Electric Corp.; Clifford F. Boyer, Kwick-Kut Mfg. Co.; Carl U. Fauster, United States Advertising Corp.; Allen P. Colby, The National Supply Co.; W. H. Evans, Minneapolis-Honeywell Regulator Co.; T. S. Glover, Russell T. Kelley, Ltd.; George Lonergan, The Bristol Co.; E. V. Creagh, American Chain & Cable Co.; A. J. Brady, The Timken Roller Bearing Co.; C. C. Davenport, Union Steel Products Co.

### FUNCTIONS

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

## National Research Council of Japan

Imperial Academy House, Ueno Park, Tokyo, Japan  
Phone: Shitaya No. 43

### OFFICERS

- President ..... A. Tanakadata
- Vice-President ..... H. Nagaoka
- Secretary ..... H. Honda

## National Variety Artists, Inc.

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

### OFFICERS

- President ..... Louis Handin
- First Vice-President ..... Billy Blason
- Second Vice-President ..... Leon E. Bendon
- Treasurer ..... William Marbie

### DIRECTORS

Al Edwards, Harry Brooks, Nick Elliott, Wilbur Held, Charles Johnson, Charles H. Preston, Lester Rose, Joe Verdi.

## Nebraska Broadcasters Association

Secretary's Office: c/o WJAG, Norfolk, Nebr.  
Phone: 432

### OFFICERS

- President ..... Randall Ryan  
(KMMJ, Grand Island)
- Vice-President ..... W. I. LeBarron  
(KGNF, North Platte)
- Secretary-Treasurer ..... Art Thomas  
(WJAG, Norfolk)

### DIRECTORS

John Gillin, Jr., WOW, Omaha; L. L. Hiliard, KGKY, Scottsbluff.

### MEMBER STATIONS

KFAB, Lincoln; KFOR, Lincoln; KCFW, Kearney; KGKY, Scottsbluff; KGNF, North Platte; KMMJ, Clay Center; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

## North Carolina Association of Broadcasters

President's Office: c/o WPTF, Raleigh, N. C.

### OFFICERS

- President ..... Richard H. Mason  
(WPTF, Raleigh)
- Vice-President ..... George Walker  
(WAIR, Winston-Salem)
- Secretary ..... Fred Fletcher  
(WRAL, Raleigh)
- Treasurer ..... Earl Gluck  
(WSOC, Charlotte)

### FUNCTIONS

This association coordinates the activities of all member stations in connection with problems in which they have a mutual interest.

## Pacific Advertising Clubs Association

1629 Telegraph Ave., Oakland, Calif.  
TWinoaks 2778

### OFFICERS

- President ..... Norton W. McGee  
(J. Walter Thompson Co.)
- Senior Vice-President ..... Douglas G. McPhee  
(Safeway Stores, Inc.)
- Secretary-Treasurer ..... W. J. Borrie  
(Pemberton & Son)
- Acting Executive Secretary ..... Lela M. Huey  
(Advertising Mail)
- V-P District 1 ..... Earl C. Green  
(Advertising Novelties)
- V-P District 2 ..... A. A. Campbell  
(Salt Lake City Tribune-Telegram)
- V-P District 3 ..... E. E. Thomas  
(Salem Statesman)
- V-P District 4 ..... Jack Leatherman  
(Blake, Moffitt & Towne)
- V-P District 5 ..... Frank McKellar  
(Los Angeles Downtown Shopping News)
- Vice-President-At-Large ..... Hazel Evans  
(Anderson Printing Co.)
- Director ..... Harold R. Deal  
(Tidewater Associated Oil Co.)
- Chairman Junior Division ..... George A. Hampe, Jr.  
(Dictophone Co.)

### FUNCTIONS

This Association is composed of advertising and sales clubs in the states of California, Washington, Oregon, Utah, Nevada, Arizona and Idaho and Vancouver, B. C. Convention is held annually.

# • • • ORGANIZATIONS • • •

## Pennsylvania Broadcasters Association

P. O. Box 11, Harrisburg, Pa.

### OFFICERS

President ..... Clair R. McCollough  
 (WGAL, Lancaster)  
 Vice-President ..... Clifford Chafey  
 (WEEU, Reading)  
 Secretary ..... C. G. Moss  
 (WKBO, Harrisburg)  
 Treasurer ..... Dr. Leon Levy  
 (WCAU, Philadelphia)

### DIRECTORS

H. Kenneth Brennen, WJAS, Pittsburgh; George E. Joy, WRAC, Williamsport; Arthur Simon, WPEN, Philadelphia.

### FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

## The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W., Washington, D. C.

### OFFICERS

President ..... George H. Miller  
 (The Musterole Co.)  
 Honorary Vice-President ..... Dr. V. Mott Pierce  
 First Vice-President ..... Charles S. Beardsley  
 (Miles Laboratories, Inc.)  
 Second Vice-President ..... Robert L. Lund  
 (Lambert Pharmacal Co.)  
 Third Vice-President ..... Alvin G. Brush  
 (American Home Products Corp.)  
 Secretary-Treasurer ..... Charles P. Tyrrell  
 (Syracuse Medicine Co.)  
 Executive Vice-President ..... Dr. F. J. Cullen  
 Counsel ..... Rogers, Ramsay & Hoge

### FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field.

## Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1611-12, 265 W. 14th St., New York, N. Y. Watkins 9-6709

### OFFICERS

President ..... Louis J. Kleinklaus  
 Vice-President ..... Bernard J. Fuld  
 Business Manager ..... Morris Werner

### FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

## The Radio Club of America, Inc.

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

### OFFICERS

President ..... Paul F. Godley  
 Vice-President ..... J. K. Henney  
 Corresponding Secretary ..... J. L. Callahan  
 Recording Secretary ..... C. E. Dean  
 Treasurer ..... Joseph Stantley

### FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

## Radio Correspondents' Association

United States Capitol, Washington, D. C.  
 National 3120, Extension 1410

### OFFICERS

President ..... Fulton Lewis, Jr.  
 Vice-President ..... Albert L. Warner  
 Secretary ..... William McAndrew  
 Treasurer ..... Frederick Morrison

### FUNCTIONS

This is an organization of radio news reporters and correspondents in the National Capitol, gathering daily news for dissemination through the medium of radio. It controls the membership of the Senate and House radio galleries and is vested with complete responsibility for any radio representatives who attend news conferences at the White House or government departments.

## Radio Manufacturers Association

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

### OFFICERS

President ..... A. S. Wells  
 (Wells-Gardner & Co.)  
 Executive Vice-President-General Manager ..... Bond Geddes  
 Vice-President ..... James S. Knowlson  
 (Stewart-Warner Corp.)  
 Vice-President ..... B. G. Erskine  
 (Hygrade Sylvania Corp.)  
 Vice-President ..... H. E. Osmun  
 (Centralab)  
 Vice-President ..... J. McWilliams Stone  
 (Operadio Manufacturing Co.)  
 Treasurer ..... Leslie Muter  
 (The Muter Co.)  
 General Counsel ..... John W. Van Allen  
 (Buffalo, N. Y.)

### DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Powell Crosley, Jr., The Crosley Radio Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kahn, Standard Transformer Corp.; James S. Knowlson, Stewart-Warner Corp.; Philip C. Lenz, Lenz Electric Manufacturing Co.; E. F. McDonald, Jr.; Zenith Radio Corp.; Ernest Searing, International Resistance Co.; H. E. Osmun, Centralab; J. McWilliams Stone, Operadio Manufacturing Co.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David Sarhoff, RCA Manufacturing Co.; David T. Schultz, Rayethon Production Corp.; James T. Buckley, Philadelphia Storage Battery Co.; Harry G. Sparks, The Sparks-Withington Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; George A. Scoville, Stromberg-Carlson Tel. Mfg. Co.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klug.

### FUNCTIONS

RMA, non-profit and cooperative, was organized in 1924 to promote all interests of the radio industry.

# ORGANIZATIONS

The organization is divided as to interests into four groups: (1) the Set; (2) Tube; (3) Parts, Cabinet, and Accessory; (4) Amplifier and Sound Equipment

RMA promotes sales, both domestic and export; opposes legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

## Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada  
 Adelaide 1531

### OFFICERS

President.....A. L. Brown  
 (Northern Electric Co.)  
 Vice-President.....G. A. Holmes  
 (Spartan of Canada, Ltd.)  
 Executive Secretary.....K. H. Smith  
 Chairman of Engineering Committee.....Allan B. Oxley  
 (RCA-Victor Company)

### FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry.

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

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

### OFFICERS

National President.....Kenneth Webb  
 Vice-President.....Knowles Entrikin  
 Vice-President.....Courtney Savage  
 Vice-President.....Forrest Barnes  
 Secretary.....Lillian Lauferty  
 Executive Secretary.....Luise Silcox  
 Assistant Secretary.....Margaret Scheuerman

### FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

## Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.  
 Bryant 9-3223

### OFFICERS

President.....Paul Heinecke

### FUNCTIONS

Licensing use of copyrighted music.

## Society of Jewish Composers, Publishers and Song Writers

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

### OFFICERS

President.....Sholom Secunda  
 Vice-President.....Rev. Pinchus Jassinowsky  
 Treasurer.....Alexander Olshanetsky  
 Secretary.....Henry Lefkowitz

### FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

## Society of Motion Picture Engineers

Hotel Pennsylvania, New York, N. Y.  
 Pennsylvania 6-0620

### OFFICERS

President.....E. A. Williford  
 Past President.....S. K. Wolf  
 Executive Vice-President.....N. Levinson

Engineering Vice-President.....Don Hyndman  
 Editorial Vice-President.....J. I. Crabtree  
 Financial Vice-President.....A. S. Dickinson  
 Convention Vice-President.....W. C. Kunzmann  
 Secretary.....J. Frank, Jr.  
 Treasurer.....R. O. Strock

### GOVERNORS

M. C. Batsel, H. Griffin, A. C. Hardy, A. N. Goldsmith, H. G. Tasker.

### BRANCH OFFICE

226 Equitable Bldg., Los Angeles, Calif.  
 Executive In Charge.....Walter R. Greene

### FUNCTIONS

In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

## Television Engineers' Institute of America

763 Gower St., Hollywood, Calif.  
 Gladstone 3558

### OFFICERS

President.....George H. Seward  
 Secretary pro-tem.....Arthur A. Stern

### FUNCTIONS

The objects of this Institute are the advancement of the theory and practice of television engineering and its allied arts and sciences, including facsimile and other branches of electronics; experimentation and research; the transmission, projection and reception of television images; the transmission and reception of aural television frequencies; the standardization of equipment, mechanisms and the practices employed therein; the maintenance of a high professional standing among its members. Among the means to this end the association holds meetings for the reading and discussion of papers, and the publication and dissemination of knowledge by publication and such other methods as are helpful in the fulfillment of its objectives.

## University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois  
 Central 2015

### OFFICERS

Director.....Allen Miller

### FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of two universities in Chicago area; Northwestern University and DePaul University; Field Museum of Natural History and the Art Institute of Chicago; Chicago radio stations; and three major networks cooperating.

## Woman's National Radio Committee

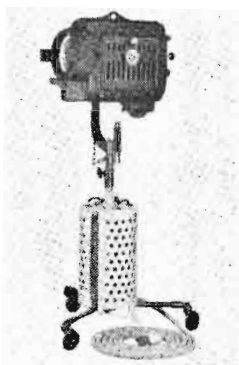
113 West 57th St., New York, N. Y.  
 Circle 7-4110

### OFFICERS

Chairman.....Mme. Yolanda Mero-Irion  
 Vice-Chairman.....Mrs. Marion M. Miller  
 Second Vice-Chairman.....Miss Edith Lowry  
 Secretary.....Miss Helen Havener  
 Treasurer.....Mrs. D. Leigh Colvin  
 Executive Secretary.....Miss Ruth Rich  
 Chairman, Publications Committee.....Mrs. M. D. Jackson  
 Members-at-Large.....Mrs. Benjamin Graham,  
 Mrs. E. C. Lewis, Mrs. Samuel Kubie, Mrs. Sidonie  
 Gluenberg

### FUNCTIONS

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.



Hi. Int. Arc Spot Lamp M.R. Type 65

C. ROSS  
to  
solve your

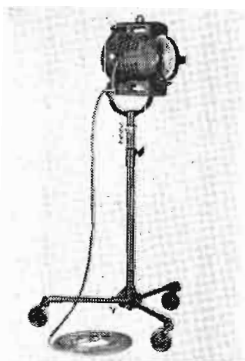
## Television Lighting Problems



We carry the most complete line  
of MOLE-RICHARDSON CO.  
incandescent and high intensity  
arc lamps in the East.

**CHARLES ROSS, INC.**

244-250 West 49th Street  
New York City



1000 Watt Solarspot Lamp M.R. Type 208





# THE TECHNICAL SIDE



1939 ————— 1940

# TECHNICAL PROGRESS IN RADIO DURING 1939

By ALVIN VON AUW  
Western Electric Company

Overlong has the emphasis in reference to radio's development been on its youthfulness. As in the case of every invention of comparable importance in man's daily life, radio has inevitably reached the point where its technical progress can no longer be measured in leaps and bounds and has entered a period of maturity in which its chief concern is the consolidation of past accomplishments and the refinement of already existing developments.

## 1939

With the notable exceptions of frequency modulation, television and facsimile, it can be fairly said that the year 1939 saw no world-shaking innovations in broadcasting, but did see extremely important progress in design. Progress in studio and transmitter construction, the conservation of power previously wasted in medium power transmitters, the design of microphones for more efficient pick-up and of more efficient control devices for directive broadcasting have within the past year reached the stage where by the accurate prediction and control of results, they have become important factors in a marked advance in service to the listener. In this regard the ever-increasing emphasis by radio technical journals on devices for measuring the output of already existing equipment, rather than on startling new developments, is indicative of this advance of broadcasting technique from the hazy realm of surmise to the kingdom of exact knowledge.

It is well-nigh impossible to touch in due proportion upon all the elements in the advancing front of broadcasting during the past year. In so short a space the best we can do is to pick out certain developments that seem particularly notable or which seem to be typical of progress made during 1939.

With seafaring men the phrase is "from stem to stern"; with broadcasters it's "from microphone to antenna." Having developed microphones to the point

of extreme sensitivity and antennas to the point of reaching the greatest possible area with a given amount of power, broadcasting research has concerned itself during the past year with the focusing of the microphone to pick up only acoustically relevant sounds and of antennas in order to reach most effectively areas with the greatest density of population at the expense of uninhabited or sparsely peopled land, sea or swamp. Neither directional microphones nor directional antennas are new with 1939. However, an intensive study of acoustical effects and angles of sound reflection by Bell Telephone Laboratories resulted in the introduction in 1939 of Western Electric's now famous cardioid microphone, the directional characteristics of which reduce the old necessity of separating the aural wheat from the chaff by elaborate and expensive acoustic treatment to minimize irrelevant studio sounds.

## Focusing

In actual practice directional broadcasting is at least a half-decade old, but 1939 saw three different elements contributing to its adoption by alert broadcasters faced with the problem of an unequal distribution of listeners in the area served by their transmitters. In the first place, the value of focusing on the most productive area has been amply demonstrated from the commercial point of view by stations which already employ it, WOR, and WOL for instance. Secondly, the FCC has endorsed directional broadcasting because it cuts down on interference between neighbors in the broadcast band. Thirdly, 1939 saw the introduction of a newly perfected "antenna control" (line branching network) which provides means for conveniently and accurately adjusting the directional array so that transmitter energy may be distributed over the surrounding area in a pattern consistent with the needs of the listeners. Further a new "phase monitor" gives the engineer a direct indication of the phase and amplitude relations of the currents in the individual radiators in a directive array, thus expediting the original adjustment of the array, permitting frequent and convenient checks on the maintenance of the adjustment and eliminating the necessity for elaborate and expensive field-strength

surveys. Thus has another broadcast device of fairly recent development finally come within the sphere of exact measurement and control.

### **Transmitters**

The past year saw incorporated in transmitters of medium power many research features which had previously found their place only in high-powered equipment. The new features of Western Electric's recently announced 1 KW illustrate in this and many other respects the progress in transmitter design made in 1939. The new 1 KW possesses such features as the famous Doherty High Efficiency Circuit (which came out of Bell Telephone Laboratories a few years ago) to cut down appreciably the power required for operation, giving to this single unit transmitter the efficiency features of a 50 KW; stabilized feedback, enabling the 1 KW to preserve in the final radio signal all the clarity of the original audio; grid bias modulation and its attendant circuit simplicity and power economy.

But among the most outstanding of 1939's advances are the design features of the new 1 KW. Completely over and beyond the fact that one of the most distinguished of modern industrial designers was called in to make the cabinet with its smart blue and gray finish and satin chrome trim worthy of front-office presentation, Bell Laboratories engineers placed the greatest emphasis on convenience and ease of operation, quick accessibility of all parts with the highest degree of safety for personnel. All the electrical equipment is mounted on one central structure and the whole apparatus is made as fool-proof as possible, the exterior being electrically dead and all dangerous interior voltages automatically grounded when the doors are opened. To insure unerring operation all operating switches are divided by shape into three groups according to function.

Air-cooling of transmitter tubes, introduced a couple of years ago, advanced materially in 1939 as Bell Labs engineers undertook an intensive study of aerodynamics and thermal engineering to produce the tube used in Western Electric's new air-cooled 5 KW transmitter. The new tube marks the successful culmination of long research.

### **Television**

To announce to radio engineers that television has made giant strides forward during 1939 would be as anticlimactic as hurling a ball into a blanket. 1939 was, after all, television's year. First and foremost, RCA-NBC began regular transmission from the Empire

State Building on April 30 and since that time a regular, though small, viewing audience has been built up. It would be impossible to review the technical progress of television within the bounds of the past year, because television today is at the same stage of youthful exuberance that radio was some 15 years ago. Today the FCC is besieged with requests for transmitter building permits, for permits to sell time. Television images have been sent successfully from New York to Philadelphia over the Bell System coaxial cable and remote pick-ups over telephone wires. General Electric has announced that preparations are being made to re-transmit RCA's programs from up-state New York, perhaps laying the basis for a future network. CBS readies for regular transmission. Applicants crowd the patent office with their ideas. Suffice it to say that it was television's year!

But in the field of broadcast radio, wherever chief engineers are gathered together, the topic of conversation inevitably turns to frequency modulation, so-called "static-free" radio.

### **Static-Free Radio**

Major Armstrong at Alpine, N. J., chief proponent of f-m, the Yankee Network and Station WQXR have all been operating on experimental licenses during the year. Spring promises to show 13 f-m stations in regular operation. Amateurs compare notes and build their own f-m receivers, while proponents of traditional amplitude modulation claim that f-m has no monopoly on freedom from static, point out the disadvantages of f-m's quasi-optical horizon and that its acceptance would involve the scrapping of two billion dollars' worth of equipment. F-m's counter with the argument that a large number of transmitters, spaced 300 miles apart, can operate on the same frequency without any interference whatever.

Should f-m finally gain universal acceptance, radio research would not be completely revolutionized and have to start from scratch, for whether frequency or amplitude modulation rules the airwaves of the future, the refinements which traditional broadcasting research has developed will find their place. For the present suffice it to say that by the law of diminishing returns each innovation which comes out of the laboratories at this stage of the game implies that future research will be in terms of refinements rather than radical advances. Thus radio research will steadily reduce the distance to the goal line of perfection that is the ultimate and, fortunately for the questing human spirit, unattainable object of science.

# 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.

# Radio Manufacturers Ass'n

*Officers and Executive Personnel—1939-40*

**Headquarters: 1317 F. St., N.W., Washington, D. C.**

## President

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J. McWilliams Stone Operadio Manufacturing Company St. Charles Illinois.

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### Term Expiring 1942

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### 1939-1940

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## RMA SPECIAL COMMITTEES

1939-1940

### Commercial Television Committee

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### Convention Committee

P. V. Galvin, Chairman, Galvin Manufacturing Corporation

### Co-operative Promotion Committee

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### Engineering Allocations Committee

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### Fair Trade Practice Committee

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### FCC Liaison Committee

E. F. McDonald, Jr., Chairman, Zenith Radio Corporation

### Radio Excise Tax Committee

A. H. Gardner, Chairman, Colonial Radio Corporation

### Receiving Set Statistics Committee

H. C. Bonfig, Chairman, RCA Manufacturing Company, Inc.

### Tube Stabilization Committee

(To be selected)

### Walsh-Healey Minimum Wage Committee

Octave Blake, Chairman, Cornell-Dublier Electric Corporation

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## RMA Constitution

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### Preamble

#### ARTICLE I

##### Name

The name of this Association shall be the Radio Manufacturers Association.

#### ARTICLE II

##### Membership

The membership of this Association shall consist of all persons, firms and corporations of the United States, eligible therefor and duly admitted, pursuant to the By-Laws now existing or hereafter adopted.

#### ARTICLE III

##### Objects

The objects of the Association shall be:

To promote an enlarged acquaintance and a more friendly intercourse among its members, and in all reasonable, lawful and proper ways to promote the best interest of the radio industry;

To foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry;

To reform abuses relative thereto, and

to secure freedom of its members from unjust or unlawful exactions;

To diffuse accurate and reliable information as to the standing of merchants and others dealing with members; as to all inventions, patents, processes or devices designed or intended for use in, upon, or in connection with radio products and the manufacture thereof; as to the state of the art relative thereto; and as to the condition and development of the trade in which the members are engaged, in the United States and foreign countries;

To procure uniformity and certainty in the customs and usages of such trade; to settle differences between members, and to provide for the arbitration of such differences;

To acquire by grant, gift, purchase, device or bequest; to hold and to dispose of such property as the purposes of the Association shall require, including inventions, letters patent, and processes, or rights thereunder, for the benefit of its members and not for pecuniary profit, subject to such limitations as may be prescribed by law.

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## MEMBERSHIP

### Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.

Products—Capacitors—dry and wet Electrolytics for radio and industrial purposes; Auto Radio Condensers; Paper, Wax, and Oil Impregnated Units for industrial and radio uses; Standard Mica Condensers and Silver Plate Mica Condensers of Close Tolerances; Exact Duplicate Replacement Capacitors for radio

and refrigeration; Transmitting Capacitors; Resistors—Insulated Molded and Lacquer Coated Carbon Resistors, Fixed and Adjustable Vitreous Enamel Resistors; Interference Filters; Noise Analyzer; Condenser Bridge for testing Power Factor, Resistance and Capacity.

### Allen-Bradley Company

1326 South Second St., Milwaukee.

Products—Bradleyometers, Bradley-units, Bradleystats, Radioleaks.

- The American Steel Package Company**  
Squire Ave., Defiance, Ohio.  
Products—Variable Gang Condensers.
- Amperite Corporation**  
561 Broadway, New York, N. Y.  
Products—Amperite Ballast Tubes, Velocity Microphones, Musical Instrument Kontak Microphones, Microphone Stands, and Microphone Transformers.
- Arcturus Radio Tube Company**  
720 Frelinghuysen Ave., Newark, N. J.  
Products—Radio Tubes.
- Automatic Radio Mfg. Co., Inc.**  
122 Brookline Ave., Boston, Mass.  
Products—Radio Sets—Console, Table, Midget, Battery, Portable, and Automobile.
- The Bead Chain Manufacturing Company**  
110 Mountain Grove St., Bridgeport, Conn.  
Products—Radio Tube Contact Pins.
- Belmont Radio Corporation**  
1257 Fullerton Ave., Chicago, Ill.  
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets—Consoles.
- Bentley, Harris Mfg. Company**  
Hector and Lime Sts., Conshohocken, Pa.  
Products—Varnished Tubing and Sleeving.
- Birnbach Radio Co., Inc.**  
145 Hudson St., New York, N. Y.  
Products—Aerial Wire, Hook-up Wire, Lead-in Wire, Aerial Accessories, Stand-off Insulators, Aerial Kits, Double Antenna Systems, Automotive Radio Accessories, Short-Wave Parts, Rubber-covered Colored Wire, Transmitting Parts, and Colored Top Transmitting Parts.
- Bliley Electric Company**  
Union Station Bldg., Erie, Pa.  
Products—Quartz Crystals, Holders, Ovens, and associated equipment.
- William Brand & Co.**  
276 Fourth Ave., New York, N. Y.  
Products—Varnished Tubing, Saturated Sleeving, Mica Condenser Films and Fabricated Parts, Mica Plate in Sheets and punched to dimensions, Varnished Cambric and Paper in rolls, tape, etc., Sheet and Fabricated Bakelite, Fibre, etc.
- Walter C. Braun, Inc.**  
601 W. Randolph St., Chicago, Ill.  
Products—Amplifiers.
- C. F. Cannon Co.**  
Main St., Springwater, N. Y.  
Products—Radio Headsets.
- Centralab**  
(Division of Globe-Union Inc.)  
900 East Keefe Ave., Milwaukee, Wis.  
Products—Variable Resistors, Volume and Tone Controls, Fixed Resistors, Ceramic Capacitors, and Switches.
- Champion Radio Works**  
88 Holten St., Danvers, Mass.  
Products—Radio Tubes, Resistance Tubes.
- Chicago Telephone Supply Co.**  
1142-1228 W. Beardsley Ave., Elkhart, Ind.  
Products—Volume Controls, Tone Controls, Switches, Fixed Resistances, Head Phones, etc.
- Chicago Transformer Corporation**  
3501 Addison St., Chicago, Ill.  
Products—Small Transformers and Reactors.
- Cinaudagraph Corporation**  
2 Selleck St., Stamford, Conn.  
Products—Loud Speakers.
- Cinch Manufacturing Corporation**  
2335 W. Van Buren St., Chicago, Ill.  
Products—Tube Sockets, Soldering Lugs, Terminal Strips, Binding Posts, Connector Plugs.
- Clarostat Mfg. Co., Inc.**  
285 North Sixth St., Brooklyn, N. Y.  
Products—Fixed Resistors, Variable Resistors, Wire and Carbon.
- Colonial Radio Corporation**  
254 Rano St., Buffalo, N. Y.  
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile.
- Continental Carbon Inc.**  
13900 Lorain Ave., Cleveland, Ohio.  
Products—Resistors, both Carbon and Wire Wound; Suppressors, Carbon Granules for Transmitters, Paper Dielectric Condensers, Filternoys to eliminate radio interference.
- Continental Radio & Television Corp.**  
3800 Cortland St., Chicago, Ill.  
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, and Automobile.
- Cornell-Dubilier Electric Corporation**  
1000 Hamilton Blvd., South Plainfield, New Jersey.  
Products—Capacitors.
- Corning Glass Works**  
Corning, New York.  
Products—Bulbs, Tubing, Insulators.
- Cornish Wire Co., Inc.**  
30 Church St., New York, N. Y.  
Products—Radio Hook-up Wires, Antenna Accessories, Antenna Kits, Shielded Auto Radio Wires, P-A Wires, Electric Cords.
- Crescent Tool & Die Company**  
4140 W. Belmont Ave., Chicago, Ill.  
Products—"Crescent" Speakers, Tools and Dies, Miscellaneous Metal and Fibre Stampings, Transformer Channel Frames, Sub Panels, Chassis, Pulleys and Brackets.
- The Crosley Corporation**  
1329 Arlington St., Cincinnati, Ohio.  
Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Facsimile Receivers.

**Crowe Name Plate & Manufacturing Co**

3701 Ravenswood Ave., Chicago, Ill.

Products—Tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets; standard components for radio service men and amateurs.

**DeJur-Amsco Corporation**

6 Bridge St., Shelton, Conn.

Products—Radio, Electrical and Photographic Products.

**DeWald Radio Mfg. Corp.**

440 Lafayette St., New York, N. Y.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Automobile.

**James W. Doyle, Inc.**

311 N. Desplaines St., Chicago, Ill.

Products—Transformers and Coils.

**Wilbur B. Driver Company**

150 Riverside Ave., Newark, N. J.

Products—Carbonized Nickel Ribbon, Nickel Support Wire, Grid Wire, Filament Wire, Resistance Wire.

**Hugh H. Eby, Inc.**

4700 Stenton Ave., Philadelphia, Pa.

Products — Binding Posts, Battery Plugs, Speaker Plugs, Chassi Plugs, Vibrator Plugs, Molded Sockets, Cable Connectors, Cable Couplers, Rubber Capped Plugs, Molded Tip Jacks, Laminated Tip Jacks, Adaptors, Battery Adaptor Cables, Cable Assemblies, Strain Reliefs, Terminal Strips, Tie Points, Metal Punchings, Bakelite Punchings, Molded Parts, Electric Eye, Electric Eye Kits, AC and DC Relays, Radio and Electric Specialties.

**Electrical Research Laboratories, Inc.**

2020 Ridge Ave., Evanston, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery and Portable.

**The Electro Motive Manufacturing Co., Inc.**

South Park & John Sts., Willimantic, Conn.

Products — Carbon Resistors, Molded Mica Condensers, Trimmer Condensers, Padder Condensers, Suppressors.

**Emerson Radio & Phonograph Corp.**

111 Eighth Ave., New York, N. Y.

Products—Radio Sets, Television Sets—Console.

**Erie Resistor Corporation**

644 West 12th St., Erie, Pa.

Products—Resistors, Silver Mica Condensers, Compensating Condensers, Iron Cores, and Plastic Parts.

**Essex Wire Corporation**

14310 Woodward Ave., Detroit, Mich.

Products—Radio Wires, Magnet Wire and Cord Sets.

**Farnsworth Television & Radio Corp.**

3700 East Pontiac St., Fort Wayne, Ind.

Products—Radio Sets, Television Sets—Console. Also Television Transmitters, Sound Transmitters, and other special apparatus.

**John E. Fast & Co.**

3123 N. Crawford Ave., Chicago, Ill.

Products—Fixed Electrical Condensers.

**Galvin Manufacturing Corporation**

4545 Augusta Blvd., Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Automobile, Battery.

**General Electric Company**

1285 Boston Ave., Bridgeport, Conn.

Products — Broadcast and Television Receivers. Also Handy Phone and Radio Receiving Tubes. Broadcast and Television Transmitters and Transmitting and Television Tubes.

**General Instrument Corporation**

829 Newark Ave., Elizabeth, N. J.

Products—Multiple Variable Condensers.

**General Radio Company**

30 State St., Cambridge A, Mass.

Products—Laboratory and Production Test Equipment and Apparatus. Radio Parts for General Experimental Purposes.

**Gits Molding Corporation**

4600 West Huron St., Chicago, Ill.

Products—Knobs, Push Buttons, Escutcheons, Trade Marks and Medallions, Concentric Cable, Drum Dials, Pointers, Remote Control Cases, Housings, Insulators.

**Edwin I. Guthman & Co.**

400 S. Peoria St., Chicago, Ill.

Products—R. F. Coils, Chokes, Oscillators, I. F. Transformers, Padder and Trimmer Condensers, Textile Covered and Litzendraht Wire. Radio Cabinets. Coil Winding Machinery.

**Hammarlund Mfg. Co., Inc.**

424-438 West 33d St., New York, N. Y.

Products—Radio Sets. Also Variable Condensers, Trimmers, Short Wave Parts.

**Hawley Products Company**

201 No. First Ave., St. Charles, Ill.

Products — Speaker Diaphragms and Spiders, Automobile Speaker Housings, Loop Antenna Covers and other Moulded Fibre Specialties.

**\*Hazeltine Corporation**

\*Associate member.

15 Exchange Pl., Jersey City, N. J.

Products — Patents and Engineering Service to Manufacturers.

**Hygrade Sylvania Corporation**

Emporium, Pa.

Products—Radio Receiving Tubes.

**Hytron Corporation**

76 Lafayette St., Salem, Mass.

Products—Radio Tubes.

**The Indiana Steel Products Company**

135 South La Salle St., Chicago, Ill.



Products—Permanent Magnets for all purposes.

#### **International Resistance Company**

401 N. Broad St., Philadelphia, Pa.

Products—Resistors—Fixed and Variable, Metallized, Precision, Power Wire Wound, Voltage Dividers, Volume Controls, Tone Controls, Rheostats, Attenuators.

#### **Irvington Varnish & Insulator Co.**

6 Argyle Terrace, Irvington, N. J.

Products—Insulating Materials used in the Manufacture of Radio Parts.

#### **Jefferson Electric Company**

25th Ave. & Madison St., Bellwood, Ill.

Products—Radio Power Transformers, Chokes and Audio Input and Output Transformers, Television Deflecting Yokes, Horizontal and Vertical Scanning Transformers, and Centering and Focusing Coils.

#### **Jensen Radio Manufacturing Company**

6601 South Laramie Ave., Chicago, Ill.

Products—Loud Speakers.

#### **Ken-Rad Tube and Lamp Corporation**

Owensboro, Kentucky.

Products—Radio Tubes and Incandescent Electric Lamps.

#### **Kester Solder Company**

4201 Wrightwood Ave., Chicago, Ill.

Products—Solders: Plastic Rosin Filler Solder, Radio Solder, Special Flux Filled Solders and Special Fluxes for Electrical and Radio Work.

#### **King Laboratories, Inc.**

205 Oneida St., Syracuse, N. Y.

Products—Barcx Embedded Getters, a part for radio tubes. Special alloys, chemicals and metals.

#### **Kolorama Laboratories, Inc.**

168 Coit St., Irvington, N. J.

Products—Television and Radio Research.

#### **Lenz Electric Manufacturing Co.**

1751 N. Western Ave., Chicago, Ill.

Products—Wires, Cables, Cords—for radio.

#### **The Magnavox Company, Inc.**

2131 Bueter Rd., Fort Wayne, Ind.

Products—Radio Loud Speakers, Molanode "FP" Dry Type Electrolytic Filter and By-Pass Capacitors.

#### **P. R. Mallory & Co., Inc.**

3029 East Washington St., Indianapolis, Ind.

Products—Dry Electrolytic Condensers for AC and DC, Auto-Radio Vibrators, All-Wave Switches, Volume Controls, Power Rheostats, Heavy Duty and Flexible Resistors, Dial Light Assemblies, Grid Bias Cells, Jacks, Jack Switches, Push Button Switches, Plugs, Cable Connectors, Radio Convenience Outlets, Dry Disc Rectifiers, Battery Chargers, Resistance Welding Electrodes, Electrical Contacts.

#### **Micamold Radio Corporation**

1087 Flushing Ave., Brooklyn, N. Y.

Products — Mica Condensers, Paper Condensers, Electrolytic Condensers, Resistors, Ballast Tubes, and Television Condensers.

#### **The Muter Company**

1255 South Michigan Ave., Chicago, Ill.

Products—Candohm Resistors, Aerial Accessories, Voltage Regulators, Switches, Hygrometers, Relays, Condensers, etc.

#### **National Carbon Company, Inc.**

30 East 42nd St., New York, N. Y.

Products—Radio "A," "B" and "C" Batteries.

#### **National Company, Inc.**

61 Sherman St., Malden, Mass.

Products—Amateur, Experimental and Communication type Receivers and Transmitting Equipment, Dials, Eliminators, Choke Coils, Transformers, Condensers, Couplings, Amplifiers, Grid Clips, Ceramic Insulators and Sockets.

#### **National Union Radio Corporation**

57 State St., Newark, N. J.

Products—Radio Tubes.

#### **Noblitt-Sparks Industries, Inc.**

East 13th St., Columbus, Ind.

Products—Radio Sets—Console, Table, Combination Radio-Phonograph, Battery, Automobile.

#### **Oak Manufacturing Company**

711 W. Lake St., Chicago, Ill.

Products — Switches, Range, Rotor, Tap, Push Button; Vibrators, Synchronous and Non-Synchronous; Mechanical Tuners.

#### **The Ohio Carbon Co.**

1258 Berea Rd., Lakewood, Ohio

Products—Carbon Resistors and Suppressors for Autos.

#### **Operadio Manufacturing Company**

St. Charles, Ill.

Products—Loud Speakers, Amplifiers, Public Address Equipment, Intercommunicating Equipment.

#### **Philadelphia Storage Battery Company**

Tioga and C Sts., Philadelphia, Pa.

Products—Receiving Sets, Tubes, Amplifiers and Distribution Equipment.

#### **Philmore Manufacturing Co., Inc.**

113-115 University Pl., New York, N.Y.

Products — Radio Sets — Microphones, Amplifiers, Aerial Eliminators, Headphones, Fixed Crystals and Crystal Sets.

#### **Phonovision Corporation**

850 Blackhawk St., Chicago, Ill.

Products—Radio Sets.

#### **Pilot Radio Corporation**

3706—36th St., Long Island City, N. Y.

Products—Radio Sets, Television Sets—Console and Table.

#### **Quality Hardware & Machine Corporation**

5831-51 Ravenswood Ave., Chicago, Ill.

Products—Stamping and Light Manufacturing.

**Quam-Nichols Company**

33d Place & Cottage Grove Ave., Chicago, Ill.

Products—Quam Permanic, Dynamic, Permanent Magnet Dynamic Speakers, Quam Aerial Kits and Private Brand Kits, Marvel Toy Telephones.

**The Radiart Corporation**

13229 Shaw Ave., Cleveland, Ohio

Products—Auto Radio Vibrators, Auto Radio Aerials; Power Supply Units.

**Radio Condenser Company**

Davis & Copewood Sts., Camden, N. J.

Products—Variable Air Condensers.

**Radio Speakers, Inc.**

221 East Cullerton St., Chicago, Ill.

Products—Radio Loud Speakers.

**Raytheon Production Corporation**

55 Chapel St., Newton, Mass.

Products—Radio Tubes.

**RCA Manufacturing Company, Inc.**

201 North Front St., Camden, N. J.

Products—Radio Sets, Victrolas, Battery, Portable, Automobile, and Police. Television Sets—Console, Table, Separate Video, and Kits. Broadcasting and Transmitting Equipment; Television Transmitting and Receiving Equipment; Photophone Equipment; Vacuum Tubes, including Radio Receiving Tubes, Transmitting Tubes, and parts therefor.

**Readrite Meter Works**

136 E. College Ave., Bluffton, Ohio

Products—Radio Test Instruments and Vane Type Meters.

**Rea Magnet Wire Company, Inc.**

E. Pontiac St., Extended, Fort Wayne, Ind.

Products—Magnet Wire, All Insulations.

**Reliance Die & Stamping Company**

1260 Claybourn Ave., Chicago, Ill.

Products—Variable Condensers, Gear Drives, Stamped Gears.

**Remler Company, Ltd.**

2101 Bryant St., San Francisco, Calif.

Products—Radio Sets—Console and Battery.

**The Rola Company, Inc.**

2530-70 Superior Ave., Cleveland, Ohio

Products—Loud Speakers.

**Runzel Cord and Wire Co.**

4727-31 Montrose Ave., Chicago, Ill.

Products—Diversified line of cords, both telephone and electrical.

**The F. W. Sickles Company**

300 Main St., Springfield, Mass.

Products—R.F. and I.F. Coils; Units; Padders, Trimmers, Silver Mica Condensers.

**Solar Manufacturing Corporation**

Bayonne, N. J.

Products—Dry and Wet Electrolytics, Paper Bypass Condensers, Trimmer, Molded Mica Condensers. Elim-O-Stats, Capacitor Analysers.

**The Sparks-Withington Company**

2400 E. Ganson St., Jackson, Mich.

Products—Radio Sets.

**Speer Resistor Corporation**

Saint Marys, Pa.

Products—Speer Insulated and Non-Insulated Resistors. Speer Carbon Suppressors.

**Stackpole Carbon Company**

Tannery St., St. Marys, Pa.

Products—Variable Resistors, Fixed Carbon Resistors, Switches, Contacts, Graphite Anodes for Tubes, Iron Cores.

**Standard Transformer Corporation**

1500 North Halsted St., Chicago, Ill.

Products—Transformers.

**Stewart-Warner Corporation**

1826 Diversey Parkway, Chicago, Ill.

Products—Radio Sets—Console, Table, Midget, Combination Radio-Phonograph, Battery, Portable, and Automobile. Television Sets—Console.

**Stromberg-Carlson Telephone Mfg. Co.**

100 Carlsen Rd., Rochester, N. Y.

Products—Radio Sets, Television Sets. Also Program Service Systems, and Antenna Kits.

**Supreme Instruments Corporation**

Howard St., Greenwood, Miss.

Products—Radio Testing Instruments.

**Synthane Corporation**

Oaks, Pa.

Products—Various specialties.

**Transformer Corporation of America**

69 Wooster St., New York, N. Y.

Products—Sound Equipment and Accessories, Electronic Control Devices.

**Tung-Sol Lamp Works, Inc.**

95 Eighth Ave., Newark, N. J.

Products—Radio Tubes and Radio Panel Bulbs.

**Utah Radio Products Company**

820 Orleans St., Chicago, Ill.

Products—Loud Speakers, Transformers, Chokes, Vibrators, Resistors, Jacks, Controls, Switches, Plugs, and Midget Motors.

**The Webster Company**

5622 Bloomingdale Ave., Chicago, Ill.

Products—Automatic Record Changers, Amplifiers, Phonograph Motors and Turntables, Laminations and Stampings, Microphones, Pickups.

**Wells-Gardner & Company**

2701 N. Kildare Ave., Chicago, Ill.

Products—Radio Sets.

**Weston Electrical Instrument Corporation**

614 Frelinghuysen Ave., Newark, N. J.

Products—Electrical Measuring Instruments, Sensitive Relays and Associated Devices, Radio Servicing and Tube Testing Equipment, Electrical Speed Measuring Equipment, Photoelectric Devices and Photographic Exposure Meters, West-ortherm Bi-metallic Thermometers.

**Zenith Radio Corporation**

6001 Dickens Ave., Chicago, Ill.

Products—Radio Sets.



# **RADIO BUYING GUIDE**



**WHAT TO BUY  
AND  
WHERE TO BUY IT**

# 1940 BUYING GUIDE

## ACOUSTICAL PRODUCTS AND SERVICE

American Communications Corp., 1650 Broadway, New York, N. Y.  
Armstrong Cork Products Co., Lancaster, Pa.  
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Color-Tone, Acoustical Devices, Inc., 322 E. Colfax Ave., South Bend, Ind.  
Cototex Corp., 919 No. Michigan Ave., Chicago.  
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.  
Electrical Research Products, Inc., 195 Broadway, New York, N. Y.  
General Insulating & Mfg. Co., Alexandria, Ind.  
General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.  
Insulite Co., 1100 Builders Exch., Minneapolis, Minn.  
Johns-Manville Co., 22 E. 40th St., New York, N. Y.  
Krausbe & Mattison Co., Ambler, Pa.  
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.  
National Rug Mills, Inc., 2494 S. 5th St., Milwaukee, Wis.  
RCA Manufacturing Co., Inc., Camden, N. J.  
Shure Bros., 225 W. Huron St., Chicago, Ill.  
Shugart, Harold E. Co., 911 Sycamore Ave., Los Angeles, Calif.  
Slater Co., The, Inc., 300 W. Austin Ave., Chicago, Ill.  
U. S. Gypsum Co., 300 W. Adams St., Chicago.  
Webster Electric Co., Racine, Wis.  
Western Electric Co., 195 Broadway, N. Y. C.  
Western Felt Works, 4115 Ogden Ave., Chicago.  
Wood Conversion Co., First Nat'l Bank Bldg., St. Paul, Minn.

## AERONAUTICAL RADIO EQUIPMENT

Aeronautical Radio Co., Mineola, N. Y.  
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.  
General Electric Co., Schenectady, N. Y.  
Lear Developments, Inc., 24 State St., New York, N. Y.  
Marine Radio Corp., 91 Third Ave., New York, N. Y.  
Radio Frequency Labs., Inc., Boonton, N. J.  
Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.  
Western Electric Co., 195 Broadway, N. Y. C.

## AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
American Transformer Co., 178 Emmett St., Newark, N. J.  
Amplifier Co. of America, 37 W. 20th St., N. Y. C.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Bell Sound Systems, Columbus, Ohio.  
Canada Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O., Cleveland, O.  
Chicago Sound Systems, 200 E. Illinois St., Chicago, Ill.  
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.  
Collins Radio Co., 2920 First Ave., Cedar Rapids, Ia.  
Daniel Electrical Labs., N. Y. C.  
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.  
Electrical Research Products, Inc., 195 Broadway, N. Y. C.  
Electro-Acoustic Product Co., 55 E. Wacker Drive, Chicago, Ill.  
Gates Radio & Supply Co., Quincy, Ill.  
General Electric Co., Schenectady, N. Y.  
Good-All Electric Mfg. Co., Ogallala, Neb.  
Lincophone Co., Inc., 1661 Howard Ave., Utica, N. Y.  
Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.  
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.  
Morlen Electric Co., Inc., 60 W. 15th St., New York, N. Y.

Motiograph, Inc., 4431 W. Lake St., Chicago.  
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.  
Operadio Mfg. Co., St. Charles, Ill.  
Parcent Engineering Corp., 79 Madison Avenue, N. Y. C.  
Picture-Fone Co., 806 Main St., Lima, O.  
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.  
Presto Recording Corp., 139 W. 19th St., N. Y. C.  
RCA Manufacturing Co., Inc., Camden, N. J.  
Radio Receptor Co., 251 W. 19th St., N. Y. C.  
Radio Wire Television, Inc., 100 Sixth Ave., New York, N. Y.  
Radolek Co., 601 W. Randolph St., Chicago, Ill.  
Rauland Corp., 3341 Belmont Ave., Chicago.  
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.  
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.  
Thordarson Electric Mfg. Co., 500 W. Hudson St., Chicago, Ill.  
United Transformer Corp., 150 Varick St., N. Y. C.  
Weber Machine Corp., 59 Rutter St., Rochester, N. Y.  
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.  
Webster Electric Co., Racine, Wisc.  
Wenzel Co., 2059 S. State St., Chicago, Ill.  
Western Electric Co., 195 Broadway, N. Y. C.

## ANTENNAS

Aeronautical Radio Co., Mineola, N. Y.  
Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.  
Birnbach Radio Co., 145 Hudson St., N. Y. C.  
Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.  
Collins Radio Co., Cedar Rapids, Ia.  
Haisig Laboratories, Inc., Maple Shade, N. J.  
Harrell, D. H., 7731 Essex Ave., Chicago.  
Hoke Vertical Radiator Co., 135 S. Market St., Petersburg, Va.  
International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio.  
Johnson, E. F. Co., Waseco, Minn.  
Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio.  
Radio Receptor Co., 251 W. 19th St., New York, N. Y.  
Technical Appliance Corp., 17 E. 16th St., N. Y. C.  
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

## ANTENNA EQUIPMENT

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.  
Alden Products Co., 715 Center St., Brockton, Mass.  
Alpha Wire Corp., 50 Howard St., New York, N. Y.  
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.  
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.  
Bendix Radio Corp., Washington, D. C.  
Birnbach Radio Co., 145 Hudson St., N. Y. C.  
L. S. Brach Mfg. Corp., 55 Dickerson St., Newark, N. J.  
Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.  
Continental Wire Co., 110 Lafayette St., N. Y. C.  
Corning Glass Works, Corning, N. Y.  
General Electric Corp., Schenectady, N. Y.  
Hoke Vertical Radiators, 135 S. Market St., Petersburg, Va.  
Insuline Corp. of America, 25 Park Place, New York, N. Y.  
Isolanite, Inc., 233 Broadway, N. Y. C.  
Jacobs, Charles F., 270 Lafayette St., N. Y. C.  
Johnson Co., E. F., Waseca, Minn.  
Lapp Insulator Co., Gilbert St., Leroy, N. Y.  
Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.  
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.  
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.  
Phoenix Radio Products Laboratory, 2040 N. Holly Ave., Chicago, Ill.

Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Triangle Conduit & Cable Co., Elmhurst, N. Y.

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### ANTENNA MASTS

American Bridge Co., Pittsburgh, Pa.  
Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.  
Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.  
Hartenstine-Zane Co., Inc., 225 Broadway, N. Y. C.  
Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.  
Lingo Mfg. Co., Camden, N. J.  
New Jersey Erectors, 346 Broadway, Newark, N. J.

### ANTENNA SURVEYS

Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.  
Burnett Radio Laboratory, 4814 Idaho St., San Diego, Calif.  
Premier Crystal Labs., 55 Park Row, New York, N. Y.  
RCA Mfg. Co., Inc., Camden, N. J.  
Skiffner, Hector R., St. Paul, Minn.  
Washington Institute of Technology, Washington, D. C.

### ATTENUATORS

Audio Products Co., Los Angeles, Calif.  
Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.  
Clarostat Mfg. Co., 285 North Sixth St., Brooklyn, N. Y.  
Collins Radio Co., 2921 First Ave., Cedar Rapids, Ia.  
Daven Co., The, 158 Summit St., Newark, N. J.  
General Radio Co., 30 State St., Cambridge, Mass.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Leeds & Northrup, 4970 Stenton Ave., Philadelphia, Pa.  
P. R. Mallory & Co., 3029 E. Washington St., Indianapolis, Ind.  
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.  
Shallcross Mfg. Co., Collingdale, Pa.  
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.  
United Transformer Corp., 150 Varick St., New York, N. Y.  
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.

### AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
Gates Radio & Supply Co., Quincy, Ill.  
General Radio Co., 30 State St., Cambridge, Mass.  
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Radotek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.  
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Webster Electric Co., Racine, Wis.  
Western Electric Co., 195 Broadway, N. Y. C.

### BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.

Bright Star Battery Co., Clifton, N. J.  
Burgess Battery Co., Freeport, Ill.  
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J.  
Electric Storage Battery Co., 19th and Allegheny Aves., Philadelphia.  
Eveready Battery Co. (See National Carbon Co.)  
Exide (See Electric Storage Battery Co.)  
General Dry Batteries, Inc., Cleveland, Ohio.  
Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wis.  
National Carbon Co., 30 E. 42nd St., N. Y. C.  
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Universal Battery Co., 3410 La Salle St., Chicago, Ill.  
U-S-L Battery Corp., Niagara Falls, N. Y.  
Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio.

### BELLS—CHIMES, MUSICAL AND ELECTRICAL

Acme Electric Construction Co., 37 W. VanBuren St., Chicago, Ill.  
Deagan, J. C., Inc., 1770 Berteau Ave., Chicago.  
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.  
Maas Organ Co., 3015 Casitas Ave., Los Angeles, Calif.  
Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
RCA Manufacturing Co., Inc., Camden, N. J.  
Ross, Charles, Inc., 244 W. 49th St., N. Y. C.  
Rybeck, Frances J. Co., New York, N. Y.  
Sound Projects Co., 3140 W. Walton St., Chicago, Ill.  
Transformer Corp. of America, 69 Wooster St., New York, N. Y.

### BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

### BINDING POSTS

(See HARDWARE, RADIO)  
Eby, Hugh H. Co., 2066 Hunting Park Ave., Philadelphia, Pa.

### BROADCAST EQUIPMENT

American Communications Corp., 1560 Broadway, New York, N. Y.  
American Sales Co., 44 W. 19th St., N. Y. C.  
Bassett Research Corp., South Bend, Ind.  
Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa.  
Doolittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.  
Ferranti Electric, Inc., 30 Rockefeller Plaza, New York, N. Y.  
Gates American Corp., Quincy, Ill.  
General Communication Products, Inc., Hollywood, Calif.  
General Engineers, Upper Darby, Pa.  
Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.  
Hygrade Sylvania Corp., Clifton, N. J.  
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
Kiuge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.  
Lear Developments, Inc., 24 State St., New York, N. Y.  
Miles Reproducer Co., 812 Broadway, New York, N. Y.  
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Peerless Radio Mfg. Co., Albany, N. Y.  
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.  
RCA Mfg. Co., Camden, N. J.

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Radio Engineering Labs., 35-54—36th St., Long Island City, N. Y.  
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.  
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.  
Skitter, Hector R., St. Paul Hotel, St. Paul, Minn.  
D. V. Tostenson, Moorhead, Minn.  
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C.  
United Transformer Corp., 72 Spring St., N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., Chicopee Falls, Mass.

## CABLES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.  
Alden Products Co., 715 Center St., Brockton, Mass.  
Alpha Wire Corp., 30 Howard St., N. Y. C.  
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.  
Belden Mfg. Co., 4647 W. Van Buren, Chicago, Ill.  
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.  
Hoke Vertical Radiators, Petersburg, Va.  
Mallory, P. R. & Co., Indianapolis, Ind.  
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.  
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.  
Transducer Corp., Rockefeller Plaza, N. Y. C.  
Triangle Conduit & Cable Co., Elmhurst, N. Y.

## CABLES, COAXIAL

Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.  
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.  
Isolantite, Inc., 233 Broadway, N. Y. C.  
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

## CARPETS

Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.  
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., N. Y. C.  
Hotel & Theater Carpet Co., 427 W. 42nd St., N. Y. C.  
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.  
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.  
Slater, William V., Inc., 300 W. Austin Ave., Chicago.  
Smith, Alexander & Sons, 295 Fifth Ave., New York, N. Y.

## CARPET CUSHIONS

Clinton Carpet Co., 222 N. Bank Drive, Chicago.  
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.  
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.

## CATHODE RAY OSCILLOGRAPHS

Bernard, H. J., 319 Third Ave., Brooklyn, N. Y.  
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.  
DuMont, Allen B., Laboratories, Passaic, N. J.  
General Electric Co., Schenectady, N. Y.  
Hickok Electrical Instrument Co., 10514 Dupont Ave., Detroit, Mich.  
Jackson Electrical Instrument Co., 129 Wayne Ave., Dayton, Ohio.  
Meck, John, Instruments, 164 N. May St., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.

Supreme Instruments Corp., Greenwood, Mass.  
Triplett Electrical Instrument Corp., Bluffton, Ohio  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Western Electrical Instrument Corp., Newark, N. J.

## CATHODE RAY TUBES

Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.  
DuMont, Allen B., Laboratories, Passaic, N. J.  
Electronic Products Co., 5356 E. 9th St., Los Angeles, Calif.  
General Electric Co., Schenectady, N. Y.  
National Union Radio Corp., 57 State St., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Lamp Co., Bloomfield, N. J.

## CHOKES, FILTER

American Transformer Co., 180 Emmet St., Newark, N. J.  
Collins Radio Co., Cedar Rapids, Ia.  
Coto-Coil Co., Inc., Providence, R. I.  
Dongan Electric Mfg. Co., Detroit, Michigan.  
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.  
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.  
Freed Transformer Co., 72 Spring St., New York, N. Y.  
General Winding Co., 254 W. 31st St., New York, N. Y.  
Jefferson Electric Co., Bellwood, Ill.  
RCA Mfg. Co., Camden, N. J.  
Standard Transformer Corp., 1500 Halsted St., Chicago, Ill.  
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.  
Tobe Deutschmann Corp., Canton, Mass.  
United Transformer Corp., 150 Varick St., N. Y. C.  
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

## COILS

Aladdin Radio Industries, Inc., 468 W. Superior St., Chicago, Ill.  
American Transformer Co., 180 Emmet St., Newark, N. J.  
Automatic Winding Co., Newark, N. J.  
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.  
Caren Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.  
Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I.  
D-X Radio Products, 1575 Milwaukee Ave., Chicago, Ill.  
General Mfg. Co., 1255 S. Chicago Ave., Chicago, Ill.  
General Winding Co., 254 W. 31st St., N. Y. C.  
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.  
Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.  
Insuline Corp. of America, 25 Park Place, N. Y. C.  
International Transformer Co., 39 W. 20th St., New York, N. Y.  
Johnson, E. F., Co., Waseca, Minn.  
Meisner Mfg. Co., Mt. Carmel, Ill.  
Miller, J. W. & Co., 5917 S. Main St., Los Angeles, Calif.  
Precision Inductance Corp., 591 Broadway, N. Y. C.  
Sickles, F. W., Co., 300 Main St., Springfield, Mass.  
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.  
Telradio Engineering Corp., 484 Broome St., N. Y. C.  
United Transformer Corp., 150 Varick St., N. Y. C.  
Ultramar Mfg. Corp., 303 W. Monroe St., Chicago, Ill.  
Universal Winding Co., Providence, R. I.

## CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.  
American Condenser Co., 2508 S. Michigan Ave., Chicago, Ill.

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Condenser Products, 1369 N. Branch St., Chicago, Ill.  
Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.  
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.  
Cosmic Radio Corp., 699 E. 135th St., N. Y. C.  
Crowley, H. L. & Co., 1 Central Ave., W. Orange, N. J.  
Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.  
Deutschmann, Tobe, Corp., Canton, Mass.  
Dumont Electric Co., 514 Broadway, New York, N. Y.  
Girard-Hopkins, Oakland, Calif.  
Magnavox Co., 2131 Bueter Rd., Fort Wayne, Ind.  
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Solar Mfg. Co., 599 Broadway, N. Y. C.  
Sprague Products Co., N. Adams, Mass.  
Tilton Electric Corp., 15 E. 26th St., N. Y. C.

### CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.  
American Condenser Corp., 2508 S. Michigan Ave., Chicago, Ill.  
Centralab, 900 E. Keefe Avenue, Milwaukee, Wisc.  
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio.  
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.  
Crowley, Henry L. & Co., Inc., 1 Central Avenue, W. Orange, N. J.  
Curtis Condenser Corp., 3088 W. 106th St., Cleveland, Ohio.  
Deutschmann, Tobe, Corp., Canton, Mass.  
Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.  
Erie Resistor Corp., Erie, Pa.  
Fast, John E., & Co., 3121 N. Pulaski St., Chicago, Ill.  
Magnavox Co., Inc., Ft. Wayne, Ind.  
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Sangamo Electric Co., Springfield, Ill.  
Solar Mfg. Co., 599 Broadway, N. Y. C.  
Sprague Specialties, Inc., North Adams, Mass.

### CONDENSERS, VARIABLE

Atkins & Brown, 215 Fourteenth St., Oakland, Calif.  
Browning Laboratories, Inc., 750 Main St., Winchester, Mass.  
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio  
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.  
DeJur-Ansco Corp., Shelton, Conn.  
General Instrument Co., Elizabeth, N. J.  
General Radio Co., 30 State St., Cambridge, Mass.  
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.  
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.  
Johnson, E. F. Co., Waseka, Minn.  
National Co., Inc., Walden, Mass.  
Radio Condenser Co., Camden, N. J.  
Sickles, F. W., Co., 300 Main St., Springfield, Mass.

### CONVERTERS, ELECTRIC

Bodine Electric Co., 2254 W. Ohio St., Chicago, Ill.  
Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.  
Eicor, Inc., 515 Laffin St., Chicago, Ill.  
Electric Specialty Co., Stamford, Conn.  
General Electric Co., Schenectady, N. Y.  
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.  
Janette Mfg. Co., 556 West Monroe St., Chicago.

Kato Engineering Co., 530 N. Front St., Mankato, Minn.  
Pioneer Gen-E-Motor Corp., 466 W. Superior St., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

### COUPLING EQUIPMENT

Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.  
Johnson, E. F. Co., Waseka, Minn.

### DIALS AND KNOBS

American Emblem Co., Ufica, N. Y.  
Boston Bros. Co., 1600 N. Clinton Ave., Rochester, N. Y.  
Crowe Name Plate & Mfg Co., 3701 Ravenswood Ave., Chicago, Ill.  
Davies Molding Co., Harry, 1428 N. Wells St., Chicago, Ill.  
DeJur-Ansco Corp., Shelton, Conn.  
Insuline Corp. of America, 25 Park Place, New York, N. Y.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

### ELECTRICAL MEASURING EQUIPMENT

(SEE METERS)

Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.  
American Communications Corp., 1650 Sixth Ave., New York, N. Y.  
Associated Research, Inc., 16 N. May St., Chicago, Ill.  
Boonton Radio Corp., Fanny Road, Boonton, N. J.  
Burnett, William W. L., Laboratory, San Diego, Calif.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.  
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.  
Continental Electric Co., Geneva, Ill.  
Daven Co., The, 158 Summit St., Newark, N. J.  
Deutschmann, Tobe, Canton, Mass.  
Electronic Design Corp., 164 N. May St., Chicago, Ill.  
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.  
Ferris Instrument Corp., Boonton, N. J.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, O.  
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Supreme Instruments Corp., Greenwood, Miss.  
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.  
Triplett Electrical Instrument Co., Bluffton, Ohio.  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
United Motors Service, 3044 Grand Blvd., Detroit, Mich.  
Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.  
Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

### EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.  
Emar Instrument Corp., 29 W. 57th St., N. Y. C.  
Sound Apparatus Co., 150 W. 46th St., N. Y. C.  
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.  
United Transformer Corp., 150 Varick St., N. Y. C.

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## FILTERS, INTERFERENCE

Aerovox Corp., New Bedford, Mass.  
Andrew, Victor J., 7221 San Francisco Ave., Chicago, Ill.  
Deutschmann, Tobe, Canton, Mass.  
Miller, J. W. Co., 5917 S. Main St., Los Angeles

## FIXTURES, LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.  
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
Erikson Electric Co., 6 Power House St., Boston, Mass.  
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
General Electric Co., Schenectady, N. Y.  
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.  
Holzmueller, C. J., 1108 Howard St., San Francisco, Calif.  
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.  
King Scenic Co., 1914 Main St., Dallas, Tex.  
Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.  
Nation-Wide Manufacturing Corp., 449 W. 42nd St., New York, N. Y.  
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.  
Ross, Charles, Inc., 244 W. 49th St., New York, N. Y.  
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.  
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.  
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.  
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Calif.  
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

## FLOOR COVERINGS

American Mat Corp., 1708 Adams St., Toledo, O.  
American Tile & Rubber Co., Perrine Ave., Trenton, N. J.  
Armstrong Cork Products Co., Lancaster, Pa.  
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.  
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.  
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.  
Imperial Floor Co., Inc., 59 Halstead St., Rochester, N. Y.  
King Scenic Co., 1914 Main St., Dallas, Tex.  
Pick, Albert, Co., Inc., 2519 Pershing Road, Chicago, Ill.  
Puritan Rubber Manufacturing Co., Perrine Ave., Trenton, N. J.  
Rosenheim, J., & Co., 71 W. 45th St., New York, N. Y.  
Slater Co., The, 300 W. Austin Ave., Chicago, Ill.  
Smith, Alexander, & Sons, Carpet Co., Sales Division, 295 Fifth Ave., New York, N. Y.

## FREQUENCY CONTROL UNITS

American Piezo Supply Co., 40th & Woodland Ave., Kansas City, Mo.  
Biley Electric Co., Erie, Pa.  
Collins Radio Co., Cedar Rapids, Ia.  
Commercial Radio Equipment Co., 7205 Baltimore St., Kansas City, Mo.  
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
Gates-American Corp., Quincy, Ill.  
General Engineers, Upper Darby, Pa.  
Haigis Laboratories, Maple Shade, N. J.

International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
Kaar Engineering Co., Palo Alto, Calif.  
Peerless Radio Mfg. Co., Albany, N. Y.  
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.  
Premier Crystal Laboratories, Inc., Park Row, N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Radio Engineering Laboratories, Inc., 35-54—36th St., Long Island City, N. Y.  
Radio Engineering & Mfg. Co., 26 Journal Sq., Jersey City, N. J.  
Radio Laboratories, Inc., 2701 California Ave., Seattle, Wash.  
Radio Receptor Co., 251 W. 19th St., New York City  
Radio Television Industries Corp., Reading, Mass.  
Tostenson, D. V., Moorhead, Minn.  
Western Electric Co., 195 Broadway, N. Y. C.  
Western Radio Engineering Co., 5th & St. Peter St., St. Paul, Minn.

## FUSES

Jefferson Electric Co., Bellewood, Ill.  
Littlefuse Laboratories, 4238 Lincoln Ave., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

## GENERATORS

Automatic Devices Co., 1035 Linden St., Allentown, Pa.  
Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.  
Continental Electric Co., 50 Church St., N. Y. C.  
Eicor, Inc., 515 S. Laffin St., Chicago, Ill.  
Electric Specialty Co., Stamford, Conn.  
Fidelity Electric Co., Lancaster, Pa.  
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.  
General Electric Co., Schenectady, N. Y.  
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.  
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.  
Ideal Electric Mfg. Co., Mansfield, Ohio.  
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.  
Kato Engineering Co., Mankato, Minn.  
Miles Reproducer Co., Inc., 812 Broadway, N. Y. C.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

## HEADPHONES

Brush Development Co., E. 40th and Perkins Ave., Cleveland, Ohio.  
Cannon Co., C. F., Main St., Springwater, N. Y.  
Carron Mfg Co., 415 S. Aberdeen St., Chicago, Ill.  
Chicago Telephone Supply Co., 1142-1228 W. Bardsley Ave., Elkhart, Ind.  
Dictograph Products Co., 580 Fifth Ave., N. Y. C.  
Insuline Corp. of America, 25 Park Pl., N. Y. C.  
Philmore Mfg. Co., 113 University Pl., N. Y. C.  
Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago, Ill.  
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.  
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.  
Western Electric Co., 195 Broadway, New York, N. Y.  
Universal Microphone Co., Ltd., Inglewood, Calif.

## HORNS AND SPEAKERS

Ariston Mfg. Co., 4045 Diversey St., Chicago, Ill.  
Arlavox Mfg. Co., 4300 S. Green St., Chicago, Ill.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Best Mfg. Co., 1200 Grove St., Irvington, N. J.  
Cinaudagraph Corp., Stamford, Conn.  
Electrical Research Products, Inc., 250 W. 57th St., New York City.  
Hawley Products Co., 201 N. 1st Ave., St. Charles, Ill.



Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.  
 Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.  
 Magna-Vox Co., Inc., 2131 Beuter Rd., Ft. Wayne, Indiana.  
 Operadio Mfg. Co., St. Charles, Ill.  
 Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, Ill.  
 Quam-Nichols Co., 33rd Place & Cottage Grove Ave., Chicago, Ill.  
 Racon Electric Co., Inc. 52 E. 19th St., New York, N. Y.  
 Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill.  
 Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.  
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
 RCA Manufacturing Co., Inc., Camden, N. J.  
 Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.  
 Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.  
 Unit Reproducers Mfg. Co., 999 Main St., Rochester, N. Y.  
 Utah Radio Products Co., 820 Orleans Ave., Chicago.  
 Wenzel Co., 2059 S. State St., Chicago, Ill.  
 Western Electric Co., 195 Broadway, N. Y. C.  
 Wright De Coster, Inc., 2233 University Ave., St. Paul, Minn.

**INSULATION**

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.  
 Alpha Wire Corp., 50 Howard St., New York, N. Y.  
 Alden Products Co., 715 Center St., Brockton, Mass.  
 American Lava Corp., Cherokee Blvd. & Manufacturers Road, Chattanooga, Tenn.  
 Bakelite Corp., 247 Park Ave., N. Y. C.  
 Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.  
 Brach, L. S., Mfg. Corp., 55 Dickerson St., Newark, N. J.  
 Brand, W. & Co., 268 Fourth Ave., N. Y. C.  
 Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio  
 Collins Radio Co., Cedar Rapids, Ia.  
 Consolidated Wire & Associated Corp., Peoria & Harrison Sts., Chicago, Ill.  
 Corning Glass Works, Corning, N. Y.  
 Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.  
 Demuth Glass Works, Inc., Brooklyn, N. Y.  
 Electronic Mechanics, Inc., 201 E. 12th St., N. Y. C.  
 Franklin, A. W., & Co., 175 Varick St., N. Y. C.  
 Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.  
 Insuline Corp. of America, 25 Park Pl., N. Y. C.  
 Isolantite, Inc., 233 Broadway, N. Y. C.  
 Johnson, E. F., Co., Waseca, Minn.  
 Lapp Insulator Co., Gilbert St., LeRoy, N. Y.  
 Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.  
 Mica Insulator Co., 200 Varick St., N. Y. C.  
 Mylex Corp. of America, 7 E. 42nd St., N. Y. C.  
 Owens-Illinois Glass Co., Newark, Ohio.  
 Porcelain Products, Inc., Findlay, Ohio.  
 Stupakoff Labs., Inc., 6627 Hamilton Ave., Pittsburgh, Pa.

**INTEROFFICE COMMUNICATION SYSTEMS**

Dictograph Corp., 580 Fifth Ave., N. Y. C.  
 Million Radio & Television Labs., 671 W. Ohio St., Chicago, Ill.  
 Philco Radio & Television Corp., Toga & C Sts., Philadelphia, Pa.  
 Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.  
 Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.  
 RCA Mfg. Co., Camden, N. J.  
 Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.  
 United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
 Universal Microphone, Ltd., Englewood, Calif.  
 Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.

**JACKS AND PLUGS**

Alden Products Co., 715 Centre, Brockton, Mass.  
 American Phenolic Corp., 1250 W. Van Buren, Chicago, Ill.  
 American Radio Hardware Co., 476 Broadway, N. Y. C.  
 Bud Radio, Inc., 5205 Cedar Ave., Cleveland, Ohio  
 Cinch Mfg. Corp., 2335 W. VanBuren St., Chicago, Ill.  
 Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.  
 Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.  
 General Radio, 30 State St., Cambridge, Mass.  
 Johnson, E. F., Co., Waseca, Minn.  
 Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.  
 Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
 Utah Radio Products Co., The, 820 Orleans St., Chicago, Ill.

**LIGHTING**

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.  
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.  
 Climax Reflector, Inc., 315 Reynolds Place, S. W., Canton, O.  
 Cole, W. C., & Co., 320 E. 12th St., Los Angeles, Calif.  
 Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.  
 Duhem Motion Picture Manufacturing Co., 135 Hayes St., San Francisco, Calif.  
 E-J Electric Installation Co., 227 E. 45th St., New York, N. Y.  
 Erikson Electric Co., 6 Power House St., Boston, Mass.  
 Flexlume Corp., 1100 Military Road, Buffalo, N. Y.  
 General Electric Co., Schenectady, N. Y.  
 Golde Manufacturing Co., 1214 W. Madison St., Chicago, Ill.  
 Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.  
 Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.  
 Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.  
 Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.  
 Olesen, Otto K., Illuminating Co., Ltd., 1560 N. Vine St., Hollywood, Calif.  
 Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.  
 Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
 Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.  
 Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.  
 Throckmorton, Cleon, Inc., 102 W. Third St., New York, N. Y.  
 Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.  
 Wheeler Reflector Co., 275 Congress St., Boston, Mass.

**METERS**

Aerovox Corp., New Bedford, Mass.  
 Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.  
 Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.  
 Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.  
 Boonton Radio Corp., Boonton, N. J.  
 Burton-Rogers Co., 755 Boylston St., Boston, Mass.  
 Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.  
 Deutschmann, Tobe, Corp., Canton, Mass.  
 Daven Co., 158 Summit St., Newark, N. J.  
 Electronic Design Corp., 164 N. May St., Chicago, Ill.  
 Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y.  
 General Electric Co., Schenectady, N. Y.  
 General Radio Co., 30 State St., Cambridge, Mass.

## 1940 BUYING GUIDE

Hickok Electrical Instruments Co., 10514 Dupont Ave., Cleveland, O.  
Monarch Mfg. Co., 3341 Belmont Ave., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Service Instruments, Inc., 406 Fourth Ave., New York, N. Y.  
Shallcross Mfg. Co., 10 Jackson Ave., Collingdale, Pa.  
Triplett Electric Instrument Co., Bluffton, O.  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
Westinghouse Electric & Mfg. Co., Newark, N. J.  
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

### MICA

(ALSO SEE INSULATION)

American Mica Works Corp., 47 West St., New York, N. Y.  
Brand, William & Co., 276 Fourth Ave., N. Y. C.  
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago, Ill.  
Mica Insulator Co., 200 Varick St., N. Y. C.

### MICROPHONE ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio.  
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio.  
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N. Y.  
Electro-Voice Mfg. Co., 324 E. Colfax Ave., South Bend, Ind.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., 2101 Bryant St., San Francisco, Calif.  
Shure Brothers, 225 W. Huron St., Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.  
Western Electric Co., 195 Broadway, N. Y. C.

### MICROPHONE CABLE

(SEE WIRE & CABLE)

### MICROPHONE STANDS AND ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.  
Amperite Company, 561 Broadway, N. Y. C.  
Astatic Microphone Laboratory, 830 Market St., Youngstown, Ohio.  
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Brush Development Co., 40th & Perkins Ave., Cleveland, Ohio.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.  
Colortone Acoustic Devices, South Bend, Ind.  
Eastern Mike-Stand Co., 56 Christopher St., N. Y. C.  
Electro-Voice Mfg. Co., Inc., 324 E. Colfax Ave., South Bend, Ind.  
Ellis Electrical Laboratory, Berwyn, Ill.  
Espey Mfg. Co., 67 Irving Place, N. Y. C.  
Garrett, M. A., Corp., Milwaukee, Wisc.  
Hetro Electrical Industries, Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., 2101 Bryant St., San Francisco, Calif.  
Shure Bros., 225 W. Huron St., Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Universal Microphone Co., Ltd., Inglewood, Calif.  
Western Electric Co., 195 Broadway, New York, N. Y.

### MICROPHONES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.  
Amperite Company, 561 Broadway, N. Y. C.  
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.  
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.  
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.  
Carrier Microphone Co., Inglewood, Calif.  
Electro-Voice Mfg. Co., Inc., 324 E. Colfax Ave., South Bend, Ind.  
Ellis Electrical Laboratory, Berwyn, Ill.  
Racon Electric Co., 52 E. 19th St., N. Y. C.  
Radio Receptor Co., 251 W. 19th St., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., 2101 Bryant St., San Francisco, Calif.  
Shure Bros. Co., 225 W. Huron St., Chicago, Ill.  
Turner Co., Cedar Rapids, Iowa.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.  
Vibro-Master Co., 2744 Broadway, N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.

### MONITORS, FREQUENCY AND MODULATION

Acoustic Consultants, Inc., 1270 Sixth Ave., New York, N. Y.  
Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.  
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.  
Boehme, H. O., Inc.  
Boonton Radio Corp., Boonton, N. J.  
Bremer Broadcasting Corp.  
Collins Radio Co., Cedar Rapids, Ia.  
Commercial Radio Equipment Co., Kansas City, Mo.  
Donnelley Monitoring Service, Lake Bluff, Ill.  
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
General Engineers, Upper Darby, Pa.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio.  
Hygrade Sylvania Corp., Clifton, N. J.  
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.  
Lampkin Labs., Bradentown, Fla.  
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.  
Pillar of Fire.  
Premier Crystal Labs, 55 Park Row, New York, N. Y.  
RCA Mfg. Co., Camden, N. J.  
Supreme Instruments Corp., Greenwood, Mass.  
Triplett Electrical Instrument Corp., 122 Main St., Bluffton, Ohio.  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
United Motors Service, 3044 W. Grand Blvd., Detroit, Mich.  
Western Electric Co., 195 Broadway, N. Y. C.

### MOTORS

Carter Motor Co., 1608 N. Milwaukee Ave., Chicago, Ill.  
Ecor, Inc., 515 S. Laffin St., Chicago, Ill.  
Electric Specialty Co., Stamford, Conn.  
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.  
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.  
Kato Engineering Co., Mankato, Minn.  
Pioneer Gen-E-Motor Corp., 466 W. Superior St., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.

### NEEDLES, PHONOGRAPH AND RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.  
Allied Recording Products, 126 W. 46th St., N. Y. C.  
Fairchild Aerial Camera Corp., Long Island City, N. Y.

Lowell Needle Co., Putnam, Conn.  
Lyons & Healy, 243 S. Wabash Ave., Chicago, Ill.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Mirror Record Co., 54 W. 25th St., N. Y. C.  
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.  
Permo Products Corp., 6415 Ravenswood Ave., Chicago, Ill.  
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.  
Poinsettia, Inc., Pitman, N. J.  
Presto Recording Corp., 139 W. 19th St., N. Y. C.  
Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
Recotone Corp., 178 Prince St., N. Y. C.

## ORGANS

Austin Organs, Inc., 156 Woodland St., Hartford, Conn.  
Estey Organ Co., Brattleboro, Vt.  
Gottfried, A. Co., Erie, Pa.  
Hammond Instrument Co., 2915 North Western Ave., Chicago, Ill.  
Hiigreen, Lane & Co., Alliance, Ohio  
Kramer Organ Co., 336 W. 44th St., New York, N. Y.  
Lyon & Healy, 243 S. Wabash Ave., Chicago, Ill.  
Marr, David Co., Warsaw, N. Y.  
Schantz, A. J., Sons & Co., Orrville, O.  
Wurlitzer, Rudolph, Co., North Tonawanda, N. Y.

## PHOTOELECTRIC CELLS

Amperex Electronic Products, Inc., 79 Washington St., Brooklyn, N. Y.  
Continental Electric Co., 203 S. First St., St. Charles, Ill.  
DeVry, Herman A., Inc., 1111 Armitage Ave., Chicago, Ill.  
Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.  
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
Electrical Research Products, Inc., 195 Broadway, N. Y. C.  
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.  
Gates Radio & Supply Co., Quincy, Ill.  
General Electric Co., Schenectady, N. Y.  
Good-All Electric Mfg. Co., Ogallala, Neb.  
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.  
Loewenberg, F., 10 E. 40th St., N. Y. C.  
Lumotron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.  
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.  
Pacnet Engineering Corp., 79 Madison Ave., N. Y. C.  
Picture-Fone Co., 806 Main St., Lima, Ohio  
RCA Manufacturing Co., Inc., Camden, N. J.  
Wenzel Co., 2059 S. State St., Chicago, Ill.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.  
Westinghouse Lamp Co., 150 Broadway, N. Y. C.  
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.  
World Bestos Corp., 52 Courtland St., Paterson, N. J.

## PICKUPS, CRYSTAL AND MAGNETIC

Astatic Microphone Lab., 830 Market St., Youngstown, O.  
Audak Co., 500 Fifth Ave., N. Y. C.  
Bogen, David, Co., 663 Broadway, New York, N. Y.  
Brush Development Co., The, E. 3311 Perkins Ave., Cleveland, Ohio  
Fairchild Aerial Camera Co., Long Island City, N. Y.  
Hetro Electrical Industries, Inc., 4611 Ravenswood Ave., Chicago, Ill.  
Life Time Corp., 1825 Adams St., Toledo, O.  
Miles Reproducer Co., 812 Broadway, N. Y. C.  
Pacnet Eng. Corp., 79 Madison Ave., N. Y. C.  
Presto Recording Corp., 139 W. 39th St., New York, N. Y.  
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.

RCA Mfg. Co., Camden, N. J.  
Radiotone, Inc., 6103 Melrose Ave., Hollywood, Calif.  
Shure Brothers, 225 W. Huron Street, Chicago, Ill.  
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.  
Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.  
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.  
Webster Electric Co., Racine, Wis.  
Western Electric Co., 195 Broadway, New York, N. Y.

## POTENTIOMETERS, INC.

(SEE ALSO METERS)  
Daven Co., The, 158 Summit St., Newark, N. J.  
General Radio Co., 30 State St., Cambridge, Mass.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
Radio Television Industries Corp., 2 Linden St., Reading, Mass.  
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

## PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
American Communications Corp., 1650 Broadway, New York, N. Y.  
Amplifier Co. of America, 17 W. 20th St., New York, N. Y.  
Atlas Sound Corp., 1451-39th St., Brooklyn, N. Y.  
Bell Sound Systems, Columbus, Ohio  
Bogen, David, Co., 633 Broadway, New York, N. Y.  
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Los Angeles, Calif.  
Continental Engineering Co., 3613 N. Green Bay Ave., Milwaukee, Wis.  
Electrical Research Products, Inc., 195 Broadway, New York, N. Y.  
Electro Acoustic Products Co., 55 E. Wacker Drive, Chicago, Ill.  
Electronic Design Corp., Chicago, Ill.  
Miles Reproducer Co., 812 Broadway, New York, N. Y.  
Million Radio & Television Laboratories, 671 W. Ohio St., Chicago, Ill.  
Morlen Electric Co., Inc., 60 W. 15th St., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.  
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.  
Sound Products, 804 N. Curson Ave., Hollywood, Calif.  
Sundt Engineering Co., 4238 Lincoln Avenue, Chicago, Ill.  
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.  
Webster Electric Co., Racine, Wis.  
Western Electric Co., 195 Broadway, N. Y. C.

## QUARTZ CRYSTALS AND ACCESSORIES

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.  
Bellefonte Eng. Labs., Bellefonte, Pa.  
Bendix Radio Corp., 60 E. 25th St., Chicago, Ill.  
Bliley Electric Co., Union Station Bldg., Erie, Pa.  
Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.  
Collins Radio Co., Cedar Rapids, Ia.

## 1940 BUYING GUIDE

Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.  
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.  
Hollister Crystal Co., Merriman, Kansas  
Insuline Corp. of America, 25 Park Place, New York, N. Y.  
Peerless Radio Mfg. Co., Albany, N. Y.  
Peterson Radio Co., Council Bluffs, Iowa  
Piezo Electric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.  
Precision Crystal Labs., Inc., P. O. Box 326, Springfield, Mass.  
Precision Piezo Service, 427 Asia St., Baton Rouge, La.  
Premier Crystal Laboratories, 719 Pulitzer Bldg., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Scientific Research Laboratories, 124 Jackson Ave., Hyattsville, Md.  
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.  
Valpey Crystals, Box 321, Holliston, Mass.  
Western Electric Co., 195 Broadway, N. Y. C.

## RECORDING EQUIPMENT AND ACCESSORIES, DISC

Acton, H. W., Co., 370 Seventh Ave., New York, N. Y.  
Allied Phonograph & Record Mfg. Co., 1041 N. Las Palmas Ave., Hollywood, Calif.  
Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.  
Allied Recording Products, 126 W. 46th St., N. Y. C.  
Ansley Radio Corp., 240 W. 23rd St., New York, N. Y.  
Audak Co., 500 Fifth Ave., N. Y. C.  
Bell Radio & Television, 115 E. 46th St., New York, N. Y.  
Bell Sound Systems, Inc., 61 E. Goodale St., Columbus, Ohio  
Bogen, David, Co., 663 Broadway, N. Y. C.  
Carter, E. P., 112 Cedar Ave., Pitman, N. J.  
Chicago Sound Systems Co., 200 E. Illinois St., Chicago, Ill.  
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.  
Clark Phonograph Record Co., 215 High St., Newark, N. J.  
Continental Engineering Co., 3613 N. Green Bay Ave., Milwaukee, Wisc.  
Electrical Research Products, Inc., 195 Broadway, N. Y. C.  
Electro Acoustic Co., 2131 Bueter Rd., Fort Worth, Ind.  
Fairchild Aerial Instrument Corp., Van Wyck Blvd. & Jamaica Ave., Long Island City, N. Y.  
Gates Radio & Supply Co., Quincy, Ill.  
General Communication Products, Inc., Lexington Ave., at Vine, Hollywood, Calif.  
General Engineers, Upper Darby, Pa.  
General Products Co., 1801 Fannin St., Houston, Texas  
Harris Mfg. Co., 2422 W. 7th St., Los Angeles, Calif.  
Jackson Products Co., 504 Griffin St., Dallas, Texas  
Miles Reproducer Co., 812 Broadway, New York, N. Y.  
Mirror Record Corp., 58 W. 25th St., N. Y. C.  
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.  
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.  
Poinsettia, Inc., Pitman, N. J.  
Presto Recording Corp., 139 W. 9th St., N. Y. C.  
Procter Co., 17 W. 60th St., N. Y. C.  
RCA Mfg. Co., Camden, N. J.  
Radio & Film Methods, 101 Park Ave., N. Y. C.  
Radiotone, Inc., 7356 Melrose Ave., Hollywood, Cal.  
Rangertone, Inc., 201 Verona Ave., Newark, N. J.  
Shure Bros., 225 W. Huron St., Chicago, Ill.  
Sonora Electric Phonograph Co., 132 W. 22nd St., New York, N. Y.  
Sound Products, 704 N. Curson St., Hollywood, Calif.

Sound Projects Co., 3140 W. Walton Ave., Chicago, Ill.  
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.  
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.  
Telefran Products Co., 2233 University Ave., St. Paul, Minn.  
Transformer Corp. of America, 69 Wooster St., New York, N. Y.  
Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.  
Vocagraph Sound Systems, 164 N. May St., Chicago, Ill.  
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill.  
Webster Electric Co., Racine, Wisc.

## RECTIFIERS

American Transformer Co., 175 Emmett St., Newark, N. J.  
Andrew, Victor J., 6492 S. Laverne Ave., Chicago, Ill.  
B-L Electric Mfg. Co., 19th & Washington Aves., St. Louis, Mo.  
Collins Radio Co., Cedar Rapids, Ia.  
Continental Electric Co., 715 Hamilton Avenue, Geneva, Ill.  
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Raytheon Mfg. Co., Waltham, Mass.  
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.  
Unitel Cinephone Corp., 43-37—33rd St., Long Island City, N. Y.  
United Transformer Corp., 150 Varick St., N. Y. C.  
Western Electric Co., 195 Broadway, N. Y. C.  
Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

## RELAYS

Allan-Bradley Co., 1305 S. First St., Milwaukee, Wisc.  
Allied Control Co., 95 Liberty St., New York, N. Y.  
American Automatic Electric Signal Co., 1034 W. Van Buren St., Chicago, Ill.  
American Communications Corp., 1650 Broadway, New York, N. Y.  
Automatic Signal Co., E. Norwalk, Conn.  
Bunnell & Co., J. H., 81 Prospect St., Brooklyn, N. Y.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.  
Clare Co., C. P., 4901 W. Lawrence St., Chicago, Ill.  
Continental Electric Co., Geneva, Ill.  
Coto-Coil, Inc., 229 Chapman St., Providence, R. I.  
Eby, Hugh, H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
General Control Co., 197 Sidney St., Cambridge, Mass.  
General Electric Co., Schenectady, N. Y.  
Guardian Electric Co., 1625 Walnut St., Chicago, Ill.  
Heinekin Machine Corp., 95 Liberty St., New York, N. Y.  
Kurman Electric Co., 241 Lafayette St., New York, N. Y.  
Leach Relay Co., 5915 Avalon Blvd., Los Angeles, Calif.  
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.  
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.  
Roller-Smith Co., 233 Broadway, New York, N. Y.  
Sigma Instruments, Inc., Belmont, Mass.  
Standard Electrical Products Co., 317 Sibley St., St. Paul, Minn.  
Stromberg Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.  
Struthers-Dunn, Inc., 139 N. Juniper St., Philadelphia, Pa.  
Triplet Electrical Instrument Corp., Bluffton, Ohio  
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.  
United Electronic Industries, 43-37—35th St., Long Island City, N. Y.  
Utah Radio Products Co., 820 Orleans St., Chicago, Ill.  
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.

Western Electric Co., 195 Broadway, New York, N. Y.  
Weston Electrical Instrument Corp., 612 Frøling-huysen Ave., Newark, N. J.

## RESISTORS

Allen-Bradley Co., 1326 South Second St., Milwaukee, Wisc.  
Atlas Resistor Co., 423 Broome St., N. Y. C.  
Carborundum Co., Niagara Falls, N. Y.  
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.  
Cinema Engineering Co., 7606 Santa Monica Blvd., Hollywood, Calif.  
Clarostat Mfg. Co., 285 N. 6th St., Bklyn., N. Y.  
Consolidated Wire & Associated Corp., Peoria St., Chicago, Ill.  
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, O.  
Daven Co., The, 158 Summit St., Newark, N. J.  
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.  
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.  
Insuline Corp. of America, 25 Park Place, New York, N. Y.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
Lectrohn, Inc., 5133 W. 25th Place, Cicero, Ill.  
Leeds & Northrup Co., 4970 Stenton Ave., Philadelphia, Pa.  
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.  
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.  
Morrill & Morrill, 30 Church St., N. Y. C.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
Ohmite Mfg. Co., 4835 W. Flourney St., Chicago, Ill.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Shallcross Mfg. Co., Collingdale, Pa.  
Speer Carbon Co., St. Mary's, Pa.  
Stackpole Carbon Co., St. Mary's, Pa.  
States Co., 19 New Park Ave., Hartford, Conn.  
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.  
Tilton Electric Corp., 15 E. 26th St., New York, N. Y.  
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.  
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.  
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.  
Wirt Co., 5221 Greene St., Philadelphia, Pa.

## RHEOSTATS

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wisc.  
Cinema Engineering Co., 7606 Santa Monica, Blvd., Hollywood, Calif.  
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.  
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.  
General Electric Co., Schenectady, N. Y.  
Hardwick, Hindle, Inc., 40 Herman St., Newark, N. J.  
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.  
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.  
P. R. Mallory Co., 3029 E. Washington St., Indianapolis, Ind.  
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.  
Precision Resistor Co., 334 Badger Ave., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.  
Westinghouse Electric Mfg. Co., East Pittsburgh.

# 1940 BUYING GUIDE

## SEATS, THEATER

Air-Loc Seat Industries, Inc., 33 Holden St., Minneapolis, Minn.  
American Seating Co., Grand Rapids, Mich.  
Eastern Seating Co., Inc., 276 W. 43rd St., New York, N. Y.  
General Seating Co., 2035 Charleston St., Chicago, Ill.  
Heywood-Wakefield, Gardner, Mass.  
Ideal Seating Co., Grand Rapids, Mich.  
International Seat Corp., Union City, Ind.  
Kroehler Manufacturing Co., 666 Lake Shore Drive, Chicago, Ill.

## SOCKETS

Alden Products Co., 715 Center St., Brockton, Mass.  
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.  
Bud Radio, Inc., 5205 Cedar Ave., Cleveland, O.  
Cannon Electric Development, 420 W. 33rd Ave., Los Angeles, Calif.  
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.  
Communication Products, 245 Custer Ave., Jersey City, N. J.  
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
General Radio Co., 30 State St., Cambridge, Mass.  
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.  
Insuline Corp. of America, 25 Park Place, N. Y. C.  
Johnson, E. F., Co., Waseca, Minn.  
Jones, H. B., 2300 Wabansia Ave., Chicago, Ill.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.  
National Co., Malden, Mass.  
RCA Mfg. Co., Camden, N. J.  
Remler Co., 2101 Bryant St., San Francisco, Calif.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Synthane Corp., Oaks, Pa.

## SWITCHES

Automatic Devices Mfrs., 4243 West Ogden Ave., Chicago, Ill.  
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.  
Franklin Mfg. Corp., A. W., 175 Varick St., New York, N. Y.  
Insuline Corp. of America, 25 Park Place, New York, N. Y.  
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.  
Meissner Mfg. Co., Mt. Carmel, Ill.  
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.  
Nordendale Mfg. Co., 2100 Fulton St., Chicago, Ill.  
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.  
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Stewart Mfg. Corp., F. W., 340 W. Huron St., Chicago, Ill.  
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

## TEMPERATURE CONTROL UNITS

Biley Electric Co., Union Station Bldg., Erie, Pa.  
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.  
Piezoelectric Laboratories, New Dorp, S. I., N. Y.  
Precision Piezo Service, 427 Asia St., New Orleans, La.  
Tostenson, D. V., Moorhead, Minn.

## TRANSFORMERS

American Transformer Co., 175 Emmet St., Newark, N. J.  
Collins Radio Co., Cedar Rapids, Ia.

# 1940 BUYING GUIDE

Doolittle & Falkner, Inc., 7421 S. Loomis Blvd., Chicago, Ill.  
Ecco High Frequency Corp., 120 W. 20th St., New York, N. Y.  
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C.  
Freed Transformer Co., 72 Spring St., N. Y. C.  
General Winding Co., 254 W. 31st St., New York, N. Y.  
International Transformer Co., 39 W. 20th St., N. Y. C.  
Konyon Transformer Co., 840 Barry St., N. Y. C.  
Newark Transformer Co., 17 Frelinghuysen Ave., Newark, N. J.  
Radio Receptor Co., 251 W. 19th St., New York, N. Y.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
RCA Mfg. Co., Camden, N. J.  
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.  
Skaggs Transformer Co., 5894 Broadway, Los Angeles, Calif.  
Standard Transformer Corp., 1500 N. Halsted St., Chicago, Ill.  
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.  
United Transformer Corp., 150 Varick St., N. Y. C.  
Webster Co., 5622 Bloomingdale Ave., Chicago  
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.

## TRANSMISSION LINES

Acorn Insulated Wire Co., 225 King St., Brooklyn, N. Y.  
Alpha Wire Corp., 50 Howard St., New York, N. Y.  
Anaconda Wire & Cable Co., 25 Broadway, New York, N. Y.  
Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.  
Bassett Research Corp., South Bend, Ind.  
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.  
Brach Mfg. Corp., L. S., 55 Dickerson St., Newark, N. J.  
Consolidated Wire & Associated Corps., Peoria & Harrison Sts., Chicago, Ill.  
Continental Wire Co., 110 Lafayette St., New York  
Copperwald Steel Co., Glassport, Pa.  
Crescent Insulated Wire & Cable Co., Trenton, N. J.  
General Cable Corp., 420 Lexington Ave., New York, N. Y.  
Hoke Vertical Radiators, Petersburg, Va.  
Isolantite, Inc., 233 Broadway, N. Y. C.  
Phelps Dodge Copper Products Corp., 40 Wall St., New York, N. Y.  
Radio Receptor Co., 251 W. 19th St., New York, N. Y.  
Transducer Corp., Rockefeller Plaza, N. Y. C.  
Triangle Conduit & Cable Co., Elmhurst, N. Y.  
Western Electric Co., 195 Broadway, N. Y. C.

## TUBES, PHOTOELECTRIC

Amperex Electronic Products Corp., 79 Washington St., Brooklyn, N. Y.  
Arco Tube Co., 227 Central Ave., Newark, N. J.  
Continental Electric Co., Geneva, Ill.  
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.  
Lowenberg, F., 10 East 40th St., N. Y. C.  
National Union Radio Corp., Newark, N. J.  
RCA Mfg. Co., Camden, N. J.  
Weston Electric Instrument Corp., Newark, N. J.

## TUBES, RADIO RECEIVING and RECTIFYING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.  
Champion Radio Works, 88 Holten St., Danvers, Mass.  
Crosley Radio Corp., 1329 Arlington St., Cincinnati  
General Electric Co., Bridgeport, Conn.  
Hygrade Sylvania Corp., 500 Fifth Ave., New York, N. Y.  
Hytron Corp., 23 Derby St., Salem, Mass.

Ken-Rad Tube & Lamp Corp., Owensboro, Ky.  
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.  
Philco Radio & Television Corp., Tioga and C Sts., Philadelphia, Pa.  
RCA Mfg. Co., Camden, N. J.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
Sparks-Withington Co., Jackson, Mich.  
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.  
Tung-Sol Lamp Works, Inc., 95 Eighth Ave., Newark, N. J.  
Zenita Radio Corp., 6001 Dickens Ave., Chicago, Ill.

## TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.  
Arco Tube Co., 227 Central Ave., Newark, N. J.  
Electronic Products Co., 5356 E. Ninth St., Los Angeles, Calif.  
Federal Telegraph Co., 200 Mt. Pleasant Ave., Newark, N. J.  
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.  
Hytron Corp., 76 Lafayette St., Salem, Mass.  
Raytheon Mfg. Co., Waltham, Mass.  
RCA Mfg. Co., Camden, N. J.  
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.  
United Electronics Co., 42 Spring St., Newark, N. J.  
Western Electric Co., 195 Broadway, N. Y. C.

## TURN TABLES

(SEE ALSO RECORDERS, DISC)

## VACUUM TUBE SOCKETS

(SEE SOCKETS)

## VACUUM TUBES, TRANSMITTING

(SEE TUBES, TRANSMITTING)

## VARNISHED CLOTHS AND PAPERS

Acme Wire Co., New Haven, Conn.  
Bakelite Corp., 247 Park Ave., New York, N. Y.  
General Cement Mfg. Co., 611 Lincoln Ave., Rockford, Ill.  
General Plastics, Inc., North Tonawanda, N. Y.  
Insulation Manufacturers Corp., 565 W. Washington Blvd., Chicago  
Mica Insulator Co., 200 Varick St., New York, N. Y.  
National Vulcanized Fibre Co., Wilmington, Del.  
Spaulding Fibre Co., Tonawanda, N. Y.

## VIBRATORS

American Television & Radio Corp., 300 E. 4th St., St. Paul, Minn.  
Electronic Labs., Inc., 122 W. New York St., Indianapolis, Ind.  
RCA Mfg. Co., Camden, N. J.

## VOLTAGE REGULATORS

Acme Electric & Mfg. Co., Cuba, N. Y.  
American Transformer Co., 175 Emmett St., Newark, N. J.  
Freed Transformer Co., 72 Spring St., New York, N. Y.  
General Transformer Corp., 1250 W. Van Buren St., Chicago, Ill.  
RCA Mfg. Co., Camden, N. J.  
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.  
United Transformer Co., 72 Spring St., N. Y. C.  
Ward-Leonard Electric Co., Mt. Vernon, N. Y.  
Westinghouse Lamp Co., Bloomfield, N. J.

## WIRE

(SEE CABLE)

# 1939 IN HEADLINES

*History at a Glance  
From the Columns  
of*



## JANUARY

- Jan. 3—Radio's Greatest Year Is Forecast; Billings at New High as All Webs Grow; Television Progressed.
- Jan. 4—NBC Billings Up 7.3%; Totals \$41,462,679 for the Past Year; CBS Off 4.8% NAPA and ARA Merge into One Organization.
- Jan. 5—Lohr Takes Stand in FCC Monopoly Probe to Explain Web Policies. Report to Congress Is Filed by McNinch.
- Jan. 6—NBC Ends Testimony With Lohr Citing Television Cost; CBS Next Week.
- Jan. 9—1938 Ad Agency Billings Reveals First Five in Status Quo on Two Networks; Minor Changes Down the List. FCC Hears Motion Under New Procedure.
- Jan. 10—Four Television Licenses Are Granted to General Electric. Share-Time Stations Are Cut Down by FCC. Procter & Gamble Again Leads NBC Breakdown of Billings with Expenditure of \$4,860,155.
- Jan. 11—American Association of Advertising Agencies Propose Counter Scale; AFRA Thumbs Down and Walks Out on Confab; Breach Widens. ASCAP (State Law) Cases Heard by Supreme Court. CBS Begins Its Testimony for FCC Probe Committee.
- Jan. 12—Financial Figures Given by White as CBS Resumes Testimony in Monopoly Probe.
- Jan. 13—AFRA Asks Strike Vote; Sets January 22 Limit for Membership to Decide.
- Jan. 16—Major (Baseball) Leagues 50% Sold; See Rest of Clubs Signed for Air by March 1.
- Jan. 17—New Radio Transmission Is Announced by Major Edwin H. Armstrong. Court Slaps at FCC in Pottsville Case (Referring to Its "Czaristic Power").
- Jan. 18—Brinckerhoff Deal for NAB Disk Library Falls Through. FCC Revives Web Deals Digging Up Data on Old (CBS) Stock Swap with Picture Company.
- Jan. 19—File Super-Power Report Setting 13-Point Plan as "Standard of Public Service"; Recommends One-Year Licenses; Rejects 500 KW. AFRA Situation Grows Tense; N. Y. Local Voting Tonight. Facsimile Network a Reality in Year.
- Jan. 20—More Two-Web Sponsors; 34 National Accounts Used Two or More Major Nets. N. Y. AFRA Local Votes to Support a Strike.
- Jan. 23—Compromise Looms Strongly in AFRA Strike Situation Despite Hectic Activity; Agencies Taking Full Precautions, However. Celler Libel Bill Will Benefit Radio. CBS Turned Down \$9,000,000 in Biz (According to Testimony at FCC Probe).
- Jan. 24—Much AFRA-4A Activity with Artist Union Seeking Separate Deals; Signing of Wrigley Breaks Dead-Lock; Strike Order Still Remote. Appropriating Body Blasts FCC Policies.
- Jan. 25—FDR for New FCC Setup; Writes Two Congressmen to Establish Definite Policies to Guide Clear Interpretations. "Static-Free" Stuff Is Worrying the Manufacturers. Four A's Holds Its Ground as AFRA Seeks Closed Shop.
- Jan. 26—Jack Benny-Jello Production Tops Field in Radio Editors' Poll Conducted by RADIO DAILY; Chase & Sanborn's Sunday Program is Runner-Up. Agencies Mull AFRA "Code"; AGRAP May Complicate Setup.
- Jan. 27—Procter & Gamble Enters Baseball Setup; Others Sign for Major Games. Hitch Looms in Plan for Quick FCC Reorganization.
- Jan. 30—Set Television Sports Events; William Morris-Paramount-DuMont Group Reported Signing Up Important Colleges; Schools Inaugurate Air Reps. AFRA Defers Strike; Meets Agencies Today. Concert Bureau Data Given FCC Quizzers.
- Jan. 31—Chicago Blizzard-Bound; Web Schedules Completely Disrupted as Actors and Others Are Unable to Reach Respective Stations.

## FEBRUARY

- Feb. 1—AFRA Four-A Dilemma: Tired But Friendly Committee Argue Respective Points in Second All-Night Negotiation; "Code" at Issue.
- Feb. 2—AFRA-Agency Pact Today; Agreement Indicated at Today's Meet as Agencies Pass

Buck to Networks on Question of AFRA Shop.  
 Joint Committee Releases Long-Heralded Rural Study.  
 Demands Canada Quit Berne Copyright Pact. NBC's January Billing Breaks Web Record.

Feb. 3—AFRA-Webs-Agencies Sign; Unique Pact Charges AFRA and Nets with Maintaining the AFRA Shop; Settle AGRAP Complications.  
 Lohr Says Webs Will Seek Closer Ties with Film Biz.  
 CBS January Billings Gain 5.7% Over December.

Feb. 6—McNinch-Wheeler Confer; First Step Will Be Measure Calling for Reorganization. Radio Gross Sales Exceed Magazines.

Feb. 7—Hold Up FCC's Budget; Wigglesworth Seizes Opportunity to Slam FCC and Chairman McNinch.  
 Film Studios Agreed Air Benefited Stars. NBC Asks Agencies to Sign and Abide by AFRA Code.  
 See Crosley Appeal from FCC Decision.

Feb. 8—NBC's Tele Scripts Ready for "Shooting."  
 Mutual on Probe Stand; Sykes Asks Who Will Get the "Profits"; Will Push Measure Banning "Inciters" (In N. Y. Legislature).

Feb. 9—CBS 1938 Net \$3,541,700; Income Statement Reveals Earnings Equal to \$2.07 per Share; Off from Preceding Year.  
 Start WHK Facsimile on Regular Schedule. 3 Producing Firms Sign the AFRA Code.

Feb. 10—Wheeler Bill to Senate; Provides for Three-Man Commission to Prevent Lost Motion; Wheeler States Views in Full.  
 Weber Testifying for Mutual Asks Free Run of Affiliates.  
 Install AP News at NBC on Public Service Basis.

Feb. 14—Agencies Meet Deadline; AFRA Signs 53 Agencies and 7 Producers in Last Minute Rush; All Strike Danger Precluded.

Feb. 15—Wheeler Opposition Starts; Broadcasters Fear too Much Power in One Man with Smaller FCC; Senator White Readying Bill. AFRA Signing MBS Outlets; Opens WOR Negotiations.

Feb. 16—MBS Ends Its Testimony; McCosker Suggests One or Two Year Maximum for Exclusivity Clauses; Don Lee Takes Stand February 21.  
 See Increase of Spot Business Due to Advertisement Ban on Films.  
 Study Gives CBS 87% of Rural Listeners.

Feb. 17—CBS Sets Deal for WBS; Web and Transcription Firm Agree on Basic Points for Columbia to Purchase Control.  
 New Financial Forms Issued to Licensees.

Feb. 20—Unions Eye Engineers; Both CIO and AFL Units Plan Drive Following Success of AFRA Move; ACA Expects Actor Backing.

Feb. 21—AFRA Readies Disk Code; Will Make Formal Presentation Soon as Agency Biz Is Out of the Way.  
 Commission Revokes KUMA, Yuma, License.

FCC Denies WLW's Super-Power Appeal. Pittsburgh Theaters Want Stars Withdrawn.

Feb. 23—Open Don Lee Testimony; Lewis Allen Weiss as Star Witness Reveals Hard Business Facts; Decries ASCAP-AFM Burden. Fort Wayne Expects Much Television Activity.  
 Senator White Introduces Bill Calling for Eleven-Man FCC.

Feb. 24—Shepard on Probe Stand; Colonial Is Second Regional Heard.  
 Playing of Records on Air Creates Sales, Survey Shows.

Feb. 27—Baird's Television Invasion; Important English Firm to Establish Giant Screen Projection Suitable for Theater Audiences.  
 Facsimile Receivers on Sale in New York Area.

Feb. 28—FCC's Complaint Department; Adopts New Procedure in Acting on Complaints Against Stations; Stronger Discipline Hinted. Additional Rural Survey Data by Joint Committee (Is Released).

### MARCH

Mar. 1—Industry Policies Stated; Strong Plea Against Any Censorship Voiced by NAB Board in Statement Also Favoring Larger FCC.  
 American Television Co. Receivers for Department Store Sale.

Mar. 2—Michigan Net Testimony; FCC Hears About "Lone Ranger."  
 North Dakota Ready to Pass Anti-ASCAP Measure.  
 Ball Clubs Up Ante Delaying Contracts.

Mar. 3—CBS-NBC Billings Vary; February Gross Gives NBC 7.2% Increase Over Same Month Last Year; CBS Figures Slightly Off.  
 Three-Year License Proposed in House of Representatives.

Mar. 6—Fort Wayne Television Center; Farnsworth Moving Entire Facilities and Will Erect Huge Transmitter; To Retain Philly Office.  
 Amos 'N' Andy Move To CBS.  
 AFRA Ends Dispute with Writers' Guild.

Mar. 7—White's Probe Measure; Introduces Far-Reaching Resolution Designed to Cover All Angles from the FCC Down.  
 High Frequency Policy on Renewals (Is Announced) by FCC.

Mar. 8—Elliott Roosevelt on Stand; Makes Plea for Indefinite License Term for Stations (Before FCC); Against Any Form of Censorship.  
 Revive St. Louis (Station) Feud as KSD Files Brief.  
 Liquor Ban Protest Growing in Canada.

Mar. 9—More Roosevelt Views; Head of Texas Web Expounds Ideas Before FCC.

Mar. 10—CBS Summer Policies (Are Announced) Network Boosts 52-Week Discount Rate to Advertisers; Provide Special Summer Hiatus System.  
 WLW to Cut Rate 10% Immediately.  
 General Mills Splits Webs for New Show. Baird Television (Will Raise) \$2,000,000 for Further Expansion.



- Mar. 13—Sykes Resigns March 31; Commissioner Has Tendered Resignation to President Roosevelt; Lewis or Wearin Seen as Possible Successor.  
Mutual Forms New Facsimile Network.  
Move to Abolish Canada License Fee (For Receiving Sets).
- Mar. 14—Few Agency Cast Cuts; Survey of 6 Major Agencies Reveals No Large-Scale Changes Resulted Because of Signing of AFRA Code.  
DuMont Television Opening Transmitter April 1.  
Clarify Language in "Radio" Measure (In New York State Assembly).
- Mar. 15—Atlantic Baseball Schedule: Sponsor 1,842 Games Over 39 Stations in 12 States; FCC Hears First ET Angles as Jerry King Takes Stand (In Monopoly Investigation).  
Sponsored AP News Still Being Sought.
- Mar. 16—Civil Liberties Testimony (In FCC Monopoly Probe): Afraid of "Hidden Censorship" But Advocates 3-Year License Term; Educator Gives FCC Ideas.
- Mar. 17—Goodrich Joins Parade: Capitulates to Radio in a Big Way with Half-Hour ETs Set for 100 Stations; 150 Later On.  
Oklahoma Introduces Anti-ASCAP Measure.  
British Home Office Today Takes Up Television Problems.
- Mar. 20—NBC Blue Gets Stronger; Four-Month Average on Billings Shows Discount Policy Was Successful; New Accounts on Larger Webs Aired.
- Mar. 21—NAB's Copyright Meet: Committee Opens Three-Day Session Preliminary to Drawing Up Plan for Convention Approval.  
AFRA Signs Don Lee; First Regional Web.  
Outlets Can Run Own Papers Says Moore Anent Facsimile.
- Mar. 22—NAB Copyright Action: Committee Passes Resolution Okaying Immediate ASCAP Negotiations; Society Is Amenable.  
Canadian Independents Ask Permit for Own Web.  
New Television Attachment for Radio Receivers (Announced by Wald Radio & Television Laboratories).  
IRNA Defends Web Contracts; Others Heard at FCC Probe.
- Mar. 23—CBS Reveals Television Setup.  
NAB Opens Meeting on Code-Practices.  
Introduce Tax Bill on Radio Biz Gross (In N. Y. State Assembly).
- Mar. 24—FCC Eyes Station Pacts: Contracts Involving the Transfer of Station Control Occupy FCC Probers All Day.
- Mar. 27—NAB Collates Code Ideas; Material Gathered at 3-Day Session Will Be Ironed Out and Approved for Convention Ratification.  
FCC Approves Plan to Reorganize Press Division.
- Mar. 28—RMA Co-Op Plans Ready; Outline "Sell Radio to Public" Theme for Campaign to Start April 17; Coordinating Features.  
New Anti-ASCAP Bill in Oklahoma Legislature.
- Mar. 29—Names F. I. Thompson as Sykes' Successor (On FCC).  
CBC Lists Wide Restrictions for Royal Visit Broadcasts.
- Mar. 30—Compare Air With Newspapers; Testimony on Value of Two Medias in Leading Markets Highlights FCC's Probe Hearing.  
Still Larger Television Screens Predicted by English Firm (Scophony).  
See Acetate ET Biz Ruined by New (N. Y. State) Bill.
- Mar. 31—Nets Question Statistics; Attorneys for Networks Query FCC Exhibits Relative to Billings and Similar Matters.  
Film Television Scanner Ironed Out by CBS.

## APRIL

- Apr. 3—"Mystery" FCC Exhibits: 3 Major Networks Trying to Fathom Motives Behind the FCC Layouts; All Highly Complicated.  
Vermont House Okays Anti-ASCAP Measure.
- Apr. 4—Radio Continues to Improve Say 61% of Leading Critics; Editors (In RADIO DAILY's SECOND ANNUAL FORUM) See Gains While Faults Seem Trivial.
- Apr. 5—CBS Resents "Statistics": Multiple Ownership as Set Up by FCC (In Monopoly Hearings) Is Attacked.  
Baird Theater-Television Showing Will Get Under Way May 15.  
Five Senators Back Ban on Liquor Ads.
- Apr. 6—Musician Union Pay-Off: Musicians' Salaries in New York to be Paid Through Unions.  
Labor Takes Stand Against Beer-Ad Ban.  
FCC Takes Up ET Business (In Monopoly Probe); Lloyd Egner Heard for NBC.
- Apr. 7—CBS Feature for Schools: U. S. (Office of Education) Sets Recording for Educational Purposes.  
Stewart-Warner Television Reality This Spring.  
Fox Films Sponsors Kentucky Derby Over CBS.  
ERPI-WBS Setup Described for FCC "Chain" Committee.
- Apr. 10—"Sell Radio" Year-Round (Campaign); NAB-RMA Complete Plans for Drive Opening Next Week; Special Disks Available for Summer.  
BBC New Television Budget Upped to \$2,500,000.
- Apr. 11—Fair Shows Centralized; Studios Being Built for Every New York Outlet; Full View for Visitors; Over 24 Sponsor-Exhibitors.  
Zenith Tells Dealers Television Still in Offing.
- Apr. 12—Shepard Resumes Stand; Believes Self-Regulation Best Move as Opposed to FCC Web Meddling; Rosenbaum Defends IRNA.  
Recording Men Meet to Form Trade Association.  
Lower House in New York Passes Libel Measure.
- Apr. 13—CBS New Biz \$6,313,829; (Web) Signs 14 New Contracts; 5 Renewals in Past 30 Days; Several Accounts Move Over from NBC.

- FCC Television Committee Opens Active Survey.  
One Year License Has Enough Votes (Among FCC Commissioners).  
WBS and TBT Give Testimony on ETs for "Chain" Probers.
- Apr. 14—More Testimony on Disks: Langlois Makes Plea for Dropping Rule on ET Announcements; Poppele Tells of WOR's Recording Business.  
FCC Television Committee Wary on "Standards."  
Canada Seeks Action on Short-Wave Setup.
- Apr. 17—\$5,000,000 Baseball Biz: Sponsored Games on 200 Stations as Season Opens Officially; Schedule Special Sendoffs.  
Gallery Privileges for Radio News Men (In Congress).  
Roosevelt Quits as Hearst Radio Executive.
- Apr. 18—U. S. Court Favors ASCAP; Renders Decisions on Points Involving States of Florida and Washington; Not Final Adjudication.  
First U. S. Television Schedule Is Completed by NBC.
- Apr. 19—FCC Hears Weber-AFM; Musicians' Union Head Defends Move in Obtaining \$2,000,000 More Annually from Industry.  
NBC First Quarter Business 78.5% Ahead of 1938; Strong Upturn in May Is Indicated for CBS.  
Network Practices Attacked in Mutual and TSN Testimony (Before FCC Chain Probers).
- Apr. 20—Bitter FCC Probe Climax; Mutual Asks Injunction Restraining Major Webs from Extending Pacts With Stations Beyond 1940.  
NBC-CBS Fail in Move to Exclude Probe Data.  
WNRC's Annual Radio Award Goes to U. S. and CBS Sustainer.
- Apr. 21—Seek Juvenile Standards; Joint Committee on Children's Shows Headed by Women Groups Plans Wide Improvement Campaign.  
House Okays Gallery; CBS Signs A. L. Warner.  
Home Video Accepted Says BBC's Director. Sarnoff Makes Urgent Plea for Radio-Television-Picture Cooperation.  
RCA Television Sets May 1; Prices \$300 to \$600.
- Apr. 24—Industry Eyes ANPA Meet.  
McDonald Television Fight Carried to NAB.
- Apr. 25—AP Nearer to News Sale; Matter of Commercial Radio News Referred to Board of Directors After Resolution is Passed.  
Major Film Concerns to Refuse Television Pictures.  
NAB Legislative Committee Finds Tough Schedule Ahead.  
CBS Deal for World Broadcasting System Now Definitely Off.
- Apr. 26—ANPA in Usual Squawk; Small Daily Owners Are in Attendance as "Free Space" Takes the Rap; RCA Shows Facsimile.  
See Several Changes in NAB Directorate.
- WMCA Closes Blackett-Sample-Hummert Contract to Repeat Network Serials.
- Apr. 27—Foods Still Lead Network Business; Steady Gain in the Past Several Years Keeps Food-Beverages on Top in First-Quarter Billings.  
Crosley Explains Television Setup; Has Already Built Receivers.  
Canada's Sets Jump 70% in Past Five Years.
- Apr. 28—Television Rounds the "Corner"; Production Cost Estimated by NBC at \$2,500 per Hour; Advertisers Interested Unofficially.  
ANPA Anti Air-News But Seeks to Cooperate.  
Local Independent Outlets Protest Wire Charges at New York World's Fair.

## MAY

- May 1—Television Stars at the Fair; Huge Crowds Attracted to Television on Grounds While Millions Hear Ceremonies on the Air. Baird Television Co. Eyes U. S. Equipment Sales.  
Executives Shifted in NBC Realignment.
- May 2—Two Types of Television Programs Mullied by RCA; Home and Theater.  
Rebroadcast Rules Up for New Hearing.  
Ohio "U" Sessions Quiet; Opening of Three-Day Educator Meet Reveals Give-and-Take Attitudes; Many Notables Present.  
Mutual April Billings Show 38.6% Increase.
- May 3—Web April Billings Up: Increase of 17.7% Revealed by CBS While NBC Continues Its Rise for 17th Consecutive Month.  
NBC Interval Plan (Introduced); No Discount Charges.  
RCA Nets \$1,448,110 During First Quarter.
- May 4—Song Writer-Publisher Battle Looms; SPA Sets June 1 as Date for Change in the Mechanical Rights Setup; See Strike Situation.  
Educational Shows "Of Age" Consensus of Ohio "U" Meet.  
CBS Wins Top Honor for Educational ET.  
5 Per Cent Sports Tax Approved in (N. Y. State) Senate.
- May 5—ASCAP Holds Television Rights of Its Members; Resolution by Board Says Society Will Administer Such Licenses But Not in Near Future.  
Television Covering United States Possible with New Technique: Boosters.  
General Electric Television (Begins) in Two Weeks; Other Manufacturers Set Plans.
- May 8—Summer-Business Optimism; New "Interval" and "Hiatus" Policies Indicate Increased Gross Revenue for 7th Successive Year.
- May 9—Lehman Signs (N. Y. State) Libel Bill; Extends to N. Y. Broadcasters Same Freedom as Press in Presenting All News Events.
- May 10—Radio Salutes the Fair; Networks and Local Stations Unite in Lending Full Cooperation to the "World of Tomorrow." (RADIO DAILY's New York World's Fair Issue).  
New Television Lighting System Devised by NBC Engineer.

- May 11—Fair Television Draws 300,000; Exhibit of RCA-NBC Attracts Most of the Television-Minded Visitors During First Nine Days. NAB Intervenes in Pennsylvania Suit Involving Web and Jolson.  
Chain Drug Business Increasing Air Ads.
- May 12—United Front Versus ASCAP; Broadcasters Mull Question of NAB Being Used as Clearing House for All Ascop Payments. Chavez Defends Bill for U. S. Owned Outlet. Volume Control Plan Adopted by Industry.
- May 15—\$1,000,000 Olympic Fund; Subscribed by 37 Countries for Air Coverage. British Television Solved Two Major Problems.  
See New York (As) Television Mecca Due to Big Population.  
CBS's Radio Sales in Expansion Setup.  
Four Florida Bills Aid the Broadcaster.
- May 16—General Mills in Philly Deal; Buying All Games of Philadelphia Nationals for \$200,000 on an Exclusive Five Year Basis. Suggests Television Pool of U. S. Experiments.  
General Electric Merges Its Radio and Television Activities.
- May 17—FCC Standards Hearing; Sets June 1 for Industry Argument; Also Issues Warning Anent Rules Disguising Commercials. Asks Advertisers Aid in Television Presentations.
- May 18—Sarnoff Backs Contracts; Defends Pacts With Net Affiliates and See High Program Standards Due to Network Policies. Mutual Assistance Plans Proposed for Television-Films.  
New York State Network Again in the Works.
- May 19—Webs Defer FCC Briefs; Both NBC and CBS Decide to Wait Until Probe Report Is Complete Since Time Is Now Short. Five Top Agencies Increase NBC Business 65 per cent Since January 1.  
Don Lee Television Setup Going to 441 Lines.
- May 22—Screen Actors Guild to Fight Equity on Television Jurisdiction. Concerted Rush on to Buy Television Talent. New Station Service Offered by Hooper. See Big NBC Summer Business; An Increase Indicated of \$1,899,622 over Last Season's All Time High; Summer Total Nears \$11,000,000.
- May 23—"Network Television" Hopes Rise; Following Success on One Mile Phone Wire Engineers Plan New Tests in Seeking Cable Substitute.  
FCC Now Digesting Probe; 10,000 Pages.
- May 24—OK Shortwave Sponsors; FCC Lifts Restrictions and Allows International Commercial Shows; Good Taste Must Prevail.
- May 25—Hold Off Television Standards; In Accord with Industry Testimony FCC Committee Avoids "Freezing" Until Further Developments.  
AP Board Discusses Sale of Radio News.
- May 26—Mull Short-Wave Rates; Nets in Some Confusion But Plan to Assist Interested Clients; Rate Structure in the Works. Experimental Split Budgets for CBS Coast Sustainers.  
Seek Interstate Law Change Due to Television.
- May 29—AP Okays News Sale Under Restrictions.  
Majestic Television License Issued by DuMont Laboratories.  
CBS Summer Business Leaps; Billings on Books Indicate 45% More Program Hours. While Facilities Purchased Reveal 60% Jump.
- May 31—NBC Renewal Business Booms; 10 Day Period Produces \$8,262,401 in Renewals. AP Compiling Reports on Sale of Air News. Television Experimenting with 16 mm. Films.

## JUNE

- June 1—AFM Mulls Remote Wires; Annual Report of President Weber Reveals Musicians' Union May Reconsider Band Books by Networks.  
FCC Clarifies Rule on Sponsored Time.
- June 2—Proposed-Rules Hearing; NAB Argues for Longer License Term and Against Capital Requirements; Super-Power an Issue. See Network Payroll Upped \$1,000,000 Due to Unions.  
American Television Co. New Set to Retail for \$185.
- June 5—Web May Revenue Soars; Major Networks in Record-Breaking Month, with NBC and CBS Hitting an All Time High.  
NAB Will Intercede Re Shortwave Ruling.
- June 6—FCC Hit on Two Fronts; Representative McLeod Asks Full Resignation of Commission for Recent Ruling on Shortwave Programs. Nielson "Audimeter" Makes Test Survey. Television Jurisdiction Tabled for Present.
- June 7—New York Major League (Baseball Clubs) Sulk; Reported Offering \$100,000 to Void Contract; Attendance Off Is Excuse; Ban Television.  
Bill Would Ban Playing Record Without Makers' Permission.  
CBS Absorbs Charges on Out-of-Town Wires.
- June 8—Auto Business Settles Down. New RCA Television Tube; No Receiver Change.
- June 9—Television Status Today; Activity Prevalent in Key Centers as Public Evinces Keen Interest Throughout the Country. (RADIO DAILY's Television Issue).  
Plan AFRA War-Chest as Financial "Reserve."
- June 12—Spot Business Very Promising; Station Representatives in Optimistic Symposium New NBC Policies Show Many Changes.
- June 13—NAB to Modernize Meeting; Plans Streamlined Convention Setup Utilizing Ad and Art Displays; Expect Record Audience. Three Cigarette Accounts in Extensive Time Splurge.
- June 14—Newspapers' Peace Move; Definite Trend Toward Amity Seen as Publishers Realize Radio News Makes Public News Conscious.

Large Television Screens Still Inveigle British.

June 15—Long Lines Regulation; Wire-Change Supervision Is Sought by FCC Which Concurs in Report Regarding Long Lines Regulation.  
Wage "Kick Back" Bill Is Signed by Governor Lehman of New York State.

June 16—Warners Bow Out of TBT; Transamerican Heads Arrange Deal Acquiring Picture Company Stock; Expansion Plans Already on Way.  
Two Television Improvements are Shown by Philco.  
AFM Votes Against Line Restrictions.

June 19—Southeast Expansion for Mutual Network.  
Form Lone Star Chain, of Six Texas Outlets. Large Television Screen in First U. S. Showing.

June 20—AFA Spotlight on Radio; New NAB Code Gets Hearing Today While Sales Managers Will Mull Their Problems; Other Activity.  
AFM Seeks Remote Credits; Also Full Television-Disk Powers.

June 21—Review New NAB Code.  
Objections to Be Made in Writing to NAB. RCA Bearing Brunt of Television Exploitation.

June 22—Push Author-Stage Show; CBS Web Is One of Interested Parties in Proposed Program Using "Name" Authors and Stage Stars.  
Canada Holds Rule on Non-Profit Television.

June 23—One-Year FCC Licenses; Fall Short of the Three-Year Term Sought by Broadcasters Who See It a Step Forward, However.  
Montana Outlets Sue ASCAP, Also Webs, Over Music Fees.  
Power or Time Increase (Possibilities) Off for 65 Stations.

June 26—Funds Voted for the FCC; \$1,800,000 Appropriation Is Over Last Year's But \$200,000 Less than Asked; Minor Arguments.  
Inter-Store Television Pictures on Commercial Basis.  
Engineering Rules (of FCC) Get Full Approval.

June 27—Super Wattage Decision: Court of Appeals Upholds the FCC on WLW Stand, Judges Declaring 500 kw. a Temporary Move.  
DuMont Speeds Television on 882-Line Set-up.  
First Hotel Commercial Signed for Series.

June 28—ASCAP-Montana Muddle: Society Rescinds Stations' Licenses Which May Pile Up Infringements of Comic-Opera Proportions.  
Pennsylvania Governor Signs Bill Amending Wire Law.

June 29—Radio as "Big Business"; Station-Web Assets at Billion Mark With Investment at \$46,777,987; 1938 Payroll \$45,663,757.  
NBC-RCA Television Schedule Revised for Summer.

June 30—Chicago Willing to Negotiate; Stations and Ad Agencies Make Offer to Confer with AFRA Until "Fair" Agreement Is Reached. First Television Network Links RCA with General Electric.

## JULY

July 3—Chicago Strike in Abeyance; AFRA Talks Starting Wednesday Will Plug Until an Agreement Is Reached; Local AFRA Board Elected.  
North Dakota ASCAP Law in Effect; KRMC Sued.

July 5—Radio Wins Media Study; Consumer Recall-Ability Media Test on Cigarette Advertising Finds Air Far Ahead of All Others.

July 6—FCC Defers Night Grants; Holds Up Applications on Regionals for Night-time Power Increases Asking 5000 Watts.  
ASCAP Readies Talks for Television Licenses. Chicago Stations and AFRA Start Lengthy Negotiations.  
"Service" Division Added to NBC Blue.

July 7—Web 1938 Net \$7,003,700; Three Major Networks Plus M & O Outlets Had Net Income of Nearly 10% on Gross of \$68,123,525.

July 10—NAB Ready to Tee Off; Attendees Several Hundred Strong.  
FTC Cites Stations Over Power Claims.  
Mutual Again Attacks Rival Web Contracts.

July 11—NAB Studies Copyright; Copyright Question Takes Precedence Over All Matters; Revamped Code Expected to Get Okay. Program Ratings to Be "More Accurate."

July 12—NAB Adopts New Code; Code Seeks to Avoid Controversial Issues; Develops Yardstick to Determine Talk Contents.  
New Rules Give CBC Added Radio Power.

July 13—OK Copyright Resolution; NAB Grants Miller and Committee Full Power to Negotiate with ASCAP; Possibility of Fall Meeting.  
Indies Elect Officials; Plan to Increase Scope of Activity.

July 14—NAB Code Date in September; Board Will Set Plan for Compliance in the Meantime; Nothing Drastic in Offing Says Miller.

July 17—FCC Holds Up International Rule; Bows to Censorship Charge Pending Further Hearings; Battle Waged Between Dempsey and Miller.  
RCA Wins Injunction in Record-Airing Suit.

July 18—Chicago-AFRA Break Talks; Strike Possibility Again Looming With Union to Make Decision Sometime Today.  
Minimum Red Web Requirements Upped.

July 19—WCKY—Sit Tight Policy; Unprecedented Situation with Legal Points Remaining in Air; October 1 Is Tentative Date for Switch.

July 20—Tax-Free Music Sentiment; Marked Change in Attitude Bolsters Decision of Recording Companies to Build Huge Libraries.

July 21—CBS Wins Vital Opinion: State of Virginia Concedes Radio as Being Interstate Commerce Not Subject to State Law.

NBC Television Talent Cost \$115,000 During First Year.

- July 24—U. S. Reviews ASCAP Suit; Anti-Trust Division Studying Move with a View to Pressing Action or Forcing a Compromise.
- July 25—Form Wired Television Group; Otterson Heads New Firm Planning to Install Wired Television System as a Feasible Method. See Coughlin Taking Steps to Avoid NAB Code Conflict.
- July 26—McNinch Ready to Quit; Hints He Will Resign Pending Okay from Roosevelt; Lack of Harmony and Poor Health the Reasons. New Orleans Stations, INS and AP Avert U. S. Contempt Order.
- July 27—Sponsors Up Air Budgets; Advertising Investments on Networks Show 11 Industries Advanced Billings \$3,227,739 in Six-Month Period. AFRA Presents Revised Code; Most Items Scaled Downward.
- July 28—Fly's Name Goes to Senate; Expected to Be Confirmed Quickly and Subsequently Be Elected FCC Head by Commissioners. "Brooklyn Cases" Reopened by FCC on Own Initiative.
- July 31—Shepard Adopts "Code"; Anticipates the NAB Effective Date by Inserting Contract Clauses Covering All Provisions.

## AUGUST

- Aug. 1—Victor Record Radio-Fee: Contracts Reported Being Drawn Up by RCA-Victor for Station Use; 50% Going to Disk Artist.
- Aug. 2—Network Billings Climb; CBS Has a Sock 69% July Increase with NBC Up 11% and Mutual Revealing a 29% Gain. AFRA Wage Scale for WNEW Equal to Some Top Watters.
- Aug. 3—AFM Again Mulls Radio; Pacts with Broadcasters All Run Out on September 29; Will Expect More Musicians Put to Work.
- Aug. 4—Miller Calls NAB Meet; Industry Convention in Chicago on September 15 to Combat Copyright Situation; War Chest (To Be Raised) for Tax-Free Music.
- Aug. 7—RCA Reveals Disk Plan; Informs Stations and Artists of Move to Obtain Fees After October 1, 1939 for Broadcasting Rights.
- Aug. 8—ASCAP Sit-Tight Policy; Paine Sees Nothing Society Can Do But Await "Outcome of Events"; NAB Committee Meets Wednesday. WOR Files Television Construction Permit for Midtown Station.
- Aug. 9—Web Television Plans Proceed; RCA-NBC Going Ahead with General Electric Tieup with First Link Ready in Fall; NBC Reports 185-Mile Pickup.
- Aug. 10—Mull Copyright War Chest; Committee Discusses All Problems Relating to ASCAP Showdown; May Seek \$1,000,000.
- Aug. 11—CIO Invades AFM Field; Musicians' Local Is Granted Charter in New Orleans; Plans to Maintain AFM Scale Says CIO. NAB Appoints Sidney Kaye Special Copyright Counsel.

- Aug. 14—Disk-License Fees Set; Victor Sets a Flat Monthly Scale Based on Class of Stations; Decca Following Suit. FCC Asks U. S. Supreme Court to End Lower-Court Edicts.
- Aug. 15—Disk-Air Battle Looms; Independent Stand of Disk Firms Disliked by Broadcasters; No Immediate Action Set.
- Aug. 16—Independents Fear Disk Fees; 50 Per Cent of Industry Faces Heavy Losses Through Record Licenses; NAB Still Non-Committal.
- Aug. 17—Huge Fall Television Drive; Greatest Television Activity to Date Set for Fall Season; Appropriations Lead All Other Nations. BBC to Increase U. S. Shows Due to Audience Reaction.
- Aug. 18—World Series to MBS; MBS Gets Exclusive Rights on Series with Gillette Co. Sponsoring; Record Commercial Web Indicated.
- Aug. 21—AFRA Sets Convention Agenda; Transcription Situation Is Most Pressing National Issue Facing Convention; Chicago Trouble Pertinent.
- Aug. 22—NAPA Enters Disk War; Organization to Resist Disk Firms' Licensing Plans; Issues Letters to RCA and All Stations.
- Aug. 23—NAB Drive for New Biz; Executive Committee Okays Expansion of Bureau of Advertising to Aid 200 Independent Stations. War Threat Upsets Network Schedules.
- Aug. 24—NAB Plans ASCAP Stand; Consolidation of Organization's Stand Against ASCAP and Tax Free Music Are Discussed; Disk Confab Today.
- Aug. 25—Radio's Biggest "Event": Industry Overboard in Greatest News Coverage in History; Commercial Go by the Board at Networks. AFRA Convention Opens with Stormy Session; Holt Reports.
- Aug. 28—Radio's Vigil Unrelaxed: 24-Hour Crisis Coverage Continues as Nets and Independents Scrap Over Trans-Atlantic Broadcasts. AFRA Convention Split on National ET Scale.
- Aug. 29—AFRA Setting Disk Scale; Will Seek to Set up National Pact for All Transcription Companies Despite California Delegates' Objections. War Not to Change Commercial Aspect.
- Aug. 30—Actor-Union Peace Fails; Negotiations in Jurisdictional Fight End Abruptly; AFRA Is Vivaly Concerned in the Matter.
- Aug. 31—Disc Fee Delay to December 1.

## SEPTEMBER

- Sept. 1—AFRA Joins Actor Fight; Formally Adopts Strike Resolutions Backing Parent Organization in Union Jurisdictional Mixup. Television Gains Impetus with Today's Schedule.
- Sept. 5—Network Grosses Climb; Major Weeks Reveal August Billings as Big Step Toward Cumulative Highs Despite War Scares.

Sept. 6—Webs Ease to Normalcy; Will Adhere to Commercial Program Schedules and Quit "Press Competition."  
FCC Denies Neutrality Rules; Big Capital Staff for CBS.

Sept. 7—U. S. Discusses Air Status; Maintains No "Censorship" Planned at Any Time. Although FCC Sets Trio to Study Situation. Rate Card Revision by NBC as of October 1.

Sept. 8—Agencies Retain Budgets; Inform Staffs and Clients of Normal Activity Being in Order; No Cuts Planned in Employee Ranks. Facsimile Newspaper Starts in Late Fall. AFRA Eyes ET Scale; Coast Members Worry.

Sept. 11—58 Shows Back to Nets; Heavy Schedule Returning Within 60 Days on Three Major Networks Dispels Fear of War Hurting Business.  
CBS Research Plan is 98 Per Cent Acceptable.

Sept. 12—FCC Discusses War News; Fly Meets NAB and Network Officials Who Explain Voluntary Measures for Handling Situation. WCAU Application for Television License Is Filed.

Sept. 13—Net's War News Platform Is Announced; CBS and NBC Formulate Courses Based on Outcome of Discussions with Washington Officials.  
FCC Amends Broadcasts Rule; No Log of Disk Song-Titles Is Required.

Sept. 14—NAB Code Starts October 1; Board Meeting Selects Operative Data for Industry Regulation; One Year Leeway for Cancellation.  
Unified Industry Prepares to Attack ASCAP Problem.

Sept. 15—Radio Tackles Copyright; Industry Agreed on Raising War Chest, Only Question Being Administration of the Huge Fund. Webs Sign AFRA Contract Covering 11 Western States.

Sept. 18—Radio's Own Music Setup; Industry Unanimously Okays Plans to Build up Tax-free Catalog; Assessments Approved.  
19 Stations Air AP News Commercially.  
ET Test Suit Seen in Thesaurus Truce.

Sept. 19—Nebraska Defends "ASCAP Law"; Test Case Before Three Federal Judges.  
Mutual Web Outlines Revised News Policy.

Sept. 20—NBC Disks Get Fox Okay; Network ET Service Makes Settlement with Music Men But Will Start Its Test Case Shortly.  
20 NBC-Blue Clients Using Disk Repeats.

Sept. 21—Gillin Hits ASCAP Setup; Radio Men in Third Day of Hearing Lash Music Organization's Methods Before Three-Judge Federal Court.  
NBC Perfecting Television Commercial Standards.

Sept. 22—Nebraska Decision by November 1: Both Sides End Argument with Briefs to Be Filed by October 6; ASCAP Admits Monopoly Case Developed.  
General Electric Patent Agreement Revises Television Status.

Sept. 25—Radio Courses Catch On.  
NBC Publishes Policy Covering War News.

Sept. 26—War ups Radio Budgets; Compensation for Foreign Market Loss Being Sought by Increase in Domestic Sales.  
War Clauses Appear in Many Contracts.  
Television Promotion Intensified by RCA.

Sept. 27—"Neutrality Time" Starts; CBS Nixes 3-Web Network for Norris as Broadcaster Headaches Begin; Al Smith Set for Sunday.

Sept. 28—FCC Hears WMCA Story; Station Witnesses Deny Secret Code Was Violated.

Sept. 29—Webs Opening 49 Shows; Revised October Schedule One of Heaviest in Networks' History; Programs Offer Wide Entertainment.

## OCTOBER

Oct. 2—Code Committee Meeting; First Conference Today Will Seek to Set up "Audience Relations" Manual for Stations.  
Another Client Offers \$1,000 Weekly Prize.

Oct. 3—Changing FCC Procedure; Decision by Commissioner Payne Indicates Drastic Effect on Legal Moves, Avoiding Delays and Expense.  
RCA and Farnsworth in Patent Exchange.

Oct. 4—Web Billings at New High; September Network Gross Revenues Assures Current Year Cumulative Totals Exceeding Previous Records.  
Music Publishers File Suits Against Two Montana Outlets.

Oct. 5—Protest Payne Decision; NBC Counsel Asks Review of Opinion Limiting Number of Intervenors Appearing Before Commission. Proposed Amendment Taxes Ohio Radio 10 Per Cent.

Oct. 6—Women for Less War Talk.

Oct. 9—Spot Business Is Still Gaining; Marked Increase Over 1938 Indicated in Opinion of Leading Reps Who See Healthy Trade Condition.  
NAB Code Drawbacks Voiced by John Patt.

Oct. 10—NAB Code Conflict Looms; Trade Association Seeks to Present Proper Picture to Public; Resignation by Some Stations Possible.  
ASCAP Copyright Committee Not Intended to Meet NAB.

Oct. 11—New Recording Method; Process Perfected by RCA-NBC Based on Higher Frequencies; Eliminates All Distortion Noises.

Oct. 12—FCC Backs Payne Ruling; Hope for Oral Argument on Question of Limited Intervenors Loses Out as Full Body Approves It. Women's National Radio Committee Talks Over Methods of Setting "Model" War News.

Oct. 13—Spot Versus Network in New York; Statistics Show \$776,000 in Billings by Spot Clients in Month Against \$5,860,315 on Webs.

Oct. 16—Avert Musicians' Strike; Talks with AFM Result in Outlet Taking Back Band; Further Confabs Scheduled for This Week.

Oct. 17—NAB Answers Drug Association; Points Out That Radio Regulations Are More

Stringent and Advertising Copy Subject to FTC Scrutiny.  
Fox Informs Outlets of Stand on Disk Fee.  
CBS Engineers Using New Television Methods.

- Oct. 18—Petrillo and AFRA in Accord; Chicago AFM Local and Actor Union End Dispute Over ET-Announcers Question; Spielers Back to AFRA.  
Television Airplane Reception 225 Miles from Transmitter.
- Oct. 19—Settle Television Jurisdiction; AFRA-Equity-SAG Seen Near Accord on Joint Control Over Industry; Meeting with NBC Tuesday.
- Oct. 20—Miller Defends NAB Code; Stinging Reply to Elliott Roosevelt After Reported Texas Resignations of NAB Membership. Federal Court Restrains Florida's ASCAP Law.
- Oct. 23—Low Priced Show Survey.
- Oct. 24—Ask Non-Commercial Net; LaGuardia Leads Group Before FCC Seeking Rebroadcast Licensing; Land-Lines an Issue. Yankee-Colonial Networks Explain Stand on NAB Code.
- Oct. 25—Expect FCC Television Break; Conciliatory Attitude in Second Report with "Limited Commercials" Seen; U. S. Subsidy a Possibility.  
Rather Lose Movies Than Radio, Say 79 Per Cent (in "Fortune" Survey).
- Oct. 26—New Type Survey Ready; Tape on Receiving Sets During Tests Reveals Much Interesting Data; High Accuracy Claimed. Radio Scores Victory Seeking Press Parity.
- Oct. 27—ANA Radio Pro and Con; Some Criticism but Much Approbation While Discussions Include AFRA and Growth of CAB. See Television Gaining Momentum; CBS Pattern Experiments.
- Oct. 30—Hail Fly's Talk on Code; FCC Chairman Suggests the Industry Give Code a Fair Trial; Faults Should be Overlooked Now. Radio Research Lags, Miller Informs ANA.
- Oct. 31—Coast Television Market Looms; See Hollywood as the Second Largest Potential Video Center; Don Lee Boosts Televising Sked.  
Canada Now Hopeful of Beer Commercials.

## NOVEMBER

- Nov. 1—Form New National Web; 100 Outlets Are Scheduled to Be Linked Via Permanent Lines; Operations Expected to Start December 15.  
NAPA Hires Walker; New Drive Planned. Free Movie Plugs on Radio Reaching an All-Time High.
- Nov. 2—800 Educators for Confab; Conference Set for December 6-8 Will Seek Method of Utilizing Available Broadcast Material. Spot Biz Pickup Indicated; Erwin, Wasey's Campaigns.
- Nov. 3—" \$2,000,000 More"—AFM; Ask 50 Per

Cent Increase from Affiliates and 100 Per Cent Hike from Key Outlets as Basis for New Pact.

CBC Economy Move Halts All Expansion.

- Nov. 6—NAB Wins Point on Code; Yankee and Colonial Webs Give Way on Controversial Issue; Board Confers with Shepard. Staticless Network Planned by Shepard. Petrillo Rules Out Between-Band Spots.
- Nov. 7—Music Plan Before SEC; Broadcast Music, Inc. Files Its Data Giving February 1, as Subscription Deadline for Stock Issue. AFM Television Committee Report Advises Local Supervision.  
World Series Query Issued by FCC.
- Nov. 8—AFRA Pact for New Web; Code Will Apply to Trans-Continental According to Actor-Union Officials; Television Committee. RCA 9-Month Gross Increases \$3,902,043. JWJ Trying to Iron Out Code and CIO Broadcasts.
- Nov. 9—IRNA Member Appeal; Affiliates Informed Of AFM Demands While Warning Is Issued On ASCAP Seeking Separate Pacts.  
CBS Earns Over \$2 A Share During Nine-Month Period.  
Television Network Relay Being Built By General Electric.
- Nov. 10—No Separate Pacts—ASCAP; Denies IRNA Statement Anent Move To Divide Industry.  
FCC Sets Up Routine For Relief Of Staff. FCC Finds Answer For Code Complaints.
- Nov. 13—Plea For Television "Freedom"; McDonald Asks FCC For Continued Development, Unhampered By U. S. And Early Commercial Okay.
- Nov. 14—See Pope Aiding Code; Pettingill Talks. "Pot Of Gold" Competition Forces Fancy Movie Action.  
Rate Structure Set For NBC Shortwave.
- Nov. 15—FCC Gets Television Report; Committee Favors Two Classifications Of Licenses To Aid Development; Limited Commercial Aspect.
- Nov. 16—World-Wide Commercials; Westinghouse First to Offer Coverage.  
Theatre Men Again Threaten Action Over Stars On Radio.  
See Compromise In FCC Television Report.
- Nov. 17—Unions Renew Television Feud; Equity Attacks Report That It Lost Field To AFRA And Screen Union; Plans To Organize Talent. FCC Grants 2 New Outlets; Affiliates Resent "Slur."
- Nov. 20—IRNA Meets AFM (Today); May Ask For Extension Due To Laxity Of Affiliates Answering IRNA's Request For Statements. Detroit To The Front In Radio Production. AFRA Drive Started In Eight Key Centers.
- Nov. 21—IRNA Counter-Proposal; Part Is Rejected by AFM But Other Points Will Be Discussed; Webs Confer With Musicians.

- "Insurance" Against Radio; New Plan Vs. "Pot Of Gold."
- Nov. 22—Webs Nix AFM Demands; "Leave Door Open" For Further Talks On Key Outlet Increases; IRNA Resumes Confab Tomorrow.  
Warning On Special Permits (By FCC Secretary Slowie); Other Decisions By The FCC.
- Nov. 24—IRNA-AFM At Impasse! Union Rejects Affiliates' Proposals, And Withdraws Its Own Demands; Awaits Industry's Next Move.  
Actor Unions Discuss Wage Scales For Television.
- Nov. 27—RCA License Drive December 1; NAB Appeal For Postponement Refused By RCA; AFM, NAPA & MPPA Will Cooperate With Broadcasters.  
RCA Sets Dividends; Pays Twenty Cents On Common.
- Nov. 28—Regional Power Boosts; Dozen Outlets Increased To 5000 Watts In Accordance With Havana Agreement Provisions.  
Broadcast Music Amends Its SEC Registration Plea.
- Nov. 29—N. Y. Stations' Music Meet; Stock Commitments Okay Says Miller Who Will List Subscribers Soon; Midwest Confab December 5.  
Television Networks Not Remote; See Small "Booster" Units.
- Nov. 30—RCA's New Television Camera; Described As Light And Easy To Use As Newsreel Outfit; FCC To View Equipment In Capital.  
Census Bureau Ready On Its Radio Details.
- ### DECEMBER
- Dec. 1—Leeway For Townsend Biz; Code Committee To Leave Decision To State Broadcasters Associations Re Political Status.  
RCA Disk License; Philly Adopts Plan.  
Chicago Race News On Air Gets Once-Over By U. S. Attorney.
- Dec. 4—Educators Gather In Chicago; Vanguard Arrives For School Confab Which Starts Tomorrow; CBS Holds Big Confab Of Its Own.  
FCC To Improve Its Practice Procedure.  
NBC's November Billings Retain Upward Trend.
- Dec. 5—TBS Sets Time Clearance.  
No-Wire Network O.K. In "Modulation" Test.
- Dec. 6—AFM Has Fantastic Plan; Reported Ready To Inform Networks That Key Stations Will Foot Bill Via Huge Musician Scale.
- Dec. 7—More Night-Power Boosts; Eight Regional Outlets To 5,000 Watts Okayed By FCC; 3 Daytime Stations Get Full-Time Grants.  
Boston's Music Meet Shows BMI Progress.  
Michigan Theater Man Advises Mutual Radio-Pix Confabs.
- Dec. 8—TBS Issues Station List; 92 Already Signed With More On Way To Pass 100 Mark When Net Opens Officially On January 1.  
Court Allows WNEW To Appeal RCA Case.  
War's Radio Facilities Nil, Reports CBS Commentator.
- Dec. 11—NIB Asks RCA To Confer; Independent Outlets Seek Get-Together In Effort To Delay License Fees For Playing Records.
- Dec. 12—Radio Before High Court; Supreme Court Will Review Merits Of Sanders Case For The FCC; Economic Injury Factor.  
DuMont Television Reveals Its New Developments.  
Nets Conclude Pacts With SAG And AGMA.
- Dec. 13—BMI Gathers Momentum; Third Of 10th NAB District Members Subscribe To Stock; Father Burk Hits Provisions Of Code.  
Cox Busy In Georgia; May Buy WSB-Dailies.
- Dec. 14—NAB's "Public" Campaign; Reminds All Stations Of Problems And Offers Brochure To Awaken Loyalty Of Listeners.  
Tells Actor Unions Need For Television Co-Op.
- Dec. 15—Yanks-Giants Up Dough; Reported Holding Out For \$150,000 With General Mills Having Option; Needs Additional Sponsor.  
AFM Sees Proposal Being Made By Radio.  
Stress On Rural Audiences By Many Leading Stations.
- Dec. 18—Drug Client Commitments; Continued Use Definitely Assured On Major Webs, With CBS Certain Of Increased Billings.  
FCC Again Requested To Ease ET Rulings.  
146 Member-Stations Buy NAB Music Stock.
- Dec. 19—Women Clubs Coordinate.  
Judge Slams Program Using Court Procedure.  
Buckeye Theaters Mean Business On "Pot O' Gold" Insurance.
- Dec. 20—Television Was 1939 High Spot; Viewed As Pacing All Other Aspects During The Year.  
Tobacco Accounts Up In 1940 Air Budgets.
- Dec. 21—CBS Reviews Great Year; Optimism Prevails Re 1940 Progress On All Fronts.
- Dec. 22—"Radio Xmas" Big Success; NAB-RMA Drive Gets Old Sets For The Poor.  
Station-Rep Changes, Few During Past Year.
- Dec. 26—Strong Education Year; Bigger Campaigns By Major Webs; CBS Resume.  
Public Television Hearing Will Be Held By FCC.
- Dec. 27—See AFM Solution Near; Unofficial Talks May Soon Result In Peace Move.
- Dec. 28—Web's Gala New Year's; Fancy Programs, Special Events To Greet 1940.  
WLW Expands Scope In Talent Bookings.  
TBS Completes Plan For West Coast Setup.
- Dec. 29—ASCAP Wins Nebraska Decision; Copyright Blow To Radio Business; May Appeal.  
"Better Year Ahead," Says Neville Miller.  
FTC Annual Report: 329 Citations.





# F O R E I G N

**Cuba**  
*Survey—Stations*



**Mexico**  
*Survey—Stations*



**South America**  
*Stations*



**International  
Broadcast  
Stations  
and  
Regulations**





**FOR  
WORLD WIDE  
RADIO NEWS  
EXECUTIVES  
IN RADIO  
READ  
RADIO DAILY  
REGULARLY**



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# THE DEPARTMENT of COMMERCE and its ACTIVITIES REGARDING RADIO

By

**JOHN H. PAYNE**

*Chief, Electrical Division*

*Washington, D. C.*

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**T**HE Bureau of Foreign and Domestic Commerce has as its main objective comprehensive service to American industry, principally along the line of business promotion. Because of the nature of this activity, it is frequently possible to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our electrical exports. Recently, it has represented 25 to 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 300 Foreign Offices located in the capitals and principal cities of practically all countries of the world, making close foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry and in several commercial services.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices are a vital factor for the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

Because of the multiphase character of radio, the Electrical Division is not the only division of the Bureau interested in radio subjects. Whether the Electrical Division or the Bureau generally is addressed is unimportant, since reference and collaboration methods assure that all informed individuals will have contributed when the reply is prepared. For instance, radio from a public utility communication standpoint comes under the jurisdiction of the Transportation Division and radio advertising methods under the Specialties, which handles advertising methods and media in general. Through their cooperation, the Electrical Division is enabled to answer any inquiry within the scope of the Bureau's activities.

While the Industrial Divisions in Washington render specialized services to spe-

cific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, they can supply information not otherwise obtainable on some of the highly specialized aspects of foreign trade.

These Divisions include:

**Commercial Intelligence**—compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.

**Commercial Laws**—distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

**Finance**—collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

**Foreign Tariffs**—current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

**Foreign Trade Statistics**—gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

**Regional Information**—furnishes general information about economic conditions abroad. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

**Transportation**—collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways, railway and motor transport, communications and postal services, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Foreign Offices; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.

# INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned, between 6,000 and 26,000 kilocycles, for broadcasting by International Agreement). Such stations, which are required to render a broadcast service which will reflect the culture of this country and promote international goodwill, understanding and cooperation, may include commercial or sponsored programs, which gives no more than the name of the sponsor and the general character of his product or service. After July 1, no such station will be authorized to install equipment or be licensed for operation with a power less than 50,000 watts.*

Licensee and Location	Call Letters	Frequency (Kc)	Power
Columbia Broadcasting System, Inc. Near Wayne, N. J. ....	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
The Crosley Corp. Mason, Ohio .....	WLWO	6060, 9590, 11870, 15270 17760, 21650	10 kw C.P. 50 kw
General Electric Company South Schenectady, N. Y. ....	WGEA	9550, 15330, 21500	25 kw
General Electric Company South Schenectady, N. Y. ....	WGEO	6190, 9530, 21590	100 kw
General Electric Company San Francisco, Calif. ....	KGEI	6190, 9530, 15330	20 kw
Isle of Dreams Broadcasting Corp. Miami, Florida .....	WDJM	6040	5 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WRCA	9670, 21630	35 kw
National Broadcasting Co., Inc. Bound Brook, N. J. ....	WNBI	6100, 17780	35 kw
WCAU Broadcasting Company Newtown Square, Pa. ....	WCAB	6060, 9590, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass. ....	WBOS	6140, 95A70, 15210, 21540	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa. ....	WPIT	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUL	6040, 11730, 11790, 15130, 15250, 21460	20 kw
World Wide Broadcasting Corp. Scituate, Mass. ....	WRUW	11730, 15130, 25600	20 kw

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# — INTERNATIONAL — BROADCAST STATIONS

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*Regulations Governing Their Establishment and Operation, as of January 1st, 1940, Together with Available Groups of Frequencies.*

*The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,000 kilocycles) for broadcasting by International Agreement.*

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That there is a need for the international broadcast service proposed to be rendered.

2. That the necessary program sources are available to the applicant to render an effective international service.

3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested (Cairo Radio Regulations, Article 7).

4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.

5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.

6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.

7. That the public interest, convenience and necessity will be served through the operation of the proposed station.

## **Service: Commercial or Sponsored Programs**

A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and

which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.

2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

3. In case of advertising an American utility or service to prospective tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with regulations of the Federal Communications Commission herein stated.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of rules for international broadcast stations.

5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which

the program is directed in accordance with regulations of the Federal Communications Commission herein stated and is consistent with the purpose and intent of said regulations.

The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

An international broadcast station may transmit the program of a standard broadcast station or network system provided the provisions for commercial program (stated above in regard to any commercial continuities) are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in case of chain broadcasting the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

### Frequencies Allotted

The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

<i>Group A</i>	<i>Group B</i>	<i>Group C</i>	<i>Group D</i>
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100	9650*	11,810	15,210
6140	9670*	11,830	15,230
6170*		11,850	
6190*		11,870	
		11,890	

<i>Group E</i>	<i>Group F</i>	<i>Group G</i>	<i>Group H</i>
15,250 kc	17,760 kc	21,460 kc	25,600 kc
15,270	17,780	21,480	25,625
15,290	17,800	21,520	25,650
15,310	17,830*	21,540	25,675
15,330		21,570*	25,700

<i>Group G</i>	<i>Group H</i>
21,590*	25,725
21,610*	25,750
21,630*	25,775
21,650*	25,800
	25,825
	25,850
	25,875

\*Any operation on this frequency prior to September 1, 1939, shall be in compliance with Article 7, Cairo General Radio Regulations.

### Separate Licenses

A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

Not more than one frequency in any group stated above will be assigned to a station.

### Power Requirement

No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts. (This provision shall become effective as applying to existing stations on July 1, 1940.)

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

### Frequency Control

The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency. (This provision shall become effective as applying to existing stations on January 1, 1941.)

# ★ C U B A ★

## — A SURVEY —

**General**—The number of sets in use in Cuba range from 100,000 to as high as 250,000 sets. Inasmuch as manufacturers in the United States have supplied most of the sets, United States exports are a reasonable accurate measurement of the market. The 1938 imports from the United States numbered 20,095.

**Television**—No developments except for experiments by an amateur. No transmitter is operating.

**Amateurs**—Amateurs are estimated to total between 250 and 300. The principal organization is the "Radio Club de Cuba," Lealtad 136, Habana. Decree No. 2132 of September 2, 1939, suspended for one month all amateur licenses, further extended to November 8. The suspension was announced to be to give the Government an opportunity to draw up regulations to govern this class of activity.

**Facsimile**—No facsimile service has been established. Newspapers have failed to evince sufficient interest in such a service.

**Short Waves**—Demand for sets is principally for those covering short waves. Reception of American and European stations, however, is not very satisfactory, partly because of local interference and partly because of severe fading. This has been improved somewhat by beam operation of American stations, although it is demonstrated that the South American beams do not give satisfactory service in Cuba. The reception of European stations is still the best.

Reception of foreign stations on the 49 meter band is extremely poor at all times. This is due in part to the fact that the frequency is not adaptable to the distance involved and also because of the high noise level. Cuban stations on all of the short wave bands come in very loud and clear and the tendency to overlap adjacent wave lengths appears to be stronger in the longer wave length band, crowding out foreign stations. The 32, 25, and 19 meter bands are good at certain times of the day. The use of tropical waves was not authorized for Cuba by the Cairo Conference of 1938.

**Broadcasting**—During the past year increased effort appears to have been expended in improving radio programs, and a number of stations have remodelled their equipment for more efficient opera-

tion. Several have moved to better sites outside the city. A chain is operated by station CMK, known as the Cadena Nacional Telefonica, with nine stations in the interior connected by private line. These are CMAR, CMGF, CMHW, CMJX, CMJC, CMKF, CMKR, and COGF. At the present time the equipment in use is not entirely satisfactory and material has been purchased for needed improvements.

Special efforts have been made by the Radio Bureau of the Department of Communications to cut down the number of stations and improve the character of programs and service, with some effective results, and further developments indicated.

**Programs**—Operators of Cuban stations claim that Cubans prefer local stations to foreign, and that there is a strong liking for so-called "typical music" such as rumbas and other native forms. Many American programs, especially musical, are well liked, especially if obtainable through Cuban stations. Increasing facilities for such rebroadcasts are being made available by American systems. This is considered an important factor in improving the general character of programs.

**Advertising**—Broadcasting time charges run from as low as \$5 an hour to \$50 an hour, and in a few instances as high as \$100 an hour. Considerable use is made of "menciones de 35 palabras" (announcements of 35 words). These are generally broadcast at program breaks, especially just before a popular program. Announcements may be used to a total of 10 or 15 minutes before the new program is started. Contract rates for repetition are arranged.

Listeners have indicated displeasure with the long advertising periods arising from this practice.

**Transcriptions**—There is only a comparatively small amount of use of transcriptions. Those familiar with Cuban broadcasting station operation state, however, that the use of transcriptions may expand somewhat in the near future as there appears to be more demand for transcription making equipment. It is customary for the advertiser to furnish his own transcriptions. Some are now being made in Cuba. Turntables are mostly 33 r.p.m.



# STANDARD STATIONS OF CUBA

Call Letters	Owner and/or Operator	Location	Frequency Kilocycles	Power Watts
<b>Province of Habana*</b>				
CMW	Troncoso y Gil	Habana	550	200
CMCY	Autran y Carbo Ltd.	Vedado (Transmitter, Marianao)	590	15000
CMCD	La Voz del Aire S. A.	Vedado (Transmitter, Regla)	630	15000
CMQ	Cambo y Gabriel S. A.	Habana (Transmitter, Aldecoa)	690	25000
CMK	Fausto Montiel	Habana	720	200
CMBL	Radio-Cadena Suaritos S. A.	Vedado	750	200
CMBC	Domingo Fernandez Cruz	Habana (Transmitter, Cascada Farm)	780	2500
CMCF	Oscar Gutierrez (Owner) Amado Trinidad (Lessee)	Habana (Transmitter, Guanabacoa)	810	5000
CMCM	Cia Transradio Columbia S. A.	Vedado	850	200
CMX	Francisco A. Lavin	Habana (Transmitter, Guanabacoa)	880	10000
CMZ	Ejercito Constitucional	Columbia	920	5000
CMCK	Luis Casas Romero	Habana (Transmitter, Puentes Grandes)	970	5000
CMBZ	Manuel y Guillermo Salas	Habana	1010	200
CMCH	Radio Popular S. A.	Habana	1050	200
CMBX	Vicente Espinosa	Habana	1050	200
CMCG	La Onda S. A.	Habana	1080	200
CMCU	Jorge Garcia Serra	Vibora	1110	200
CMBQ	Rufino Pazos Hernandez	Habana (Transmitter, Puentes Grandes)	1150	5000
CMCO	Enrique Lasanta	Habana	1210	200
CMOA	Juan Fernandez Duran	Habana	1210	200
CMCB	Metropolitan Radio de Cuba	Cerro	1250	200
CMBS	Enrique Artalejo	Habana	1250	200
CMBF	Compania Cubana de Radio y Television S. A.	Habana (Transmitter, Puentes Grandes)	1290	5000
CMBD	Luis Perez Garcia	Vedado	1290	200
CMCA	Augusto Testar y Jose Manuel Gonzalez	Habana	1350	200
CMC	Rafael Valdes	Habana	1350	200
CMCQ	Andres Martinez	Vibora	1410	200
CMBY	Pages y Compania	Habana	1410	200
CMCX	Juan de Dios Carreno (Owner) Luis J. Marti y Domingo Irisarri (Lessees)	Guanabacoa	1470	200
CMBG	John L. Stowers	Habana	1470	200
CMOX	Perez y Chisholm	Vedado	1510	200
CMCW	Jose Vilarino	Habana	1510	200
CMCJ	Rafael Rodriguez (Owner) Jose Fernandez Garcia (Lessee)	Habana	1550	200
CMCR	Aurelio Hernandez	Habana	1550	200
CMBH	Alberto Alvarez Ferrera	Habana (Transmitter, Guanabacoa)	1600	5000
COCO	Luis Casas Romero	Habana (Transmitter, Puentes Grandes)	8700*	5000
COCD	La Voz del Aire S. A.	Vedado (Transmitter, Regla)	6130	1000

Call Letters	Owner and/or Operator	Location	Frequency Kilocycles	Power Watts
COCH	General Broadcasting Co. (Owner) Amado Trinidad (Lessee)	Habana (Transmitter, Guanabacoa)	9437	5000
COCQ	Cambo y Gabriel	Habana (Transmitter, Aldecoa)	8845**	5000
COCM	Cia. Transradio Columbia S. A.	Vedado	9833	1000
COCX	Francisco A. Lavin	Habana (Transmitter, Guanabacoa)	9200***	1000
*Special Authorization; regularly on 6010 Kilocycles				
**Special Authorization; regularly on 9670 Kilocycles				
***Special Authorization; regularly on 11650 Kilocycles				
<b>Province of Pinar del Rio</b>				
CMAB	Francisco Martinez	Pinar del Rio	1240	200
CMAR	Jose A. Luzon	Pinar del Rio	940	200
<b>Province of Matanzas</b>				
CMGH	M. Garcia Alvarez	Matanzas (Transmitter, Maicas Farm)	1190	200
CMGF	Bernabe R. de la Torre	Matanzas	1120	200
CMGE	Gebaro Sabater	Cardenas	1370	200
COGF	Bernabe R. de la Torre	Matanzas	11800	1000
<b>Province of Santa Clara</b>				
CMHW	Guillermo Domenech	Santa Clara	950	200
CMHI	Amado Trinidad	Santa Clara	830	10000
CMHT	Fernando E. Soto del Valle	Trinidad	920	200
CMHO	Enrique Lasanta Oliver (Owner) Felix Gonzalez (Lessee)	Cienfuegos	1020	200
CMHA	Abelardo Menocal	Sagua la Grande	1090	200
CMHP	Candido de los A. Guevara	Placetas	1100	200
CMHJ	Romualdo Ugalde	Cienfuegos	1160	200
CMHK	Virgilio Villanueva	Cruces	1210	200
CMHB	V. E. Weis y O. Ramirez	Sancti Spiritus	1240	200
CMHD	Manuel Alvarez	Caibarien	1270	200
CMHM	Jose R. Femenias	Cienfuegos	1450	200
CMHX	Francisco Chavary	Santa Clara	1480	200
<b>Province of Camaguey</b>				
CMJX	Rodolfo Gonzalez Solis	Camaguey	900	200
CMJA	Rafael Valdes Jimenez	Camaguey	860	200
CMJF	Gertrudis de la Cruz Perez	Camaguey	930	200
CMJW	Andres Moran Cisneros	Camaguey	1070	200
CMJI	Gilberto Gessa	Ciego de Avila	1130	200
CMJE	Primo A. Casals	Camaguey	1230	200
CMJO	Bonifacio Ildefonso	Ciego de Avila	1260	200
CMJK	Jones Castrillon y Cia.	Camaguey	1020	500
CMJH	Luis Marauri	Ciego de Avila	1360	200
CMJC	Fernando Terron Bolanos	Camaguey	1390	200
COJK	Jones Castrillon y Cia.	Camaguey	8663.9	1000
<b>Province of Oriente</b>				
CMKS	Candido Savon Suarez	Guantanamo	860	200
CMKD	Emisora CMKD	Santiago	910	1000
CMKL	Alberto Alvarez	Bayamo	950	200
CMKG	Emilio Grau Medina	Santiago (Transmitter, San Matias Farm)	1000	200
CMKW	Claudio Alvarez Soriano	Santiago	1050	1000
CMKM	Raimundo Comas Soler	Manzanillo	1080	200
CMKH	Virgilio Arciero	Guantanamo	1110	200
CMKX	Oscar Vidal Benitez	Banes	1190	200
CMKC	Roberti Miguel Gonzales	Santiago	1250	200
CMKO	Manuel Angulo Farran	Holguin	1280	200
CMKR	Jaime Nadal	Santiago	1400	200
CMKZ	Joaquin Venero Obregon	Palma Soriano	1430	200
CMKF	M. J. de Gongora	Holguin	1460	200
CMKQ	Angela Viciado Quintero	Santiago	1490	500
COKG	Emilio Grau Medina	Santiago	8942	1200

\* Under location in this province, section of the city of Havana is given.

# ★ MEXICO ★

## — A SURVEY —

**General**—Present estimates indicate that there are 400,000 to 450,000 sets in use.

Sales are generally parallel to United States exports. The marked decline in radio sales during 1938 is attributed to the high and fluctuating rate of exchange. During the first 6 months of 1939 radio sales were about 50 per cent higher than during the same period of 1938 and were considered normal. It is estimated that 85 per cent of the demand is supplied by United States manufacturers and the remaining 15 per cent represents imports from other countries, especially Europe, and domestic production.

**Transmitting Equipment**—Most transmitters, as well as the replacement parts and accessories, are of American origin. However, the latest large installation, Station XEQ, was made with German equipment. This is probably due to facilities offered through barter trade. Broadcasting stations are increasing in number and the smaller stations are gradually increasing the volume and capacity of the transmitting equipment.

Point-to-point communication is prohibited commercially, as this is a Government monopoly.

There is no police radio. Several attempts have been made to interest the Police Department, and it is reported that it is considering an installation in the Federal District. The absence of a radio system is probably partly due to the fact that every road leaving most Mexican cities is generally guarded by a police sub-station which records all automobiles entering and leaving the city, and to the high cost of this equipment.

The number of amateur broadcasting stations have been considerably reduced because of the law now requiring that only Mexicans may be licensed with the exception of those operating under 10, 5 and 3 meter bands, which are considered as experimental work and residents of Mexico, not necessarily Mexicans, can secure the permits for operation.

Airplane transmitting equipment is used by one commercial aviation company in Mexico and the Mexican War Department. As a general rule the equipment in the planes is supplied and installed by the plane manufacturer and the broadcasting equipment is bought in the United States.

Transmitting tubes are generally of American manufacture and are of the type best suited for the transmitter for which intended.

Transmitting equipment is imported almost entirely from the United States.

**Patents and Trade Marks**—There is no patent interference with the sale of American radio sets and tubes in Mexico. There is no reported evidence of trade-mark piracy in the radio trade or in the trade in general in Mexico.

**Television**—There has been no development whatsoever in television in Mexico. It is believed that the high cost of the equipment involved will greatly restrict potentialities.

**Facsimile**—No radio facsimile service exists at the present time. News pictures from Europe often appear in the local press as having been received via telegraph in the United States and then flown to Mexico.

**Short Wave**—Short wave is becoming more popular every day due in part to the fact that United States stations and European ones have during the past year increased their broadcasts in the Spanish language. Short wave programs from the United States are popular and their reception is good. Other western and European stations are heard regularly and are popular. Progressive improvement in Mexican broadcasting stations and other transmitters have improved reception and eliminated interference.

Reception on the 49-meter band is not very good because there are too many stations operating on this frequency. There are not as many stations operating on the 31-meter band and, therefore, the reception is better than on the 49-meter band. Reception on the 25-meter band is the best. Reception on the 19-meter band is good at mid-day and during the early evening, on the 16-meter band good during the early morning and at noon time, and on the 13-meter band good during the very early hours of the morning. There have been no developments on the Tropical bands. It is believed that there are not more than 12 or 15 ultra short wave radios throughout the entire country.

**Broadcasting** The control of all communications is placed by the General Communications Law in the Department of Communications and Public Works. This law defines commercial broadcasting and commercial broadcasting establishments and limits their activities so as not to compete with the Government-owned systems of communications such as Posts and Telegraphs or with the commercial telephone companies.

Actual regulation and administration is exercised by the Radio-Communication Office which functions under the Department of Telegraphs and Posts of the Secretariat of Communications and Public Works. According to Regulations licenses are granted only to Mexican citizens, except in the field of cultural and experimental broadcasting. With regard to commercial broadcasting, there is apparently no legal difficulty in the way of foreign nationals who wish to enter the broadcasting field in Mexico provided they form a Mexican corporation and comply with Mexican laws, but operators must be licensed and Mexican citizens. The term of a concession for commercial broadcasting has been limited by the aforementioned Regulations to twenty years.

All broadcasting stations, regardless of their nature, must be licensed by the Secretariat of Communications and this Department must previously approve the electrical equipment to be used. This Department also reserves the right to determine the location of the station. Foreign programs transmitted to the Mexican licensed commercial broadcasting station by telephone or radio may be broadcast only upon receipt of the previous authorization from the Department of Communications and Public Works.

**Programs**—General daily hours of operation are from 7 or 8 a.m. to midnight. Some stations operate after midnight.

Preference is for what might be termed a "National Program," made up of vocal and instrumental Mexican music, news, classical musicals, comedies, dramas and comic dialog. Modern dance music is also very popular in Mexico. However, programs from the United States and other countries are increasing in popularity in Mexico.

There is no chain broadcasting at present, although special hookups are arranged for outstanding occasions, such as a Presidential address. On Sunday from 10 to 11 p.m. there is a national hookup dedicated to the country and broadcast by the Department of Automono de Prensa y Publicidad. Authority to require chain operation for the transmittal of the official bulletins which every station is required to broadcast is given in the regulations.

**Advertising**—The largest users of radio advertising time appear to be breweries, medicinal manufacturers, manufacturers of beauty preparations

and cigarette manufacturers. These four industries whose products cover the Republic, advertise on a national scale and so buy radio time from stations widely scattered throughout the Republic. Other radio users are largely localized. In the Federal District advertisers concentrate on the available markets furnished by a population of 1,447,274, and advertise in addition to the above mentioned articles, others such as shoes, clothing, furniture, foodstuffs, jewelry, etc. Stores buy radio time to advertise special sales.

Programs advertising medicinal products must be previously approved by the Mexican Department of Public Health.

Some of the prevailing methods of advertising are: programs with live talent, electric recording and phonograph records; news items; contests; sports; special events; hours such as "Information Please" in the United States; current sayings; children's rhymes and many other methods.

One of the leading commercial broadcasting companies (XEW) quotes the following rates:

28 minute periods: midnight to 2 a.m., 100 pesos; 2 a.m.-12:30 p.m., 60; 12:30 1:30 p.m., 80; 1:30-3 p.m., 130; 3-6 p.m., 85; 6-7, 110; 7-7:30, 140, rising progressively to 250 pesos from 9 to 10, and decreasing to 125 from 11 to midnight.

35-word announcements: midnight to 12:45 p.m., 6 pesos; 12:45-3:15, 14; 3:15-5, 8; 5-6, 10; 6-11, 40; and 11-12, 18 pesos.

150 word rates are about double the 35-word rates, with intermediate 50- and 75-word tariffs. No quotation is given for 50-word announcements before 7 p.m. or for the longer ones after that hour. Before and after news broadcasts, rates range from 8 to 50 pesos for 40 words, according to hour, the rate being 20 per cent less for those after news except from 6 to 8 p.m., when it is the same, 30 pesos.

All broadcasting stations in Mexico with the possible exception of one or two Government-owned stations carry advertising.

**Recordings**—The use of transcriptions and recording is very prevalent, especially at the dull time of the day. There is no general rule or customary arrangement for advertising transcriptions as far as can be ascertained. The turntable speeds 33 and 78 r.p.m. Most of the records that are played in Mexico are either from the United States or European countries.

**Regulations** The wiring restrictions prevalent in Mexico would in no way affect the design of American receiving sets, intercommunicators and television receivers.

Mexican radio regulations published in this series in "Mexico-Supplement Regulations," dated July 11, 1939, are still in force.

# STANDARD STATIONS OF MEXICO

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEMU	Cia. Radiodifusora de P. Negras(2)	Piedras Negras, Coahuila	580	250
XEZ	Jorge L. Palomeque	Merida, Yucatan	630	2000
XEBX	Benito Garza Ortegon	Sabinas, Coahuila	640	250
XEAO	Chavez y Castro Sucs	Mexicala, Baja California	660	250
XELO	Cia. Radiodifusora de P. Negras	Tijuana, Baja California	670	10000 (Auth.: 50000)
XET	El Pregonero del Norte S. A.	Monterrey, Nuevo Leon	690	5000
XEWE	Jesus Gonzalez A. (3-5)	Silao, Guanajuato	720	20
XEQ	Radio Panamericana S. A.(3)	Mexico City, Distrito Federal	730	50000
XEH	Radio Tarnava S. de R. L.	Monterrey, Nuevo Leon	740	100 (Auth.: 250)
XEPN	Cia. Radiodifusora de P. Negras(1)	Piedras Negras, Coahuila	50000	(Auth.: 100000)
XEAA	Alberto Gonzalez	Mexicali, Baja California	750	200
XEAM	Manuel L. Salinas	Matamoros, Tamaulipas	750	25
XEN	Guillermina P. de del Conde	Mexico City, Distrito Federal	780	1000
XEBZ	Refugio Esparza Vda. de Valezzi	Mexico City, Distrito Federal	810	100
XEDF	Ruperto Villarreal(2)	Nuevo Laredo, Tamaulipas	810	100
XEBG	Angel B. Fernandez	Tijuana, Baja California	820	1000
XERC	Carlos Dragonne Narro (L. Manzano)	Mexico City, Distrito Federal	830	500
XERA	Cia. Mex, Radiodifusora Fronteriza	Villa Acuna, Coahuila	840	180000 (Auth.: 850000)
XEMO	Fernando Federico Ferreira	Tijuana, Baja California	860	5000
XEFB	Jesus Quintanilla	Monterrey, Nuevo Leon	870	200
XEW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	890	100000
XENT	Cia. Industrial Universal S. A.	Nuevo Laredo, Tamaulipas	910	50000 (Auth.: 150000)
XEBH	Carlos Balderrama	Hermosillo, Sonora	930	500
XEFO	Partido Revolucion Mexicana	Mexico City, Distrito Federal	940	5000
XEAW	Cia. Internacional Dif. de Reynosa	Reynosam Tamaulipas	960	100000
XEAC	Jorge I. Rivera	Tijuana, Baja California	980	5000
XEFE	Rafael T. Carranza	Nuevo Laredo, Tamaulipas	980	250
XEK	Arturo Martinez	Mexico City, Distrito Federal	990	200
XES	Difusora Portena, S. de R. L.	Tampico, Tamaulipas	990	100 (Auth.: 250)
XEAF	Francisco G. Elias	Nogales, Sonora	990	750
XEBI	Pedro C. Rivas	Aguascalientes,		
		Aguascalientes	1000	250
XEU	Fernando Pazos	Vera Cruz, Vera Cruz	1010	500
XEFQ	Pedro L. Diaz	Cananea, Sonora	1010	50

Call Letters	Owner	Location	Frequency Kilocycles	Power Watts Actual
XEJ	Pedro Meneses, Jr.	Juarez, Chihuahua	1020	1000
XEB	El Buen Tono S. A.	Mexico City, Distrito Federal	1030	20000 (Auth.: 100000)
XEBA	Javier Velasco	Ciudad Guzman, Jalisco	1080	20
XEBK	C. Guajardo and J. M. Cortes	Nuevo Laredo, Tamaulipas	1080	100
XEDP	Departamento Publicidad y Propaganda (6)	Mexico City, Distrito Federal	1080	500
XERB	Radiodifusora Internacional S.A. (3)	Tijuana, Baja California	1090	50000
XECL	Alfonso A. Lacarra (3)	Mexicali, Baja California	1110	1000
XEJP	Salvador Monterrubio R.	Mexico City, Distrito Federal	1130	100
XEC	Luis E. Enciso	Tijuana, Baja California	1150	100
XEL	Financiera de Inversiones	Mexico City, Distrito Federal	1150	250
XEBP	Alejandro Stevenson, Jr.	Pte. Torreon, Coahuila	1150	250
XEDW	Hector Silva Canto	Minatitlan, Vera Cruz	1150	300
XEXH	Gobierno del Estado de Oaxaca (4-6)	Oaxaca, Oaxaca	1150	400
XEFM	Sucs. R. Ortiz Gonzalez	Leon, Guanajuato	1160	20
XED	Cia. Radiofonografica S. A.	Guadalajara, Jalisco	1160	1000
XEP	Esteban Parra	Juarez, Chihuahua	1160	500
XEAS	Manuel R. Rodriguez	Saltillo Coahuila	1160	100
XEXX	Universidad Nacional de Mexico (2-6)	Mexico City, Distrito Federal	1170	1000
XEE	Alejandro Stevenson, Jr.	Durango, Durango	1210	50
XEFV	Dario Cordoba	Juarez, Chihuahua	1210	50
XEAT	David G. Cervantes	Hidalgo del Parral, Chihuahua	1210	250
XEBL	Ignacio L. Sais	Mazatlan, Sinaloa	1220	500
XEDA	Pedro Riestra Diaz	Anaya, Distrito Federal	1220	200
XETF	Jose Rodriguez Lopez	Vera Cruz, Vera Cruz	1220	12
XEG	Rodolfo Junco de la Vega	Monterrey, Nuevo Leon	1230	250
XEHK	Carmen Villasenor (4)	Guadalajara, Jalisco	1230	125
XECA	Nicolas M. Picot	Tampico, Tamaulipas	1230	250
XEHR	Manuel R. Canale (4)	Puebla, Puebla	1230	250
XEOX	Felipe G. de Leon (4)	Mochis, Sinaloa	1230	250
XEBU	Feliciano Lopez Islas	Chihuahua, Chihuahua	1240	50
XEBC	Fernando Corona (4)	Morelia, Michoacan	1240	100
XEME	Perfecto Villamil Cisero (2)	Merida, Yucatan	1240	400
XEAD	Alejandro A. Diaz (4)	Aguascalientes, Aguascalientes	1240	500
XECW	Juan Cedas M. (4)	Cordoba, Vera Cruz	1240	250
XEDL	Francisco Vidal (4)	Navojoa, Sonora	1240	250
XEKS	J. Antonio de la Pena (4)	Saltillo, Coahuila	1240	100
XEXT	Gobierno del Estado de Nayarit (4-6)	Tepic, Nay.	1240	1000
XEAI	Carmen Gutierrez (2)	Mexico City, Distrito Federal	1250	500
XEXB	Gobierno del Estado de Veracruz (1-6)	Jalapa, Vera Cruz	1270	250
XEXE	H. Ayuntamiento de Texcoco (6)	Texcoco, Mex.	1270	17
XEMX	Alfonso Traslóskeros Avalos (1)	Mexico City, Distrito Federal	1280	100
XEKR	Exposicion Viajera (4)	Mexico City, Distrito Federal	1280	100
XEX	El Heraldo del Comercio S. A.	Monterrey, Nuevo Leon	1310	500
XEAG	Diodoro Zuniga	Cordoba, Vera Cruz	1310	250
XEAU	Manuel Acuna Varela (4)	Tijuana, Baja California	1310	250
XEFW	Flores y Martinez	Tampico, Tamaulipas	1310	300

Call Letters	Owner	Location	Power	
			Frequency Kilocycles	Watts Actual
XETB	Aurelio G. Zaragoza	Torreón, Coahuila	1310	500
XEBO	Alfonso Martínez	Irapuato, Guanajuato	1330	25
XEAP	Emilio Manzanilla	Ciudad Obregon, Sonora	1340	50
XEBW	Ángel Mora T. (3)	Chihuahua, Chihuahua	1340	250
XEBS	Maria Remedios Delgado	Mexico City, Distrito Federal	1340	200
XEDH	Vicente Hernández	Villa Acuna, Coahuila	1340	200
XEFC	Julio Molina Pont.	Merida, Yucatan	1340	100
XELW	Salvador Galinda de la Torre (3)	Guadalajara, Jalisco	1340	250
XEXD	Gobierno del Estado de Veracruz (1-6)	Orizaba, Vera Cruz	1340	350
XEBJ	Fernando Elizalde (4)	Victoria, Tamaulipas	1340	100
XEI	Tiburcio Ponce	Morelia, Michoacan	1370	125
XECZ	Zeferino Z. Jimenez	San Luis Potosí, San Luis Potosí	1370	100
XELZ	Maria Cardona de Zetina	Mexico City, Distrito Federal	1370	100
XEM	Pedro Meneses, Jr. (3)	Chihuahua, Chihuahua	1390	500
XEDE	Aurelio G. Zaragoza (4)	Torreón, Coahuila	1400	100
XESM	Salvador Sanmartín (4)	Vista Alegre, Distrito Federal	1400	200
XEAJ	Emilio Manzanilla (4)	Navojoa, Sonora	1400	100
XEA	Luis A. Maury (4)	Campeche, Cam.	1400	250
XEDS	Alejandro A. Schober (4)	Mazatlan, Sinaloa	1400	500
XERH	Gabriel Hernández Llergo (4)	Mexico City, Distrito Federal	1430	500
XEFI	Ramiro G. Uranga	Chihuahua, Chihuahua	1440	1000
XEF	Gilberto Gil	Ciudad Jurez, Chihuahua	1450	100
XEDR	Modesto Ortega	Guaymas, Sonora	1490	100
XECH	Rodolfo Llamas (3)	Toluca, Mex.	1490	250
XEJR	Anastasio Gomez Gallardo (4)	Hidalgo del Parral, Chihuahua	1490	100
XEQK	Ángel H. Ferreiro (4)	Mexico City, Distrito Federal	1500	400

### Short Wave Stations (Cultural and Official)

XEBT	El Buen Tono, S. A.	Mexico City, Distrito Federal	6000	500
XEWI	Institucion Mundial de la V. I. (5)	Mexico City, Distrito Federal	6015	400
XEUW	Fernando Pazos Sosa	Vera Cruz, Vera Cruz	6020	20
XEKW	Jose Martínez Ramírez (4)	Morelia, Michoacan	6030	500
XEXO	Gobierno del Estado de Oaxaca (4-6)	Oaxaca, Oaxaca	6035	50
XETW	Flore y Matinez	Tampico, Tamaulipas	6045	100
XEBF	Pedro Coronel Aburto (2)	Jalapa, Vera Cruz	6090	100
XEUZ	Partido Revolucion Mexicana (2)	Mexico City, Distrito Federal	6130	100
XEDQ	Cia. Radiofonografica S. A. (2)	Guadalajara, Jalisco	6155	100
XEXA	Dpto. Publicidad y Propaganda (6)	Mexico City, Distrito Federal	6175	100
XECR	Sria. de Relaciones Exteriores (2-6)	Mexico City, Distrito Federal	7380	20000
XEWW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	9500	10000
XEFT	Jose Rodriguez Lopez	Vera Cruz, Vera Cruz	9550	12
XETA	El Pregonero del Norte S. A. (3)	Monterrey, Nuevo Leon	9555	1000
XEYU	Universidad Nacional de Mexico (3-6)	Mexico City, Distrito Federal	9600	250
XEQQ	Radio Panamericana S. A. (4)	Mexico City, Distrito Federal	9680	5000
XEBR	Carlos Balderrama (2)	Hermosillo, Sonora	11820	150
XEUZ	Partido Revolucion Mexicana (2)	Mexico City, Distrito Federal	11880	100
XEWI	Institucion de la V. I. (5)	Mexico City, Distrito Federal	11900	400
XEWW	Cadena Radiodifusora Mexicana	Mexico City, Distrito Federal	15160	10000

(1) Temporarily suspended. (2) Established 1937. (3) Established 1938. (4) Established 1939. (5) Cultural Station. (6) Official Station.

# STATIONS OF ——— — SOUTH AMERICA

## ARGENTINA

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
LU2	Bahia Blanca, Bahia Blanca	900	2500
LU7	General San Martin, Bahia Blanca	1240	2500
LR1	El Mundo, Buenos Aires	1070	5000
LR2	Argentina, Buenos Aires	910	10000
LR3	Belgrano, Buenos Aires	950	32000
LR4	Splendid, Buenos Aires	990	16000
LR5	Excelsior, Buenos Aires	830	29250
LR6	Mitre, Buenos Aires	870	24000
LR8	Paris, Buenos Aires	1150	6200
LR9	Fenix, Buenos Aires	1030	5000
LR10	Cultura, Buenos Aires	790	11500
LRA	del Estado, Buenos Aires	750	10000
LS1	Municipal, Buenos Aires	710	5000
LS2	Prieto, Buenos Aires	1190	30000
LS3	Ultra, Buenos Aires	630	5100
LS4	Portena, Buenos Aires	670	10000
LS5	Rivadavia, Buenos Aires	1110	5000
LS6	del Pueblo, Buenos Aires	1350	6000
LS8	Stentor, Buenos Aires	1230	14500
LS9	Voz del Aire, Buenos Aires	1270	6000
LS10	Callao, Buenos Aires	590	6000
LU4	Comodoro Rivadavia, Comodora Rivadavia	640	1000
LV2	Central, Cordoba	960	5000
LV3	Cordoba, Cordoba	620	2000
LT7	Provincia Corrientes, Corrientes	1340	1000
LV10	de Cuyo, Mendoza	1210	500
LU6	Atlantica, Mar del Plata	1300	500
LR11	Universidad Nacional de La Plata, La Plata	1390	500
LS11	Provincia de Buenos Aires, La Plata	1310	30000
LT5	Chaco, Resistencia	1160	1160
LU12	Rio Gallegos, Santa Cruz	680	1000
LT1	del Litoral, Rosario	780	5000
LT3	Sociedad Rural de Cerecalistas, Rosario	1080	510
LT8	Rosario, Rosario	840	5000
LV1	Graffigna, San Juan	730	1000
LV5	Los Andes, San Juan	1090	1500
LV4	San Rafael, Mendoza	690	1000
LT9	Roca Soler, Santa Fe	1200	500
	del Instituto Social de la Universidad Litoral,		
LT10	Rosario	1320	500
LV11	del Norte, Santiago del Estero	1170	2500
LV7	Tucuman, Tucuman	820	1000
LV12	Aconwuija, Tucuman	580	5000

### **Short Wave Stations**

LRA2	del Estado, Buenos Aires	6180	—
LRX	El Mundo, Buenos Aires	9660	7000
LRA1	del Estado, Buenos Aires	9660	7000
LRA3	del Estado, Buenos Aires	11730	—
LRU	El Mundo, Buenos Aires	15290	7000



# BOLIVIA

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CP21 . . .	Radio Club, La Paz . . . . .	850	50
CP24 . . .	El Condor, La Paz . . . . .	900	1000
CP19 . . .	Cultura, La Paz . . . . .	950	50
CP31 . . .	Libertad, La Paz . . . . .	1000	50
CP4 . . .	Illimani, La Paz . . . . .	1040	10000
CP10 . . .	La Paz, La Paz . . . . .	1090	50
CP32 . . .	Bolivia, La Paz . . . . .	1150	50
CP16 . . .	Los Andes, La Paz . . . . .	1200	50
CP14 . . .	La Noche, La Paz . . . . .	1250	50
CP18 . . .	Kosmos, La Paz . . . . .	1300	50
CP29 . . .	Fides, La Paz . . . . .	1350	100
CP3 . . .	Nacional, La Paz . . . . .	1400	5000
CP8 . . .	America, La Paz . . . . .	1450	50
CP13 . . .	El Oriente, Santa Cruz . . . . .	1250	100
CP27 . . .	Pilot, Sucre . . . . .	1350	50
CP28 . . .	Central, Cochabamba . . . . .	1360	165

## Short Wave Stations

CP11 . . .	Oruro, Oruro . . . . .	6100	250
CP15 . . .	El Condor, La Paz . . . . .	6120	250
CP2 . . .	Nacional, La Paz . . . . .	8600	500
CP12 . . .	Fides, La Paz . . . . .	6150	250
CP5 . . .	Illimani, La Paz . . . . .	6200	1000
CP30 . . .	El Oriente, Santa Cruz . . . . .	6135	250
CP1 . . .	Chuquisaca, Sucre . . . . .	9500	250
CP22 . . .	Internacional, Potosi . . . . .	6130	250

## Authorizations

CP26 . . .	Colon, La Paz . . . . .	730	100
CP17 . . .	Libertad, La Paz . . . . .	800	50
CP33 . . .	The Strongest, La Paz . . . . .	1500	175
CP2 . . .	El Norte, La Paz . . . . .	1550	50
CP34 . . .	Nacional, La Paz . . . . .	8600	1500
CP36 . . .	Nacional, La Paz . . . . .	9505	1000
CP24 . . .	Cultura, La Paz . . . . .	9510	250
CP6 . . .	Illimani, La Paz . . . . .	9520	1000
CP23 . . .	Libertad, La Paz . . . . .	9550	250
CP35 . . .	Bolivia, La Paz . . . . .	9590	500
CP25 . . .	El Norte, La Paz . . . . .	9700	500
CP7 . . .	Illimani, La Paz . . . . .	15300	1000

# BRITISH GUIANA

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
VP3BG*	British Guiana United Broadcasting Co., Georgetown . . . . .	6130 & 4885	—
VP3MR*	.....	6090	—

\* Operated on an experimental license and considered amateur station.

# CHILE

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CA63 . . .	Tarapaca, Iquique . . . . .	630	250
CA127 . . .	La Voz del Norte, Antefagasta . . . . .	1270	100
CA141 . . .	Antefagasta, Antefagasta . . . . .	1410	1000
CB57 . . .	Societe Nacional de Agricultura, Santiago . . . . .	570	10000
CB62 . . .	Chilena, Santiago . . . . .	620	1000
CB64 . . .	La Union, Recreo, Vina del Mar . . . . .	640	1000

<i>Call Letters</i>	<i>Station Name, Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CB68	Metro, Vina del Mar	680	1000
CB76	Cooperativa Vitalicia, Valparaiso	760	10000
CB78	Cooperativa Vitalicia, Santiago	780	1000
CB82	El Diario Ilustrado, Santiago	820	1000
CB84	del Pacifico, Valparaiso	840	1000
CB89	Emisoras Otto Becker, Santiago	890	1000
CB90	El Mercurio, Valparaiso	900	1000
CB93	Hucke, Santiago	930	10000
CB96	La Voz del Norte, Coquimbo	960	200
CB97	Siam, Santiago	970	1000
CB101	Mayo, Santiago Universidad Tecnica Federico Santa Maria, Valparaiso	1010	1000
CB103	Valparaiso	1030	4000
CB106	Sud America, Santiago	1060	5000
CB111	Los Castanos, Vina del Mar	1110	1000
CB113	Quillota, Quillota	1130	100
CB114	del Pacifico, Santiago	1140	5000
CB116	Valparaiso, Valparaiso	1160	1000
CB118	Baquedano, Santiago	1180	10000
CB120	La Union, Valparaiso	1200	1000
CB124	Espana, Valparaiso	1240	250
CB126	Consorcio Espanol de Seguros, Santiago	1260	1000
CB130	La Americana, Santiago	1300	—
CB132	Wallace, Valparaiso	1320	1000
CB134	El Hogar, Santiago	1340	1000
CB138	El Mercurio, Santiago	1380	5000
CB140	Onda Azul, San Antonio	1400	100
CB144	Moraga, Santiago	1440	—
CB147	Zenith, Valparaiso	1470	1000
CC58	El Diario Austral, Temuco	580	500
CC64	El Sur, Concepcion	1080	100
CC67	Talca, Talca	670	100
CC84	Cultura, Talcahuano	840	100
CC96	Curico, Curico	960	100
CC109	Rancagua, Rancagua	1090	100
CC117	Zenith, Concepcion	1170	100
CC125	Temuco, Temuco	1250	100
CC127	Aliviol, Chillan	1270	100
CC133	La Disension, Chillan	1410	100
CC141	Patria, Concepcion	1410	100
CC143	Atlantide, Talca	1430	100
CC145	Colmena, Rancagua	1450	100
CD69	Sur, Valdivia	690	1000
CD103	Magallanes, Magallanes	1030	100
CD111	Austral, Magallanes	1110	1000
CD112	Osorno, Osorna	1120	100
CD121	Austral, Osorna	1210	—
CD132	Valdivia, Valdivia	1320	100
CD136	La Voz del Sur, Magallanes	1360	100

### **Short Wave Stations**

CB960	La Americana, Santiago	9600	100
CB970	Cooperativa Vitalicia Santiago	9700	1000
CB1170	Emisoras Otto Becker, Santiago	11700	150
CB1174	Hucke, Santiago	11740	4000
CB1180	Societe Nacional de Agricultura, Santiago	11800	1000
CB1185	El Mercurio, Santiago	11850	2500
CD1190	Sur, Valdivia	11900	1250

# BRAZIL

Call Letters	Station Name and Location	Frequency Kilocycles	Power Watts
PRD4 . . .	Club de Araraquara, Araraquara, Sao Paulo . . .	1370	500
PRA4 . . .	Sociedade de Baia S. A., Sao Salvador, Bahia..	740	10000
PRG8 . . .	Bauru Radio Club, Bauru, Sao Paulo . . . . .	1210	250
PRG5 . . .	Club do Para, Belem, Para . . . . .	670	2000
PRC7 . . .	Sociedade Radio Mineira, Belo Horizonte, Minas Geraes . . . . .	690	3000
PRH6 . . .	Sociedade Radio Guarany, Belo Horizonte, Minas Geraes . . . . .	1340	3000
PRI3 . . .	Inconfidencia, Belo Herozinte, Minas Geraes..	850	25000
PRC4 . . .	Club de Blumenau, Blumenau, Santa Catharina	1330	250
PRC9 . . .	Sociedade Radio, E. de Campinas, Campinas, Sao Paulo . . . . .	1170	500
PRF7 . . .	Club de Campos, Campos, Rio De Janeiro . . . .	1330	250
PRG6 . . .	Sociedade Mantiqueira, Cruzeiro, Sao Paulo..	640	500
PRB2 . . .	Club Paranaense, Curitiba, Parana . . . . .	1420	2000
PRE9 . . .	Ceara Radio Club, Fortaleza, Ceara . . . . .	1320	2000
PRB5 . . .	Club Hertz, Franca, Sao Paulo . . . . .	1240	250
PRG4 . . .	Club de Jaboticabal, Jaboticabal, Sao Paulo..	1250	250
PRG7 . . .	Sociedade Jahuense, Jahu, Sao Paulo . . . . .	1010	250
PRI4 . . .	Governo de Estado de Parahyba, Joao Pesson, Parahyba . . . . .	1110	10000
PRI2 . . .	Club de Marilia, Marilia, Sao Paulo . . . . .	1090	250
PRD8 . . .	Club Fluminense, Nictheroy, Rio de Janeiro . . .	1320	1000
PRE6 . . .	Sociedade Fluminense, Nictheroy, Rio de Janeiro . . . . .	1470	1000
PRH4 . . .	Sociedade Difusora Radio Culture, Pelotas, Rio Grande do Sul . . . . .	1320	500
PRD3 . . .	Petropolis Radiodifusora S. A., Petropolis, Rio de Janeiro . . . . .	1480	1000
PRD6 . . .	Club de Piracicaba, Piracicaba, Sao Paulo . . . .	820	250
PRH5 . . .	Cultura Pecos de Caldas, Pecos de Caldas, Minas Geraes . . . . .	1160	250
PRC2 . . .	Sociedade Gaucha, Porto Alegre, Rio Grande do Sul . . . . .	680	5000
PRF9 . . .	Emp. Radiodifusora Alegrense, Porto Alegre, Rio Grande do Sul . . . . .	1440	3000
PRH2 . . .	Sociedade Radio Farroupilha, Porto Alegre, Rio Grande do Sul . . . . .	600	25000
PRH2 . . .	Sociedade Radio Guararapes, Recipe, Pernambuco . . . . .	570	10000
PRA7 . . .	Club de Ribeirao Preto, Ribeirao Preto, Sao Paulo . . . . .	730	500
PRF2 . . .	Club de Rio Clara, Rio Clara, Sao Paulo . . . . .	1460	250
PRA2 . . .	Ministerio Educacao e Saude Publica, Rio de Janeiro, Federal District . . . . .	800	25000
PRA3 . . .	Club do Brasil, Rio de Janeiro, Federal District	860	10000
PRA9 . . .	Sociedade Mayrink Veiga, Rio de Janeiro, Federal District . . . . .	1220	25000
PRB7 . . .	Sociedade Radio Educadora do Brasil, Rio de Janeiro, Federal District . . . . .	900	5000
PRC8 . . .	Sociedade Guanabara, Rio de Janeiro, Federal District . . . . .	1360	5000
PRD2 . . .	Sociedade Radio Cruzeiro do Sul, Rio de Janeiro, Federal District . . . . .	1060	10000
PRD3 . . .	Instituto Educacao do Distrito Federal, Rio de Janeiro, Federal District . . . . .	1400	1000
PRE2 . . .	Sociedade Vera Cruz, Rio de Janeiro, Federal District . . . . .	1430	5000
PRE3 . . .	Transmissora Brasileira, Rio de Janeiro, Federal District . . . . .	1180	10000
PRE8 . . .	Sociedade Radio Nacional, Rio de Janeiro, Federal District . . . . .	980	25000
PRF4 . . .	Jornal do Brasil S. A., Rio de Janeiro, Federal District . . . . .	940	10000

<i>Call Letters</i>	<i>Station Name and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PRG3 . . .	Tupy S. A., Rio de Janeiro, Federal District . . .	1280	10000
PRH8 . . .	Ipanema S. A., Rio de Janeiro, Federal District . . .	1130	5000
PRB8 . . .	Rio Preto S. A., Rio Preto, Sao Paulo . . . . .	640	250
PRB4 . . .	Club de Santos, Santos, Sao Paulo . . . . .	1450	1000
PRG5 . . .	Sociedade Radio Atlantica, Santos, Sao Paulo . . . . .	580	750
PRD7 . . .	Club de Sorocaban, Sorocaba, Sao Paulo . . . . .	1080	500
PRD9 . . .	Sociedade de Sorocaba, Sorocaba, Sao Paulo . . . . .	970	250
PRA5 . . .	Sao Paulo, Sao Paulo, Sao Paulo . . . . .	1260	5000
PRA6 . . .	Sociedade Radio Educadora Paulista, Sao Paulo, Sao Paulo . . . . .	760	10000
PRB6 . . .	Sociedade Radio Cruzeiro do Sul, Sao Paulo, Sao Paulo . . . . .	1200	5000
PRB9 . . .	Sociedade Record, Sao Paulo, Sao Paulo . . . . .	1000	25000
PRE4 . . .	Sociedade Cultura "Voz do Espaco," Sao Paulo, Sao Paulo . . . . .	1300	10000
PRE7 . . .	Sociedade Radio Comos, Sao Paulo, Sao Paulo . . . . .	1410	5000
PRF3 . . .	Difusor 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 . . .	Piratinga, Sao Paulo, Sao Paulo . . . . .	620	5000
PRH9 . . .	Sociedade Bandeirante de Radiodifusao, Sao Paulo, Sao Paulo . . . . .	840	5000
PRE5 . . .	Sociedade Triangulo Minciro Uberaba, Minas Geraes . . . . .	1390	500
PRC3 . . .	Sociedade Pelotense, Pelotas, Rio Grande do Sul . . . . .	580	250

### **Short Wave Stations**

PRF5 . . .	Comp. Radio Internacional Brasil, Rio de Janeiro . . . . .	9500	12000
PRA8 . . .	Club de Pernambuco, Recife, Pernambuco . . . . .	6010	5000

## **COLUMBIA**

<i>Call Letters</i>	<i>Station Name—Executive in Charge -Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ1ABA . . .	Voz de Barranquilla—Elias Pellet B., Barranquilla . . . . .	1330	251
HJ1ABH . . .	Emisora Atlantico—Andres G. Jimeno, Barranquilla . . . . .	1080	251
HJ1ABK . . .	Voz de la Patria—Mario L. Hernandez, Barranquilla . . . . .	1310	251
HJ1ABN . . .	Voz de la Victor—G. Paez Reina, Barranquilla . . . . .	1190	1000
HJ3CAB . . .	Emisora Nueva Granada—Roberto Raimirez, Bogota . . . . .	1120	1960
HJ3CAE . . .	Voz de Bogota—Gustavo Uribe, Bogota . . . . .	1220	5000
HJ3CAI . . .	Voz de la Victor—Manuel J. Gaitan, Bogota . . . . .	1160	1501
HJ3CAK . . .	Emisora Cundinamarca—Enrique Sanchez, Bogota . . . . .	590	250
HJ3CAL . . .	Ecos del Tequendama—Pedro P. Martinez Q., Bogota . . . . .	1290	251
HJ3CAZ . . .	Voz de Colombia, S. A.—Cipriano Rios Hoyos, Bogota . . . . .	1040	1128
HJ7CAB . . .	Santander—Francisco Bueno, Bucaramanga . . . . .	1230	280
HJ7CAE . . .	Bucaramanga—Emilio Montoya, Bucaramanga . . . . .	1130	251
HJ5EAB . . .	Voz del Valle—Eduardo Cordoba, Cali . . . . .	1150	251
HJ5EAC . . .	Voz de Colombia—Rafael Angulo, Cali . . . . .	1300	300
HJ5EAE . . .	Cali—Jose T. Canderon M., Cali . . . . .	1090	251
HJ5EAF . . .	Voz de Higueronia—Oscar Mallarino, Cali . . . . .	1340	251
HJ1ABF . . .	Laboratorios Fuentes—Rafael Fuentes L., Cartagena . . . . .	1240	251
HJ1ABR . . .	Cartagena—R. Lequerica G., Cartagena . . . . .	1400	262
HJ2BAC . . .	Voz de Cucuta—Pompilio Sanchez, Cucuta . . . . .	1270	251
HJ6FAC . . .	Manizales—Alberto Hoyos, Manizales . . . . .	1390	251

<i>Call Letters</i>	<i>Station Name—Executive in Charge—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HJ6FAX	Emisora Electra—Antonio Pinzon, Manizales. Voz de la Montana—Francisco A. Cuartas.	1260	251
HJ4DAC	Medellin	1360	251
HJ4DAK	Voz de Antioquia—Carlos Escobar P., Medellin	1250	1000
HJ4DAQ	Emisora Claridad—Alberto Estrada, Medellin. Voz del Triunfo—Luis Eduardo Ramirez,	1320	1800
HJ4DAR	Medellin	1380	251
HJ4DAT	Nutivara—Marco Turio Ospina, Medellin. Universidad de Antioquia—Colodmiro	1370	251
HJ4DAU	Ramirez, Medellin Universidad de Antioquia—Julio Sanchez,	1490	250
HJ1ABM	Monteria	1210	—
HJ8HAB	Narino—Jorge Rosero Rivera, Pasto	1350	251
HJ1ABC	Sincelejo—Eugenio Quintero, Sincelejo.	550	30

### **Short Wave Stations**

HJ6FAH	Voz de Armenia—Hoyos & Gutierrez, Armenia Voz de Barranquilla—Elia Pellet B.,	4875	600
HJ1ABB	Barranquilla	4785	600
HJ1ABG	Emisora Atlantico—Andres C. Jimeno, Barranquilla	4042.3	600
HJ3CAD	Emisora Nueva Granada—Roberto Ramirez, Bogota	4845	720
HJ3CAF	Voz de Bogota—Gustave Uribe, Bogota.	4855	501
HJ3CAH	Voz de la Victor—Manuel J. Gaitan, Bogota. Voz de Colombia, S. A.—Cipriano Rios Hoyos,	4895	720
HJ3CAX	Bogota	6122	750
HJ7CAB	Santander—Francisco A. Bueno, Bucaramanga	4775	750
HJ7CAD	Bucaramanga—Emilio Montoya, Bucaramanga	9630	650
HJ5EAD	Voz del Valle—Eduardo Cordoba, Cali. Laboratorios Fuentes—Rafael Fuentes L.,	4825	720
HJ1ABE	Cartagena	4835	525
HJ1ABP	Cartenga—R. Lequerica G., Cartagena	9616	608
HJ2BAB	Voz de Cucuta—Pompilio Sanchez, Cucuta. Ecos del Combeima—Lamus & Rivera y	4815	500
HJ6FAI	Barrios, Ibague	4795	501
HJ6FAB	Manizales—Alberto Hoyos, Manizales	6190	720
HJ4DAE	Voz de Antioquia—Carlos Escobar P., Medellin	6145	1000
HJ4DAP	Emisora Claridad—Alberto Estrada, Medellin. Voz de Pereira—Cesar y Mario Arango M.,	4885	501
HJ6FAC	Medellin	6054.3	501
HJ4DAG	Government of the National Intendency of Choco, Quibdo	6200	150
HJ2BAJ	Voz de Santa Marta—Julio Sanchez T., Santa Marta	4865	501

## **ECUADOR**

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HCJB	C. W. Jones, Quito	978	50
HC2RB	Eric Williams, Guayaquil	1250	100
HC2JSB	Juan S. Behr, Guayaquil	1100	200
HC2ROZ	Jose B. Ortiz, Guayaquil	900	100
HC2CW	Alfonso Wilmot, Guayaquil	1350	200

### **Short Wave Stations**

HCJB	C. W. Jones, Quito	12460	1000
HCJB	C. W. Jones, Quito	4107	200
HCJB	C. W. Jones, Portoviejo	4005	80
HCLPM	Leonardo Ponce, Quito	5725	500
HCETC	M. Mantilla, Quito	9351	25
HC1GQ	F. C. del Sur, Quito	4821	150

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HC2JSB	Juan S. Behr, Guayaquil	7854	300
HC2CW	Alfonso Wilmot, Guayaquil	9130	200
HCODA	O. de Garcia, Guayaquil	9447	200
HC1IM	W. B. Heimann, Ibarra	4020	150
HC2ET	J. S. Castillo, Guayaquil	9200	375
HCK	Prop. del Estado, Quito	4818	250
HC2RL	Dr. R. Levi, Guayaquil	6647	200

## PARAGUAY

<i>Call Letters</i>	<i>Station Name—Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZP1	Radio El Pais—Artaza Hnos., Asuncion	970	150
ZP9	Radio America—Artaza Hnos., Asuncion	920	2000
	Radio Continental—Isern & Sacarello, Asuncion	730	200
ZP4			
ZP5	Radio Paraguay—Alfonso Sa, Asuncion	1360	100
ZP6	Radio Livieres—Livieres & Copi, Asuncion	1300	100
	Radio Charitas—Juventud Antoniana, Asuncion	1200	200
ZP11			
ZP13	La Voz del Aire—Julio Picozzi V., Asuncion	1430	250
ZP3	La Voz del Aire—Julio Coriulot, Encarnacion	900	100

### Short Wave Stations

ZP1	Radio El Pais—Artaza Hnos., Asuncion	14558	500
ZP8	Radio Continental—Iser & Sacarello, Asuncion	11850	500
	Radio Continental—Friedmann Hnos., Villarrica	11725	1000
ZP14			

## PERU

<i>Call Letters</i>	<i>Station Name—Operator—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
OAX4A	Peruvian Government, Radio Nacional, Lima	854	10000
	Empresa Peruana Parlante Bolivar y Carcovich, Lima	1200	250
OAX4B			
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 Umberto F., Ica	1280	200

### Short Wave Stations

OAX4Z	Peruvian Government, Radio Nacional, Lima	9562	10000
OAX4T	Peruvian Government, Radio Nacional, Lima	6082	15000
	Empresa Peruana Parlante Bolivar y Carcovich, Lima	6230	250
OAX4G			
OAX4I	Radio Internacional, Lima	9520	200
OAX4P	J. Antonio Umberto F., Huancayo	5968	250
OAX5C	J. Antonio Umberto F., Ica	9590	150
OAX7A	Carlos Lizarraga Fisher, Cuzco	6128	100
OAX1A	J. Carlos Mountjoy D., Chiclayo	6150	200
OAX2A	Rafael Larco Hoyle, Trujillo	6000	250
OAX6B	Maximo J. Landa, Arequipa	11710	150

## URUGUAY

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CW47	Julio J. Rabassa, Canelones	1480	300
CW37	R. Bernotti, Colonia	1400	4500
CW25	Artola, Evangelista & Co., Durazno	1430	500
CW33	O. F. Barreiro, Florida	1200	75

<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
CW29 . . .	Pedro Telesca, Mercedes . . . . .	1080	50
CW43 . . .	Volante y Harispuru, Minas . . . . .	1470	100
CX4 . . . .	Direccion de Agronomia, Montevideo . . . . .	610	1000
CX6 . . . .	Government Station, Montevideo . . . . .	650	10000
CX8 . . . .	Ramon Puyal, Montevideo . . . . .	690	500
CX10 . . . .	Ferrera, Gestoso & Cia., Montevideo . . . . .	730	1000
CX12 . . . .	Luis A. Artola, Montevideo . . . . .	770	5000
CX14 . . . .	El Espectador, Montevideo . . . . .	810	5000
CX16 . . . .	S.A.D.R.E.P., Montevideo . . . . .	850	10000
CX18 . . . .	El Espectador, Montevideo . . . . .	890	1000
CX20 . . . .	Carlos L. Romay, Montevideo . . . . .	930	2000
CX22 . . . .	Harispuru Hermanos, Montevideo . . . . .	970	250
CX24 . . . .	S.A.D.R.E.P., Montevideo . . . . .	1010	2500
CX26 . . . .	Figuera, Canepa & Cia., Montevideo . . . . .	1050	2000
CX28 . . . .	L. A. Gori Salvo, Montevideo . . . . .	1090	3000
CX30 . . . .	Barlecce, Silva & Larrea, Montevideo . . . . .	1130	500
CX32 . . . .	Bianchi & Patron, Montevideo . . . . .	1170	500
CX34 . . . .	Figuera, Canepa & Cia., Montevideo . . . . .	1210	500
CX36 . . . .	Vazquez & Walder, Montevideo . . . . .	1250	500
CX38 . . . .	S.O.D.R.E., Montevideo . . . . .	1290	5000
CX40 . . . .	Julio J. Rabassa, Montevideo . . . . .	1330	500
CX42 . . . .	Hector Vernazza, Montevideo . . . . .	1370	500
CX44 . . . .	S.A.D.R.E.P., Montevideo . . . . .	1410	500
CX46 . . . .	Vitale & Bertacchi, Montevideo . . . . .	1450	1500
CX48 . . . .	Vazquez & Cia., Montevideo . . . . .	1490	1500
CX50 . . . .	Dr. B. Ayala, Montevideo . . . . .	1530	300
CW47A . . .	Fassola Hnos. & Munoz, Minas . . . . .	1460	100
CW35 . . . .	S.A.D.R.E.P., Paysandu . . . . .	1240	250
CW39 . . . .	Miguel Pena, Paysandu . . . . .	1320	100
CW19A . . .	J. D. Garcia, Rivera . . . . .	1340	50
CW19 . . . .	Harispuru & Machado, Rocha . . . . .	1340	50
CW23 . . . .	Domingo Giordana, Salto . . . . .	820	250
CW27 . . . .	Ernesto Popelka, Salto . . . . .	680	250
CW31 . . . .	Salvador E. Pera, Salto . . . . .	1120	250
CW41 . . . .	Harispuru & Bruccoleri, San Jose . . . . .	1360	50

### **Short Wave Stations**

CXA1 . . . .	S.A.D.R.E.P., Montevideo . . . . .	11945	2500
CXA2 . . . .	Racine & Cassiols, Montevideo . . . . .	6000	2500
CXA3 . . . .	H. L. A. Landeira, Montevideo . . . . .	6075	2500
CXA4 . . . .	Government Station, Montevideo . . . . .	6125	1500
CXA5 . . . .	Figueira, Canepa & Cia., Montevideo . . . . .	9485	2500
CXA6 . . . .	S.O.D.R.E., Montevideo . . . . .	9550	2500
CXA7 . . . .	Figueira, Canepa & Cia., Montevideo . . . . .	11735	2500
CXA8 . . . .	Isaac Roisenvitz, Montevideo . . . . .	9625	2500
CXA9 . . . .	El Espectador, Montevideo . . . . .	9440	2500
CXA10 . . . .	S.O.D.R.E., Montevideo . . . . .	11895	2500
CXA11 . . . .	Francisco Gomez Ciblis, Montevideo . . . . .	5920	2500
CXA12 . . . .	Francisco Gomez Ciblis, Montevideo . . . . .	11945	2500
CXA13 . . . .	Jaime Yankelevich, Montevideo . . . . .	6155	2500
CXA14 . . . .	Isaac Roisenvitz, Montevideo . . . . .	15160	2500
CXA15 . . . .	Jaime Yankelevich, Montevideo . . . . .	9735	2500
CXA16 . . . .	Figueira, Canepa & Cia., Montevideo . . . . .	15380	2500
CXA17 . . . .	Figueira, Canepa & Cia., Montevideo . . . . .	17800	2500
CXA18 . . . .	S.O.D.R.E., Montevideo . . . . .	15300	2500
CXA19 . . . .	El Espectador, Montevideo . . . . .	11695	2500
CXA20 . . . .	S.A.D.R.E.P., Montevideo . . . . .	970	2500
CXA21 . . . .	S.O.D.R.E., Montevideo . . . . .	26500	2500
CXA22 . . . .	S.O.D.R.E., Montevideo . . . . .	29500	2500
CXA23 . . . .	S.O.D.R.E., Montevideo . . . . .	43500	2500
CXA24 . . . .	S.O.D.R.E., Montevideo . . . . .	5800	2500

# VENEZUELA

Call Letters	Station Name—Owner—Location	Frequency Kilocycles	Power Watts
YV1RK	—Jose A. Higuera, Maracaibo	1250	250
YV1RC	La Voz de la Fe—P. A. Bermudez Villalobos, Maracaibo Radiodifusora Maracaibo—Luis Mantellini,	1400	—
YV1RE	Maracaibo	1153	—
YV1RA	Ecos del Zulia—Luis Garcia Nebot, Maracaibo	1300	200
YV1RF	Ondas del Lago—Romulo Govea, Maracaibo La Voz del Tachira—Jesus M. Diaz Gonzalez,	1120	250
YV2RB	San Cristobal	980	—
YV3RE	Barquisimeto—Amilcar Segura, Barquisimeto La Voz de Lara—A. Ramos Maggi,	1475	—
YV3RC	Barquisimeto La Voz de Carabobo—Hermann Dagwitz,	1270	150
YV4RA	Valencia	1350	500
YV4RE	Valencia—Huberto & Oscar Croquer, Valencia La Voz de Aragua—Humberto & Oscar	1400	—
YV4RG	Croquer, Maracay	1153	100
YV4RI	—Teodoro Ache, Valencia	1450	—
YV4RL	—Atilio Crmezzano, Maracay Ondas Populares—Gonzalo Veloz Mancera,	1430	—
YV5RG	Caracas Radiodifusora Venezuela—Dagwitz & Siblesz,	1010	250
YV5RB	Caracas	1200	5000
YV5RA	Caracas—Almacen Americano, Caracas La Voz de Venezuela—Dr. Manuel de Coya,	960	5000
YV5RE	Caracas	1110	300
YV5RQ	—Victor M. Soto, Caracas Estudios Universo—Mario Garcia Arocha,	882	1200
YV5RS	Caracas	1300	2000
YV5RI	La Voz de la Esfera—Suegart & Co., Caracas Emisora Vargas—Gonzalo Veloz Mancera,	1370	1000
YV5RZ	La Guaira	1050	—
YV5RL	—Cesar Banuls, Caracas	1167	—
YV6RA	Bolivar—Miranda & Beherens, Ciudad Bolivar Ecos del Orinoco—E. Torres Valencia, Ciudad	1400	250
YV6RD	Bolivar	1450	—

## Short Wave Stations

YV1RJ	Falcon—Jose Angel Mendoza, Coro	4970	—
YV1RL	Popular—Jose A. Higuera Miranda, Maracaibo	4860	—
YV1RO	Trujillo—Pedro J. Torres, Trujillo La Voz de la Fe—P. A. Bermudez Villalobos,	4780	—
YV1RT	Maracaibo Radiodifusora Maracaibo—Luis Mantellini, H.,	4770	—
YV1RU	Maracaibo	4810	—
YV1RV	Ecos del Zulia—Luis Garcia Nebot, Maracaibo	4800	250
YV1RX	Ondas del Lago—Romulo Govea, Maracaibo	4890	—
YV1RY	Coro—Roger Leyba, Coro	4910	—
YV1RZ	Valera—Jorgo L. Febres Jolambi, Valera La Voz del Tachira—Jesus M. Diaz Gonzales,	4850	—
YV2RN	San Cristobal	4870	—
YV3RN	Barquisimeto—Amilcar Segura, Barquisimeto La Voz de Lara—A. Ramos Maggi,	4820	—
YV3RX	Barquisimeto La Voz de Carabobo—Hermann Dagwitz,	4990	—
YV4RO	Valencia Valencia—Humberto & Oscar Croquer,	4950	—
YV4RP	Valencia	4930	—
YV4RQ	Puerto Cabello—Rafael Angel Segura, Puerto Cabello	5020	—
YV4RX	La Voz de Aragus—Humberto & Oscar Segura, Maracay Ondas Populares—Gonzalo Veloz Mancera,	4840	—



<i>Call Letters</i>	<i>Station Name—Owner—Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YV5RH	Caracas	4830	—
	Radiodifusora Venezuela—Dagwitz & Siblesz.		
YV5RM	Caracas	6158	2500
YV5RN	Caracas—Almacen Americano, Caracas	5040	1000
YV5RK	Reserved for the Government, Caracas.	5000	—
	La Voz de Venezuela—Dr. Manuel de Goya.		
YV5RO	Caracas	4940	—
YV5RS	—Victor M. Soto, Caracas.	4960	—
	Estudios Universo—Mario Garcia Arocha.		
YV5RR	Caracas	4830	600
YV5RY	La Voz de la Esfera—Suegart & Co., Caracas.	4790	—
YV6RT	Bolivar—Miranda & Beherens, Ciudad Bolivar	4900	
	Ecos del Orinoco—E. Torres Valencia, Ciudad		
YV6RU	Bolivar	4880	—

## BRITISH HONDURAS

<i>Call Letters</i>	<i>Operated by and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
ZIK2	Government, Belize	10600	200

## COSTA RICA

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
TI5CV	Carlos Videche Aguilar, Alajuela	575	100
TI4NRH	Amando Cespedes M., Heredia	725	750
TIRH	Rafael Hine Ch., San Jose	970	500
TIEP	Eduardo Pinto H., San Jose	830	3000
TIFA	Francisco Arie, San Jose	1000	250
TIGPH	Gonzalo Pinto H., San Jose	1225	500
		650	1000
TISMG	Guillermo Zuniga R., San Jose	1030	500
TILJ	Lola Monge Peralta, San Jose	775	450
TILS	Luis Saenz Mata, San Jose	880	5000
TING	Narciso Garcia, San Jose	750	375
TIPG	Claudia, Martinez Nussbaumer, San Jose	625	5000
TIRCC	Carlos Borge, San Jose	1200	500
TIRS	Rogelio Sotela B., San Jose	925	200
TIGQ	Gonzalo Garcia Q., San Jose	690	2000
TIGP	Gonzalo Pinto H., San Jose	605	250
TIXD	Andrea Vinegas, San Jose	800	1000
TIAFB	Mayid Barzuna, San Jose	900	150
TIOS	Guillermo Castro Saenz, San Jose	940	500
TINBC	Oscar Martinez Nussbaumer, San Jose	1070	5000
TIMC	Jorge Mario Cardos M., Cartago	670	700

### Short Wave Stations

TI4NRH	Amando Cespedes, Heredia	9692	750
TIEP	Eduardo Pinto H., San Jose	6700	1000
TIGPH	Gonzalo Pinto H., San Jose	5824	1000
TIPG	Claudia Martinez Nussbaumer, San Jose	9615	2000
TIRCC	Carlos Borge, San Jose	6180	500
TIRH	Rafael Hine Ch., San Jose	6150	250
TILS	Luis Saenz Mata, San Jose	6165	200
TIRVM	Ruben Venegas Mora, Las Juntas de Abangarez	6035	500

## GUATEMALA

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
TGW	Government, Guatemala City	1520	5000
TGI	Government, Guatemala City	1320	300
TGX	A. Mejicano Novales, Guatemala City	1400	500
TGQ	Government, Quezaltenango	1440	300

### **Short Wave Stations**

TGWA . . .	Government, Guatemala City . . . . .	9685, 11760, 15170, 17800	10000
TGWB . . .	Government, Guatemala City . . . . .	6480	1000
TGWC . . .	Government, Guatemala City . . . . .	2320	1000
TG2 . . .	Government, Guatemala City . . . . .	6180	300
TG2X . . .	Government, Guatemala City . . . . .	5940	250
TGS . . .	Government, Guatemala City . . . . .		150 or 300
TGX . . .	A. Mejicano Novales, Guatemala City . . . . .	6130	500
TGQA . . .	Government, Quezaltenango . . . . .	6400	300

## **HONDURAS**

### **Short Wave Stations**

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HRN . . .	Rafael Ferrari & Paul John, Tegucigalpa . . . . .	5875	750
HRD . . .	Juan Ordenez & Habencia Fernandez, La Ceiba . . . . .	6235	200
HRP1 . . .	Filberto Diaz Zelaya, San Pedro Sula . . . . .	6351	350

## **NICARAGUA**

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
YNOP . . .	Ernesto Andrea, Managua . . . . .	5758	1000
		1230	100
YNLG . . .	Benjamin L. Guerra, Managua . . . . .	6610	400
		920	1000
YN1GG . . .	Ernesto Gutierrez U., Managua . . . . .	6535	400
YNPR . . .	A. Majewsky & R. Sengelmann, Managua . . . . .	8590	800
YNRS . . .	R. Sengelmann, Managua . . . . .	6760	800
YN7AG . . .	Fafael T. Arjona, Masaya . . . . .	7870	50
YNDG . . .	Dionisio E. Gallo, Leon . . . . .	7660	1000
YNJAT . . .	J. A. Tijerino, Leon . . . . .	9660	1000

## **PANAMA**

<i>Call Letters</i>	<i>Station Name--Owner--Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
	La Voz de la Victor—J. Jaen Jaen Cia., Panama City . . . . .	780	25
HOC . . .			
HP5C . . .	Miramar—Radio Panama, S. A., Panama City . . . . .	730	100
	La Voz de la Victor—J. Jaen Jaen Cia., Colon . . . . .	1440	250
HP50 . . .			

### **Short Wave Stations**

HOA . . .	Ron Dalley—Emisora Ron Dalley, Panama City Teatro "Estrella de Panama"—J. Jaen Jaen Cia., Panama City . . . . .	2340 11700	300 300
HP5A . . .			
HP5B . . .	Miramar—Radio Panama, S. A., Panama City . . . . .	6030	100
HP5G . . .	Ron Dalley—Emisora Ron Dalley, Panama City La Voz del Pueblo—M. Lombardo Vega, Panama City . . . . .	11780 6122	100 150
HP5H . . .	La Voz de Panama—Cia. Servicio Publico de Radio, Panama City . . . . .	9590 1360	150 100
HP5J . . .			
	La Voz de la Victor—J. Jaen Jaen Cia., Colon . . . . .	6005	250
HP5K . . .			

# EL SALVADOR

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
YSS	Government, San Salvador	660	500
YSP	Government, San Salvador	780, 1560	115

## Short Wave Stations

YSD	Government, San Salvador	7894	400
YSM	Government, San Salvador	11710	400
YSP	Government, San Salvador	10400	250

# BAHAMAS

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
ZNS	Government, Nassau	790	1000
ZNS-2	Government, Nassau	6090	400

# DOMINICAN REPUBLIC

Call Letters	Owner and Location	Frequency Kilocycles	Power Watts
HIG	Andres Cordero Puello, Ciudad Trujillo	900	100
HIH	Domingo Dominguez, San Pedro de Macoris	1391	75
HIT	Fabio A. Sanabia, Ciudad Trujillo	1050	100
HIX	Dominican Government, Ciudad Trujillo	800	1000
HIZ	Frank Hatton, Ciudad Trujillo	1370	100
HI1A	Rafael Western, Santiago de los Caballeros	1410	75
HI4D	Dr. Luis D. Santamaria, Ciudad Trujillo	1010	20
HI4M	Jorge L. Rodriguez, Ciudad Trujillo	1150	20
HI7P	Jose M. Roques Roman, Ciudad Trujillo	1300	25
HI1J	Fauste M. Donastorg, San Pedro de Macoris	930	40
HI5N	J. Belisario Curiel, Moco	1440	100
HI6Y	Alfonso Cuervo, Ciudad Trujillo	1400	25
HI4V	Luis Raul Botancca R., San Francisco de Macoris	850	25
HI5G	Jose J. Secin, La Vega	700	30
HIJ	Frank Hatton, Ciudad Trujillo	1190	50
HI8Q	Abbes & Garcia, Ciudad Trujillo	1475	200
HI5E	H. Chavez, Ciudad Trujillo	1220	15

## Short Wave Stations

HIG	Andres Cordero Puello, Ciudad Trujillo	6280	100
HIH	Domingo Dominguez, San Pedro de Macoris	6814	75
HIT	Fabio A. Sanabia, Ciudad Trujillo	6630	100
HIN	Frank Hatton, Ciudad Trujillo	11260	750
HIX	Dominican Government, Ciudad Trujillo	6131	1000
		7640	1000
HIZ	Frank Hatton, Ciudad Trujillo	6316	100
HI1A	Rafael Western, Santiago de los Caballeros	6182	75
HI3C	Moises Garip, La Romano	6105	30
HI4D	Dr. Luis D. Santamaria, Ciudad Trujillo	6555	20
HI7P	Jose M. Roques Roman, Ciudad Trujillo	6800	25
HI1J	Fauste M. Donastorg, San Pedro de Macoris	5865	40
HI2D	Accion Catolica Dominicana, Ciudad Trujillo	6900	100
HI1S	Generoso Sarnelli, Santiago de los Caballeros	6420	100
HI3U	Fernando Bertran, Santiago de los Caballeros	6015, 6218	100
HI5N	J. Beliserio Curiel, Moca	6150	100
HI1L	Maria Josefa Tavares, Santiago de los Caballeros	6480	100

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HI9B . . . .	Jacinto L. Sanchez, Santiago de los Caballeros	6050	100
	Luis Raul Botances R., San Francisco de		
HI4V . . . .	Macoris . . . . .	6450	25
HI5G . . . .	Jose J. Secin, La Vega . . . . .	6660	30
HI8Q . . . .	Abbes & Garcia, Ciudad Trujillo . . . . .	6206	200
HI5E . . . .	H. Chavez, Ciudad Trujillo . . . . .	9550	15
HI8J . . . .	Antonio Batista C., La Vega . . . . .	6383	30
HI1X . . . .	Dominican Government, Ciudad Trujillo . . . . .	6340	900
HI2X . . . .	Dominican Government, Ciudad Trujillo . . . . .	11960	900
HI3X . . . .	Dominican Government, Ciudad Trujillo . . . . .	15280	900

## HAITI

<i>Call Letters</i>	<i>Station Name--Owner--Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
HHW . . . .	--Ricardo C. Widmaier, Jr., Port-au-Prince . . . . .	1230	55

**Short Wave Stations**

HHK . . . .	Rdio-Haiti--Government, Port-au-Prince . . . . .	6200, 9620, 1820, 17850, 21.670	25000
	--Societe Hatienne de Radiodiffusion,		
HH2S . . . .	Port-au-Prince . . . . .	6070	100
HH3W . . . .	--Ricardo C. Widmaier, Jr., Port-au-Prince . . . . .	9600	30

## FRENCH MARTINIQUE

<i>Call Letters</i>	<i>Owner and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
---- . . . .	Edouard Boullanger, Jr., Martinique . . . . .	1500	200

### Short Wave Station

---- . . . .	Antoine Seri, Fort-de-France . . . . .	9700	1500
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## NETHERLAND WEST INDIES

<i>Call Letters</i>	<i>Operator</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
PJCE . . . .	Curacaosche Radio Vereeniging . . . . .	5930	150

## NEWFOUNDLAND

<i>Call Letters</i>	<i>Operator</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
VONF . . . .	Broadcasting Corporation of Newfoundland . . . . .	640	12000
VOWR . . . .	Wesley United Church . . . . .	700	500
VOCM . . . .	. . . . .	1000	100
VOAR . . . .	Seventh Day Adventists . . . . .	950	25

### Short Wave Stations

VONG . . . .	Broadcasting Corporation of Newfoundland . . . . .	5980	----
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## ST. PIERRE-MIQUELON


<i>Call Letters</i>	<i>Operator</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>
FQN . . . .	French Government . . . . .	609	2500


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