AMERICA'S #1 BAND in RADIO'S #1 SHOW

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1800

THE GREATEST in RADIO

ADDITIONAL CURRENT ZIV HIT SHOWS: FAVORITE STORY • PLEASURE PARADE • MANHUNT • PHILO VANCE
CALLING ALL GIRLS • LIGHTNING JIM • SINCERELY, KENNY BAKER • OLD CORRAL • WAYNE KING SHOW

TRANSCRIBED BY ZIV IN THE SWEETEST GREETINGS FROM THIS SIDE
More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

THE ROYAL CANADIANS
Guy, Carmen, Lebert Lombardo and their 16-piece orchestra.

DAVID ROSS, NARRATOR
Poet-laureate of the air, he weaves a tapestry of beauty in story and song.

THE TWIN PIANOS
The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards.

LOMBARDO VOCAL TRIO
Three grand voices blend delightfully in rich harmony.

THE LOMBARDO MEDLEY
Three songs, without titles. A musical quiz that listeners enjoy.

THE LOMBARDO VOCALISTS
Don Rodney and Kenny Gardner sing the favorite music of the nation.

THE FAMOUS LOMBARDO PICTURE STORY
Narrated by David Ross. A musical masterpiece with that famous Lombardo touch.
AL GOODMAN

"FRED ALLEN SHOW"
NBC

"PRUDENTIAL FAMILY HOUR"
CBS

VICTOR RECORDS

MAY - 8 1948

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PRESENTS

THE 1948 RADIO ANNUAL

Edited by
JACK ALICOATE

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1501 Broadway, New York 18, N. Y. Wisconsin 7-6336
Time buyers in the “know” . . . buyers of precious minutes for the nation’s most successful advertisers . . . have long recognized the NBC Spot list as basic for any major market campaign.

Eleven of America’s great AM stations in eleven of the nation’s great markets . . . markets containing 52.5% of the country’s total radio audience . . . markets where 55% of the total national retail, food and drug sales are made. That’s the NBC Spot story in a nutshell.

National Spot radio pays off. Wisely bought, it’s advertising at a high level of economy and effectiveness. Individually or in any combination, NBC Spot stations are indisputably the No. 1 choice for 1948.
RADIO is again on the march. No force in the world can match its dramatic progress during the past twelve months. January 1st saw the authorization of some two thousand AM stations. Half that many authorized FM outlets. This may be overdoing it. Time will tell. Television has moved into the picture and is destined to change the entertainment complexion of the face of the Universe. A mighty revolution is in progress over the air waves. From this the great listening audience is bound to profit. What about the Broadcaster? The strong, the progressive, the alert, will survive. The timid, the reactionary, as usual, will probably find rough going.

* * *

CONSTRUCTIVE highlights of the past year include a larger and more powerful National Association of Broadcasters under the dynamic leadership of Judge Justin Miller, a reasoning and more cooperative spirit between labor and management, a satisfactory volume of sponsor revenue and a steady climb in the number of sets in use. It is not unlikely that seventy million radio sets blanket the Nation as this is being written. With the addition of hundreds of new independent stations the Transcription industry has definitely come into its own. It is now an important team in the Radio Major League.

* * *

THE twelve hundred pages that follow represent not only the year round effort of a staff of Radio Annual editors but the intimate and enthusiastic cooperation of key men and executives from every facet of Radio and Television. Radio Annual is constantly in preparation. As the ink dries on this volume the 1949 edition will be in work. If, during the year new data, statistics or information becomes available it is yours by calling Information Department of Radio Daily. We are as close as your telephone. And now, with enthusiastic appreciation the editor respectfully dedicates this Volume to all, from far and wide, who have helped JACK ALICOATE in its preparation. Editor.
FOR THE BEST IN NEWS . . .
FOR THE GREATEST IN PRESTIGE . . .

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"MAKE BELIEVE BALLROOM"
WNEW—New York
3½ Hours Daily
Starting 14th Year

"CHESTERFIELD SUPPER CLUB"
N. B. C.
Starting 4th Year

"THE MARTIN BLOCK SHOW"
Mutual Broadcasting System
1 Hour Daily

MARTIN BLOCK'S
Musical Merry-Go-Round Series
for
METRO-GOLDWYN-MAYER

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WHB is swinging high because...

Throughout every period of its broadcast time, WHB is the area's highest Hooperated station.

In the vast and incredibly rich Kansas City Marketland, WHB, reaches effectively the greatest number of listeners per advertising dollar, has the lowest cost per thousand listener rate.

WHB will soon be offering greater power, a better frequency and full-time operation!

See your John Blair man today, and join the Swing to WHB in Kansas City!

10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT
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You can judge a radio station by the clients it keeps!

The KROGER GROCERY & BAKING COMPANY has been a consistent WHAS advertiser since 1935.

Month in, month out since 1933 WHAS spots have been used to sell BEECH-NUT CHEWING GUM.

WHAS has been telling Kentuckiana listeners about BALLARD'S OBELISK FLOUR since 1930.

WHY judge a radio station by the clients it keeps? The answer is simple. Radio advertisers keep coming back, year after year, to the same station to sell the same market because they get results! A growing list of consistent advertisers testifies to the practical selling power of WHAS.

50,000 WATTS • 840 KILOCYCLES • 1A CLEAR CHANNEL

WHAS

The only radio station reaching and selling all the rich Kentuckiana Market

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY, INC.
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super salesmen

Don Goddard
Jay Latimer
Mel Allen
Jack Lacy
Johnny Clarke
Jack Eigen

Now not one but six ace personalities are taking an active part in WINS 24 hour programming, thus resulting in a winning combination all day (and night) long.

Forming these blocs of shows that mean better than ever listening are (in order of air appearance): Johnny Clarke, the wake up man who gets listeners off to work on time; Jack Lacy, the lady’s man who brightens up daily chores with his recorded musical sessions; Don Goddard, the news man who twice a day—at noon and early evening—reports latest world developments; Jay Latimer, the special events man who gives New Yorkers an inside glimpse of daily events in their town; Mel Allen, the popular sportscaster who emcees a three hour record program, the “Mel Allen Show”, every afternoon; and last, but not least, Jack Eigen, the Broadway-Hollywood reporter who takes the all-night stand as he invites listeners and celebrities to “Meet Me At The Copa.”

This around-the-clock spotting of live talent plus WINS stronger, clearer signal over New York proves that more than ever before WINS means business! Regardless of what time of day best suits your needs, WINS now offers you top performance morning, noon and night. But these personalities can speak for themselves. Put one—or a combination of them—to work for you and let them show you results of their salesmanship. See why more and more advertisers are finding that 1010 on the dial is the buy.

CROSLEY BROADCASTING CORPORATION

WINS
50KW New York
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The Fastest Growing Program Service in the U.S.A.

E. T. SESAC's highest quality, well diversified PROGRAM FEATURES are providing MONEY-SAVING, MONEY-EARNING musical productions at many 50,000 WATT outlets and hundreds of smaller stations all over the NATION.

BECAUSE...

The SESAC TRANSCRIBED LIBRARY provides ALL THE ESSENTIALS!

1. LOW MONTHLY COST
2. Columbia-Made, High Fidelity, PURE VINYLITE RECORDINGS—Ideal for AM, FM and TV
3. PRE-BUILT Quarter Hour PROGRAMS (Made Up of Separate Cuts) ON EVERY DISC
4. A Service Geared for PACKAGE SHOW PRODUCTION AND SALES
5. A PROGRAM GUIDE With CONTINUITY for Every Selection Plus Classified and Alphabetical Listings
6. NETWORK ARTISTS Insuring Top Performances

SESAC, Inc. 475 Fifth Avenue, New York 17, N.Y.
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tick. I'm expressing this knowledge in my pro-
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The Andrews Sisters

Campbell Soup's

"CLUB FIFTEEN"

CBS Monday Wednesday Friday 7:30 7:45 EST

MANAGEMENT

LOU LEVY

NEW YORK • HOLLYWOOD
Double Promotion With A Punch For Your Radio Station

LARGE ILLUMINATED CLOCKS AND NEWSPICTURE DISPLAYS AT NO COST TO YOUR STATION

Attention Getters

ATTRACTIVE CHROME WINDOW DISPLAY, APPROXIMATELY 16 x 24

- Your Station's Call Letters, Publicity and Frequency prominently displayed in bright attractive colors.
- Large two color, clear, visible newspictures mailed directly to subscribers, three times each week.
- Each station under contract has 52-week exclusive to World Photo News Service in its city.

WORLD PHOTO NEWS DISPLAYS AND NEWSPICTURES

are placed with the merchants in your primary area. No telephones are used. The merchants are contacted personally by our representatives. These displays and illuminated clocks are a fine PROMOTIONAL MEDIUM FOR BOTH AM AND FM STATIONS. Your Station's only obligation is one short announcement each week to each subscriber to World Photo News Service.

We also have an interesting plan through which your station receives a revenue from us for each subscription sold in your area by our representatives.

- SELF ILLUMINATED CLOCKS -

A beautifully colored, illuminated time piece of unusual design, playing up the Radio motif. Your Call Letters, Publicity and Frequency are permanently displayed wherever these clocks are placed. You can secure these clocks for your radio station without cost by contracting for World Photo News Service Promotion and you may place them with whomever you desire.

IF YOU WISH FURTHER INFORMATION, WRITE, WIRE OR PHONE COLLECT, or if you wish, we will have one of our representatives call on you personally.

WORLD PHOTO NEWS SERVICE CORPORATION

354 FOURTH AVE. NEW YORK 10, N. Y. MUrray Hill 9-5347
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Greetings from RINGLING BROS. and BARNUM & BAILEY CIRCUS . . .

Radio Department

BILL ANTES DIRECTOR

NORMAN CARROLL ASSOCIATE

THE GREATEST SHOW ON EARTH

32
1948—YEAR OF GREAT PROMISE

EXPANSION FORECAST FOR ALL SERVICES

BY WAYNE COY
Chairman
Federal Communications Commission

If the volume of work handled by the Federal Communications Commission in 1947 is any yardstick, the new year will see radio continue its unprecedented expansion on all fronts.

As far as broadcasting is concerned, frequency modulation is setting an unabated pace. More than a thousand FM stations are now licensed or authorized. Of this number, nearly 400 are on the air and are being added to almost daily. The coming year should bring this high-fidelity and static-free service to more than 500 metropolitan and adjacent rural areas throughout the Nation.

Standard (AM) stations have topped 1,500, with nearly 500 others under construction. It is significant that most of the new stations are in small communities, many without previous local broadcast service.

Television licenses and authorizations are nearing their first 100 goal. The more than 70 television stations which have already been given the green light propose to serve over 50 cities in some 30 states. An uncertainty in that industry was removed last March when the Commission decided that color television requires further experimentation before being given commercial status.

Facsimile broadcasting is destined for commercial operation as soon as the industry resolves some difference of opinion on technical problems. This will permit the drafting of engineering standards and rules and regulations to cover regular service.

The advantages of FM transmission have given an impetus to non-commercial educational broadcasting. Two score of these stations are built or under way.

Thirty-seven international broadcast stations continue to beam their programs overseas under State Department auspices.

To facilitate these broadcast services, approximately 700 miscellaneous radio stations are in operation. These include experimental, remote pick-up and studio-transmitter links.

The broadcast industry is so busy with its own affairs that it may fail to appreciate the equally important advances being made by radio in other fields. Yet these developments are an important part of this era of communication progress. Many affect broadcasting either directly or indirectly.

It may surprise some to realize that about 115,000 non-broadcast stations are now authorized, not including many thousands of mobile transmitters. Amateur stations have increased to 75,000. Some 40,000 other stations are devoted to the protection of life and property—such as aeronautical, marine, police, fire, forestry, railroad, utility, etc. These, too, are undergoing phenomenal expansion.

On the basis of the record of the year just closed, 1948 holds great promise for the radio industry—in all its ramifications.

For Complete FCC Personnel Please Turn to Page 231
YEAR OF GREAT EXPECTATIONS

PROGRESS OF CODE HIGHLIGHTS REPORT

By JUSTIN MILLER,
President
National Association of Broadcasters

NINETEEN forty-eight is a year of great expectations for broadcasting, because the pattern of past years is encouraging.

Looking back over the year just ending, the NAB finds, among others, one outstanding sign of progress. During 1947, the long awaited Standards of Practice for American broadcasters began to take shape and to move toward a final reality. Not yet completed, because a document so important and so varied in content needs intensive study and careful drafting, nevertheless, the process of preparation and adoption of Standards is well on its way.

The proposed Standards of Practice have been debated, reviewed, and again referred for further study and revision. They will be revised again when the NAB Board of Directors meets in February. They will be returned once again to the membership for approval or suggestions, in order, thus, to pursue the most democratic procedure possible.

Considering the many years it has taken other professions to produce such Standards, progress to date is heartening. It is a symbol of a growing sense of responsibility on the part of the broadcasting industry.

In a closely related field, a possibly historic test may arise at the beginning of 1948, when the Federal Communications Commission comes to review the "Mayflower" decision. Some broadcasters, like some newspaper and magazine publishers, may not want actively to exercise the right to editorialize. But, like all Americans who value their Constitutional freedoms of speech and press, as safeguards of other basic liberties, broadcasters cannot passively accept so flagrant an abridgment of their rights.

In other fields, much remains to be done in 1948. New radio legislation will probably come before the Congress. Much of the expected progress in legislative fields went unachieved in 1947. Our decision, early in the year, to stand upon the firm ground of the Constitution's First Amendment when encroachment threatened in Congressional hearings represented real progress. The unity we achieved then will be carried over intact into 1948.
EVERY SUNDAY ON NBC

with
MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
and DON WILSON

writers
SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

producer
HILLIARD MARKS

agency
FOOTE, CONE AND BELDING

sponsor
LUCKY STRIKE CIGARETTES

JACK BENNY
THE CODE TOPS 1948 AGENDA

By FRANK BURKE, Editor, RADIO DAILY

THE Code — more formally referred to as the proposed Standards of Practice — was No. 1 on the industry's agenda as 1948 loomed on the horizon.

Presented by NAB's special committee on Standards and Practice, adopted by the organization's board in convention last September at Atlantic City, the Code ran into rough going when a committee of independent broadcasters challenged the right to its adoption without consultation with their group.

Committees were appointed, including leaders among the independents, to meet with NAB officials in Washington. Meetings were held and grievances were given a thorough airing. After due deliberations it was recommended that the Code be turned over to the NAB board for further refinements at the February meeting and then submitted to the membership for final adoption at the May, 1948, convention of NAB at Los Angeles.

The section of the Code which has been the center of most criticism is that which covers "Time Limitations on Commercials." Specifically this section said: "The maximum commercial time, including station breaks, allowable in any 15 minutes of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segment is divided into program units or announcements, should not exceed three minutes."

This section was the verbal bombshell that set off the criticism of independent stations whose life blood is participation programs, disc jockeys, musical clocks and shopping guides. These programs, according to later revisions of the Code on "time limitations," were allowed additional time for commercial participation of sponsors.

On the business side 1948 shapes up as a challenging year for those who guide the destiny of both network and independent station operations. With nearly 2,000 AM stations on the air or authorized and prospects of 1,000 FM stations being in operation by the end of 1948, the broadcasting industry presents a highly competitive picture with emphasis on local sales.

It has been estimated that broadcast advertising in 1947 totalled $356,690,000, a new high in radio time sales. This is an increase of 7.9 per cent over 1946, and prospects are that the gross will go still higher by the end of 1948.

In governmental circles the most important development of 1947 was the resignation of Charles R. Denny, chairman of the FCC to become vice-president and general counsel of NBC. Denny's decision was made during the NAB convention in Atlantic City and took effect in December when President Truman sent the name of Wayne Coy, general manager of WINX, Washington, to the Senate as successor to Chairman Denny. Coy was confirmed, without opposition in January, and became chairman of the commission.

Television and FM holds great promise for expansion as 1948 gets underway. Already 19 television stations are operating in the United States and a well-established network carries programs to five cities on the East coast. By the end of the year 50 television stations may be in operation and the expansion of coaxial cables and relays may bring so-called network television to the middle west and possibly the west coast.

The growth of FM has been sparked by the activities of the Frequency Modulation Association which fostered negotiations with Petrillo for duplication of AM network programs on FM and the fixing of scales for FM station operators. With approximately 400 FM stations now on the air, the FMA officials are predicting that the total station operations will reach the 1,000 mark before year's end.

1948 will probably go down in record as the most progressive year of the industry. The AM, FM, television and facsimile expansion, ready markets for all types of receivers, and increasing advertising budgets are signs that point to a big year.
THANKS A MILLION ... for the ten million Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past four years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.

EDDIE CANTOR

"I LOVE TO SPEND EACH THURSDAY WITH YOU"

10:30 P.M., E.S.T. — NBC

FOR PABST BLUE RIBBON BEER
TEN OUTSTANDING RADIO NEWS EVENTS OF 1947

Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO ANNUAL:

1. The Cold War: President Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.
2. Texas City Disaster.
5. War Investigation Hearings (Hughes, Meyers probe).
7. UN Partition of Palestine.
8. Florida Hurricanes and Mississippi-Missouri Floods
9. Communist Uprisings in France, Italy.
10. Foreign Ministers confabs in Moscow, London. First direct uncensored news broadcasts from Soviet Capital by NBC.

Outstanding Broadcasts

"Fear Begins at Forty" on CBS.
ABC's "School Teacher, 1947."
NBC's Series on United Nations.
"The Joyful Hour" on Mutual.
Network Pickups of British Royal Wedding.
Perhaps the most inspiring of the many historic developments noted in television's second year of commercial operation was the growth of the receiver market — the veritable nucleus of the greatest communications medium known to man. Unlike many other major industries, which reached maturity in segments and with some degree of independence, television was no better than the size of its audience, since here was the source of its life blood—the buying public.

It was an auspicious beginning. Although the wheels of production had begun their long grind haltingly in the beginning of 1947, the output at the year's end was the result of a well-oiled instrument of industry. It held such promise as to provide the basis for greater expectation during this year by the nation's broadcasters — the men whose business depended completely upon the distribution of television receivers. At least a half-million new sets are predicted to reach the retailers' showrooms in 1948, and indications are that the charmed circle—1,000,000 sets in use—will be a happy reality before another winter has passed.

David Sarnoff, president of RCA, made a statement at the year-end which reflects the attitude of top industry management toward the further development of television. "By the end of 1948 television, in consumer prices, will approach a $500,000,000 a year industry," he said. And to emphasize its present and future importance to the American public, the RCA official added: "For the first two years of commercial television, the public will spend four times as much for television sets as they did for radio receivers in 1921 and 1922, the beginning of radio broadcasting."

According to a consensus of authoritative opinion drawn from top levels in the industry, production of receivers during 1947 exceeded that of the previous year by 20-fold. Approximately 200,000 sets came off the production lines—a tremendously encouraging margin over the anemic output of the year before when only 10,000 models were placed in the hands of the public.

The production side of the picture was one which shattered precedent after precedent, and indeed assumed mushroom proportions at the year's end. According to the Radio Manufacturers Association, average monthly production throughout the year was 15,000 sets, and this trend continued its accelerated ascent through December when a total of 28,000 receivers were crated for delivery—an increase of 97 per cent! Perhaps the most significant phase of this surge was the fact that production of table model television receivers totaled nearly 120,000—twice that of straight video consoles and TV console combinations, indicating that manufacturing techniques had at last been geared to satisfy the demand for low-priced sets—America's mass market and the backbone of the future television audience.

Although its development was often referred to in terms of the nation-wide audience and its coast-to-coast network possibilities, television in 1947 continued to be a strictly local industry—with the exception of the New York-Philadelphia-Washington-Schenectady area. In the latter region it had reached major proportions during this period since "network" service had become almost a daily feature through working arrangements between stations in each of the three cities.

New York, universally considered the center of television, had somewhere between 30 to 75,000 sets in operation by the end of the year. Philadelphia and Washington were far behind numerically but not proportionately, and Chicago, with only one station on the air, achieved highly promising gains during the 12-month period.

In the light of this sweeping expansion, which render statistics obsolete as quickly as they are charted, it would appear that even the most optimistic predictions of television's importance in our way of life, in both the physical and economic sense, will be considered conservative when the industry reaches its full potential.
The Outstanding Events
In Television—1947

TELEVISION covered an opening session of Congress for the first time in history,—the 79th Congress. Pickup also included the first telecast of a Presidential "State of the Union" Address.

Federal Communications Commission rejected a proposal of color television standards (by CBS.) Decision keynoted first all-out development of monochrome tele, including station building, set manufacture, etc.

AT&T opened a radio relay circuit between New York and Boston, thereby extending the Eastern tele network 450 miles northward. WBKB set up first mid-west network linking Chicago with South Bend, Ind.

RCA demonstrated its system of large-screen color television. Paramount Pictures unveiled its system of theater television, involving rapid processing and reproduction of films taken from a video tube.

Motion picture industry evidenced first combined interest in theater tele,—and its potential box office threat. Plans were laid to begin study of tele, including reservation of video channels for theater tele.

First nation-wide tour of television was made by RCA and Allied Stores Corp. department store association, via jeep units in 22 major cities.

New York was first city to have all TV channels (7) allocated by FCC.

Industry opposition eliminated two serious threats to development: proposed amusement tax on tele in public places, and proposed ban on erection of antennas on rooftops by landlords in New York area.

Television covered the World Series for the first time in history. Estimated 3,000,000 persons saw the classic on the Eastern web.

Philadelphia was chosen by Republicans and Democrats as '48 convention site, largely because of tele coverage available.

Newsreel organizations officially entered television via servicing of member stations with special films for video.

BBC announced plans for establishment of a network in the United Kingdom. Web would service six provinces and 70 per cent of the population.

For Year Book of Television Please Turn to Page 1041...
THE FUTURE OF TELEVISION

By BRIG. GENERAL DAVID SARNOFF, President, RCA

In speaking of television for the past twenty-five years or so, we have been accustomed to say that "television is around the corner." I should like to bury that phrase. Television is no longer around the corner. It is beyond the doorstep; it has pushed its way through the door into the home!

The Federal Communications Commission has authorized to date a total of 69 television stations, and 16 applications are pending. This means that 85 television stations already have decided to lead the way. I believe that many more will follow. As of November 15, there were 13 stations on the air with regular television programs. In 1948, the list of stations will increase as transmitting equipment becomes available.

My estimate is that by the end of 1948 there will be approximately 50 television stations on the air in this country with regular programs. There may be more.

All kinds of figures have been mentioned about television receivers, and here is my estimate. By the end of 1948, I foresee a total of 750,000 receivers in use. This means that for 1948 our estimates are approximately 600,000 above the number that were installed at the end of last year.

Surveys have been made of the number of people within range of present television programs. Approximately 40,000,000 people lived within the areas covered by television broadcasts at the end of 1947.

Surveys indicate that seven viewers constitute the average audience at each television receiver. Therefore, if you multiply 750,000 by seven you will see that by the end of 1948 there will be a large audience for television—somewhere near 5,000,000.

The broadcaster must build his own television circulation as does a new magazine or newspaper. That is the broadcaster's job. He cannot toss that responsibility to the television set manufacturer, any more than the magazine or newspaper publisher can transfer his problem to the printer.

A newspaper or magazine spends a substantial part of its initial investment in building circulation; the job of the broadcasting stations, likewise, must be to build circulation in television.

Television programming can be started by local stations in a small way with a minimum of facilities and expanded as receiving sets and commercial sponsors increase. In the meantime, until nationwide networks are available, films of live shows and newsreels can be flown to stations throughout the country to add to their program variety.

Like the many independent local broadcasting stations which are successful and profitable, television stations also can thrive upon local talent and community service. There is no end to local program possibilities, for the small town is a natural television stage. People like to see their friends and neighbors on the screen. I can foresee many uses for television in religious and educational activities. Television can be a great aid to good government in city, town and country by making citizens better acquainted with their local leaders and their work.

Local merchants will find television an effective means of advertising. Dramatic groups, county fairs and community sports events will enlarge their audiences. Often a local baseball or football game or a prizefight is as interesting to a community as a professional sports event in a distant city. Civic and fraternal organizations and women’s clubs also are sources of programs for local television stations.

Imagine the interest that would be shown in a local community if, for example, one or more department stores were the scene of a shopping hour in the morning or afternoon. The television camera would show the merchandise and the shopper at home could see what each store had to offer before she left home for her marketing. This should be an interesting experiment in advertising.

Automatic relay stations, either alone or in combination with the coaxial cable, show great promise for speeding extension of television program service throughout the nation. Radio relay stations are now

(Please See Page 59)
"It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her."
—The Billboard

Beatrice Kay

Management Counsel —
GOLDFARB, MIRENBURG and VALLON
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.

Bookings:
WILLIAM MORRIS

Exclusively on COLUMBIA RECORDS
HAPPY over progress made and prominence achieved in five short years of existence, the Association of Women Broadcasters of the National Association of Broadcasters looks forward to greater achievements in 1948. The Association of Women Broadcasters was formed in 1942, its Active Membership comprised of women on the staff of, or broadcasting over radio stations that belong to the National Association of Broadcasters. Associate Members are women engaged in executive phases of radio work outside of NAB radio stations.

Objects of the Association are to promote the interests of women broadcasters and executives and to increase their opportunities for service.

National officers elected by AWB in the spring of 1947 were Frances Farmer Wilder, CBS, President; Ruth Crane, WMAL, First Vice-President; Eleanor Hanson, WHK, Third Vice-President; Ann Holden, KGO, Fourth Vice-President; Nell Daughtery, WSTC, Secretary, and Norma Richards, WSPD, Treasurer. Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, is permanent Second Vice-President of AWB. In September 1947, Frances Farmer Wilder left the radio business and resigned from AWB, and the First Vice-President was designated to succeed her as President at the AWB Jan. 1948 Convention in Washington.

Following the NAB pattern of division into seventeen districts, the AWB has held a number of regional meetings and program clinics throughout the year. Among these were District Number Two, which met at Albany, District Number 13, which met at San Antonio, District 10 convened at Kansas City, District 9 at Chicago, District 1 at Hartford, Conn. and District 16 at Los Angeles. At the San Antonio meeting Governor Jester of Texas proclaimed Saturday, November 15th, Women Broadcasters’ Day in Texas. These local meetings provide inspiration and help through an exchange of ideas for the improvement of program service, through helping the AWB member to a broader knowledge of radio's purposes and problems, and through the recognition accorded AWB by national, civic, and private agencies. The AWB members of Washington inaugurated the first of a series of Radio Institutes for Club Presidents and radio chairmen, a pattern to be used throughout the country.

Again in 1947, the Association of Women Broadcasters conducted a nationwide letter contest during National Radio Week, with outstanding response. Listeners were asked to write on the theme, “What Is Your Favorite Program and Why?” The thousands of letters will be used to analyze listener preferences and to assist broadcasters in building effective programs.

REXALL PROGRAM
Sponsored by United Drugs

Wednesday
Pacific Time 7:30 to 8:00 p.m.
Eastern Time 10:30 to 11:00 p.m.
NBC

Mgt. LOU CLAYTON
BMB DATA—ONE YEAR IN USE

By HUGH FELTIS, President, Broadcast Measurement Bureau

O VER 700 subscribing stations received their BMB audience data in the fall of 1946. The following spring the Area and Network Reports were published. Since then BMB station and network audience information has been tested in the crucible of use.

Just as experiment had to precede the measurement of station and network audiences, so too did experiment have to precede the use of the resulting data by broadcasters, advertisers and agencies. 1947 was largely a year of experimental use.

Agencies with highly developed coverage estimated methods analyzed the BMB figures carefully in the light of these methods before basing time buying decisions on BMB. Other agencies and advertisers scrutinized the figures against known sales effectiveness.

Meanwhile the stations and networks compared BMB with other data, engineering and otherwise. In some instances they found a remarkable degree of correlation. Where comparisons were made with data that measured other dimensions of listening, such as average number of listeners per minute, there was often less correlation. These instances only served to point up the difference between the total number of families that listen to a station and the number who listen during the average minute. Both pieces of information are important. Neither is a substitute for the other.

All this testing and analyzing and experimenting with the BMB figures by advertisers, agencies and broadcasters led to one over-all conclusion: The BMB figures make sense.

And this conclusion in turn has led to an ever-increasing use of BMB by all three groups. More and more stations feature BMB figures in their trade press advertising, sales promotion pieces and presentations. More and more agency recommendations are based on and supported by BMB data. More and more advertisers are instructing their agencies to use BMB figures as an important buying tool.

What’s more, BMB data are being used with increasing discrimination. They are used in specific ways to meet specific situations. BMB findings are being used in conjunction with other facts—facts about markets, distribution, station rates, competing media and other media used by the advertiser.

These buying uses have shown broadcasters that advertisers and agencies are interested not only in the stations with the biggest BMBs; they also use stations with small BMB figures just as they use smaller circulation newspapers and magazines. And they often favor BMB subscribers for the simple reason that it is easier to evaluate and justify the use of stations for which BMB figures are available.

Organizationaly, 1947 marked the inauguration of a 15-point long range program based on the premise that BMB as an organization is more important than any individual project it undertakes. Broadcasters now subscribe to the Bureau rather than to a particular audience study, with full assurance that the Bureau’s studies will meet the industry’s needs.

The Bureau’s program includes the examination and evaluation of all available radio research, the refinement and improvement of BMB’s audience measurement and the investigation of other services that BMB might perform.

In March 1947 BMB conducted an Interim Station Audience Measurement, designed particularly for new stations and those which had changed power, frequency or network affiliation since the 1946 audience survey.

The next nationwide survey, in March 1949, will not only measure subscribers’ total weekly audiences but will also show finer detail such as their average daily audiences.

The first year’s use of BMB data has proven beyond question the value of its measurement. More important still, it has proven the value of cooperative, tripartite research in the development of radio advertising.
So how much dough will this ad make me if I say
"DUFFY'S TAVERN"
It's better I should mention

TOYON BAY

ED. GARDNER
Stockholder
NATIONAL TELEVISION SERVICE

By J. R. POPPELE. President Television Broadcasters Association, Inc.

TELEVISION in 1948 will take on the proportions of a national giant, striding through areas heretofore untouched by the magic of the visually-inspired electron; riding the crest of millions of cycles into the homes of hundreds of thousands of families, and bouncing along a series of microwave relay stations that will hoist views of Manhattan into homes out Chicago way—and, perhaps, beyond.

Television was a strapping youngster a year ago; today it has achieved a measure of maturity which scoffers only a short time ago were ready to concede was merely a twinkle in the eye of the "fathers" of the new art.

From 5,400 post-war receivers available by December of 1946, television production soared close to 30,000 a month a year later, with the total output for 1947 reaching nearly 200,000.

From a handful of television stations catering to a limited audience 12 months ago, television was being wafted from 17 stations as 1948 was born, with the prospect of twice that many operating before 1949 arrives.

In 1946 there were very few manufacturers geared to produce television sets and only a trickle of receivers reached the market. Last year 36 companies, large and small, producing sets with screens ranging from 4 by 6 inches to 15 by 20 inches, were in full blast production; many more will be added to the roster this year.

Dollar-wise, television receivers at retail levels did not top $3,485,000 in 1946. Last year, 1947, the figure soared to $74,000,000 and industry leaders are convinced that by June of this year the dollar value of television receivers will exceed that of AM radio—a remarkable stride forward, considering television's status less than 18 months ago.

Is it any wonder that the former chairman of the Federal Communications Com-

mission, Charles R. Denny, has characterized television as an industry "destined to become the greatest mass communication medium of them all."

Probably no facet of television development is as vital to television broadcasters as that of facilities for network operations. The very life of the industry—commercially and otherwise—depends upon the ability of all stations to provide high-calibre programs to an audience large enough to attract advertiser's capital.

Hence, every new link in the web of facilities available for network operations is enthusiastically accepted by broadcasters. Last year the New York to Washington network route was expanded to include Boston. This year it is hoped that Chicago, Detroit, Cleveland, Cincinnati and Milwaukee will be tied to the east coast, a prelude to wider expansion of the ultimate national television service.

Last year events such as the first telecast of a President of the U. S. addressing Congress; major league baseball games televised in New York, Philadelphia, Chicago, Detroit and St. Louis; World Series baseball televised on an extensive east coast network, helped arouse public curiosity and acceptance of the art of visual broadcasting.

This year the two greatest political events of the year—Republican and Democratic National Conventions in Philadelphia—will be televised by every station that can hook its cables onto a network along the east coast. It is to be hoped that those in the mid-west will also be able to carry the conventions on a direct pick-up basis. If not, films will be flown to these stations and others on the west coast for immediate telecasting.

The year 1948 should see television receiver sales surpass the 750,000 mark.

The year 1948 should see network television move from the east coast into the mid-west and, perhaps, beyond.

The year 1948 should see television attain a position of prominence that will equal other forms of communication to which the public has become accustomed. The year 1948 will bring scores of advertisers into television, particularly as the video art expands.

For Complete Television Listing Please Turn to Page 1041
Jack Carson

NBC—THURSDAY

for

SEALTEST VILLAGE STORE

6:30 Pacific Coast Time
9:30 Eastern Standard Time
SECRETARY General Trygve Lie has stressed in all his recent addresses that the U.N. must surmount in the coming months some of the most critical problems in the field of international relations and will require the fullest measure of support from an enlightened world public opinion.

In the already substantial experience gathered by the Department of Public Information radio appears as one of the most effective media to disseminate information, since it is not beset by newspaper shortages, transmission or transportation bottlenecks, foreign exchange scarcities, and is capable of reaching directly an audience several times larger than that served by the printed word or the projected images.

1948 is a vital year for the peoples of the United Nations and one of untold possibilities for all who work to bring them news and opinions—principally for you, the broadcasters of the United States, speaking daily to a nation endowed with tremendous power to influence the future of international relations and wherein dwells a large fraction of the world's three hundred million radio listeners.

Has any one yet measured fully the power for good that lies in broadcasting? I doubt it. Quite beyond doubt, however, is the increasing support which U. S. radio—networks, independent stations, educational stations, broadcasters' associations, the trade press and radio councils—have given to the United Nations. Some of you, I hear, plan to do still more to bring into your communities the purposes, day-to-day work and fascinating human side of the United Nations. The Department of Public Information is ready and able to help you.

First, let me try to answer the question which Mr. Frank Burke was good enough to put: What are the plans of the United Nations Radio Division for 1948, both here at headquarters and overseas? Briefly, the Division plans to promote, and itself to offer for relay, more programs on the work and progress of the United Nations, using more languages and acting in cooperation with still more broadcasting agencies.

Nowhere are the various kinds of assistance the Radio Division can offer better illustrated than in the case of your own United States. The good reaction to its Radio Kits, for example, (scripts, spot announcements, and perhaps a transcription) has guaranteed that this service will continue. Further, all broadcasters interested receive without charge the semi-monthly "United Nations Bulletin", background releases and other material for special programs, while the Division distributes to over one thousand women commentators a monthly U. N. newsletter prepared by women observers working with the Association of Women Broadcasters.

Why has "The United Nations Today", a Radio Division program, been taken up so rapidly by over one hundred stations, forming a coast-to-coast "Network for Peace"? Primarily because it brings listeners, Mondays through Fridays, an up-to-the minute report of all the principal activities of the United Nations. In fifteen minutes it presents with a short bridging narrative voices of delegates recorded from the day's debates or in special interviews, together with dispatches from U. N. Information Centers or Missions overseas.

In 1948, for example, "The United Nations Today", will continue to provide newscasts from Havana, Salonika, Geneva, and carry special reports from Jerusalem, Seoul, and from the Autumn General Assembly in Europe.

More perhaps than any other medium, radio has the possibility—and therefore the clear responsibility—of spreading, as the General Assembly with one voice requested, information expressing "the undoubted desire of all peoples for peace." May the Year 1948 see all U. S. networks and stations bring their listeners still further news of what is, after all, everyone's United Nations.

By BENJAMIN COHEN, Ass't Sect'y Gen.—Dept. of Info., U. N.
REPORT ON CANADIAN RADIO

By HARRY SEDGWICK, Pres., CFRB and Board Chairman, CAB

ENCOURAGING measurable gains were made by the independent broadcasters of Canada at the 1947 sessions of the Parliamentary Radio Committee. Represented by their Canadian Association of Broadcasters, the 89 member stations asked for fundamental changes in broadcasting and radio law in Canada. Their brief was a painstaking analysis of such law and regulation, together with comments on its results, inequalities and injustices.

The CAB brief pointed out that the Radio Act, written in 1902 and not amended in major respects since, still governs operations of modern-day broadcasting stations. It also pointed out that the Canadian Broadcasting Corporation, a "Crown Corporation," competes directly with the independent stations for audience and business, nationally and locally, has a monopoly of networks by its own regulations, and can place stations on or take them off those networks at will and on its own financial and other terms, writes and enforces the broadcasting regulations, and that meetings of its Board of Governors to recommend on applications for licenses and to deal with matters of regulation, were being held in camera. The brief also protested the "power-freeze" regulation holding down power of all independent stations, by which valuable actual and potential coverage was being lost to Canada, and the apparent slowness of CBC to recommend licenses for experimental and actual broadcasting in new broadcasting fields, particularly television and facsimile.

To correct this situation, the independent broadcasters asked lifting of the power freeze, and that powers of licensing and regulation be transferred to an impartial tribunal, which would hold meetings open to press and public, and be required to give reasons for its decisions. The CAB asked that this Board be responsible in large measure to the legislative arm of government, rather than so directly related to the executive branch as is the case at present; pointing out that the CBC and the Cabinet jointly possess the power to censor all broadcast material in advance.

For the first time, the independent broadcasters carried their case this year directly to the public, through means of special programs and announcements, speeches by station personnel to groups and organizations, a series of quarter page ads in all daily newspapers, and wide public distribution of our brief to the Parliamentary Committee.

That this policy had its effect appears obvious. Public opinion surveys (one of which was presented to the Committee) showed a marked trend of opinion toward the side of the independent broadcasters. The Canadian Daily Newspapers Association appeared officially before the Committee to press for somewhat similar action to that suggested by CAB, and support was forthcoming in large part from the Association of Canadian Advertisers and the Canadian Chamber of Commerce, who sent letters to the Committee suggesting a wide review of broadcasting legislation and practice by an impartial, non-political body appointed for the purpose.

The year witnessed an increase in the number of broadcasting stations in Canada, both independent and CBC. CBC proceeded with construction of its additional clear channel 50 Kw. stations, taking channels previously occupied by independent stations to do so, and removing several stations from its networks in the process. The state system also entered the local field, selling directly against individual stations in competitive areas. The membership of the Canadian Association of Broadcasters rose to its all-time high. The Association instituted a policy of holding regional meetings, for the first time, which have had gratifying results.

Since the Committee's recommendation, the number of FM licenses applied for, and granted, has increased tremendously; and interest is being expressed now in both television and facsimile.

During the year ahead, the independent broadcasters of Canada will extend their service to the community and to the business operations that provide its lifeblood. They will also continue their struggle for treatment identical to that accorded other classes of citizens in a democracy.
FRED WARING
and his
PENNSYLVANIANS

NBC—MONDAY THRU FRIDAY—10 A.M., EST
MONDAY EVENINGS—10:30-11:00 P.M., EST
PROGRESS REPORT ON FM

By J. N. (BILL) BAILEY, Executive Director, FM Association

FM's biggest year of development will unfold during the first six months of 1948. Having hurdled many obstacles, technically and otherwise, this improved method of broadcasting which the FCC has termed the "finest aural broadcast service attainable in the present state of the radio art," has become firmly rooted the past year.

The FM Association, the only organization devoted to the development of FM broadcasting and to the protection of the millions of dollars invested in FM facilities, foresees this expansion on a five-point front:

1. Establishment of numerous FM regional and state networks, presaging wide use of relays for network purposes.
3. Keen competition programwise.
4. Much greater set production.
5. Availability of established AM network musical programs to FM stations.

Rounding out its first year, the FMA is taking the lead to insure fruition of each of those five points.

The year 1947 saw establishment of the first major commercial FM network—the Continental. Several state and regional FM chains were organized, including the Dixie Network and Arrow Network. The year 1948 will see many more. Eventually—perhaps before another year—these regional networks will be linked to form larger chains.

Because relay and rebroadcast have proven feasible and since the AT&T has not yet delivered 15,000-cycle land lines, these FM networks will be linked almost entirely by radio. The FMA has pending before the FCC, as this is written, a request that Television Channel No. 1 (44-50 mc) be set aside for FM relay purposes.

The FM Association's attitude towards programming of FM is reflected in a resolution adopted unanimously at our First Annual Convention, September 12-13, in New York. The resolution:

"Whereas it is believed that public acceptance of FM will be considerably facilitated by diversified program schedules carefully planned and expertly executed, be it resolved that all broadcasters strive to improve the program quality of their broadcasts and devote a greater portion of their time to live talent."

The FMA has taken an affirmative step to prevent any discrimination against FM. Pending before the FCC, as this is written, is a petition filed by the FMA asking that the Commission call a legislative hearing to determine whether a rule should be adopted denying a license to any FM or AM station which enters into an agreement with a network organization which would prevent the simultaneous broadcast of network programs over FM and AM facilities.

Popular network programs on FM would stimulate listening to the new, improved medium, more than 92% of the nation's FM broadcasters (both independent and those with AM affiliates) believe. Only a small minority think FM should be programmed entirely independent of AM, at least for the time being.

The FMA will continue to be alert, maintaining close liaison with the FCC, the Congress and other industry organizations to protect the investment in FM. The FMA is under mandate of the membership, through its by-laws, "to act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting."
Henny Youngman
Exclusive Management
William Morris Agency
New York Chicago London Hollywood
in operation between a number of cities, and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially cities not reached by coaxial cables.

Many broadcasters have heard about the experiments being conducted from time to time with coaxial cables and radio relays which can carry not only television, but ordinary speech, telegraphy at high speeds, and of course FM and television programs. Because these new cables and relays can handle several services simultaneously, they are likely to be completed sooner than we expect. I should not be surprised, if it is possible to have a television coast-to-coast network within the next few years.

In considering home-television, we must recognize that good programs are the master key to public acceptance of the art. Television's popularity, as well as its speed of advance, will be governed by the caliber of the shows. That is the important responsibility of the broadcaster. The success of television and the popularity of the video station will depend upon it.

The telecaster will, of course, have the problem of talent. He cannot depend solely upon the radio, motion pictures, and other established sources of entertainment for his performers. Television is a new art form that calls for new techniques and for the development and encouragement of new talent to supplement present radio entertainers. Many well-known radio artists will adapt themselves to television as successfully as the artists of the silent screen adapted themselves to the talkies.

News and sports already have proved natural drawing features for television. Films also will play an important part in the flexibility of television programming. But, timeliness is the great advantage which television has over all other forms of visual entertainment. Those who watched the Davis Cup tennis matches, and big league baseball games throughout last summer, can attest to this. News associations are studying methods of television news service to supplement the service they now perform for sound broadcasting. The presidential nominations and election in 1948, with political candidates competing for public attention, will stimulate public interest in television on a widening scale.

It is an interesting fact that broadcast-

(Continued from Page 45)

THE FUTURE OF TELEVISION—By BRIG. GENERAL DAVID SARNOFF

ing received its first real impetus in 1920, when the Harding-Cox election returns were broadcast and picked up by amateur stations. It was the presidential election that really put broadcasting in the news and stirred public interest. Then came the Dempsey-Carpentier fight in 1921, which gave tremendous impetus. And strangely enough, the same factors are asserting themselves in these early days of television.

Today, international television may seem far off. But let us recall that five years after sound broadcasting started as a nation-wide service, we had international broadcasting. While the technical problems of international television are more difficult to solve, nevertheless, I believe we shall achieve international television in about the same period of time. The scientific knowledge for doing the job exists. In fact, I know of no problem in international television that money cannot solve.

Television is moving forward rapidly and is destined to become one of the major industries of the United States. In addition to serving the home, television has application to the theater, the motion picture studio and entertainment film. In the manifold processes of industrial life, television also is destined to play an important role.

The possible size of the television industry is indicated by the following figures: In the first two years of sound broadcasting, that is, 1921 and 1922, the sales of receiving sets amounted to approximately $100,000,000. In those two years, more than 500 broadcasting stations were on the air.

Now, for the first two full years of post-war television operation, namely, 1947 and 1948, with approximately only ten percent as many stations on the air, that is, 50 instead of 500, it is estimated that the public, during this two year period of television, will spend approximately $375,- 000,000 for receiving sets—$375,000,000 in television, as compared to $100,000,000 in sound broadcasting. This does not take into account the additional expenditures on television transmitters, the cost of erecting and operating them and the cost of programs. Therefore, in round figures, within a year and a half or so from the present time, we shall approach a $500,- 000,000-a-year industry in television. And that will be only the beginning.
"Be Good To Yourself"

is the wish of

DON MCNEILL

TOASTMASTER OF THE

Breakfast Club

15th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY
ABC, 8 to 9 a. m., C. S. T.

SWIFT-PHILCO-TONI
The end of the year therefore left the International Broadcasting Division of the Department broadcasting to Russia, Poland, Czechoslovakia, the Balkans, Germany, Greece, China, and Korea. The National Broadcasting Company and Columbia Broadcasting System, under contract to the Department of State, were preparing the programming to France, Germany, Italy, Spain, Latin America, the Netherlands, East Indies, and Southeast Asia.

Of the total of thirty-two hours of programs being broadcast daily, the two private companies were preparing approximately 75 per cent of the output.

Before budget curtailments in June, international broadcasting was conducted as follows:

To Europe—34 Hours daily.
To Latin America—18 Hours, 45 Minutes daily.
To Far East—9 Hours, 45 Minutes daily.

These programs were in 24 languages, with approximately 55 per cent of the output prepared by the Department; NBC and CBS prepared the remainder.

After budget cuts, the daily output was as follows:

To Europe—17 Hours, 30 Minutes daily.
To Latin America—9 Hours daily.
To Far East—6 Hours daily.

The language output was curtailed to 22, with the Department preparing approximately 25 per cent of the programs; NBC and CBS preparing the remaining 75 per cent.

In addition certain portions of transmitter time, by arrangement with the Department of State, were being used by United Nations, and by the Information and Education Division of the Department of the Army for troop entertainment abroad.

The Department maintained thirty-six shortwave transmitters in the United States, and overseas relay points at Munich, Honolulu, and Manila. Programs were also being relayed by local networks and stations in Korea, China, France, the BBC in Great Britain, and other countries.
ALAN YOUNG

TEXACO

20th CENTURY-FOX

Management

JAMES L. SAPHIER AGENCY, INC.
WHILE some of Chicago's projected television plans did not mature in 1947, there was much activity in the video field and it was only because of the difficulty in obtaining materials that there still was but one television station operating regularly in Chicago at the start of 1948. The local picture will be materially changed during 1948, although the promise of seven stations before the end of the year is overly optimistic.

Materials for new stations for which permits have been issued were coming through at a fair pace in January and one station, WGN's WGNA, was expected to be in operation by March 1. Some $400,000 worth of equipment was ordered in the summer of 1947, and most of it had been delivered by January 1.

Most ambitious of the local tele station plans to date are those of NBC, which expects to have its station, WNBY, in operation about September 1. At the turn of the new year NBC was considering three separate budget plans, lowest of which involved a million dollars, while the top budget contemplated a theater in Chicago's Loop. A theatre on the roof of the Merchandise Mart also was under consideration. NBC was in a most favorable position for establishing a midwestern network, as its affiliates in St. Louis, Detroit and Milwaukee already had television stations in operation.

ABC's local executives, actively planning their tele station, which will have the call letters WENR-TV, have set no date for start of operation but say it will be under way some time in 1948. It seems unlikely that there will be a CBS station in Chicago in '48, and an official of Zenith Radio Corporation stated that there was little likelihood that its experimental station would go into commercial operation, as Zenith is concerned mainly with manufacturing television sets. Zenith continues to actively promote its Phonovision, which would be a pay-as-you-see proposition. WJJD, the Marshall Field-owned station, and WIND have television applications on file, but as of January 1 no definite announcement concerning their plans for the year had been made.

Meanwhile, the Balaban & Katz station, WBKB, under the direction of Capt. Bill Eddy, continues to make rapid strides. Its Chicago-South Bend relay system has proved practicable, and by the time this is in print important innovations will have been announced. As of January 10, the Chicago-land area has over 12,000 tele sets in operation, and Capt. Eddy was confident that by February 1 more than 15,000 would be in use, and he was revising the WBKB price schedule to meet that figure. A steady improvement in the station's programs has been made during 1947 and a large number of sponsored programs is carried.

Altogether, Chicago's television picture for 1948 is bright. The television audience is increasing rapidly. Set manufacturers are conducting heavy promotional campaigns, and WBKB is making every effort to improve and diversify its programs to attract a larger clientele. With new local stations entering the field, competition undoubtedly will bring further improvements. It seems likely that, for a while, sporting events will continue to predominate. They have proved exceedingly popular and have been the mainstay of WBKB. But a large percentage of the tele audience would like more dramatic, musical and other fare, and are asking for it. Toward that end, television men are at work developing programs that can be presented in the studios on a scale that was not possible with past limitations. New equipment and new techniques of presentation are being tested, and the year will see many refinements in studio programs.
Robert Merrill stopped the show with the Toreador song, a habit of his since he started his Metropolitan career.

Louis Biancolli
World Telegram

Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

1947 AWARDS:
- Musical America Concert Poll
- Musical America Radio Poll
- Billboard Classical Singer Poll
- Recorded Music Award for Best Operatic Recording
- Motion Picture Daily Award for Fame Magazine

RCA VICTOR RECORDING ARTIST
N.C.A.C. CONCERT ARTIST
PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.
THE AGENCY'S FUTURE IN VIDEO

By RALPH B. AUSTRIAN, V.P. Chg. of Television, Foote, Cone & Belding

TELEVISION is a great challenge to the advertising agency. It is no longer a challenge of the future—it is a challenge that is here now, right on the doorstep of the agency.

Radio too was a challenge to the advertising agency. After a period of fumbling (though not too long) the agencies turned to with a will and transformed radio from a challenge to a valuable high income-producing medium.

I have no doubt that television will follow the same pattern, but the fumbling period may be a little longer. I am sure, though, that television will be a bonanza for those agencies who approach it with intelligence and who develop a real understanding of its requirements and varied problems.

I think every agency should adopt as a basic concept the fact that television is not radio with pictures added. First, last and always it should be remembered that television is a visual medium. I ask all agency people who read this to discard for the moment the question of the commercial message. Let us think only about the program—-for if the program falls on its face, the commercial—no matter how good—falls with it.

To create an audience-building program which basically is visual, the agency must have in its television department people who know how to put together the three basic elements of visual entertainment: stage technique, variety technique, and motion picture technique. I think I can prove that these three elements are basically visual. Think of the last dramatic stage production you saw. If it were performed without any light in the theatre or on the stage would you have been able to understand and enjoy it? Think of the last vaudeville show you saw. Would it have been enjoyable in pitch darkness? Would you sit still for two hours or more if GONE WITH THE WIND was played in a movie house with the projector turned off and only the sound track functioning?

I think a pretty good test for a television program would be to turn off the picture and see if you can get some real enjoyment out of the sound alone. If you do, then I believe in most cases you can assume that what you thought was created as a television program is really a radio program. Put it on radio and save your sponsor money!

This visual appeal, therefore, is what constitutes the challenge to an agency's television department. Visual appeal encompasses stage settings, properties, costumes, lighting, actors and their photogenic qualities, memorizing of long parts, stage business, gestures, how to walk, how to sit, how to edit for the camera—in other words, the agency is going into the business of producing variety shows, legitimate stage productions, and movies. Hard? Yes, indeed. Can it be done? Yes, but not by amateurs or unqualified people. Will the agency undertake to create and produce its own shows? Yes. Will it buy network packaged shows? Yes. Will it buy independently packaged shows? Yes.

Why will it do all these things? Because if an agency had to produce all its own shows, from script to completed telecast, it would probably go broke. Some agencies have twenty or more clients using radio shows—every week for thirty-nine or more weeks a year. On the present 15 per cent commission basis I do not think an agency could possibly keep enough competent people on the payroll to produce a like number of television shows. Furthermore, I think every client now using radio will eventually use television, and many clients whose products are not suited to radio will be using television.

Those agencies who lay their foundations carefully, who employ specialists—really qualified specialists to create their program structure—will reap huge rewards. There is no longer any doubt that television has arrived. It has captured the public's fancy whenever a television picture has been shown. In 1948 we will have networks covering the whole eastern half of the country. Those who really know promise that by 1950 we will have transcontinental networks.
DINAH SHORE

Recording Exclusively for
COLUMBIA RECORDS

On the Air For
PHILIP MORRIS
CBS—Fridays, 7:00 P.S.T.—10:00 E.S.T.
WEST COAST EXPANSION NOTED

By RALPH WILK, Manager of West Coast Bureau, Radio Daily

A S EXPECTED, the year 1947 set a record for the number of new stations that went on the air in the Southern California area. A few FM outlets started operating and it is expected several more will be broadcasting before the end of this year.

KUSN, owned by the San Diego Broadcasting Co., and affiliated with the Union-Tribune of that city, tossed its hat into the highly competitive situation there.

Another highly competitive city is San Bernardino, which has three new stations. Carl E. Raymond, veteran Northwest broadcaster, is operating KITO, full time, 1,000 watts, while Van Newkirk, formerly of Los Angeles, is head of KRNO, full time, 250 watts. Woodrow Miller is the owner and operator of KCSB, daytime only, 500 watts. KFXM, which is affiliated with Don Lee, has had its power upped from 250 to 1,000 watts.

The American-Pacific Broadcasting Co. has established KBUC, at Corona, 500 watts, full time. Another new outlet is the Radio Sangor Company’s KSGN, Centerville, day time only, 1,000 watts.

KVVC, Ventura, managed by John Swallow, veteran member of the Los Angeles radio colony, went on the air in January of this year and is operating full time, 1,000 watts. KUEN, owned by the Coast Ventura Co., is operating full time, 250 watts.

KWIK, Burbank, which went on the air in late 1947, is a full time operation, 250 watts, while KGIL, San Fernando Valley, is also operating full time, 1,000 watts. KPAS, Banning, which was also launched in late 1947, is operating day and night, 250 watts.

The Daily Report Co., Ontario, put KOCs on the air in 1947 and it is a full time operation, 250 watts. KPMO, Pomona, also started broadcasting last year and functions day and night, 500 watts.

Harry Butcher, nationally known broadcaster, is operating KIST, Santa Barbara, 250 watts. It is affiliated with NBC.

Arthur H. Croghan, former Detroit and Minneapolis broadcaster, placed KOWL in operation in Santa Monica late last year. It is a day time operation, 5,000 watts. George B. Croma established KAFY at Bakersfield. It has 250 watts, as has KWTC, Barstow, recently launched by the Mojave Broadcasting Co., as a day and night operation.

KUCB is the Broadcasting Corporation of America’s newest outlet in Imperial Valley. It has 250 watts power and is on the air day and night. Les Hacker opened KPRL, Paso Robles, last year as a Don Lee affiliate. It operates day and night, 250 watts.

KVECS, San Luis Obispo, which is affiliated with Don Lee, has had its power boosted from 250 to 1,000 watts day time and 250 to 500 nights, while KVOE, Santa Ana, another Don Lee affiliate, had its power upped from 250 to 1,000 watts.

KHJ, the Don Lee station, and KFI, operated by the Erle C. Anthony Company and affiliated with NBC, are Los Angeles stations that have been providing FM programming for some time. At this writing, KNX, CBS’s Los Angeles outlet, is also slated to furnish FM programs soon.

In addition to its television plans, the Los Angeles Times plans to place KTML, its FM station, on the air late this year. KMPC, Los Angeles, has been granted an FM permit, as have KFAC, KRKD, and KFSD, also of Los Angeles. FXLA and KWFM, of Pasadena, have also been granted FM permits, as have KPOR, Riverside; KOCS, Ontario; KFSD, KFMB, KSON, KSDJ, San Diego; KVOE, Santa Ana; KFXM-FM, KBMT, San Bernardino.

KLAC, Los Angeles, withdrew its application for an FM permit.

The Unity Broadcasting Company of America was granted a permit to operate KUUN as an FM station and the Beverly Hills Broadcasting Company KHRB.

KGFJ, Los Angeles, has had its power boosted from 100 to 250 watts. KFVD, Los Angeles, became a 5,000 watts station in February, 1947, going from 1,000 to 5,000 watts. KMPC’s power was increased from 10,000 to 50,000 watts and KFAC’s from 1,000 to 5,000. KLAC’s power was boosted to 5,000 watts.
TED DALE

THE N.B.C. CARNATION PROGRAM
WALTER WINCHELL SAYS:

"Ted Dale’s magic wand on the Carnation stanza (NBC, Monday Eve’s) turns them into Mellow-cycles."

Personal Management: GALE INC., 48 West 48 St., New York City
SET PRODUCTION AT NEW HIGH

By BOND GEDDES, Executive Vice President, Radio Manufacturers Association

The Radio Manufacturers Association enters 1948 better equipped than ever before in its history to serve the radio industry and to help manufacturers solve some of the post-war problems that have come with a return to normal peacetime operations.

An expanded headquarters staff, with staff assistants for the Transmitter and Parts Divisions, enables RMA to provide all of its members with authoritative and timely information. Through its Board of Directors and many active committees, RMA is able to take prompt and effective action in behalf of the industry whenever necessary. Its statistical and other services and its engineering standards enable RMA members to keep well informed on production and industry progress.

With radio exports at a peak, RMA also is providing export managers of its member-companies with special data on American exports and reports on foreign markets for U. S. radio products.

Radio set production in 1947 appears likely at this writing to establish a new high for the industry. Indications are that the total net output will approach 17 million sets or two million more than in 1946 which in turn surpassed all pre-war years. Moreover, due to a larger proportion of radio phonograph consoles, an increasing number of television receivers and proportionally fewer table models, radio set production in 1947 represents an even greater gain in dollar volume than it did in units.

Likewise, with a steady growth in FM and television broadcasting, plus an unusual expansion in AM or standard broadcasting stations, transmitter production was also at a peak in 1947 and seems likely to remain at a high level for several years at least.

RMA spent more money on merchandising sales promotion for the radio industry in 1947 than ever before in its history. Close to $100,000 was expended in the interest of RMA members and the industry to broaden the markets for radio equipment in the home, outdoors, and in public and private schools.

"A Radio-in-Every-Room—A-Radio-for-Everyone" was the dominant theme of a continuous promotion program which reached its climax during National Radio Week, which RMA co-sponsored with the National Association of Broadcasters Oct. 26-Nov. 1. By introducing a new concept of "saturation," based on an average of four radios in every home instead of one, RMA pointed the way not only to a vastly larger potential market for radio receivers but showed broadcasters how listening audiences can be correspondingly expanded.

With FM and television increasing steadily in importance and coverage, RMA and its member-companies have done much to promote these new broadcasting services.

Through a special RMA-FMA Liaison Committee RMA cooperated with FM broadcasters in keeping the industry and the public informed on the progress of FM set and transmitter manufacturing and the factors limiting volume production.

Both FM and television set production, according to all indications, will establish new records in 1948. The radio industry is now geared to produce both of these types of receivers as rapidly as public demand for them is created through extension and improvement of the broadcasting services.

RMA, through its five divisions and its Engineering Department, is organized to serve all factors in the radio manufacturing industry and to keep abreast of technical and economic developments which affect the industry's current operations and its future. RMA will continue to serve the industry as it pushes further into the fields of radio-communications for individuals, as provided in the Citizens Radio Service, as well as of mobile equipment on land, in the air, and on the sea.
The "OL' WOODCHOPPER" Himself

Woody Herman

Personal Manager
ABE TURCHEN
Booker
CONTINENTAL ARTISTS CORP.
Beverly Hills, Calif. • New York City

Exclusively on COLUMBIA Records
SPORTSCASTERS—AN APPRAISAL

By TED HUSING, President of the Sports Broadcasters' Association

The SBA has finally shaken loose from its pliable, lethargic state, and stepped into a fearless, vigorous front. For almost its entire seven years, the SBA managed to survive its regular Monday luncheon meetings (conducted through ten months of every year) which cemented the overall relations between the sports broadcaster and the promoters of all events, as well as the friendships of the members. Since the nation's most famous mike-men are listed in its roster (Bill Stern, NBC; Harry Wismer, ABC; Red Barber, CBS; Don Dunphy; Stan Lo- max, et al), this weekly get-together, with famous guests visiting the meetings to discuss sports problems in candid fashion, proved to be a boon to the sports announcer in the metropolitan area, as it furnished him with an "inside" close-up of the doings in the world of athletics.

From time to time, attempts were made to add greater value to the objectives of the organization, and these proved adrenalin-shots in keeping the SBA firmly before the public. The annual SBA award to the nation's stadium (college or club) for service, facility and comfort for the sports broadcaster assigned to do a football game, became a sought-after one, and to Notre Dame, Michigan and Princeton, have gone these coveted honors. The association cooperated with government agencies throughout the war, and in this post-war period, supplying tailor-made recordings for hospitals, army posts and battlefronts, as well as furnishing live broadcasts beamed only to army zones of combat, and flying its members, on their own time, to posts in the States where they entertained or visited hospitals. It worked closely with the Attorney-General in aiding the national fight against juvenile delinquency, and brought the Mayor's office, in New York City, to the fore in aligning all New York City boys' welfare agencies into one big group for cooperative publicity by way of sports programs and sports participation.

The services rendered by the SBA through those seven years, earned for it innumerable awards from government and private agencies, citations from various civic groups, and plaques from a number of charitable organizations, for which the SBA group worked with great zeal.

This year, however, SBA decided to conduct an annual dinner, honoring the man who benefitted sports the most, with the First Annual Graham McNamee Memorial Award.

Branch Rickey, Mahtma of the Brooklyn Baseball Club, by majority vote of the members of the SBA, won the First Annual McNamee Award, and was gifted with the plaque by the distinguished New York Attorney, Louis Nizer, while Ex-Governor Harold Hoffman of New Jersey presided as Master of Ceremonies.

This occasion placed the SBA squarely in the nation's front rank as an organization anxious to enroll the country's sports broadcasters into a tightly knit group, available for every opportunity to benefit the world of sports, the general public and the youth of the land.

For now, in 1948 and henceforth, the national association will endeavor to improve the broadcasting of all sports, and encourage the increase, in the rank and file of men qualified to broadcast, either by radio or television, the rapid flow of all play-by-play accounts of sports events.

The SBA now branches out into a cohesive group fighting impurities in sports, seeking beneficial aids to young athletes, and crusading for better conditions for play-by-play reports. The SBA seeks the earnest cooperation of the men who place athletics before the nation's fans, and of the officials who place the broadcasts before the listening and seeing audiences.

Last year, in the Radio Annual, Ex-president Stan Lomax messaged the golden era of sports—1947 style. The year 1948 will demand platinum and platina—and the sports announcers anxiously want to keep apace of the wide scope of radio and television. Hence, the SBA's current race for a permanent place in the radio sun.

71
EIGHT YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of
Alka-Seltzer and One-A-Day Brand Vitamins
through
Wade Advertising Agency
Civic Opera Bldg., 20 N. Wacker Dr., Chicago

NBC Network
Sunday Afternoons
4:00 P.M. (E.S.T.)

Exclusive Radio Representative
JAMES PARKS
333 North Michigan
Chicago, Ill.
12511 Hortense
North Hollywood, Calif.

Created and Produced By
LOUIS G. COWAN, INC.
485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.
Guaranty Building, 6331 Hollywood Blvd.
Hollywood 28, Calif.
Radio in America—Uncle Samaritan!

As the year rolls around, it’s always a policy of our to look back at the radio realm and make note of the good that has been done by microphobia and its people. In short, while the gagmen prattle about radio’s insanities from the soap operas to the jingles of the rhyming commercials, we are one student of the mike and its activities who maintains that the good radio does is far-reaching, vital and worthy of recognition here. Only a few weeks ago, Jack Benny, one of the leaders in the Who’s Hooper in our time, took his entire radio show to Denver where scads and scads of money was raised for the March of Dimes. Likewise, laughable, lovable Judy Canova, the lady who’s become known as radio’s rural Jenny Lind, was chosen March of Dimes girl for ’48, made countless appearances on shows from the coast, in person and at hospitals—the result meant more and more do re mi in the coffers of the Infantile Paralysis Fund.

Biggest interest raiser of the year was the “Miss Hush” goings-on which paraded another fancy figure into the charity cups. Radio, in short, like no other field of entertainment, is proving that Mr. America is Uncle Samaritan. Next time you’re bored by a program which doesn’t tickle your fancy, you may well ponder the thought that the program is supporting this wonderful instrument which is doing so much good in he interests of the needy. Nor does it all stop here with personal appearances, shows or stunt promotions.

Take Peter Donald, the bright young comic whom CCNY students chose as the man who tells a story better than anyone else in radio. Because he is one of radio’s busiest gents, appearing on the nets no less than 18 times per week, his mentors hit upon the plan of recording his gag telling and sending the discs to hospitals and vet institutions. At places like Halloran Hospital currently over the inside amplifying system, hospital disc jockies spin these witty platters intermingled with the latest musical renditions. Another way which radio “sets a record” as samaritan.

In the inspirational dept, the brains behind the weekly CBS “Mr. and Mrs. North” series, a five-year-old constant air favorite, came up with a theme which will henceforth serve as an all-year-round inspiration to the men in blue. Each year in the key cities, “Mr. and Mrs. North” plaques are being awarded, with the full co-operation of local police and civic officials, to the outstanding Detectives of the Year. The value of such plans is threefold: It encourages the individual—it makes for a safer country—and it allows for radio to be used for a worthwhile cause.

To, radio’s people in their unending trips to the hospitals to entertain the still bedded vets hasn’t let down in the slightest. Jimmy Savo, himself an amputee now, leaves no stone unturned in his journeys to these institutions. Jane Froman, veteran of the Clipper crash, is another. And so it goes. The field which started with a crystal set some two decades or so ago has proven it has a heart of gold. Most of its good deeds are performed quietly because they remain deeds encouraged merely by a will to help out—with no personal gains considered. Topmost in the radio field as far as gaining help for the needy funds of our times stands the Damon Runyan Cancer Fund which will be doing widespread good long after most of us have taken a final stroll on good ol’ earth. For this, not only Walter Winchell, the guiding genius behind same, rates some of his own orchids but Uncle Sam, too, gets our citation of gratitude.
Compliments of a

Friend*

*As of January 1, 1948:
479 Stations (466 in service)
29,550,000 Radio Homes (Grade I Daytime "Listenability")
WHEN Jimmy Durante first gave out with his famous "Everybody Wants To Get Into The Act," he could very easily have been talking about John Q. Public's inherent propensity to write the Nation's songs... there is probably no calling which stirs and/or whets the secret ambitions of so great a number of Americans, as that of songwriting. From all walks of life, from all parts of the country, would-be songwriters, descend yearly upon Tin Pan Alley with bulging briefcases, filled with manuscripts. However, we can safely say that 99 percent, after heart-breaking setbacks, return to their homes, perhaps crestfallen and disillusioned but definitely under-terred, for their manuscripts still deluge Music Publishers daily.

This fact may not mean much to those thousands of disappointed songwriters, as far as encouragement to continue writing is concerned, but they might better understand the reason why their manuscripts are returned, UNOPENED, if they realize that competition today is so keen, that of the 3,000 professional songwriters, (2,000 of whom are members of the American Society of Composers, Authors and Publishers) a very small group enjoy comparative success. They read of the successful writers such as Irving Berlin, Sigmund Romberg, Richard Rodgers, Oscar Hammerstein, Johnny Mercer, Hoagy Carmichael, Johnny Burke, Jimmy Van Heusen, Frank Loesser, Ray Henderson, W. C. Handy, Jimmy McHugh and a few others, but never hear of the struggles, heartaches and disappointments of the lesser fry of Tin Pan Alley. Every year new names come to the fore, but they, too, were not overnight sensations, but in their own ways had to overcome the most difficult of obstacles. In this category we can name writers including Dave Mann and Redd Evans (There, I've Said It Again), Carl Sigman and Bob Hilliard (Civilization), Bob Russell (Ballerina), Joan Whitney and Alex Kramer (Love, Love, Love), Sammy Gallup and Guy Wood (Shoo Fly Pie and Apple Pan Dowdy), Ross MacLean (Too Fat Polka), Sammy Myself and Dick Sanford (Red Silk Stockings), Jack Owens (How Soon?), Francis Craig (Near You), Evans & Livingston's (To Each His Own). These fellows have been on the stem for years and have just broken through.

There is, however, one ray of hope for the free-lance songwriter and that is, the Disk-Jockey. For years these announcers-turned-record emcees, had been making progress in the Radio firmament and, during the Second World War, finally came into prominence. Unlike orchestra leaders, who, when asked for a plug, often said, "When the song gets on the Ptema (compiled weekly list of most played songs) or on the Hit Parade, I'll do your number," Disk Jockeys listened to recordings and if they liked a number, often plugged obscure songs to Hildom. Kurt Webster, a DJ at WBT, Charlotte, is responsible for the revived hit, "Heartaches," Martin Block, Maurice Hart, Dick Gilbert, Johnny Olsen, Rush Hughes, Bea Wain and Andre Baruch, Sherman Feller, Graeme Zimmer and others plugged Frankie Laine's recording of "That's My Desire" onto the Hit Parade. They also were responsible for the success of Harmonicats' novel arrangements of "Peg O' My Heart," the Bullet record of "Near You," the Tower record of "How Soon" and Vaughn Monroe's Victor platter of "Ballerina."

Thus a new angle has been discovered which gives the free-lance and amateur writer a chance to move into the charmed circle. A fine recording of a new tune, if plugged enough by the Disk Jockeys, can assert itself. The Petrillo ban on the recording of new songs, however, temporarily keeps this gate shut but we are optimistic and feel that a compromise between the powers-that-be will be effected and once more the field will be wide open for those with good songs. The DJ has been responsible for many an orchestra leader playing a song which he had previously rejected. The DJ has done a great service to songwriters, publishers and recording companies and rates the gratitude of all Tin Pan Alley.
PHIL BRITO

Monogram Pictures — Musicraft Records
Associated Transcriptions

Past Performances

RALEIGH CIGARETTES, KREML PROGRAM, HILDEGARDE, KRAFT MUSIC HALL
CONTENTED HOUR, MGM PROGRAM, DATE WITH MUSIC, CROSLEY SHOW, MARS CANDY.

64 CAROLINA AVE., NEWARK, N. J.
**GROWTH OF STATIONS—1947**

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**This figure includes 5 Special Broadcast Stations.**
SMILIN'
ED McCONNELL

NBC
BROWN SHOE CO.
Coast-to-Coast

26th Radio Anniversary
May 30th, 1948

Never a sustaining program
Sponsored 26 years
TELEVISION has finally emerged as a big business and is perhaps the most rapidly growing industry in the country. With receiving sets in the hands of the public counted in six figures, and a potential viewing audience of more than 20 million people now within range of network programs, all of us connected with this new industry are faced with serious problems in meeting the demand for equipment or service.

Television is communication. As such, it is certainly a business in which the Bell Telephone System has a real interest. Furthermore, television's requirements for network facilities and the know-how of network operation fit in as a natural by-product of the very large scale communication services which the Telephone Companies now furnish all over the country.

At the T.B.A. Conference a year ago L. G. Woodford, General Manager of the Long Lines Department of the American Telephone and Telegraph Company, told you about the television facilities which the Bell System had at that time and of their plans for future extensions. During the past year the television broadcasting industry has made notable growth and, similarly, the Bell System has made progress in providing facilities which will be needed by this new industry. I will give you a report of the progress we have made and of our further plans for providing television network facilities.

On the subject of inter-city facilities, it seems clear that the larger the audience reached the greater the value of television broadcasting. Large scale networks will not only spread the cost of program production, but will make it possible to view important events as they happen in different parts of the country. It would appear, therefore, that inter-city networks are very important—perhaps more important to television than they are to sound broadcasting.

The Bell System plans to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting. We will make use of two kinds of facilities—coaxial cable and radio relay. Both of these types are being developed and installed between major cities to provide needed circuits for telephone, sound program, television, and other private line services.

The radio relay system between New York and Boston was officially opened for experimental purposes on November 13. The demonstration at the opening ceremonies included operation of the system for multi-channel telephone purposes and television transmission. The television demonstration consisted of a special program, arranged for broadcasting by all stations connected to the network—three stations in New York, three in Washington, two in Philadelphia, and one each in Baltimore and Schenectady, N. Y. The program started with a television pick-up in New York, was next switched by radio relay to a pick-up in Boston, and then—via coaxial cable from New York to a pick-up in Washington. The arrangement thus demonstrated the adaptability of both the radio relay and coaxial systems for network operation.

Later, the New York-Boston radio relay system was used to demonstrate television transmission before the Institute of Radio Engineers on December 3 and the Television Broadcasters Association on December 10. On these occasions transmission included two loop circuits to Boston and back, for a total distance of 900 miles. The first use of this system by commercial broadcasters occurred on December 5 when the Louis-Walcott fight was carried to Boston.
TRANSCRIPTION PROGRAM TRENDS

By JOHN L. SINN, Executive Vice-President, Frederic W. Zin Company

THERE is usually a tendency — and a not unnatural one at that — to be pontifical and/or pompously prophetic when any discussion of trends and tomorrow is aroused.

To be sure, we admit to a formidable knowledge of the transcription score, but we also own up to having been shocked on our own solid grounds during 1947. On the basis of that atomic wallop, we want to say here and now that there is no program trend worth the mention as far as E.T.'s are concerned. The only trend worth considering at all for this year of grace is the trend toward Programs with the proverbial capital "P."

The proof? It's in the results, the most eloquent expression in any language and beyond challenge by the most astute. When we decided to create the most elaborate and costliest transcribed dramatic show, built around the extremely expensive and highly cultivated triple-A star, Ronald Colman, and supported by the very finest in cast, full-blown orchestra and technical-production-script values, all wrapped up in classical and semi-classical finery as inspired by the works of the greatest authors of all time, some of our severest critics and even some of our best friends, said that this time we had sure blown our top.

When the sponsor-station-listener response to our fabulous half-hour package proved overwhelming, our critics and friends did only a little backtracking; they said, "Oh, well, you were very lucky; the trend is toward quality drama and you came out with the product at just the right time." Or words to that effect.

We think our being lucky purely coincidental. The proof? The Colman-starring "Favorite Story" was managing to struggle along to the tune of some 300 stations, including airings in 46 of the "Top 50" cities in the country, and by many of the top local and regional sponsors (including a bunch of plenty smart companies who had seldom or never presented their own programs before but who could not resist the irresistible), when we decided, after the usual due consideration, upon a reverse play.

The play was Guy Lombardo—The Guy Lombardo Show—one of the two or three great names in the pop music business, and to the musical savants who know about such things, also one of the most durable. This was another dollar-dizzy adventure because we operated on the theory that if Lombardo measured 100 per cent in value, a couple of six added fillips would brand the show at least double in value. So we brought in master dictionist David Ross as narrator, the best craftsmen (writers, technicians, etc.) and the whole Lombardo crew—the Twin Pianos, Don Rodney, Kenny Gardner, The Lombardo Medley, the Vocal Trio and, for a topper, "The Famous Lombardo Picture Story" in which nostalgia joined the Muse in the building of a beautiful and tender, richly integrated narrative pattern.

Our severest critics and even some of our best friends said that this time we would fall flat on our face. They said the kilocycles were cluttered up with music—big and little orchestras, local and network disk jockeys, and all kinds of musical razzle-dazzles at a dime a dozen, some literally, others figuratively. Also, the trend was way from big name orchestras, and too expensive, anyway, for local and regional sponsorship.

It is true we fell flat on our face—after being loaded down with contracts for the Lombardo Show to the point where the man with "The Sweetest Music This Side of Heaven" was annexing better than 250 outlets and threatening Colman's crown.

Of course, two eggs don't make a full basket, a truism we cannot deny. So what about the other eggs? While Colman's Favorite Story (quality drama) and Lombardo's 30-minute confection (quality music) were acting like crazy on the sales barometer, our other packages, virtually all of them dissimilar, and all of them older than "Favorite" and the Lombardo production, were being grabbed by local and regional advertisers at a clip that made them record-breakers on our books.
BOB CROSBY
and the
"CLUB 15" Gang

The Andrews Sisters
Margaret Whiting
Jerry Gray
The Modernaires
Del Sharbutt
Murray Bolen
Carroll Carroll
Dave Gregory
Diana Bourbon

Campbell Soup's "CLUB 15" PROGRAM
CBS Network
Monday Thru Friday
7:30 P.M. E.S.T.
9:30 P.M. P.S.T.
Radio Daily's Almanac
of
Holidays and Special Events
1948

JANUARY
1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
   Paul Revere Born (1735).
   Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
3: Battle of Princeton (1777).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
   George Washington Carver Died (1943).
   Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
   New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
8: Anniversary of the Battle of New Orleans (Louisiana).
   Battle of New Orleans (1815) Holiday in Louisiana.
9: Connecticut Ratified the U. S. Constitution (1788).
   Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
   Feast of St. Anthony.
18: Daniel Webster Born (1782).
   Edgar Allen Poe Born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
   Thomas Jonathan (Stonewall) Jackson Born (1824).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder pre-
dicts 12 months of wind and death." (Shepherd's Almanack, 1676).
   Scotch Poet Robert Burns Born (1759).
26: Michigan Admitted (1837).
   General Douglas MacArthur Born (1880).
   First A.E.F. landed in Ireland (1942).
   Australia Day. Public Holiday in Australia.
27: Wolfgang Amadeus Mozart Born (1756).
   Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
   Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
31: Franz Schubert Born (1797).
   Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

FEBRUARY
1: Victor Herbert Born (1859).
   Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
2: Fritz Kreisler Born (1875).
2: Ground Hog Day.
   Candlemas.
   Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
   Charles Augustus Lindbergh Born (1902).
6: Massachusetts Admitted (1788).
   Aaron Burr Born (1756).
   American Forces Recapture Manila from Japs.
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
   Nebraska Admitted (1867).
11: Thomas A. Edison Born (1847).
   Daniel Boone Born (1734).
CECIL ROY
Voice-atile
"Newborn to Ninety"
L.A. 4-1200

Georgia Day.

14: Valentine's Day.
   Arizona Admitted (1912).
   Oregon Admitted (1859).

15: Destruction of the Maine (1898).
   Constitution Day, In the Canal Zone.

16: Katharine Cornell Born (1898).

18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).

19: Ohio Admitted (1803).

Phonograph Patented by Edison (1878).

20: U. S. purchased the Danish West Indies (1917).

   Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.

22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
   Washington's Birthday (All the States, Territories, District of Columbia and C:lonial Possessions).

   James Russell Lowell Born (1819).

   23: Johannes Gutenberg Died (1468).

   25: Enrico Caruso Born (1873).
   John Adams appointed first Minister of U. S. to England (1785).

   26: William F. Cody (Buffalo Bill) Born (1846).

   Leap Year. The name given to every year of 366 days.

MARCH

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
   First Postage Stamp used in U. S. (1847).
   Alexander Graham Bell Born (1842).

4: Pennsylvania Day.
   Vermont Admitted.
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
   Maurice Ravel Born (1875).
   Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
   Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).

   The great blizzard in New York City and New England States (1888).

12: U. S. Post Office established by act of Congress (1789).
   Girl Scout Day.

14: Albert Einstein Born (1879).
   First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
   Andrew Jackson Born (1767).
16: James Madison Born (1751).
   U. S. Military Academy established at West Point by act of Congress (1802).

17: Saint Patrick's Day.
   Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.

18: Fast of Esther.
   Grover Cleveland Born (1837).
   21: First Day of Spring.
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation or Lady Day.
   Arturo Toscanini Born (1867).
   Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
   Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.

APRIL

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
   U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
3: Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
AMERICA'S ORIGINAL
"VETERANS ADVISER"

Lieutenant Commander Tyrrell Krum, U.S.N.R. (Retired)

- Veteran of Both World Wars and nationally-known authority on Veterans' Affairs
- Now in his Fourth year of Service to War Veterans and their families

N. B. C. COAST-TO-COAST

Bringing latest news and frank discussion of Veterans' rights, privileges and benefits direct from the Nation's Capital;

Interviews with distinguished guests on timely topics;

Musical salutes to war veterans who have "made good" in solving their postwar problems.

Pulse throbbing tunes by the Nation's top military musical organizations.

United States Army Band
United States Navy Band
United States Air Forces Band
United States Marine Band

SATURDAY 2:30-3:00 (EST)

A PUBLIC SERVICE OF N. B. C.
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
   Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
   Metropolitan Opera House Opened in New York (1830).
   Louisiana Admitted (1812).
8: Ponce de León (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
10: Salvation Army Founder’s Day.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
14: Pan American Day.
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots’ Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
   Anniversary of Battle of San Jacinto (Texas)
   Arbor Day (Nebraska).
   William Shakespeare Born (1564).
   James Buchanan Born (1791).
   St. George Day (England).
24: First Newspaper Issued in America (1704)
   U. S.-Mexican War (1846).
   Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
   St. Mark’s Day.
26: Confederate Memorial Day (Florida, Georgia, Mississippi).
   Slavery Abolished in U. S. (1865).
   First Shot of War with Germany (1917).
   John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
28: James Monroe Born (1758).
   Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
   Louisiana Purchased (1803).
   Washington Became First President (1789).
   Benito Mussolini Executed (1945).

**MAY**

1: May Day.
   Child Health Day.
   Labor Day (Canal Zone).
   Dewey’s Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
   National Music Week.
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon’s Death (1821).
   Cinco de Mayo Celebrations (Mexico).
   Arbor Day.
6: Corregidor Surrender (1942).
   Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
   Lusitania Torpedoed (1915).
   Johannes Brahms Born (1833).
7: Robert Browning Born (1812).
8: V.E. Day (1945).
9: John Brown Born (1833).
   Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
    Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother’s Day.
14: Rockefeller Foundation Granted Charter (1913).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: “I am An American Day” often referred to as Citizenship Recognition Day.
18: Norwegian Independence Day (1814).
19: First American Confederation of United Colonies of New England (1643).
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).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
   Rhode Island Admitted (1790).
   Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
   The Johnstown (Pa.) flood (1889).
   Battle of Jutland (1916).
PERCY FAITH

"THE PAUSE THAT REFRESHES ON THE AIR"

for

COCA COLA
JUNE
1: Kentucky Admitted (1792).
   Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
   King's Birthday (Canada).
   Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
   Nathan Hale Born (1756).
   D-Day (1944).
7: Daniel Boone Day (Kentucky).
   Battle of New Orleans (1815).
   Children's Day, second Sunday in June.
9: Feast of St. Columbia.
   Confederate Memorial Day (Petersburg, Virginia).
10: Franklin Drew Lightning from Sky (1752)
    Henry M. Stanley Born (1841).
11: Feast of St. Barnabas.
    The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin.
    Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
12: John Augustus Roehling Born (1806).
    Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
    Harriet Beecher Stowe Born (1811).
    Flag Day.
15: Pioneer Day (Idaho).
    Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
    Arkansas, 25th state admitted to the Union (1836).
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
   King John of England signed Magna Carta (1215).
20: West Virginia Day.
    Father's Day, 3rd Sunday in June.
21: Longest Day in Year.
    New Hampshire joined the Union (1788).
    Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
23: Penn Signs Peace Treaty With Indians.
24: San Juan Day (Puerto Rico).
25: Virginia Admitted (1788).

Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
   First American Troops Land in France (1917).
27: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
    U. S. purchased rights and franchises of France in the Panama Canal (1902).
    Treaty of Versailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
    St. Peter's Day.
    Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
    Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

JULY
1: Battle of San Juan Hill.
   Dominion Day (Canada).
   Battle of Gettysburg (1863).
   Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
    Garfield Assassinated (1881).
3: Idaho Admitted (1890).
    John Singleton Copley Born (1737).
4: Independence Day.
    U. S. Military Academy at West Point Opened (1802).
    Calvin Coolidge Born (1872).
    Slavery Abolished in New York (1825).
    Providence, R. I. founded by Roger Williams (1636).
    Work on Erie Canal commenced (1817).
    Thomas Jefferson Died (1826).
    James Monroe Died (1831).
    John Adams Died (1826).
    Cornerstone of Washington Monument laid (1848).
    Surrender of Vicksburg (1863).
    Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
    American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801)
6: Republican Party Founded (1854).
    John Paul Jones Born (1747).
    Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
BEST BET FOR YOUR 1948 VISIT TO HOLLYWOOD

TOM BRENEMAN’S BEAUTIFUL NEW $1,000,000 RESTAURANT AND NIGHTCLUB

RADIO HOME OF "BREAKFAST IN HOLLYWOOD"

VINE NEAR SUNSET

YOU’RE WELCOME ANYTIME!
8: John D. Rockefeller Born (1839).
   Liberty Bell Cracked Tolling Death of John
   Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
   James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
12: Orangeman's Day.
14: Stars and Stripes Adopted (1777).
   Bastille Day—FirstCelebrated in U. S.
   (1914).
   Admiral Perry Opened First Negotiations for
   Trade With Japan (1853).
15: St. Wthin's Day.
16: Mary Baker Eddy Born (1858).
   First Atomic Bomb exploded (experimental)
   New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
   Society of Jesuits Abolished by Pope Clement
   XIV (1773).
   First Battle of Bull Run (1861).
24: Simon Bolivar Born (1783).
   Pioneer Day (Utah).
   Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
   Fifth Atomic Bomb exploded (experimental
   underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
   Sergei Koussevitzky Born (1874).
   New York ratified the U. S. Constitution
   (1788).
27: First Successful Atlantic Cable (1866).
   Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
   Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
   Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
   First Representative Assembly in America
   Convened (1607).
31: Feast of St. Ignatius De Loyola.

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**AUGUST**

1: Colorado Day,
   Beginning of World War I (1914).
2: Government of India Transferred to British
   Crown (1858).
   U. S. War Dept. purchased its first military
   plane from the Wright Brothers (1909) thus
   founding the Army Air Corps.
3: Civic Holiday (Canada).
   Germany Declared War on England and
   France (1914).
   Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral
   Farragut in command.
   Second Atomic Bomb dropped (1945) Hiro-
   shima.
6: Feast c i the Transfiguration.
7: International Peace Bridge, dedicated (1927),
   commemorating more than 100 years of
   peace between the U. S. and Canada.
   Creation of War Department (1789).
   Society of Jesuits Restored by Pope Pius
   VII (1814).
8: Charles A. Dana Born (1819).
   Third Atomic Bomb dropped (1945) Naga-
   saki.
9: First Train Drawn in U. S. by Steam Loco-
   motive (1831).
10: Herbert Clark Hoover Born (1874).
11: Russia Declared War Against Japan (1945).
   The “Clermont” Fulton's steamboat made a
   successful run up the Hudson River (1807).
14: V-J Day.
   Atlantic Charter Agreement Between
   President F. D. Roosevelt and Prime Minister
   Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
18: Virginia Dare Born (1587).
19: National Aviation Day,
   Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Born White House (1814).
   St. Bartholomew's Day Massacres, France
   (1572).
   Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment
   (1920).
27: Drilling cf first oil well completed in Western
   Pennsylvania by Col. Edwin Lorentine
   Drake (1859).
28: Spanish landed at the site of St. Augustine,
   Fla. (1565).
29: Johann Wolfgang von Goethe Born (1749).
30: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
   Beginning of World War II.
   French fleet arrived in Chesapeake Bay to
   further the interest of American independ-
   ence (1781).

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**SEPTEMBER**

1: Germany Invaded Poland (1939).
   Official V-J Day (1945). (Surrender Terms
   Signed Aboard U.S.S. Missouri.)
   Labor Day.
   Eugene Field Born (1850).
3: First American Peace Treaty With England
   (1783).
   Allies Invaded Italy (1943).
CBS PRESENTS

JOAN DAVIS

Starring on "JOAN DAVIS TIME" Every Saturday
OCTOBER

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
2: Ferdinand Foch Born (1851).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
6: Missouri Day.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
12: Farmers’ Day (2nd Friday) (Florida).
14: Columbus Day.
15: Women’s Suffrage Week.
16: Russians Burned Moscow (1812).
17: Constitution Day.
19: Washington issued his farewell address to people of U. S. (1796).
20: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
21: Lincoln issued the preliminary proclamation freeing the slaves (1862).
22: Nathan Hale Executed (1776).
23: Naval battle between “Bonhomme Richard” commanded by John Paul Jones and British frigate “Serapis” in North Sea (1779).
25: Balboa discovered the Pacific (1513).
26: George Gershwin Born (1898).
27: Navy Day.
28: Dedication of Statue of Liberty (1866).
29: Michaelmas Day.
31: Hallowe’en.

4: Henry Hudson Discovered Manhattan Island (1609).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender’s Day (Maryland).
13: Walter Reed Born (1851).
John J-seph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
“The Star Spangled Banner” written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
N. Y. Times established (1851) when its first issue appeared.
19: Washington issued his farewell address to people of U. S. (1796).
20: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
21: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between “Bonhomme Richard” commanded by John Paul Jones and British frigate “Serapis” in North Sea (1779).
25: Balboa discovered the Pacific (1513).
26: Bill of Rights (1789).
26: George Gershwin Born (1898).
26: Battle of the Meuse-Argonne (Sept. 26–Nov. 11, 1918).
26: Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.
NOVEMBER

1: All Saints’ Day (Louisiana). Liberty Day (St. Croix, Virgin Islands Only).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
6: John Phillip Sousa Born (1854).
7: Marie Sklodowska Curie Born (1867).
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858). Montana Admitted (1889).
9: Great Fire in Boston (1872).
10: Martin Luther Born (1483). U. S. Marine Corps was created by the Continental Congress (1775).
14: Pikes Peak discovered (1806).
15: Oklahoma Admitted (1907).
16: Sixth Congress Met for First Time in Washington (1801). Suez Canal Opened (1869).
17: Standard Time went into effect in the U. S. (1883).
18: Lincoln’s address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: Franklin Pierce Born (1804).
22: Zachary Taylor Born (1874).
23: Thanksgiving Day (4th Thursday).
24: Admiral Byrd Discovered South Pole (1929).
25: Samuel L. Clemens (Mark Twain) Born (1835). Russia Invaded Finland (1939).
26: Winston Churchill Born (1874).

5: Martin Van Buren Born (1782).
6: Walt Disney Born (1901).
9: Germany-Italy Declare War on U. S. (1941).
11: Alfred Nobel Born (1833). Indiana Admitted (1816).
13: Council of Trent (1545).
15: Bill of Rights Day.
17: John Greenleaf Whittier Born (1807). Aviation Day. First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787). First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886). Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620). First day of winter.
23: “Aida” first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
25: Battle of Trenton (1776).
26: Louis Pasteur Born (1822).
30: New Year’s Eve.
IN THE AIR

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

ON THE AIR

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS
Official Watch of Famous Airlines
Let those who listen most do the talking...
"Original Programming: In this most important of all classifications, the Columbia Broadcasting System was far and away the leader. In a year marked by much vapid talk about lifting radio's standards, CBS actually did something creative."

—The New York Times

"CBS shows are...achieving a distinction all their own..."

—New York Herald Tribune

"CBS, which created that wonderful new comedy show, My Friend Irma, deserves credit for experimenting more than any other network."

—New York Post
"CBS program department coin splurge is probably unequalled among any of the other networks or among the top agencies.... but the web is also cognizant of one of the swiftest payoffs in network annals—"Irma" and Godfrey, both moderately-budgeted, hitting the top 15 bigtime within three months after bowing in commercially."

—Variety

"CBS is the most imaginative of the networks..."

—PM
And the new hit shows of 1948 will keep coming from CBS

... because CBS has more skill and more manpower concentrated in producing top-flight, air-tested programs than any other network

... because only at CBS does top management work closely on programming

... because CBS shapes its shows to bring advertisers large audiences at lowest cost

CBS... the most effective program operation in all radio
TELEVISION ARRIVED IN 1947

By GEORGE L. MOSKOVICS, Commercial Manager, CBS Television Station WCBS-TV

NINETEEN forty-seven can be put down as the year when television really started to turn the corner; the year when circulation in merchandiseable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to “experience” and “franchises” for their television dollars.

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 139 in October. While, as was to be expected, the major schedules were run by members of the “100 largest”, many much smaller advertisers, both retailers and small distributors, used television to advantage.

A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country’s proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country’s largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sus-
Our Job at BMI is SERVICE in MUSIC

BMI emphasizes its Service in Music through a wide variety of practical aids to the broadcaster...

Broadcasters today receive regularly such special aids as CONTINUITY — COPYRIGHT RESEARCH BULLETINS — HOLIDAY MUSIC LISTS — PIN UP SHEETS — NEWSLETTER — SONGS OF THE MONTH — PIN UP PATTER — RECORDDATA — MUSIC MEMO — GRATIS MUSIC — RECORD PURCHASING ASSISTANCE. These special services are provided without cost to all BMI licensees.

Music for every need — BMI which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%.

In American folk music BMI surpasses any other licensing agency. In Latin-American music BMI is equally outstanding. In every classification — current popular songs, dance music, hot jazz, serious and semi-classical — the BMI repertoire provides sufficient music to fill every program need.

Industry owned and operated — Broadcast Music, Inc., was established and is maintained and operated by and for the broadcasting industry. Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.

When It's BMI... It's Yours

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.
- Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.
BMI Reports to the Industry

From its very inception BMI has had the full support and cooperation of the broadcasting industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, all but four of the broadcasting stations in the United States and Canada, as well as all the national and regional networks are licensees of BMI. And all of them make a very substantial use of the BMI music repertory.

Conservatively, 99% of the dollar volume in the industry is represented by BMI licensees.

Of the total number of BMI licensees (there were 1,966 as of January 15, 1948):

1,029 are stations affiliated with the national networks
391 are independent stations
211 are F-M, Television and Short-wave broadcasters
115 are Canadian stations
20 are in U.S. territorial possessions

At the start of 1948 BMI granted licenses to 1,693 hotels, night clubs and other establishments where music is performed.

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

In foreign music, the works of the composers and publishers of performing rights societies of Brazil, Chile, Columbia, Cuba, and Mexico are made available to broadcasters through BMI. In addition the BMI repertory includes important catalogs of Canada and Italy.

Through a variety of practical services to broadcasters, BMI has been accepted as indispensable to the industry. Consequently, broadcasters throughout North America are demonstrating their preference in the performance use of BMI-licensed music.

In all fields of music — popular, folk, educational and standard — BMI has opened new sources of music by having developed a vast repertoire that might never have existed. BMI has stimulated and encouraged hundreds of talented young composers and new publishers.

Through its own publishing activities, those of its newly acquired subsidiary, Associated Music Publishers, Inc. (AMP), and those of its affiliate publishers, BMI continues to expand its music library and its services so that it will continue to play a vital role in music and radio.

Broadcast Music, Inc.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood
## AM Radio Stations

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<thead>
<tr>
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<th>City</th>
<th>Frequency</th>
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<tr>
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<tr>
<td>WABF</td>
<td>R. Hinelander</td>
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<td>WCAC</td>
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<td>WCBS</td>
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<td>WBNX</td>
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<td>WCAU</td>
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<td>WQXR</td>
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<td>WBAM</td>
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<td>WCBS-FM</td>
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<td>WQFY</td>
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## National Networks

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<tr>
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<tr>
<td>Columbia Broadcasting System</td>
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<tr>
<td>Keystone Broadcasting System</td>
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<tr>
<td>Mutual Broadcasting System</td>
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<tr>
<td>National Broadcasting Co.</td>
<td>Circle</td>
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## Station Representatives

Advertising Time Sales Co.: Murray Hill 6-1788
ABC Spot Sales, American Bstg. Co., Wisconsin 7-1737
Avery-Knodel, Inc. | Plaza | 32622 |
Blair, John & Co. | Murray Hill | 96084 |
Bolling Co., Inc. | the | 9150 |
Bronchain Co., The | Murray Hill | 61680 |
Burke, Kulpers & Mahoney, Inc. | Mohawk | 49761 |
Burn-Smith Co., Inc. | Murray Hill | 23124 |
Copper Publ., Inc. | Mohawk | 43374 |
Clark Co., Inc., Thomas F. | Murray Hill | 46317 |
Clark-Wandless Co. | Murray Hill | 76955 |
Columbia Bstg. System, Inc. | Wickersham | 22000 |
Cooke, Don & Co. | the | 22720 |
Cowsles Radio Stations | Plaza | 34204 |
Cox & Tanz | Lexington | 24540 |
Dellisser, Inc. | Murray Hill | 27753 |
Forjoe & Co. | V. Anderson | 65080 |
Free & Perez, Inc. | Plaza | 54180 |

The Friedenberg Agency Inc. | Longacre | 34474 |
Gilman, Nicol & Kuthman | Murray Hill | 29049 |
Grunt, W. S., Co. | Bryant | 93734 |
Gruman & Horn Co. | Murray Hill | 58460 |
Hogg, Arthur H. & Assoc. Inc. | Murray Hill | 28865 |
Headley-Reed Co. | Murray Hill | 35467 |
Hollinger, George P. Co. | Murray Hill | 29497 |
Holman, Hal, Co. | Murray Hill | 33421 |
Katz Agency, Inc., The | Wisconsin | 78620 |
Lorenzen & Thompson, Inc. | Medallion | 31750 |
McGoshan & O’Mara, Inc. | Wickersham | 20512 |
McGillivra, Joseph Hershey, Inc. | Murray Hill | 28755 |
McKinney, J. P. & Son | Circle | 71178 |
National Bestg. Co., Inc. (Spot Sales) | Circle | 78300 |
Paecky & Co. | Murray Hill | 53500 |
Pan-American Bestg. Co. | Murray Hill | 20810 |
Pearson, John E., Co. | Plaza | 82255 |
Peet, John H. & Co., Inc. | Murray Hill | 41647 |
Perry, Edward & Co., Inc. | Murray Hill | 24401 |
Meeker, Robert Assoc., Inc. | Murray Hill | 21210 |
Radio Sales | Wickersham | 22000 |
Rambeau, William G. Co. | Lexington | 58300 |
Raymer, Paul H., Co. | Murray Hill | 75640 |
Sears & Ayer, Inc. | Lexington | 20772 |
Taylor-Howe-Snowden Radio Sales, Inc. | Pennsylvania | 66587 |
Universal Radio Sales | Circle | 67447 |
Walker Co., Inc. | Murray Hill | 78288 |
Wood Co., Murray | Murray Hill | 77290 |
Wood, Helen, & Colton | Murray Hill | 75341 |
Young, Adam J., Jr., Inc. | Longacre | 39192 |

## Advertising Agencies

N. W. Ayer & Son, Inc. | Circle | 60200 |
Badger & Browning & Hersey, Inc. | Circle | 73720 |
Ted Bates, Inc. | Circle | 69700 |
Batten, Barton, Durstine & Osborn, Inc. | Eldorado | 58500 |
Benttun, Bowles, Inc. | Murray Hill | 81100 |
Bermingham, Castleman & Pierce, Inc. | Lexington | 27550 |
The Bliu Co., Inc. | Plaza | 74100 |
Brooke, Smith, French & Dorrance, Inc. | Murray Hill | 61800 |
Franklin Bruck Advertising Corp. | Circle | 78300 |
Buckingham & Co., Inc. | Medallion | 33380 |
Calkins & Holdren | Wickersham | 62900 |
Campbell-Ewell Co. of N. Y., Inc. | Circle | 76363 |
Cecil & Presbrey, Inc. | Wickersham | 28200 |
Compton Advertising Inc. | Circle | 62800 |
Dancer-Fitzgerald-Sample, Inc. | Wickersham | 24200 |
D’Arcy Advertising Co., Inc. | Plaza | 86600 |
Doherty, Clifford & Shoenfield, Inc. | Bryant | 90456 |
Donahue & Co., Inc. | Columbus | 54252 |
Erwin, Wasey & Co., Inc. | Mohawk | 48700 |
William Esty & Co. | Caledonia | 51900 |
Federal Advertising Agency, Inc. | Circle | 73660 |
Foote, Cone & Belding, Inc. | Wickersham | 26600 |
Fuller & Smith & Ross, Inc. | Murray Hill | 65600 |
Gardner Advertising Co. | Columbus | 52000 |
Geyer, Newell & Ganger, Inc. | Wickersham | 25400 |
Grant Advertising, Inc. | Bryant | 96100 |
The M. H. Hackett Co. | Circle | 61950 |
Hixon O’Donnell Adv., Inc. | Bryant | 95200 |
Robert Holley & Co., Inc. | Columbus | 57622 |
Charles W. Hoyt Co., Inc. | Murray Hill | 20850 |
Kastor, Farrell, Chesley & Clifford, Inc. | Columbus | 56135 |
The Joseph Kuhl Co. | Wickersham | 27420 |
Kayston-Spiers Co., Inc. | Longacre | 50900 |
Kenyon & Eckhardt, Inc. | Plaza | 30700 |
Kieswetter, Werlau & Baker, Inc. | Lewisburg | 39600 |
Abbott Kimball Co., Inc. | Plaza | 39600 |
Kuder Agency, Inc. | Circle | 63200 |
Publications
Advertising Age. BRYANT 9-6431
Advertising & Selling Murray Hill 5-9770
Billboard. The. Medallion 3-1616
Broadcasting. The. Metronome 3-895
Metronome. Plaza 3-7253
Printers' Ink. Murray Hill 3-6500
Standard Rate & Data Service. RPW Thompson Co. 3-4070
Radio Craft. Rect 2-9690
RADIO DAILY. Wisconsin 7-6336
Radio Mirror Magazine. Lexington 2-9050
Radio & Television Retailing. Plaza 3-1340
Radio & Television Weekly. Walker 5-7665
Times Mirror. Mohawk 1-1760
Television, The. Longacre 5-1633
TELEVISION DAILY. Wisconsin 7-6336
Television Magazine. Plaza 3-5748
Trade. Murray Hill 3-2000
Variety. BRYANT 9-8153
News Associations
Associated Press. Circle 6-4111
International News Service. Murray Hill 2-0131
Press Association, Inc. Circle 6-4111
Reuter. BRYANT 9-8558
Transradio Press Service. Inc. Murray Hill 2-4053
United Press. Murray Hill 2-0400
Talent Agencies
James Appell. Plaza 3-7840
Batchelor Enterprises, Inc. Circle 6-4224
Columbia Centers, Inc. Circle 7-6907
Comsollogies, Inc. Columbus 3-5461
Frank Cooper Associates. VANDERBILT 6-5661
Wallace Downey, Inc. Plaza 3-6646
Evans & Satter. Circle 7-6900
Fonchow & Marco. Chickerling 4-3956
Frederick Bros. Artists Corp. Circle 6-2144
Gale, Inc. Longacre 3-0350
Hesse & McCaffrey. ELRADO 5-1076
Estella & Kress. Bryant 9-7600
Bob Kerr. Columbus 5-8051
Mark J. Leddy. BRYANT 9-1631
Ben B. Lipset, Inc. CHICKERING 4-6666
A. & S. Lyons, Inc. Plaza 3-5181
Management Corp. of America. Wickerson 2-8900
A. T. Michaud. Circle 7-4064
William Morris Agency, Inc. Columbus 7-2160
Music Corporation of America. Wickerson 2-8900
National Concert & Artists Corp. Plaza 3-0870
Myron Seitznick & James L. Sophie & Co. Circle 7-6200
Franklin D. Ford. Plaza 6-5661
Roy Wilson (Wilson, Powell & Hayward). Plaza 9-4961
Organizations, Unions and Government Agencies
Actors' Equity. BRYANT 9-3550
National Federation of America. BRYANT 9-0430
American Communications Association. Cortland 7-1374
American Federation of Musicians. Plaza 8-0600
AFRA. VANDERBILT 6-1810
ANAP. Columbus 5-1864
American Television Society. Murray Hill 9-7250
ANPA. Caledonia 5-2000
Broadcast Music, Inc. Plaza 7-1800
Federal Communications Comm. WADDINGTON 5-2720
Federal Trade Commission. WHITFIELD 3-8000
Institute of Radio Engineers. REID 7-9600
Music Publishers' Protective Association. Circle 6-3984
NAPM. BRYANT 9-8194
NAR. Murray Hill 7-7712
Professional Music Men. Inc. Columbus 5-7362
Radio Writers Guild. Murray Hill 5-2650
SEAC. Inc. Murray Hill 5-5365
Song Writers' Protective Association. Columbus 5-3758
Television Broadcast Ass'n. LACKAWANNA 4-7488
U. S. Army, Radio Section. U.S. ARMY, R.ADIO, S E C T I O N 2-9100
Program, Transcription and Recording Cos.
Advance Television Picture. Columbus 5-5400
Advertisers Recording Service, Inc. Circle 6-0141
Alton Alexander Radio Prod. Lorraine 8-3100
American Institute of Food Prod. Circle 3-3400
Assoc. Program Service, Inc. BRYANT 9-1245
Assoc Radio-Television Prod. Longacre 3-7040
Basch Radio Prod. Murray Hill 7-2877
V. S. Becker Film Service. BRYANT 9-7577
Ruth & Gilbert Braun. Murray Hill 3-9580
Byron Productions Co. Circle 7-4641
Cinemot, Inc. Murray Hill 4-2200
Columbus Transcriptions Circle 5-7300
Louis C. Cowan, Inc. Plaza 3-7000
Decca Recording. Inc. Columbus 4-2000
Empire Broadcasting Corp. Plaza 9-4500
Fenton Productions. Plaza 5-2949
Carl Fischer Recording Studios Circle 2-2100
Ford Bond Radio Prod. Circle 7-2236
Allen A. Funt Radio Prod. Murray Hill 7-8741
Gale, Inc. Longacre 3-0550
General Artists Corp. Circle 7-7643
Harry S. Goodman Radio Prod. Wickerson 2-3338
Gotham Radio Prod., Inc. Gramercy 5-7614
Mary Howard Recordings. Plaza 3-4800
Hummert Radio Features. Wickerson 2-2700
Kermot-Raymond Corp. ELRADO 5-5111
Keystone Broadcasting System, Inc. Longacre 3-2221
Lang-Worth Feature Programs Inc. Circle 5-7910
Phillips H. Luce & Co. Wickerson 2-2211
The Ted Muck Co. Murray Hill 8-0370
Charles Michelson, Inc. Chickerling 4-5058
Michelson & Stermburg, Inc. CHICAGO 5-9626
William Morris Agency, Inc. Circle 7-2160
Music Corp. of America. Wickerson 2-8900
Muzak Corp. Plaza 7-7300
MBC Radio-Recording Division Circle 3-5517
National Concert & Artists Corp. Plaza 3-0820
Peterson Radio Prod. Murray Hill 6-5669
Press Association, Inc. Circle 6-4111
Proctor Radio Prod., Inc. Columbus 4-6091
Radio Features of America. BRYANT 9-6622
Radio Production Service. Plaza 3-8940
Radio Program Management Murray Hill 7-6970
Reeves Sound Studios, Inc. Murray Hill 5-0370
Richman Productions. Murray Hill 2-5854
Rockhill Radio. ELRADO 5-1800
Raymond L. Savoldi, Inc. Murray Hill 5-5365
SESAC, Inc. Murray Hill 5-5365
Henry Souvaine, Inc. Circle 7-5665
Star Transcriptions, Inc. Circle 3-7645
Starland, Inc. Circle 6-2636
Richard Stark & Co. Circle 7-6377
Television-Radio Enterprises, Inc. Plaza 5-6554
Towers of London. Murray Hill 2-0500
United Press Association. Murray Hill 2-0400
Thomas J. Valentino, Inc. Plaza 6-4675
Video Associates, Inc. Plaza 3-7966
Chick Vincent, Inc. ELRADO 5-4765
Von Baunhard Studios. RHINELAND. 4-5508
Roger White Prod. Plaza 5-3560
Wolf Associates, Inc. Plaza 5-7975
World Broadcasting System, Inc. COLOMBUS 5-2300
Frederic W. Ziv Co., Inc. Murray Hill 8-4700
101
## IMPORTANT RADIO Telephone Numbers in CHICAGO

### AM Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
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<th>Frequency</th>
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<td>KTSP</td>
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<tr>
<td>WAIT</td>
<td>FRanklin</td>
<td>660</td>
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<tr>
<td>WBBM</td>
<td>Whitmell</td>
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<td>WCFL</td>
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<td>WCRW</td>
<td>LIncoln</td>
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<tr>
<td>WEDC</td>
<td>ROCKwell</td>
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<td>WENR</td>
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<td>WCFS</td>
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<td>WHNP</td>
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<td>WJJJ</td>
<td>STAt</td>
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<tr>
<td>WLS</td>
<td>MONroe</td>
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<tr>
<td>WLW</td>
<td>(Chicago office)</td>
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<tr>
<td>WMAQ</td>
<td>SUPerior</td>
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<td>WMBI</td>
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<td>1570</td>
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<td>WMCA</td>
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<td>WNMN</td>
<td>GREenleaf</td>
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<tr>
<td>WOR</td>
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### FM Radio Stations

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<td>UNiversity</td>
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<td>WORF</td>
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<td>WWZR</td>
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### Television Stations

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<td>WTVZ</td>
<td>BErkshire</td>
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<td>WGNX</td>
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### National Networks

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<th>Frequency</th>
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<tbody>
<tr>
<td>American Broadcasting Co.</td>
<td>DELaware</td>
<td>1900</td>
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<tr>
<td>Columbia Broadcasting System</td>
<td>WHIttell</td>
<td>600</td>
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<tr>
<td>Keystone Broadcasting System</td>
<td>STAt</td>
<td>4590</td>
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<tr>
<td>Mutual Broadcasting System</td>
<td>WHIttell</td>
<td>5060</td>
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<tr>
<td>National Broadcasting Co.</td>
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### Station Representatives

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>John Blair &amp; Co.</td>
<td>SUPerior 8659</td>
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<tr>
<td>The Branham Co.</td>
<td>CEntral 5726</td>
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<tr>
<td>Burn-Smith Co.</td>
<td>CEntral 4437</td>
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<tr>
<td>Capper Publications</td>
<td>CEntral 5977</td>
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<tr>
<td>Cox &amp; Tonz</td>
<td>FRanklin 2095</td>
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<tr>
<td>The Foroman Co.</td>
<td>FPan 255</td>
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<tr>
<td>Free &amp; Peters</td>
<td>FRanklin 6373</td>
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<tr>
<td>Headley-Reed Co.</td>
<td>FRanklin 4686</td>
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<tr>
<td>George P. Hollingbery</td>
<td>ANDover 2636</td>
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<tr>
<td>Hal Holman Co.</td>
<td>CEntral 4016</td>
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<tr>
<td>The Katz Agency</td>
<td>CEntral 4006</td>
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<tr>
<td>Joseph Hershey McGilvra</td>
<td>STAt</td>
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<tr>
<td>J. P. Mc Kinney &amp; Son</td>
<td>SUPerior 9866</td>
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<tr>
<td>National Broadcasting Co.</td>
<td>SUPerior 1000</td>
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<tr>
<td>John E. Pearson Co.</td>
<td>SUPerior 2359</td>
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<tr>
<td>John H. Perry Associates</td>
<td>HArRison 8085</td>
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<tr>
<td>Edward Perry &amp; Co.</td>
<td>DELaware 8000</td>
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<tr>
<td>Radio Sales</td>
<td>WHIttell 6000</td>
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<tr>
<td>Radio Advertising Corp.</td>
<td>CEntral 1742</td>
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<tr>
<td>William G. Rambeau Co.</td>
<td>ANDover 5566</td>
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<tr>
<td>Paul H. Raymer Co.</td>
<td>SUPerior 4093</td>
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<tr>
<td>Reynolds-Fitzgerald, Inc.</td>
<td>SUPerior 4294</td>
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<tr>
<td>Sears &amp; Ayer</td>
<td>SUPerior 8177</td>
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<tr>
<td>Spot Sales, Inc.</td>
<td>FRanklin 8520</td>
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### Advertising Agencies

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<tr>
<th>Agency</th>
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<tbody>
<tr>
<td>Aubrey, Moore &amp; Wallace Inc.</td>
<td>RANdolph 0630</td>
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<tr>
<td>N. W. Ayer &amp; Son, Inc.</td>
<td>RANdolph 3456</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>SUPerior 9200</td>
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<tr>
<td>Buchanan &amp; Co.</td>
<td>DELaware 5222</td>
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<tr>
<td>Leo Burnett Co., Inc.</td>
<td>CEntral 5959</td>
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<tr>
<td>Campbell-Ewald Co.</td>
<td>CEntral 1946</td>
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<td>The Caples Co.</td>
<td>SUPerior 6016</td>
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<tr>
<td>Critchfield &amp; Co.</td>
<td>SUPerior 3061</td>
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<tr>
<td>Doremus Morris Co.</td>
<td>CEntral 9132</td>
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<tr>
<td>Sherman K. Ellis &amp; Co.</td>
<td>HArRison 8612</td>
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<tr>
<td>Erwin, Wasey &amp; Co., Ltd.</td>
<td>RANdolph 4952</td>
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<tr>
<td>Albert Front-Geenner Law, Inc.</td>
<td>DEArborn 4124</td>
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<tr>
<td>Foote, Cone &amp; Belding</td>
<td>SUPerior 4800</td>
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<tr>
<td>Goodkind, Jioce &amp; Morgen</td>
<td>SUPerior 6747</td>
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<tr>
<td>Grant Advertising, Inc.</td>
<td>SUPerior 6500</td>
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<tr>
<td>Horner, Hurst &amp; McDonald, Inc.</td>
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<tr>
<td>H. W. Kastor Advertising Co., Inc.</td>
<td>CEntral 5331</td>
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<tr>
<td>W. E. Lang Co.</td>
<td>RANdolph 4606</td>
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<tr>
<td>Macfarland, Aveyard &amp; Co.</td>
<td>RANdolph 9360</td>
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<tr>
<td>Mason, Inc.</td>
<td>DELaware 3536</td>
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<tr>
<td>McClenn-Erickson, Inc.</td>
<td>DELaware 1045</td>
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<tr>
<td>McNjnkin Advertising Co.</td>
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<tr>
<td>C. L. Miller Co.</td>
<td>CEntral 1640</td>
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<tr>
<td>Mitchell-Faust Advertising Co.</td>
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<td>Needham, Louis, &amp; Brody</td>
<td>SUPerior 3036</td>
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<tr>
<td>Presba. Fellers &amp; Presba</td>
<td>CEntral 7683</td>
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<td>L. W. Ramsey Co.</td>
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<tr>
<td>Roche, Williams &amp; Cleary</td>
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<td>Rutbaha &amp; Ryan, Inc.</td>
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<tr>
<td>Schuummer &amp; Scott</td>
<td>DEArborn 8153</td>
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<tr>
<td>Russell M. Seeds Co.</td>
<td>DELaware 1045</td>
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<td>Sherman &amp; Marquette, Inc.</td>
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<td>J. Walter Thompson Co.</td>
<td>SUPerior 0303</td>
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<tr>
<td>Wade Advertising Agency</td>
<td>STAt</td>
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<tr>
<td>Weston-Barnett</td>
<td>WHIttell 7725</td>
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<tr>
<td>Young &amp; Rubicam, Inc.</td>
<td>CEntral 9829</td>
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### Program, Transcription and Recording Cos.

<table>
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<th>Company</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>Chartoc-Coleman</td>
<td>RANdolph 6150</td>
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<td>Chicago Recording Co</td>
<td>CEntral 5275</td>
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<td>Columbia Recording Corp.</td>
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<tr>
<td>Decca Records, Inc.</td>
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<td>Green Associates</td>
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<td>Hollywood Recorded Features, Inc.</td>
<td>DEArborn 2841</td>
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<td>E. R. Lutz Artists Bureau</td>
<td>HArRison 3435</td>
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<td>William Morris Agency, Inc.</td>
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<td>Music Corporation of America</td>
<td>DELaware 1100</td>
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<td>NBC Radio Recording Division</td>
<td>SUPerior 8300</td>
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<td>RCA Manufacturing Co.</td>
<td>WHIttell 4600</td>
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<td>Standard Radio, Inc.</td>
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<td>Carl Winter &amp; Co.</td>
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<td>World Broadcasting System</td>
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### News Agencies and Assn's.

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<th>Agency</th>
<th>Frequency</th>
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<td>International News Service</td>
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### RADIO DAILY.

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<td>Press Association, Inc.</td>
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<tr>
<td>United Press</td>
<td>RANdolph 4172</td>
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### IMPORTANT RADIO Telephone Numbers in LOS ANGELES

#### AM Radio Stations

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<td>KFOX</td>
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<td>KFVD</td>
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<td>KFWB</td>
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<td>KGIL</td>
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<td>KHJ</td>
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<td>KLEV</td>
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<td>KJH-FM</td>
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<td>KKL-A</td>
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<td>KMPC-FM</td>
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<td>KRKD-FM</td>
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<tr>
<td>W6XAM (KSU)</td>
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#### Networks

- American Broadcasting Co.: 2-3141
- Columbia Broadcasting System, Inc.: 1212
- Between 11 P.M. and 8 A.M.: 7052
- Don Lee Broadcasting System: 2-343
- Hispanic Spanish Broadcasting Co.: 4-433
- Keystone Broadcasting System: 5338
- Mutual Broadcasting System: 2-2243
- National Broadcasting Co.: 1-6631
- United-National Pacific: 1339

#### Station Representatives

- Associated Recorded Program Service: Hollywood 8318
- Avery-Knodel, Inc.: Tucker 2095
- Walter Biddick Co.: Richmond 6184
- John Blair & Company: Granite 6103
- Howard C. Brown Company: Hollywood 6045
- Burns-Smith Co., Inc.: Richmond 6184
- Faro & Co.: Vandyke 9885
- Free & Peters: Hollywood 2151
- Gene Grant & Co.: Granite 9596
- W. S. Grant Co.: Vandyke 6341
- Homer Griffith Co.: Hollywood 6281
- Headley-Reed Company: Vandyke 1725
- Joseph Herzog McGilvra, Inc.: Drexel 4338
- George P. Hollingsby: Madison 3-6338
- Katz Agency, Inc.: Tucker 3219
- King Cole Adv. Service: Lucas 0681
- Tracy Moore: Hollywood 5408
- National Association of Broadcasters: Granite 7166
- John Pearson Co.: 4338
- Edward Petry Company: Michigan 8729
- Radio Advertisers Co.: Hollywood 6281
- Radio Sales: Hollywood 6281
- Wm. G. Rambeau Co.: Expo 9469
- Paul H. Raymer Co.: Vandyke 901

#### Advertising Agencies

- Abbott-Kimball Co., Inc.: Trinity 7575
- Adair & Associates: Hollywood 8430
- R. H. Alber: Prospect 3331
- Allen Adv. Agency: Bradshaw 2-1336
- Allen-Marshall: Drexel 5163
- Allied Adv. Agency: Drexel 7331
- Thomas J. Allan: Hollywood 3116
- Atherton & Co.: Hollywood 7151
- E. Emmett & Co.: Ryan 1-7162
- N. W. Ayers & Sons, Inc.: Hollywood 4871
- Ayres Agency: Hollywood 8171
- Babcock Adv. Agency: Bradshaw 2-2205
- Ted H. Ball Co.: Hollywood 7127
- Bass-Luckoff of Hollywood: Bradshaw 2-1043
- Ted Bates, Inc.: Hollywood 2161
- Batten, Barton, Durstine & Osborn (Hollywood Office): Hollywood 7337
- Joe Bayard & Associates: Hollywood 1413
- Benton & Bredel, Inc.: Hollywood 6726
- Better Ideas, Inc.: Expo 8020
- The Bow Co.: Connecticut 2-2777
- Botsford Comstock & Gardner: Hollywood 8967
- Britacher, Van Norden & Staff: Hollywood 1500
- Broadcast Adv.: Expo 1339
- Buchanan & Co., Inc. (Beverly Hills): Bradshaw 2-1162
- (Los Angeles): Mutual 6316
- Bert Butterworth: Hollywood 7263
- Campbell-Ewald: Richmond 6204
- The Caples Co.: American 1413
- Compton Adv. Inc.: Hollywood 8107
- Dancer, Fitzgerald, Sample: Hollywood 8166
- Dunn-Fenwick & Company: Drexel 7305
- ESB & Associates: Hollywood 5527
- Foote, Cone & Belding (Hollywood): Hollywood 6265
- (Los Angeles): Michigan 7651
- Jim Freiberg & Co.: Hollywood 8967
- Fritzen Advertising: Trinity 3171
- Garfield & Guild: Drexel 8131
- Ernest N. George Co.: Drexel 5552
- Glasser-Gailey & Co.: Flitzro 2141
- John Guidel Radio Prods: Hollywood 8156
- Guggenheim Enterprises: Hollywood 4133
- M. C. Hill & Co.: Granite 1582
- Hixson-O'Donnell: Mutual 8331
- Honig-Cooper & Sons: Drexel 5517
- George C. Hoskin Associates: Hollywood 4153
- Hovey Associates: Hollywood 8987
- Jaffe & Jaffe: Flitzro 3104
- V. C. Jeffries Co.: Richmond 0958
- Kaster, Farrell Chester & Clifford: Hollywood 8145
- Raymond Keane: Trinity 2915
- Kemmerrer, Inc.: Hollywood 1795
- Kenyon & Eckhardt: Hollywood 8368
- William Kester: Hollywood 9251
- J. B. Kiefer: Expresion 3151
- King Cole Adv. Service: Lucas 0681
- The Kudner Agency: Hollywood 2209
- Lennen & Mitchell Co.: Crestview 1-7221
- Lockwood-Shackelford (Hollywood): Santa Monica 1-1215
- (Los Angeles): Trinity 9801
**Program, Transcription, and Recording Cos.**

| Academy Sound System | Hollywood 5729 |
| Air-Check Co. | Gladstone 2189 |
| All Star Radio Prods. | Granite 6196 |
| Allied Record Mfg. Co. | Hollywood 5107 |
| Argonaut Productions, Inc. | Gladstone 7121 |
| Associated Program Service | Hollywood 8318 |
| Associated Studios Broadcasting and Recording | Hollywood 0191 |
| Audience Participation | Gladstone 4776 |
| Bee-Bea Broadcasts, Inc. | Granite 2153 |
| Walter Biddick Co. | Richmond 6184 |
| Eddie Bracken Radio Prods. | CRestview 5-1712 |
| Bride & Groom | DRexel 4591 |
| Broadcast Records, Inc. | Hollywood 1511 |
| Howard C. Brown | Hollywood 6045 |
| Smiley Burnette Ranch Records | Sunset 1-1437 |
| The Cardinal Company | Hollywood 1177 |
| Capitol Transcriptions | Hollywood 8171 |
| Edmund L. Cashman | Granite 8332 |
| C. F. Radio Prods. | Granite 310 |
| Cinesound | Hollywood 0158 |
| Leslie Clucas | Hollywood 5111 |
| Cole-White | Hollywood 9211 |
| Coleman-Maxwell Prods. | Hollywood 4464 |
| Command Radio Productions, Inc. | Granite 7450 |
| Commodore Productions | Hollywood 8229 |
| Columbia Prods. | Granite 4134 |
| Continental Radio and Television Productions | Hollywood 8321 |
| Continental Recordings | Hollywood 4088 |
| Community Producers | Hollywood 4331 |
| Consolidated Broadcasting | WAlnut 5322 |
| Louis G. Cowan | Hollywood 5337 |
| Creative Radio Productions | Hollywood 1732 |
| Bing Crosby Enterprises | CRestview 1-1171 |
| Patrick Michael Cuning | Hollywood 5915 |
| Joan Davis Enterprises | CRestview 1-7249 |
| Decca Radio Division | Hollywood 4544 |
| James M. Doane | Hollywood 5159 |
| Ken Dolan & Co. | Hollywood 3558 |
| Hobart Donavan | Hollywood 3628 |
| Drasemer, Isabelle | Hollywood 1782 |
| Ed East | Hollywood 8252 |
| Eccles & Love, Inc. | Hollywood 8351 |
| Bruce Eels' Rep. | Hollywood 8644 |
| Eight-to-the-Bar Ranch | CRestview 6-3193 |
| Electra Sound Studios | Hollywood 5186 |
| Elliott Radio Features & Transcriptions. | Hollywood 0231 |
| F. W. Ferrin Company | Hollywood 3628 |
| Finley Transmission Co., Inc. | CRestview 2-2411 |
| Fulton (Hollywood Div.) | Granite 2424 |
| Ed Gardner | CRestview 5-1594 |
| William Gernan Assoc. | Hollywood 8368 |
| Mitchell Radio, Inc. | Hollywood 5159 |
| Grace Gibson | Granite 5543 |
| Ted Gifford | Richmond 9587 |
| Goddard Radio Prods. | Exploitation 3849 |
| Robert Gordon & Co. | Yorke 8111 |
| Jeanne Gray Radio Productions | Granite 2764 |
| John Guedel Radio Prods. | Hollywood 5186 |
| Hamilton-Whitney Prods. | CRestview 6-6137 |
| Hill & Range Songs, Inc. | Wesley 7269 |
| Hollywood Music Recording Studios | Hollywood 5358 |
| International Recording Studios | Hollywood 5294 |
| Harry Jacobs Prods. | CRadshaw 2-5294 |
| K. & M. Producers | Hollywood 8775 |
| Sam King, Olympic | Hollywood 3702 |
| Keystone Broadcasting Systems | Hollywood 5338 |
| Arthur Kurlan | Yorke 7101 |
| Lou Levy | CRestview 6-3193 |
| Kendel Jones | Hollywood 6349 |
| Dan Lundburg | Yorke 7101 |
| William B. Mason | Hollywood 4407 |
| C. R. MacGregor | Fitzgerals 2153 |
| Haven MacQuarrie | Hollywood 6161 |
| Masterson-Reed-Nelson | DRexel 4391 |
| Mayfair Transmission Co. | Whitney 3375 |
| Les Milch Prods., Inc. | CRadshaw 2-4616 |
| Bill Monk Enterprises | CRadshaw 2-1764 |
| Thos. Moody & Associates | Fairfax 1127 |
| Raymond R. Morgen | Hollywood 4194 |
| Music Row-Glenn Wallach | Hollywood 8211 |
| NBC Radio-Recording Division | Hollywood 6161 |
| Nyani Radio Producers | Granite 1551 |
| Jack Parr | CRestview 5-1679 |
| Peerless Film & Radio Prods. | Hollywood 7127 |
| B. D. Prager | Gladstone 5013 |
| Precision Recording Co. | WAlnut 8719 |
| Quality Radio Productions | Hollywood 2189 |
| Radio Corp. of America | Hollywood 5722 |
| RCA Victor Division | Hollywood 5171 |
| Radio Enterprises, Inc. | Gladstone 5171 |
| Radio Features | Hollywood 3248 |
| Radio Producers of Hollywood | Hollywood 8318 |
| Radiodrome Prods. | Hollywood 7870 |
| Radio Transcription Co. of America | Hollywood 6188 |
| Rancho Records (Smiley Burnett) | Sunset 1-1437 |
| Rec-Art Studio | Prospct 9232 |
| James L. Saphier | Hollywood 5383 |
| Selected Features | Hollywood 5383 |
| Del Sharbutt Ents. | Hollywood 4305 |
| Six Thandam Sunset Radio Center | Hollywood 6811 |
| Smilin Ed McConnell | Hollywood 3070 |
| Sound Services, Inc. | Hollywood 1136 |
| Soundscript Radio Productions | Hollywood 8644 |
| Stage Prods. | Granite 596 |
| Standard Radio, Inc. | WEstber 7969 |
| Studio & Artists Records | Hollywood 8241 |
| Telechronics, Inc. | Gladstone 2591 |
| Telechronics, Inc. | Hollywood 6205 |
| Teleways Radio Productions, Inc. | CRestview 6-7238 |
| Truth & Consequences | Hollywood 2901 |
| Two-Rooted Century Records, Inc. | Hollywood 2291 |
| Valle Vodra, Inc. | Hollywood 8241 |
| Wally & Olive, Inc. | Hollywood 4018 |
| Voice of Prophecy, Inc. | Hollywood 2239 |
| Mark Warnow | Hollywood 2153 |
| Carl Welser & Hilsie | Hollywood 1732 |
| Art Whitney | Hollywood 2383 |
| S. M. Williams | Hollywood 1568 |
| Hal Wilson Radio Prods. | Hollywood 1714 |
| World Broadcasting System | Hollywood 6321 |
| Frederick W. Ziv Co. | Hollywood 3248 |
IMPORTANT PHONE NUMBERS IN Los Angeles

Radio Artists Agencies

Larry Allen, Inc. ... HEmpstead 0421
American Federation of Radio Artists ... Hillside 5125
VY Barry ... Hollywood 3636
Gene Bascou ... Hollywood 5827
Phil Berg-Bert Allenberg, Inc. ... CRestview 6-3131
Stanley Bergerman & Co. ... CRestview 6-3196
Herbert H. Berk ... Hollywood 1-1717
Phil Bloom Agency ... CRestview 1-3353
Ralph Blum Corp. ... CRestview 1-9833
Myrt T. Blum Business Admin. ... Hollywood 6-7071
Floy Browne-Jan Grippe ... ORmandie 2-8111
Everett N. Crosby ... CRestview 1-1171
Columbia Concerts, Inc. ... HEmpstead 5136
Ken Dolan & Co. ... Hollywood 3531
James Doan ... Hollywood 5159
Famous Artists Corp. ... CRestview 1-5222
Tom Frizdale ... Granite 6826
George Frank ... Hillside 3188
Frederick Bros. Artists Corp. ... CRestview 1-6244
Kurt Frings Agency ... CRestview 1-8252
General Artists Corp. ... CRestview 1-8101
Charles Garland ... CRestview 1-7317
Bruce Gear ... CRestview 5-3035
Jules C. Goldstone ... CRestview 5-1191
Nat Goldstone ... Hollywood 6-1071
Mitchell J. Hamilburg ... Hollywood 5-1088
Herdan-Sherrill ... CRestview 5-1326
Walter Herzbrun ... CRestview 6-4157
Don Hic Enterprises ... Hollywood 4869
Sam Jaffe ... CRestview 6-6121
Lou Irwin ... CRestview 1-7131
Walter Kane ... CRestview 6-2396
Alex Karp ... CRestview 1-7317
Paul Kohner, Inc. ... CRestview 5-1165
Earl Kramer Agency ... CRestview 6-2338
M. C. Levene ... CRestview 5-7871
Levée-Short ... CRestview 5-8340
Peabody ... Hollywood 6-7316
MacQuarrie Agency ... CRestview 6-7162
Reg. D. Marshall ... Hollywood 8238
MCA Artists, Ltd. ... CRestview 6-2001
Monte-Gray-Shor ... CRestview 1-1191
William Morris Agency ... CRestview 6-1611
National Concert Artists Corp. ... CRestview 1-7121
Polan & Rosenberg ... CRestview 1-1800
Radio Artists Corp. ... CRestview 5-6787
Radio Registry ... Hollywood 8321
Art Rush, Inc. ... Hillside 5161
The Salkow Agency ... CRestview 1-9314
James L. Sapheer ... CRestview 1-7231
Louis Shurr ... CRestview 1-1116
The Small Co. ... Hollywood 2722
Edward Sherman ... CRestview 5-0186
Lou Snitzer-Al Fritsch ... Hollywood 6271
E. T. Somlyo Agency ... CRestview 6-2042
Stempel-Olenick Agency ... CRestview 1-7141
United Management Corp. ... CRestview 6-6194
A. George Volck, Inc. ... CRestview 6-3121
D. M. Winkler Agency ... CRestview 1-7244
Charles Wendling Agency ... CRestview 6-2348

Publications

Broadcasting Publications ... Gladstone 7353
Hollywood Reporter ... Hollywood 7411

Radio Daily ... Granite 6607
Radio Life ... Hollywood 9275
Radio Artists Directory ... Hillside 0101
Radio News ... Normandie 8295
Radio Writers Guild ... GLendale 7128
Studio Blu-Book ... HEmpstead 7353
Variety ... Hollywood 1141

Federal Department and Agencies

White House ... National 1414
State Department ... Republic 5600
Treasury Department ... Executive 6400
War Department ... Republic 6700
Justice Department ... Republic 8208
Post Office Department ... District 5360
Navy Department ... Republic 7400
Interior Department
(Office of Education) ... Republic 1820
Agriculture Department ... Adams 4740
Commerce Department ... District 2200
Labor Department ... Executive 2420
Federal Trade Commission ... Executive 6800
FEDERAL COMMUNICATIONS
COMMISSION ... Executive 3620
Securities & Exchange Commission ... District 6363
National Labor Relations Board ... NATIONAL 9716
Wage & Hour Administration ... Executive 1320
Social Security Board ... Executive 6500
Supreme Court of the U.S. ... Executive 1640
D. C. Court of Appeals ... Executive 8700
U. S. District Court (for D. C.) ... District 2854
Capitol (Senate and House) ... NATIONAL 3120
Radio Script & Transmission Exchange ... Extension 2222, Republic 1820
Bureau of Census ... District 2200

Non-Governmental

American Red Cross ... Republic 8390
Clear Channel Group ... Republic 3306
Frequency Modulation Ass'n ... Republic 8532
National Association of Broadcasters ... Décatur 9100
National Press Club ... Republic 2500
Radio Correspondents' Galleries ... National 3120

Radio Stations

WAMC ... Emergeon 9445
WARL ... OWens 7800
WASH-FM ... District 3304
WBCC ... OLiver 2800
WCFM ... Republic 8688
WEAM ... OWens 7100
WGAY ... Heard 1050
WINX ... Republic 8000
WMAL ... National 5400
WAGL ... Metropolitan 1000
WOK ... Metropolitan 0100
WPIK ... OVerlook 3000
WQOW ... Columbia 6321
WRC ... Republic 4000
WTOP ... Metropolitan 3200
WWDC, WWDC-FM ... National 7203

Hotels

Carleton Hotel ... Metropolitan 2626
Mayflower Hotel ... District 3000
Raleigh Hotel ... National 3810
Shenandoah Hotel ... Adams 4800
Statler Hotel ... Executive 1000
Wordman Park Hotel ... Columbia 2000
Willard Hotel ... National 4420

News Services

Associated Press ... District 1500
International News Service ... National 1733
Transradio, Inc ... National 1178
United Press ... Executive 3430

Railway Terminals

Baltimore & Ohio R. R. ... Executive 0770
Pennsylvania R. ... Executive 6600
Union Station ... Executive 7900
most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air.

most listened to... according to the Broadcast Measurement Bureau, the industry’s official listening gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio families in the evening and over 2,500,000 more radio families in the daytime than the second network.

most effective... last year the one hundred largest radio advertisers, in gross expenditures for broadcast facilities, spent nearly $13,000,000 more with NBC than with the second network. Furthermore, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facilities, cost, and BMB families, NBC delivers more listeners per dollar, both day and night, than the network with the second largest audience.

America’s No. 1 Network

the National Broad
KEY

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It Or Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavalle—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen
28. Red Foley—Grand Ole Opry
29. Cavalcade of America
30. Bill Stern
31. Dr. I. Q.
32. Ezra Stone—The Aldrich Family
33. Judy Canova
34. The Big Story
35. Art Linkletter—People are Funny
36. One Man's Family
37. Fred Waring
38. Donald Voorhees—The Telephone Hour
39. Louise Erickson—A Date With Judy
40. Dennis Day
41. Eddy Howard—Sheaffer Parade
42. Mystery Theatre
43. James Melton—Harvest of Stars
44. Alice Faye & Phil Harris—Bandwagon
45. Jack Benny
46. Milton Berle
47. H. V. Kaltenborn
48. Manhattan Merry-Go-Round
49. Robert Merrill—RCA Victor Show
50. Morgan Beatty—News of the World
51. Curtain Time
52. Buddy Clark—Contented Hour
53. Ralph Edwards—Truth or Consequences
54. Howard Lindsay—Ford Theater
55. Hollywood Star Preview
56. Eleanor Steber & Christopher Lynch
   Voice of Firestone

Drawings by Sam Berman

A service of Radio Corporation of America
LOOKING back in retrospect over the programming of the past year, and permitting this retrospection to be buttressed by the opinions and findings of more than 600 program executives from coast to coast, we are impressed principally by the demand of radio audiences in all sections of the land for, first, MUSIC and, secondly, NEWS.

In these two programming categories are grouped the established preferences of the bulk of the American listening public. In these preferences are mirrored the innate culture, intelligence and discrimination of the nation's average audience. In this fact we will find, if we but look, the refutation—the emphatic refutation—of those who would have us believe that our country's sitters-by-the-radio are infantile, even moronic, in their quest for entertainment.

The American public has unjustly been called fickle, indecisive. It is neither. The preference of the majority for music and news during 1947 is not a "trend." It is a fixed course, a continuation of a demand which was felt with equal strength in 1946, a social and cultural force which was vital in war as in peace, and which undoubtedly will be dominant on the airwaves of the years to come. It is a healthful condition, one of which the industry and the nation can well be proud.

Actually, music—both live and transcribed—was most in demand. This is natural, because of the many and varied forms in which this "food for the soul" can be presented, and which makes it adaptable and acceptable to so many groups, from lovers of symphony and opera down through the various divisions of semi-classical, standard, popular, dance, hill-billy and folk tunes.

The news broadcast, the value of which was so firmly established during the war, has maintained its popularity almost undiminished. The demand for the "newscast," while not nearly so strong as for music, is, nevertheless, far more emphatic than for the categories which follow. These categories, in their order, are: Variety, Dramatic Shows, Quiz Programs, Comedy, Sports.

In the third and fourth classification—Variety, and Dramatic Shows—the matter of transcriptions moves strongly to the fore. Generally, it seems, the transcribed show is accepted as readily as the live program, quality being the one criterion by which the listener will judge. There is, however, an audience group which feels that it is getting a transcribed production "second hand." It is not a large segment of the public, however, and its size, such as it is, now is decreasing.

In fifth place we find the quiz show, followed by comedy. The margin of leadership for the quiz is very slight, however, and all indications point to a switch in the order of these groups during the coming year. While the popularity of the quiz show still is strong, the demand for new programs of this type is very slight.

On the other hand, the demand for new comedy shows is strong and widespread. This is not to say that the public is tiring of the tried-and-true top-flight comedians who have risen to international fame during the past decade or more; on the contrary, the call for more of the same is distinctly a tribute to those now on the airwaves.

The giveaway show, that strange growth within the program structure of the industry, condemned by the majority, and even by its proponents looked upon as a necessary evil, is, happily, on the way out, heading very slowly, but steadily, for oblivion.

Sports, in the form of on-the-spot broadcasts of athletic events, boxing bouts, etc., at the time they occur, are, of course, popular when of sufficient importance as a news event.

In summation, it can truly be said that America's taste in program preference is generally sound, cultural. For this, the station program directors of the nation must share credit. A vital, indispensable force behind the scenes, their influence in the uplifting of the industry should be appreciated by all who have the best interests of that industry at heart.
On January 19, NBC, in co-operation with RADIO DAILY, made photographic news history when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives, Washington. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in RADIO DAILY.
Boston Symphony Orchestra
TUESDAY 9:30 PM

THIS IS YOUR FBI
FRIDAY 8:30 PM
Equitable Life Assurance Society

MONDAY MORNING HEADLINES
SUNDAY 6:15 PM
* Air-Wick *

WORLD SECURITY WORKSHOP
* SUNDAY 12:30 PM

** ** ** DREW PEARSON
SUNDAY 6:00 PM
Frank H. Lee Hats

WILLIE PIPER
THURSDAY 9:30 PM
General Electric

GROUCHO MARX
in "YOU BET YOUR LIFE"
WEDNESDAY 9:30 PM
ELGIN-AMERICAN DIVISION

Metropolitan Opera Auditions of the Air
SUNDAY 9:30 PM
Farnsworth Radio & Television Corp.

Headline Edition
MON-FRI 7:00 PM

ETHEL and ALBERT
MON-FRI 2:15 PM

AMERICA'S TOWN MEETING of the AIR
TUESDAY 8:30 PM

Dorothy Fulchheim
SATURDAY 8:45 PM
Brotherhood of Railroad Trainmen

VOX POP
WEDNESDAY 8:30 PM
American Express Co.

The Greatest Story Ever Told
SUNDAY 6:30 PM
Goodyear Tire & Rubber Co.

Bauktrage TALKING
MON-FRI 1:00 PM

Abbott and Costello
WEDNESDAY 9:00 PM

TOM BRANMAN'S Breakfast in Hollywood
MON-FRI 11:00 AM
Procter & Gamble Kellogg

Nancy Craig
MON-FRI 1:15 PM

Candid MICROPHONE
THURSDAY 8:00 PM

The LISTENING POST
MON-WED-FRI 18:15 AM
Curtis Circulation Co.

Sunday Evening Hour
SUNDAY 8:00 PM
Moral Digest

GALEN DRAKE
MON-FRI 11:30 AM
Kellogg

Exploring the Unknown
SUNDAY 7:00 PM

Cavalcade of Sports
FRIDAY 10:00 PM
Gillette Safety Razor Co.

Jimmie Fiddler
SUNDAY 10:30 PM
Carter Products, Inc.

Lassie SUNDAY 8:00 PM
John Morell and Company

Edward Arnold in Mr. PRESIDENT
SUNDAY 2:30 PM
Club Aluminum Products Co.

Club Time
TUESDAY 11:45 AM

POINT SUBLIME
MONDAY 8:00 PM
The John Hancock Life Insurance Co.

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These are the shows... the stars... the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the only network whose share of audience substantially increased!

ABC American Broadcasting Company
CO-OPS CAPTURING CUSTOMERS

By ERNEST E. STERN, Associate Editor, Radio Annual

In rounding out 1947's report on radio in all its many phases, it would be a serious omission not to include the strides made by the network co-operative programs. If anything, this was the year when the co-op shows came into their own with the four major networks airing a total of 51 co-operative programs at year's end. Of these 51 shows, Mutual Broadcasting System accounted for 18; American Broadcasting System for 14; Columbia Broadcasting System for 13, and National Broadcasting System for 6. This amounts to a 59 per cent increase in co-op shows over the period ending the year 1946.

Conjecturing on the reasons for this spurt in co-operative programs, the obvious answer lies in the fact that the sponsors advertising dollars for radio programming are going further and giving better programming. It is safe to assume that the number of co-operative programs will see a continued increase during the year 1948, with every likelihood that by the years end, some 100 co-op programs will be in force via the four major networks and many of their affiliates.

In all cases, news programs were the most sought-after, substantiating the fact that such programs are in the top listen-ability spot on the air. This is easily accounted for by the impact the war years had on news broadcasts and continued world unrest. News programs still rate the highest percentage of radio listeners by the majority of the American radio audience.

The advantages of multiple sponsorship is not always immediately measurable in a dollar and cents return to the advertiser. The prestige impact of local sponsors being able to bring a top rated news program to an audience who might otherwise have to do without, cannot accurately be measured. Likewise, such sponsorship has untold good effect upon the affiliates offering this program to their audiences, and here-in perhaps lies the secret of better program building nationwide, at a cost which enables a number of sponsors in any one community to bring quality programming to their customers.

As far as can be best traced, the inception of network co-operative programming originated with Fulton Lewis, Jr., (MBS), who is credited with having first commenced the co-operative program idea. His first paying sponsor was the American National Bank in Denver, Colo. This same bank has been sponsoring the Lewis broadcast ever since.

A revolutionary departure for "Information Please," another Mutual program, took place in 1947, when that program went co-op, allowing it to be heard over 107 stations by the end of the year.

Among ABC's top co-operative shows are the "Abbott & Costello" show, now sponsored over 65 stations of ABC, covering the major markets in the U. S. The weekly cost of such a program varies according to the affiliate using it, but a good example is Station WFVA, a 250 watt outlet in Fredericksburg, Va. This station pays $38 for this top comedy program, which includes cost for time and talent. WJZ, ABC's key outlet in New York, a 50,000 watt station, pays $1929 for the same program. Another ABC co-op program which rates high is Martin Agronsky, ABC's news commentator, which incidentally, is the network's leader in co-op sales, with 101 advertisers sponsoring the program on 85 stations.

NBC's "World News Roundup," heard Monday through Saturday, remains in that network's No. 1 spot, with 31 sponsors on 53 stations. Next in line is their "News of the World," program, with 19 sponsors, heard over 58 affiliates. A new-comer to the NBC co-op list of programs is Robert Ripley's "Believe It Or Not" program, heard over 79 stations with 14 sponsors.

Among CBS' top co-op shows is their "World News Roundup," heard over many of the CBS affiliates throughout the country. "Bill Henry and the News," another leading CBS co-op show is a news program much in demand by radio advertisers.

All told, the co-operative program is very much in evidence, with the co-operative program departments of each network accountable for a goodly portion of their increased business for 1947.

For a Complete List of Network Co-op Programs See Page 992
ALICE FAYE and PHIL HARRIS

FITCH BANDWAGON
SUNDAY AFTERNOONS

N.B.C.
# Non-Commercial AM Educational Outlets

*As Listed By The Federal Communications Commission, Jan. 1, 1948*

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Call Letters</th>
<th>Station Owner/ pseudo-owner</th>
<th>Power</th>
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<tr>
<td>Los Angeles</td>
<td>KFSG</td>
<td>Echo Park Evangelistic Assn</td>
<td>1150</td>
<td>2500 watts</td>
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<td>Pasadena</td>
<td>KPPC</td>
<td>Pasadena Presbyterian Church</td>
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<td>Denver</td>
<td>KPOF</td>
<td>Pillar of Fire</td>
<td>910</td>
<td>5000 watts</td>
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<td>Ames</td>
<td>WOI</td>
<td>Iowa State College</td>
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<td>Boone</td>
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<td>Boone Biblical College</td>
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<td>Luther College</td>
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<td>Iowa City</td>
<td>WSUI</td>
<td>The State U. of Iowa</td>
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<td>Lawrence</td>
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<td>WKAR</td>
<td>Michigan State College</td>
<td>870</td>
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<td>Minneapolis</td>
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<td>KFUO</td>
<td>Evangelical Lutheran Synod</td>
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<td>Zaraphath</td>
<td>WAWZ</td>
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<td>Brooklyn</td>
<td>WBBR</td>
<td>Watch Tower Bible &amp; Tract. Soc., Inc</td>
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<td>New York</td>
<td>WNYC</td>
<td>City of N. Y.</td>
<td>830</td>
<td>1000 watts</td>
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<tr>
<td><strong>NORTH DAKOTA</strong></td>
<td></td>
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<td></td>
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<tr>
<td>Grand Forks</td>
<td>KFJM</td>
<td>U. of North Dakota</td>
<td>1440</td>
<td>1000 watts</td>
</tr>
<tr>
<td>Columbus</td>
<td>WOSU</td>
<td>The Ohio State U.</td>
<td>820</td>
<td>5000 watts</td>
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<td><strong>OHIO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Norman</td>
<td>WNAD</td>
<td>U. of Oklahoma</td>
<td>640</td>
<td>1000 watts</td>
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<tr>
<td><strong>OKLAHOMA</strong></td>
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<tr>
<td>Corvallis</td>
<td>KOAC</td>
<td>Oregon State Agric. College</td>
<td>550</td>
<td>5000 watts</td>
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<tr>
<td>Portland</td>
<td>KBPS</td>
<td>Benson Polytechnic School</td>
<td>1450</td>
<td>100 watts</td>
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<td><strong>OREGON</strong></td>
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<tr>
<td>Grove City</td>
<td>WSAJ</td>
<td>Grove City College</td>
<td>1340</td>
<td>250 watts</td>
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<td><strong>PENNSYLVANIA</strong></td>
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<tr>
<td>Vermilion</td>
<td>KUSD</td>
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<td><strong>SOUTH DAKOTA</strong></td>
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<td>Pullman</td>
<td>KWSC</td>
<td>State College of Wash</td>
<td>1250</td>
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<td><strong>WASHINGTON</strong></td>
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<td>Madison</td>
<td>WHA</td>
<td>University of Wisconsin</td>
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<tr>
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<td>WLBL</td>
<td>State of Wisc., Dept. of Agric</td>
<td>930</td>
<td>5000 watts</td>
</tr>
</tbody>
</table>

117
Bud

Lou

ABBOTT and COSTELLO

On The Air

Another Year—ABC—Wednesdays

*

On The Screen in

UNIVERSAL-INTERNATIONAL PICTURES

118
DICK HAYMES

Every Thursday Night—CBS

"THE DICK HAYMES SHOW"
THE JIMMY DURANTE SHOW
(For Rexall Drug Co.)

ATLANTIC FOOTBALL AND BASEBALL BROADCASTS AND TELECASTS

HIRES TO YOU
Phil Hanna and Phil Davis' Orchestra

ayer-powered air shows

LUCKY STRIKE FOOTBALL TELECASTS

THE TELEPHONE HOUR
Donald Voorhees, the Bell Telephone Orchestra, and world-famous soloists

THE ELECTRIC HOUR — THE HOUR OF CHARM
Phil Spitalny and the All-Girl Orchestra

SOUND OFF with Mark Warnow FOOTBALL BROADCASTS
(For U.S. ARMY and U.S. AIR FORCE)

n.w. ayer & son, inc.
Philadelphia, New York, Chicago, Detroit
Agency and Sponsor Network Billings

Station Representatives

News Services

Research Firms

Advertising Agencies
RADIO

AND

TELEVISION

PROGRAMS

TALENT REPRESENTATION

RICHMAN PRODUCTIONS

10 EAST 43rd STREET

NEW YORK 17, N. Y.

MUrrey Hill 2-5854
ONE of the outstanding events in the expansion of commercial radio in 1947 was the fact that gross revenue of stations from local retail advertising exceeded network revenue for the first time in history. According to an NAB estimate, the station figure surpassed the gross revenue of the national networks by over $10,000,000. Local retail advertising brought stations about $136,000,000 during 1947, an increase of 17 per cent over the previous year.

The nearly $20,000,000 increase in local retail advertising, however, is due in part to the fact that there were 1400 stations in 1947 compared with 955 in 1946. But NAB said its survey clearly reflected the "increasingly local character" of radio and its growing importance as a "community" medium.

While the 17 per cent increase is impressive, let's look for a piece of information with a little more significance. It'll be found in NAB's estimate of an average eight per cent gross revenue increase in 1947, for all types of stations, and an increase of nine per cent in operating costs. This in no way, however, means that total profits took a dip in 1947 but it does point out that the broadcasters' apprehension that gross and operating increases would run neck and neck has all come true. Reasons given for rises in operating costs ranged from operation of non-profit FM outlets to meeting further wage demands of new labor contracts.

Trend toward a lower rate of profit in broadcasting, reported by the FCC in its analysis of 1946 financial statements of licensees, continued on into 1947. Percentage-wise, small stations of 250 watts or less were the best bet in meeting the economic crises. Their average gross was up 10 per cent, higher than any other type of station, while their operating costs went up only five per cent, less than any other type of outlet. Medium stations (500 to 5,000 watts) were caught right in the middle of the trend. Their average gross revenue increase was the lowest of all types (six per cent) while their operating expenses went up more than any others (11 per cent.)

From all advertisers—network, local and spot business—radio got over $357,000,000 (gross revenue) in 1947, according to NAB estimates. This hike of around seven per cent came to some extent from the increasing number of stations on the air and the fact that national spot business went up some nine per cent. National and regional web revenues held pretty steady but did show a slight decline in the combined figures.

Getting specific about national networks, ABC's gross network time sales went up 7.2 per cent in 1947. The take was $43,548,057 compared with $40,617,130 in 1946. ABC's 7.2 per cent jump last year was far above the only 1.4 per cent gain noted in 1946.

Mutual's gross billings were down about three and one-half million last year but the network reported such was to be expected since in 1946 the jump had been an outstanding 25 per cent. MBS billings were $22,372,711 in 1947 compared with $25,907,202 in 1946.

The CBS financial statement for 1947, omitting a few items of the previous year, revealed only gross income and didn't talk about gross billings. Trade circles immediately speculated that time sales must have been down in '47, particularly since several big holes showed up in the commercial program schedule. However, gross income for CBS last year was slightly above that in 1946, a figure which includes sale of Columbia Records and income from other operations. Gross income in 1947 was $9,520,100 compared with $9,355,900 the previous year. CBS net income was also a wee bit up in 1947.

In the way of dollar volume time sales, NBC remained at the head of the list and there were periods in 1947 when it came to as near being sold out as a network can be. NBC declined to give figures, although admitting that 1947 was its best year in history and that goes for several of its owned and operated stations. Such being the case, NBC gross billings continued upward of $66,000,000.
THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS

UP UNITED PRESS
## Associated Press

**New York—50 Rockefeller Plaza**

- Executive Director and General Manager: Kent Cooper
- Asst. General Manager in Charge of Radio: Oliver Gramling
- Assistant Secretary: Frank Starzel
- Radio News Editor: Tom O'Neil

**Executives**

- President: Kent Cooper
- V.P. and Assistant General Manager: Oliver Gramling
- Radio News Director: Tom O'Neil

## International News Service

**New York—235 East 45th Street**

- General Manager: Seymour Berkson
- Editor-In-Chief: Barry Faris
- Business Manager: William B. Goode
- Sales Manager: Basil A. Caparell

## Press Association, Inc. (Associated Press)

**New York—50 Rockefeller Plaza**

- President: Kent Cooper
- V.P. and Assistant General Manager: Oliver Gramling
- Radio News Director: Tom O'Neil

## Reuters

**New York—Times Bldg., 229 West 43rd Street**

- Manager: D. Kimpton Rogers
- News Editor: Geoffrey Tebbutt
- Secretary of Accountants: Sally Ojala
- Chief Washington Correspondent: Paul Scott Rankine
- Senior Editor—Washington: William Hardcastle

## Transradio Press Service, Inc.

**New York—521 Fifth Avenue**

- Chairman of the Board: Herbert Moore
- President: Dixon Stewart
- V.P. and General News Manager: Rex R. Goad
- V.P. and Sales Manager: Robert E. Lee Moore

## United Press Associations

**New York—220 East 42nd Street**

- President: Hugh Baillie
- Vice-President & General Business Manager: E. M. Williams
- V.P. and General News Manager: Earl J. Johnson
- Radio News Manager: Phil Newsom
- Vice-President & Sales Manager: Jack Bisco
- Asst. Business Manager: Leroy Keller
- Radio Sales Manager: Alfred F. Harrison
Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER AGENCY, INC.
9538 Brighton Way
Beverly Hills California
American Broadcasting Co. 1947 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dancer-Fitzgerald-Sample, Inc.</td>
<td>$5,188,332</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>$4,061,234</td>
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<tr>
<td>Kenyon &amp; Eckhardt, Inc.</td>
<td>$3,275,973</td>
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<tr>
<td>McCann-Erickson, Inc.</td>
<td>$2,520,472</td>
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<td>Battin, Barton, Durstine &amp; Osborn, Inc.</td>
<td>$2,449,650</td>
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<td>Compton Advertising, Inc.</td>
<td>$2,312,832</td>
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<td>Hutchins Advertising Co., Inc.</td>
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<td>Frazee, Cone &amp; Boyd-Birkett, Inc.</td>
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<td>Wade Advertising Agency</td>
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<td>La Roche &amp; Ellis, Inc.</td>
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<td>Maxwell Advertising</td>
<td>$1,016,083</td>
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<td>Wm. H. Weintraub &amp; Co., Inc.</td>
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<td>Hill Blackett &amp; Co.</td>
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<td>Benton &amp; Bowles, Inc.</td>
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<td>Shearman &amp; Marquette, Inc.</td>
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<td>Warwick &amp; Legler, Inc.</td>
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<tr>
<td>Robert Orr &amp; Associates</td>
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<tr>
<td>Sullivan, Stauffer, Colwell &amp; Bayles Inc.</td>
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<tr>
<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
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<td>William Eddy &amp; Co., Inc.</td>
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<td>The Biow Company, Inc.</td>
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<td>Kudner Agency, Inc.</td>
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<td>Needham, Lewis &amp; Brorby, Inc.</td>
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<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>Lawrence C. Gumbiner Advertising Agency</td>
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<td>The Joseph Katz Company</td>
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<td>H. B. Humphrey Company</td>
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<td>Keeling &amp; Co., Incorporated</td>
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<td>Farnham &amp; Company, Inc.</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>MeManus, John &amp; Adams, Inc.</td>
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<td>Young &amp; Rubicam, Inc.</td>
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<td>A. W. Levin Co.</td>
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<td>Ewell &amp; Thuerber Associates</td>
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<td>William Von Zehls &amp; Co.</td>
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<td>Abbott Knibb Co., Inc.</td>
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<td>John C. Dowd, Inc.</td>
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<td>Lockwood-Shackleford, Inc.</td>
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<td>Bruce Elder Advertising</td>
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<td>Smith, Bull &amp; McCreery, Inc.</td>
<td>$1,585</td>
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<tr>
<td>Samuel Lewis Advertising Agency</td>
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TOTAL | $13,548,057

Mutual Broadcasting System 1947 Agency Gross Billings

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<thead>
<tr>
<th>Agency Name</th>
<th>Gross Billings</th>
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<td>Gardner Advertising Co.</td>
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<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Cecil &amp; Presby, Inc.</td>
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<td>Sullivan, Stauffer, Colwell &amp; Bayles, Inc.</td>
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<td>Neal D. Ivey Co.</td>
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<td>Roy S. Durstine, Inc.</td>
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<td>Federal Advertising Agency, Inc.</td>
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<td>Swaney, Drake &amp; Bement, Inc.</td>
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<td>G. C. Hoskin Association</td>
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<td>Al Paul Leighton &amp; Co., Inc.</td>
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<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>The Tufts Co.</td>
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<td>Weston-Burnett, Inc.</td>
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<td>Jim Duffy Co.</td>
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<td>Direct</td>
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<td>Schwimmer &amp; Scott</td>
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<td>Crook Advertising Co.</td>
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<td>Hachman Advertising</td>
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<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td>Evans Associates</td>
<td>$8,184</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>$6,398</td>
</tr>
</tbody>
</table>
1898—1948

The William Morris Agency
is celebrating its
first fifty years.

Since the turn
of the Century
it has been recognized
as the Agency
of the Show World

Through its services
to advertising agencies
and their clients . . .
its rosters of stars, actors,
directors and writers . . . it
maintains this leadership
in radio, transcriptions
and television.

ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.
New York    London    Chicago    Beverly Hills
Smith, Bull & McCrery .......................... 6,380
Butten, Barton, Durstine & Osborne .......... 4,979
Shoal-Beeneite Co., Inc. ...................... 4,532
Brisacher, Van Norden & Staff ............... 2,440
Tarler & Skinner ................................ 1,484
Sterling Advertising Co. ...................... 1,502

TOTAL .................................................. $22,372,711

National Broadcasting Company
Columbia Broadcasting System
1947 Agency Gross Billings
Not Available

American Broadcasting Co.
1947 Sponsor Expenditures

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<tr>
<th>Sponsor</th>
<th>Expenditure</th>
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<td>General Mills, Inc.</td>
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<td>Procter &amp; Gamble Co.</td>
<td>2,517,736</td>
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<tr>
<td>Sterling Drug, Inc.</td>
<td>2,025,714</td>
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<tr>
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<td>Philo Corporation</td>
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<td>Kellogg Company</td>
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<tr>
<td>The Quaker Oats Co.</td>
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<td>Libby, McNeill &amp; Libby</td>
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<td>Curtis Publishing Company</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
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<td>Kay Daumit</td>
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<td>Wesson Oil &amp; Snovdrift Sales Co.</td>
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<td>Equitable Life Assurance Society of the U. S.</td>
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<td>Bristol-Myers Company</td>
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<td>R. J. Reynolds Tobacco Co.</td>
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<td>National Biscuit Co.</td>
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<td>H. B. Semler, Inc.</td>
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<td>United States Army &amp; Air Force Recruiting Service</td>
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<td>General Electric Co. (Lamp Dept.)</td>
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John Hancock Mutual Life Insurance Co. ........................................ 229,464
American Tobacco Co. (Phil.) ......................................................... 206,835
The Texas Company ........................................................................ 200,334
American Export Company ................................................................ 197,502
America's Future, Incorporated ....................................................... 184,119
Lewis Howe Company .......................................................................... 183,681
John Morris & Co. ............................................................................ 177,953
Noozema Chemical Co. ..................................................................... 170,187
Knox Company, Inc. .......................................................................... 167,478
Hunt Foods, Inc. .............................................................................. 166,698
Brown & Williamson Co. Corp. ......................................................... 140,321
Elgin American Division of Illinois Watch Case Co. ......................... 124,131
Club Aluminum Products Co. ......................................................... 115,192
The Drackett Co. ............................................................................. 68,843
435 Products, Ltd. ........................................................................... 61,614
William H. Wise & Co., Inc. .............................................................. 61,077
Benjamin Moore & Co. .................................................................... 60,759
Fisher Flouring Mills Co. .................................................................. 52,604
Bosco Company ................................................................................. 41,286
Sealey Mattress Company .................................................................. 40,560
Safeway Stores, Inc. .......................................................................... 36,668
The Charles Hires Co. ...................................................................... 34,796
Bekins Van & Storage ........................................................................ 32,739
Wm. S. Seull Company ..................................................................... 30,585
J. A. Folger & Co. ............................................................................ 26,542
Los Angeles Soap Company ................................................................ 25,724
Harvel Watch Co. ............................................................................ 23,233
Wilson Sporting Goods Co. ................................................................. 23,177
Brotherhood of Railroad Carmen ....................................................... 21,479
Committee for First Amendment ....................................................... 21,176
G. N. Coughlin Co. .......................................................................... 19,859
Peter Paul, Inc. ................................................................................ 19,226
The Wildroot Co., Inc. ...................................................................... 16,596
Union Pharmaceutical Company ...................................................... 16,296
First National Stores, Inc. ................................................................. 14,712
California Medical Association ......................................................... 13,728
Galleneen Stores, Inc. ....................................................................... 12,312
Merril Studio .................................................................................... 4,266
Fishier Body Division (General Motors Corp.) .................................... 4,100
RKO Pictures .................................................................................. 3,504
Controversial Issues ......................................................................... 2,981
Jewish Daily Forward ......................................................................... 1,883
Political Action ................................................................................ 1,586
Ice Capades, Inc. .............................................................................. 1,585

TOTAL .......................................................... $13,548,653

Mutual Broadcasting System
1947 Sponsor Expenditures

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<th>Sponsor</th>
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<td>Ralston Purina Co.</td>
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<td>Bayuk Cigars, Inc.</td>
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<td>Serautan Co.</td>
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<td>Miles Laboratories, Inc.</td>
<td>1,166,767</td>
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<td>General Foods Sales Co., Inc.</td>
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<td>General Motors Corp.</td>
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<td>Philip Morris &amp; Co., Ltd.</td>
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<td>Kellogg Co.</td>
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<td>Whitehall Pharmaceutical Co.</td>
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<td>Pharmaco Co.</td>
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<td>Mutual Benefit Health &amp; Accident Association of Omaha</td>
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<td>Quaker Oats Co.</td>
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<td>Cadbury Packaging Co.</td>
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<td>Wunder Co.</td>
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<td>Ramsey Air Motion Works</td>
<td>497,813</td>
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<td>American Safety Razor Corp.</td>
<td>480,117</td>
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<td>He'bros Watch Co.</td>
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<td>Williamson Candy Co.</td>
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<td>Revere Copper &amp; Brass, Inc.</td>
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<td>Philco Corp.</td>
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<td>Lutheran Laymen's League</td>
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<td>Gillette Safety Razor Co.</td>
<td>299,533</td>
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<tr>
<td>R. B. Semler, Inc.</td>
<td>281,797</td>
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personalized management

* radio

* television

* motion pictures

366 madison ave.  
new york 17, n. y.
<table>
<thead>
<tr>
<th>AGENCY—NETWORK—SPONSOR BILLINGS</th>
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Trimount Clothing Co. ........................................... 266,966
Radio Bible Class ............................................. 263,188
Voice of Prophecy, Inc. ....................................... 260,873
Fuller Foundations ............................................ 259,019
Conti Products Corp ........................................... 254,708
Kaiser-Frazer Corp ............................................. 244,114
U. S. Army Recruiting Service ..................... 240,598 Young Peoples Church of the Air ............ 225,364

TOTAL .................................................. $43,548,067

Mutual Broadcasting System
1947 Gross Monthly Billings

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<tr>
<th>MONTH</th>
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<tr>
<td>January</td>
<td>$ 2,110,515</td>
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<tr>
<td>February</td>
<td>1,850,111</td>
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<tr>
<td>March</td>
<td>2,076,317</td>
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<tr>
<td>April</td>
<td>1,812,676</td>
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<tr>
<td>May</td>
<td>1,909,309</td>
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<tr>
<td>June</td>
<td>1,761,575</td>
</tr>
<tr>
<td>July</td>
<td>1,463,705</td>
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<tr>
<td>August</td>
<td>1,481,756</td>
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<tr>
<td>September</td>
<td>1,558,891</td>
</tr>
<tr>
<td>October</td>
<td>1,978,801</td>
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<tr>
<td>November</td>
<td>2,176,591</td>
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<tr>
<td>December</td>
<td>2,195,105</td>
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TOTAL .................................................. $22,372,711

National Broadcasting Company
Columbia Broadcasting System
1947 Gross Monthly Billings

Not Available

National Broadcasting Company
1947 Industrial Classifications

Foods and Food Beverages ...................................... $15,476,210
Drugs and Toilet Goods ....................................... 11,200,095
House Furniture & Furnishings ................................ 2,920,030
Laundry Soaps & Housekeepers' Supplies .................. 2,897,237
Stationery and Publishers' Supplies ....................... 2,313,928
Financial and Insurance ....................................... 1,188,867
Automotive Industry ......................................... 1,144,414
Building Materials ........................................... 1,067,725
Cigars, Cigarettes and Tobacco ............................. 1,032,780
Confectionery and Soft Drinks ............................... 1,006,576
Radios, Phonographs and Musical Instruments ........... 874,213
Miscellaneous .................................................. 829,710
Lubricants, Petroleum Products and Fuel .................. 546,615
Wines, Beers and Liquors ..................................... 442,516
Clothing and Dry Goods ....................................... 369,196
Jewelry and Silverware ....................................... 147,667
Paints and Hardware ........................................... 60,739
Sporting Goods .................................................. 23,177
Shoes and Leather Goods ..................................... 12,812

TOTAL .................................................. $43,548,067

American Broadcasting Co.
1947 Gross Monthly Billings

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$ 3,577,506</td>
</tr>
<tr>
<td>February</td>
<td>3,460,190</td>
</tr>
<tr>
<td>March</td>
<td>3,376,483</td>
</tr>
<tr>
<td>April</td>
<td>3,056,012</td>
</tr>
<tr>
<td>May</td>
<td>3,053,034</td>
</tr>
<tr>
<td>June</td>
<td>3,063,044</td>
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<tr>
<td>July</td>
<td>4,092,073</td>
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</table>

TOTAL .................................................. $43,548,067

American Broadcasting Co.
1947 Gross Monthly Billings

<table>
<thead>
<tr>
<th>MONTH</th>
<th>MONTHLY</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>$ 3,577,506</td>
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<td>February</td>
<td>3,460,190</td>
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<tr>
<td>March</td>
<td>3,376,483</td>
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<td>April</td>
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<td>May</td>
<td>3,053,034</td>
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<tr>
<td>June</td>
<td>3,063,044</td>
</tr>
<tr>
<td>July</td>
<td>4,092,073</td>
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</tbody>
</table>

TOTAL .................................................. $43,548,067

Notes:

1. The list includes a variety of industries and products, such as broadcasting, advertising, and supplies.

2. The figures represent gross monthly billings for the years 1947.

3. The data is presented in a tabular format for easy reference.

4. The totals for all months are summed up at the end of the table.
A. & S. Lyons Inc.
Managers of Distinguished Artists

20 Years of Radio Leadership

New York
515 Madison Avenue

Beverly Hills
356 No. Camden Drive
CHICAGO radio started the year 1948 with a healthy optimism based upon concrete achievements of the past year and promising indications that the new year would see substantial expansion of advertising budgets, with radio getting an agreeable share of the advertising dollars. An excellent example of what to expect in '48 was the announcement of the Toni Company, makers of a hair beauty aid, that the firm's advertising budget for the year would be $6,000,000, approximately $4,000,000 of which would be devoted to radio. With approximately 125 other advertisers having budgets exceeding a million dollars each annually, and all of them having found radio a profitable medium, both local and network sales departments feel sure that they will keep pace with the upward sales curve.

Substantial progress has been made in programming and production by Chicago radio stations, which have been making a sincere effort to improve their shows—with considerable success. A number of programs in the public service category have received high commendation. In common with the trend elsewhere, Chicago has seen a tremendous increase in disc jockey shows, some of which have gained astonishing popularity. New disc shows continue to pop up, although in the opinion of many radio men they have been overdone.

Activities in all branches of ABC's central division showed marked improvement in 1947, according to E. R. Borroff, vice-president in charge of the Chicago operations, and give promise of further progress during 1948. Borroff pointed to the additional business sold through the division; the increase in Chicago originations, and the huge success enjoyed by the sponsors of the "Jack Armstrong" and "Sky King" programs which were expanded from quarter-hour daily segments to 30-minute broadcasts on alternate days. Two long-established New York ABC programs, "Ladies Be Seated" and "Terry and the Pirates," moved to Chicago in '47, and a new audience participation program, "Welcome Travelers," started last summer, quickly became a favorite. Commenting on the record made by the division last year, Gil Berry, sales manager, said: "The tremendous strides made by ABC in 1947 will continue on an even greater scale in 1948."

NBC and its local station, WENR, started the new year with many new accounts and important renewals on their books, and I. E. Showerman, NBC manager, said '48 promises a steady increase in business. In programming and production, NBC has kept pace with the times. A prosperous 1948 for WGN and Mutual is seen by Ade Hult, Mutual's midwest manager. A new WGN program, Lou Cowan's "R.F.D. America," launched late in '47, was zooming to popularity by mid-January.

The CBS station, WBBM, won commendation and several awards for public service programs such as "Report Uncensored," "Democracy, U. S. A.," and "Assignment Home," and for the work done by the WBBM-FM Studio Theater. Both commercially and from a program and production standpoint, 1948 promised to be a successful year.

Chicago's independent stations carried more business in 1947 than during the previous year and entered the new year with excellent prospects for greater increases. WJJJD, the Marshall Field station, and WIND reported heavy billing, and WGES carried a record amount of local business.

FM radio has made progress in the Chicago area. WEAW in suburban Evanston went in operation in 1947 and has become firmly established. WENR-FM started operation January 1, and WOAK, in suburban Oak Park, was scheduled to go on the air about March 1. Evanston also has a new AM station, WNNP, and a new AM station, WVON, was in the works early in the year for Chicago's South Side.
Serving Every Phase of the Radio Industry

MCA

LONDON · NEW YORK · CHICAGO · SAN FRANCISCO · BEVERLY HILLS · CLEVELAND · DALLAS · DETROIT
### Estimated Population by States

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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<td>57,769</td>
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<td>OHIO</td>
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<td>VIRGINIA</td>
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<td>WASHINGTON</td>
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<td>WYOMING</td>
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<td>TOTAL U. S.</td>
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Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.


For Complete Listing of Standard Broadcast Stations in the U. S. See Page 291
Greetings from NCAC

National Concert and Artists Corp.

Exclusive Booking Direction For
S. HUROK • HUROK ATTRACTIONS and HUROK ARTISTS, Inc.

NEW YORK • BOSTON • CHICAGO • HOLLYWOOD • SAN FRANCISCO
Research Organizations

AUDIENCE RESEARCH, INC.
444 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1872
Princeton, New Jersey
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: Hillside 8103

A. S. BENNETT ASSOCIATES
93 Park Avenue, New York 16, N. Y.
Phone: MUrrey Hill 5-7965

C. C. CHAPELLE COMPANY
188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: BRYant 9-5462
4 Mercer St., Princeton, N. J.
Phone: PPrinceton 1616

EGERT RESEARCH CO.
595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLaTeau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
(Production Office)
Day Hill, Norwalk, Conn.
Phone: 6-2574
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLLwood 3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrrey Hill 3-0690
127 No. Dearborn St., Chicago 2, Ill.
Phone: State 7789

KNIGHT & PARKER
6530 Sunset Blvd., Hollywood 28, Calif.
Phone: Hillside 4174

McKINSEY & COMPANY
(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone: VAndebilt 6-3280

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 4400

NOBLE & SWARS, INC.
7 W. 44th St., New York 18, N. Y.
Phone: MUrrey Hill 2-7461

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUtubon 3-2335

RALPH L. POWER
580 Crane Blvd., Los Angeles 31, Calif.
Phone: CAMerick 7596

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: RRecter 2-6863

RADIO COPY
162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd St., New York 17, N. Y.
Phone: MUrrey Hill 7-6658
519 6th St., N. W., Wash., D. C.
Phone: Executive 2689
5050 Joy Road, Detroit, Mich.
Phone: Tyler 7-1290
904 Grant Avenue, Rockford, Ill.
Phone: Blackhawk 4155
11152 South Figueroa St., Los Angeles, Calif.
Phone: Plymouth 5-8231
New England—36 Springfield St.
Phone: North Wilbraham 210 Ring 3

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 6-7164

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrrey Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 West 45th St., New York 19, N. Y.
Phone: VAndebilt 6-0066

SPOT RADIO SERVICE
161 East 48th St., New York 17, N. Y.
Phone: LExington 2-5032
HOW WOULD YOU LIKE TO EXPERIENCE

Real Imaginative Selling

IN THE NATIONAL SPOT FIELD?

Are you buying prestige, service, reports at a rate that is too high when what you need is a true analysis of your national selling problems and Real Imaginative Selling?

When you go out to sell someone a proposition yourself whether it be in your radio business or in any other type of business with which you are connected, you first analyze your situation. You do not hope to make a deal through fast talk but rather through your presentation of a strong case.

These things are very much the same in selling time to advertisers in the national spot field. A study of the advertisers' problems must be made, an analysis of how the stations' facilities can be best used, must be made and a Real Imaginative Selling presentation must be made.

We'll go along with you and admire your fine advertising campaign, we'll even go along and admire the fine ads of your network and representative. We'll even agree that your present method of approach to the national spot field is considered acceptable to the trade. However, the test is—are you getting results?

Is your dollar volume high enough to pay for the ever increasing cost of operation? Is all of your salable time sold?

We started out a little more than three years ago with a sound idea and a number of highly experienced radio people. The results, station by station, are more than we can put into this space, but these facts are available. (A survey made by one of our stations before selecting us showed our organization as one of the first three in every agency queried.)

Our presentation is a simple one. It shows our analysis of a station's problem and the results. There is nothing to be lost and perhaps something to be gained by hearing our experience of three years summed up in forty minutes. There is no obligation and we may give you an idea for Real Imaginative Selling in connection with your station.

Adam J. Young Jr.

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York   Longacre 3-1926
NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO
ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg. ............................................................................. M 7691
H. R. Carson, President-Mgr.-Dir.; E. M. Williams, Secretary-Treasurer.

Montreal—Dominion Square Bldg., B. Hall ........................................... Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert .................................................. Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner ......................... 96-861

Vancouver—198 W. Hastings St., J. E. Baldwin ..................................... Marine 9542


AMERICAN BROADCASTING COMPANY, INC.

ABC SPOT SALES

(National Spot Sales Division)

New York 18—33 W. 42nd St. ................................................................. Wisconsin 7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.

Chicago—20 N. Wacker Drive, Roy McLaughlin, Manager ................ Delaware 1900

Hollywood—1440 N. Highland Ave., Clyde Scott, Manager ................ Hillside 8231

Detroit 26—1770 Stroh Bldg., Harold Christian, Manager ..................... Cherry 8321

San Francisco—155 Montgomery St., Kirk Torney, Manager .................... Exbrook 6544


AVERY-KNODEL, INC.

New York 17—565 Fifth Ave. ................................................................. Plaza 3-2622
Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secy.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.

Chicago 1—333 N. Michigan Ave. ......................................................... Andover 4710
J. W. Knodel.

San Francisco 4—544 Market St. ............................................................. Douglas 5873
D. H. Sandeberg.

Los Angeles 15—315 W. Ninth St. ......................................................... Trucker 2095
Norman E. Noyes.

Atlanta 3—41 Marietta St., N. W. ............................................................ Charles C. Coleman.

In 1946 and again in 1947 Avery-Knodel pledged "Aggressive Activity" to meet the ever increasing competitive situation. We renew the pledge for 1948.

"Aggressive Activity" is the vision to plan, the knowledge and experience to present the plan intelligently, and the follow-through to carry the plan to successful fulfillment.

We're still young ... we're still growing ... we're still imbued with the "Aggressive Activity" that pays dividends for the properties we represent.

BERTHA BANNAN
(New England Representative)*
Boston 16—80 Boylston St., Bertha Bannan, Owner; Gertrude Saxe, Sales. . Hubbard 4370-4419

*Stations represented on a regional basis in New England only.

WALTER BIDDICK COMPANY

Los Angeles 15, Cal.—1151 S. Broadway, Guy M. Biddick, Manager. . . . Richmon
town, N. Y.; KWBR, Oakland, Cal.

JOHN BLAIR & COMPANY

Chicago 11—520 N. Michigan Ave. .......... Superior 8659
John Blair, President; Gale Blocki, Jr., Vice-President; Blake Blair, Treas
urer; Wells H. Barnett, Jr., Sales Development Mgr.; Charles F. Dilcher; Paul Ray; John W. Davis.

New York—22 East 40th St., Morton G. Bassett, Station Service Mgr. ... Murray Hill 9-6084
William H. Weldon, Vice-President; Richard D. Buckley; Robert Eastman; Ward D. Ingram; Richard Gerken; William O. Tilienius; John A. Beaton.

Los Angeles—6331 Hollywood Blvd. .......... Granite 6103
Carleton E. Coveny, Vice-President; L. Hollister Moyer.

San Francisco—608 Russ Bldg., Lindsey Spight, V-P.; David N. Simmons .... Douglas 3188
St. Louis—1148 Paul Brown Blvd., J. Chris Hetherington .... Chestnut 5688

Detroit—1114 Book Bldg., Charles M. Adell .......... Randolph 5257

THE BOLLING COMPANY, INC.

New York 17—480 Lexington Ave. .......... PL 9-8150
George W. Bolling, President; Robert H. Bolling; E. Schuyler Ensell; Edwin A. Pancoast, Jr.

Chicago 1—360 N. Michigan Ave, Kenneth Carpenter .......... Dearborn 5277

Los Angeles 28—6757 Hollywood Blvd., Fred Mitchell .......... Hillside 7822

THE BRANHAM COMPANY

New York—230 Park Avenue
M. H. Long, President; Joseph F. Timlin, Vice-President, N. Y., Manager of radio department.

Chicago—360 N. Michigan Avenue
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.

Detroit—General Motors Bldg., Harry Anderson

Dallas—First National Bank Bldg., J. S. McCauley

Atlanta—Rhodes Haverty Bldg., H. L. Ralls

St. Louis—Arcade Bldg., J. E. Nicholson

Kansas City—Board of Trade Bldg., G. F. Dillon

San Francisco—5 Third St., George D. Close

Los Angeles—George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle

Charlotte, N. C.—612 Commercial National Bank Bldg., B. G. Finch

Memphis—1018 Sterick Bldg., Sidney L. Nichols

Stations:—WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.; WRCB, Jackson, Miss.; KBYE, Oklahoma City, Okla.; WGBA, Columbus, Ga.; KAND, Corsicana, Tex.

BURN-SMITH COMPANY, INC.

Chicago 1—307 N. Michigan Ave.
John A. Toothill, President & General Manager.

New York 18—19 W. 44th St.
C. Stanley Bailey, V-P. & Eastern Manager.

Los Angeles 15—1151 S. Broadway, Clark Barnes, Mgr.

Stations—KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WALB,

LORENZEN & THOMPSON, INC.

RADIO STATION REPRESENTATIVES

A twenty-seven year old representative organization with a sound operation program and a refreshing conception of the relationship between the radio station, advertiser, agency, and representative.

Lorenzen & Thompson's creed is summed up in nine words, "There is no substitute for Initiative and Shoe Leather."

NEW YORK
28 W. 44th St.

SAN FRANCISCO
300 Montgomery St.

CHICAGO
333 No. Michigan

ATLANTA
905 Wm. Oliver Bldg.

CINCINNATI
4 W. Seventh St.

KANSAS CITY
15 West 10th St.

ST. LOUIS
411 No. 10th St.

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**CAPPER PUBLICATIONS, INC.**

Topeka—1035 Topeka Blvd.........................................Topeka 3-2377
Ben Ludy, General Manager; Edna Hann, Ass't; Kathryn Young.

New York 17—420 Lexington Avenue..................................Mohawk 4-3280
William L. McKee.

Chicago 1—180 N. Michigan Avenue, Tom L. Greene..................Central 5977
Kansas City 6, Mo.—300 Wالتower Bldg., Joseph H. Story, Jr...........Victor 3864
San Francisco 4—1207 Russ Bldg., Fred Jameson, Kenneth Morris.....Douglas 5220
*Los Angeles 15—438 Chamber of Commerce Bldg., Guy Biddick.......Richmond 6184
*(Walter Biddick Co.)
Stations—KCKN, Kansas City, Mo.; WIBW-FM, Topeka, Kans.

**THOMAS F. CLARK CO., INC.**

New York 17—205 East 42nd St........................................Murray Hill 4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager; E. G. Abernethy, Accountant.

Chicago—35 East Wacker Drive...........................................Central 1112
C. J. Anderson, Manager.

**CLARK-WANDLESS CO.**

New York City—205 East 42nd St........................................Murray Hill 7-6958
Murray Hill 4-6317-1910
Thomas F. Clark, H. G. Wandless, Owners; S. A. Mann, Chgs. Sales Promotion; D. McKinlay, Asst. Sales Promotion; M. E. Miklos.
Stations—ARGENTINA: LR3, LRY, and LRY1, "Radio Belgrano," Buenos Aires; And the Belgrano Network, "Primera Cadena Argentina de Broadcastings," which in addition to "Radio Belgrano," includes: LT8, "Radio

COX & TANZ

Philadelphia 48—430 Chestnut St.............................. Lombard 3-1720
A. P. Cox; E. R. Tanz.

FORJOE & CO.

NATIONAL RADIO REPRESENTATIVES

HEADLEY-REED COMPANY

REPRESENTING RADIO STATIONS EXCLUSIVELY

NEW YORK CHICAGO
DETROIT ATLANTA
LOS ANGELES SAN FRANCISCO

All Offices Company
Owned and Operated
<table>
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<tr>
<th>Station Representatives</th>
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<tr>
<td>New York—285 Madison Avenue</td>
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<td>Chicago—228 N. La Salle Street</td>
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**HARRY E. CUMMINGS**
(Southeastern Representative*)

Jacksonville 2, Fla.—1306 Barnett National Bank Bldg. Jacksonville 3-0381

Harry E. Cummings:

*Stations represented on a regional basis in Southeastern United States only.*

**FORIOE & COMPANY**

New York 18—19 W. 44th Street. VA. 6-5080

Joseph Bloom, President; Jack Kose, Sales Mgr.; Joseph A. Ruggiero, William Wyatt.

Chicago—360 N. Michigan Ave., Zangwill Golobe. State 5587

Los Angeles 14—403 W. 8th St., Lawrence Krasner. Vandike 9885

San Francisco 5—607 Market St, James R. Connor. Sutter 17569

Philadelphia 7—1301 Widener Bldg., Charles Stahl. Rittenhouse 9698

Pittsburgh 22—Hotel Keystone, Thomas B. Price. Grant 5200

Passing 6—1000 Connecticut Ave., Ben Strouse. National 7203


**FREE & PETERS, INC.**

New York 22—444 Madison Avenue. PLaza 5-4130

H. Preston Peters, President; Russel Woodward, Executive Vice-President; Jones Scovern, Vice-President; Arthur J. Barry, Jr.; Ewart M. Blain; Charles V. Dresser; Robert J. McNamara; E. P. J. Shurick.

Chicago 1—180 N. Michigan Avenue. Fra. 6737

Lloyd Griffin, Vice-President; John A. Cory, Vice-President; John A. Grandland; Raymond M. Neihengen; John A. Thompson.

Atlanta 3—32 Palmer Bldg., James M. Wade. Main 5667

Detroit 26—3463 Penobscot Bldg., W. W. Bryan. Cadillac 4255

Fort Worth 2—406 W. Seventh St., Joseph W. Evans. Ft. Worth 36-3349

145
San Francisco 4—58 Sutter St., A. Leo Bowman


FREMANTLE OVERSEAS RADIO, INC.

New York 21—660 Madison Avenue.................................. BU. 8-8505
Paul Talbot, President; Trudy E. Lowe, Sales.

Hollywood 28—6123 Selma, Homer Griffith
Chicago—612 N. Michigan Ave., Al Halus

FREMANTLE OVERSEAS RADIO, INC.

San Francisco—58 Sutter St., A. Leo Bowman


THE FRIEDENBERG AGENCY, INC.

New York—165 W. 46th Street.................................. Longacre 3-4414
H. A. Friedenberg, Executive-in-Charge; Louis P. Randell, Sec.-Treas.; Jack Kamsler, Vice-Pres.; Alvin Eico, Vice-Pres.; Barney Friedenberg, Vice-Pres.; Raymond Gilley, Vice-Pres.

Chicago—333 N. Michigan Ave., Jack Kamsler

Charlotte—2011/2 S. Tryon, Ray Gilley

San Francisco—703 Market St., Central Tower Bldg. . Exbrook 6685

Los Angeles—412 W. 6th St., Grant Pollock, Manager
New York—33 West 42nd St., Bernard Howard, Manager
Chicago—180 N. Michigan Ave., Frank Back, Manager

W. S. GRANT COMPANY, INC.

San Francisco—703 Market St., Central Tower Bldg. . Exbrook 6685

Los Angeles—412 W. 6th St., Grant Pollock, Manager
New York—33 West 42nd St., Bernard Howard, Manager
Chicago—180 N. Michigan Ave., Frank Back, Manager

San Francisco—Sun Country Network: KFSC, Flagstaff, Ariz.; KPSC, Phoenix, 7869
HOMER GRIFFITH COMPANY, INC.


New York 28—280 Madison Avenue John Livingston, Vice-President, Manager, Eastern Division.


MELCHOR GUZMAN COMPANY, INC. (Latin American Representative)

New York 20—45 Rockefeller Plaza Circle 7-0624 Melchor Guzman, President; A. M. Martinez, Vice-President.

Stations—ARGENTINA: LRI, LRX, L RXI, LRU, Buenos Aires; LU7, Bahia Blanca; LU8, Barriloche; LV3, Córdoba; LU6, Mar del Plata; LW2, LRM, Mendoza; LT5, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosaria; LV9, Salta; LT9, Santa Fe; LV5, San Juan; LV7, Tucumán. BOLIVIA: CP3, CP2, CP38, La Paz; CP1, CP41, Sucre. BRAZIL: ZYJ3, Anapólis; ZY, Andradina; ZY, Apuracarana; PRJ6, Aracaju; PRJ8, Aracatuba; PRJ3, Araguari; PRD4, Araraquara; ZYJA, Assis; ZY, Avaré; PRJ6, Barretos; PRG8, Bauru; ZYG6, Bebedouro; PRC7, Bello Horizonte; PRF8, Botucatu; ZY, Bragança; ZYA3, Cambara; PR9, Campinas; PR17, Campo Grande; ZYD5, Catanduva; ZYC2, Caxambu; PRG9, Cruzeiro; LRH3, Guia; ZYH2, Divinopolis; ZYB6, Formiga; PRB9, Fortaleza; PRB5, Franca; PRD8, Goiana; ZYG2, Guaratinguetá; ZY, Irati; ZY15, Itajuba; PRD9, Irap
etininga; ZYA7, Itarare; ZYE3, Itu; Ituitalaba; PRG4, Jaboticabal; PRG7, Jau; ZYA5, Joinville; PRB3, Juiz de Fora; ZYE6, Jundiaí; ZYE16, Lavras; PRJ5, Limeira; ZYB3 Lins; PRF6, Manaus; PR12, Marília; ZYD7, Montes Claros; ZYB5, Natal; PRD8, PR6, Niterói; ZYG8, Olimpia; ZYC5, Paranaguá; PRJ4, Paranaíba; ZYB4, Patos de Minas; PRC3, Pelotas; ZYJ5, Pinhal; PRD6, Piracicaba; ZY, Piraju; ZY13, Pirassununga; PRJ2, Ponta Grossa; PRH5, Pocos de Caldas; PRH2, Porto Alegre; PRJ7, Pouso Alegre; PR15, Pres. Prudente; ZYIH, Recife; PRA8, Recife; PRA7, Ribeirão Preto; PRF2, Rio Claro; PRA9, Rio de Janeiro; ZYG9, Rio Negro; PRB8, Rio Preto; ZY, Rio Verde; ZY, Sta. Rita de Sacaçu; ZY17, S. Joao del Rei; PRG5, Santos; ZYA6, São Carlos; ZYD6, S. José R. Pardo; PR16, São Manoel; PRA4, São Salvador; ZYA4, São Seb. de Paraíso; PRD7, Sorocaba; ZYA8, Taubaté; ZY, Tietê; ZYH4, Tupaguaruá; ZYC4, Uba; PRA5, Uberaba; PRC6, Uberlandia; ZYD3, União da Vitória; ZYB2, Varginha. CHILE: CA141, Antofagasta; CC117, Concepción; CD84, Osorno; CD111, Punta Arenas; CB114, Santiago; CD69, Temuco; CD132, Valdivia. COLOM? BIA: HJFM, HJFH, Armenia; HJAN, HJAB, Barranquilla; HJCC, HJX5, Bogotá; HJGB, Bucaramanga; HJGK, HJEX, Cali; HJAE, HJAF, Cartagena; HJB, HJBC, Cúcuta; HJFD, Manizales; HJJDQ, HJDP, Medellin; HJQF, Palmira; HJFF, HJKF, Pereira; TIPG, TIPQ, San José. CUBA: CMJ1, Camagüey; CMQ, COCQ, Habana; CMKJ, Holguin; CMQK, Sta. Clara; CMKU, Santiago; CMAQ, Pinar del Rio. DOMINICAN REPUBLIC: HIZ, HIIZ, C. Trujillo. ECUADOR: HC2AJ, HC2AK, Guayaquil; HC1BD, HC1BF, Quito. GUATEMALA: TGO, TGOA, Guatemala. HONDURAS: HRPI, San Pedro Sula; HRN, Tegucigalpa. MEXICO: XEQ, Cananea; XEBL, Culiacan; XEDR, Guaymas; XEFM, León; XEDS, Mazatlán; XEZ, Mérida; XEQ, XEQQ, Mexico City; XET, Monterrey; X7FW, XETW, Tampico; XETB, Torreón; YNOW, Managua. PANAMA: HOK, HP5K, Colón; HOC, HP5A, Panamá City. PERU: OAX4E, OAX4K, Lima; OAX4D, Huacho. PARA-GUAY: ZP3, ZPA3, Asunción. EL SALVADOR: YSR, San Salvador; YSR, YSF, San Salvador. URUGUAY: CX16, CX24, Montevideo; CXA8, CXA14, CW, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandú; CW43B, Rivera; CW31 Salto. VENEZUELA: YV6RH, YV6RE, Barcelona; YV3RN, YV3RE, YV3RS, YV3RD, Barquisimeto; YV5RL, YV5RJ, Caracas; YV7RA, YV7RB, Cumana; YV6RA, YV6RU, Cd. Bolivar; YV1RF, YVIRX, Maracaibo; YV2RU, Mérida; YV2RV, YV2RN, San Cristobal; YV1RO, Trujillo; YV4RA, YV4RO, Valencia.

ARTHUR H. HAGG & ASSOCIATES, INC.

Chicago 1—360 N. Michigan Ave., A. H. Hagg.................Cen. 7553
New York 17—366 Madison Ave., P. A. Broderick.................Murray Hill 2-8865
Omaha 2—320 S. 27th Ave., H. W. Harvey.......................Jackson 2620
Denver 6—1232 Adams St., Lloyd Bowers......................East 2278
Kansas City 17—P. O. Box 163, Kern W. Hagg.................Bonner Sprgs 508 F-31
Stations—KGNU, Dodge City, Kans.

HEADLEY-REED COMPANY

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**Kansas City** 6—Bryant Building, Thomas Flanagan, Jr. Victor 7095

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St. Louis 1—411 N. 10th St. .................................................................Cheyenne 1965

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National Spot AM and Television Sales Division of the National Broadcasting Company, Inc.
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San Francisco—NBC Building, Carl A. Nielsen .................. Graytone 48700
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New York—250 Park Avenue, Hines Hatchett .................. PLaza 8-2255
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St. Louis—915 Olive St., Ralph Schulenberg .................. GA 6865
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Kansas City—15 W. 10th St, William M. Temple... .Vixtor 0021


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Best Foods, Inc. (Heckers’ Cream Furina,
H-O Oats, Hellmann’s Real Mayonnaise);
Ralston-Purina Co. (Ralston, Instant Ralston,
Shredded Ralston, Ry-Krisp); Duffy-Mott
Co. (Sunsweet Prune Juice, Mott’s Apple
Juice); Florida Citrus Commission (Florida
Canned Grapefruit Juice, Florida Canned
Blended Juice); The Barbasol Company
(Barbasol); Penick & Ford, Ltd. (My-
T-Fine Desserts); Dugan Bros. (Dugan
Breads); Carter Products, Inc. (Carter’s
Little Liver Pills); Junket Brand Foods
Div. (“Junket”Brand Products); Florida
Citrus Exchange (Florigold Oranges and
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Dutch Cleanser); The Birkett Mills (Wolff’s

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**ADVERTISING COUNSELORS**
370 Spreckels Bldg., San Diego 1, Calif.
Phone M 8016

Owner: Buckleigh Oxford
Chief Acct. Exec.: Mary Alice Haggard
Production Manager: Esta Burton
Copy Chief: Winifred Kizer
Layout Man.: Harold B DePuté
Finance: Terese Oxford
Director of Radio: Buckleigh Oxford
Associate Executive: Mary Alice Haggard
Time Buyer: Esta Burton
Script Writer: Winifred Kizer


**ADVERTISING, INC.**
Central National Bank Bldg.,
Richmond 19, Va.
Phone 32800 & 32809

ANPA—SNPA—APAG—FAAG

President: J. Lynn Miller
Vice-President: M. T. Miller
Secretary—Radio Director: Alicia G. Smithers

**Radio Accounts:** R.F. & P. Railroad, Radio Station WRVA.

**AETNA ADVERTISING AGENCY**
1776 Broadway, New York 19, N. Y.
Phone Circle 7-7510

ANPA

Partner: Lawrence S. Morris
Partner: Julia Morris
Account Executives: Robert Marcus, David Collins

**Radio Accounts:** La Martinique, White Oaks Inn, Merry Go Round, Havana Madrid, Strand Hotel, Marco Polo, Gilmore's Restaurant, Essex House (Carousel).

**AGENCY SERVICE CORP.**
66 E. South Water St., Chicago 1, Ill.
ANPA—APAG—ABP—NOAB—PDA

President: A. L. Gale
Secretary-General Manager: A. C. Houser
Space & Radio Time Buyer: E. Kalish

Production Manager: L. Miller
Radio Director: George Janda

**THE AITKIN-KYNETT CO.**
140 South Penn Square, Philadelphia 2, Pa.
Phone Rittenhouse 6-7810

AAAA—APAG—NOAB—ABP—ANPA

PPA—OAAA—ABC—BMB—SNPA

Radio Time Buyer: E. M. Gretz

Program Director: D. B. Langan

**Radio Accounts:** Phillips Packing Co., Inc.; Felton-Shelby & Co., Inc.; Old Reading Brewery, Inc.

**R. H. ALBER CO.**
439 N. Larchmont Blvd.,
Los Angeles 4, Calif.
Phone Hollywood 8273

President: R. H. Alber
Vice-President: Pauline Hagen

**Radio Accounts:** Old Fashioned Revival Hour; Pilgrim's Hour; Unity School of Christianity.

**ALLEN & REYNOLDS ADV. AGENCY**
833 Insurance Bldg., Omaha 2, Nebr.
Phone Atlantic 4445

AAAA—APAG—APAG—ABP—NOAB

Partners & Account Executives: Earl H. Allen, Milton H. Reynolds


Radio Department: Helen Moeller, Janet Haggart, Joe Murphy.


**ALLEY & RICHARDS, INC.**
370 Lexington Ave., New York 17, N. Y.
Phone Lexington 23020

AAAA—APAG—NOAB—ANPA—PDA

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Director of Buying......H. M. Billerbeck
Timebuyers..............Violet Hummeler, Grace Kipp

Branch Office
Phone Hubbard 8850

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Radio Dir.................Jeanne Ambuter

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Inc., Glenwood Range Co., Adams & Swett, Inc.

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General Manager..........Bill Welsh
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Branch Offices
725 Hearst Bldg., 3rd & Market Sts.,
San Francisco 3, Cal.
Phone, Douglas 7018

Assistant Manager........Jack Gregory
353 Henry Bldg.
Seattle 1, Wash.
Phone Elliot 6054

Manager..................George Routh

Radio Accounts—Arden Farms Co., J. J.
Newberry Co. (Los Angeles), Los Angeles
Examiner, West Pico Furniture Co., Grimes-
Stassforth, United Appliance, Podolor Mo-
tors, Priddham Davis, Thrifty Outlet Co., Gil-
more Stadium, Western Caravan, Sparklets
Frosted Foods, Franklin’s (Seattle), Ham-
rick Evergreen Theaters.

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50 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-4868

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Media Director...........H. H. Thurlby
Television Director......Karl Knipe

Branch Office
821 15th St., N.W., Washington, D. C.
Phone NA 7142

Radio Accounts—Alexander Smith & Sons
Carpet Co. (National spot), F. Schumacher
& Co. (National spot), Alderney Dairies
(National spot), Van Dutch Prod.

Television Account—Alexander Smith &
Sons Carpet Co.

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Phone Chestnut 6380

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Branch Office
1050 Canal Bldg., New Orleans 12, La.
Phone Raymond 0845

Manager..................Walter Winius

Radio Accounts—American Packing Co.,
American Beauty Macaroni Co., Boatmen’s
National Bank, Bubble Up Corp., F. Burkart
Mfg. Co., Jackson Brewing Co., Emerson
Electric Co., Jax Beer Co., Baumer Foods,
Missouri-Kansas-Texas Railroad, Mexican
American Hat Co., Senoret Chemical Co.
Television Accounts—American Packing
Co., Missouri-Kansas-Texas Railroad.

CLAUDE ANIOL & ASSOCIATES
Smith Young Tower, San Antonio, Tex.
Phone Fannin 9148

ABF—SNPA
President & Prod. Mgr........Claude B. Aniol

ARROW ADVERTISING AGENCY
40 E. 49th St., New York, N. Y.
Phone Plaza 9-0850

Radio Director...........Rosetta Valenti
Copy Chief.................H. D. Kline

Radio Accounts—Nagel Groves, Photo Spe-
cialties Co., Raymart Co.

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FRANKLIN, INC.
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Phone LA 4-8976

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Radio Director............E. S. Conroy
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350 Fifth Ave., New York 1, N. Y.
Phone LO 3-7260
Manager...............Lansing Moore
Radio Accounts—Detroit Times, Locks Laboratories.

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Phone Hollywood 7151
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Art Prod. Media, Dir. Radio, Space & Time Buyer........Sanford Woolf

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Time Buyer.................Wm. T. Tieman
Program Director.........J. P. A. Atherton
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100 Adelaide St., Toronto, Ont., Canada
Radio Accounts—Cutuliera, Eno, Scott’s Emulsion, Phelps Dodge Refining Corp.

AUBREY, MOORE & WALLACE, INC.
230 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 0830
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President................James T. Aubrey
Vice-President...........John J. Finlay
Space & Radio Time Buyer...John H. North

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West Washington Square, Philadelphia 6, Pa.
Phone Lombard 3-0100
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Copy Chief................Philip A. Young
Publicity................Wauhullau LaHay
Time Buyers..............Richard S. Bunbury, Paul F. Kizenberger, John W. Purves, Charles M. Wilds.
Radio Research..........Gordon C. Braine
Commercial Writers.......J. E. Boullet, John Caldwell, John Esau, Sam Hunsaker, Helen Whitmore, Jean Williams, Dorothy Zimmer, Charles Graves (Hollywood).
Director of Plans........G. David Gudebrod
Director of Production..Donald N. McClure
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Phone Circle 6-0200
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Phone Hubbard 4970
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Phone Franklin 4883
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Radio Business Mgr.......................................................Gilbert Supple
Radio Time Dept..............................................................G. Schubert,
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Branch Office
75 Federal St., Boston 10, Mass.
Radio Accounts—American Chicle Co., Wilbur-Schwarz Chocolate Co., Inc.

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Radio Director...............................................................Jack F. Horler
Assistant Radio Director................................................Miss H. Blair
Time Buyer & Secretary..............................................Miss J. Honour

Branch Office
1557 MacKay St., Montreal, Que.
Phone Harbour 9247
Manager...........................................................................Gabriel Langlais


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Washington 6854
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Vice President............................................................Everett L. Bowers
Treasurer.................................................................Kenneth Strachan
Radio Director...............................................................Everett L. Thompson
Copy Writer Producers..............................................Jean Schantz,
Joseph Radder, V. V. Brody.
Traffic ...........................................................................J. A. MacMurray


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742 James St., Syracuse 1, N. Y.
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BARNES CHASE COMPANY
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Phone Franklin 7771
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N. R. Barnes
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1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118
E. W. Rutledge
Bay Shore Motors, Walter B. Bowie Pie Co., Davies Motors, Frazee's, Glen Abbey, Greenwood Memorial Park, Harbor Insurance, Johnson Saum Mortuary, Qualitee Dairy Products Co., San Diego Electric Railway, Southern California Music Co., Thearle Music Co., Yellow Cab Co.

BARRONS ADVERTISING CO., INC.
Rickwick Bldg., Kansas City 6, Mo.
Phone HArrison 6118
AAA—APB—APA
Wheeler Godfrey
Frank H. Little
A. W. Durrin
Ralph S. Page,
Radio Accounts—Scidlitz Paint Co., Mid-west Wool Co-op., Sodiphone, Ball Clinic.

STUART BART, INC.
114 East 32nd St., New York 16, N. Y.
Phone LExington 2-3232
President—Stuart Bart
V.P. & Radio Dir.—Budd Getschal
Radio Accounts.—Louis G. Cowan, Inc.

BASS & CO., INC.
2 Stone St., New York 4, N. Y.
Phone WH 3-0580
President—Sydney Bass
Vice-President.—David J. Gallagher
Secretary-Treasurer.—Milton Bass
Radio Acct. Exec.—Charles Davis

TED BATES, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-9700
AAA—ANPA—PPA—NAOB—ABC—OAAA—FAAG
T. L. Bates
Joseph R. Busk
Thomas J. Carnese
Radio Producers—William Harding, Jay Clark, Alan Dingwall, Jr.
Branch Office
6432 Selma Ave., Hollywood 23, Calif.
Phone Hollywood 2161-2-3
Vice-Pres. in Charge Radio Prod.
Austin Peterson
Producers—Harry Sax, Frank O'Connor

BATTEN, BARTON, DURSTINE & OSBORN, INC.
383 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-5800
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In Chg. Radio Timebuying. Frank Silvernail
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Mgr. Radio Promotion & Merchandising,
James A. McGarry
Television Dept.—William Morris,
Thomas Wright, James Campbell, Chester Kulesza.
Branch Offices
Phone Hubbard 0430

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Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

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919 No. Michigan Ave., Chicago 11, III.
Phone Superior 9200

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1515 Terminal Tower Bldg., Cleveland 13, Ohio
Phone Prospect 3621

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Phone Cherry 5572

Manager......................Robert Copeland
1680 No. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

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523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354

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Phone BRIDGEPORT 8381

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Grant Bldg., Pittsburgh 19, Penn.
Phone Grant 8060

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Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017

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Radio Accounts—Armstrong Cork Co.,
Cream of Wheat, Curtis Circulation Co.,
De Soto Division, Chrysler Corp., E. I. du
Pont de Nemours & Co., Inc., Emerson Drug
Co., General Electric Co., U. S. Steel Corp.,
Wildroot Co., Inc., Beau Brummell Ties, Inc.,
Boston Edison Co., Brown & Williamson
Tobacco Corp., Chamberlain Sales Corp.,
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Boston, First National Bank of Minn., Fort
Pitt Brewing Co., Fruit Dispatch Co., Gamble-
Skogmo, Inc., General Baking Co., Golden
State Co., Ltd., Hormel, George A. & Co.,
Keystone Lumber Co., Liberty Mutual
Insurance Co., Marine Midland Group, Inc.,
Minn. Brewing Co., Minn. Mining & Mfg. Co.,
Muirne Co., Inc., The, Mutual Savings Bank
of Boston, Nehi Corp., New York Telephone
Co., Northwestern Bell Telephone Co., Pacific
Telephone & Telegraph Co., Penick & Ford,
Ltd., Inc., Peter Hand Brewing Co., Reader's
Diet Journal, Rexall Drug Co., Schae-
fer Brewing Co., F & M, The, Sea Breeze
Laboratories, Southern New England Tele-
phone Co., Squibb, E. R. & Son, Standard
Oil Co. of Calif. Tea Garden Products Co.,
Tennessee Coal, Iron & Railroad Co., Trans-
World Airlines, Wait & Bond, Inc.

ADRIAN BAUER ADV. AGENCY,
INC.
1717 Sansom St., Philadelphia 3, Pa.
Phone Rittenhouse 4331

ANPA—PPA

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Secretary........Elmira R. Peters
Art Director........Sallie M. Brown
Production Manager........Wilmer S. Roberts
Copy Chief........Helen Park

Radio Accounts — Adelphia Hotel, The
Brighton, Broad St. Trust Co., Cayuga Fed-
eral & Loan Assn., The Drake, J. Frank &
Son, Phila Dairy Products Co., Inc., Ritz
Carlton Hotel, Warburton Hotel.

JERE BAYARD & ASSOCIATES
2504 W. 7th St., Los Angeles 5, Calif.
Phone Fairfax 1278

NOAB—PPA

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Secretary........Marion Hassett
Space Buyer........Beth M. Freeman
Production Manager.....Johnny A. Gazurian
Radio Director........Larry Craft
Account Executives......Jere Bayard,
Jean Daniels, Charles Murray.

ROGER BEANE ADV. AGENCY
136 N. Delaware St., Indianapolis 4, Ind.
Phone Franklin 2517

APA

Space Buyer................Roger Beane
Art Director...............Francis Fox
Prod. Mgr. Radio Dir. & Time Buyer
Harold Bean

Radio Accounts—L. S. Ayres & Co., Polar
Ice & Fuel Co., Wilson Bros.

BEAUMONT, HELLER & SPERLING,
INC.
6th & Walnut Sts., Reading, Pa.
Phone 7447

NOAB—ABP—PPA

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Vice-Pres. & Sec............L. J. Sperling
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Art Director............R. G. Glassmire
Production Manager......J. L. Ryan
Radio Time Buyer........Dorothea Hassler
Research Dir. & Space Buyer
Marion W. Nagle

Radio Accounts—Allen Laundries, Allen-
town-Bethlehem Gas Co., Automotive Service,
Consumers Gas Co., Haines Hobby House,
Harrisburg Gas Co., Lebanon Valley Gas
Co., Station WHUM.
BEHEL & WALDIE & BRIGGS, INC.
221 N. LaSalle St., Chicago 1, Ill.
Phone Franklin 8422
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Dir. Research......................................H. M. Schnur
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Branch Office
Muskegon Heights, Mich.
Phone 32-407
Manager............................................G. P. Shillinger


BENTON & BOWLES, INC.
444 Madison Ave., New York 22, N. Y.
Phone Murray Hill 8-1100
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Manager of Radio Dept. & Chief
Time Buyers.......................George Kern
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Time Buyers.............Ruth Jones, Mary McKenna
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 Casting Director...............George Jenson
New Program Ideas.............Leslie Harris
Manager of Publicity........Richard K. Bellamy
Directors.......................Hoyt E. Allen, Kenneth Burton,
Olga Druce, Leslie Harris, Herbert Leder,
Thomas McDermott, Charles Fisher,

Branch Offices
Phone Hillside 9151

West Coast Rep..................Al Kaye
Office Manager...............Mary Edith Stahl
326 E. Main St., Lakeland, Fla.
Phone LAKeland 2-4571

Director..........................David Kepner
Office Manager..................Annie G. Hull


Television Account—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt).

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136 East 38th St., New York 16, N. Y.
Phone LExington 2-7550
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Exec. Vice-President...........George Castelman
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Radio Director.....................George C. Castelman
Radio Prod. & Tele Dir...........Ray Ovington


Television Account—Jay Day Dress Co.

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9 Rockefeller Plaza., New York 20, N. Y.
Phone Circle 7-6760
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President..................................Mrs. V. R. Best
Vice-President.............................I. Marks

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228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060
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Vice-Presidents..................Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens,
Frank F. Morr.

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Phone Cl 5-7377

Vice-President...............Arthur W. Ramsdell

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First National Bank Bldg., Denver 2, Colo.
Phone Main 6782
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Vice-President ............. L. W. Koerber
Secretary .................... C. A. Haskell
Treasurer ........................ E. Whetstone
Director ..................... L. W. Koerber
Copy ......................... D. Hilden, E. Whetstone

Radio Accounts — Frontier Refining Co.,
Denver Dairy Council, Carlson-Frink Co., Joe
Kavanaugh, Inc., Maplecrest Turkey Farms,
Red Dot Oil Co.

THE BLOW CO., INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Plaza 7-4100
ANPA—PPA—APA—OAAA—NOAB
President ..................... Milton H. Biow
Exec. Vice-President ....... John M. Alden
Secretary ..................... Richard M. Biow
Treasurer ........................ Morris Zimmeman
Vice-Presidents ............... E. J. K. Banwart,
Ralph F. Linder, Walter G. Smith, C. H. Wolfe
Account Executives .......... W. P. Booth,
C. T. Clyne, P. B. Hinerfield, I. W. Hoff,
Elizabeth Leeman, Norman J. Phelps,
M. A. Singer, S. M. Sutter, E. D. Swann

Radio Department
501 Madison Ave.

Director ..................... John E. Hamm
Head of Time ................... John D. Hymes
Mgr. Radio ...................... Bruce Dodge
Head Talent Contract ........ Lucille Webster
Radio Production ............. Jack Roseman

Hollywood Office
611 Sunset Blvd., Hollywood 28, Calif.
Phone Hempstead 2377
Manager ..................... Jack Runyon

San Francisco Office
703 Market St., San Francisco 3, Calif.
Manager ..................... Keith Babcock

Radio Accounts—Adam Hats, Eversharp,
Inc., Philip Morris & Co., Ltd., Procter &
Gamble Co., Roma Wine Co.

HILL BLACKETT & CO.
231 N. LaSalle St., Chicago 1, Ill.
Phone State 0950
ANPA—PPA—APA—NOAB
Principal ...................... Hill Blackett
Account Executives ............ R. G. Wilson,
C. Foust, F. R. Babcock.
Treasurer ........................ J. R. Lieber
Space & Radio Time Buyer .... Frank Reed
Production Manager ............ Vaughn Jones
Art Directors ............. Don Avery, Don Digman
Radio Production ............. Kirby Hawkins

Radio Accounts — Colgate-Palmolive-Peet
Co. (Lustre Creme Cosmetics), Morton Salt
Co., A. E. Staley Mfg. Co., Wander Co., Wor-
chester Salt Co.

THE BLACKSTONE COMPANY
221 W. 57th St., New York 19, N. Y.
Phone Circle 7-4915
Owner ...................... Milton Blackstone
Associate .................... Jack Steiner
Manager ..................... Gladys B. Berju
Copy Director ................ Homer Millard
Art Director ................ Len Janklow
Production Manager ........ Harry Dobrin
Space Buyer .................. Ed Engel
Account Executives .......... Charles Konda,
Robert Towers, Mortimer Curtis, Ar-
thur Fisher, Leonard Ruskin, Martin
Rodman, Shirley Mason.

Radio Dept.
Director of Radio ............. Jack Steiner

Radio Accounts — Brass Rail, Keystone
Paint & Varnish Co., Jay Lord Hats, Gros-
inger Hotel & Country Club.

THE BLAINE THOMPSON CO., INC.
234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800
ANPA—PPA—APA—ABC—NOAB
President-Treasurer .......... Myer Lesser
Vice-Presidents ............. John J. Shubert, Jr.,
Marlo Lewis.
Radio Director ................ Richard Ash
Copy Chief .................. N. B. Lewis

Branch Office
321 W. 44th St., New York 18, N. Y.
Phone Circle 6-1000
Account Executive .......... Philip Solomon

BLAKER ADV. AGENCY, INC.
501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563
ANPA—PPA
Chairman ..................... Henry Blackman Sell
President .................... Harold L. Tuers
Secretary ..................... Anne Sharkey
Treas. & Prod. Mgr. .......... Margaret T. Reynolds
Art Director ................ Mary L. Deming
Production Manager .......... Joseph Ferenc
Radio Time Buyer ............. Jean Zipser
Account Executives .......... Theodore D. Siegel,
Paul Sprinz, Helen Nash, H. L. Tuers.

Radio Accounts—L. S. Ayers & Co., Barbi-
zon-Plaza, 57th St. Bootery, French Bootery.
Asst. Sec.-Treas. Elinor Bishop
Production Manager Ed Ward

Branch Office
2400 Foshay Tower, Minneapolis 2, Minn.
Phone Main 4527
Manager Sam Kaufman


ARTHUR BRAITSCH ADV.
15 Westminster St., Providence 3, R. I.
Phone Dexter 5313-4115
ABP—APA—ANPA
Radio Director Arthur Braitsch
Secretary Norma Black
Space Buyer John A. Lorimer

BRESNICK & SOLOMONT INC.
216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP—ANPA—PPA—APA
President Chester L. Solomont
Radio Dir. & Time Buyer Adner Rakov
Radio Account—Dawson’s Brewery, Inc.

R. C. BRETH. INC.
310 Pine St., P. O. Box 128, Green Bay, Wise.
Phone Howard 134
President R. C. Breth

BRISACHER, VAN NORDEN
& STAFF INC.
310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276
ANPA—APA—PPA—NOAB—ABP
President Emil Brisacher
Vice-President Franklin C. Wheeler
Secretary A. McKie Donnan
Treasurer W. Purdom
Time Buyer Marie Eaton
1133 Crenshaw Blvd., Los Angeles 6, Calif.

Branch Offices
Garfield Bldg., Los Angeles 14, Calif.
Phone Whitney 9442
Vice-President R. T. Van Norden
Radio Director Charles Chaplin
140 East 39th St., New York 16, N. Y.
Phone MU 2-5838
Vice-Pres. & Manager C. H. Gabriel

BROADCAST ADVERTISING
3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition 1339
Owner-Manager Van C. Newkirk
Production Manager John G. Fryer
Office Manager Betty Culbert


BROOKE, SMITH, FRENCH & DORRANCE, INC.
8469 E. Jefferson Ave., Detroit 14, Mich.
Phone Valley 2-9700
AAAA—OAAA—ABP—NOAB—ANPA—PPA—APA
Chairman of Board Sturges Dorrance
President Willard S. French
Secretary-Treasurer Guy C. Smith
Vice-Presidents Clarke C. Wilmot, Jack Williams, Walter C. Ayers, George Johnston, H. R. Bayle, L. Grant Hamilton, Blount Slade.
Director of Radio James B. Hill
Time Buyer Clyde Vortman

Branch Office
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800
Vice-Pres. & Mgr. Media Dept. H. E. Pengel
Art Director William A. Adriance


Television Account Goebel Brewing Co.

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA—ABP
Account Executive Henry Brooks
General Manager A. R. Brooks
Production Manager E. Nyberg
Time Buyer A. R. Brooks
Copy Chief G. Gumpertz
Art Director Len Wolf
Acct. Exec. S. P. Brooks


D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA AAAA—ANPA—ABP
NOAB—PPA—ABC

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FRANKLIN BRUCK ADVERTISING CORP.
RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone Circle 7-7660
President .................... Franklin Bruck
Secretary and Radio
Director .................... M. J. Kleinfeld
Vice-President ............. Mort Heineman
Radio Time Buyer ............ Rae Elbroch
Radio Traffic ............... Milton Jurin
Radio Production ........... Howard Blake
Research Director .......... Jules Nathan

CHARLES BRUNELLE ADV. AGENCY
15 Lewis St., Hartford 3, Conn.
Phone 7-0726
ABP—PPA
President & Treasurer ... Charles Brunelle
Vice-Presidents .......... John E. Finneran, Robinson Smith.
Radio Account—Sage-Allen & Co., Inc.

GEORGE P. BUENTE, INC.
509 Madison Ave., New York 22, N. Y.
Phone EL 5-1175
PANY
Pres.-Treas.-Radio Dir. ....... George P. Buente
Vice-President & Secretary ... E. M. Buente
Art Director ................ William C. Brigham
Production Manager ......... Edna Morgans

BURLINGAME-GROSSMAN ADV.
600 S. Michigan Ave., Chicago 5, Ill.
Phone Wabash 7090
APA—PPA—PANY
Owner ..................... S. W. Grossman
Art Director ................ S. Boss
Production Manager .......... S. E. Miller
Radio Time Buyer ........... G. Roesler
Account Executive .......... M. A. Harvis

BURNET-KUHN ADV. CO.
520 N. Michigan Ave., Chicago 11, Ill.
Phone SUP 3800
ANPA—APA—PPA
President & Treasurer..............Paul R. Kuhn
Vice-Pres. & Sec.............Francis J. Woods
Vice-President.............Philip D. Simons
Radio Director.............Mary A. Schroeder
Account Executives............F. J. Woods,
                                P. D. Simons, T. Wainwright.


LEO BURNETT COMPANY, INC.
360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—NOAB—ABC—APA

President............................Leo Burnett
Executive Vice-President..........R. N. Heath
Treas. & Radio Time Buyer...E. Ross Gamble
Vice-Pres. Chg. of Radio.....W. L. Weddell

Branch Offices
743 Fifth Ave., New York 22, N. Y.
Phone Plaza 5-2772
411 West Fifth, Los Angeles 13, Calif.
Phone Mutual 5167


BYER & BOWMAN ADV. AGENCY
203 East Broad St., Columbus 15, Ohio
Phone Main 3276-7-8-9
ABP—ANPA—PPA—APA—NOAB

Partners......................Herbert Byer,
                          Gus K. Bowman, Joel M. Burghalter
Director.......................Wm. Copeland

Radio Accounts—Franklin Brewing Co.,
Buckeye Potato Chips, Clean Co., Watalene
Laboratories, Ashland Oil & Refining Co.,
Budd & Co., Universal Concrete Pipe Co.,
Yeager Candy Co., Central Bldg. & Loan Co.

HAROLD CABOT & CO., INC.
136 Federal St., Boston 10, Mass.
Phone Hancock 7600
AAAA—ANPA—PPA—NOAB—APA

President............................Harold Cabot
Vice-Presidents............Langley C. Keyes,
                                Donald D. Douglas, William H. Ganick,
                                Edward F. Chase, George R. Griffin,
                                Henry W. Peterson
Treasurer.......................Richard P. Holland
Art Director....................Edgar Marble
Production Manager............Frederick Dwyer
Copy Chief.......................Henry W. Peterson
Media Director.............James I. Summers
Radio Time Buyer............Miss Jan Gilbert
Creative........................Miss Betty Parks
Creative & Production.....John M. Lord

Account Executives.............Harold Cabot,
                                Edward F. Chase, Donald D. Douglas,
                                Russell Hunt, Richard P. Holland,
                                William H. Ganick, Langley C. Keyes,
                                John M. Lord, Henry G. Balch, Peter Black,
                                Eugene C. Burchette

Branch Office
120 Exchange St., Portland, Maine
Phone 3-5962
Manager.......................Richard I Miller

Radio Accounts—Boston and Maine Rail.
road, Boston & Maine Transportation Co.,
Boston Globe, W. L. Douglas Shoe Co., H. P.
Hood & Sons, Rock of Ages Corporation,
Boston Consolidated Gas Co., Haviland Choc-
olates, Inc., Metropolitan Transit Authority.

CAHN-MILLER, INC.
413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

President.......................Louis F. Cahn
Vice-President...............C. LeRoy Miller
Secretary......................George Getman
Account Executives...........Louis C. Pedlar, Jr.
Frank E. Lyon, Dorothy Shilling Yost,
Marian Kaminiski.

Radio Accounts—ABC Oil & Burner Co.,
Oscar Caplan, Diamond State Brewery, Inc.,
Elite Laundry, Jarman Motors, Inc., The May

CALKINS & HOLDEN
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-6900
AAAA—ABP—ANPA—PPA—PRB—
SAAA—SNPA—OAAA—NOAB—ABC

President.......................J. Sherwood Smith
Vice-President....................Rene Clark
Secretary-Treasurer............R. P. Clayberger
Art Director....................Walter B. Geoghegan
Production Manager............Fred Oughton
Manager Outdoor Dept........F. J. Fitzgerald
Media Director...............Thomas H. Young
Radio Program Director......Chester H. Miller

Branch Office
Randolph 3831

Radio Dept. Manager.........R. A. Washburn

Radio Accounts — Oakite Products, Inc.,
Framer Prod. O-SO-Grape.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—NOAB—PPA—PRB—
APA—ABC—ABP
Pres. & Chairman of Board...Henry T. Ewald
Exec. V.P. & Gen. Mgr........Henry G. Little
Secretary-Treasurer............Lawrence R. Nelson
Asst. Treasurer & Comptroller...C. J. Rudesill
Vice-President...................J. H. Hartigan
V.P. & Dir. of Media.............J. H. Hartigan
V.P. & Chmn. of Acct. Advisory Comm.
W. H. Case
V.P. & Copy Director.........L. T. Robinson
V.P. & Art Director...........Halsey Davidson
Vice-President...............W. E. Schweikart

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Vice-President..................W. P. Stewart
Vice-President..................G. Brewster Loud, Jr.

Radio Committee
V.P. & Chairman........... Winslow H. Case
Vice-President...............J. H. Neebe
Vice-President................R. F. Field
Secretary......................T. B. Adams

Television Committee
V.P. & Supervisor............ Winslow H. Case
Producer-Director............R. J. Mauer
Art Director..................D. O. Chance
Script Writers................R. S. Field, R. I. Warren
Program Supervisors...........Robert Dudley, B. C. Mott

Branch Offices
230 N. Michigan Ave.,
Chicago 1, Ill.
Central 1946

Vice-Pres. & Mgr.............E. W. Clements
714 W. Olympic Blvd.
Los Angeles 15, Cal.

Richmond 6204

Vice-President-Manager........R. C. Francis


CAMPBELL-EWALD COMPANY
OF NEW YORK, INC.
10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383

AAA—ABP—ANPA—APA—
NOAB—PPA—ABC

Chairman of the Board........Henry T. Ewald
President & Gen. Mgr........Fletcher D. Richards
First Vice-President........Willis E. Blodgett
Second Vice-President........Lynn B. Dudley
Vice-President & Secretary........Duane W. Beurmann
Treasurer......................L. R. Nelson
V.P. & Media Dir................E. A. Elliott
V.P. & Art Dir..................W. A. McNabb

Vice-Presidents..............Radcliffe Romeyn, V. A. Walker, John Davidson,
Spot Radio & Tele. Dir........Kenneth Young


Television Accounts Placed—U. S. Rubber Co.

Chairman.....................Ralph B. Campbell
President.....................Ray O. Mithun
Vice-Presidents..............John K. Mortland, John W. Forney, August C. Ragnow, Lester J. Will.
Secretary.....................E. S. Bruquette
Treasurer.....................B. N. Sandquist
Time Buyer....................Arthur H. Lund

Production Creative Director............John W. Forney

Branch Office
919 N. Michigan, Chicago 11, Ill.
Phone Del. 7553

Vice-President................August C. Ragnow


SOLIS S. CANTOR ADV. AGENCY
1711 Walnut St., Philadelphia 3, Pa.
Phone LO 7-8141

ABP—ANPA—SNPA

Pres......................Solis S. Cantor
Exec. V.P.....................Kathryn Cantor
Art Dir.......................William F. Cox
Pro. Mgr.....................Robert Hersch
Sp. Buy.....................Margaret M. Woodlen
Asst. Execs..................Jack Shaw, Robert Weiner
Radio & Television Dir........Raymond S. Aarons

Branch Office
350 Lincoln Rd. Bldg., Miami Beach, Fla.
Phone 58-1637

Manager.....................Sidney B. Gorchov


THE CAPLES COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850

ANPA—PPA—APA—NOAB

President.....................R. C. Caples
Vice-President................Hudson Meyer

Radio Dept.

Time Buyer....................Ruth D. Folster
Branch Offices
225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President .................. R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head ....... Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager ..................... Arthur Caron
Radio Accounts—American Express, Union
Pacific Railroad, Chicago & North Western
Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY, INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone HA 1356
609 Minnesota Ave., Kansas City 12, Kansas
Phone DR 3077
ABP—ANPA—NOAB—NAAN—APA—PPA
President .................. Charles W. Carter
Vice-President ................ William G. Rowe
Radio Director .................. Lee Hall
Branch Office
609 Minnesota Ave., Kansas City, Kans.
Phone DR 3077
Radio Accounts — Helzberg’s Jewelers,
Rushton Baking Co., Rudy Patrick Seed Co.,
Perry Motor Co., Shellabarger Feed Co.,
Consumer's Co-Op, May Potato Chip Co.,
DeCoursey’s Ice Cream, Kansas Farmers
Union Central Co-Op Exchange.

R. H. CARY, INC.
908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—FAAG—APA
President & Treasurer .......... R. H. Cary
Radio Director .................. Fred A. Reed
Art Director .................. R. M. Williamson
Radio Accounts — Oelwein Chemical Co.,
Thompson Hybrid Corn Co., Des Moines Ice &
Fuel Company, Station KRTN, Station
WNAX.

CASMIR ADV. CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2041
PANY
Owner & Space Buyer ....... David C. Casimir
Radio Director ................. Marvin F. Casimir
Art Director ................. Wm. E. Burgess
Radio Accounts — Eagle Pencil Co., Haynes-
Griffin Co.

CAYTON, INC.
350 Fifth Ave., New York 1, N. Y.
Phone BR 9-0390
ABP-APA

President ................. William D'Arcy Cayton
Secretary ................... D. R. Roberts
Art Director ............... Elliott Porte
Radio Director ............ Earle McGill

CECEL & PRESBREY, INC.
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200
SAAA—SMPA—ABB—OAAA
ABC—BMB
President .................. James M. Cecil
Vice-Presidents .......... Edward Noakes,
H. L. Kneeland, Samuel Dalsimer, S. M.
Kenyon, Terrence F. MacGraeth, Robert
Carley, David G. Lyon,
Sec. & Treas. ............... David C. Thomas
Media Dir .................. Harry Parnas
Radio Dir .................. John M. Wyatt, Jr.
Time Buyer ............... Harry Parnas
Asst. Radio Dir ............ Sara Jane Troy
Radio Accounts — Ronson Art Metal Works,
Inc., Oyster Shell Products Corp., Philip
Morris & Co., Inc. Ltd. (Fleetwood Cigarettes),
Block Drug Co., Carbola Chemical Co.

THE CHERNOW COMPANY
Empire State Bldg., New York 1, N. Y.
Phone PENnsylvania 6-3520
President ................. Sam Chernow
Vice-President ............ Leo A. Friedman

NELSON CHESMAN COMPANY
Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
ABP—ANPA—PPA—SNPA—NOAB
SNPA—APA—ABP
Partners ............. John E. Fontaine, S. M. Kelly
Radio Director ........... H. Gene Sample
Radio Accounts — Fleetwood Coffee Co.,
Double-Colo Co.

CHICAGO ADV. AGENCY
20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732
ANPA—PPA—APA
Pres. & Space Buyer ............ J. L. Wade
Vice-President ............ Elmer Wade

C. P. CLARK, INC.
113 Seventh Ave., No., Nashville 3, Tenn.
Phone 6-4179
APA—FAAG
President-In Charge of Radio .... C. P. Clark
Vice-Pres. & Treasurer ....... D. G. Goodwin
Secretary .................. D. Clark
Radio Account — Southern Coach Lines, Inc.
CLEMENTS COMPANY, INC.
Phone Rittenhouse 0236
APNA—PPA
President-Treasurer.............I. W. Clements
Vice-President-Secretary......E. D. Masterman
Director of Radio..............Alice Clements
Radio Accounts—Network: Modern Food
Process Co., F. G. Vogt & Sons, Hudson Coal
Co., Horn Hardart.

THE ARNOLD COHAN CORP.
1860 Broadway, New York 23, N. Y.
Phone Plaza 9-7267
President..................Arnold Cohan
Vice-President...........Gilbert R. Lesser
Secretary................Edna Freischman
Treasurer................Arnold Cohan
Production Mgr............Morris Helfman
Art Dir....................Saul Mandel
Traffic Mgr................Jule L. Goodwin
Copy Chief................Jules Archer
Account Executives.......Arnold Cohan,
Gilbert R. Lesser, Helen Wade
Radio & Tele. Dir..........Edward F. McDougal
Radio Accounts—Jim Dale Clothes, Inc.,
Material Expediters.

COLE AND CHASON, INC.
8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664
Pres. & Radio Dir........Herbert S. Chason
Vice-President...............John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER ADVERTISING
CO.
15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964
APNA—APNA—PPA
Partners...Russell C. Comer, Ruth E. Comer
Space Buyer...............Daniel C. Martin
Production Mgr...............John C. Fehlandt
Acct. Executive...........Gardner Reams
Radio Department Manager.....Bill Godden

COMPTON ADVERTISING, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800
SNPA—AAAA—APNA—PPA—OAAA—
NOAB—ABC
President....................Robert D. Holbrook
Vice-Pres. & Secy........Leonard T. Bush
Vice-Presidents............Thurman L. Barnard,
Frank R. Griffin, Edward Battey, Muriel
Haynes, Guy Richards, Lewis H. Titter-
ton, Frederick Anderson, Henry A. Mat-
toon.
Treas. & Comptroller........Charles McCormack
Vice-Pres. & Asst. Treasurer,........John K. Strubling, Jr.
Media Supervisor..........Frank B. Kemp
Mgr. Radio Dept...............Storrs Haynes
Casting Director..............Vera Larkin
Publicity Director..........Virginia Travers
Head Time Buyer.............Henry Clochessy
Dir. Daytime Serial Div........Evelyn Pierce
Dir. Pro. Development........Brewster Morgan
Branch Offices
Sunoco Vacuum Bldg., Chicago, Ill.
Manager......................L. O. Holmberg
Phone Harrison 3570
New Center Bldg., Detroit, Mich.
Trinity 1-2200
Manager....................James Cook
Land Bank Bldg., Kansas City, Mo.
Phone Harrison 8102
Manager......................Wm. B. Hill
Gwynne Bldg., Cincinnati, O.
Phone 6961
Manager......................Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.
Marquette 2778
Manager......................Harry Scott
Hollywood 8107
Manager......................Floyd Holm
Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz), Wheatena Corp., Sunoco-Vacuum
Oil Co., Allis Chalmers Co., Nestles Milk Co.

THE CONNOR COMPANY, INC.
544 Market St.,
San Francisco 4, Cal.
Phone, YUKon 0196
APNA—ABP—FAAG—ANPA—PPA
President...............Edward W. Connor
Exec. Vice-Pres...............Shirley Walker
Production Manager........Mrs. V. George
Account Executives........A. M. Janisen,
B. McClure, D. McFadden, S. Walker.

COWAN & DENGLER, INC.
527 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 2-0940
APNA — PPA — NOAB — APA
President......................Stuart D. Cowan
Vice-Pres. & Treasurer........H. W. Dengler
Vice-President...............Porter F. Leach
Secretary....................Stuart D. Cowan, Jr.
Media.........................Miss McDonald
Space-Time Buyer.............Miss A. Marie Maus,
Miss McDonald
Radio Accounts—Isbandsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.
JOHN GILBERT CRAIG ADV., INC.
913 Washington St., Wilmington 99, Del.
Phone 6185
ABP—AMPA—APA
PPA—NAAN
Account Executives........ John Gilbert Craig
K. W. Anderson.

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APM—NOAB—ABC
President.......................... A. W. Seiler
Executive Vice-President..... H. N. Pasteur
Vice-Presidents................. L. H. Ness,
C. W. Faude
Director of Media................ L. H. Ness
Time Buyer....................... Loretta Mahar
Radio Director................. J. S. Stolzoff
Radio Accounts—Plankinton Packing Co.,
Co., Amity Leather Co., Milwaukee Co.,
Sperry Candy Co., McCennon & Co., Mackin
win Co., Luick Ice Cream Co., Luick Dairy Co.

CRITCHFIELD & COMPANY, INC.
720 North Michigan Ave., Chicago 1, Ill.
Phone Superior 3061
ANPA—APA—PPA—NOAB
President.............. E. P. Nesbitt
Media Dir....................... E. Groenboom
Production Manager........ R. M. Cowing

CRUTTENDEN & EGER
64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
ABP—ANPA—PPA—NOAB—APA
Partner....................... Edmond I. Eger
Account Executives........ Leon H. Lewis,
George M. Stern, Harley B. Holbs.
Media-Research Director..... Harry C. Pick
Art Director................... Harry J. Belier
Radio Time Buyer................ Harry C. Pick
Radio Accounts — Admiral Corp., Klein’s
Sporting Goods.
Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.
221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ANPA—PPA—APA—AAAA
President.................. H. M. Dancer
Vice-Presidents............. C. L. Fitzgerald,
J. G. Sample.
Treasurer.................. Paul Keenan
Sec. & Gen. Mgr............... Fred Leighty
Account Executives...... Robert McDonald,
Elliot Detchon, Bob Etienne Clint Frank,
F. S. Gardner, Joseph Gereley, Thomas
L. Greer, Bud Dollard, G. H. Johnson,
Fred Klein, Stuart Upson, Ted Mertz,
Don Manchester.
Radio Time Director........ J. James Neale
Radio Comm. Prod............ Dan Ryan
Copy Supervisors............ W. Tyler,
Thomas Greer.
Production Head............... Albert Black
Promotion...................... A. O. Meyer

Branch Offices
247 Park Ave., New York 17, N. Y.
Phone WI 2-4200
Executive Manager............. F. K. Beirn
Account Executives........... G. G. Tormey,
R. W. Buckley, J. L. Eisele, G. P. Mac-
Gregor, H. R. Potter, M. Read, A. W.
Spence, W. B. Stewart, H. R. Turnbull.
Radio & Television Producing
Subsidiary
Show Productions, Inc.
President...................... Adrian Samish
Supervisor of Night-Time Programs
to Television............... Carl Stanton
Supervisor of Day-Time Programs
Lester Vail
Publicity and Promotion....... Pat Sweeney
1680 N. Vine St., Hollywood 28, Calif.
Phone HE 0716
Manager........................ A. Kabaker
6 King St. East, Toronto 1, Canada
Phone Adelaide 2851
Manager....................... G. Nuns
Radio Accounts—General Mills, Inc., Proc-
ter & Gamble Company, Sterling Drug Inc.,
Daniel Green, Whitehall Pharmaceutical
Company, Falstaff Brewing Corp., Continental
Illinois National Bank & Trust Co., Standard
Brands, Inc.

D’ARCY ADVERTISING COMPANY
Missouri Pacific Bldg., St Louis 3, Mo.
Phone Central 6700
AAA—ANPA—PPA—ABP—PRB—
SAAA—SNPA—NOAB—OAAA—BMB
Chicago, Bd. of Dir........ A. L. Lee
President........................ J. F. Oberwinder
Secretary-Treasurer........ E. C. Cronk
Radio Dir...................... P. A. Louis

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone Plaza 8-2600
VP in Charge of Radio...... John J. Toigo
Terminal Tower Bldg., Cleveland, Ohio
Phone Cherry 0158
Vice-President........... Stanley Seward
90 Broadview Ave., Toronto, Ont., Canada
Phone Gladstone 7591
Vice-President........ Gramont Altenbernd
310 North Ave., N. E., Atlanta, Ga.
Phone Atwood 1209
Vice-President............... J. Hixon Kinsella
Radio Accounts—The Coca-Cola Co., Gen-
eral Tire & Rubber Co., Pennsylvania Rubber
Co., Cleveland Electric Illuminating Co.,
Laclede Gas Company—St. Louis.
DOHERTY, CLIFFORD & SHENFIELD INC.
350 Fifth Avenue, New York 1, N. Y.
BRyant 9-0445
AAAA—ABP—ANPA—PPA—NOAB—ABC
President-President-Lawrence L. Shenfield
Vice-Pres. & Treas.—President—Chester MacCraken
Vice Presidents—Donald K. Clifford
Francis J. Doherty, Joel F. Jacobs,
V.P. & Secretary—Wm. E. Steers
Asst. Treas.—Nelson O. Argueso
Asst. Secy.—Marie L. Brennan
Dir. of Production—Chester MacCraken
Dir. of Radio Commercials—John Mullen
Tele. Dir.—Chester MacCraken
Asst. Tele. Dir.—Blaney Harris
Radio Accounts—Bristol Myers Company,
Ipana, Vitalis, Mum, Ingram Shave Cream,
Benex; Pioneer Division of the Borden
Company, Reid's Ice Cream, Mel O Roll Ice
Cream; General Aniline & Film Corp., Clim;
Chas Amsen Company.
Television Accounts—Bristol-Myers Company,
Pioneer Division of the Borden Company
(Now discontinued).

THE RALPH L. DOMBROWER CO., INC.
11 E. Franklin St., Richmond 20, Va.
Phone 3-1113
ANPA—PPA—SNPA—APAPA—BPA
President, Treas.—Ralph L. Dombrower, Sr.
Vice-President—Ralph L. Dumbrower, Jr.
Secretary—T. E. George
Asst. Secretary—Phyllis King
Mgr. Radio Dept.—J. C. Fulmer
Account Executive—M. B. Dombrower
Talent Buyer—T. Michaux Moody
Branch Office
Woodward Bldg., Washington, D. C.
Phone Republic 1420
Manager—Phil Rosenfeld
Radio Accounts—Southern Biscuit Co., Inc.,
Goldberg Electric Products Co., Inc., South-
ern Stove Works, Inc., Fork Union Military
Academy, Fork Union, Virginia, Southland
Wines, Inc., Velvet Rose Wine, Richmond
Rubber Co., Inc., Traffic-Tested Automobile
Tires, FFV Cookies and Crackers, Sonora
Radio-Phonographs, Kitchen Chief Wood and
Coal Kitchen Ranges, and Tip Top Circu-
lators.

DONAHUE AND COE, INC.
1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—SNPA—
OAAA—APAPA—NOAB
Dir. of Motion Picture Radio-Tele Div.
A. Carl Rigrod
Time Buyer—Thomas Lynch
Branch Offices
411 Hurt Bldg., Atlanta, Georgia
Phone Ma 5662
Manager & Vice-President. H. L. Morrill, Jr.
931 N. La Cienega, Hollywood, Calif.
Phone Crestview 6-7737
Manager............................Walter Blake

Radio Accounts — Loew’s, Inc. (M-G-M),
Samuel Goldwyn Productions, Enterprise
Pictures, Republic Pictures, Angostura-Wupper-
man Co., Whitehall Pharmacal Co., Pear-
son Pharmacal Co., N. Y. Herald Tribune,
River Brand Rice Mills, Inc., De Laval
Separator Co., Radio City Music Hall, Brandt
Theaters, Atlantic Ale & Beer.
Television Account—Lektrolite.

DOREMUS & CO.
120 Broadway, New York 5, N. Y.
Phone REctor 2-3000
ANPA—PPA—APA—ABP—NOAB
President..................Wm. H. Long, Jr.
Exec. Vice- Pres...........W. H. Burnham
Treasurer...................R. E. Williams

DORLAN, INTERNATIONAL—
PETTINGELL & FENTON, INC.
247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685
ABP—ANPA—PPA—NOAB
President..................Atherton Pettingell
Exec. Vice-Pres. Treasurer.....Walter Maas
Vice-President...............Charles B. Strauss
Radio Dept. Handle by Bernie Newton
Radio Accounts—U. S. Army, York Car-
el Co., Lanvin Parfums, Inc., A. S. Beck
Shoe Corp.

JOHN C. DOWD, INC.
212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA
President..................John C. Dowd
Executive Vice-President...E. D. Parent
Vice-President...............W. Davenport
Treasurer...................Geo. E. Murphy
Radio Accounts—Albany Carpet Cleaning
Co., Allied Salt & Chemical Co., Atlantic
Coal Co., Clinton Clothing Mfg. Co., First
National Stores, Martin L. Hall Co., Homes,
Paines of Boston, K. J. Quinn & Co., Inc.,
Snider Fuel Corp.

DUANE JONES COMPANY, INC.
570 Lexington Ave., New York 22, N. Y.
Phone PLaza 3-4848
ABP—NOAB—ANPA—APA
ABC—BMB—SNPA

President........................Duane Jones
Exec. V. P. & Gen. Mgr..........Ralph Smith
Secretary.....................Eugene Hulshier
Treasurer.....................Lawrence Leaman
Copy Chief....................Robert Hughes
Space Buyer..................L. David Hogmer
Vice-Presidents...............C. Frederic Bell,
Robert Hayes, Joseph Scheider.
Television Director........Gerald Ware
Production Manager..............Walter Ware
Art Directors................Thomas McManus,
Frances Horr, Dick Beyer.
Business Manager................Richard A. Stevens
Research Director.............Lawrence Hubbard
Merchandising Director.........Donald Gill
Premium Manager...............Ernest Zielin
Radio Director................Reggie Schuebel
Production....................Chester Gierlach
Head Time Buyer................Vera Brennan
Time Buyer....................Jeanne Sullivan
Time Buyer....................Sally Reynolds
Time Buyer....................Anne Small

Branch Office
Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.
Phone PLaza 9-4516
Radio Accounts—B. T. Babbitt, Inc., Cur-
tice Brothers Co., The Grove Laboratories,
Inc., Hudson Pulp & Paper Corp., Larus &
Brother Co., Inc., Manhattan Soap Co., Me-
gowen-Educator Food Co., The Mennen Co.,
C. F Mueller Co., E Myers Lye Corp., Pierce’s
Proprieties, Inc., The Sweets Company of
America, Inc., Wesson Oil & Snowdrift Sales
Co., Whitehall Pharmacal Company (Koly-
nos).
Television Accounts—C. F. Mueller Co.,
The Manhattan Soap Co., B. T. Babbitt, Inc.

L. J. DuMAHAUT ADV. AGENCY
Phone RANDolph 8246
APA
Owner......................L. Jerome DuMahaunt
Production Manager............J. H. Van Wart

ROY S. DURSTINE, INC.
730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400
PPA—NOAB—ANPA—SNPA
ABC—OAAA
President.......................Roy S. Durstine
Vice-Pres.—Secretary Dir of Media,
Arch T. Gardiner
Vice-Presidents...............William E. Dempster,
Ralph D. Allum.
Treasurer........................T. Arnold Rau
Prod. Mgr....................David R. Margarett
Head Art Director.............Harvey A. Spooner
Art Directors................J. Burton Stevens,
John A. Hafstrom.
Executive Staff.............William E. Dempster,
Ralph D. Allum, John C. Rome, Chandler
S. Woolley, John Malone, Jr., William
C. Pank, David L. Rosen, Robert L.
Whitehead, James Hermans, Jr., C. Henry Heppenstall.
Radio Time Buyer .......... Bergliette Boe

Branch Offices
20 No. Wacker Drive, Chicago 6, Ill.
Phone Andover 3466
V.P.-Manager .......... Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.
Phone Cherry 0032
V.P.-Manager .......... Frederic Kammann

ADAM F. EBY & ASSOC.
336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922
Owner .......... Adam F. Eby
Account Executives .......... Catharine Walsh, Samuel E. Eby.

EDWARD EDELSTEIN ADVERTISING AGENCY
27 E. Monroe St., Chicago 3, Ill.
Phone Andover 3867-Dea 3976
ABP
President .......... Edward Edelstein
Art Director .......... Sylvia Roberts
Radio Dir. & Time Buyer .......... Lloyd Nelson

ELLINGTON & CO., INC.
535 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-2562
NOAB—ANPA—PPA—APA
President .......... Jesse T. Ellington
Dir. of Radio .......... Hal James
Radio Account—Petroleum Advisers, Inc.

ELLIOIT-HORNESBY, INC.
10 Milk St., Boston 8, Mass.
Phone Lib 0085
Pres. Radio & Tele Dir .......... Len Hornesby
Treas. & Publicity Dir .......... S. Elliott Feinstein
Copy Chief & Radio Time Buyer .......... Polly Brown

ELLIS ADVERTISING CO., INC.
2500 Rand Bldg., Buffalo 3, N. Y.
ABP—ANPA—NOAB—APA—PPA
President .......... Michael F. Ellis, Jr.
Radio Director .......... Caesarina Cardarelli
Radio Director .......... Nancy Wilbur
Vice-President .......... Kurt J. Mann
Treasurer .......... Jerome R. Ellis
Secretary .......... A. Irving Milch

ROBERT J. ENDERS ADVERTISING
1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834
President .......... Robert J. Enders
Radio Director .......... Shelia Ryan
Television Dir .......... John Barnes
Television Accounts—Georges Radio & Television with RCA, Bendix Corp., Philco Corp.
ENGL ADVERTISING, INC.
185 N. Wabash Ave., Chicago 1, Ill.
Phone State 13667
ANPA—PPA—APA—NOAB
President & Treasurer... Frank L. Engel, Jr.
Vice-Pres. & Sec.,.. M. L. Engel
Art Dir. & Copy Dir., A. A. Lausmann
Radio Time & Space Buyer... Ann Lindgren

ENNIS-ANDERSON ADV. AGENCY
Holland Bldg., Fresno, Calif.
Phone 32623
CNPA
Pres. & Prod. Mgr.,.. E. E. Anderson
Vice-Pres. & Space Buyer... Frank Ennis
Art Director... Milton M. Young
Radio Director... Lon McAdams
Radio Accounts—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co.

EQUITY ADVERTISING AGENCY
113 W. 42nd St., New York 18, N. Y.
Partners... David H. Boxer, Irving Weinberg
Production Manager... John Hedman
Radio Time Buyer... Roy Spector

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—APA
President. Benjamin Esheleman
Exec. Vice-Pres.. J. J. D. Spillan
Sec. & Prod. Mgr.. W. J. Collopy
Radio Time Buyer & Radio Dir.
L. H. Greenhouse
Dept. of Commerce, Commonwealth of Pa.

WILLIAM ESTY & COMPANY
100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
President and Treasurer... William Esty
Vice Exec. P.V... James J. Houlahan
Secretary... E. H. Cummings
V.P. & Dir of Radio... Thos. D. Luckenbill
Time Buyers... John C. Esty, Richard Grah
Television Department... Kendall Foster
1357 Vine St., Hollywood 28, Calif.
Phone Hillside 2183

EVANS ADVERTISING AGENCY
322½ South Sixth St., Springfield, Ill.
Phone 2-2090
Owner & Manager............. Clarence R. Evans
Treasurer..................... Velma Evans
Art Director................. John Robert Work
Continuity Director......... Jo Otwell
Radio Producer............. Velma Evans


ALBERT EVANS ADVERTISING
909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 2-3371
ABP—NOAB—ANPA—APA—SAAA
BMB—SNPA—NAAN
General Manager............ Albert Evans, Jr.
Account Executives.......... Gordon Teague, Dorothy Cantrell.
Radio Director............. George W. Linn
Radio Copywriter........... Rachael Barber
Radio Accounts—Ellison's Furniture Co., Foremost Dairies (Southwestern Division), Premier Oil Refining Co. of Texas, Terminal Grain Co., Texas Motors, Williamson Dickie Mfg. Co.

LAWRENCE I. EVERLING, INC.
1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 7927
ABP—ANPA—APA—AAAA
NOAB—ABC
President.................. Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time... Frank J. Crockery
Sec. & Dir. of Art......... Reynold Abbruvi

H. W. FAIRFAX ADV. AGENCY, INC.
551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-8680
ANPA—APA—PPA
President & Treasurer............ Natt S. Easler
Art Director.................. Bernaad Kazi
Radio Dir. & Space Buyer..... Mrs. Janice Hamilton
Account Executives............. R. Block, M. E. Easler, Seth D. Tobias.
FEDERAL ADVERTISING AGENCY, INC.
385 Madison Ave., New York 17, N. Y.
Phone MUrRay Hill 8-4200
AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB
Vice-Pres. & Dir. of Radio
Francis C. Barton, Jr.
Asth to Radio Dir........Benjamin R. Potts
Radio Copy Writer.........Robert J. Kuhn
Time Buyer........Penelope Simmons
Radio Production.........Thomas Hicks
Assistant to Time Buyer......Jacqueline Ruta

Radio Accounts — Lever Brothers Co.,
American Safety Razor Corp. (Gem & Ava-
derma), Dixon Ticonderoga Pencils, John F. Trommer, Inc., Durkee Famous Foods,
General Cigar Company, Harriet Hubbard
Ayer, Inc., Gerber’s, Barbizon, Stromberg-
Carlson.

Television Accounts — American Safety
Razor Corp. (Lighter).

HARRY FEIGENBAUM
ADVERTISING AGENCY
1420 Walnut St., Philadelphia 2, Pa.
Phone Pennypacker 3622
ANPA—PPA—NOAB
Partner..................Harry Feigenbaum
Radio Dept. Manager......David Wermen
Radio Director & Talent......Erwin Rosner

ROBERT FELDMAN, INC.
878 Seventh Ave., New York 19, N. Y.
Phone COLUMbus 5-3642
PANY
Pres. & Radio Time Buyer...Robert Feldman
Vice-President........Mrs. Bell Michaels
Sec-Treas. & Space Buyer.....Maxwell Dane
Copy Chief & Radio Dir.
MRS. Lorraine Barton
Account Executives........Maxwell Dane,
Robert Feldman, Mrs. Lorraine Barton

FELLOWS-BOGARDUS
ADVERTISING
410 Larned Bldg., Syracuse 2, N. Y.
Phone 2-2197-8
ABP—APA
Pres. Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President........E. Elmer Bogardus
Secretary...........Alice Sheals
Treasurer.............Marjorie Hughes

Radio Accounts—Kelley Baking Co., Merchants
National Bank & Trust Co., Moore &
Quinn Brewery, Pepper Fishing Rod &
Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.
National Press Bldg., Washington 4, D. C.
Phone National 7713
President...........Courtland D. Ferguson
Sec-Treas............Lucille Pierre Ferguson
Radio Time Buyer............Theodora Cowie
Account Executives...Marshall R. Worcester,
J. E. Bates, Philip Martin.

LAWRENCE FERTIG & CO., INC.
149 Madison Ave., New York 16, N. Y.
Phone MUrRay Hill 4-3300
ANPA—PPA—APA—NOAB
President & Treasurer.....Lawrence Fertig
Radio Director.........Henry Bretzfield

Radio Accounts — Farrell Publishing Co.,
Indian Motorcycle, Dictograph Prod. Inc.,
Acousticon, Ideal Lawnmower.

ROBERT G. FIELDS & CO.
1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977
PPA—SNPA—APB
President-Treasurer........Robert G. Fields
Secretary....................A. Ferguson

FIRESTONE-GOODMAN ADV.
AGENCY
445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393
ANPA—APA
Owner & Radio Dir........Allan L. Firestone
Art. Dir. & Prod. Mgr......Archie Goodman
Publicity Dir. & Space Buyer
Jack Bankman

Radio Accounts — American Television &
Radio Co., Callender Sporting Goods Co.,
DeGuile Academy, Jax Mfg. Co.

M. M. FISHER, ASSOCIATES-ADV.
134 N. La Salle St., Chicago 2, Ill.
Phone Central 1610
Owner.................Jack L. Fisher, Sr.
Co-Owner, Space Buyer & Television Dir.
Jack L. Fisher, Jr.

Branch Office
18 E. 48th St., New York 17, N. Y.
Phone PLaza 5-2841
Manager..............Fred Uttal

Radio Accounts—Balaban & Katz Corp.,
Sol Lesser Productions, Selzneck Interna-
tional Pictures, Trav-Ler Radio Corp., Twen-
tieth Century-Fox Film Corp., United Artists
Corp., Universal Pictures, Warner Brothers
Pictures.
FITZGERALD ADV. AGENCY
833 Howard Ave, New Orleans 13, La.
Phone Ca. 9871
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

FLACK ADV. AGENCY, INC.
1110 Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP—ANPA—PPA—APA—AAAA—NAAN
President: John B. Flack
Account Executive & Copy Writer: Claire Evans.

FOLEY ADVERTISING AGENCY
1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
President & Radio Director: Robert B. Foley
Secretary-Treasurer: Helen M. Little
Radio Accounts—I. J. Fox, Inc., The Stearn Co.

RICHARD A. FOLEY, ADV. AGENCY, INC.
1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560
ABP—ANPA—APA—PPA—AAAA
ABC—NOAB
President: C. H. Eyles
1st V.P., Sec., Treas.: Lee E. Hood

FOOTE, CONE & BELDING
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2.6600
AAAA—ANPA—ABP—PPA—APA—ABC
Chairman of the Board: Don Belding
President: Emerson Foote
Radio Account—Fairfax Cone
Secretary-Treasurer: William R. Sachse

FORD & DAMM ADV. AGENCY
918 11th St., Sacramento 14, Calif.
Phone 2-3645
APB
President: M. J. Ford
Secretary-Treasurer: E. Ogren
Art Director: Alex Andres
Radio Time Buyer & Radio Dir.: Wm. Cummings

Burlington Office
25 Taylor St., San Francisco 2, Calif.
Director: Adam K. Johnson

FORT & COMPANY
Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
SNPA
President .................. John L. Fort
Secretary .................. Mrs. Ruby Black
Art Director ................ William Bain
Radio Account—Citizens Bank (Local),
Coble Dairy Products (Regional).

ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar St., New York, N. Y.
Phone COOrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA
Chairman of the Board ... Emmett Corrigan
President .................. Frank J. Reynolds
First Vice-President & Treasurer
VICTOR J. CEVACCO
Vice-Chairman-General Mgr.
Harold E. Maples
Radio Department ........... John V. McAdams
Branch Offices
Post Office Square, Boston, Mass.
Phone Hancock 5900
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484
Acct. Exec. .................. Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce,
Fenner & Beane, Noma Electric.

FRANK & HOLLINSHEAD, INC.
Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 7220
ABP—ANPA—PPA—NOAB
Pres., Treas., & Copy Chief ........ E. G. Frank
V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Secretary .................. M. Dreifuss
Art Dir. & Prod. Mgr. ........ J. S. Chandlee
Space Buyer ................ M. Wright
Account Executives ........... E. G. Frank,
M. A. Hollinshead, J. S. Chandler.

FRANE-WILKINSON-SCHIWETZ & TIPS, INC.
455 Carolina St, Houston 2, Tex.
Phone Capitol 0618
ANPA—APA—SAAA—NOAB
President .................. J. B. Wilkinson
Exec. Vice-President ........ K. Tips
Vice-Presidents ............. P. C. Franke, Jr.
E. M. Schiwetz, D. K. Williams, W. H.
Tipton, Jr
Vice-Pres., Sec. ................ T. Schiwetz
Radio Time Buyer ................ Gene Heard
Radio Accounts—First National Bank,
KXYZ Radio Station, Rettig's Ice Cream Co.

FRANKEL, JONES, CO.
180 N. Wabash Ave., Chicago 1, Ill.
Phone Dearborn 5745
NOAB—ABP—ANPA—APA—PPA
President .................. Jones B. Frankel
Art Director ................ J. V. Schuller
Production Manager ........... G. R. Arnold
Media Dir. & Radio Time Buyer
Alice C. Jolivette
Radio Accounts—Foot-Pleasure Shoe Co.,
Ironsited Vitamin Co., Revere Camera Co.,
Trav-Ler Radio Corp.

ROBERT FRANKLIN & ASSOCIATES
Fulton-Fresno Bldg., Fresno 1, Calif.
Phone 4-6506
Gen. Partner .................. Robert Franklin
Sec-Treas .................. J. Schueiser
General Manager ........... H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.
Art Director .................. Tom Dyer
Account Executives ........... Tom Dyer,
Harry Braze, R. Franklin, J. Crawford,
J. Bort, M. Hyde.

THE FREDERICK-CLINTON CO., INC.
545 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-7433
ABP—PPA—ANPA—NOAB
Pres. & Art Dir .............. Frederick C. Burger
Sec. & Copy Chief ............ R. S. Buckbinder
Treas. & Media Director ........ H. S. Rieff
Radio Time Buyer & Radio Dir ........ J. Mitchell
Radio Account—The Coward Shoe.

CURT FREIBERGER & CO.
314 Cooper Building, Denver 2, Colo.
Phone Alpine 2048
ANPA—ABP—APA—NAAN
President .................. C. J. Freiberger
Production Manager ........ Robert A. McCutcheon
Art Director ................ A. Cizek
Account Executive ............ V. R. Ewing,
Margret Richey.
Artist .................. Barbara Weiss, Gene Ellis
Radio Director ................ Ruth L. Torgerson
Radio Accounts—Tivoli Union Co., Breetch
Candy Co., Securities Credit Corp., Toner's
Inc., Central Bank & Trust Co., Bell Tailors,
Clayton Coal Co., Colorado Potato Flake Co.,
A. Carbone & Co., Gart Bros., Gus Butter-

AD FRIED ADVERTISING AGENCY
200-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 4-6380
Owner & Tele-Radio Director.....Ad Fried Copy & Continuity........Fred Chapman Radio Time Buyer.............Melba Burley Research Director.........Scott B. Anderson Format Manager........Leland Morgan Publicity Director........Shirley Williams Program Manager...........Elaine Trigger Special Programs...............Robert Callan Radio Producers................Ad Fried,
Fred Chapman, Melba Burley, Shirley Williams, Robert Callan
Television Research Survey & Dir.,
Ad Fried

FREITAG ADV. AGENCY
761 Peachtree N.E. Atlanta 3, Ga.
Phone Hemlock 1345-6
ANPA—APA—PPA—NOAB
M. K. McGowan

OAKLEY R. FRENCH & ASSOCIATES
4235 Lindell Blvd., St. Louis 8, Mo.
Phone Newstead 0037
AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN
Partner..........................Oakley R. French
Partner..........................Mazie G. French
Dir. Consumer Merchandising
G. Gordon Hertslet
Account Executive.........C. Sewell Pangman
Account Executives.......Kenneth J. Bayer, Al Maescher, Jr.
Dir. Client Service........Richard C. Lynch
Radio Director...............Al Maescher, Jr.

HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45
ANPA—PPA—APA
President..........................Karl M. Frost
Exec. V.P.-Treasurer...........Harry M. Frost
Asst. Treas............Florence A. Dondero
Secretary.......................Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer,
Harvey P. Newcomb

FULLER & SMITH & ROSS, INC.
71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrrey Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB
President..........................Allen Billingsley
Chairman of the Board...........John Wilye
Executive Vice-President........E. L. Andrew
Sec.-Treas.......................C. C. Reidenbaugh
New York Office
Chairman of the Board...........John Wilye
Radio Director..................Lee Williams
Radio Time Buyer...............George Trimble
Cleveland Office
1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700
President..........................Allen Billingsley
Exec. Vice-President...........E. L. Andrew
Radio Department...............M. M. Scott
Radio Time Buyer...............W. J. Staab
Chicago Office
105 W. Adams St., Chicago, Ill.
Vice-President..............Ed Lauesen

FURMAN, FEINER & CO., INC.
117 W. 46th St., New York 19, N. Y.
Phone BRYant 9-2927
President......................Norman Furman
Secretary....................Nathan Rothenberg
Vice-President..............Irving Gottlieb
Time Buyer..................Joyce Rich
Radio Producer.............John O’Rourke

ANDREW GAHAGAN ASSOC., INC.
270 Park Ave., New York 17, N. Y.
Phone PL 9-2500

AAAA—ABP—ANPA—PANYC
President & Treasurer.........Andrew Gahagan
Vice-Pres............Richard Stanton Rimanocey
Time Buyer................Margaret Deady

Radio Accounts—America’s Furniture, Inc.,
Republican State Comm.

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915

ANPA—AAAA
Vice-President...............C. E. Claggett
Vice-Pres. & Dir. of Media,
E. A. W. Schulenburg
Account Exec................William Moore

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-2000

Vice-President...............Roland Martini

Radio Accounts—Ralston Purina Co., Pet
Milk Co., Union Electric Co. of Mo., Hyde
Park Breweries Assn., Nat’l Guard of U. S.,
St. Louis Public Service, H. C. Cole Milling
Co., Frisco RR, H. D. Lee Co.

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Copy Chief................David Bascom
Art Director................Dan Bonfili
Space Buyer................Sally Paul
Account Executive...........Fred Crawshaw
Account Executive...........Bernard Schnitzer

Radio Accounts—Alta Tea & Coffee, Chemi-
cals, Inc., Consolidated Dairy, L. De Martini,
Graven-Inglis Baking Co., Guittard Choco-
late Co., Kay Jewelry Co., Rev. Charles E.
Lukens, Louis Milani Foods, Inc., No Doz
Awakeners, Remar Baking Co., Rosenfield
Packing Co., Good Foods, Inc., Smith’s (retail).

W. W. GARRISON & COMPANY
400 N. Michigan Ave., Chicago 11, Ill.
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Vice-President...............Brooks Middleton
Secretary & Space Buyer.....Jr. C. P. Schill
Vice-Pres. in Charge Radio...Tim Morrow
Continuity Dir................Nancy Goodwin
Time Buyer................Kathryn Stark

Radio Accounts—Florida Citrus Exchange,
W. A. Sheaffer Pen Co. (foreign), Gibson
Refrigerator Co., Spurts Camera.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1, Ore.
Phone Broadway 0515

AAAA—ABP—NOAB—ANPA
PPA—APA

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Vice-President................Douglas Powell
Controller...................Geo. E. Clinton
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Copy Chief................Dean Pollock
Account Representatives......Chas. H. Devlin,
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Owner......................E. P. Gerth
Account Executives........J. W. Clark,
R. Hendrickson

Media Director............Pat Reid
Production Manager.........E. J. Thomas

Branch Office
412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455

931 Republic Bldg., Seattle 1, Washington
Phone Main 6685

Manager..............Jean Hadley
Prod. & Media............Ray Kopp

Radio Accounts—Plant-Chem, Inc., David
D. Bohannon Org.

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745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400

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Brocker, F. P. Reynolds, Jr., D. S. Shaw,
Treasurer ................. J. R. Kunz
Publicity Dir................ Edward F. Thomas
Radio Tele Director.... Donald S. Shaw
Production Manager....... Frederick A. Long

Branch Offices
Third Nat'l Bldg., Dayton, O.
Phone Fulton 4145

Manager....................... E. G. Frost
Phone, Hogarth 5520

Manager.................... John McQuigg
Exec. Contacts............... Kenneth Westervelt,
Randolph Brown.

Radio Accounts — Nash-Kelvinator Corp.,
Continental Oil Co. (Conoco Motor Oil), P.
Lorillard Co. (Embassy Cigarettes), Leonard
Div. Nash-Kelvinator Corp., Simmons Elec-
tronic Blanket.

Television Accounts—Knox-the-Hatter, Kel-
vinator.

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Phone Elgin 2111

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Radio Director............. L. D. Cox
272 Scott Block, Winnipeg, Manitoba
Manager...................... A. B. Johnston
204 Leader Bldg., Regina, Saskatchewan
Manager...................... Stanley Wayne
Renfrew Bldg., Calgary, Alberta
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McDougall Court, Edmonton, Alberta
Manager...................... J. H. Fulton
609 Province Bldg., Vancouver, B. C.
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Radio Director.............. Gordon Rowntree

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3003 Louisiana, Houston 6, Tex.
Phone Keystone 3-7383

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Copy Dir.-Acct. Ex.................. C. E. Parsons
Prod.-Acct. Ex.................. A. S. Black
Radio Dir.-Acct. Ex. Maudeen Marks
Script Writer.................. Lorena Henry
Clerical...................... June Sims
Actor-Writer................ Bill Denny

Radio Accounts—Bill Williams, Earle
North Buick Company, Earle North Goodyear
Store, Polynanna Shop, Union Bottling
Works, Nueces Hardware, Plato's, Sakowitz
Bros. Inc., Houston Fat Stock Show, Houston
Hockey Club, Checking Counter South Texas
Motors, Royal Tire Company, Royal Air-
Conditioning, Loew's State Theatre, Sun-Up
Ice Cream, Camellia Ice Cream, C. B. Del-
homme, Marine Dis., Donaldson & Bass,
Construction, Hou. Interlocking Tile, Fogle-
West Funeral Home, Adof Memorials, Bras-
well's Flower Gardens, Arrowhead Park,
Mayan Ranch, LH7 Ranch, Yellowjacket

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Salt Lake City 1, Utah
Phone 4-5516

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Vice-President............... J. Y. Tipton,
Lon Richardson
Secretary.................. Marjorie Farrell
Radio Dir................... Victor V. Bell
Asst. Radio Dir............... Robert F. Rohlfing
Copy Writer.................. Mary Lou Clawson

Secretary................ Enid Nelson
Radio Accounts—American Packing & Pro-
vision, Chase, Jesse M. Cloverleaf Milk,
Colville Ice Cream, Excelsis Beauty Products
Co., Fisher Brewing Co., First Federal Sav-
ings & Loan Association, Montana Cereal
Company, Mountain Fuel Supply Co., Ogden
First Federal Savings & Loan Ass'n, Porter
Macaroni Company, Royal Baking Company,
Salt Lake City—Chamber of Commerce, Salt
Lake Hardware Company, Streater Chev-
rolt Company, Superior Foods, Inc., Sweet
Candy Company, Troy Laundry & Dry Clean-
ing, Union Pacific Railroad Co., Utah Cen-
tenial Commission Utah Finance Company,
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Light Company, Walker Bank & Trust Co.,
War Assets Administration, Western Color-
ado Power Co.

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3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

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Art Director.................. C. S. Heizer
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Manager...................... Robert O. Davis
32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887

Manager...................... Richard Ney
Radio Accounts—Ralphs Grocer Co.,
Austen Studios, Tropical Preserving Co., Bu-
Tay Products, Ltd., Miller Honey, Chip
Steak Company, Bluhill Foods, Inc., Hug-
gins-Young Coffee Co.

GLEW ADVERTISING AGENCY
517 Murray Bldg., Grand Rapids 2, Mich.
Phone 8-1848

Owner & Operator........... Francis K. Clew
Radio Account—Valley City Milling Co.
GOLDMAN & WALTER
ADVERTISING AGENCY
36 State St., Albany 7, N. Y.
Phone 5-8864—5
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Vice-President..............Eleanor Chatham Walter
Sec. & Radio Dir..............Louise Benay

Radio Accounts—John G. Meyers Dept.
Store, Seven-Up Bottling Co. of Troy, N. Y.,
Roxy Cleaners & Dyers, Stone’s Liquor Dist.,
Albany Garage Co., & Appliance Dist., Drive-
In Auto Theaters, Green’s Stationers, Stan-
dards Furniture Co. (Kingston-Troy).

GOODKIND, JOICE & MORGAN
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Phone Superior 6746
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Vice-President-Gen. Mgr.
Harlow P. Roberts
Acct. Executive..............Charles O. Puffer
Copy Chief......................Garrick M. Taylor
Media Director.............Florence A. Neighbors
Production Manager........J. A. Joice
Account Executive............Jay C. William

Radio Accounts — Service Stores, Inc.,
Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Hooker Glass & Paint Co., Jewel Tea Co.,
Inc.

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Radio Accounts — Hartley’s Marmalade,
Lutheran Hour, Handee Prod., Kruschen
Salts.

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1166 Haight St., San Francisco 11, Calif.
Phone Klonik 2-1219
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Writer............................Mabel Gladwin

Radio Accounts—Fred Benioff, Phillips Al-
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pendable Mattress, Pastene’s Restaurant, San
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Sales Co., Associated Bedding, Pacific Coast
Brands, Mar-Bud Food Products, Les Vogel
Chevrolet.

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Partner............................Alan Green
Art Director......................Cecil Baumgarten
Production Director............Sidney Sawyer
Radio Dept........................Julian P. Brodie

Radio Accounts—Pieter deWitt, Inc., The

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Executive Vice-President........Arthur C. Fatt
Radio-Tele Dir..................Richard Marvin
Time Video Buyer................Harriet Belille

Radio Accounts—Dif Corp., Lambert Bros.,
Doughnut Corp., Van Heusen, Simplicity,
Tussy, Hat Research Foundation, Hollan-
derizing Corp., A. Hollander & Son, Inc.,
Kreisler Jewelry, Consolidated Razor Blade
Co., Grolier Society, Inc., B. V. D. Corpora-
tion, Moho Hosiery, Ohrbachs, Macy’s, Na-
tional Silver Co., Foster-Grant, Breitenbach,
Pilot Radio Corporation, Gruen Watch Com-
pany, Mennen Company, Bernard Ulmann,
Schmeckel, Shwayder.
Television—B. V. D. Corp., Hat Research
Foundation, Gruen Watch Co., Lambert Bros.
Jewelry Co.

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2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484
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Radio Director....................Earl R. Preble

Radio Accounts—Fleetwing Corp., B. F.
Goodrich Farm Service Tires.

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Copy Chief........................Paul Spencer
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Phone, P'Enn 6-8518
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Vice-President ...............Joseph P. Brown
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Acct. Executives—J. A. Drake, S. R. Huntley
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Bryant 9-5950

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Los Angeles, Calif.

Radio Accounts—Richfield Oil Corp. of N. Y., Sinclair Refining Co., Garfield Tea Co.

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Phone Main 3450

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Copy Chief — R. Bader
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Branch Office
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Phone 5-6066

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Phone 5-1270

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19 W. 44th St., New York 18, N. Y.
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Vice-President.............. H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.................. Walter Engwer
8169 Sunset Blvd.
Hollywood, Calif.
Phone Cr 6 9946

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Lincoln Rochester Trust Co., McCurdy &
Co., Scranton’s.

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Continuity Dir................ Louise Goldman
Time Buyer................... G. I. Cohen

Radio Accounts—Aviation School Supply
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Industries, Dresden Sales Co., Furriers Inc., Inter-
state Distributors, Libby Furniture & Appliance
Co., Martin Jewelers, Modern Merchandi-
sers, Pollack & Neelson Superior Table
Pad Co., Union Life Insurance Co., United
Enterprises, Walton Motors Inc., Internation-
al Events, North Town Currency Exchange,
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Branch Office
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Phone Fairfax 7365
Manager................... Jesse Campbell, Jr.

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Director (Radio Dept.) ... C. M. Robertson, Jr.
Asst. Dir. (Radio Dept.)... Kathryn M. Hardig

Branch Office
530 Fifth Ave., New York City
Phone Wisconsin 7-5500
Manager.................... Harry E. Warren

Radio Accounts—Bavarian Brewing Co.,
The Carter Coal Co., Cincinnati Street Rail-
way Co., Kroger Co., Cincy Products Co.,
Miami Margarine Co., Netherland Plaza
Hotel, Martin Rosenberg Wall Paper Co.,
Ten-B-Low Co., Heckin Co., M. Werk Co.

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Vice-Pres. & Prod. Mgr........ Morris Unger
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Research & Pub. Rel........ Adele Cohen
Copy......................... David Epstein
Merchandising............... Henry Levine,
M. P. Bryer, R. Friedman, A. Jacobs,
Director (Radio Dept.) ....... S. Rubenstein
Talent Buyer (Radio Dept.) .... M. Keilson
Script (Radio Dept.)........ J. I. Freedman

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Phone Central 5331
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V.P. & Gen Mgr.............. Marvin Harms
Vice-Presidents............. Herman Kastor,
John T. Urice, Ashley Belbin
Manager of Media........... Walter Kniffen
Radio Director.............. James H. West

Radio Accounts—Procter & Gamble Co.,
(American Family Flakes), International
Milling Co. (Robin Hood Flour), F. Ad.
Richter Co. (Pain-Expeller).
KASTOR, FARRELL, CHESLEY & CLIFFORD
9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-6135
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Radio Director (New York)...H. K. Kahn

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Phone District 7400-1-3
ANPA—APA—ABP—NAAN
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Partner-Creative Dir.............William F. Sigmund
Space Buyer......................Betty D. Gwyer
Time Buyer.......................Jeffery A. Abel

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444 Madison Ave., New York 22, N. Y.
Phone WIckersham 2-2740
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Vice-President In Chg..........Nat C. Wildman
Treasurer.........................Charles M. Harrison
Dir. of Media Continuity Writers
Nat C. Wildman, H. E. Hudgins, Alvan R. Sommerfield, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens.

Branch Offices
8 South St., Baltimore 2, Md.
Phone Lexington 1500
Manager..........................C. M. Harrison
Dir. of Radio & Tele.............Robert G. Swan
Media Dir.........................J. T. McHugh

Television Accounts—American Oil Co., Globe Brewing Co., The Hub, Maryland Pharmaceutical Co.

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230 West 41st St., New York 18, N. Y.
Phone LONgacre 5-5090
ABP—ANPA—PPA
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Secretary-Treasurer.............Alvin J. Kayton
Prod. Mgr........................Herman Jacobs


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Vice-President..................Robert M. Koenig
Copy Chief & Time Buyer........Miss Jerry James

Branch Office
Affiliated with:
Raymond Keane Advertising Inc.
707 S. Broadway, Los Angeles 14, Calif.
President........................Raymond Keane


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Media Manager....................Mrs. Mary C. Dill


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3529 Franklin Ave., St. Louis 6, Mo.
Phone Garfield 0777
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Vice-Pres. and Treasurer........W. W. Zahrndt
Vice-Pres. and Secretary........V. A. Kelly
Director of Radio.................C. F. Kelly, Jr.
Radio Account—Visit St. Louis Committee.

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V.P. in Chg. of Media... Joseph Braun
V.P. in Chg. of Research. Clement W. McKay
V.P. & Copy Dir... Gerald H. Carson
V.P. & Art Dir... Gerald Link
V.P. & Copy Supervisor... Mrs. Tina B. Case
V.P.’s... Malcolm F. Smith,
Wilder Breckenridge, John Brew, George
Chattfield.
Talent Buyer... Donald W. Severn
Producers..... Leonard Carlton,
Andy Andrews, Paul Phillips.
V.P. & Radio Dir... William B. Lewis
Associate Radio Dir... Robert D. Wolfe
Dir. of Time Buying... Frank Palmer
Network Time Buyer... Mary Dwyer
Spot Time Buyer... Ray Simms
Dir. of Radio Research... Richard Dunne
Tele Dir. & Dir. of Continuity
Thomas K. Carpenter, Jr.
Publicity Dir... Hal Davis
Radio Pub. Dir... Herb Landon

Branch Offices
Equitable Bldg., Hollywood, Calif.
Phone Hillside 8368
Chg. of Hollywood Office... Clare Olmstead
Manager Hollywood... Jesse Butler
Penobscot Building, Detroit, Mich.
Phone Cadillac 3608
Chg. of Detroit... Ian Smith
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 6470
304 Bay St., Toronto, Canada
Manager... William J. Frost

Radio Accounts — The Borden Co., Ford
Motor Co., Chesapeake & Ohio, Richard Hud-
nut Sales Co., Inc., The Kellogg Co., Reich-
hold Chemicals, Inc., Wesson Oil and Snow-
drift Sales Co., Inc., American Maize Pro-
ducts, Look Magazine, White Rock Corp.,
Stetson.

Television Account—The Borden Co.

KIESEWETTER, WETTERAU &
BAKER, INC.
9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025
ABP—ANPA—APA—PPA
President... H. M. Kiesewetter
Vice-Presidents... Samm S. Baker,
Rudolph Wetterau, Horace Hagedorn.
Acct. Execs... Edward Chase,
J. Fred Cross, Wm. Hines.
Time Buyer (Radio Dept.)... E. Thompson
Executive (Radio Dept.)... Samm S. Baker
Radio & Tel Pro. (Radio Dept.)
Edward Chase

Radio Accounts—Bathanswat Corp., Royal
Lace Paper Corp., Flexnit, V. La Rosa &
Sons, Stern’s Nurseries, Ludwig Baumann,
Abraham & Strauss, Tudor Chemical Special-
ties, Glad-Rag Products Corp.

ABBOTT KIMBALL CO., INC.
250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600
AAAA—NOAB—ANPA—PPA
President... Abbott Kimball
Vice-Presidents... Harry Muller,
G. F. Riegel.
Controller... Monica Riley
Time Buyer... Miriam Traeger

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Phone Franklin 6073
Manager... Howard Claypoole
1084 Baltimore, Kansas City, Mo.
Phone Victor 1950
Manager... David B. Mindlin
649 S. Olive St., Los Angeles 14, Calif.
Phone Trinity 7575
Manager... Blaisdell Gates
155 Sansome St., San Francisco 4, Calif.
Phone Exbrook 3288
Manager... Frances Keith

Radio Accounts — Mark Cross, Northam
Warren (Peggy Sage), Volupure Inc., Artra
Cosmetics Inc. (Artra Cream Shampoo) (Im-
ra), Union Pharmaceutical Co. (Saraka).

KIRCHER, HELTON & COLLETT, INC.
Mutual Home Bldg., Dayton 2, Ohio
Phone Fulton 5161
PPA—ABP—ANPA—AAAA—APA
President... R. C. Kircher
Treasurer... C. B. Helton
Secretary... Robert Collett
Art Director... Wm. Kinzett
Radio-Tele. Dir... Frank O’Neil

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19, N. Y.
Phone Circle 6-3660
President-Radio Account Exec. A. A. Klinger
Sec., Treas. & Acct. Exec. ...... Ethel Zablow

Radio Accounts — Madison Long Island
Personal Loan Co., Bill Williams, Embassy
Motors, Walter Bart Inc., News Flash Photo
Service, Copacabana.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco 4, Cal.
Phone, SUtter 6110
AAAA—APA—ABP

President .................. James C. Knollin
Art Director ............. Norman Erickson
Space Buyer ............... H. W. Hansen
Radio Dir. ............... Wm. J. Green
Account Executives ...... Robert H. Knollin,
Thomas J. McNamara, John L. Hansen.

Branch Office
650 S. Grand Ave., Los Angeles 14, Cal.
Phone, VAndike 4057
Manager .................. Wm. A. Dunkle

KOEHL, LANDIS & LANDAN, INC.
341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—APA—NOAB—PPA
Pres. & Treas. ............ Albert E. Koehl
Vice-Pres. & Sec ........... A. A. Landis
Vice-President ............. John R. Landan

Branch Office
524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539
Vice-Pres. & Sec ........... A. A. Landis

MERRILL KREMER, INC.
1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343
ANPA—SNPA—NOAB—APA—
NAAN—ABP

President ................. Ernest Lee
Vice-President .......... Marshall J. Smith
Secretary ................. Homer Gentry
Radio Dept. ............... Homer Gentry,
J. P. Tucker. Edmunds McGehee

Radio Accounts—Dixie Margarine (South.
ern Div.), Goldcrest Beer, Mid-South Fair,
Ozburn-Abston & Co., Inc.

KUDDNER AGENCY, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

President .................. J. H. S. Ellis
Vice-Presidents .......... E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Hay-
wood Anderson, Schuyler Kudner.

Director of Radio .......... Myron P. Kirk
Business Manager ........... Gordon H. Mills
Radio & Tele Producer ..... Wm. Templeton
Time Buyer ................ Mary King

Branch Offices
681 Market St., Room 754
San Francisco, Calif.
Phone Garfield 5433

Executive in Charge ...... Jack Hornell
1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.
New Center Bldg., Detroit, Mich.
Phone Madison 5315

Executive in Charge ...... Edward Shipper
Albee Bldg., Washington, D. C.
Phone National 5506

Executive in Charge ...... Frank Getty
Taft Bldg., 1680 N. Vine St.
Hollywood 28, Calif.
Phone Hillside 7209

Manager ................. Edmund Cashman

Radio Accounts—Network: General Mo-
tors; Local: Benson & Hedges; National
Spot: U. S. Tobacco, Texaco Co.

J. R. KUPSICK ADV. AGENCY, INC.
122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 5-9143
ANPA—ABP—ABC

President & Radio Dir. ...... J. R. Kupsick
Vice-President ............ Saul Kampf
Space Buyer .............. Edna Zimmerman

Radio Account—Cascade Laundry.

KUDDNER & KUDDNER, INC.
646 N. Michigan Ave., Chicago 11, Ill.
Phone SUPerior 7940

President .................. H. E. Kudner
Vice-President ........... F. S. Kudner
Sec. & Treas. .............. C. D. Kudner

Account Executives .......... S. C. Kudner,
E. A. Grossfeld, Mae McCain, A. S.
Hecht, Jr., J. H. Stein, L. C. Rolontz
Radio Director ............. Larry Kurtze
Media Dir. & Time Buyer ... Edward M. Stern
Promotional Director ....... Robert Schoenbrad

Radio Accounts—Baer Bros. & Prodie,
Crest Specialty Co., Kent Products Co., Royal
Metal Mfg. Co., Capitol Dairy Co., Finders
Mfg. Co., National Superior Fur Dressing
& Dyeing Corp., Shainberg Dry Goods Co.,
Chicago Terminal National Bank, Holleb &
Co., Pacific Wine Co.
LAKE-SPIRO-SHURMAN, INC.  
2000 Sterick Bldg., Memphis 3, Tenn.  
Phone 5-1571  
APA—ANPA—SNPA  
President ....................... Avron Spiro  
Secretary-Treasurer ................. M. M. Shurman  
Production Manager ................ M. Parker  
Pub. & Public Relations .......... Al Coley  

LAMBERT & FEASLEY, INC.  
9 Rockefeller Plaza, New York 20, N. Y.  
Phone COlumbus 5-3721  
ANPA — PPA  
President ....................... John L. Johnston  
Executive V.P. .................... Gordon Seagrove  
V. P. General Manager ............. Frank W. Mace  

LANDSHEFT, INC.  
810 Liberty Bank Bldg., Buffalo 2, N. Y.  
Phone CL 7260  
ABP—NOAB—APA—PPA—ANPA—ABC  
President .......................... A. Wm. Landsheft  
Secretary-Treasurer .......... Vera H. Landsheft  
Acct. Exes ....................... Henry L. Barber, John J. Hoy  
Production Manager ............. E. T. Drullard  
Radio Dir ........................ Henry L. Barber  

LANG, FISHER & STASHER, INC.  
1010 Euclid Ave., Cleveland 15, Ohio  
Phone Main 6579  
AAAA—ANPA—PPA—NOAB—APA—ABP  
President .......................... H. Jack Lang  
Vice-President-Secretary .... A. B. Fisher  
Vice-President-Treasurer .... Fred P. Stashower  
Vice-Presidents ............... Richard P. Dodds, Martin J. Cohn  
Radio Director ................... A. B. Fisher  
Asst. Radio Director .......... Peggy L. Masse  

LA ROCHE & ELLIS, INC.  
247 Park Ave., New York 17, N. Y.  
Phone Plaza 5-7711  
ANPA—PPA—APA  
Pres. & Treas .................... C. J. LaRoche  
Gen. Mgr. & V.P. Chg. Research  
D. E. Robinson  
Vice-Pres ........................ E. S. Pratt  
Vice-Pres. Chg. Copy .............. Crane Haussamen  
Vice-Pres. Chg. Art ............... Gene Davis  
Vice-Pres. Chg. Radio-Tele ...... W. R. Stuhler  
Research Manager .............. Crawford Paton  
Secretary ....................... Edwin F. Blair  
Production Manager .............. A. G. Loonis  
Media Director .................. R. B. Healy  
Art Directors .................... Caesar Ferri, Folke B. Lidbeck.  
Copy Supervisor .............. John H. Baxter  
Asst. Treas ....................... Barbara P. Fischer  
Asst. Sec ........................ Regina E. Hands

Branch Office  
141 W. Jackson Blvd., Chicago 4, Ill.  
Phone Harrison 8612  
V.P. & Mgr ........................ John F. Price  

LAUSEN & SALOMON  
520 No. Michigan Ave., Chicago 11, Ill.  
Phone SUperior 0738  
APA—ANPA—PPA  
President ....................... A. M. Salomon  
Account Executives .......... Wendell Walker, M. H. Sellhorn  
Production Manager ............. D. L. Cuttie  
Art Director ...................... H. Bolling  
Radio Accounts—Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.  
Phone Rittenhouse 6-1500  
NOAB—ANPA—PPA—APA  
President ....................... Al Paul Lefton  
Vice-Pres. & Treas .............. H. S. Louwheime  
Vice-Presidents ............... G. W. Wolfsten, P. Brown,  
Account Executives .......... T. A. Ballantyne, J. Jensen  
Space Buyer ...................... Edith Righter  
Radio-Tele Director ............ S. Carl Mark  
Asst. Radio Director ......... G. W. Wolfsten, Jr.  
Radio Copy Chief .............. N. D. Bruere

Branch Offices  
521 Fifth Ave., New York 17, N. Y.  
Phone VA 6-4340  
Vice-Presidents .............. R. J. Herts, M. S. Gladstone, R. J. Misch.  
435 N. Michigan Ave., Chicago 11, Ill.  
Phone Superior 9511  
Vice-Pres. & Mgrs .............. E. G. Foreman, Jr.  
Television Account—A. Goodman & Sons, Inc.

LEIGHTON & NELSON  
619 State St., Schenectady 7, N. Y.  
Phone 6-4202  
ABP — PPA — ANPA  
Partners ...................... Winslow P. Leighton and George R. Nelson
TED LEVY ADVERTISING AGENCY
206 Temple Court Bldg., Denver 2, Colorado
Phone Main 7133

ABP—ANPA—APA—PPA
Partners-Time Buyers........... Ted Levy, Gertrude B. Levy
Dir. Radio Dept............. Barbara Aiton
Asst. Dir. Radio Dept..... E. Van Cleave
Account Executives........... Dorothy Downs, Ted Levy, G. B. Levy
Production Mgr........... William Robertson
Art Director................. Jack Scott
Traffic Mgr................ Sophie Johnson

A. W. LEWIN CO., INC.
40 East 49th St., New York 17, N. Y.
ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA
Partners.................... A. W. Lewin, S. M. Weiss
Vice-President................ Max Green
Art Directors................ Don Waterbury, Leslie Kay

New Jersey Branch
11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Vice-President................ Leonid Newstede
Account Executives........... Sheldon Burlow, David Strauss, III


Television Accounts—Powers Retail Stores, Norma Pencils.

ADDISON LEWIS & ASSOCIATES
1414 Foshay Tower, Minneapolis 2, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC
Owner......................... Addison Lewis
Time Buyer.................... Margie Anderson
Account Executives........... Edward Grubb, Harvey Kruse, J. A. Quit, Arthur Grove, Don Johnson

Radio Account—Minneapolis-Honeywell.
LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta 3, Georgia
Phone Cypress 6521
AAAA—ABP—NOAB—ANPA—APA
ABC—BMB—SNPA
Partners...........................W. W. Neal, C. K. Liller, J. L. Battle.
Time Buyer........................Sarah Williams
Radio Accounts—Allied Drug Products,
Ashley Stove Works, Castleberry's Foods,
Brock Candy Co., Colonial Stores, Inc., H. W. Lay & Co., Bank of Georgia, National Nu-
Grape Co.

LEON LIVINGSTON ADVERTISING
AGENCY
Mills Bldg., San Francisco 4, Calif.
Phone Sutter 7340
AAAA—ABP—ANPA—PPA—NOAB—APA
General Partner.................W. C. Day
Time Buyer....................Z. Samson
Branch Office
37 Wall St., New York 5, N. Y.
HAnover 2-0740
General Partner-Mgr...........E. B. Krouth
Time Buyer.....................M. Meighan
Radio Accounts—Colgate-Palmolive-Peet
(Peet's Granulated Soup), Haas Bros., Morris Flan of California, Wells Fargo Bank & Union Trust Co., California & Hawaiian Sugar Refining Co.

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB—ABP—APA—ABC
President.........................Laurence M. Lloyd
Vice-Pres. & Sec'y............Charles F. Pietsch
Vice-Presidents.............Robert S. Hotz, Harvey N. Volkmar
Treasurer.....................John J. Hagan
Art Director..................M. H. Kates
Production Manager........William T. Kaleb
Radio Dept.
Time Buyer.....................John J. Hagan
Radio Director-Producer.....Robert S. Hotz

LOCKWOOD - SHACKLEFORD AD-
VERTISING AGENCY
122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801
ANPA—NOAB—APA—ABP—PPA
President......................R. N. Shackelford
Secretary-Treasurer............R. N. Lockwood
Vice-President................Louis Lombardi
Radio Director................Lou Holzer
Television Producer........Lou Holzer
Branch Offices
Phone Gladstone 6131
Radio Director................Lou Holzer
75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883
Manager...........................R. B. Newell
420 Madison Ave., New York 17, N. Y.
Phone Plaza 5-3412
Manager...........................R. T. O'Connell
Radio Accounts—Los Angeles Brewing Co.,
Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.
448 S. Hill St., Los Angeles 13, Calif.
Phone Trinity 8194
ANPA—AAAA—PPA—APA—ABP
Owner............................Dudley L. Logan
Art Director.....................Lloyd Morris
Space Buyer.....................Jack Waterman

THE W. E. LONG COMPANY
155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB—ABP
Chairman of Board...............W. E. Long
President.........................L. R. Wolfe
Secretary.........................Mildred Aldrich
Radio Accounts—Agency is a specialist
in wholesale baker advertising, also "1996"
service for radio stations.

EARLE LUDGIN & CO.
121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888
ANPA—ABP—PPA—APA—AAAA
President & Treasurer........Earle Ludgin
Radio Director................V. R. Bliss

LYNN-FIELDHOUSE
15 So. Franklin St., Wilkes-Barre, Pa.
Phone 2-7182
ABP—NOAB—ANPA
Partners........................S. C. B. Lynn, L. S. Fieldhouse
Radio & Media Dir............W. B. Pritchard
Radio Accounts—Carr-Consolidated Biscuit
Co., Grange League Federation.

MacFARLAND, AVEYARD & CO.
333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB
President.......................Hays MacFarland
V. P. & Gen. Mgr............Allen B. Dicu
Vice-President................M. A. Jennings
Sec'y-Treas......................L. Peters
Media Director................M. C. Drake
Time Buyer.....................M. Rose Berry
Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Circle 6-2940

Exec. V.P. ......................  A. E. Aveyard
Gen. Mgr. ...................... George MacGovern

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

MacLAREN ADVERTISING CO. LTD.
372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—ABC

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

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

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

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

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

Manager ....................... W. F. Harrison

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

McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000

President ....................... H. K. McCann
Chairman of Exec. Comm. .Harrison Atwood
Exec. Vice-Pres. .............. Carl B. Robbins
Vice-Pres. and Manager of New York
Office ......................... L. S. Briggs
Vice-Presidents (N.Y.) .Harrison Atwood,
R. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechnier, W. E.
McKeachie, H. A. Mitchell, C. A. Posey,
John H. Tinker, Jr., R. E. Thompson, E.
F. Wilson, W. H. Conine, G. B. Dearlney,
Earl C. Donegan, Arthur J. Kemp
Vice-Pres & Treas. ........... John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)
Vice-President in charge of Radio,
Lloyd O. Coulter
Executive Assistant to L. O. Coulter,
Lawson Paynter
Vice-President in charge of Programs,
Russ Johnston
Senior Producers ............ Dorothy B. McCann,
Neil Reagan, Glen Heisch
Director of Time Buying and Station
Relations ............... William C. Dekker
Director of Radio Copy...William A. Franchy
Director of Tele ............. Lee Cooley

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

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

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490

Vice-President-Manager .... A. A. Sommer

Detroit Office
3456 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9792

Vice-Pres. & Mgr. ........... Frank Townsend

Hollywood Office
Phone Hillside 8268

Manager ................. August Bruhn
Production Dir. .............. Neil Reagan

Los Angeles Office
448 South Hill Street, Los Angeles 13, Calif.
Phone Mutual 1181

Vice-President-Manager .... Burt Cochran

Minneapolis Office
1100 Builders Exchange,
Minneapolis 2, Minn.
Phone Bridgeport 6801

Vice-President-Manager .... Jackson Taylor
Vice-Presidents ............ Victor Lowrie,
John Pidgeon, George Sparling.

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

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

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

Manager..........................Harry Burton
Boston Office
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

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

R. E. McCARTHY ADV. AGENCY
1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

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

Radio Accounts—Babcock Furniture, Bor-
den’s Dairy, Foley Lumber Company, Las
Novedades Restaurant, Peninsular Telephone
Co., Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY
217 E. 7th Ave., Amarillo, Tex.
NOAB—ANPA—APA—SNPA
Phone 5335

Owner-Manager..............Jas. L. McCormick
Account Exec............John R. Forkner
Account Exec..............Alfred C. Kipp
Art Director..............Alfred M. Gibbons
Production Mgr............Harry S. Klein
Media Dir., Space Buyer, Radio Dir.

John R. Forkner
Research Dir., Talent & Time Buyer
Alfred C. Kipp

Radio Accounts—Shamrock Oil & Gas
Corp., TheCosmopolitan, Inc., Amarillo Gas
Co.

MCKEE & ALBRIGHT, INC.
1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737

ANPA—PPA—APA

President........................Roy J. McKee
Vice-President-Treasurer......David R. Albright
Vice President-Radio Director,

James A. McFadden

Time Buyer......................Evelyn Walmsley

Secretary......................Howard H. Yaw

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Phone Columbia 5-2858
715 Equitable Bldg., Hollywood 28, Calif.
Phone Hollywood 8363

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

MCKIM ADVERTISING LIMITED
1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192

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

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Manager.........................James M. Baxter

Paris Bldg., Winnipeg, Man., Canada
Phone 93-491

Manager.........................A. A. Brown

514 Province Bldg.,
Vancouver, B. C., Canada

Phone Marine 3248

Manager.........................H. S. Watson

376 Strand, W. C. 2, London, England

Manager.........................Ian Wallace

MACE ADVERTISING AGENCY, INC.
507 Lehmann Bldg., Peoria 2, Ill.
Phone 7197-3

ANPA—ABP—APA—NAAN—PPA—NOAB
President ......................... J. F. Fellay
Trea. & Radio Time Buyer ...... Jay J. Keith
Secretary .......................... Olga Rummel

MAKELIM ASSOCIATES
32 West Randolph St., Chicago 1, Ill.
Phone RANDolph 7061
ANPA—APB—PPA
Pres. & Treas................ Hal R. Makelim
V.P. & Chm. Plans Board .... Edwin B. Self
Asst. Treas..................... Lillian Nelson
Sec, Asst. Time & Space Buyer
General Manager .......... Robert E. Moore
V.P., Art Dir. & Prod Mgr... Edwin M. Duzan
Asst. Space Buyer ...... Dorothy Armentout
Acct. Execs................. Hal R. Makelman,
Robert E. Moore, Edwin B. Self, John
Paul Andrews, B. Harold Miller.
Branch Offices
20 Cortlandt St., New York 7, N. Y.
Phone Cortlandt 7-3813
Pres. & Treas................ Hal R. Makelim
Vice-President ........... B. Harold Miller
9176 Sunset Blvd., Hollywood 46, Calif.
Phone CREstview 6-3103
Pres. & Treas................ Hal R. Makelim
Vice-President ........... Edwin B. Self
Vice-President ........... John Paul Andrews
Art Dir. & Prod Mgr... Bernard Brody
Radio Accounts—Andersen's Ready to
Serve Frozen Foods, Bev Company of Amer-
ica, The, Butcher Shop Foods, Conlon-Moore
Corp., Communi Sound, Inc., DeLuxe Recor-
d Co., Fox De Luxe Brewing Co., Florsheim
Shoe Company, French Kitchen Foods Co.,
Gum Laboratories, Inc., Kannengiesser & Co.,
Knott's Berry Place, Memo Products, Inc.,
Sutho Suds, Inc., Towsley Soap Corp., Walsh
Laboratories, Inc.

MALCOLM - HOWARD
203 N. Wabash Ave., Chicago 1, Ill.
Phone Randolph 7942
ABP—ANPA—PPA—APA
Owner-Chief Account Executive
Arthur M. Holland
Account Executives ....... H. A. Barkun,
M. G. Holland, Paul Allen, Allan R.
Sweetow, Ruth Hudson
Copy Chief (Tele) ............... Ruth Hudson
Chief Exec (Tele) .... Arthur Holland
Branch Office
525 Walnut, Louisville, Ky.
Radio Accounts—Dad's Root Beer, Mrs.
Klein's Potato Chips, Cimino Wines, Clinton
Watches, Legion Ice Cream, Chicago Sun-
times, Newart Clothing, Hollands Jewelers,
Rubin's Apparel, Chicago Horse Show,
Checker Cleaners, Alert Laundries, Joy
Candies, Roller Derby, Chicago Coliseum,
Arcadia Gardens, Armory.
Television Accounts—Keeley Half & Half,
Kass Scoreboard, Dad's Root Beer.

DAVID MALKIEL ADV. AGENCY
260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-23
ANPA—APB—PPA—APA—NOAB
Prod. Chief & Owner ...... David Malkiel
Secretary .................... Martha Brest
Acct Executives .......... Martin Kadis,
Harry Weinbaum
Radio Dir ................. Julian Malkiel
Radio Accounts—Serta-White Cross Mat-
tress, Royal Crown Cola for Mass., Canadian
Ace Ale for N. E., Richard Clothing, Kasanof
Bakeries, Belmont Furniture, Old Monastery
Wines, J. J. Fox Furs for N. E., Part-T-Pak
Beverages, Glendale Coal Co., Lithuanian
Ass'n, Freilicher Kabtzen, Joe Venuti, Steu-
bens Restaurant, Food Fair.

MANSON-GOLD ADVERTISING
AGENCY
1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
APA
Account Executives ...... D. P. Nathanson,
Meyer Gold, Jean Hadley, Bruce Sielaff.
Radio Director ............. D. P. Nathanson
Time Buyer ................ Jean Hadley
Producers .................. D. P. Nathanson,
Jean Hadley
Tele Director ............... D. P. Nathanson
Radio Accounts — Snyder's Drug Stores,
Jumney Best Paints, Pfunder's Tablets, Char-
Tex.

MARSCHALK & PRATT COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone VAndebilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB
Partners ..................... Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio .......... Curt Peterson
Asst. to Dir ................. E. J. Whitehead
Television Director ........ E. J. Whitehead
Radio Accounts—Standard Oil Co. of N. J.,
The Esmond Mills, Inc., Metal Textile Corp.

J. M. MATHE, INCORPORATED
122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA
President .................. J. M. Mathes
MATHISSON AND ASSOCIATES,
INC.
(Formerly H. C. Mulberger, Inc.)
411 Mason St., Milwaukee 2, Wis.
Phone Daly 4090
ABP—NOAB—PPA—APA
President .................. C. A. Mathisson
Vice-Pres. & Treas. .......... I. M. Harloff
Secretary .................. Evelyn Heronymus
Copy Chief .................. Edw. G. Ball
Branch Office
201 N. Wells St., Chicago, Ill.
Phone State 4199
Radio Accounts — Edwards Motor Co.,
Kool-Aid Bottling Co., Inc.

JOSEPH MAXFIELD COMPANY
87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7
ABP—ANPA
President .................. Joseph M. Finkle
Vice-President ............ Aaron M. Finkle
Treasurer ................. Archie M. Finkle
Copy Chief ............... Mary M. Healy
Radio Director .......... Dorothy M. Taipe
Radio Accounts — Candy Mart Stores, Inc.,
Eclipse Food Products Corp., National Glass
Co., Shiloh Bottling Co., Apex Tire, Inc.,
Berry Clothing Co., Eastern Scientific Co.,
Low Supply Co., Progress Ice Cream Co.,
Continental Importing Co., Cranston Loan
Co., Charles T. Heilborn Shoe Co.

MAXON, INC.
2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710
ANPA—APA—PPA—ABC
NOAB—TAB—CCA
President .................. Lou R. Maxon
Vice-President ............ Searle Hendee
Treasurer ................. W. I. O'Neil
Secretary .................. G. Reginald McKiel
Radio-Television Dept. ... Ed Wilhelm
Branch Offices
570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930
Vice-President ............ W. Ray Baker
919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3536
Manager ................... L. J. Sholly
Radio Accounts — Gillette Safety Razor Co.

THE MAYERS COMPANY
1240 S. Main St., Los Angeles 15, Calif.
Phone PRospect 0101
NOAB—ANPA—APA—ABP—PPA
Principals ................. Henry Mayers,
J. R. Mayers, Arthur Mayers
Radio Director ............. J. C. McCormick
Writer-Producer ........... Dal Williams
Radio Accounts — Southern California Tele-
phone Co., Rose Peanut Butter, Pennzoil
Co., Hoffman Candy Co., Muller Bros., Sears,
Roebuck & Co., Firestone Stores, California
Bank.

MELAMED-HOBBs, INC.
400 Second Ave. So., Minneapolis 1, Minn.
Phone Bridgeport 1225
ANPA—PPA—NOAB—APA
President-Treasurer .......... Louis Melamed
Vice-President ............. S. E. Melamed
Secretary .................. M. O. Gooder
Acct. Exces ............... Ralph W. Hobbs,
Lorne R. Moodie
Time Buyer ............... Frank Johns
Branch Offices
E-906 First National Bank Bldg., St. Paul 1,
Minn.
Phone Garfield 7662
Manager .................... H. C. Lewis
Radio Accounts — Chocolate Products Co.,
Conrad Fur Company, Griggs Cooper & Co.,
Hilex Company, Kuehn-Hall Company, Lan-
O-Sheen, Inc., Minnesota Farm Bureau Fed-
eration, Minnesota Farm Bureau Service Co.,
Milk Foundation of Minnesota, Regan Bros.

ARTHUR MEYERHOFf & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7860
ANPA—PPA—AAA—ABP—NOAB
General Manager .......... Arthur E. Meyerhoff
Financial Manager ......... J. H. Hildebrandt
Director of Radio-Tele .. Benj. Green
Radio Space Buyer ......... Annette Kennelly
Copy Chief ................ M. E. Chon
Account Executives ....... John Lemmon,
George Taylor, Louis Bass, R. M. Singer,
Jr., Alfred P. Beacom, Jr., Marshall Kisz-
sell.
Television Producer ...... Kenneth L. Robinson
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Phone Marquette 3144
Manager .................... George Grabin
Radio Accounts — Paul F. Beich Co. (Whiz
& Pecan Pete Candy Bars), Chicago National
League Ball Club (Chicago Cubs), Consoli-
dated Royal Chemical Corp. (Krank’s Shave
Kreem), Illinois Meat Company (Broadcast
Corned Beef Hash Etc.) De Mert & Dougher-
ty ("Heel") Milwaukee Elec. & Transport Co. (City Transportation), Silberman Fur Corp. (Raw Furs) Wisconsin & Michigan SS Co. (Boat Transportation) Wm. Wrigley Jr. Co. (Chewing Gum).

C. L. MILLER COMPANY
521 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-1010
ANPA—PPA—APA—NOAB
President..................C. L. Miller
Sec. & Treas.-Radio Dir........George Carhart
Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager....................I. M. Tuteur

DAN B. MINER CO.
1151 S. Bway
Los Angeles 15, Calif.
Phone Richmond 3101
ANPA—APPA—ABP—NOAB
APA—PPA—ABC
President...........Dan B. Miner
Vice-President.........John C. Morse, Alfred Rooney, I. M. Greer
Secretary-Treasurer....M. R. Sweeny
Account Executive.....Daniel W. Layman, Jr.
Radio Director & Time Buyer......S. Farnsworth, M. Hungerford.
Time Buyer..............Marie Mazzulla
Branch Offices

EMIL MOGUL CO., INC.
250 West 57th St., New York, N. Y.
Phone, Columbus 5-2482
ABP—ANPA—PPA
President..................Emil Mogul
Executive Vice-President, Charles Rothschild
General Manager...........Lester Loeb
Secretary-Treasurer........Helen Mogul
Copy Chief................Myron Mahler
Research Director..........Louis M. Heyward
Production Manager.......Fred Lerro
Art Director..............Ed Batt
Media Director............Helen Munroe
Research Director........Motimer Spiller

THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, Ohio
PARKway 1178
ANPA—ABP—ANPA
President................Chester C. Moreland
Secretary................Walter H. Strauss
Radio Director...........Carl Press

RAYMOND R. MORGAN CO.
Phone Hempstead 4194
ANPA—PPA—APA—NOAB
President................Raymond R. Morgan
Vice-President...........R. C. Temple
Secretary-Treasurer........Craig Davidson
Radio Director...........James C. Morgan
Time Buyer...............Mary Ellen Ryan
Branch Offices
Raymond R. Morgan Co.
San Francisco 5, Calif.
Phone Douglas 2-6073
Account Executive........Porter F. Anderson
Affiliate
Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 11, Ill.
Phone Superior 6747
President..................Clyde Joice

MORSE, INTERNATIONAL, INC.
122 East 42nd St., New York 17, N. Y.
Phone Murray Hill 7-7200
PPA
Chairman of the Board........Allan T. Preyer
President................Mansfield F. House
Treasurer................Orin L. Lancaster
Dir. of Media and Exec. Asst........H. G. Selby
Mgr. Radio Dept................C. C. Slaybaugh
Export Media Mgr............Aurora Blanding
Dir. of Prod and Exec Asst........M. K. Burekett
Production Manager........W. W. Williams
Sr. Art Director...........Claude Hurd
Group Art Director........Elliot P. Ellis
Group Art Director........Genard J. Andreozzi
Art Studio Manager........John V. Ryden

Moss & Eisen
ADV. AGENCY
522 Fifth Ave., New York 18, N. Y.
Phone Murray Hill 2-4939
PPA—APA
Partner: Rose Moselle
Partner: Henry Eisen
Production Manager: Matt Beckerman
Art Director: Frederick H. Cassens
Space Buyer: Alice Ross

Moser & Cotins, Inc.
10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA
Pres. & Treas.: A. S. Cotins
Vice-President: James N. Brown
Vice-Pres.—Art Director: A. M. Huntington
Secretary: Lyle B. Reigler
Media Director: Miss L. B. Mang
Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone MU 3-9140

Moss Associates
415 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 7-3778
ABP—PANY—APA—ANPA
Partner: Joseph H. Moss
Copy Chief: Charles D. Beckman
Space Buyer: Betty Math
Art Director: James Sullivan
Radio Accounts—Ybry Perfumes, Madow’s Jewelry Stores.

C. Wendel Muench & Co.
520 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 7177
ABP—ANPA—PPA
President: C. Wendel Muench
Media Director: Victor Fabian
Production Manager: William C. Fisher
Copy Chief: Robert Gingrich

National Export Advertising Service, Inc.
405 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 9-6835
President: Paul Kruming
Vice-President: Thomas W. Hughes
Treasurer: Frank Neuhauser
Time Buyer: Jack Donelson
Associate Offices In:
Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chile, Sweden, New Zealand, Australia

Needham, Louis & Brorby, Inc.
135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151
AAAA—ANPA—PPA—NOAB—APA—ABC—ABP
President: Maurice H. Needham
Vice-President: Media & Markets
Otto R. Stadelman
Vice-President, Research—Keo Currie
Secretary-Treasurer—Max D. Anwyl
Radio Director, Chicago Office—Alan Wallace
Radio Manager-Producer, Hollywood Office—Frank Pittman
Branch Office
1630 North Vine St., Hollywood 28, Calif.
Phone Granite 7186
Manager—Frank Pittman
Radio Accounts—Kraft Food Co. (The Great Gildersleeve), S. C. Johnson & Son, Inc. (Fibber McGee and Molly), Swift & Co. (Swift’s Cleanser), Wieboldt Stores, Inc. (Local), Derby Foods, Inc. (Sky King), Swift & Co., (Swift’s Ice Cream—Spot).

Neff-Rogow, Inc.
30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4230
Pres. & Acct. Exec.—William Rogow
Personnel Director—Harriet Barnett

Raymond E. Nelson, Inc.
341 Madison Ave., New York 17, N. Y.
Phone Murray Hill 6-5862
ABP—APA
President: Raymond E. Nelson
Vice-President: Robert G. Barna
Sec-Treas.: Betty Nelson
Radio Director: Raymond E. Nelson
Ass't. Radio Dir.: Betty Nelson
Television Director: Raymond E. Nelson
Assistant Directors: Elaine Rose, Betty Nelson.
Script: Ruth Oboler
Account Executive: Henry E. Meyer
Clarence Robert Newman

John R.

Martha Blayne D.

Henry Henry May

James Irwin

Acct. Vice-President

Executive President

Pres.

Asst. Secretary

Business Radio Secy.-Treas

President; Economics Pepsi-Cola Time 1403 Radio Co.

AAAA—SNPA—NOAB—AP—ABA—AP

Partner

vice- President

Harold A. Olian

J. Walter Goldstein

Copy Chief

James Spencer

Space Buyer & Res. Dir.

James O'Neal

Art Director

Harry Lindemann

Prod. Mgr.

Evelyn Hester

Radio Director

Margaret Hart Nelson

Radio Time Buyer

Dorothy J. Ayers

Radio Production

Clair Callihan

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.

Phone State 3381

Vice-Presidents

I. J. Wagner, M. H. Bronner

1440 Broadway, New York 18, N. Y.

Phone CHickerling 4-8712

V.P. & Radio Dir.

Harold Kaye


OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.

Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—APA

Partner

Irwin A. Olian

Vice-Presidents

Harold A. Thomas, J. Walter Goldstein

Copy Chief

James Spencer

Space Buyer & Res. Dir.

James O'Neal

Art Director

Harry Lindemann

Prod. Mgr.

Evelyn Hester

Radio Director

Margaret Hart Nelson

Radio Time Buyer

Dorothy J. Ayers

Radio Production

Clair Callihan

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.

Phone Murray Hill 3-4900

AAAA—ANPA—PPA—AP—PRB—NOAB—SNPA—SNP

Partners


Radio Director

Blayne Butcher

Time Buyer

Newman McEvoy


THEO. A. NEWHOFF ADV. AGENCY

1103 Court Square Bldg., Baltimore 2, Md.

Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

President

Theodore A. Newhoff

Vice-Presidents

Marx S. Kaufman, Samuel S. Strouse

Sey-Treas.

R. M. Newhoff

NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg., Jacksonville 2, Fla.

Phone 5-3958

ABP—ANPA—SNPA—NOAB—FAAG—APA

President

M. T. Newman

Executive Vice-President

Hunter Lynde

Vice-President

Gordon Stewart

Secretary

Ron Scanlon

Radio Director

Mary B. Miller

Accts. Execs.

Henry Chapman, Charles Gressie, Milton Smith


NORTHWEST RADIO ADV. CO.

708 American Bldg., Seattle 4, Wash

Pres. & Mgr.

Edwin A. Kraft

Asst. Mgr.

W. L. Paul

Business Mgr.

D. R. Johnson

Auditor

F. L. Thornhill


ROBERT W. ORR & ASSOC., INC.

270 Park Ave., New York 22, N. Y.

Phone Plaza 9-8050

ANPA—NOAB—PPA—ABC

President

Robert W. Orr

Vice-Presidents

Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire

Secretary

Martha Huhta

Treasurer

Chauncey C. Seedorf

Radio Director

John C. Hoagland

207

PACIFIC NATIONAL ADVERTISING AGENCY
605 Union St., Seattle 1, Wash.
Phone Elist 1401
ANPA—AAAA—NOAB—PPA—APA
President......................................Wm. H. Horsley
Radio Director..............................Trevor Evans
Secretary....................................H. O. Stone
Radio Time Buyer..........................G. M. Nyman
Radio Producer.............................Peter Lyman
Branch Office
Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339
Manager.....................................Mrs. Ruth Folden

PEARSON ADVT. AGENCY, INC.
50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029
PPA
Pres. & Treas..............................C. H. Pearson
Gen. & Prod. Mgr.........................William Barker
Radio Director............................Hope M. Stewart
Radio Accounts—Cooper Razor Blade Co., Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.
400 Madison Ave., New York 17, N. Y.
Phone Plaza 3-0900
ABP—ANPA—PPA—AAAA—NOAB—APA
President....................................Harry Peck
V.P. & Secretary...........................Harry Krawit
V.P. & Gen. Mgr.........................Walter Schwartz
Vice-President............................Sanford L. Hirschberg
Director of Radio-Television
A. L. Lieberman

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

R. J. POTTS—CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433
NOAB—ANPA—PPA—APA
President .................... R. J. Potts
Vice- Presidents ............. J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Rob-
inson
Secretary-Treasurer ........... C. C. McMillan
Radio Director ................ Gene Dennis

POTTS-TURNBULL ADVERTISING
CO., INC.
912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9100
ANPA—PPA—APA—ABP—NAOB
President .................... W. J. Krebs
V-P. Production Mgr. .......... E. F. Dexter
Secretary ................... W. B. Stowe
Treasurer ................. C. J. Effie
Radio Director ............... N. P. Rowe

PRATER ADV. AGENCY, INC.
705 Chestnut St., St. Louis 1, Mo.
Phone GAfield 6490
OAAA—ABP—ANPA—PPA—APA—SNPA
President .................... George L. Prater
Vice-President ............ Harold R. Buschhorn
Radio & Tele. Director .... Ray D. Williams
Traffic ................... Marcelle Miller
Radio Accounts—Claussner Hosiery Co.,
Falls City Brewing Co., Inc., Merit Clothing Co.,
Moniteau Mills.

PRATT AND BURK
223 Fourth Ave., Pittsburgh 22, Pa.
Phone ATlanite 4139
Partners .................... Russell Pratt,
G. Norman Burk
Comptroller ................. Robert Torrence
Secretary .................. D. E. McCarthy
Radio Director ............ Russell Pratt
Writer ..................... Marion Schein
Radio Accounts—Meadow Gold Dairies  
(Beatrice Foods Co.), Meadow Gold Foods Co.  
(Birds-Eye Foods), National Record  
Marts, Winston Chevrolet, Inc., Hutchinson  
Company, Roth Rug Cleaners, Inc., American

THE PHILLIPS COMPANY
604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122
TAAN
Partners .................... William L. Phillips,
Charles C. Ramsey
Account Executive .......... Fred J. Volz
Radio Dir. .................. Bill Mesmer
Time Buyer .................. Ruth B. Hale
Radio Accounts—Arden Farms Company,
Tufford Motor Company, Dr. G. W. Raichart,
Home Federal Savings & Loan Association,
Davidson Furniture Co., Swim Shop, Valle's
Restaurant, Aristocrat Venetian Blinds, Mrs.
Conklings Bakery, Balboa Laundry & Dry
Cleaners, The Grable Company, Mexicali
Brewing Co., First National Bank, Good-
body's Ivy Chapel, Lowell Wood Company,
The Dennstedt Company, Iller's Dept. Store,
Willis M. Allen Company.

PITLUK ADVERTISING CO.
2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone Garfield 7268
ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA—TAAN
Owner .................. Jack N. Pituk
Time Buyer ................. Stanley Nelson
Radio Director .............. Rena Lynn

President .................. Thomas L. L. Ryan
Vice Presidents ............ E. G. Sisson, Jr.,
G. Douglas Morris, T. C. Fisher.
Secretary ................ H. C. Sutherland
Media Director ............ T. C. Fisher
Time Buyer ................. Mary Dunlavey
Director of Radio .......... E. G. Sisson, Jr.
Mgr. of Radio Dept. ....... Karl W. Schullinger
Radio Producers ............ Elizabeth C. Shay,
William Barrett.
Branch Office
Phone Hollywood 5354
Radio Accounts—Centaur Division Co. of
Sterling Drug (Ironized Yeast), Procter &
Gamble (Camay, Dash).

R. C. PHARES ADV. AGENCY
701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4680
President .................. R. C. Phares
Acct. Manager ............. J. A. Dusrey
Radio Accounts—Playland, Jack Miller,
Seattle Land, White Center Co. Western
Wineries, Walters Studio, Viewlands Fuel,
Center Jewelers, Owen-Hampson, Arthur A.
Wright, Northwest League Casimir Cleaners.

PROGRESSIVE RADIO ADVERTISING CO., INC.
260 E. 161st St., New York 51, N. Y.
Phone MErose 5-5523-4
Pres. & Radio Dir. ......... Lido Belli
Secretary & Time Buyer. .... Catherine Termini


THE L. W. RAMSEY ADV. AGENCY
111 E. Third St., Davenport, Iowa
Phone 3-1839
NOAB—ANPA—PPA—APA

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

Branch Offices
1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 3523
Manager ................. Ruth Lambert
Vice-Pres., Sec., & Gen. Mgr. .... F. L. Eason
Vice-President ............. L. H. Copeland
Art Director. .............. E. J. McCabe
Radio Director. ............ D. L. Parsons
Production Manager ......... Vito M. Volino


RADIO ADVERTISING CORP. OF AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

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


THE RANDALL COMPANY
75 Pearl St., Hartford 5, Conn.
Phone 7-1179

ABP
Radio Director ................ Alice Hickox

THE FRED M. RANDALL CO.
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treas. ............... H. Ross Mack
Vice- Presidents, Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief. ........ George B. Dow
Radio Dir. .................... R. D. Hughes
Space & Radio Time Buyer .... Charles E. Foerster
Art Director ................. L. F. Dechelini
Production Mgr. ............. George L. Husted


RAYMOND ADV. AGENCY
11 Commerce St., Newark 2, N. J.
Phone MA 2-6811

ANPA—PPA—ABP—APA
Owner ..................... Milton C. Tauder
Art Dir. ..................... William Wilbur
Production Mgr. .............. Nathan Chayette
Tele & Radio Dir. .......... P. Rossano
Publicity Dir. .......... Lillian Timoney
Research Dir. .......... Eleanor Lambeck
Account Executives .... Milton C. Tauder,
                    Maury Pollins, Robert Freund
Radio Accounts—K. Kaufman & Co., Inc.,
Monroe Savings & Loan Assn., Teldisco, Inc.,
Union National Bank.

CHAS. DALLAS REACH CO.
58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA—ANPA—PPA—ABP—APA
President-Director of Radio,
Chas. Dallas Reach
Radio Director .......... Charles A. King, Jr.
Secretary ............... Edward Sahrbeck
Branch Office
406 W. 55th St., New York 19, N. Y.
Phone CI 5-1176
Vice-President .......... H. E. Sands
Radio Accounts—Koppers Co., Minnesota
Division, Adair-Union Laboratories, L. E.
Waterman Co., Dugan Bros. of New Jersey,
Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.
420 Madison Ave., New York 17, N. Y.
Phone Plaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB
Chairman of the Board .... L. L. Redfield
Principal Director .......... E. F. Johnstone
Vice-President .......... Walter Van Leyen
Time Buyer ............... Helen Black
Production .............. L. L. Redfield
Radio Accounts—Allanru Remedy Co.,
Ayala Champagne, Colcombet Wines, Hall
and Ruckel, Inc., Howard Clothes Co., Krahe
Cosmetics, Omega Chemical Co., Pierce's
Proprietary, Inc., Resinol Chemical Co.,
Sera-Kleen, Inc.

REDMOND COMPANY
38 Newbury St., Boston 16, Mass.
Phone KENmore 4545
ABP—ANPA—APA—PPA—NOAB
Pres., Treas., Radio Dir. .... C. A. Dana
Redmond
V. P., Art Dir., Space Buyer .. D. L. Bassett
Secretary ............... E. E. Kolb
Radio Accounts—Charles B. Perkins Co.,
Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE
1776 Broadway, New York 19, N. Y.
Phone PLaza 9-6837
Exec. Dir. .......... Berthold J. Reese
Art Dir. .......... Oscar Liebman
Production Mgr. .......... B. C. Streib
Space Buyer .......... James L. Northrup
Buyer of Radio Time .... P. E. Cunningham

KNOX REEVES ADVERTISING, INC.
600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
AAAA—ABP—ANPA—APA—NOAB—
PPA—ABC
President .......... E. E. Sylvestre
Executive Vice-President ... Wayne Hunt
Vice-Presidents ........ J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R.
W. Stafford, E. K. Pottle.
Secretary & Treasurer .......... C. L. Greenwood
Radio Director ............ Russell Neff
Dir. of Media .......... K. P. Torgerson
Radio Program Production .... H. K. Painter
Radio Script Editor .......... E. B. Reeves
Dir. of Marketing .......... Dr. A. C. Welch
Time Buyer .............. C. H. Rossland

Branch Office
415 Chalin Bldg., New York 17, N. Y.
Phone Murray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUTter 6744
Radio Accounts—General Mills, Inc.,
Pacific Gamble Robinson Co., Midland Na
tional Bank

REINCKE MEYER & FINN
520 N. Michigan Ave., Chicago 31, Ill.
Phone Whi, 7440
ABP—NOAB—ANPA—APA—
ABC—BMB
President .......... Wallace Meyer
Treasurer .......... C. A. Reincke
Vice-Presidents .......... Gordon Taylor,
C. C. Stevens,
Radio Director .......... Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed
Candy Co., Chicago, Burlington & Quincy
R.R., The Ball Co.

THE REINGOLD CO., INC.
10 State St., Boston 9, Mass.
Phone Capital 7611
ANPA—PPA—ABP
Pres. & Treas. .......... Harold I. Reingold
Art Dir. .......... Harry Goodman
Assoc. Art Dir. .......... Laurence W. Hobbs
Production Mgr. .......... Francis R. O'Reilly
Asst. Prod. Mgr. .......... Fiore Rapa
Copy Chief .......... Herbert C. Bullard
Media Dir. & Radio Time Buyer .. Thomas
J. Bowen
Radio Accounts—Mrs. Alcott Food Products Co., First National Stores, A. Pritzker & Sons, Inc.

EMIL REINHARDT
ADVERTISING AGENCY
1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408
ABP — ANPA — APA
President .................. Emil Reinhardt
Copywriter .................. Dave Lane
Space Buyer .................. Ann Hageman
Artist Dir. .................. Robert Shelton
Artist .................. Edna Shelton
Manager .................. Joseph Connor
Radio Accounts — Kilpatrick’s Bakeries, Mary Ellen’s, Inc, Standard Beverages, Central Bank, Mothers Cake & Cookie Company.

REISS ADVERTISING
221 W. 57th St., New York, N. Y.
Phone Columbus 5-7733
ANPA — ABP — PPA — APA
President .................. Joseph Reiss
Vice-President .................. Harold Reiss
Secretary-Treasurer .................. B. M. Reiss
Radio Accounts .................. Rand Rubber

E. W. REYNOLDS & CO., LTD.
Yardley House, Toronto 1, Ont., Canada
Phone WAlverly 6157
ABC
President .................. Edward W. Reynolds
Sey. & Treas. .................. Bertha R. Sellen
Art Dept. .................. Garth Harber
Production Mgr. .................. John L. R. Russell
Copy Chief .................. N. Stuart Walton
Radio Time Buyer .................. H. Caine
Traffic Mgr. .................. Thomas C. Briggs
Space Buyer .................. Helen Anderson
Account Executives — C. Warren Reynolds, H. D. R. Newby, C. W. Macabe, H. A. Davis

EVANS M. RICHMOND ADV. AGENCY
1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479
ABP—PANY
Pres. & Radio Time Buyer .................. M. Evans Richmond
Art. Dir. .................. Mathew Lynch
Production Mgr. .................. Claude Lathrop
Account Executives — William Day, Robert S. Richmond

R. C. RIEBEL ADV. AGENCY
151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30
Owner .................. R. C. Riebel
Production Mgr. .................. Walter W. Werle
Radio Dir. .................. A. D. Knepper

LEE RINGER ADVERTISING
3923 West 6th St., Los Angeles 5, Calif.
Phone DRExel 8131
ABP—ANPA—APA—NAAN
Owner .................. Lee Ringer
Art Dir. .................. Richard Pennington
Space Buyer .................. C. C. Wickstrom
Radio Dir. .................. Lorraine Packard

JOHN H. RIORDAN CO.
605 Lucas Ave., Los Angeles 14, Calif.
Phone Michigan 8296
Owner .................. John H. Riordan
Art Dir. .................. Elsie Beck
Space & Time Buyer .................. Nancy Meyers
Account Executives — A. Culver Boyd, Jr., Clyde Hendricks, James R. Bullock

PHILIP RITTER CO., INC.
577 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574
ANPA—APA—PPA—AAAA—NOAB
Chairman & Treas. — Philip Ritter
Vice Pres. — Walter J. McLndoe
Sey. — Henry P. Bender

RITTTS ADVERTISING AGENCY
2404 May St., Cincinnati 6, Ohio
Phone PLAza 0818
Owner, Space Buyer, Radio Dir., & Buyer Radio Time — Charles Rittenhouse
Art Dir. & Prod. Mgr. — Henry Eddy
Radio Accounts — Delta Chemical Co., Glacier Springs Bottling Co.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766
Owner & Chief Executive — Dan Rivkin
Radio Accounts — Frank’s Juvenile Furniture, Spiro’s Apparel, Moskin Clothes,
ADVERTISING AGENCIES


ELWOOD J. ROBINSON ADV. AGENCY
541 So. Spring St., Los Angeles 13, Calif. Phone MUtual 1142
ABP—ANPA—PPA
President Elwood J. Robinson
Vice-President Melvin A. Jensen
Secretary Eola E. Gass
Copy Chief B. E. Howard
Production Mgr. T. H. Tomlin
Art Director Joseph Ames
Media Dir.-Time Buyer R. C. Neuman


ROCHE, WILLIAMS & CLEARY, INC.
135 S. La Salle St., Chicago 3, Ill.
Phone Randolph 9760
ANPA—APA—PPA—NOAB—ABC
President J. P. Roche
Treasurer D. J. Kelly
Secretary M. F. Williamson
Director of Radio Phil Stewart
Branch Offices
Phone PENnypacker 5-2766
In Charge Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444
In Charge R. A. Porter
Radio Director Harold F. Kemp


ROCK ADV. AGENCY
1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 4-7377
ABP
Partner & Copy Chief Allan Rock
Partner & Prod. Mgr. Robert Rock
Art Dir. Jo Bologna
Radio Time Buyer Irwin Winehouse
Acct. Exec. Sally Winston

THE ROCKMORE CO.
37 West 55th St., New York 19, N. Y.
Phone PLaza 8-1779
ABP—APA
Partners Milton M. Rockmore, J. Leonard Shaub
Vice-Pres. Erwin S. Franken
Secy. A. T. Parker
Art Dir. Mary Dooley
Prod. Mgr. Richard Lippman
Radio Dir. William Mogle

Radio Accounts—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

RODGERS & BROWN ADV.
131 West 52nd St., New York 19, N. Y.
Phone Circle 5-1173
NOAB—ABP—ANPA—APA
President Kerry Rodgers
Vice-Presidents William Bell, Sanford Levin, G. Gold, J. Epstein
Secy. & Treas. N. J. Rodgers
Art Dir. Tom Strander
Production Mgr. B. Klaif
Copy Chief Anne Seltzer
Media Dir. Stanley Brown
Consultant Art Dir. Irving M. Moss
Radio & Tele Dir. Jerry Rodgers
Account Executives William Bell, Sanford Levin, Jan Epstein, Irene Winston, Irving Moss

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

ROGERS & SMITH ADV. AGENCY
20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020
ABP—ANPA—APA—PPA—SNPA
President Walter E. Smith
Exec. V. P. Ray H. Reynolds
Vice-Presidents Howard N. Smith, Francis C. Kerr
Treasurer George C. Huppertz
Secretary Olive A. Kinloch
Art Dir.............................................W. J. Grover
Radio Dir..................................Roland R. Blair
Account Executives......................Walter E. Smith,
Howard N. Smith, Ray H. Reynolds,
George C. Huppertz, Roland R. Blair, A.
P. Jennings

Branch Offices
Irwin-Keasler Bldg., Dallas 1, Tex.
President...........................................Walter E. Smith
Exec. V. P. & Mgr.........................Howard N. Smith
Public Relations Dir..........................Edwin Karlson
Art Dir. (Dallas).........................Marvin Krieger
Radio Dir...................................Marie Callahan
Copy Chief.....................................M. Stewart
Account Executives.........................Howard N. Smith,
Mack McKee, Louis Wood, Allen, Marie J.
Callahan, Dave McConnell, Wanda Karrott
41 East 42nd St., New York 17, N. Y.

ROIZEN ADV. AGENCY, INC.
291 Delaware Ave., Buffalo 2, N. Y.
Phone CLEVELAND 5975

ABP—APA
Pres., Treas., Space Buyer........Manus Roizen
Vice-Pres.............................Samuel Sapowitch
Secty.................................Edith Roizen
Art Dir....................................A. Martin Presant
Prod. Mgr................................Harry Mankoff
Space Buyer..........................Howard L. Parish
Radio Time Buyer.....................David I. Levy
Radio Dir...............................J. Gerald Gross
Personnel Dir. & Librarian........Mary Riley
Account Executives................Manus Roizen, Howard L. Paris, David I. Levy

Radio Accounts—E. W. Edwards & Son,
Edwin R. Erickson & Assoc., Market Electric
Products, Inc., Mastercraft Tire Corp., Parkside Furniture Co., Satter's, South Side
Furniture Co.

RONALDS ADV. AGENCY, LTD.
1440 St. Catherine St., W., Montreal, Que.
Phone Plateau 4803

ANPA—AAAA—PPA—CAN—ABC—
BMB—NAAN

President...............................Russell C. Ronaldis
Vice-President..........................F. deB. Walker
Vice-President (Toronto)..............R. J. Avery
Treas.................................Angus Ahern
Radio Dir.................................Frank Stagg
Asst. to Radio Dir......................S. B. Hayward,
Cecelia Long, Norman K. Vale

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

Radio Accounts—Montreal: Bristol-Myers
Co. Of Canada, McColl-Frontenac Oil Co.,
Ltd., Canadian Industries Ltd. (Paint &
Varnish Div.), Canadian Industries Ltd.,
(Agricultural Chemicals Div.), Canada Pack-
ers Ltd., Heaters Ltd., Canadian Arena Co.,
Toronto: Rexall Drug Company Ltd., Niagara
Finance Company Ltd., L. K. Liggett Com-
pany Ltd., Trans-Canada Credit Corp. Ltd.,
Elizabeth Arden of Canada Ltd.

CHARLES EDSON ROSE CO.
100 East Chicago Ave., Chicago 11, Ill.
Phone Superior 3486

ANPA—PPA—ABP—APA
Owner.................................Charles E. Rose
Art Dir.................................George G. Kantor
Production Mgr.........................H. H. Samet
Space & Radio Time Buyers..William Perry,
N. A. Berk

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

WILLIAM GANSON ROSE, INC.
Williamson Bldg., Cleveland 14, Ohio
Phone PROspect 6171

Pres., Treas., Radio Dir.............William Ganson
Rose
Vice-Pres..............................Frank Pelton,
L. C. Brown
Secty., Prod. Mgr......................Laura J. Ondrey

Branch Office
3719 Reading Rd., Cincinnati 29, Ohio
Phone UNiversity 1997

Manager...............................L. C. Brown

Radio Accounts—Bailey Co., W. B. Burke
& Co., Cleveland Foundation, Cleveland Ses-
quicentennial Comm., Essex Trust Co., Hig-
Public Square Relations.

ROSE-MARTIN, INC.
21 W. 46th St., New York 19, N. Y.
Phone BRYANT 9-4621

ABP—ANPA—PPA—APA
President.............................Irl W. Rose
Secretary-Treasurer.....................John B. Martin
Vice-President...........Vaughn G. Hannington
Media Director.........................G. M. Rundbaken
Production Manager...................John A. Boule
Art Director.........................Andrew K. Nelsen
Comptroller.........................H. J. Carmichael
Account Executive..............Irl W. Rose, 2nd

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

IRVING ROSEN ADVERTISING
160 Fifth Ave., New York 10, N. Y.
Phone CHelsea 2-7930
Owner, Space & Radio Time Buyer...Irving Rosen
Production Mgr....................E. Rose
Radio Accounts—Style-Rite Footwear Corp.

ARTHUR ROSENBERG CO., INC.
570 Seventh Ave., New York 18, N. Y.
Phone CHIttenhanger 4-4420
ANPA—PPA—APA—ABP—NOAB
President, Dir. of Copy & Plans,
Arthur Rosenberg
Vice-President:...Samuel Rubenstein
Secretary..........................A. A. Rosenberg
Treasurer.........................Charles S. Silver
Production Manager.............H. B. Fleischman
Economist.......................Walter Alwyn-Schmidt
Research Director...............Sam Haven
Copy & Plans....................H. B. Sadler, Joseph Ellner
Radio Dept.....................Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver
Radio Accounts—Longine-Witnauer Watch Co., Glamour Shampoo, Myer 1890 Beverages,
Rigaud Perfumes, Miner’s Inc. Television
Accounts—Longine-Witnauer Watch Co.

ROSE, GARDNER & WHITE
2859 West 7th St., Los Angeles 5, Calif.
Phone DRexel 7211
APA
Art Dir..........................Robert Walling
Prod. Mgr.....................William Schweit
Radio Time Buyer,
Pub. Dir., Copy Chief...Edward B. Ross
Media, Research Dir.,
Space Buyer..................Harold M. Gardner
Account Executives...........Edward B. Ross,
Harold M. Gardner, William B. Schweit

A. JAMES ROUSE CO.
521 N. La Cienega Blvd., Los Angeles 36, Calif.
Phone BRadshaw 2-1772
ABP—APA—PANY
Owner, Copy Chief,
Radio Dir...........................A. James Rouse
Art Dir.........................F. E. Deckard
Production Mgr..................Bertram Feinberg
Space Buyer.....................Lynn Besser
Account Executives...........A. James Rouse,
Sanford Woolf
Radio Accounts—Elaine Barbara of Hollywood, Brian Mfg. Co., Culver of Calif., Har-

JULIUS J. ROWEN CO.
1991 Broadway, New York 23, N. Y.
Phone SCHuyler 4-7800
ABP—PANY
Owner & Radio Time Buyer......Julius J. Rowen
Art Dir....................Raymond Paul Rose
Prod. Mgr. &
Media Dir.....................Maurice Mandell
Account Executives.............Julius J. Rowen,
Sol Klapper, H. B. Furber
Radio Accounts—C. H. Iden Co., Art Fire-
Millers for Men, Sylvia Shoes, Zuccas Restau-
rant.

CHARLES L. RUMRILL & CO.
311 Alexander St., Rochester 7, N. Y.
Phone Stone 592
AAAA—ABP—PPA—ANPA
President..........................C. L. Rumrill
Vice-President-Art Director......J. E. Porter
Secretary-Treasurer...............E. A. Rogers
Production Manager............George Prince
Time Buyer......................J. Lawrence Kennedy
Radio Accounts—Genesee Brewing Co.,
Gold Tone Studios, The Pleasant Valley Wine Co.

LOWE RUNKLE COMPANY
1366 First National Bldg., Oklahoma City 2,
1366 First National Bldg.,
Oklahoma City 2, Okla.
Phone 3-5439
AAAA—ABP—PPA—APA
President......................Lowe Runkle
Vice-President...............Roger Pishny
Secretary.......................Irene Gammel
Acct. Exec......................Harold Kranz
Art Director....................Einar Lundquist
Dir. of Radio...................Jack Leach
Radio Accounts—Borden Milk Co. (Okla-
ahoma City plant), Cain’s Coffee Co., Arkansas
City Flour Mills, Local Federal Savings &
Loan, Liberty National Bank, Dairy Council
of Oklahoma City, Oklahoma Operating Co.,
Merit Mills, Inc.

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone MURray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA

215
Chairman of Board..................F. B. Ryan
President.........................F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas..........Cal J. McCarthy
Exec. Vice-Pres..................E. J. Grady
Vice-Pres. & Sec..........R. Van Buren
Media Manager...............Daniel M. Gordon
Talent Buyer.............Willson M. Tuttle
Time Buyer...........Thomas G. Slater
 Casting Director....Kathleen McMahon
 Co-Directors........Merritt W. Barnum,
 Wilson Tuttle
 Publicity Director........Grant Y. Flynn
 Radio Commercial Supervisor,
 Reggie Morgan
 Radio Producers...........Grant Y. Flynn,
 Robert Steel, John Wllington,
 John Cole, Thomas G. Slater,
 L. Brooks Elms,
 Knowle Entrikin, Bernard P. Zwirn.

Branch Offices
360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres. & Western Mgr.
Paul E. Watson
Chicago Manager............William P. Littell
Media Manager...............Albert R. Callies
Director of Radio.........R. W. Metzger
Chg. of Radio Production...N. E. Heyne
Charge of Script................A. E. Trask
Bus. Mgr. & Time Buyer....Holly Shirley
Charge of Television........Fran Harris
Commercial Traffic.........Joyce Webster
Charge of commercials........Irene Small
Producer....................Warren Johnson
7430 Second Blvd., Detroit 2, Mich.
Phone Madison 1930

Vice-Pres. & Manager...........M. J. Casey
812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager...........Oscar A. Zahner
712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager........................H. Donald Hopton
1680 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr........Marvin Young
VP & Radio Director...........Sam Pierce
Radio Producers...............Sam Pierce,
 William Burch, Glenn Y. Middleton,
 Stew Garner.
235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager..................Herbert O. Nelson
1218 3rd Ave., Seattle 1, Wash.
Phone Main 6727

Vice-Pres. & Manager...........F. G. Mullins
 Carew Tower, Cincinnati 2, Ohio
Phone MA 2413

Manager........................John L. Magro
80 Richmond St., W., Toronto, Ont., Canada
Phone Adelaide 4069

Manager..................Gordon Ralston
Radio Accounts — Chrysler Corporation,
 Delaware, Lackawanna & Western Coal Co.,
 Electric Auto-Lite Co., Garrett & Co., Lever
 Brothers Company, Lever Brothers Limited,
 Pharmao, Inc., Lucky Tiger Company, H.
 C. Lytton Co., Owl Drug Co., Queen Anne
 Candy Co., Southwestern Drug Co., Squirt
 Co., Griesedieck Bros. Brewery, Pepsodent
 Co. of Canada, Taylor-Reed Corp., Wm.
 Wrigley Jr. Co., Bailey Schools, Savings
 Banks Assoc. of State of N. Y., Adler Com-
 pany, Allen Edmunds Shoe Corp., Allied
 Florist Association, American Recording
 Artists, American Fluoresc Co., Binyon Opt-
 ical Co., Clopay Corp., Clyde Porcelain Steel
 Corp., Inter-Coastal Co., Kick-away Gar-
 ments, Inc., Krey Packing Co., Sears Roebuck
 & Co., Seattle Luggage Co., Lone Star Cream-
 ery, Martha Maid Mfg. Co., Roundy, Peek-
 ham & Dexter Co., Thomas J. Lipton, Ltd.,
 Mutual Insurance of Omaha.

LEWIS EDWIN RYAN
729 Jackson Place, Washington 6, D. C.
Phone Republic 7606

ABP—ANPA—APA—PPA—AAAA—SNPA
Owner.........................Lewis Edwin Ryan
Art Dir.........................J. Robert Corry
Prod. Mgr....................David F. DeYoung
Asst. Prod. Mgr...........M. G. Daugherty
Radio Dir.....................Laura D. Baker
Account Executives...........John F. Hardie,
 W. R. Doors, W. J. Mauter
Radio Accounts—Carrilton Hotel, Penn-Cen-
 tral Airlines, Wardman Park Hotel, Wilkins
 Coffee.

BEN SACKHEIM, INC.
29 West 57th St., New York 19, N. Y.
Phone EL dorado 5-6025

ANPA—PPA—APA—ABP—NOAB
President .......................Ben Sackheim
Vice-Pres.....................Lloyd G. Whitebrook
Secy.....................M. A. Aldridge
Treas.....................Lawrence K. Skora
Prod. Mgr.....................Nathan Lebbed
Space & Radio
Time Buyer............Leonard H. Spring
Publicity & Pub. Rel.......Margaret Halmy
Research Dir................Sylvia Sackheim
Account Executives.....Robert Bard Bruck,
 Ezra Millstein. Ben Sackheim, Lloyd G.
 Whitebrook.

ST. GEORGES & KEYES, INC.
250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA
President..................Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer........John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary..................Louise D. Keyes
Copy Chief..................C. J. Massieck
Production Manager.........William Koracek
Media Director...............James J. Freeman
Radio Dept.
Radio Director............Stanley J. Keyes
Radio Accounts Placed—Benjamin Moore
 & Co., Copper & Brass, Inc.
SALESVERTISING ASSOCIATES, INC.
Board of Trade Bldg., Chicago 4, Ill.
Phone Wabash 6245
Pres. & Treas.................Douglass Doolittle
Vice Pres.....................M. E. Holdridge
Secy.........................G. S. Doolittle
Art Dir......................Robert B. Sharp
Mgr. Tele Dept................N. H. Wardey

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

RICHARD SALINGER
294 Washington St., Boston 8, Mass.
Phone Liberty 5332
President......................Richard B. Salinger
Art Dir......................Richard Marshall
Prod. Mgr.....................Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer............Phyllis Stohn
Media Dir.-Space Buyer.....Leonard Meyers

Radio Accounts—Balch-Price Specialty
Shop, Conrad & Co., Dinty-Moore (Boston), Kane Furniture Co., Lamson Hubbard, Select Fashions.

SALOW & RIEDL
82 Lexington Ave., Passaic, N. J.
Phone Passaic 2-6951

ABP—PANY
Art Dir......................Tom Cuffari
Copy Chief, Radio & Pub. Dir..................Edward Mandell
Media Dir. & Radio Time Buyer........H. Harvey Salow
Research Dir....................Belle Smith
Account Executives..........H. Harvey Salow,
George Riedl, R. E. Walsh

Radio Accounts—Franklin Trust Co., Mac Lane Mfg. Co.

SCHECK ADV. AGENCY, INC.
9 Clinton St., Newark 2, N. J.
Phone Market 2-0480

ANPA—APA—PPA

President.....................Julius Scheck
V. P. & Treas..............Morris Scheck
Art Dir......................Ernest D. Barnham
Prod. Mgr.....................John Zhojan
Copy Chief.....................Carlton Smith
Space Buyer....................Frank M. Cranmer
Radio Dir.....................E. Grant Scheck
Account Executives...........William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius Scheck

Radio Accounts—Allenhurst National
Bank, Bender Corp., Chardavoyne Co., Eppens Smith Co. (Holland House Coffee),
Federal Trust Co., Franklin-Washington Trust Co.

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

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

Branch Office
25 O’Farrell St., San Francisco 8, Calif.
Phone SUtter 5226

Radio Accounts—Bardon of Hollywood,
Calif., Fashion Trends, Giro’s of Hollywood,
Hy-Art, Inc., Little Champ of Hollywood,

SCHENKER COMPANY
2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARnoldage 1600

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

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

ABP
GORDON SCHONFARBER & ASSOCIATES, INC.
58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-4-5
ABP—ANPA—APA—PPA—NOAB—AAAN
Pres. & Treas. ..........Gordon Schonfarber
Vice-Presidents ..........Jordan D. Wood,
Russell C. Edwards
Secty. & Space Buyer ......Amanda C. Olsson
Art Dir. .................Horace Notte
Buyer Radio Time ......Claire R. Grenier
Research Librarian ......Ruth S. Kimball

MARCEL SCHULOFF & CO.
17 W. 45th St., New York 18, N. Y.
Phone Murray Hill 7-7317
Partners .................Marcel Schuloff,
Miriam C. Schuloff

SCHWAB & BEATTY, INC.
230 Sixth Ave., New York 20, N. Y.
Phone Circle 5-9090
AAAA—PPA—APA—ABP
President ...............Victor O. Schwab
Time Buyers ............Robert W. Beatty,
James E. Schwenck

SCHWIMMER & SCOTT, INC.
75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA
Pres. & Treas. ..........R. J. Scott
V.P. & Secty. ..........W. Schwimmer
Copy Chief .............L. Krakover
Media Dir. ...........F. Vanderplœg
Prod. Mgr. .............A. Fishburn
Art Dir. ..............A. Thaler
Comptroller ...........H. Heilig
Acct. Exces ...........E. Guy, C. H. Lillienfeld
C. Lilienfeld
Radio Dir. .............Cecil Widdifield

SCOTT’S AGENCY, INC.
11 Pemberton Sq., Boston 8, Mass.
Phone CAPitol 2425
Pres., Treas., Space Buyer,
Radio Dir. & Buyer
Radio Time ..........George L. Stingen
Secty ..........Persis H. Kirwin

J. B. SEBRELL ADV. AGENCY
300 So. Los Angeles St., Los Angeles 13, Calif.
Phone Va 4616
ABP—APA
Owner & Research Dir. ..........J. B. Sebrell
Art Dir. ...............Allen Todd
Prod. Mgr. .............Harry Page
Copy Chief ............Dorothea Hill
Space-Time Buyer,
Radio Dir. ............Peggy Thomas
Publicity Dir. ..........Harry Page
Account Executives ..........J. B. Sebrell,
Harry Page, George Armstrong

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045
ABP—ANPA—PPA—APA
President ................Freeman Keyes
Executive Vice-President ......George Bayard
Vice-Presidents ............A. D. Keyes,
Treasurer ...............Jack Harding
Secretary ..............H. J. Jackson
Radio Director ..........Jack Simpson
Time Buyer ..............June Jackson

Branch Offices
Lemcke Bldg., Indianapolis 4, Ind.
Market 1395
Vice-President ...............Paul Richey
1409 N. Vine St., Hollywood, Calif.
Phone, Hempstead 7824
Resident Manager ..................Lou Place
Radio Accounts: Bowers Lighter Co., Bow-
W. A. Sheaffer Pen Co.

ROSCOE W. SEGAR, ADV. AGENCY
2125 N. E. 48th Ave., Portland 13, Ore.
Phone Tr 3445
Owner-Manager ............Roscoe W. Segar
Sec. Treas., Radio Dir. ..........D. D. Segar
Radio Accounts—Spot: Geo. B. Wallace Co. (Studebaker), Niklas & Son, Florists.
FREDERICK SEID ADV.
127 Montgomery St., San Francisco 4, Calif.
Phone Ga 0360

ANPA
Owner ............................................ Frederick Seid
Prod. Mgr. .................................... Nada Halse Banks
Radio Dir. ..................................... Sam P. Moore
Account Executives ....................... Norman L. Cotton, Frederick Seid

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

SEIDEL ADV. AGENCY, INC.
730 Gravier St., New Orleans 12, La.
Phone Raymond 7114

ABP—APA—PANY
Pres., Treas., Space Buyer ......................... Robert Seidel
Vice Pres. ..................................... Arthur A. Judson
Secy. ............................................. Irma Lee Seidel
Art Dir. .......................................... Oscar Harris
Prod. Mgr. Media & Research Dir. .............. Charles Garven
Copy Chief ...................................... Jackie Rose
Space Buyer ..................................... Ann Stell
Radio Dir. & Time Buyer ....................... Reid Lighton
Account Executives ............................ Jeanne McEwen, Robert Seidel, I. Brown, Russell Fradkin, Bradshaw Thurston, Jean L. Malchin, Sidney Berman

Radio Accounts—Ringling Bros, Barnum & Bailey Circus.

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

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


SHAFFER, BRENNAN, MARGULIS ADV. CO.
4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579

ANPA—APA—PPA
Partner-Space Buyer ............... T. D. Shaffer
Partner-Space Buyer—Radio Dir. ... Sam B. Margulis
Partner-Space Buyer ............... S. I. Rosenfeld

ED SHAPIRO—ADVERTISING
1612 Market St., Philadelphia 3, Pa.
Phone Rittenhouse 6-3656

ABC—ANPA
President ...................................... Edward Shapiro
V. P.-Prod. Mgr. .............................. Leon Cohann
Secy. ............................................. Martin Sacks
Radio Dir. ..................................... Matilda Jacoby
Account Executives ....................... Edward Shapiro, George Mallis


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

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

JOHN W. SHAW ADV., INC.
228 N. LaSalle St., Chicago 1, Ill.
Phone Dearborn 5082

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


J. WM. SHEETS
Central Bldg., Seattle 4, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB
Owner ....................................... J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.
400 Madison Ave., New York 17, N. Y.
Phone Plaza 3-1670

AAAA—ANPA—PPA—APA
George Sheldon
Vice-President
K. C. McElroy
Time Buyer
Catherine Wohlpard
Treasurer & General Manager
J. F. Quick

Radio Account Placed—Chas. E. Hires Co., Inc., Commercial Credit.

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

Branch Office
10 Rockefeller Plaza, New York 20, N. Y.

Vice-Pres. & Eastern Mgrs.
Carl S. Brown

Vice-President
Basil W. Matthews

Supervisor of Radio
Robert Weenolsen

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

J. SIESEL CO.
424 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-0138

ABP—PPA—ANPA—APA
Partners
Harold J. SieSEL
Frieda W. SieSEL
Art Dir
Jerome S. Niblette
Prod. Mgr
M. Swecman
Space Buyer &
Buyer Radio Time
Harold Schindler

Account Executives
Harold J. SieSEL
Harold Schindler

THE SIGNET CORP.
138 W. Randolph St., Chicago 1, Ill.
Phone State 2254

Pres., Treas., Space Buyer
Pub. Dir
Karl A. Kopetzky
V. P., Prod. Mgr.
Space Buyer
Jacqueline J. Silver
Secy.
Samuel G. Rauthord

Dir. Radio &
Television Buyer
Al Milton

Radio Accounts
K & K Studios, Lukko Sales Corp., Powell Products.

BILL SILBERT ADV.
Phone Cherry 3353-6567

President
William H. Silbert
Media Dir. & Secy.
Jeanne H. Lorenz
Radio Dir.
Harry Howe

Radio Account—Copa Cabana Restaurant (Breakfast at the Copa).

SIMMONDS & SIMMONDS, INC.
210 No. Wells St., Chicago 6, Ill.
Phone CENtral 1166

ABP—ANPA—PPA—NOAB—APA
President
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Asst. to Pres.
Albert M. Wolf
Vice Pres.
F. M. Simmonds, Jr.
Secy. & Treas.
Carmen Guyot
Art Dir.
Edward Zubrick
Prod. Mgr.
Graves Urquhart
Radio & Pub. Dir.
Clifford Stodgehill
Customer Radio Time
Marion Azzarello

Research Dir.
Phil W. Tobias, Jr.

Account Executives
Phil W. Tobias, Jr.
F. M. Simmonds, James A. Greig, Russell Mullins, Albert M. Wolf, Clifford Stodgehill

Branch Office
611 Olive St., St. Louis 1, Mo.
Phone GARfield 6357

V. P. & Mgr.
Merle Fuller
Asst. to V. P.
Dorothy Van Horn

DOUGLAS D. SIMON ADV., INC.
280 Madison Ave., New York 16, N. Y.
Phone, LEXington 2-7873

ANPA
President-Treasurer
Douglas D. Simon
Vice-President
Carolyn Glass
Secretary-Space Buyer
Anita Chinkel
Account Executive
Charles H. Sandak
Production Manager
Sidney Jerome
Art Director
Doris Brinkerhoff

SIMON & GWYNN, INC.
624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—PPA—NOAB—ABP
Partners
Milton Simon, H. N. Gwynn
Copy
Don Anderson, F. C. Cogburn


SIMONS-MICHELSON CO.
1126 Lafayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA
Partners
Leonard N. Simons, Lawrence J. Michelson

General Manager
Ivan Frankel
Radio Director
A. Glenn Kyker

220
SMALL & SEIFFER, INC.
24 West 40th St., New York, N. Y.
Phone Wisconsin 7-8765
ANPA—PPA—AP

President .................. Albert Seiffer
Secretary & Treasurer .......... Marvin Small

Radio Accounts—Media, Samuel Leddy.

W. J. SMITH CO.
Martin Brown Bldg., Louisville 2, Ky.
Phone Jackson 2163

APSA—SNPA—ANPA

Pres. & Treas..................... W. J. Smith
V. P. & Secty ................... G. B. Smith
Art Dir. ......................... F. J. Thomas
Prod. Mgr ...................... L. M. Fallon
Copy Chief ................... Robert E. Jackson
Media Dir. & Radio Dir ............. E. R. Appel
Space Buyer .................. H. D. Pelletier
Account Executives .......... Robert D. Jackson, H. D. Pelletier


R. C. SMITH & SON, LTD.
30 King St., West, Toronto 1, Ont.
Phone Elgin 9396

ABC

President .................. Robert C. Smith
V. P. & Prod. Mgr ................ Adam F. Smith
Secty-Treas .................. M. A. Stoakley
Space Buyer .................. P. Bawcutt
Radio Dir ...................... G. A. Phare
Account Executives ........ Wilfred McCracken, James Matthews, Earl Aiken

SMITH-BULL & McCREERY, INC.
6642 Sunset Blvd., Hollywood, Calif.
Phone HEmptead 5671

ANPA—PPA

President .................. Walter McCreery
Vice-President ................. Dick Smith
Secty-Treas. .................. Frank Bull
Producer ..................... Dick Garton
Mgr. Radio Dept ............. Mayfield Taylor
Time Buyer .................. Georgina Small
Acct. Exces .................. Charles Ganz

Dick Berggren

Publicity .................... Henry Konesky

Branch Offices
7312 Empire State Bldg., New York, N. Y.
Phone LOngacres 3-4107
Manager ..................... Earle Dumont
611 Loews-Warfield Bldg., San Francisco, Cal.
611 Loews-Warfield Bldg.,
San Francisco, Calif.
Phone ORdway 3-7967
Manager ..................... Robert Selby


Television Account—Pan Pacific Auditorium.

SMITH-MANSFIELD ADV.
315 Royal Hawaiian Ave., Honolulu 20, Hawaii

Partners ..................... Norbourne E. Smith, George C. Mansfield, Jt., Meyer Cummins
Art Dir. ....................... Donn C. Allison
Prod. Mgr ..................... Sanford A. Weintraub
Dir. of Radio ................ Hal C. Lewis
Dir. Media & Research .... Mary C. Wilson

Radio Accounts—Dr. Pepper Bottling Co.
(Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

SMITH, TAYLOR & JENKINS, INC.
223 Fourth Ave., Pittsburgh 22, Penna.
Phone, AT 9312

ABP—ANPA—FAAG—APA

Vice-Preas .................. Ronald P. Taylor
Radio Television Director .... Thomas J. MacWilliams
Copy & Production .......... Les Sterne
Copy .......................... Virginia Volkay

SON DE REGGER ADV. AGENCY
Iowa Shop Bldg., Des Moines 9, Ia.
ANPA—APA
Pres. & Space Buyer. Radio
Time & Acct. Exec. Les Son De Regger
Secy. E. Grote
Art Dir. Robert Rahilley
Radio Dir. & Acct. Exec. Gus Strauss
Acct. Exec. Les Gates
Radio Account—Look, Inc. (Des Moines).

SORENSEN & CO.
919 N. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP—ANPA—PPA—NOAB
President Roy A. Sorenson
Radio Director Muriel Wagman
Radio Accounts—Bowey's, Inc., Sunway Vitamin Co., J. P. Harding Restaurants, Old Heidelberg Corp.

W. A. SOUDERS & ASSOCIATES
735 Bryden Rd., Columbus, Ohio
Phone E. V. 5548
President W. A. Souders
V. P., Treas., Space Buyer,
Radio Dir. Senora Souders
Secy. Carolyn Hicks

C. JERRY SPAULDING, INC.
201 Commercial St., Worcester 8, Mass.
Phone: 3-4789
Pres. Treas. & Radio Time Buyer
C. Jerry Spaulding
Asst. Treasurer Florence Winslow,
Secretary H. H. Hartwell
Art Director Harvey Ball
Prod. Mgr. Seth Martin
Acct. Exec. A. S. Peterson
Radio Accounts—Radio Station WTAG.

SPITZ & WEBB ADV. AGENCY
206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868
ARP—APA—ANPA
Acct. Executives William Spitz
Stephen M. Webb
Art Dir. Joseph Rineldi
Prod. Mgr. C. Stuart Sheffield
Space Buyer Rosemary Marion
Radio Accounts—Best Ice Cream Co., C.
E. Chappell & Sons, Inc., Chase Clothes, Inc.,
Grange Silo Co., Inc., Peoples Ice Co., Net-
tleton Shops, Inc., Greenway Brewery Co.,
Inc., Crosby Clothes, Inc.

SPITZER & MILLS, LTD.
19 Richmond St., West Toronto, Ont.
Phone WA 1151
CAN
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Exec. Vice-President J. W. Spitzer
General Manager W. H. Reid
Director J. R. Charles

Vice-President J. Cambridge
Account Executives E. Phillips,
F. Collins, G. Wallace, D. McCreimin,
T. Hudson
Manager (Radio) W. L. Byles
Assistants (Radio) R. Hart,
R. McCreath
Branch Offices
1010 St. Catharine St., W. Montreal, Que.
Phone Plateau 7924
Vice-President C. W. Duncan
675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102
Vice-President Ken Davidson
Radio Accounts—Colgate-Palmolive-Peat
Company Limited, The Quaker Oats Company
of Canada Limited, R. C. A. Victor Company,
The Toni Company, Canadian Breweries
(Quebec) Limited, Bell Telephone, Fruitati-
ves Limited, Monarch Overall, Family Fair
Limited, Canadian Cancer Society.

CHARLES N. STAHL ADV. AGENCY
507-09-11 Broadway Arcade Bldg.,
Los Angeles 13, Calif.
Phone MADison 7844
ABP
Owner-Manager Charles N. Stahl
Account Executive Henry Heller
Radio Dir. Tom Cafferty
Time Buyer Kay Huldermann
Branch Office
208 Sheldon Bldg., San Francisco, Calif.
Phone EX 24713
Manager John J. Casey
Radio Accounts—Southern California, Den-
tal offices of Dr. Beauchamp, Model Furniture
Mfg. Co., Victor Chemical Co., Murphy
Motors, Broadway-Spring Arcade, Yorktown
Shirt Shops, Union Roofing Contractors,
Lighthouse Cafe.

BARTON A. STEBBINS AGENCY
811 West Seventh St., Los Angeles 14, Calif.
Phone Trinity 3821
AAAA—ANPA—NOAB—ABP—APA
Head of Agency Barton A. Stebbins
Account Executives Nat Jeffras,
Clinton Campbell.
Radio Dir. Ed. Bloodworth
Radio Accounts—Signal Oil Company,
Shontex Co., E. F. Hutton & Co.

STEELE ADV. AGENCY, INC.
1032 M & M Bldg., Houston, Tex.
Phone Charter 4-6408
SAAA
President John Paul Goodwin
Secy. Treas. Wallace W. Brown
Vice-President Samuel H. Peak
Radio Dir. Jim Sanders
Continuity Editor Betty Cantrell
Radio Accounts—Admiral Coffee, Bama
Food Products, Camellia Creameries, Crust-
tene Shortening, Interstate Theatres, OJ's
Beauty Lotion, Stewart & Stevenson Serv.,
Nathan's Clothiers.
Howard D. Steere, Advertising
Phone Cherry 5688
Owner: Howard D. Steere
Account Exec.: Charles R. Stout
Office Manager: Gene Macauley
Art Director: Rudolph K. Nauss

Sterling Advertising Agency, Inc.
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PPA
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Secretary: William Forray
Treasurer: Herbert Goldsmith
Radio Director: Alfred S. Moss

Sterfield-Godley, Inc.
280 Broadway, New York 7, N. Y.
Phone BArcley 7-3030
APA—ANPA—NOAB—SNPA
President: Samuel J. Godley
Vice-President: Philip Scheft
Secretary: Frances C. Costello
Treasurer: Samuel S. Sternfield
Production Mgr.: John C. Buffum

President: Samuel S. Sternfield
Vice-President: Ralph Sternfield
Treasurer: Samuel J. Godley


Fred D. Stevens Co.
14 Devereux St., Utica 2, N. Y.
Phone 4-9339
NOAB—NAAN

Partners: Fred D. Stevens, Gerald S. Stevens
Radio Accounts—Wicks & Greenman, Cornhill Bldg. & Loan Ass'n.

Stockton, West, Burkhart, Inc.
First National Bank Bldg., Cincinnati 2, O.
Phone Cherry 8325-67
AAAA—ANPA—PPA—NOAB—APA
President & Treasurer: Wm. Z. Burkhart
Vice-Pres.-Secy.: Ronald S. West
Vice-President: Eric W. Stockton

Radio Director: R. S. West

672 S. Lafayette Park Place,
Los Angeles 5, Calif.
Phone Drexel 8138
ANPA
Owner: Arthur W. Stowe
General Mgr.: Alan Cameron
Copy, Idea Man.: Lionel Bell
Copy: Barbara Hathaway
Idea man, contacts: Bill Deming
General, Production: Gloria Velarde
General, Production: Ellen Jensen
Radio Accounts—Taylor Automotive Co., Western Auto Supply Co., Wilder's, Inc. (Furniture), Stout Motors Trailer Division, So. Figueroa Automotive Business Association.

Strauchen & McKim Advt.
6 East Fourth St., Cincinnati 2, Ohio
Phone MA 1618-9
AAA—ABP—NOAB—PPA
Radio Time Buyer: Edmund R. Strauchen
Radio Director: John G. Maupin
Asst. Radio Director: Mary H. Taylor

Street & Finney, Inc.
330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA
President: H. K. Finney
Vice-President: John F. Mayer
General Manager: Robert Finney
Assistant General Manager: Frank Finney
Secretary: F. S. Park
Treasurer: Fred Hellar
Director of Radio: Howard Miller
Radio Accounts—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

Daniel F. Sullivan Co.
Phone HAncock 6-7643-4-5
ANPA—PPA—APA
TRACY-Locke CO., INC.
1307 Pacific Ave., Dallas 1, Tex.
Phone R-8655
AAAA—ABP—NOAB—ANPA—PPA—APA—ABC—SAAA—BMB—SNPA
President..................................Raymond P. Locke
Vice-Presidents..........................Morris Hite, Monty Mann, G. G. Addington, Dan Gillean, J. W. Moffett
Treasurer ..................................J. H. Wellenkamp
Secy.........................................R. H. Robins
Head Time Buyer..........................Monty Mann
Time Buyer ..................................E. Parker
Auditioner ..................................Bob Glassman


TUDOR ADVERTISING AGENCY
299 Madison Ave., New York 17, N. Y.
Phone Murray Hill 2-6653
President & Prod. Mgr.....................W. Scott Secretary......................H. J. Miller
Treas. & Art Director ....................H. Silverman
Radio Director ............................L. Maris

UNITED STATES ADVT. CORP.
612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA—NOAB
President .................................J. C. Ewell
Radio Director ............................A. J. Englehardt
Branch Office .............................
520 Madison Ave., Toledo 4, Ohio
Phone Main 3205

VALLEY ADVERTISING CO.
113 W. 4th St., Weslaco, Tex.
Phone Weslaco 175
PPA
Pres, Treas, Radio Dir, Radio Time Buyer & Space Buyer ..................J. D. Grafton
Vice-President .........................E. S. Grafton
Secretary.................................R. B. Blancett
Art Director .............................L. Blancett
Production Manager ....................F. Schultz
Radio Accounts—Borderland Citrus Groves, Valley Grande Academy.

VICTOR VAN DER LINDE, INC.
683 Fifth Ave., New York 22, N. Y.
Phone ELDorado 5-7085
President .................................Victor van der Linde
Vice-President ...........................Charlotte Rains
JOHN B. VAN DOMELEN, AGENCY
322-326 Federal Square Bldg.,
Grand Rapids 2, Mich.
Phone 9-3453-4
PPA
Owner & Space Buyer...J. B. Van Domeelen
Prod. Mgr. & Radio Dir........E. J. Logie
Acct. Exec........R. F. Doornink, J. Newberry

VAN HECKER, INC.
664 No. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3122
NOAB—PPA—APA
President..................C. E. Van Hecker
Account Exec................W. F. Barkow
Account Exec. & Space Buyer......F. J. Guzik
Radio Accounts—Local Loan Co., Pyroil Co.

VAN SANT, DUGDALE & CO., INC.
Court Square Bldg., Baltimore 2, Md.
Phone, Lexington 5400
AAA—ABP—ANPA—PPA—NOAB
APA—ABC
President & Treasurer Wilbur Van Sant
V.P. & Plans Dir........J. P. Daiger
V.P. & Acct. Exec......R. E. Daiger, H. G. Eck,
F. T. C. Quinn, C. M. Buchanan.
Space Buyer................G. M. Talbot

VANGUARD ADVERTISING
15 East 40th St., New York 16, N. Y.
Phone MUrray Hill 5-4686
ABP—PPA—APA
President..................J. M. Russakoff
General Manager...........A. M. Ragonetti
Art Director...................Frank Haase
Media ................................Ed Burns

VENABLE-BROWN CO., INC.
211 E. Fourth St., Cincinnati 2, Ohio
Phone Parkway 6078
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President & Space Buyer........B. W. Brown
Vice-Pres. & Space Buyer........B. Venable
Vice-President.............G. L. Service
Sec’y-Art Dir. & Prod. Mgrs........P. R. Harrover
Treas. & Buyer Radio Time........D. B. Mescher
Acct. Execs........B. Venable, G. L. Service,
B. W. Brown.

WADE ADVERTISING AGENCY
20 N. Wacker Dr., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB
President..................Albert G. Wade
Exec. V.P.—Radio Director......W. A. Wade
Radio Time Buyer............L. J. Nelson
Secretary-Treasurer........E. N. Nelson
Production Manager........Kenneth Banes
Account Executives..........Booth Luck,
P. C. Lund.
Radio Accounts—Miles Laboratories, Inc.,

HUGO WAGENSEIL & ASSOCIATES
Talbott Bldg., Dayton 2, Ohio
Phone Hemlock 1151
ABP—APA—AAAA—PPA—ANPA
President..................H. Wagenseil
Secretary-Treasurer........G. Wagenseil
Production Manager........W. J. Staggs
Art Director...............E. Hageman
Copy Chief................S. H. Jack
Radio Director...............F. R. Harwood
Public Relations........C. W. Young
Account Executive........W. H. Ford

WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA—ABP—PPA—APA—CAN
President........William S. Walker
Vice-Pres. ..........Benjamin I. Davis, Jr.,
C. P. Richardson.
V.P. & Director........R. C. Woodruff
Radio Contact........William G. Beal
Producers............Vicor Maitland,
T. Blair Wallace, Fred L. Newmeyer
Branch Office
Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor........Vicor Seydel
Radio Accounts—Duquesne Brewing Company,
Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Vimco Macaroni Company,
Clearfield Fur Company, Mail Pouch Tobacco Co., Colonial Biscuit Company,
Sterling Oil Company.

WALLACE-FERRY-HANLY CO., INC.
430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462
Manager...................C. L. Collette

WARD WHEELCOCK
Phone Rittenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC
President...........Ward Wheelock
Vice-Pre. & Gen. Mgr........Arthur A. Bailey
Vice-Pres. ............Robert Y. Brown,
Walter L. Stocklin, Ralph K. Strassman,
William R. Farrell.
Secretary-Treasurer..........William A. Dunn
Dir. Radio Dept...........Diana Bourbon
Branch Offices
444 Madison Ave., New York 22, N. Y.
Phone Plaza 3-7120
Vice-President........R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director...........Diana Bourbon
Radio Account—Campbell Soup Co.

WILLIAM WARREN AGENCY
122 E. 42nd St., New York 17, N. Y.
Phone LExington 2-1795
PANY
Owner...................H. Solow, Sr.
Art Director..................A. D'Amato
Copy Chief..................N. Kronfeld
Media Dir. & Radio Time Buyer
H. Solow, Jr.
Radio Director.............R. N. Thomson
Television Director.........S. P. Jackson
Personnel Director..........Wm. Warren Solow


WARWICK & LEGLER, INC.
230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-5565
AAAA—ANPA—PPA—ABP—ABC
APAO—NOAB
President..................H. Paul Warwick
Vice-Presidents.............Henry Leggler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson, C. E. Staudinger.
Radio Director..............Cecil Underwood
Branch Office
Radio Director..............Cecil Underwood

ERWIN, WASEY & CO., INC.
Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
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Phone PLaza 3-4070
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Radio Dir. & Time Buyer.......W. O'Neill
Radio Accounts—Northern Calif. Floral Industry, Sierra Candy Co.

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Radio Annual—1948
FEDERAL COMMUNICATIONS COMMISSION

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    Federal Communications Commission
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<td>Harold E. Fellows</td>
<td>1</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.</td>
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<td>WEEI, Boston, Mass.</td>
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<td>Michael R. Hanna</td>
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<td>New York, New Jersey.</td>
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<td>WHCU, Ithaca, N. Y.</td>
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<td>George D. Coleman</td>
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<td>Delaware, Pennsylvania, Maryland.</td>
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<td>WGBI, Scranton, Pa.</td>
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<td>Campbell Arnoux</td>
<td>4</td>
<td>District of Columbia, North Carolina, South Carolina, Virginia, West Virginia.</td>
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<td>WIL, Norfolk, Va.</td>
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<td>Henry P. Johnston</td>
<td>5</td>
<td>Alabama, Florida, Georgia, Puerto Rico.</td>
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<td>WSGN, Birmingham, Ala.</td>
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<td>Wiley P. Harris</td>
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<td>Arkansas, Louisiana, Mississippi, Tennessee.</td>
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<td>WJDX, Jackson, Miss.</td>
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<td>Gilmore N. Nunn</td>
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<td>Kentucky, Ohio.</td>
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<td>WLAP, Lexington, Ky.</td>
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<tr>
<td>C. Bruce McConnell</td>
<td>8</td>
<td>Indiana, Michigan, excluding the counties of Ontonagon and Gogebic.</td>
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<td>WISH, Indianapolis, Ind.</td>
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<td>WMBD, Peoria, Ill.</td>
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<tr>
<td>John J. Gillin, Jr.</td>
<td>10</td>
<td>Iowa, Missouri, Nebraska.</td>
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<tr>
<td>WOW, Omaha, Neb.</td>
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1947–1948

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November 25, 1947

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Publisher and Editor
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New York, N. Y.

Dear Mr. Rosenberg:

I think all of us in A.N.A. appreciate the way you have put the thoughts of the meeting in capsule form on the cover of the November issue of your magazine.

Without meaning to detract in the least from your effort, I do want to call to your attention the fact that I work for and get paid by Pillsbury Mills and not General Mills.

The fact that this error on the cover of your magazine has been called to my attention by at least ten people here in Minneapolis would indicate that "The Advertiser" carries a pretty strong "beam" into Minneapolis.

Yours very truly,

RJ Keith

Pardon The ERROR . . .

—THANKS Much for The TESTIMONIAL . . .

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Radio Life
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Radio Mirror Magazine
MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Fred R. Sammis, Editor/Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Marjorie Wallace, Associate Editor. BRANCH OFFICES: 221 N. LaSalle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

Radiomonde
WEEKLY. 1434 St. Catherine West, Montreal, Can. Phone, Pl. 4186. Marcel Provost, Managing-Editor.

Radio News

Radio Showmanship
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TWENTY-SIX ISSUES YEARLY. Room 670, Sun Life Bldg., Montreal, Canada. Phone, Plateau 6494. W. E. Elliott, President; J. M. Leckie, Vice-President; E. R. Comte, Managing Director.

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TV Digest & FM Reports

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We're just as interested in Schoenberg and Hindemith now as we were in Brahms and Tschaikowsky when the Musical Courier was a baby. Not that we're not interested in Brahms and Tschaikowsky today—our columns contain articles and critiques of all music that is played, and much that isn't. It's just that we pride ourselves on keeping abreast of the latest developments in music.

Musical Courier's international coverage, features, special departments for piano, voice and organ, dance, recordings, ballet, motion pictures, radio and television, and interviews with leading musical personalities have been of vital interest to professional, student and layman alike for the past 68 years. Now that music is assuming an even more important role in American life (thanks to the film and radio), Musical Courier is still more necessary to all music-lovers.

So, if we're only as old as we feel, we're good for another 68 years.

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

A WEALTHIER MARKET
Iowan wealth is the highest per capita in the U.S.A. ($4,322; almost twice the national average!)

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

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

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

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

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

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

Ask your Katz man for details.
To borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

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

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

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

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

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

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

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

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Owned, operated and represented by ABC

Owned, operated and represented by ABC
Look at the figures in that headline again.

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

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¾ million radio homes within the area, between 6 AM and midnight. That's coverage!

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

How much did these homes listen? Taking all 3¾ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. That's penetration!

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.
UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

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

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

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

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

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate future of FM is at stake here. The reappearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

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

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

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

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

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

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

They can become achievements of 1948.
NETWORK FACILITIES
AS OF JAN. 15, 1948
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Director of Popular Music Division and Talent Scout

Education Division

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

Program Operations Department

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

Music Library Division

Julius Mattfeld........ Director of Music Library

Network Operations Division

Horace Guillotte
Manager of Network Operations

Program Typing Division

Harriet Hess........ Supervisor of Program Typing

Sound Effects Division

Davidson Vorhes
Manager of Sound Effects Division

Technical Operations Division

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

Building Operations Division

Walter Pierson............ Manager

Traffic Division

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

Press Information

George Crandall........... Director
Arthur Perles........ Assistant Director
Michael Foster
Manager Trade and Feature Division
Michael Boscia............Manager of Operations
Walter Seigal......Manager of Photographic Division
Anne Harding........Manager of Service Division
Harry Feeney, Jr........Trade News Editor
Dorothy Leffler........Manager of Magazine Division
Charles F. Pekor, Jr........Asst. to the Director

**Purchasing Department**
John E. Forsander........Purchasing Agent

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

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

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

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

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

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

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

**Station Relations Department**
H. V. Akerberg
Vice President in Charge of Station Relations
J. Kelly Smith............Director of Station Relations
William A. Schudt, Jr.....Eastern Division Manager
Ralph Hatcher............Manager of CBS Co-op Division
Los Angeles Office
STATION RELATIONS
Columbia Square
Edwin Buckalew............Western Division Manager

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

---

**COLUMBIA BROADCASTING SYSTEM**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Officers

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

James E. Wallen
New York, Treasurer, Controller and Assistant Secretary

Phillips Carlin
New York, Vice President in Charge of Programs

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

Robert A Schmid
New York, Vice President in Charge of Station Relations

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

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

A. N. Hult
Chicago, Vice President in Charge of Midwest operations

Departments and Divisions
EXECUTIVE OFFICERS

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

Accounting Department

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

Office Management

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

Engineering Department

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

Phillips Carlin............. Vice President in Charge
Adolph Opfinger........... Assistant to Vice President
Hendrik Booream......... National Program Manager
Ned Tollinger.............. West Coast Supervisor
B. J. Hauser.............. Director of Cooperative Programs
Walter Lurie.............. Director of New Program Development
Herbert Rice.............. Director of Production
Edwin Otis................. Supervisor of Commercial Programs
Ioella Grindlay........... Studio Assignments
Ada Lusardi.............. Program Traffic Manager
Finis Farr................. Script Editor
Hal Wagner................. Manager of Operations
John Newhouse, Hugo Seiler, Night Supervisors
Floyd Mack................. Supervisor, Special Operations
Elsie Dick................. Director of Women's and Religious Activities
Dorothy Ann Kemble........ Director of Continuity Acceptance

Advertising, Sales Promotion
and Research

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

Station Relations

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

Washington Staff

Charter Heslep........... Washington Representative
Alexandra Roundy bush.. Administrative Assistant

Chicago Staff

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

Detroit Staff

Herbert Faust.............. General Division Manager

Philadelphia and Pittsburgh
Staff

Howard Cann.............. Sales Representative

Foreign Correspondents for Mutual Broadcasting System

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

Birger Jacobsen.............. Stockholm
Richard Johnson............. Seoul
Arthur Mann............... London
David Perlman.............. Paris
Quentin Pope................. Southwest Pacific
Clive B. Smith.............. Mexico City
Fred Sparkes.............. Athens
Anne Stadler............... Madrid
Robert Stewart.............. Manila
Frank Viner............... Prague
James Wellard.............. Rome
It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.
THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and revised code of standards which they will all follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

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

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

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

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

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

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

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

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

NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.
NETWORK FACILITIES
AS OF JAN. 15, 1948
NATIONAL BROADCASTING COMPANY

NETWORK FACILITIES
AS OF JAN. 15, 1948
National Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell  Bertram Cutler  Harry C. Ingles  Frank E. Mullen
Arthur E. Braun  Gano Dunn  Charles B. Jolliffe  Edward E. Magrady
John T. Cahill  Frank M. Folsom

Niles Trammell

Officers

David Sarnoff  Chairman of the Board
Niles Trammell  President
Frank E. Mullen  Executive Vice President
William Brooks  Vice President
Charles R. Dyke  Vice President & General Counsel
Ken R. Dyke  Administrative Vice President
C. Lloyd Egei  Vice President
Sydney Eiges  Vice President
Charles P. Hammond  Vice President
O. B. Hanson  Vice President
William S. Hedges  Vice President

DEPARTMENTS AND DIVISIONS

Executive Officers

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

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

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

Advertising and Promotion Department

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

Budget

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

Continuity Acceptance Department

Stockton Helffrich  Manager
### Controllers Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harry F. McKeon</td>
<td>Controller</td>
</tr>
<tr>
<td>Harold M. Kelly</td>
<td>Assistant Controller</td>
</tr>
<tr>
<td>Hugh R. McGechie</td>
<td>Assistant Controller</td>
</tr>
</tbody>
</table>

### Engineering Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>O. B. Hanson</td>
<td>Vice President &amp; Chief Engineer</td>
</tr>
<tr>
<td>George McElrath</td>
<td>Director of Engineering Operations</td>
</tr>
<tr>
<td>William A. Clarke</td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>E. R. Cullen</td>
<td>Operations Assistant to the Director</td>
</tr>
<tr>
<td>J. D’Astigiano</td>
<td>Liaison Engineer</td>
</tr>
<tr>
<td>Raymond F. Guy</td>
<td>Mgr. of Radio &amp; Allocation Engineering</td>
</tr>
<tr>
<td>George M. Nixon</td>
<td>Manager of Technical Development</td>
</tr>
<tr>
<td>C. A. Rackey</td>
<td>Mgr. of Audio &amp; Video Engineering</td>
</tr>
<tr>
<td>R. E. Shelby</td>
<td>Director of Television Engineering Operations</td>
</tr>
<tr>
<td>George E. Stewart</td>
<td>National Recording Supervisor</td>
</tr>
<tr>
<td>F. A. Wankel</td>
<td>Eastern Division Engineer</td>
</tr>
<tr>
<td>J. Wood, Jr.</td>
<td>Manager of Technical Development</td>
</tr>
</tbody>
</table>

### General Service Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edward M. Lowell</td>
<td>Director</td>
</tr>
<tr>
<td>W. R. Thompson</td>
<td>Manager of Building Maintenance Division</td>
</tr>
</tbody>
</table>

### Guest Relations Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Rittenhouse</td>
<td>Manager</td>
</tr>
<tr>
<td>William Ervin</td>
<td>Executive Assistant Manager</td>
</tr>
<tr>
<td>John Mills</td>
<td>Assistant Manager in Charge of Reception</td>
</tr>
<tr>
<td>Peter Tittle</td>
<td>Assistant Manager in Charge of Tours</td>
</tr>
</tbody>
</table>

### Information Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horton Heath</td>
<td>Director</td>
</tr>
<tr>
<td>Irene Kuhn</td>
<td>Assistant Director</td>
</tr>
<tr>
<td>Anita Barnard</td>
<td>Manager of Correspondence Division</td>
</tr>
</tbody>
</table>

### Legal Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charles R. Denny</td>
<td>Vice President &amp; General Counsel</td>
</tr>
<tr>
<td>Henry Ladner</td>
<td>Assistant General Counsel</td>
</tr>
<tr>
<td>Robert P. Myers</td>
<td>Assistant General Counsel</td>
</tr>
<tr>
<td>Edmund Souhami</td>
<td>Attorney</td>
</tr>
<tr>
<td>John P. King</td>
<td>Attorney</td>
</tr>
<tr>
<td>Paul B. Lynch</td>
<td>Attorney</td>
</tr>
<tr>
<td>Richard H. Graham</td>
<td>Attorney (Hollywood)</td>
</tr>
<tr>
<td>Thomas H. Compere</td>
<td>Attorney (Chicago)</td>
</tr>
<tr>
<td>Willson I. Hurt</td>
<td>Attorney (Denver)</td>
</tr>
<tr>
<td>A. L. Ashby</td>
<td>Counsel</td>
</tr>
<tr>
<td>Cahill, Gordon, Zachry &amp; Reindel</td>
<td>Counsel (New York &amp; Washington)</td>
</tr>
</tbody>
</table>

### National Spot Sales Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>James V. McConnell</td>
<td>Director</td>
</tr>
<tr>
<td>John de Russy</td>
<td>Manager, Promotion Advertising Manager</td>
</tr>
<tr>
<td>William Seth</td>
<td></td>
</tr>
</tbody>
</table>

### Network Sales Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>George H. Frey</td>
<td>Director</td>
</tr>
<tr>
<td>Edward R. Hitz</td>
<td>Assistant Director</td>
</tr>
</tbody>
</table>

### News and Special Events and International Relations Department

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>William F. Brooks</td>
<td>Vice President in Charge</td>
</tr>
<tr>
<td>Joseph O. Meyers</td>
<td>Assistant to the Vice President</td>
</tr>
<tr>
<td>Frederick B. Bate</td>
<td>Assistant to the Vice President</td>
</tr>
</tbody>
</table>

### News and Special Events Department

- Francis C. McCall... Manager of Operations
- Adolph J. Schneider... Assistant Manager of Operations
- Jeanette Kriendler... Office Manager

### International Division

- Ernest de la Ossa... Director
- Theodore Thompson... Manager
- Helen Korday... Employment Manager
- Corinne Pearson... Employee Services Counselor

### Press Department

- Sydney Eiges... Vice President in Charge
- Thomas E. Knode... Director
- Jo Dine... Trade Press Editor
- Allan Kalmus... Television Editor
- Leo Hershdrofer... Feature and Copy Editor
- James McLean... Magazine Editor
- Alton Kastner... Column Editor
- Sam Kaufman... Exploitation Editor
- Leonard Meyers... Music Editor
- Sidney Desfor... Photo Editor
- Dorothy Collins... Fashion Editor

### Program Department

- Thomas McCray... National Program Manager
- Robert K. Adams... Production Manager
- Thomas H. Belviso... Manager of the Music Library
- Frank Black... General Music Director
- Samuel Chotzinoff... Music Division
- Patrick J. Kelly... Supervisor of Announcing
- Allin Robinson... Night Program Manager
- Frederick Knopfler... Sound Effects Manager
- William Stern... Director of Sports
- Richard P. McDonagh... Manager, Script Division
- Fred Shaw... Administrative Assistant
- Grace H. Sniffin... Supervisor Business Office

### Public Affairs and Education Department

- Dwight B. Herrick... Operations Manager
- Doris Corwith... Manager, Talks Division
- Margaret Cuthbert... Manager, Organizations Division
- Sterling Fisher... Advisor
- Jane T. Wagner... Assistant Manager, Organizations Division

### Radio Recording Department

- C. Lloyd Egner... Vice President in Charge
- Robert W. Freidheim... Manager
Traffic Department
Harry A. Woodman .................. Manager

Television Department
Noran Kersta .......... Director of Television Operations
Carleton D. Smith .......... Manager Television Dept.
Warren Wade ... Executive Producer Program Division
Reynold R. Kraft .............. Eastern Sales Manager
C. G. Alexander ............... Business Manager Program Division
Allan Kalmus .................. Press Editor
R. E. Shelby .............. Director of Television Engineering Operations
William Webb .................. Promotion Manager

Transportation Department
Marie F. Dolan ............... Manager

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

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owned and operated by</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC</td>
<td>New York</td>
<td>NBC</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
<td>NBC</td>
</tr>
<tr>
<td>WRC</td>
<td>Washington</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAM</td>
<td>Cleveland</td>
<td>NBC</td>
</tr>
<tr>
<td>KNBC</td>
<td>San Francisco</td>
<td>NBC</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
<td>NBC</td>
</tr>
<tr>
<td>WNBC-FM</td>
<td>New York</td>
<td>NBC</td>
</tr>
<tr>
<td>WNB</td>
<td>New York (Television)</td>
<td>NBC</td>
</tr>
<tr>
<td>WNBW</td>
<td>Washington (Television)</td>
<td>NBC</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
<td>NBC</td>
</tr>
</tbody>
</table>

Operated Stations
WNBC—New York

James M. Gaines .......... Director of Owned and Operated Stations and Manager of WNBC
Thomas B. McFadden ....... Assistant Manager
Murray Harris ............ Press Manager
Fred S. Heywood .......... Manager, News & Special Events Division
Donald A. Norman .......... Sales Manager
Thomas Page .............. Farm Director
de Lancy Provost ........ Program Manager
Charles B. H. Vaill ....... Advertising and Promotion Manager

WTAM—Cleveland
Vernon Pribble .......... Station Manager
Howard Barton ............ Promotion and Public Relations Manager
Michael Flanagan ......... Press Manager
Howard Gallacher .......... Sales Manager
Samuel Leonard ........... Engineer in Charge
Harold Metzger ........ Program Manager and Asst. Station Mgr.
Edward Wallace .......... Dir. of News & Special Events
KOA—Denver

Lloyd Yoder ............. General Manager
Clarence Moore ........ Program Manager
Dale Newbold ............. Auditor and Personnel Dir.
Robert Owen .............. Engineer in Charge
Randolph Smith .......... Promotion Manager

Central Division—Chicago
Merchandise Mart, Chicago 54, III.
Tel.—Superior 8300
I. E. Showerman ........ Vice President in Charge
Thomas H. Compere ........ Attorney
William Drips ............ Director of Agriculture
Robert Guilbert .......... Continuity Acceptance Editor
Jules Herbuveaux ....... Program Manager
A. W. Kaney .......... Station Relations Manager
John S. Keck ............ Radio Recording Manager
David Lasley ............ Promotion Manager
Howard C. Luttgens ....... Chief Engineer
Paul McCluer .......... Network Sales Manager
Oliver Morton ............ National Export Sales Manager
William B. Ray .......... News & Special Events Manager
Jack Ryan ............. Press Manager
Judith Waller ............ Public Service Director
John Whalley .......... Business Manager

282
Western Division—

Hollywood

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

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

Western Division, Network Sales Manager
Harold Bock

Manager of Public Relations and Television Operations
Robert V. Brown . . . . . Network Program Manager
Frank Dellett . . . . . Auditor
Paul Gale . . . . . Traffic Manager
Donald Honrath . . . . . Continuity Acceptance Manager
Lathrop Mack

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

Promotion and Advertising Manager
Jennings Pierce

Public Service and Station Relations Manager
Leslie Raddatz

Network Press Manager-Western Division
Alfred Saxton

Network Engineer-Western Division
Oliver Turner . . . . . Radio Recording Manager
Roger Sprague

Network News Manager-Western Division

Washington, D. C.

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

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

William McAndrew

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

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

NBC STATIONS PLANNING & ADVISORY COMMITTEE

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

Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees

ENGLAND

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

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzerland

RUSSIA

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

JAPAN (Tokyo)

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

GERMANY

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

FOR COMPLETE LIST OF ALL COMMERCIAL PROGRAMS ON MAJOR NETWORKS PLEASE TURN TO PAGE 961
SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.
K... is for KEYSTONE
BROADCASTING SYSTEM... the
pioneer Transcription Network of 325
stations—principally in 1-station, non-com-
petitive radio markets—concentrating on the
nation's vast, thriving small town, rural and
farm markets... where 53% of the
nation's total food sales and 47% of
total drug sales are made.
B... is for BEYOND-METROPOLITAN AMERICA...

a potential, eager $100 billion market

... the richest new market in the world today! B-M-A's millions of inhabitants owe less, have more cash, need and can afford more commodities than EVER! KBS is the ONLY network delivering Beyond-Metropolitan America exclusively... to you!
K is for KEYSTONE
BROADCASTING SYSTEM... the pioneer Transcription Network of 325 stations—principally in 1-station, non-competitive radio markets—concentrating on the nation's vast, thriving small town, rural and farm markets... where 53% of the nation's total food sales and 47% of total drug sales are made.

B is for BEYOND-METROPOLITAN AMERICA... a potential, eager $100 billion market... the richest new market in the world today! B-M-A's millions of inhabitants owe less, have more cash, need and can afford more commodities than EVER! KBS is the ONLY network delivering Beyond-Metropolitan America exclusively... to you!
...is for STREAMLINED — the ONE STREAMLINED OPERATION (instead of 325 individual transactions) in which you can get ALL (or a custom-tailored group) of Keystone stations. ONE Time Order—ONE Time Clearance—ONE Schedule—ONE Mechanics Operation—ONE Invoice! New Low Cost per actual new Listener! And—quick, unfailing, continuing sales return. Investigate!
Arizona Broadcasting System
(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161
PERSONNEL
Manager .............. Richard O. Lewis
Commercial Manager .............. Bill Harvey
Promotion Manager .............. Fred Gerletti

STATIONS
KTAR: Phoenix; KVOA, Tucson; KYUM.
Yuma; KGLU, Safford; KWIB, Glove-Miami;
KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE
Paul H. Raymer Company, Inc.

The Arizona Network
Phone: 4-4144
PERSONNEL
Manager .............. Albert D. Johnson
Program Manager .............. J. R. Williams
Commercial Manager .............. John L. Hogg
KTUC Manager .............. Lee Little
KSUN Manager .............. Carl Will W.

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

NATIONAL REPRESENTATIVE
John Blair & Company

Arrowhead Network
WEBC Bldg., Duluth 2, Minn.
Phone, Melrose 2873
PERSONNEL
Manager .............. W. C. Bridges
General Manager .............. H. E. Westmoreland
Director of Operations .............. L. G. Anderson
WEBC Station Manager .............. Earl Henton
WMGF Resident Manager .............. Harry Hyett
WHLB Resident Manager .............. Oscar Peterson
WEAU Resident Manager .............. Clyde Riddle
WJMC Resident Manager .............. Greg Rouleau

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

REPRESENTATIVE
George P. Hollingsherry Co.

Connecticut State Network
WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: Stamford 2-0237
PERSONNEL
President .............. Glover De Laney

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

REPRESENTATIVES
Helen Wood, New York
Bertha Bannan, Boston

Don Lee Broadcasting System
5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111
PERSONNEL
President .............. Thomas S. Lee
Vice-President & General Manager .............. Lewis Allen Weiss
Vice-President & Asst. General Manager .............. Willet H. Brown
Secretary-Treasurer .............. A. M. Quinn
Program Director .............. Charles Bulotti, Jr.

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

OREGON: KALE, Portland; KWW, Albany; KAST, Astoria; KBBN, Bend; KCO, Coast Bay; KORE, Eugene; KUIN, Grants Pass; KFJ, Klamath Falls; KRRN, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KKRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KAYK, Yakima.

IDAHO: KVIN, Coeur d’Alene; KRLC, Lewiston; KWAL, Wallace.
AVAILABLE NOW

CHALLENGE OF THE YUKON

RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it now on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

THE CHALLENGE OF THE YUKON...

WRITTEN AND PRODUCED BY THE CREATORS OF...

THE GREEN HORNET

... a favorite for nearly 8 years. As a movie thriller "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast locally, "The Green Hornet" successfully sold all types of merchandise, from dairy products to men's shirts. Now it's sponsored coast-to-coast ABC by General Mills.

THE LONE RANGER

... the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of "Hi Yo Silver" three times each week. No half-hour dramatic program has ever topped this record! That's why General Mills has it coast-to-coast on ABC.

TRENDLE-CAMPBELL BROADCASTING CORP.
1700 Stroh Building Detroit 26, Michigan

WRITE OR WIRE
GEORGIA MAJOR MARKET TRIO
(Address Any Station or the Katz Agency)

PERSONNEL

General Manager (WGST)..............John Fulton
General Manager (WTOC)..............W. T. Knight
General Manager (WMAZ)..............Wilton E. Cobb

STATIONS

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

INTERCOLLEGIATE BROADCASTING SYSTEM, INC.
(Subsidiaries: Ivy Network, Middle Atlantic Network, Capitol Network)

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

PERSONNEL

President..................Russell Potter, Ph.D.
Vice-President...............Roger W. Clipp
Secretary..................Judith Waller
Treasurer..................Guy dellci Coppa
Executive Chairman........George Abraham
Program Manager...........David Linton
Business Manager...........Paul F. Yergin
Station Relations Mgr......Sonja-Jane Brown
Technical Manager.........David W. Borst
Music Director...............Alan Rich
Research Director..........Harriet Linton
Dir. International Broadcasts...Kurt L. Shell
Operations Director.........Ulrich Caro
Production Director........Takashi Kako
Division Engineer..........Washington Herbert Barlow
Director, The Capital Network..Fred C. Collins

OFFICES

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

STATIONS

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

Iowa Tall Corn Network
401 Shops Building, Des Moines, Iowa
Phone: 2-0225
PERSONNEL
General Manager...............George W. Webber
President.......................Edward Breen
Vice-Pres. in Charge of Station Relations.....Morgan Sexton
Vice-Pres. in Charge of Programming ..........Ben Sanders
Vice-Pres. in Charge of Engineering ..........Ken Gordon
Secretary-Treasurer..............George Volger

STATIONS
KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDAT, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.

McClatchy Beeline
708 Eye Street, Sacramento 4, Cal.
Phone: Sacramento 2-5011
PERSONNEL
President......................Eleanor McClatchy
National Sales Mgr................Robert A. Street
Program Director................Emil Martin
Promotion Director..............Evert S. Peterson
Agricultural Director..........Hamilton L. Hintz
Technical Director...............Norman Webster

STATIONS
KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

Northern Broadcasting & Publishing, Ltd.
25 King St. W., Ont., Canada
Phone: ADeidate 8895
PERSONNEL
President........................R. H. Thomson
General Manager................Jack M. Davidson
Secretary-Treasurer.............S. F. Chapman

STATIONS
CKGB, Timmins, Ont.; CKKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX, Peterborough, Ont.; CKKS, Kingston, Ont.

Northern Kingdom Network
401 Shops Building, Des Moines, Iowa
Phone: 2-0225
PERSONNEL
General Manager...............George W. Webber
President.......................Edward Breen
Vice-Pres. in Charge of Station Relations.....Morgan Sexton
Vice-Pres. in Charge of Programming ..........Ben Sanders
Vice-Pres. in Charge of Engineering ..........Ken Gordon
Secretary-Treasurer..............George Volger

STATIONS
KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDAT, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.

Michigan Radio Network
1700 Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321
PERSONNEL
General Manager...............James G. Riddell
Sales Manager..................Harold Christian
Dir. Adv. & Sales Prom...........William J. Hendricks

STATIONS
WXYZ, Detroit (Key Station); WBCM, Bay City; WDFD, Flint; WTJM, Lansing; WJEM, Jackson; WDE, Battle Creek; WLAB, Grand Rapids; WGFG, Kalamazoo; WKEZ, Muskegon; WSOO, Sault Ste. Marie (Supplementary Station).

Northern Network
25 King St. W., Ont., Canada
Phone: ADeidate 8895
PERSONNEL
President........................R. H. Thomson
General Manager................Jack M. Davidson
Secretary-Treasurer.............S. F. Chapman

STATIONS
CKGB, Timmins, Ont.; CKKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX, Peterborough, Ont.; CKKS, Kingston, Ont.

New England Regional Network
26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181
PERSONNEL
Chair. Bd. of Dir. & Opr. Dir.....Paul W. Morency

STATIONS
WBZ, Boston, Mass.; WCHS, Portland, Me.; WJAR, Providence, R. I.; WLBE, Bangor, Me.; Wtic, Hartford, Conn.; WRDO, Augusta, Me.

Northwest Network
9th and LaSalle, Minneapolis 2, Minn.
Phone: Bridgeport 3222
PERSONNEL
General Manager...............Stanley E. Hubbard
Treasurer......................Kenneth M. Hance
Sales Manager................Miller C. Robertson

STATIONS
KSTP, St. Paul-Minneapolis, Minn. (Key station); WBICE, Duluth, Minn.; KSYM, Mankato, Minn.; WMFG, Hibbing, Minn.; WBLB, Virginia Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

National Representative
Edward Petry & Co.
The Oklahoma Network
2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL
Managing Director............Robert D. Enoch

STATIONS
KTOK, Oklahoma City; KGFF, Shawnee; KBIK, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTCM, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE
Taylor-Howe-Snowden Radio Sales

The Pennsylvania Network
1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL
General Manager..................Dr. Leon Levy
Asst. Manager....................J. L. Tinney
Technical Director...............George Lewis

STATIONS
WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WJAG, Philadelphia; WFBG, Altoona; WERC, Erie; WLEU, Erie; WIP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOX, Sunbury; WJPA, Washington; WBER, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

Quaker Network
Phone: Rittenhouse 8-8900

PERSONNEL
General Manager...................Roger W. Clipp

STATIONS
WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBER, Wilkes Barre; WBAX, Harrisburg; WKOX, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

Steinman Stations
8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL
General Manager..............Clair R. McCollough
Sales Manager..................J. Robert Gulick
Program Manager..............J. Gorman Walsh
Promotion Manager.............Paul C. Rodenhauser
Chief Engineer...............J. E. Mathiot

STATIONS

NATIONAL REPRESENTATIVE
Radio Advertising Company

Tennessee Valley Regional Network
531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL
Business Manager (WROL)........C. H. Frazier

STATIONS
WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES
Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)

The Texas Quality Network
Address Individual Stations
The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL
Manager (WBAP)..................George Cranston
Manager (WFAA)...............Martin Campbell
Manager (WOAI)................Hugh A. L. Halff
Manager (KPRC)...............Jack Harris
Manager (KGNC).................Aubrey Jackson
Manager (KRIS)...............T. Frank Smith
Manager (KRGV)...............Byron W. Ogle
WBAP, Fort Worth; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES
WBAP, KRIS—Free and Peters, Inc.
WFAA, KPRC, WOAI—Edward Petry and Co., Inc.
KGNC, KRGV—Taylor-Howe-Snowden Radio Sales, Inc.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Texas State Network, Inc.
1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL
President and General Manager. Gene L. Cagle
Assistant Gen. Manager..........Frances Williamson
Program Director...............Walton K. Blanton
Chief Accountant................D. C. Hornburg
Traffic Manager...............Forrest W. Clough
Chief Engineer...............Truett Kimsey
Sales & Promotion Mgr..........Harry W. Mambert
STATIONS
KFIZ, Fort Worth; KBRC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KXYZ, Houston; KGVL, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE
Weed & Co.

The Tobacco Network, Inc.
806 Odd Fellows Bldg., P. O. Box 1988, Raleigh, North Carolina
Phone 8885-8

PERSONNEL
President ..................... B. S. Hodges, Jr., WGTC Secy and Treas. ............. Fred Fletcher, WRAL Program Director ... Howard Meschmier, WRAL Sales Manager .............. R. K. Scott, Raleigh Vice-President .......... Leland B. Nelson, WGBR

STATIONS

NATIONAL REPRESENTATIVE
The Walker Company

The Wolverine Network
740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glenwood 4-5062

PERSONNEL

STATIONS
WFUR, Grand Rapids, Michigan; WMUS, Muskegon, Michigan; WKLA, Ludington, Michigan; WATT, Cadillac, Michigan; WTCM, Traverse City, Michigan; WDBC, Escanaba, Michigan; WDMJ, Marquette, Michigan; WIKB, Iron Mountain, Michigan; WMAM, Marinette, Wisconsin; WJMS, Ironwood, Michigan; WHDF, Calumet, Michigan; WELL, Battle Creek, Michigan; WIBM, Jackson, Michigan; WILS, Lansing, Michigan; WKNX, Saginaw, Michigan; WWOK, Flint, Michigan; WJBK, Detroit, Michigan; WJJD, Chicago, Illinois.

PERSONNEL
Chairman of Board .......... John Shepard 3rd President .................. William O'Neil Executive Vice-President and Gen. Mgr. Linus Travers Vice-President ............ George W. Steffy Controller ...................... Robert F. Ide Assistant Controller Howard F. Wright Editor, Yankee Network News Service, Leland Bickford Director of Promotion .......... David F. Shurtleff

BOARD OF DIRECTORS
William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton

STATIONS
WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WXLL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Laconia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WGBK, Manchester; WNLC, New London; WBRL, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES
34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5811
WAAB Supervisor ............. H. Wm. Koster Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor ............. Malcolm S. Parker 54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor ............. Ralph Kanna Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor .......... Charles W. Curtis Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 8-1121
WICC Supervisor .......... Joseph Lopez

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z Net
P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL
Managing Director ............ E. B. Craney Manager ...................... Arne E. Anzian Sales Manager .............. S. J. Schile

STATIONS
KKLF, Butte; KKLK, Great Falls; KKLJ, Helena; KKLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE
The Walker Company
STATIONS

Alphabetical Listing

- U. S. Standard Stations
  Indexed by Call Letters—Location

- Stations Alphabetically
  Listed by States—Cities

- Personnel

- Other Detailed Information
MUSIC IS NO PASSING FANCY A love of fine music is no passing fancy. It is intense, devout, ever-growing . . . makes the music lover a special kind of radio listener . . . a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ . . . to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience . . . selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.
# Index Of The Standard Stations Of The United States

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WAVU (CP)  
ALBERTVILLE  
Frequency: 630 Kc.  Power: 500 Watts  
Owned-Operated By:  Pat Murphy Courington

WRFS  
ALEXANDER CITY—EST. 1947  
Frequency: 1050 Kc.  Power: 1000 Watts  
Owned-Operated By:  Piedmont Service Corp.  
Business Address:  P. O. Box 72  
Phone Number:  1050  
Studio Address:  138 Main St.  
Transmitter Location:  U. S. 241 W. of Alexander City 2 1/2 mi.  
Air Time:  Local Sunrise—Local Sunset  
Transcription Service:  Thessaurus  
Representative:  Sears & Ayer  
Membership:  National Assn. of Broadcasters  
President:  James L. Coley  
Gen-Station-Com. Mgr.:  L. M. Coley  
Program Director:  Bob McKinnon  
Chief Announcer:  Tom Jones  
Chief Engineer:  James W. Whatley

WCTA  
ANDALUSIA—EST. 1946  
MBS-KBS  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By:  Andalusia Bstg. Co., Inc.  
Business-Studio Address:  Opp. Highway  
Phone Number:  844  
Transmitter:  Opp. Highway  
Air Time:  5:35 a.m.-11 p.m.  
News Service:  UP  
Transcription Service:  World  
Membership:  NAB  
Gen-Station-Sales Mgr.:  J. T. Ownby  
Publicity Director:  James T. Ownby  
Program Chief Announcer:  J. Dige Bishop  
Musical Director:  Charles Gilmore  
Chief Engineer:  J. Dige Bishop

WHMA  
ANNISTON—EST. 1938  
ABC  
Frequency: 1450 Kc.  Power: 250 Watts  
Owned-Operated By:  Anniston Bstg. Co.  
Business-Studio Address:  Radio Bldg.  
Phone Number:  2380  
Transmitter:  15th St. at Boyington Ave.  
Air Time:  5:45 a.m.-11:05 p.m.  
News Service:  UP  
Transcription Service:  Thessaurus  
Representative:  Sears & Ayer  
Membership:  NAB-BMB  
President-Owner:  Harry M. Ayers  
General Mgr.:  Malcolm Street  
Sales Mgr.:  Robert A. Davidson  
Program Dir.-Chief Announcer:  Ross Charles  
Publicity Dir.:  Earl Raher  
Chief Engineer:  James A. Hudson  
Farm Editor:  A. S. Mathews

WOOB  
ANNISTON—EST. 1947  
MBS  
Frequency: 1480 Kc.  Power: 250 Watts  
Owned-Operated By:  W. S. Weatherly  
Business Studio Address:  10th & Noble St.  
Phone Number:  1240  
Transmitter Location:  16th & Boyington Ave.  
Air Time:  18 hrs. daily  
Transcription Service:  World  
Station Representative:  W. S. Weatherly  
Station Manager:  R. E. Stamps  
Program Director:  W. S. Weatherly  
Chief Announcer:  W. S. Weatherly  
Chief Engineer:  Jack R. Stamps  

WAUD  
AUBURN—EST. 1947  
MBS-KBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By:  Auburn Bstg. Co.  
Business Address:  Box 350  
Phone Number:  1240  
Air Time:  Unlimited  
News Service:  UP  
Transcription Service:  World  
Station Manager:  W. S. Weatherly  
Program Director:  W. S. Weatherly  
Chief Announcer:  W. S. Weatherly  
Chief Engineer:  W. S. Weatherly  

WJLD  
BESSEMER—EST. 1942  
MBS-KBS-ALA.  
Frequency: 1400 Kc.  Power: 250 Watts  
Owned-Operated By:  John Boynton Jr.  
Business Address:  Box 147  
Phone Number:  1240  
Transmitter:  Birmingham Bessemer  
Super Highway  
Air Time:  18 hrs. daily  
News Service:  UP  
Transcription Service:  World  
Representative:  Sears & Ayer  
President-Owner-Gno. Mgr.:  George Johnstn, Jr.  
Station Mgr.:  James F. Connolly  
Sales Mgr.:  Clay Coe  
Sales Promotion Mgr.:  Mrs. Black  
Publicity Dir.:  Peggy Calder
WAPI
BIRMINGHAM—EST. 1922
CBS
Frequency: 1070 Kc.  Power: 5000 Watts
Operated By: Voice of Ala., Inc.
Bus.-Studio Address: 701 Protective Life Bldg.
Phone Number: 3-8116
Transmitter: Sandusky, Ala.
Air Time: 5:30 a.m.-12 M. Mon.-Sat.; 8 a.m.-12 M. Sun.
Transcription Service: World, Lang-Worth
Representative: Radio Sales Membership
Chairman of Bd.: Ed Norton
President-General Station Mgr.: Thad Holt
Sales Mgr.: Thad Holt
Sales Promotion Mgr.-Pub. Dir.: Lionel Baxter
Program Dir.: Jimmie Wilson
Production Mgr.: Burtt F. McKee, Jr.
Chief Announcer: Clint Blakely
Chief Engineer: James L. Evans
Farm Editor: John McCune

WBRC
BIRMINGHAM—EST. 1925
NBC
Frequency: 960 Kc.  Power: 5000 Watts
Address: WBRC Bldg.
Phone Number: 4-7741
Transmitter Location: 2400 Arkedelphia Rd.
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: Standard, Lang-Worth
Representative: Paul H. Raymer Co.
Membership: NAB, BMB
President-Gen. Mgr.: Eloise Smith Hanna
Station Manager: Howard C. Cobb
Sales Managers: L. W. Connors, Don D. Campbell
Pgm. Dir. Prod. Mgr.: Ira Leslie
Publicity Director: John T. Orr
Chief Announcer: Davenport Smith
Musical Director: Herbert Grieble
Chief Engineer: G. P. Hamann

WKAX
BIRMINGHAM—EST. 1946
Frequency: 900 Kc.  Power: 1000 Watts d.
Owned-Operated By: Courier Bcstg. Service, Inc.
Address: 1710 6th Ave. No., P.O. Box 2190
Phone Number: 54-2541
Transmitter Location: 231 2nd St., West
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated Representative: Hal Holman Co.

WSGN
BIRMINGHAM—EST. 1927
ABC
Frequency: 610 Kc.  Power: 5000 d.; 1000 n.
Owned by News Co.: The Birmingham Business Studio Address: Dixie Carlton
Hotel, P. O. Box 2553
Phone Number: 4-3434
Transmitter Location: Fair Grounds
Air Time: 5 a.m.-12 m. weekdays; 6:30 a.m.-12 m. Sun.
News Service: AP
Transcription Service: Thesaurus Representative: Headley-Reed Co.
Membership: NAB, BMB
Managing Director: Henry P. Johnston
Commercial Manager: Julian A. Flint
Prom. & Pub. Dir.: Mrs. Mary F. Childers
Program Director: Eugene M. Plumstead
Musical Dir.: Mrs. Sara Cook
Chief Engineer: J. V. Sanderson

WTNB
BIRMINGHAM—EST. 1946
MBS
Frequency: 1490 Kc.  Power: 250 Watts
 Owned by: Thomas N. Beach
Address: 117½ North 21st St.
Phone Number: 4-4511
Air Time: 6:00 a.m. to 11:30 p.m., Mon.-Fri.
News Service: AP
Transcription Service: ASCAP, SESAC, World Representative: George P. Hollingberry
Membership: NAB
President: Thomas N. Beach
V.P.-Gen. Mgr.: Mrs. Evelyn S. Hicks
Assistant Manager: David Loveman
National Sales: Mrs. Anna N. Brunker
Production Mgr.: Mrs. E. P. Allen
Publicity Director: A. B. Petey
Chief Engineer: Frank J. Murphee

WVOK
BIRMINGHAM—EST. 1947
Frequency: 690 Kc.  Power: 10,000 Watts d.
Owned-Operated By: Voice of Dixie Inc.
Business Address: Box 2407
Representative: Gene Grant
Membership: NAB, BMB
President: Iralee W. Benns
General Manager: J. E. Reynolds
WEBJ
BREWTON—EST. 1946
KBS
Frequency: 1240 Kc. . . . . . Power: 250 Watts
Owned By: W. E. Brooks
Operated By: Brewton Bcstg. Co.
Business Address: Box 53
Phone Number: 557-8
Studio-Transmitter: East St.
Air Time: 6 a.m.-10:30 p.m.
News Service: AP
Transcription Service: Long-Worth, Cole, Keystone
Representative: Cox & Tanz
Membership: NAB
President-Owner: W. E. Brooks
Gen. Station Sales Mgr.: H. C. Gilreath, Jr.
Sales Promotion Mgr.: Wesley Gardner
Program Dir.: Catherine Gardner
Musical Dir.: Sosa Strain
Chief Engineer: Howard Gilreath, Jr.

W K L F
CLANTON—EST. 1947
KBS
Frequency: 980 Kc. . . . . . Power: 1000 Watts
Owned-Operated By: Southeastern Bcstg. Co. of Clanton
Bus. Studio Add.: 703½ Second Ave. North
Phone Number: 449
Transmitter Location: Selma Highway
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: SESAC
V.P.-Gen. Station Mgr.: Hugh Webb
Commercial Manager: Thomas Moore
Sales Promotion Manager, Chief Announcer: Buck Littleton
Program Director: Charolet Barney
Production Manager: Kelly Robinson
Publicity Director: John Robinson
Musical Director: Mrs. Carlisle Miller
Chief Engineer: Lester Carter
Farm Editor: E. C. Glascock

W K U L
CULLMAN—EST. 1946
KBS
Frequency: 1340 Kc. . . . . . Power: 250 Watts
Owned-Operated By: Cullman Bcstg. Co.
Address: 109 6th Ave., East
Transmitter Location: Cullman, Ala.
Air Time: 5:30 a.m.-10:30 p.m.
Owners: H. H. Kinney, D. T. Kinney

W H O S (CP)
DECATUR—EST. 1946
MBS
Frequency: 800 Kc. . . . . . Power: 1000 Watts d.
Business Address: 109 Sixth Ave., E. Cullman, Ala.
Partners: H. H. Kinney, D. T. Kinney

W M S L
DECATUR—EST. 1935
MBS-KBS
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Studio-Business Address: 522 Bank St.
Phone Number: 803-3
Transmitter: Danville Rd. Decatur
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Transcription Service: World, SESAC
President: Melvin Hutson
Station-Commercial Mgr.: Kyle G. Frazier
Program Director: Lewis C. Blizard
Chief Engineer: J. V. Roser

W X A L
DEMATOLIS—EST. 1947
KBS
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Business Address: Demopolis, Ala.
News Service: AP
Transcription Service: World, General-Commercial-Production
Manager: W. M. Jordan
Chief Engineer: T. H. Gaillard, Jr.

W A G F
DOTHAN— EST. 1932
MBS
Frequency: 1400 Kc. CP-1320. . . . . Power: 250 Watts CP-1000
Owned-Operated By: Dothan Bcstg. Co.
Address: 204½ E. Main Street
Phone Number: 1403-2002
Transmitter Location: Headland Highway
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard, NAB
Commercial Manager: Fred C. Moseley

W D I G
DOTHAN—EST. 1947
ABC
Frequency: 1450 Kc. . . . . . Power: 250 Watts
Owned By: Houston Bcstg.
Studio Business Address: 107 E. Adams St.
Phone Number: 2480
Transmitter: Dothan, Ala.  
Air Time: 19 hrs. daily  
News Service: U.P.  
Transcription Service: Lang-Worth.  
Representative: H. A. Dowling, Jr., Owens F. Alexander  
Address: 1141½ Foster St.

WOOF (CP)  
DOTHAN
Frequency: 560 Kc.  
Power: 1000 Watts d.  
Owned-Operated By: Dowander Bestg. Co.  
Business Address: 200 N. Main St.  
Owners: R. A. Dowling, Jr., Owens F. Alexander  
Address: 1141½ Foster St.

WIRB (CP)  
ENTERPRISE
Frequency: 1230 Kc.  
Power: 250 Watts  
Business Address: 850 S. Court St.  
 Owners: Clyde W. Anderson, Joe T. Van Sandt  
Address: 850 S. Court St.

WJOI  
FLORENCE—EST. 1946
ABC  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned By: Clyde W. Anderson, Joe T. Van Sandt  
Address: 850 S. Court St.  
Air Time: Unlimited  
Transcription Service: World  
Owner: Gen. Station Commercial. Sales Promotion Manager: Joe T. Van Sandt  
Chief Engineer: Maurice E. McKinney  
Farm Editor: Maurice E. McKinney  
Address: 850 S. Court St.

WMFT  
FLORENCE—EST. 1945
N. ALA. NETWORK-KBS  
Frequency: 1240 Kc.  
Power: 250 Watts  
Bus. Add.: 800 Cypress Mill Rd., P. O. Box 477  
Phone Number: 42  
Studio-Transmitter: 800 Cypress Mill Rd.  
Air Time: 5:55 a.m.-11:05 p.m., 5:55 a.m.-12:05 a.m. Sat.  
News Service: Associated  
Transcription Service: Associated  
Membership: NAB  
Address: 800 Cypress Mill Rd.

President: Milton S. Killen  
V.P. Station Mgr.: James C. Miller, III  
Secy.-Treas.: Franklin L. Bush  
Musical Dir.: Evelyn Reeburgh  
Chief Engineer: James C. Miller, III  
Farm Editor: Jim Miller  
Address: 800 Cypress Mill Rd.

WGAD  
GADSDEN—EST. 1946
MBS  
Frequency: 1350 Kc.  
Power: 1000 Watts  
Owned-Operated By: Coosa Valley Bestg. Co.  
Bus.: Studio Address(es): 817 Forrest Ave.  
Phone Number: 3880  
Transmitter Location: Attalla, Ala.  
Air Time: 5:30 a.m.-12 M  
News Service: U.P.  
Transcription Service: Thesaurus  
Representative: Donald Cooke  
Address: 817 Forrest Ave.  
Address(es): 817 Forrest Ave.

WGHD  
GADSDEN—EST. 1947
ALABAMA NETWORK  
Frequency: 870 Kc.  
Power: 1000 Watts  
Owned By: G. W. Covington, Jr.  
Operated By: Edwin H. Estes  
Business Address: P. O. Box 128  
Phone Number: 1029  
Studio Address: 501 chestnut St.  
Business Address: 501 chestnut St.  
Transmitter Location: 4 ml. N. W. of Gadsden  
Air Time: Local Sunset-Local Sunrise  
News Service: Associated  
Transcription Service: Associated  
Representative: McGeehan & O'Mara  
Membership: NAB, BMB  
Address: 501 chestnut St.

312
WJBY
GADSDEN—EST. 1928
ALA. BCSTG. SYS.
Frequency: 1240 Kc...Power: 250 Watts
Owned-Oper. By: Gadsden Bcstg. Co., Inc.
Address: 108 Broad Street
Phone Number: 62 & 88
Transmitter Location: 108 Broad Street
Time on the Air: 6 a.m.-11 p.m.
News Service: A.P.
Transcription Service: Lang-Worth
Representative: Sears & Ayers
President: Bascom H. Hopson
Gen. Mgr.: Beatrice Tate Benton
Comm.-Sales Promotion Mgr.: Sam Benton
Chief Engineer: William Pigg

WG YV (CP)
GREENVILLE
Frequency: 1400 Kc...Power: 250 Watts
Owned-Operated By: Greenville Bcstg. Co.
Partners: E. V. Stabler, Calvin Poole, S. W. Ferrell, Jr.

WBHP
HUNTSVILLE—EST. 1937
MBS—ALABAMA NETWORK—KBS
Frequency: 1230 Kc...Power: 250 Watts
Owned, Operated By: W. H. Pollard
Box: Studio Address: 316 West Holmes St.
Phone Number: 313
Transmitter: Location: Athens Pike
Air Time: 6 a.m.-11 p.m.
News Service: U.P.
Transcription Service: Keystone, Standard
Membership: NAB
President: W. H. Pollard
Gen. Station Comm. Mgr.: W. J. Keown
Publicity Director: Kathyn Moore
Chief Announcer: Mark Leon
Musical Director: Jimmy Blackburn
Chief Engineer: Bill Harris
Farm Editor: Dewey Webb

WFUN
HUNTSVILLE—EST. 1946
ALA. BCSTG. SYS.
Frequency: 1450 Kc...Power: 250 Watts
Address: P. O. Box 523
Phone Number: 2423-4
Studio Transmitter Location: 410 W. Holmes St.
Time on the Air: 6 a.m. to 12 M.
News Service: AP
Transcription Service: Long-Worth, World
Representative: Sears & Ayers
Pres.-Owner-Sales Mgr.: John Garrison
Commercial Manager: John Garrison
Program Director: Eva Alversen
Chief Announcer: Al Tryon
Chief Engineer: F. L. Mickle
Musical Director: Malcom Tate
Farm Editor: Al Tryon

WHBS
HUNTSVILLE—EST. 1946
ABC-ALA. BCSTG. SYSTEM—AL. TENN.
NETWORK
Frequency: 1400 Kc...Power: 250 Watts
Owned-Oper. By: The Huntsville Times Co.
Business-Studio Address: 207 W. Clinton St.
Phone Number: 2345
Transmitter: N. Church St.
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Thesaurus
Representative: Headley Reed
Membership: NAB
President: Henry P. Johnston
Gen. Mgr.: M. C. Gregory
Sales Dir.: Thomas C. Lawler, Jr.
Program-Production Dir.: Richard Warner
Chief Announcer: Ralph Tanner
Musical Librarian: Earl Fisher
Chief Engineer: James V. Sanderson
Farm Editor: Paul R. Baumgardne

WWW
JASPER—EST. 1946
MBS—ALA. BCSTG. SYS.
Frequency: 1240 Kc...Power: 250 Watts
James E. Reese
Business Studio Address: Bankhead-Lang
Building, 3rd Avenue
Phone Number: 100
Transmitter Location: W. 20th St.
Air Time: 5:30 a.m.-11 p.m.
News Service: AP
Transcription Service: Friedenberg Agency
Membership: NAB
President: W. W. Bankhead
General Station Manager: James E. Reese
Sales Promotion Manager: Veneta Fike
Publicity Director: Mary O. Wilson
Chief Engineer: Jack Copeland
Farm Editor: Wiley W. White
**W A B B (CP)**

**MOBILE**

**MBS—KBS**

Frequency: 1480 Kc.  Power: 5000 Watts  
Owned-Operated By: Mobile Daily Newspapers, Inc.

Business Address: 304 Government St.  
Phone Number: 3-1551

News Service: AP  
Transcription Service: Associated Membership  
President: R. B. Chandler  
General Manager: W. J. Hearin, Jr.  
Program Director: Anthony Leightoon  
Chief Engineer: William H. Murphee

**W A L A**

**MOBILE—EST. 1930**

**NBC**

Frequency: 1410 Kc.  Power: 5000 Watts  
Owned-Operated By: Pape Bcstg. Co.  
Address: 106 St. Joseph St., AT&N Rail Road Bldg.  
Phone Number: 3-3787  
Transmitter Location: Tensas Bridge Head.  
Baldwin County  
Air Time: 5:30 a.m.-12 M; Sundays 7 a.m.-12 M.  
Representative: Headley Reed Co.  
Membership: NAB  
General Manager: W. O. Pape

**W K A B**

**MOBILE—EST. 1947**

Frequency: 840 Kc.  Power: 1000 Watts  
Owned-Operated By: Pursley Bcstg. Service  
Business-Studio Address: 354 St. Francis St.  
Phone Number: 2-5837  
Transmitter: 575 Donald St.  
Air Time: Local sunrise-local sunset  
News Service: INS  
Transcription Service: Lang-Worth  
Membership: NAB  
Owners: Claude & Louise Pursley  
Gen. Station Manager: Louise P. Pursley  
Commercial Manager: Claude L. Pursley  
Sales Prom. Mgr., Pgm. Dir.: Adrian K. Roberts  
Publicity Director: Vic Parr  
Chief Announcer: Tom Jackson  
Chief Engineer: Gene Miller  
Farm Editor: Bill FitzHugh

**W K R G**

**MOBILE—EST. 1946**

**CBS**

Frequency: 710 Kc.  Power: 1000 d; 250 Watts  
Owned-Operated By: Giddens & Rester  
Business Address: 205 Government St.  
Phone Number: 2-8373  
Studio-Transmitter: Telegraph Rd.  
Air Time: 6 a.m.-12:05 a.m.  
News Service: AP  
Transcription Service: Lang-Worth, Standard  
Representative: Adam J. Young  
Membership: NAB, BMB  
Partners: T. J. Rester, Kenneth R. Giddens  
Gen. Station Mgr: F. E. Busby  
Commercial Manager: John Waller  
Pgm. Dir., Chief Announcer: Carl Haug  
Chief Engineer: Richard M. Cole  
Farm Editor: Harry McDonnell

**W M O B**

**MOBILE—EST. 1939**

**ABC**

Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By: Nunn Bcstg. Corp.  
Business-Studio Address: 458 Government St.  
Phone Number: 2-4566  
Transmitter Loc.: Stanton Rd. & Jackson Ave.  
Air Time: 18 hrs. Daily  
News Service: UP  
Transcription Serv.: Thesaurus, Capitol, World  
National Sales Office: P. O. Box 1360.  
Lexington, Ky

Representative: Brannham Co.  
Membership: NAB, BMB  
President: Gilmore N. Nunn  
Gen. Station Manager: D. H. Long  
Comm. Sales Promotion Mgr.: R. H. Moore  
Pgm. Pub. Director: Adele Hull  
Production Mgr.: Don Lewis  
Chief Engineer: Sanford Helt

**W R O E (CP)**

**MOBILE**

Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By: Burton Bcstg. Co.  
Business Address: Merchants National Bank Bldg.  
Partners: Gillette & Jesse Gilbert Burton, Jr.

**W A P X**

**MONTGOMERY—EST. 1947**

**ABC**

Frequency: 1600 Kc.  Power: 1000 Watts  
Owned Operated By: United Bcstg. Co. Inc.  
Business, Studio Address: 116 Catoma St.  
Phone Number: 3-7560-9  
Transmitter Location: North Ripley St.  
Air Time: 5 a.m.-12 M.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Walker Co.  
President: Thomas E. Martin  
V.P.-Gen Station Mgr.: John S. Allen
Membership ........................................ NAB
Gen. Station Mgr., Pub. Dir. ................ F. Marion Hyatt
Comm. Sales Prom. Mgr. ...................... Kenneth Vance
Pgm. Dir., Farm Editor ......................... Lowell Takles
Musical Director ............................... Gene Randall
Chief Engineer .................................. James S. Farrar Jr.

W G W C
SELMA—EST. 1946
CBS-ALA. NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ......................... G. W. Covington, Jr.
Business Address ............................... P. O. Box 686
Phone Number .................................. 1739
Studio-Transmitter ......................... N. Broad St.
Air Time ....................................... 6:30 a.m.-11:05 p.m.
News Service .................. INS
Transcription Service ....................... Thesaurus
Representative ............................. McGeehan & O’Mara, Inc.
Membership .................................. NAB, BMB
President-Owner ......................... G. W. Covington, Jr.
General Station Manager .......... Eugene P. Weil
Program Director ....................... Miss Frances Acker
Prod. Mgr. Chief Announcer ....... John Townsend
Publicity Director ....................... W. L. Rowland, Sr.
Chief Engineer ............................. John Townsend
Farm Editor ................................ Red Bamberg

W H B B
SELMA—EST. 1935
MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ........... Selma Bcstg. Co. Inc.
Business-Studio Address .............. 209 Washington St.
Phone Number ............................... 1233
Transmitter Location .......... Edgewood, Selma, Ala.
Air Time .................................. 16 hrs. daily; 15 hrs. Sat., 14 hrs.
Sun.
President .................................. B. H. Hopson
General-Station Manager .... Julien Smith, Jr.
Sales Promotion ....................... Erin Reynolds
Program Director .................... Eleanor Falkenberg
Publicity Director .................... Julia Craig Mille
Chief Announcer ...................... Evans Bruce
Chief Engineer ............................ T. F. Kelly, Jr.
President ................................ B. H. Hopson
Program Director .................... Miss Jule Donald
Chief Announcer ..................... Crawford Rice
Chief Engineer ............................ T. F. Kelly, Jr.

W F E B
SYLACAUGA—EST. 1935
MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ........... Alabama Bcstg. Co., Inc.
Business-Studio Address ....... 527 North Broadway
Phone Number ............................... 160
Transmitter Location .......... 527 North Broadway
Air Time .................................. 6 a.m.-12 M.
News Service ............................... UP
Transcription Service .......... World
Representative ....................... Donald Cooke
Membership ................................ NAB
President ................................ E. E. Forbes, Sr.
General Manager .................... R. B. Taber

CALL LETTERS TO BE ASSIGNED
(C.P.)
SYLACAUGA
Frequency: 1290 Kc.  Power: 1000 Watts
Owned-Operated By ........... Marble City Bcstg. Co.
President ............................... James S. Stowers, Jr.

W H T B
TALLADEGA
MBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By ........... Voice of Talladega, Inc.
Business Address .................. Court Square
Phone Number ......................... 3733, 2360
Studio Address .................. So. Court Square
Transmitter Location .............. Isbell Springs
Air Time .................................. 6 a.m.-11 p.m.
News Service ....................... AP
Transcription Service .............. Standard, SESAC
Representative ...................... Homer Griffith
Membership ................................ NAB, BMB
President ................................ Melvin Hutson
Pgm. Dir., Prod. Mgr. ............... Otis Dodge
Publicity Director .............. Geo. Shadoin
Musical Director ................. Sarah Martin
Chief Engineer ................. Franklin Noris
Farm Editor ......................... Buddy Murray

W T B F
TROY—EST. 1947
MBS A LA. BC3TG. SYSTEM
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By ........... Troy Bcstg. Corp.
Business Address .................. Troy, Ala.
Phone Number .............................. 280-1
Transmitter ............................. Troy, Ala.
Air Time .................................. 6:30 a.m.-11 p.m.
News Service ....................... AP
Transcription Service .......... World, Keystone
Membership ........... NAB
President ......................... J. Roy Crow
Actg. General Manager .......... D. H. Motes
Station Mgr., Exec. Dir., Comm. Mgr. ... William C. Needham
Pgm. Dir., Chief Announcer .... Jesse Jordan
Chief Engineer ..................... Joe W. Gilchrist

316
**KWRZ**

**FLAGSTAFF—EST. 1946**

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Grand Canyon Bcstg. Co.
Operated By: James L. Stapleton, Jesse M. Neil, Jr., Durand K. Newlin
Business Address: P. O. Box 519
Phone Number: 899
Studio Address: 220 E. Birch Ave.
Transmitter: Half Mi. S. Flagstaff, Highway 89
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transmission Service: Lang-Worth
Representative: Ariz. Bcstg. System
President-Owner: James L. Stapleton
General Manager: John C. Parker
Sales or Commercial Manager: L. E. Peterman
Program Director: Katherine L. Turner
Chief Announcer: Mark A. Sapp
Chief Engineer: Martin F. Turner, Jr.

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**KRUX**

**GLENDALE-PHOENIX—EST. 1947**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Gene Burke Brophy
Business Address: 615 N. Central Ave.
Phone Number: 2-2371
Studio Transmitter Address: Glendale, Ariz.
Air Time: 18 hrs. Mon.; 24 hrs., Tues.-Sat.
News Service: UP
Transmission Service: Standard, Cole
Representative: William G. Rambeau
Membership: NAB
President-Owner: Gene Burke Brophy
Program Director: Frank Redfield
Chief Engineer: Charles Breeding

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**KWJB**

**GLOBE—EST. 1938**

NBC—ARIZONA BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gila Bcstg. Co., Inc.
Business Address: Box 2343
Phone Number: 41
Transmitter-Studio Location: S. Globe, Ariz.
Air Time: 6:30 a.m.-11 p.m.
Transmission Service: Standard-Capitol
Representative: Paul H. Raymer
President: Louis F. Long
General Manager: Paul Merrill
Station Mgr., Pgm. Di-ector: Willard Shoecraft
Commercial Manager: John D. Seater, Jr.
Chief Announcer: Leo Barnard
Chief Engineer: Frank Toomey

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**KNQG (CP)**

**NOGALES—EST. 1947**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Border Bcstg. Co., Inc.
Business Address: 126 Morley Ave.

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**KCOOL**

**PHOENIX—EST. 1947**

MBS-DON LEE
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Maricopa Bcstg. Co., Inc.
Business-Studio Address: Adams Hotel Bldg.
Phone Number: 2-1748
Transmitter: Chicago Ave.
Air Time: 6 a.m.-12 M.
News Service: UP
Transmission Service: Lang-Worth
Representative: George F. Hollingbery
Membership: NAB
President-General Manager: Carl D. Raymond
Station Manager Manager: Robert E. Bauschman
Commercial Manager: Agnes McGillivra
Sales Promotion Manager: Joseph M. Miller
Program Director: Verne E. Sawyer
Production Manager: Gilbert Alzua
Publicity Di-ector: Graham H. Moore
Chief Announcer: Lew Lowry
Chief Engineer: Owen J. Ford
KOY
PHOENIX—EST. 1922
CBS—ARIZ. NETWORK
Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. by Salt River Valley Bcstg. Co.
Business Studio Address 838-838 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter 12th St. & Camelback Rd.
Time 18 hrs. daily
News Service Transradio: UP
Transcription Service Associated World
Representative John Blair
Membership NAB, BMB
Chief Executive Burridge D. Butler
Station Manager Albert D. Johnson
Sales or Commercial Manager John L. Hogg
Sales Promotion Manager Leroy E. Struble, Jr.
Program Director John R. Williams
Production Mgr. Chief Announcer Bill Loster
Publicity Director Leroy E. Struble, Jr.
Musical Director Alfred Becker
Chief Engineer Clifford Miller
Farm Editor Ernest Douglas

KTAR
PHOENIX—EST. 1922
NBC—ARIZ. BCASTG. SYSTEM
Frequency: 620 Kc. Power: 5000 Watts
Owned By KTAR Bcstg. Co.
Business Studio Address 711 Heard Building
Phone Number 4-4161
Transmitter Location 36th St. & East Thomas Road
Time on the Air 18 hrs. 5 min. Sun.-Fri: 19 hrs. Sat.
News Service AP
Transcription Service Thesaurus, Standard, Capitol
Representative Paul H. Raymer
Membership NAB, BMB
Ch. of Bd. John J. Louis
President General Station Manager Richard O. Louis
Commercial Manager E. W. Harvey
Sales Promotion Manager John Edwin Miller
Program Director J. Howard Pyle
Production Manager Paul Hughes
Publicity Director Myron Drake
Musical Director Fieron Bancroft
Chief Engineer A. C. Anderson
Farm Editor A. Rol Laughner

KYCA
PRESCOTT—EST. 1940
NBC—ARIZ. BCASTG. SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated by Radio Station KTAR
Business Studio Address E. Gurley St.
Phone Number 244
Transmitter E. Gurley St.
Time 6:30 a.m.-11 p.m.
News Service AP, INS
Transcription Service Standard, Thesaurus
Representative Paul H. Raymer
Membership NAB, BMB
President John J. Louis
General Manager Harold Ritter
Program Director Roberta M. Pfister
Publicity Director Marcia Gates
Chief Announcer Byron McCall
Musical Director John Nagley
Chief Engineer George Eitel

KPS(CP)
PHOENIX
Frequency: 1270 Kc. Power: 5000 Watts
Business Address Security Bldg.
Phone Number 2-3471
President-Owner J. R. Heath
General Manager J. R. Heath
Business Manager Dallas G. Hall
Commercial Manager J. Theodore Kennedy
Program Director D. Paul Gribben
Production Manager Frank L. Orth
Chief Engineer Walter M. Kidwell

KGLU
SAFFORD—EST. 1938
NBC—ARIZ. BCASTG. SYSTEM
Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated by Gilr Bcstg. Co.
Business Studio Address 1218 Sixth Ave.
Phone Number 15
Transmitter 2½ mi. E. of Safford, Lone Star
on Highway 70
Air Time 5:30 a.m.-12 M.
News Service AP, INS, UP
ARIZONA

Transcription Service .................. World
Representative ................ Paul H. Raymer
Membership .................. BMB
President ................ Louis F. Long
General Station Manager ....... Paul Merrill
Commercial Sales Promotion
Manager ................ Edward E. Furman
Program Director-Production Manager-
Publicity Director ................ William F. Parady
Chief Announcer .................. Lester McBride
Musical Director ................ Marjorie Bowen
Chief Engineer .................. Herbert Hartman
Farm Editor .................. Pete C. Dillman

KCNA—TUCSON—EST. 1947
MBS—DON LEE—RADIO NET OF ARIZ.
Frequency: 1340 Kc. Power: 500 Watts
Owned-Operated By ... Catalina Bcstg. Co.
Business-Studio Address ........ 1511 E. 16th St.
Box 2348
Phone Number .................. 4398
Transmitter .................. 1511 E. 16th St.
Air Time .................. 6 a.m.-12 M.
News Service .................. AP
Transcription Service ....... Lang-Worth
Representative ............. George P. Hollingbery
Membership .................. NAB
President .................. Ersine Caldwell
Station Manager .......... Wayne Sanders
Commercial Manager ...... Bart Hazlett
Sales Promotion Manager ... Harry Chambers
Program Dir.ector ........... Lou Eaton
Production Manager ......... Ray Helgesen
Publicity Director .......... Jeanne Richey
Chief Announcer ............ Jim Officer
Chief Engineer ............... W. J. Karpisek

KOPO—TUCSON—EST. 1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Old Pueblo Bcstg. Co.
Business-Studio Address .... 115 W. Drachman St.
Phone Number .................. 1752-3
Transmitter ............... 115 W. Drachman St.
Air Time ........ 6 a.m.-12 M.; 7 a.m.-12 M.
News Service ................. AP
Transcription Service ....... MacGregor
Representative ............ Homer-Griffith
President ............... H. C. Tovrea
Vice-President .......... Charles H. Garland
General-Station Manager ... E. S. Mittendorf
Commercial Manager ....... S. J. Kossack
Sales Promotion-Production Manager-
Publicity Director .......... Allan S. Brown
Program Director ......... Matt Lemen
Chief Announcer-Farm Editor ... R. A. Williams
Musical Director ........ Matt Lemen
Chief Engineer ............. Louis Halpern

KTSC (CP)
TUCSON—1951
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By ... Sun Country Bcstg. Co.
Business Address .......... 628 N. Stone Ave.
Phone Number ................. 1-337
President-Owner ............. J. R. Heath
Station Manager ............. Park G. Parker

KTUC—TUCSON—EST. 1929
CBS—ARIZ. NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned By .................. Tucson Bcstg. Co.
Operated By ................ Burridge D. Butler
Business-Studio Address .... 900 E. Broadway.
P. O. Box 390
Phone Number .................. 1400
Transmitter .................. 900 E. Broadway
Air Time .................. 6 a.m.-12 M.
News Service .................. UP
Transcription Service ....... World, Associated
Sesac
Representative ............. John Blair
Membership .................. NAB, BMB
President ........ Burridge D. Butler
General-Station Manager ... Lee Little
Commercial-Sales Promotion
Manager ................ George Bradley
Business Mgr. .............. John Crowley
Program-Musical Director .... Gerry O'Brien
Production-Chief Announcer .. Scott Henderson
Publicity Director .......... Warren Middleton
Chief Engineer .............. Clifford L. Livingstone

KVOA—TUCSON—EST. 1929
NBC—ARIZ. BSONG. SYSTEM
Frequency: 1290 Kc. Power: 1000 Watts
Business-Studio Address .... 48 E. Broadway.
P. O. Box 2911
Phone Number .................. 3703
Transmitter Location ...... 10th and Lee Streets
Time on the Air ................. 3:55 a.m.-12 M.
News Service .................. AP
Transcription Service ....... Thesaurus, Standard
Capitol
Representative .............. Paul H. Raymer
Membership .................. NAB, BMB
General-Sales Commercial
Mgr. ........ R. W. Williams
Business Mgr. ............ Harper M. Phillips
Sales Promotion Mgr. .... Fred J. Gerletti
Program Director ........ Ben L. Slack, Jr.
Production Manager .. Jean T. Lely
Chief Engineer ............... Ray H. Holasclaw

320
**ARIZONA-ARKANSAS**

**K SOL (CP)**
YUMA
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By..........Gene Burke Brophy
Address............2214 N. Central Ave., Phoenix

**KYSC**
YUMA—EST. 1948
Frequency: 1190 Kc....Power: 1000 Watts
Business Address............601 Orange Ave.
President..................N. S. McCallum
V.P. & Mgr. Director........J. R. Heath

**KYUM**
YUMA—EST. 1940
NBC—ARIZ. BCSTG. SYSTEM
Frequency: 1240 Kc....Power: 250 Watts

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**ARKANSAS**

*Estimated Population 1,903,000—% Increase — 2.4—Radio Homes 427,144
Farms with Radios 133,416— Stations in State 28*

**KVRC (CP)**
ARKADELPHIA
MBS
Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By...........Cecil W. Cupp
 Business Address............506 Main St.
 Phone Number..................799
 News Service..................AP
 Transcription Service...........World
 President-Owner...............Cecil W. Cupp
 General & Coml. Mgr...........J. M. Moore
 Program Director.............Bill Deaton
 Chief Engineer...............Robert G. King

**KLCN**
BLYTHEVILLE—EST. 1922
ARKANSAS NETWORK
Frequency: 900 Kc....Power: 1000 Watts d.
 Owned-Operated By...........Harold L. Sudbury
 Address............2nd & Walnut Sts.
 Phone Number............2093
 Transmitter Location........Armoral, Ark.
 Air Time............Daytime only
 News Service...............UP
 Transcription Service...........World, Cole
 Representative...........The John E. Pearson Co.
 General Manager.............Harold L. Sudbury
 Owned-Operated By...........Yuma Bcstg. Co.
 Business Add ess., P. O. Box 351, 1901 1st St.
 Phone Number..................88
 Transmitter-Studio Location....1901 1st St.
 Air Time............6 a.m.-12 M.
 News Service..................AP
 Transcription Service...........Capital, Thesaurus
 Rep:resentative...........Paul Raymer
 Membership..................NAB, BMB
 President.....................Richard Lewis
 General-Station Manager......Ray C. Smucker
 Commercial Manager.........Roy L. Jorgensen
 Sales Promotion Manager.....George A. Chavez
 Program Director............Paul W. Dawson
 Production Manager..........Carl Duncan
 Publicity Director..........William Doane
 Chief Announcer.............Samuel Siegel
 Musical Director............George L. Hathaway
 Chief Engineer..............Leavenworth Wheeler
 F.m. Editor..................Maurice Higgins

**KAMD**
CAMDEN—EST. 1946
KBS
Frequency: 1450 Kc....Power: 250 Watts
 Owned Operated By...........Camden Radio, Inc.
 Business-Studio Address.....South Carolina St.
 Phone Number..................791-2
 Transmitter Location........South Carolina St.
 Air Time............6:30 a.m.-11 p.m.; 7 a.m.-11 p.m.,
 Sun.
 News Service..................AP
 Transcription Service...........Keystone, SESAC
 Membership..................NAB, BMB
 President.....................C. E. Palmer
 General Manager..............Frank O. Myers
 Station Manager..............David Crockett
 Commercial-Sales Promotion
 Manager.....................James Waggoner
 Program Director, Production Manager,
 Publicity Director...........Paul Crawford
 Chief Announcer, Musical Director, Cal Carter
 Chief Engineer..............E. L. Smith
 F.m. Editor..................Cal Carter

**KELD**
EL DORADO—EST. 1935
ABC—ARK., RAZORBACK
Frequency: 1400 Kc....Power: 250 Watts
 Owned-Operated By...........Radio Enterprises, Inc.
 Business-Studio Address......Home Finance Bldg.
 Phone Number..................1313
ARKANSAS

Transmitter Location...........Country Club Colony
Air Time....................6:30 a.m.-11 p.m.
News Service.................AP
Transcription Service.........World
Representative.............Cox & Tanz
Membership..................NAB, BMB
President..................W. N. McKinney
Vice President, General-Station
Manager.........Leon M. Sipes
Sales Promotion Manager, Publicity
Director....................J. R. Duerson
Program Director, Production
Manager.....................W. N. McKinney
Musical Director.............Martha Craig
Chief Engineer..............S. E. Eckhardt
Farm Editor................Paul Norton

KGRH
FAYETTEVILLE—EST. 1946
MBS

Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By............Fayetteville Bcstg. Co.
Business Address............922 Leverett St.
Phone Number................862
Transmitter Location.........922 Leverett St.
Air Time....................6 a.m.-11 p.m.
News Service................AP
Transcription Service........Standard
Membership..................NAB
Representative..............Burke, Kuipers & Mahoney, Inc.
General Manager............Russell Bennitt
Commercial Manager..........Royce A. Collier

KFPW
FORT SMITH—EST. 1930
MBS—RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By............Southwestern Hotel Co.
Address....................Goldman Hotel
Phone Number................4106-4107-7069-5554
Transmitter Location........Albert Pike & Kelley Highway
Air Time....................6 a.m.-11 p.m., Sundays, 8 a.m.-10 p.m.
News Service................UP, PA
Transcription Service........Cole, World
Representative..............The Walker Co.
Membership..................NAB, BMB
President..................John A. England
General Manager.............R. E. Rives

KWSN
FORT SMITH—EST. 1947
MBS

Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By............Arkansas-Oklahoma Bcstg. Corp.
Business Address............100 N. 6th St.

KRKN
FORT SMITH—EST. 1947
MBS—RAZORBACK

Frequency: 1320 Kc........Power: 5000 Watts
Owned-Operated By............KWHN Bcstg. Co. Inc.
Business-Studio Address.....421-423 Garrison Ave.
Phone Number................8967-8
Transmitter Location.........End of Plum St.
Air Time....................6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service................AP
Transcription Service........Capitol, Associated
Membership..................NAB
Sec. & Treas................H. S. Nakdimen
General Manager.............Walter S. Kline
Program Director............Edward Harvey
Chief Engineer..............Bruce Dennis
Farm Editor..................Jack Clark

KHOZ
HARRISON—EST. 1946
MBS—RAZORBACK

Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By............Harrison Bcstg. Corp.
Business-Studio Address.....Box 382
Phone Number................840
Transmitter Location.........Box 382
Air Time....................6 a.m.-11 p.m.
News Service................UP
Transcription Service........Standard Radio
Membership..................NAB
President....................Beloit Taylor
General Manager.............Loren C. Watkins, Jr.
Commercial Manager..........Lewis C. Fielden
Program Director.............James N. Jobes
Chief Engineer..............Loren C. Watkins, Jr.

KFFA
HELENA—EST. 1941
MBS-KBS

Frequency: 1360 Kc........Power: 1000 Watts
Owned-Operated By............Helena Bcstg. Co.
**AR KANSAS**

Business-Studio Address ........................................ 215 York St.
Phone Number .................................................. Main 59
Transmitter Location ........................................... 215 York St.
Air Time ......................................................... 5 a.m.-11 p.m.
Transcription Service ........................................... Lang-Worth
Membership ...................................................... NAB, BMB
President-General Mgr. .......................................... Sam Anderson
Commercial-Sales Promotion Mgr. .......................... Ted Woods
Program Director ................................................. Harry J. Webb
Publicity Director ............................................... Hugh Smith
Chief Announcer .................................................. Bob Ruckle
Musical Director .................................................. Elizabeth Wellborn
Chief Engineer .................................................... A. P. Decker
Farm Editor ........................................................ Harry Webb

**K X A R**

HOPE—EST. 1947
MBS

Frequency: 1490 Kc. .............................................. Power: 250 Watts
Owned-Operated By ............................................. Hope Bcstg. Co.
Business Address ................................................ P. O. Box 398
Phone Number ..................................................... 508
News Service ...................................................... AP
Transcription Service ............................................ Long-Worth
President ........................................................... A. H. Washburn
General Manager ................................................ Robert L. Mitchell
Program Director ................................................ Marshall Hendrix
Chief Engineer ..................................................... Luther B. Tooley

**K T H S**

HOT SPRINGS—EST. 1924
ABC

Frequency: 1090 Kc. .............................................. Power: 10,000 D, 1,000 N
Owned By ............................................................ Times Publishing Company, Ltd.
Operated By .......................................................... Radio Broadcasting, Inc.
Business-Studio Address ........................................ 130 Benton Street
Phone Number ..................................................... 1160-1
Transmitter Location .......................................... Malvern Rd.
Air Time ............................................................ 6:00 a.m.-12 M.
News Service ...................................................... AP, UP
Transcription Service ............................................ Lang-Worth
Representative ..................................................... The Branham Co.
Membership ........................................................ NAB, BMB
President-Owner ................................................ John D. Ewing
General Manager ................................................. John J. Wolver, Jr.
Commercial Manager ........................................... Ed. C. Appler
Program Director ................................................ Jon F. Karber
Chief Announcer .................................................. Wm. S. Bailey
Musical Director .................................................. Harry Lockhart
Chief Engineer ..................................................... Cecil L. Sult

**K W F C**

HOT SPRINGS—EST. 1940
MBS—KBS

Frequency: 1340 Kc. .............................................. Power: 250 Watts
Owned-Operated By .............................................. Clyde E. Wilson
Business-Studio Address ....................................... Malco Building
Phone Number ..................................................... 412-3
Transmitter Location ........................................... Malco Bldg.
Air Time ............................................................ 6:30 a.m.-11 p.m.

**K B T M**

JONESBORO—EST. 1930
MBS—KBS

Frequency: 1230 Kc. .............................................. Power: 250 Watts
Owned-Operated By ............................................. Regional Bcstg. Co.
Business-Studio Address ...................................... KBTM Bldg., 630 Madison St.
Phone Number ..................................................... 5597
Transmitter Location .......................................... Route No. 4
Air Time ............................................................ 6:00 a.m.-11 p.m.
News Service ...................................................... AP
Transcription Service ............................................ World
Membership ........................................................ NAB, BMB
Owners .............................................................. Jay P. & Veda Beard
General-Station Manager ...................................... Jay P. Beard
Commercial Manager .......................................... Richard Crane
Program Director ................................................ Ted Harding
Chief Engineer ..................................................... J. E. Hitt

**K A R K**

LITTLE ROCK—EST. 1928
NBC-SOUTHCENTRAL QUALITY NETWORK
ARKANSAS NETWORK

Frequency: 920 Kc. .............................................. Power: 5000 Watts
Owned-Operated By ............................................. Arkansas Radio and Equipment Co.
Business-Studio Address ...................................... Radio Center, 114 East Capitol Ave.
Phone Number ..................................................... 1D 99
Transmitter Location .......................................... Jackson Blvd., North Little Rock, Ark.
Air Time ............................................................ 5:30 a.m.-12 M., 6:45-12 M., Sun
News Service ...................................................... AP, UP
Transcription Service ............................................ Standard
Representative ..................................................... Edward Petry
Owner ............................................................... T. H. Barton
Vice President-General-Station Manager .................. G. E. Zimmerman
Commercial-Sales Promotion Manager ...................... Julian F. Haas
Manager ............................................................ Douglas J. Romine
Publicity Director ............................................... A. C. Dowden
Musical Director .................................................. Tommy Scott
Chief Engineer ..................................................... Dan L. Winn

**K G H I**

LITTLE ROCK—EST. 1927
ABC

Frequency: 1230 Kc. .............................................. Power: 250 Watts
Owned-Operated By .............................................. KGHI Bcstg. Service
AR K A N S A S

Address...Union Life Insurance Bldg., 306 W. 3rd St.
Phone Number.......................... 9166
Transmitter Location..............Cantrell Rd.
Air Time..............................6 a.m.-12 M.
Transcription Service............Associated. Cole
Representative......................Walker Co.
General Manager....................S. C. Vinsonhaler
Commercial Manager..............D. R. Corbett

KLRA
LITTLE ROCK—EST. 1928

Frequency: 1010 Kc., Power: 10,000 Watts D.
5,000 Watts N
Owned By............................Gazette Publishing Co.
Operated By.........................Arkansas Bcstg. Co.
Business-Studio Address........Gazette Bldg.
Phone Number...........2-5427
Transmitter Location. On Highway 70, 7 Mi.
E. of Little Rock
Air Time.........................5:30 a.m.-12 M.
News Service.........................AP, UP
Transcription Service........Lang-Worth
Representative......................Tawlor-Howe-Snowden
Membership.........................NAB, BMB
President.....................J. N. Heiskell
General Manager, Sec.-Treas...W. C. Allsopp
Managing Supervisor, Commercial
Manager......................Ed. V. Murphy
Program Director, Production
Manager.....................Harris Owen
Chief Engineer....................Kermit F. Tracy

KVLC (CP)
LITTLE ROCK

Frequency: 1050 Kc., Power: 1000 Watts d.
Owned-Operated By.....Southwestern Bcstg. Co.
Business Address..............527 Pyramid Bldg.

KVMA (CP)
MAGNOLIA

Frequency: 630 Kc., Power: 1000 Watts d.
Owned-Operated By....Magnolia Bcstg. Co.
Business Address.........McKay Bldg.

KXLR
NORTH LITTLE ROCK—EST. 1946

MBS—ARK. RAZORBACK

Frequency: 1450 Kc., Power: 250 Watts
Owned By.........................Ark. Airwaves Co.
Operated By.............Radio Station KXLR
Business Address........209 ½ West Second Street
Little Rock, Arkansas
Phone Number...............2-2155
Studio-Transmitter Address..Cotton Belt Bldg.,
W. Washington Ave., North Little Rock, Ark.

Air Time......................6 a.m.-12 M., Mon.-Fri.; 6 a.m.-
1:30 a.m. Sat.; 6 a.m.-12 M. Sun.
News Service.........................UP
Transcription Service......Capitol. Standard
Representative......................Homer Griffith
Membership.........................NAB
President......................John F. Wells
General-Station Manager........Melvin P. Spann
Commercial Manager........George W. Dickinson
Sales Promotion Manager, Publicity
Director.....................Jack Rathbun
Program Director, Production Manager,
Musical Director........William H. Hadley, Jr.
Chief Announcer, Farm
Editor............................William B. Foreman
Chief Engineer...................Earl H. Butler

KDRS
PARAGOULD—EST. 1947

Frequency: 1490 Kc., Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Address......................Box 491
Transmitter Location. .½ mile East of
Paraougld, Highway 25
Air Time........6 a.m.-10 p.m.; Sunday, 7 a.m.-
10 p.m.
News Service.........................AP
Transcription Service........Standard
Membership.........................NAB
General Manager........Ted Rand
Business Manager...............T. M. Self
Chief Engineer.....................J. E. Douglas

KCLA
PINE BLUFF—EST. 1947

ARIZ., RAZORBACK

Frequency: 1400 Kc., Power: 250 Watts
Owned-Operated By.....Radio Engineering
Service
Business Address..............Box 752
Phone Number...............1900
Studio-Transmitter Address..2900 West 28th
Air Time......................Unlimited
News Service.........................AP
Transcription Service........World
Membership.........................NAB
Co-Owners.Kenneth Kesterson & Charles Penix
General Manager........Kenneth Kesterson
Commercial Manager........Clyde Martin
Chief Announcer........A. B. Finch, Jr.
Chief Engineer...................Charles Penix

KOTN
PINE BLUFF—EST. 1934

MBS—KBS

Frequency: 1490 Kc., Power: 250 Watts
Owned-Operated By....Universal Bcstg. Cory
Business-Studio Address.........505 ½ Main S.
For the best in news quality...

AP

Membership!
2 Great Stations
serving
two great markets

KLAC
LOS ANGELES

KYA
SAN FRANCISCO

National Representative: ADAM J. YOUNG Jr., Inc., New York—Chicago
CALIFORNIA

Estimated Population 9,876,000—% Increase +43—Radio Homes 2,679,935
Farms with Radios 119,188—Stations in State 128

KAHY
BAKERSFIELD—EST. 1946
MBS—DON LEE
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By... Bakersfield Bcstg. Co.
Business-Studio Address... 2015 Chester Ave.
Phone Number ... 88700-77800
Transmitter Location... Poplar Lane at Rosedale
Highway
Air Time... (Unlimited) 5 a.m.-12 M.
Transcription Service... Lang-Worth; Cole
Representative, Adam Young, Jr., New York:
Western Radio Advertising, Hollywood
Membership... NAB, BMB
President... George Crone
Sec.-Treas. ... Fisk Harlow
General Manager... Sheldon Anderson
Station Manager... Frank Wilbur
Sales Promotion Manager... Dwight Johnson
Program Director, Production Manager... Art Brock
Publicity Director... Bob Turnbull
Chief Announcer ... Fred White
Musical Director... Ben Cain
Chief Engineer... John Boles

KERN
BAKERSFIELD—EST. 1932
CBS
Frequency: 1410 Kc. ... Power: 1000 Watts
Owned-Operated By... McClatchy Bcstg. Co.
Business-Studio Address... Elk’s Club Building
Phone Number ... 8-8431
Transmitter Location... Oak and Ming Streets
Air Time... 18-hours Mon.-Sat.; 17-hours Sun.
News Service... AP, INS, UP
Transcription Service... World, MacGregor
SEASAC
Representative... Paul H. Raymer
Membership... NAB, BMB
President... Eleanor McClatchy
Station Manager... Hal Brown
Sales Manager... Walter L. Bartzuk
Chief Engineer... Luverne Shatto
Farm Editor... Edward Sturgeon

KER0
BAKERSFIELD—EST. 1946
NBC
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By... J. E. Rodman
Address... 1420 Truxton Ave.
Phone Number ... 44549
Transmitter Location... 19th & "I" Streets
Air Time... 5 a.m.-1 a.m.

News Service ... UP
Transcription Service... Capitol, Associated Standard
Representative...Avery Knodel, Inc.
Membership... NAB
Owner... J. E. Rodman
General Manager... Paul R. Bartlett
Station Manager... Gene DeYoung

KPMC
BAKERSFIELD—EST. 1924
ABC
Frequency: 1560 Kc. ... Power: 1000 Watts
Owned-Operated By... Pioneer Mercantile Co.
Address... 307½ E. 21st St.
Phone Number... 8-8157
Transmitter Location... 307½ East 21st St.
Air Time... Full time
News Service... UP, AP
Representative... W. S. Grant
Membership... NAB
Manager... L. A. Schamblin

KPAS
BANNING—EST. 1946
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By... Pass Bcstg. Co.
Business Address... 4425 W. Ramsey St.
Phone Number ... 515
News Service... AP
Transcription Service... World
Representative... Gene Grant
Partners... Carl Robert, John Phillips
General Manager... Carl Phillips
Commercial Manager... George Grayson
Program Director... Marvin L. Bryan
Adv. Counselor... Charles A. Poteel, Jr.
Chief Engineer... Francis Dunn

KWTC
BARSTOW—EST. 1947
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By... Mojave Valley Bcstg. Co.
Business Address... Radio Center, P. O. Box 1230
Phone Number ... 250
Studio Address... Radio Center
Transmitter Location... 1.2 Miles NW Barstow
Air Time... 6 a.m.-12 M.
News Service... UP
Transcription Service... World
Station Representative... Gene Grant
Membership... NAB
Pres.-Owner... W. T. Brown
General-Station Manager, Chief Engineer... Burton C. Boatright
Commercial Manager... Maynard M. Marquardt

327
Sales Promotion Manager. W. T. Brown
Farm Editor. Robert E. Reno
Production Manager. Worcester Bowen

Robert Power
NAB. Power
Sam Burbank Power
UP. Power
AP
6. Del
AP 237-8
Full
Bill Bob.
Chap.
Robert, Albert
NAB
Charles
Central
NAB
W. Bob.
Pearson.
601 Ashby
Griffith
Ch.
Arthur
Hugh
Charles
Glenn
Gene
Power
James
Associated
AP.
Wm.
AP,
Eugene
Bcstg.
Stan
918
4th
P.
Standard
980
4341.
Worcester
Air
Sales
Membership
News
Frequency:
Production
Transcription
Phone
Owned-Operated
Farm
President-Station
Address
Representative
Transcription
News
Phone
Chief
Promotion
Station-Commercial
President.
Business
Phone
Owned-Operated
Frequency:
Transcription
News
Transmitter
Business-Studio
Member
Air
Publicity
President,
Chief
Manager.
Manager.
Manager.
Commercial-Sales
Manager.
Don Forbes
Program Director.
Robert Campbell
Publicity Director.
Albert Gail
Chief Engineer.
Eugene L. Mieczko

Owned-Operated By. Bcstg. Corp. of America
Business-Studio Address. P. O. Box 238;
Studios in Del Rio Country Club
Phone Number. 980
Transmitter Location. Del Rio Country Club
Air Time. 5:30 a.m.-12:30 a.m.; 6 a.m.-10 p.m.
Sun.
News Service. AP
Transcription Service. Associated, World, Keystone
Representative. John E. Pearson
Membership. NAB
President. General Manager. W. L. Gleeson
Station-Commercial Mgr. Glenn Dunham
Program Director, Production Manager, Chief
Announcer, Farm Editor. Chap Rollins
Chief Engineer. Bill A. Geddes

K U C B (CP)
BLYTHE
CALIF. RURAL—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Bcstg Corp. of America
Business Address. P. O. Box 578
Phone Number. 4341
News Service. AP
Transcription Service. World, Associated
Representative. W. L. Gleeson
President, General Mgr. Bob Wareham
Promotion Mgr. Wm. Simpson
Chief Engineer. Stan Reynolds

K W I K
BURBANK—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Burbank Bcstrs., Inc.
Business-Studio Address. 20 W. Burbank Blvd.
Phone Number. Charleston 0-2111
Transmitter Location. Glenoaks Park, 239 E.
Amherst Dr.
Air Time. 6 a.m.-3 a.m.
News Service. UP
Transcription Service. Lang-Worth, Standard
Member. NAB, FMA, SCBA
President. Commercial-Sales Promotion
Manager. Sam Kerner
General-Station Manager. Don Forbes
Program Director. Robert Campbell
Publicity Director. Albert Gail
Chief Engineer. Eugene L. Mieczko

K R O P
BRAWLEY—EST. 1945
ABC—KBS
Frequency: 1300 Kc. Power: 1000 Watts d.;
500 Watts n.
KHUM
EUREKA—EST. 1947
ABC
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By: Carroll R. Hauser
Business Address: 431 F St.
Phone Number: 3831
Studio Address: Vance Hotel
Transmitter Location: 1025 W. Murray St.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol Representative
Membership: NAB
President-Owner, General Manager: Carroll R. Hauser
Sales Promotion Manager: Program Director, Production Manager: Frank Robinson Brown
Chief Engineer: Edward P. Strople

Kiem
EUREKA—EST. 1933
MBS—DLBS
Frequency: 1480 Kc. . . . Power: 1000 Watts
Owned-Operated By Redwood Bldg, Co., Inc.
Business-Studio Address: Radio Center E. at Sixth Sts.
Phone Number: 4000
Transmitter Location: Eureka Inlet, Humboldt Bay
Air Time: 5:55 a.m.-12 M.
News Service: UP
Transcription Service: MacGregor, World, Standard, Cole
Representative: John Blair
Membership: NAB, BMB
President, General Manager: Wm. B. Smullin
Dir. Sales & Programs: Chas. Paul Corbin
Sales Promotion Manager: Robert Stach
Technical Director: John G. Bauriedel
Office Manager: George Thomson
Chief Engineer: Alvor E. Olson

Call Letters to be Assigned
(C.P.)
Fort Bragg
Frequency: 1230 Kc. . . . . Power: 250 Watts
Owned-Operated By: Mendocino Coast Bldg.
Co.
Business Address: 314 Main St.
Partners: Tony R. Amarante, J. A. Brush.
Mathew Thompson, Edward Merle

Karm
Fresno—Est. 1938
CBS
Frequency: 1430 Kc. . . . . Power: 5000 Watts
Owned-Operated By: KARM, The George Harm Station
Business-Studio Address: 1333 Van Ness Ave.
Phone Number: 4-2966
Transmitter Location: Van Ness and Alluvial Avenues
Air Time: 6 a.m.-12 M. Mon-Sat.; 8 a.m.-12 M. Sun.
News Service: AP, INS
Transcription Service: Standard Representative: Edward Petry
Membership: NAB
President-Owner: Hattie Harm
General-Station Manager: Clyde F. Coombs
Sales Promotion Manager: Eldora Roth
Program Director: John Gerrick
Chief Engineer: R. M. Dorothy
Farm-News Editor: Ed Clough
THE HOLLYWOOD BANDSTAND
6 hours of music
10 A.M. - 4 P.M. DAILY

with

BILL ANSON

MAURICE HART

invites you to join this distinguished roster of sponsors:

AMERICAN CHICLE CO.
ANATOLE ROBBINS
ARDEN DAIRIES
ARTHUR MURRAY
DANCING SCHOOLS
BARBARA ANN BAKING
BROMO Seltzer
COLUMBIA RECORDS
CORONET MAGAZINE
CURTIS CIRCULATION CO.
DENNISON'S FOODS
GRAPE NUTS FLAKES

KAISER-FRAZER
AUTOMOBILE CO.
LA BOHEME WINES
LOS ANGELES TIMES
LUCKY STRIKE CIGARETTES
MILANI FOODS
MUSIC HALL THEATRES
MUSTEROLE
MY-T-FINE DESSERTS
PACIFIC TELEPHONE & TELEGRAPH CO.
PACKARD BELL RADIO
PHONOGRAPH CO.

PARAMOUNT PICTURES
PATRICIA STEVENS MODEL SCHOOL
PDQ GASOLINE
PROCTER & GAMBLE
RED HEART DOG FOOD
RKO PICTURES, INC.
SQUIBB'S TOOTHPASTE
SAFEWAY STORES
TWENTIETH CENTURY-FOX STUDIOS

Hollywood's First Independent Station
REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.
**KFRE**
FRESNO—EST. 1942
ABC
Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By: ..... J. E. Rodman
Business-Studio Address: ..... T. W. Patterson Bldg.
Phone Number ..... 4-5001
Transmitter Location ..... First & Clinton Sts.
Air Time ..... 5 a.m.-12 M.: 6 a.m.-12 M., Sun.
News Service ..... UP
Transcription Service ..... Associated, World, Capitol
Representative ..... Avery-Knodel
Membership ..... NAB
Owner ..... J. E. Rodman
General-Station Manager ..... Paul R. Bartlett
Commercial Manager ..... Sidney H. Halls
Program Director ..... Ed J. Frech
Chief Announcer ..... Jack Grady
Chief Engineer ..... Harold R. Brown

**KMJ**
FRESNO—EST. 1922
NBC
Frequency: 580 Kc. ..... Power: 5000 Watts
Owned-Operated By: ..... McClatchy Bdcstg. Co.
Business-Studio Address: ..... 1559 Van Ness Ave.
Phone Number ..... 3-6277
Transmitter Location ..... Kerman, Calif.
Air Time ..... 24 hrs. daily, 12:01 a.m. Mon.
News Service ..... AP, UP
Transcription Service ..... Thesaurus, McGregor, SESAC
Representative ..... Paul H. Raymer
Membership ..... NAB, BMB
President ..... Eleanor McClatchy
Station Manager ..... Keith B. Collins
Commercial Manager ..... Coyle Chambers
Program-Musical Director ..... Andrew Patterson
Traffic Manager ..... David Roberts
Publicity Director ..... Jack Griffith
Chief Engineer ..... William Wallace
Farm Editor ..... Norman Kateh

**KFNB**
FRESNO (CP)
MBS—DON LEE
Frequency: 1300 Kc. ..... Power: 1000 Watts
 Owned-Operated By: ..... The Voice of Fresno
Business Address ..... Hotel Fresno
Phone Number ..... 2-6141
News Service ..... UP
Transcription Service ..... Western, Lang-Worth
Representative ..... Young
President ..... Robert Schulcr
General Manager ..... L. E. Chenault
Program Dir. ..... Warren Tufts
Chief Engineer ..... Bert Williamson

**KGFF**
GLENDALE—EST. 1932
Frequency: 870 Kc. ..... Power: 250 Watts
Owned-Operated By: ..... Cannon System, Ltd.
Address ..... Glendale Hotel
Phone Number ..... Chapman 5-2388
Transmitter Location ..... Glendale Hotel
Air Time ..... 6 a.m. to local sunset
News Service ..... UP
Transcription Service ..... Standard
Membership ..... NAB
President ..... David H. Cannon
General Mgr. ..... Cal Cannon
Chief Engineer ..... Vern Schumann

**KGFN**
GRASS VALLEY—EST. 1947
KBS
Frequency: 1400 Kc. ..... Power: 250 Watts
Owned-Operated By: ..... Forty-Niner Bdcstg. Co.
Business Address ..... P. O. Box No. 924
Phone Number ..... 1100
Transmitter-Studio Location ..... Grass Valley, Nevada City Highway
Air Time ..... 7 a.m.-12 M.: 8 a.m.-10:30 Sun.
News Service ..... AP
Transcription Service ..... Standard, Keyesone
Representative ..... Tracy Moore & Associates;
W. S. Grant
Membership ..... NAB
General-Station Manager ..... Ed Kihn
Sales Promotion Manager ..... Victor Tamietti
Program Director. Production Manager,
Publicity Director ..... Jim Fisk
Chief Announcer ..... Garnett Marks
Chief Engineer ..... Ed Peters

**KFWB**
HOLLYWOOD—EST. 1925
Frequency: 980 Kc. ..... Power: 5000 Watts
Business-Studio Address ..... 5833 Fernwood Ave.
Phone Number ..... HE 5151
Transmitter Location ..... 5775 W. Jefferson,
Los Angeles, Calif.
Air Time ..... 5 a.m.-2 a.m.
News Service ..... AP, INS, UP
Representative ..... Wm. G. Rambeau
Membership ..... NAB
General Manager ..... Harry Maizlish
Asst. Manager ..... Wm. V. Ray
Commercial Manager ..... Berne W. Wilkins
Program Director. Production
Manager ..... Thomas Freebairn-Smith
Musical Director ..... Dion Romandy
Chief Engineer ..... Harry Myers
**KNGS**

HANFORD—EST. 1947

Frequency: 620 Kc. Power: 1000 Watts

Owned-Operated By: Hanford Publishing Co.
Business Address: 223 W. 7th St.
Phone Number: 620
News Service: INS, UP
Transcription Service: Associated, Thesaurus Representative
Partners: Stanley S. Beaubaire, W. Keith Topping
General Mgr.: Don C. Reeves
Commercial Mgr.: Don C. Robbins
Program Dir.: Bob Claire
Assoc. Mgr. & Chief Engineer: Jack H. Sole

**KGFFJ**

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Ben S. McGlashan
Business-Studio Address: 6314 Sunset Blvd.
Phone Number: Hillside 0201
Transmitter Location: Washington & Oak Sts.

**KREO**

INDIO—EST. 1946

ABC—CALIF. RURAL NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Bostg. Corp. of America
Business-Studio Address: Calhoun Dr., P. O. Box 707
Phone Number: 7403
Transmitter Location: Calhoun Dr.
Air Time: 5:30 a.m.-1 a.m.
News Service: AP
Transcription Service: World, Associated, Keystone, Standard
Representative: John E. Pearson
Membership: NAB, BMB
President & General Mgr.: William L. Gleason
Station Manager: Riley Gibson
Sales or Commercial Manager: Bill Sinor
Sales Promotion Manager: Bill Simpson
Program Director, Chief Announcer: Doug Caplette
Chief Engineer: Stanley G. Reynolds

**KCVR**

LODI—EST. 1946

KBS

Frequency: 1570 Kc. Power: 250 Watts

Owned-Operated By: Central Valley Radio
Business Address: P. O. Box 600
Phone Number: Lodi 1700
Studio Address: Lodi, Calif.
Transmitter Location: 1.8 mi. N.W. of Lodi
Air Time: Day time only
News Service: UP
Transcription Service: Standard
Membership: NAB
President, General Mgr.: Herbert W. Brown
Station Manager, Program Director: Harold C. O'Donnell
Commercial Manager: Joe Sturgess
Chief Engineer: Clare Starkey

**KFOX**

LONG BEACH—EST. 1924

Frequency: 1280 Kc. Power: 1000 Watts

Owned-Operated By: Nichols & Warinner, Inc.
Address: 220 E. Anaheim Street
Phone Number: 672-81
**K F A C**

LOS ANGELES—EST. 1931

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Los Angeles Bstg. Co.
Address: 645 S. Mariposa Ave.
Phone Number: 5952
Transmitter Location: 3725 Chesapeake Ave.
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: Associated
Membership: NAB, BMB
President, General-Station-Commercial-Sales Promotion Manager: Calvin J. Smith
Program Director, Production Manager: Carlyle Stevens
Chief Announcer: Carlyle Stevens
Musical Librarian: Barbara Capell
Chief Engineer: Ron Oakley

**K F I**

LOS ANGELES—EST. 1922

Frequency: 640 Kc. Power: 50,000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Address: 141 N. Vermont Ave.
Phone Number: 2121
Transmitter Location: Buena Pl.
Air Time: 24 hrs. daily
News Service: AP, UP
Transcription Service: Capital, Associated
Representative: Edward Petry
Membership: NAB, BMB
President-Owner: Earle C. Anthony
General-Station Manager: William B. Ryan
Commercial Manager: Haan J. Tyler
Sales Promotion Manager: Publicity Director: Dean Mosley
Program Director: Charles Brown
Production Manager: Bob Heistand
Chief Engineer: Curtis Mason, H. L. Blatterman
Farm Editor: Nelson McIninch

**K E C A**

LOS ANGELES—EST. 1929

ABC

Frequency: 790 Kc. Power: 5000 Watts
Address: 1440 No. Highland Ave.
Phone Number: 2-3141
Transmitter Location: 2951 S. Fairfax Ave.
Air Time: 5:30 a.m.-12 M. Mon-Sat.; 7 a.m.-12 M., Sun.
News Service: AP, INS, UP
Transcription Service: Lang-Worth, Thesaurus Representative: ABC Spot Sales
Membership: NAB, BMB
President: Mark Woods
General Manager: Clyde P. Scott
Sales Manager: Leo O. Ricketts
Program Director: J. Donald Wilson
Production Manager: Rollo Hunter
Publicity Director: Virginia West
Chief Announcer: Dresser Dahlestead
Western Div. Mgr. of Technical Operations: T. B. Palmer

**K F V D**

LOS ANGELES—EST. 1936

Frequency: 1020 Kc. Power: 5,000 Watts
Owned-Operated By: Standard Bstg. Co.
Address: 338 South Western Ave.
Phone Number: 6361
Transmitter Location: 5526 East Cortland—Lynwood, Calif.
Air Time: Limited
News Service: UP
Transcription Service: Cole: Lang-Worth: McGregor
Representative: Donald Cooke
Membership: NAB
President: J. Frank Burke
General-Sales Manager: Frank Burke
Commercial-Sales Promotion-Production
Manager .................. Harry Patterson
Program-Publicity Director .... Carl Brewster
Chief Announcer .......... Hunter Hancock
Chief Engineer .......... Leonard Reeves
Farm Editor ............... George Milne

KHJ
LOS ANGELES—EST. 1922
MBS—DON LEE
Frequency: 930 Kc. .... Power: 5,000 Watts
Owned-Operated By.... Don Lee Bcstg. System
Business-Studio Address ..... 5515 Melrose Ave.
Phone Number ............. HUDson 2-2133
Transmitter Location ....... Venice Blvd.
Air Time .............. 6 a.m.-1 a.m.
News Service .......... AP, INS, UP
Representative ........ John Blair
Membership .......... NAB
President ........ Thomas S. Lee
Vice, Pres. General Station
Manager ........ Lewis Allen Weiss
Sales Manager .......... Sydney Gaynor
Asst. Sales Manager ...... Henry Gerstenkorn
Program Director ....... Charles Bulotti
Production Manager ... Robert Forward
Publicity Director ....... Mark Finley
Chief Announcer ......... Tony La Frano
Musical Director ......... Harry Zimmerman
Chief Engineer .......... Frank Kennedy
Farm Editor .............. Les Mawhinney

KLAC
LOS ANGELES—EST. 1924
Frequency: 570 Kc. .... Power: 5000 d.;
1000 n.
Owned-Operated By ... KMTR Radio Corp.
Address .......... 1000 Cahuenga Blvd.
Phone Number ........... Hillside 1161
Transmitter Location .... 1000 Cahuenga Blvd.
Air Time ........ 6 a.m.-1 a.m.; Sun.: 7 a.m.-1 a.m.
News Service .... AP, UP, INS
Transcription Service . Standard, Capitol. SESAC
Representative ... Adam J. Young, Jr.
Membership .......... NAB
President ........ Dorothy S. Thackrey
General Manager .... Don J. Fedderson
Commercial Manager .... D. E. Lundy
Prog. Dir. ........ Fred Henry
Chief Engineer .......... Paul C. Schulz

KMPC
LOS ANGELES—EST. 1927
Frequency: 710 Kc. .... Power: 50,000 Watts
Owned-Operated By . KMPC, The Station of the Stars, Inc.
Business-Studio Address ... 5939 Sunset Blvd.
Phone Number .......... Hollywood 5341

Transmitter Location ... 12755 Burbank Blvd.,
N. Hollywood, Calif.
Air Time ............. 6 a.m.-12 M.
News Service ........ AP, INS, UP
Transcription Service ... Associated, World,
Lang-Worth
Representative ...... Paul H. Raymer
President-Owner ....... G. A. Richards
Asst. to President ....... Harry Wismer
Vice President-General
Manager .......... Robert O. Reynolds
Asst. Manager and Sales
Manager ........ Herbert H. Wixon
Publicity and Promotion
Manager ........ Betty Ann Hudson
Program Director .... C. G. Renier
Director of Public Affairs .... Clete Roberts
Chief Announcer .......... John Baird
Chief Engineer .......... Loyd Sigmor

KNX
LOS ANGELES—EST. 1937
CBS—COLUMBIA PACIFIC NETWORK
Frequency: 1070 Kc. .... Power: 50,000 Watts
Business-Studio Address ... 6121 Sunset Blvd.
Phone Number .......... Hollywood 1212
Transmitter Location .... Torrance, Calif.
Air Time ........ 5:45 a.m.-1:30 a.m.
News Service .... AP, INS, UP
Transcription Service ... Associated; Lang-Worth
Representative .......... Radio Sales
Membership .......... NAB, BMB
President (CBS) .... Frank Stanton
Vice-President Western Div.: General
Manager KNX .......... D. W. Thornburgh
Assistant General Manager ... Harry Witt
Sales Manager .......... Wayne Steffner
Sales Promotion Manager ... Ralph Taylor
Program Director .......... Hal Hudson
Production Manager ....... Ben Paley
Publicity Director .......... Lloyd Brownfield
Chief Engineer .......... Les Bowman

KRKD
LOS ANGELES—EST. 1927
Frequency: 1150 Kc. .... Power: 2500 d.; 1000 n.
Owned-Operated By . Radio Broadcasters, Inc.
Business Address .......... 541 So. Spring St.
Phone Number .......... Tucker 7111
Studio Address .......... 312 Spring Arcade Bldg.
Transmitter Location .... Glendale Blvd.
Air Time ........ 5:30 a.m.-7:45 p.m.
News Service .... INS
Transcription Service ... Associated
Membership .......... NAB
General-Commercial Manager . Ned Connor
Program Director .......... Venna Taylor
Chief Engineer .......... Willis O. Freitag
KYOS
MERCED—EST. 1936
MBS—DON LEE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Merced Bcstg. Co.
Business Address...P. O. Box 717
Phone Number...Merced 1430
Transmitted-Studio Location...1 3/4 mi. N. by E. of Merced
Air Time...5:30 a.m.-12 M.
Transcription Service...Standard, Thesaurus Representative
Membership...W. S. Grant
President-Gen. Mgr...Hugh McClung
Station Manager...Charles H. Kinsley, Jr.
Com-Sales Promotion Mgr...A. J. Krisil
Program Dir.-Production Mgr...Rebecca Krisil
Chief Announcer...Malcolm Beavers
Chief Engineer...Russell B. Pope
Farm Editor...Joel Buffington

KMYC
MARYSVILLE—EST. 1940
MBS—DON LEE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Marysville-Yuba City Bcstrs., Inc.
Business Address...P. O. Box 631
Phone Number...2080
Studio Address...519 E. St.
Transmitter Location...Laurelann Rd., District 10
Air Time...8 a.m.-12 M.
News Service...UP
Transcription Service...World Representative
Membership...NAB
President...H. E. Thomas
General-Station Manager...Joe D. Carroll
Sales Manager...Hedley Hall
Sales Promotion Manager...A. J. Powell, Jr.
Program Director, Production Manager...William R. Cleveland
Publicity Director...Kenny Allford
Chief Announcer...William R. Cleveland
Chief Engineer...Loyd McQueary

KDON
MONTEREY—EST. 1935
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Monterey Peninsula Broadcasting Co.
Business Address...468 Calle Principal
Phone Number...8501
Studio Address...275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location...Monterey Municipal Wharf
Air Time...18 hours daily
News Service...UP
Transcription Service...Associated, Cole
Membership...NAB
President...Paul H. Caswell
General-Promotion Mgr...Reed Pollock
Commercial Manager...George Ross
Program Director...Bob Sabin
Chief Engineer...Omer N. Wright

KWSD
MOUNT SHASTA—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Shasta Cascade Bcstg. Corp.
Business Address...Alma St.
Phone Number...101
News Service...AP
Transcription Service...Standard Representative
General-Commercial Mgr...Arthur Adler
Station Manager...David H. Rees
Promotion Manager...David H. Rees
Program Director...John Pennington
Chief Engineer...David H. Rees

KVON
NAPA—EST. 1947
Frequency: 1440 Kc. Power: 500 Watts
Owned-Operated By...Napa Bcstg. Co.
Business Address...P. O. Box 427
Phone Number...2606
News Service...AP
Transcription Service...World Representative
President-General Mgr...Eiwyn F. Quinn
Commercial-Promotion Mgr...Julien J. Nielsen
Program Director...Albert C. Priddy
Chief Engineer...Earl H. Holtman
THE OUTSIDE AUDIENCE HAS PLENTY OF MONEY ON THE PACIFIC COAST, TOO!

Trust Don Lee to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the exclusive Don Lee outside market, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves.

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales

The Nation’s Greatest Regional Network
it. 44 local Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets...markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the inside market plus the exclusive Don Lee outside market at a lower cost per thousand radio families.

515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company
THE OUTSIDE AUDIENCE HAS PLENTY OF MONEY ON THE PACIFIC COAST, TOO!

TRUST DON LEE to lure up the wealthy customers! Over $5 billion dollars of yearly buying income circulate in the exclusive Don Lee outside market, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves it.

44 local Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets—markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the inside market plus the exclusive Don Lee outside market at a lower cost per thousand radio families.

The Nation's Greatest Regional Network.

Mutual
DON LEE
BROADCASTING SYSTEM
KSF (CP)
NEEDLES
Frequency: 1340 Kc
Power: 250 Watts
Owned-Operated By: Shelley Radio Electric Co.
Owner: Oscar D. Shelley

KLX
OAKLAND—EST. 1922
Frequency: 910 Kc
Power: 1000 Watts
Owned-Operated By: Tribune Building Co.
Business Studio Address: Tribune Tower
Phone Number: 61660
Transmitter Location: Tribune Tower
Air Time: 6-12 M.
News Service: AP
Transcription Service: Capitol, World
Representative: Homer Griffith
Membership: BMB
President: J. R. Knowland, Jr.
Gen. Station Manager: Glenn Shaw
Commercial Manager: Harold R. Gaisford
Sales Promotion Mgr.: Pub. Dir.: Howard Luck Gossage
Pgm. Dir.: Prod. Mgr.: Jerry Morton
Chief Announcer: Deane Banta
Musical Director: Lou Dean Grow

KROW
OAKLAND—EST. 1925
Frequency: 980 Kc
Power: 1000 Watts
Owned-Operated By: Krow, Inc.
Business Studio Address: 464-19th St.
Phone Number: TWinoaks 3-9600
Transmitter Location: 1520-8th Ave.
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Standard, Associated
Membership: NAB
President: Sheldon F. Sackett
Gen. Mgr.-Sales Mgr.: Wilton Gunzendorfer
Asst. to Gen. Mgr.: Richard C. D. Bell
Program Director: Russ Coughlan
Publicity Director: Mercedes Prosser
Musical Director: Louise Stevens
Chief Engineer: C. E. Downey

KWBR
OAKLAND—EST. 1920
UNITED PACIFIC NETWORK
Frequency: 1310 Kc
Power: 1000 Watts
Owned-Operated By: S. W. & E. N. Warner
Business Studio Address: 327-21st St.
Phone Number: Higate 4-1212
Transmitter Location: 327-21st St.
Air Time: 20 hrs. daily
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB
President-Owner-Gen. Mgr.: S. W. Warner
Station Mgr.: F. Wellington Morse
Sales Manager: Edward B. Smith
Program Director: Evelyn Dewsnup
Publicity Director: Shirley Ryman
Chief Announcer: George Oxford
Musical Director: Sam Watts
Chief Engineer: Paul Gregg

KOCS
ONTARIO—EST. 1947
Frequency: 1510 Kc
Power: 250 Watts
Owned-Operated By: The Daily Report Co.
Business Address: 222 E. "B" St.
Phone Number: 627-54
Studio Address: Radio Center Bldg.
Transmitter Location: 4th and San Antonio
Air Time: Local sunrise—Local sunset
Transcription Service: Thesaurus
Associated Membership: NAB
President: Mrs. Jerene Appleby Harnish
Advising Manager: Ernest L. Spencer
Commercial Manager: J. A. Downey
Program Director: R. W. Herganson
Pub. Dir. & Office Mgr.: Helen Faye Burington
Chief Engineer: Floyd Hall

Chief Engineer: Roswell S. Smith
Farm Editor: Milton Blake

23 YEARS OF
COMMUNITY
LEADERSHIP

KROW
OAKLAND, CALIFORNIA
The Key to the
Oakland Market
SHELTON F. SACKETT
PRESIDENT
WILT GUNZENDORFER
GENERAL MANAGER

338
K DAN (CP)  
OROVILLE  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By: Oroville Mercury Bstg. Co.  
News Service: Up  
President: Dan L. Beebe  
General-Commercial Mgr.: Arden Booth  
Chief Engineer: Ted R. Peixotto

K GEW (CP)  
OROVILLE  
Frequency: 980 Kc.  Power: 1000 Watts d.  
Owned-Operated By: Stanley S. Beaubaire  
Business Address: 117 Broadway, Chico

K CMJ  
PALM SPRINGS—EST. 1946  
CBS  
Frequency: 1340 Kc.  Power: 250 Watts  
Owned-Operated By: Palm Springs Bstg Co.  
Business Studio Address: Box KK  
Phone Number: 2911; 2253-4  
Transmitter Location: RadiOasis  
Air Time: 6:30 a.m.-12 M.  
Air Time: 6:30 a.m.-12 M.; 8 a.m.-11 p.m., Sun.  
News Service: Up  
Transcription Service: Standard  
Representative: W. S. Grant  
Membership: NAB  
Co-Owners: Dick Joy and Don McBain  
Gen. Station-Commercial-Sales Promotion Mgr.:  
Publicity Director: Dick Joy  
Los Angeles Sales Mgr.: George Irwin  
Pgm. Dir.-Prod. Mgr.: Roland Vaile  
Chief Engineer: J. Donald Clay

K AGH  
PASADENA—EST. 1948  
Frequency: 1300 Kc.  Power: 1000 Watts  
Owned-Operated By: Rose Bowl Bcstrs.  
Address: 800 Sierra Madre Villa  
Phone Number: Ryan 1-7641  
Transmitter Location: 800 Sierra Madre Villa  
Air Time: Local sunrise-local sunset  
Transcription Service: Standard, Associated  
General Manager: John R. Rider  
Program Director: Don Doolittle

K W K W  
PASADENA—EST. 1924  
Frequency: 1430 Kc.  Power: 1000 Watts  
Business Studio Address: 425 E. Green St.  
Phone Number: Ryan 1-6744  
Transmitter Loc.: 924 Vista, San Gabriel, Calif.  
Air Time: 5:30 a.m.-Local Sunset  
News Service: Up  
Transcription Service: Capitol  
Representative: Forjoe  
Membership: NAB  
President: Marshall S. Neal  
Sales Promotion Mgr.: Claire Hughes  
Pgm. Dir.-Chief Announcer-Farm Editor...Ken Barton  
Production Manager: Sam Rowland  
Chief Engineer: Paul W. Spargo

K XL A  
PASADENA—EST. 1942  
Frequency: 1110 Kc.  Power: 10,000 Watts  
Owned-Operated By: Pacific Coast Bstg. Co.  
Business Address: 1401 So. Oak Knoll Ave.  
Phone Number: 1-6991  
Transmitter Location: N. Lexington-Gallatin Rd.-El Monti  
Air Time: 24 hrs. daily  
News Service: AP  
Transcription Service: Langworth, Associated World  
President-Gen. Mgr.: Loyal K. King  
Chief Announcer: Carl Saunders  
Chief Engineer: Jack Reader

K PRL  
PASO ROBLES—EST. 1946  
MBS—DON LEE—KBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By: Leslie Henry Hacker  
Business Studio Address: 32nd & Oak Sts.  
Phone Number: 2-0-4  
Transmitter Location: 32nd & Oak Sts.  
Air Time: 17½ hrs. daily; 17 hrs. Sun.  
News Service: AP  
Transcription Service: Standard  
Representative: W. S. Grant  
Pres.-Owner-Gen. Mgr.: Leslie Henry Hacker  
Station Mgr. Pgm. Dir.: Arthur J. Hapgood  
Comm.-Sales Prom. Mgr.: Jos. Shuttleworth  
Chief Announcer: Jack Clifton  
Chief Engineer: Robert Otto  
Farm Editor: Dick Maphef

K PM O  
POMONA—EST. 1947  
Frequency: 1600 Kc.  Power: 250 Watts  
Owned-Operated By: Valley Broadcasting Co.  
Business Address: 1240 E. Holt St.  
Transmitter Location: 1240 E. Holt St.  
Air Time: 6 a.m.-12 mid.  
News Service: UP  
Transcription Service: Standard, World, Capitol
K T I P
PORTERVILLE—EST. 1946
KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: J. F. Tighe
Business Address: 207 Mill St.
Phone Number: 1285
Studio Address: Newcomb & Grand
Transmitter Location: 3 Mi. N. W. of Porterville
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capital, Associated
Representative: Gene Grant
Membership: NAB
President-Owner: J. F. Tighe
Gen. Station Sales Mgr.: Robert B. McGinnis
Program Director: Bob Clare
Music Director: Jim Tennyson
Chief Engineer: Granville Esch

K B L F
RED BLUFF—EST. 1946
Frequency: 1480 Kc. Power: 250 Watts
Owned By: KBLF Bcstg.
Business Address: P. O. Box 431
Phone Number: 354
Studio Address: Oak and Main Sts.
Transmitter Location: Red Bluff
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World
Representative: Donald Cooke, Gene Grant
Membership: NAB
Station Mgr.-Pgm. Dir.-Prod. Mgr.- Pub-Dir.-Farm Editor: Wm. B. Murphy
Chief Announcer: Harold Houston
Chief Engineer: Howard L. Parsons

K V C V
REDDING—EST. 1938
MBS—DON LEE
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address: Highway 99, South
Phone Number: 1646-7
Transmitter Location: Highway No. 99 South
Air Time: 6 a.m.-12 p.m.
News Service: UP
Transcription Service: Standard, Cole
Representative: W. S. Grant
President-General Mgr.: Hugh McClung
Station Manager: Fred M. Stuelpniegel
Commercial Manager: H. E. McCarty
Prog. Dir.: Lyle Mathis
Prom. Mgr.: Robert Hoskins
Chief Engineer: Russell Pope

K P R O
RIVERSIDE—EST. 1941
KBS
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Broadcasting Corporation of America
Business Address: 3401 Russell St.
Phone Number: Riverside 6290, San Bernadino 5157
Studio Address: 3401 Russell St., Riverside
480th 5th St., San Bernadino
Transmitter Location: 3401 Russell St.
Air Time: 5:30 a.m.-12:30 a.m.
News Service: AP
Transcription Service: Associated, World, MacGregor
Representative: John E. Pearson Co.
Membership: NAB, BMB
President-General Manager: W. L. Gleeson
Commercial Manager: Richard Williams
Program Director: Doris Mann
Publicity Director: William Simpson
Chief Engineer: Stan Reynolds

K C R A
SACRAMENTO—EST. 1944
NBC
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: Central Valleys Bcstg Co.
Business Studio Address: 604 Calif. State Life Bldg.
Phone Number: 2-0758
Transmitter Location: 3 mi. NW of town
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Capitol
Station Representative: Weed
Membership: NAB, BMB
Gen. Station Sales Mgr.: Ewing C. Kelly
Program Director: Robert R. Alexander
Chief Engineer: Marvin D. Myers

K F B K
SACRAMENTO—EST. 1923
ABC
Frequency: 1530 Kc. Power: 10,000 Watts
Owned-Operated By: McClatchy Bcstg. Co.
Business Studio Address: 708 I St.
Phone Number: 3-1745
Transmitter Location: 5 mi. W. of studio in Yolo County
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus
Representative: Paul H. Raymer
Membership: NAB, BMB
CALIFORNIA

President: Eleanor McClatchy
Station Manager: Leo O. Ricketts
Sales Manager: Dick Brothers
Program Manager: James Eakins
Traffic Manager: Howard Evanson
Publicity Director: Austin B. Chaney Jr.
Chief Engineer: Stan Sronce
Farm Editor: Charley Marshall
Chief, Bureau Special Events & News: Tony Koester

KROY
SACRAMENTO—EST. 1937
CBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harmco, Inc.
Business-Studio Address: Hotel Sacramento
Phone Number: 3252
Transmitter Location: 3402 65th St.
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: Associated
Membership: NAB
V.P.-Mgr.: Clyde F. Coombs
Commercial Manager: Benton Paschall
Program Director: William J. Ratcliff
Chief Engineer: Howard Martineau
Farm Editor: Scotty Mortland

KXOA
SACRAMENTO—EST. 1945
MUTUAL—MBS—DON LEE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Sacramento Broadcasters, Inc.
Business Studio Address: 1647—30th St.
Phone Number: 64728
Transmitter Location: 1647—30th St.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Associated, Langworth
Representative: Adam J. Young, Jr., Western Radio Adv.
Membership: NAB
President-Gen. Station Mgr.: Lincoln Deller
Commercial Sales Promotion Mgr.: Morton Sibley
Program Dir.-Prod. Mgr.: Lincoln W. Miller
Chief Engineer: Lincoln W. Miller

KSBW
SALINAS—1947
MBS—DON LEE
Frequency: 1380 Kc. Power: 1,000 Watts
Owned-Operated By: Salinas Bcstg Corp.
Business Address: Glikberg Bldg.
Phone Number: 21635
Transmitter Studio Location: Airport Rd.
Air Time: 6 a.m.-12 M., 7 a.m.-12 M. Sun.

KCSB
SAN BERNARDINO—EST. 1948
Frequency: 1350 Kc. Power: 500 Watts
Owned-Operated By: San Bernardino Valley Ectrs.
Studio Address: 770 Mill St. P. O. Box 486
Business Address: 200 Fleming Bldg.
4th and E Sts.
Transmitter location: 770 Mill St.
Phone Number: 6808
Air Time: 7 a.m.-6 p.m.
News Service: AP
Owner: Woodrow Miller
General Manager-Program Director: Richard T. Sampson
News and Sports Director: Ernie Peeler
Chief Engineer: Hal Elzik

KFXM
SAN BERNARDINO—EST. 1929
MBS—DON LEE
Frequency: 590 Kc. Power: 1000 Watts
Operated By: J. C. Lee and E. W. Lee
Business Studio Address: 512 Fifth St.
Phone Number: 4761
Transmitter Location: S. "E" St.
Air Time: 5:45 a.m.-12 M. Mon.-Fri.; 5:45 a.m.-12 M. Sat.
News Service: UP
Transcription Service: World
Representative: John Blal.
Co-Partners: J. C. Lee and E. W. Lee
Station Manager: Gene W. Lee
Sales Manager: Don Cummings
Program Director: Larry Shields
Publicity Director: E. W. Lee
Chief Announcer: Ernest J. Ford
Chief Engineer: George W. Ewing
Farm Editor: Howard Baichly

KITO
SAN BERNARDINO—EST. 1947
ABC
Frequency: 1290 Kc. Power: 1000 Watts
(C. P. 5000)
Business Studio Address: 569 Fourth St.
**CALIFORNIA**

Phone Number ........................................ 7807
Transmitter Location ............................. 1/4 Mi. E. of Stirling Ave., 1-4 Mi. north of Base Line
Air Time ........................................ 18 hrs. daily
News Service ........................................ UP
Transcription Service ....................... Capitol
Representative .............................. George P. Hollingsbery
President ................................... Carl E. Raymond
Station-Sales-Mgr. ......................... Maury A. Vroman
Pgm. Director-Prod. Mgr. ...... Charles B. Foll
Chief Engineer ............................ Owen Ford

**KRNO**
SAN BERNARDINO—EST. 1948

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: .Western Empire Bcfts., Inc.
Address ........................................ 990 Colton Ave
Phone Number ...................................... 2-4282
Transmitter Location ....................... 990 Colton Ave.
Air Time ...................................... 24 hrs. daily
News Service ...................................... AP
Transcription Service ................... Standard
President ................................... James W. Gerrard
V.P. & Gen. Mgr. ............................. Norman H. Rogers
V.P. & Chief Engineer ................. George W. Brock
Program Director .................. Dave Shaw
Chief Announcer .......................... Wyn Stewart
News Editor .................................. Jim Young
Traffic Director .......................... Marie Davis

**KFBM**
SAN DIEGO—EST. 1941

ABC

Frequency: 1450 Kc. (C. P. 550 Kc.)  Power: 250 Watts
Business Address-Studio Address .................. 1375 Pacific Blvd.
Phone Number .................................. Main 2114
Transmitter Location ...................... Spreckels Bldg.
Air Time ... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service ...................................... AP
Transcription Service ......... Standard, SESAC
Representative .................................. The Brantham Co.
President-Gen. Commercial Mgr. .... Jack Gross
Pgm. Director-Prod. Manager ... John Harrison
Publicity Director ................ Philomene Hempen
Chief Engineer ................... Robert E. Lee, Jr.

**KFSD**
SAN DIEGO—EST. 1926

NBC

Frequency: 600 Kc.  Power: 5000 Watts
Owned-Operated By: .Airfan Radio Corp.
Business Address .................. 326 Broadway
Phone Number ....................... Franklin 8353
Studio Address ..................... U. S. Grant Hotel
Transmitter Location ............. Emerald Hills
Air Time ............................... 6 a.m.-12 M.

**KGB**
SAN DIEGO—EST. 1928

MBS—DON LEE

Frequency: 1360 Kc.  Power: 1000 Watts
Owned-Operated By: .Don Lee Holding Co.
Address ........................................ 1017 First Ave.
Phone Number ................................... Franklin 6151
Transmitter Location ..................... Pickwick Hotel
Air Time ...................................... Unlimited
News Service ...................................... UP
Transcription Service ................ World
Representative .................................. John Blair & Co.
President ................................... Thomas S. Lee
General Manager .................... F. D. Ide
Commercial-Sales Promotion Manager .......... Hobby Myers
Production Manager .................. Jerry Lee Pecht
Program Director ...................... James Dillon
Chief Engineer ...................... William G. Collins

**KLK (CP)**
SAN DIEGO

Frequency: 750 Kc.  Power: 5000 Watts
Owned-Operated By: .Balboa Radio Corp.

**KSDJ**
SAN DIEGO—EST. 1946

CBS

Owned-Operated By: .Clinton D. MacKinnon
Business Studio Address ................ 5th & Ash Sts.
Phone Number ................................ Franklin 1315
Transmitter Location ..................... 62nd & El Cajon Blvd.
Air Time ... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service ...................................... UP
Transcription Service ......... Capitol, SESAC
Representative .................................. Free & Peters
Membership .................................. NAB
President-Owner-Gen. Mgr. ...... Clinton D. MacKinnon
Station Manager .................. Edgar L. Tidwell
Commercial Manager ............ Amos D. Baron
Sales Promotion Manager .... Fred T. Foster
Production Manager ............. Dean S. Long
Publicity Director ................ George Dawkins
Chief Announcer .................... Daniel Cubberly
Musical Director .................. Don Hatch
Chief Engineer ....................... Charles Sherburne
Farm Editor ......................... Howard Reddie

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KSON
SAN DIEGO—EST. 1947
KBS
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By ... Studebaker Bstg. Co.
Business Studio Address ... Maryland Hotel
Phone Number ................. Franklin 5175
Transmitter Location ....... Main & Rigel St.
Air Time ..................... 24 hrs. daily
News Service ................. AP
Transcription Service ...... Lang-Worth, Capitol, Cole
Representative .............. Homer Griffith
Membership .................... NAB
Executive Director ... John Gordon Studebaker
Gen. Station-Commercial Mgr. ... C. Frederic Rabell
Sales Promotion Mgr.-Pub. Dir............ Dorothy Johnson
Chief Announcer .............. Van Voorhis
Musical Director .............. Carl Greene
Chief Engineer ................ Bill Tomberlin

KUSN
SAN DIEGO—EST. 1947
Frequency: 1510 Kc. . . . . Power: 5000 Watts d.
1000 n.
Owned-Operated By ... San Diego Bstg. Co.
Business Studio Address ... 1029 Second Ave.
Phone Number ................. Main 2041
Transmitter Location ...... 83rd & Montezuma
Air Time ..................... 18 hrs daily
News Service ................. UP
Transcription Service. Associated, Lang-Worth
Representative ........ Forjoe
Membership .................... NAB
General Manager ............... Jack Heinitz
Station Mgr.-Commercial Mgr. ... Paul Jones
Pgm. Director ................. Wilson Edwards
Publicity Director ......... Diana Matthews
Chief Announcer .......... John Black
Chief Engineer ............... Vern Milton

KYOR
SAN DIEGO—EST. 1947
Frequency: 1130 Kc. . . . . Power: 250 d.; CP-5000
Owned-Operated By ... Silver Gate Broadcasting Co.
Address ..................... 399 W. Broadway
Phone Number ................. Franklin 9-5121
Transmitter Location ...... 399 W. Broadway
Air Time ..................... Sun-up to sun-down
News Service ................. AP
Transcription Service ...... MacGregor, Standard, SESAC
Representative .............. Grant
General Manager .............. John A. Bohn
Comm.-Prom. Mgr. .......... Pete Watts
Program Director .......... Wm. W. Phreaner
Chief Engineer ............... Ben Leff

KFRC
SAN FRANCISCO—EST. 1924
MBS—DON LEE
Frequency: 610 Kc. . . . . Power: 5000 Watts
Owned-Operated By ... Don Lee Bstg. System
Business-Studio Address ... 1000 Van Ness Ave.
Phone Number ................. Prospect 5-0107
Transmitter Location ...... 1000 Van Ness Ave.
Air Time. . . . . . . . . . . . . a.m.-12 M., Mon-Sat.: 7 a.m. to
12 M., Sun.
News Service ................ AP, INS
Transcription Service ...... World
Representative ............... John Blair
Membership .................... NAB
President .................... Thomas Lee
General Manager .............. William D. Pabst
Sales Manager ............... Merwyn L. McCabe
Sales Promotion Mgr.-Pub. Dir.... Robert L. Templeton
Program Dir.-Prod. Mgr. ....... Mel Venter
Chief Announcer .............. Lewis Pfeifer
Musical Director .............. Lyle Bardo
Chief Engineer ............... E. G. Underwood

KGO
SAN FRANCISCO—EST. 1924
ABC
Frequency: 810 Kc . . . . Power: 50,000 Watts
Owned-Operated By ... American Bstg. Co.
Business Address ............... 155 Montgomery St.
Phone Number ................. Exbrook 2-6544
Studio Address ............... Taylor & O'Farrell Sts.
Transmitter Location ...... Near Newark, Calif.
Air Time ..................... 18 1/2 hrs. daily
News Service ................. AP, INS, UP
Transcription Service ...... Standard, Associated
Capitol
Representative ............... ABC Spot Sales
Membership .................... NAB, BMB
President .................... Mark Woods
V.P. Western Div. ........... Don Searle
General Manager .............. Gayle V. Grubb
Sales or Commercial Mgr. ... Kirkham Toney
Sales Promotion-Prod. Mgr.-Pub. Dir.... Robert F. Laws
Program Director .............. Bloyce Wright
Chief Announcer .......... John Galbraith
Musical Director .............. Phil Bovero
Chief Engineer ............... A. E. Evans

KJBS
SAN FRANCISCO—EST. 1925
Frequency: 1100 Kc. . . . . Power: 1000 Watts
Owned-Operated By ... KJBS Bstsr. 
Business Studio Address ... 1470 Pine St.
Phone Number ................. Orkway 3-4148
Transmitter Location ...... 1470 Pine St.
Air Time ..................... 5 a.m.-local Sunset
News Service ................. AP, INS

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TRANSCRIPTION SERVICE: Standard, MacGregor, Lang-Worth, Associated
Representative: Headley-Reed
Membership: NAB
General-Station Mgr.: Edwin F. Franklin
Commercial Mgr.-Sales Promotion Mgr.: Stanley G. Breyer
Pgm. Dir.-Prod. Mgr.: Charles F. Pendleton
Musical Director: Mildred Bowyer
Chief Engineer: Wayne Berthold

K N B C
SAN FRANCISCO—EST. 1922
N B C
Frequency: 680 Kc. Power: 50,000 Watts
Phone Number: ...Grastone 4-8700
Transmitter Location: Belmont, Calif.
Air Time: 6 a.m.-1 a.m.
News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard
Representative: NBC Spot Sales
Membership: NAB, BMB
President (NBC): Niles Trammell
General-Station Manager: John W. Elwood
Sales Manager: Alfred W. Crapsey
Sales Promotion Manager: Miss Ethel Gilchrist
Program Director: Harry Bubeck
Publicity Director: John Thompson
Chief Announcer: Hal Wolf
Musical Director: Tony Freeman
Chief Engineer: Curtis Peck
Farm Editor: Henry Schacht

K Q W
SAN FRANCISCO—EST. 1912
C B S
Frequency: 740 Kc. Power: 5000 Watts
Owned-Operated By: Pacific Agricultural Foundation Ltd.
Business Address: 140 Jesse St.
Phone Number: Exbroom 2-3233
News Service: AP, UP
Transcription Service: MacGregor, Standard
Representative: Petry
President: Ralph R. Brunton
General Manager: C. L. McCarthy
Sales Manager: Richard E. Goebel
Program Director: Fred Ruegg
Promotion Manager: Walter S. Zahrt
Chief Engineer: Allan N. Cormack

K S A N
SAN FRANCISCO—EST. 1925
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Golden Gate Bcast. Co.
Business Studio Address: 1355 Market St.
Phone Number: Market 1-8171

Transmitter Location: 1355 Market St.
Air Time: Mon. thru Sat: 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun
News Service: AP
Transcription Service: Lang-Worth
Representative: William Rambeau
Membership: NAB
President: S. H. Patterson
Gen. Station Manager: Lee Mikesell
Pgm. Dir.-Prod. Mgr.: Clint Sherwood
Chief Engineer: Norwood Patterson

K S F O
SAN FRANCISCO—EST. 1925
Frequency: 560 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: The Associated Bcastrs., Inc.
Business Studio Address: Mark Hopkins Hotel
Phone Number: Exbroom 2-4567
Transmitter Location: Islas Creek, Pier 92
Air Time: 10 1/2 hrs. daily
News Service: INS, UP
Transcription Service: Standard, Associated
Representative: NAB, BMB
President: W. I. Dunn
V.P.-Gen. Station Mgr.: Philip G. Lasky
Sales or Commercial Mgr.: John C. Campbell
Promotion Mgr.-Pub. Dir.: Patricia Harris
Pgm. Dir.-Prod. Mgr.: Keith Kerby Lakin
Dir. of Engineering: A. E. Towne
Farm Editor: Herb Kennedy

K Y A
SAN FRANCISCO—EST. 1926
1000 n.
Owned-Operated By: Palo Alto Radio Station, Inc.
Business Studio Address: Hearst Bldg., Third & Market Sts.
Phone Number: Douglas 2-2536
Transmitter Location: Candlestick Pt., Bay View Park
Air Time: 5:30 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service: AP, INS, UP
Transcription Service: World
Representative: Adam J. Young, Jr.
Membership: NAB
Owner: Dorothy S. Thackrey
President: Bartley C. Crum
Exec. V.P.-Gen. Station Mgr.: Don Fedderson
Commercial-Sales Promotion Mgr.: David E. Lundy
Program Director: Verne Wilson
Production Manager: Lu Hurley
Chief Engineer: Paul C. Schulz

(See Page 326)
KSGN
SANGER—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio Sanger Co.
Business Address: P. O. Box 338
Phone Number: 490
News Service: UP
Transcription Service: World
Representative: General Manager: Edward L. Terry
Commercial Manager: Albert Blain
Program Director: Wilson Monroe
Chief Engineer: Lyman Treaster

KEEN
SAN JOSE—EST. 1947

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: United Bcstg. Co., Inc.
Business Address: Hotel De Anza
Phone Number: Columbia 1370
Transmitter Location: Wayne Ave. & Oakland Highway
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Associated, McGregor
Representative: Forjoe
Membership: NAB
President: George M. Mardikian
Vice Pres. & Genl. Mgr.: Floyd Farr
Seyc-Treas. & Pgm. Mgr.: George Snell
Publicity Director: Harold Woolley
Chief Announcer: Tom Duggan
Musical Director: Myra Mosher
Chief Engineer: John S. Stevens
Farm Editor: Alan Armer

KLOK
SAN JOSE—EST. 1946

Frequency: 1170 Kc. Power: 5000 Watts
Owned-Operated By: Valley Bcstg Co.
Business Address: 40 W. San Antonio St.
Phone Number: Columbia 1483
Studio Address: Rt. 3, Box 323A
Transmitter Location: King Rd. at Aborn
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Capital
Station Representative: Donald Cooke, Gene Grant
Membership: NAB, BMB
General Manager: E. L. Barker
Sales Manager: R. E. Ryan
Program Director: Ruth Poindexter
Chief Engineer: J. T. Bindner
Farm Editor: H. McKenzie

KQW
SAN JOSE—EST. 1912
CBS

Frequency: 740 Kc. Power: 5,000 Watts
Owned-Operated By: Pacific Agricultural Foundation, Ltd.
Business Studio Address: 140 Jessie St.
San Francisco, Calif.
Phone Number: EXbrook 2-3233
Transmitter Location: Alviso, Calif.
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: Standard, MacGregor
Representative: Edward Petry
Membership: NAB
President: Ralph R. Branton
Gen. Station Manager: C. L. McCarthy
Sales or Commercial Mgr.: Richard E. Goebel
Sales Prom. Mgr.-Pub. Dir.: Walter S. Zahrt
Program Director: Fred Ruegg
Musical Director: Ray Hackett
Chief Engineer: Alan N. Cormack
Farm Editor: Bert Buzzini

KSJO
SAN JOSE—EST. 1946

Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By: Santa Clara Bcstg. Co.
Business Address: P. O. Box 995
Phone Number: Ballard 3660
Transmitter Studio Loc.: Story and Lucretia Avenues
Air Time: Unlimited
News Service: UP
Transcription Service: World, Standard
Representative: W. S. Grant
Membership: NAB
Gen. Station Manager: Donald H. Telford
Sales Promotion Manager: Frank Kilpatrick
Pgm-Musical Dir.: Farm Editor: Norman Paul
Production Manager: Ralph Rogers
Publicity Director: Charles F. Mollary
Chief Announcer: Ralph Rogers
Chief Engineer: Larry King

KXRX (CP)
SAN JOSE

Frequency: 1500 Kc. Power: 1000 Watts
Owned-Operated By: San Jose Bcstg. Co.
Business Address: 266 S. First St.
Phone Number: Columbia 1397
President: Joe E. Levitt

KPIK
SAN LUIS OBISPO—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Business Studio Address: 1130 Garden St.
Phone Number: 3171
TRANSMITTER LOCATION: .500 Price St.
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: .UP
Transcription Service: .World, Capitol
Station Representative: .Tracy Moore
Membership: .NAB
Gen. Station Mgr.-Pgm. Dir.: .James L. Harris
Commercial Sales Promotion Mgr.: .Aram S. Rejebian
Production Manager: .William Schember
Chief Engineer: .Charles C. Squires
Farm Editor: .Albert Auf der Heide

KVEC
SAN LUIS OBISPO—EST. 1937

MBS-DON LEE—KBS
Frequency: 920 Kc. . . . Power: 1000 Watts d.: 500 n.
Owned-Operated By: .The Valley Electric Co.
Phone Number: .1100-1
Transmitter Location: .1½ mi. N. of San Luis
Obispo on Roosevelt Highway
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: .AP
Transcription Service: .Thesaurus, Standard
Representative: .W. S. Grant
Membership: .NAB
President-Owner: .Christina M. Jacobson
Gen. Station Mgr.: .Les Hacker
Commercial Promotion Mgr.-Pub. Dir.: .Joe Shuttleworth
Program Director-Prod. Mgr.: .Robert Wilton
Chief Announcer, Musical Dir.: .John Ferm
Chief Engineer: .Earle Travis
Farm Editor: .Dick Maphei

KSMO
SAN MATEO—EST. 1947

Frequency: 1550 Kc. . . . Power: 1000 Watts
Owned-Operated By: .Amphlett Printing Co.
Address: .811 “B” St.
Phone Number: .4-2594
Transmitter Location: .E. Bayshore Highway
Air Time: .18 hrs. daily
News Service: .AP
Transcription Service: .Standard, Lang-Worth
Representative: .George D. Close, Inc.
President: .J. Hart Clinton
General Manager: .John H. Schacht
Program Director: .W. Bill DeMarco
Chief Engineer: .H. Nell Black

KVSM
SAN MATEO—EST. 1946

Frequency: 1050 Kc. . . . Power: 250 Watts
Owned-Operated By: .The San Mateo County Bcsts.
Business Studio Address: .279 Baldwin Ave.

Telephone: .4-2585, 4-2541
Transmitter Location: .Third Ave. at Seal Creek
Air Time: .Local sunrise-local sunset
News Service: .UP
Transcription Service: .Capitol, Associated, SESAC
Representative: .Donald Cooke, Gene Grant
Membership: .NAB
President: .Hugh H. Smith
Gen. Station Manager: .Gordon D. France
Commercial Manager: .Robert M. Bruce
Sales Promotion Manager: .W. H. Ellerman
Publicity Director: .Frank M. Campbell
Chief Announcer: .Aaron Edwards
Musical Director: .Ingeborg North
Chief Engineer: .Merwyn F. Planting

KTIM
SAN RAFAEL—EST. 1947

KBS
Frequency: 1510 Kc. . . . Power: 1000 Watts
Business Studio Address: .1117 Fifth Ave.
Phone Number: .1510
Transmitter Location: .College Ave., Kentfield, Calif.
Air Time: .Local sunrise-local sunset
News Service: .AP
Transcription Service: .Lang-Worth
Membership: .NAB, BMB
President: .Roy A. Brown
V.P.-Gen. Station Mgr.: .Ernest L. Smith
Commercial Sales Promotion Mgr.: .Alan B. Johnstone
Program-Pub. Dir.: .Beth McVicar
Prod. Mgr.-Farm Editor: .Gordon Greb
Chief Announcer: .Robert L. Alberson
Musical Director: .Mary Ellen Shelton
Chief Engineer: .Melvin H. Murphy

KVUE
SANTA ANA—EST. 1926

MBS-DON LEE
Frequency: 1480 Kc. . . . Power: 1000 Watts
Owned-Operated By: .The Voice of the Orange Empire, Inc., Ltd.
Business Address: .206-N. Main St.
Phone Number: .4209, 4901-R
Transmitter Studio Location: .12531 East Willowick Drive—Santa Ana, Calif.
Air Time: .7 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
Transcription Service: .Standard, MacGregor, SESAC
Representative: .W. S. Grant
Membership: .NAB, BMB
President-Gen. Station Mgr.: .Ernest L. Spencer
Commercial Manager: .L. S. Nicholson
Sales Promotion Manager: .Carol Jean Young

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Publicity Director .......................... Ames Fisher  
Chief Announcer ............................ Lesley Chaffield  
Chief Engineer ............................. W. S. Wiggins  
Farm Editor ............................... Lynn Thomas

**KDB**  
SANTA BARBARA—EST. 1921  
MBS—DON LEE  
Frequency: 1490 Kc. . . . . . . Power: 250 Watts  
Owned-Operated By ........................ Don Lee Bcstg. System  
Business-Studio Address ............................... 1309 State St.  
Phone Number ......................................... 4131  
Transmitter Location .......................... E. Haley St.  
Air Time ..................................... 6:30 a.m.-12:15 p.m.  
News Service ................................ UP  
Transcription Service ............................ UP  
Representative ................................. World  
President ...................................... John Blair  
General Manager ............................... Lewis Allen Weiss  
Station Manager ................................ Edward K. Kemble  
Sales Manager .................................. James S. Blomfield  
Program Director .............................. Donald Roberts  
Chief Announcer ............................... George Humphrey  
Chief Engineer ................................. Forrest Chohate

**KIST**  
SANTA BARBARA—EST. 1946  
NBC  
Frequency: 1340 Kc. . . . . . . Power: 250 Watts  
Owned-Operated By ........................ Harry C. Butcher  
Business-Studio Address ..................... Balboa Bldg.  
Phone Number .................................... 3981-2-3  
Transmitter Location ........................... 735 State St.  
Air Time ........................................ 6 a.m.-12 M.  
News Service ................................... UP  
Transcription Service ............................ Associated, Capitol  
Representative ................................. Joseph Hershey McGillvra  
Membership ...................................... NAB, BMB  
President-Owner ............................... Harry C. Butcher  
General-Station Manager, Commercial  
Manager .......................................... Fin Hollinger  
Sales Promotion Manager, Publicity  
Director ........................................ Gordon Hittenmark  
Program Director .............................. Mary Ann Casey  
Production Manager ............................. James McBride  
Chief Announcer ............................... Stan Sauressig  
Chief Engineer ................................. Philip C. Little

**KTMS**  
SANTA BARBARA—EST. 1937  
ABC  
Frequency: 1250 Kc. . . . . . . Power: 1000 Watts  
Owned-Operated By ............................ Santa Barbara News-Press Publishing Co.  
Business-Studio Address ..................... de la Guerra Plaza  
Phone Number .................................... 6111  
Transmitter Location .......................... Goleta, Calif.  
Air Time ....................................... 171/2 hrs. daily  
News Service ................................... AP  
Transcription Service ............................ Lang-Worth

**KRUZ (CP)**  
SANTA CRUZ  
Frequency: 1460 Kc. . . . . . . Power: 1000 Watts  
Owned-Operated By ............................ Monterey Bay Broadcast Co.  
Business Address ............................... 133 Middlefield Rd., Palo Alto  
Partners ...................................... L. John Miner, Taft R. Wrathall, Grant R. Wrathall

**KSCO**  
SANTA CRUZ—EST. 1947  
Frequency: 1080 Kc. . . . . . . Power: 1000 watts  
Owned-Operated By ............................ Radio Santa Cruz  
Business Address ............................... 21 Locust St.  
Partners ...................................... Charles Vernon Berlin, Fred D. McPherson, Jr., Mahlon D. McPherson

**KCOY**  
SANTA MARIA—EST. 1947  
ABC—TRI-COUNTY NETWORK  
Frequency: 1400 Kc. . . . . . . Power: 250 Watts  
Owned-Operated By ............................ News-Press Publishing Co.  
Business-Studio Address ..................... 114 W. Cook St.  
Phone Number .................................... 104  
Transmitter Location .......................... N. Blosser Rd.  
Air Time ....................................... 6:30 a.m.-11 p.m.  
News Service ................................... AP  
Transcription Service ............................ Lang-Worth  
Representative ................................. Paul H. Raymer  
Membership ...................................... NAB, BMB  
Chief Executives ............................... Thomas M. Storke, Charles A. Storke  
General Manager ............................... Frank B. Weltmer  
Commercial Manager ............................ Kenneth Morton  
Program Director .............................. Duane F. Johnson  
Chief Announcer ............................... Rick Cuetara  
Chief Engineer ................................. Emmet Ferguson  
Farm Editor ................................. Don Russell

**KSMA**  
SANTA MARIA—EST. 1946  
Frequency: 1450 Kc. . . . . . . Power: 250 Watts  
Operated By ..................................... Hugh G. Shurtleff  
Address ........................................ Post Office Box 407  
Phone Number ..................................... 24
Transmitter Location: One Mile No. of Santa Maria
Transcription Service: Associated
Representative: Homer Griffith Co.

KOWL
SANTA MONICA—EST. 1947
Frequency: 1580 Kc. Power: 5000 Watts d.
Owned-Operated By: Arthur H. Croghan
Business-Studio Address: Ambassador Hotel
Phone Number: 5-1580
Transmitter Location: 11837 Charnock Rd.
Los Angeles 25, Calif.
Air Time: Local sunrise-local sunset
News Service: Local
Transcription Service: Associated, Standard
Representative: The Walker Co.
Membership: NAB
Owner, Commercial-Sales Promotion
Manager: Arthur H. Croghan
General-Station Manager, Program Director,
Production Manager: Clay Osborne
Chief Announcer: Warren K. Deem
Chief Engineer: John Morecroft

KSAP
SANTA PAULA—EST. 1948
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Ventura County Radio Center, Inc.
Business-Studio Address: Box 112
Phone Number: 1400
Transmitter Location: W. Main St. & Middle Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Associated, World, Cole
Membership: NAB, BMB
General-Station-Sales Promotion
Manager: F. Clinton Jones
Chief Engineer: Maj. Claude Turner
Agricultural Dir.: Montague Everett

KSRO
SANTA ROSA—EST. 1937
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: Mrs. Ruth W. Finley
Business-Studio Address: P. O. Box 570.
425 Mendocino Avenue
Phone Number: 110
Transmitter Location: Finley Ave.
Air Time: 6:30 a.m.-11 p.m.
News Service: AP, UP
Transcription Service: Lang-Worth, MacGregor, Cole
Representative: W. S. Grant Co.
Membership: NAB, BMB
President-Owner: Mrs. Ruth W. Finley
General-Station Manager: Eddie Handley
Commercial-Sales Promotion
Manager: Lee Fleming

KGIL
SHERMAN OAKS—EST. 1947
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: San Fernando Valley Bcstg. Co.
Business Address: 4919 Van Nuys Blvd.
Phone Number: 5-6291
Studio Addresses: 4919 Van Nuys Blvd., Santa
Oaks: 14808 Lassen St., Santa Fernando, Calif.
Transmitter Location: 14808 Lassen St., Santa
Fernando, Calif.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Capitol, Standard
Membership: NAB
President-General Manager: J. G. Paltridge
Program Director: Bob Seal
Chief Announcer: Jim Powell

KGD M
STOCKTON—EST. 1926
CBS
Frequency: 1140 Kc. Power: 5000 Watts
Owned-Operated By: E. F. Peffer
Business-Studio Address: 519 E. Market St.
Phone Number: 4-4551
Transmitter Location: Highway 99, 3 mi. from
Stockton
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: World
Representative: John Blair
Membership: NAB
President-Owner, General
Manager: E. F. Peffer
Station Manager: E. Smith
Commercial Manager, Chief
Announcer: Bill Hill
Sales Promotion-Production
Manager: B. Lange
Program Director: Velma Swan
Publicity Director: E. Smith
Musical Director: Lillian Best
Chief Engineer: Roy Green
Fm. Editor: Cliff Hagen

KSTN (CP)
STOCKTON
Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By: San Joaquin Bcstg. Co.
Business Address: 311 California St., San Francisco
Partners: A. Dwight Newton, W. H. Wood,
A. John Anton, Charles F. Green
KWG
STOCKTON—EST. 1921
ABC
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... McClatchy Bcstg. Co.
Business Address.....Hotel Wolf
Phone Number .......... 5-5728
Studio Addressees... Hotel Wolf, also Weber
and E. Sta.
Transmitter Location... Weber and E Sta.
Air Time ...... 6 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service .......... AP, UP
Transcription Service... Capitol, MacGregor,
SESAC
Representative........... Paul H. Raymer
Membership.............. NAB, BMB
President ............ Eleanor McClatchy
Station Manager...... Howard L. Bailey
Program Director..... James E. Longe
Publicity Director.... Gail K. Mayers
Chief Engineer....... Russell Bennett
Farm Editor......... John Mackenzie

KXOB
STOCKTON—EST. 1947
MBS—DON LEE
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By... Valley Bcstg. Co.
Business-Studio Address... 2013 Pacific Ave.
Phone Number .......... 5-5896
Transmitter Location... Beyer Lane
Air Time ...... 6 a.m.-12 M.
News Service .......... UP
Transcription Service... Associated
Representative.... Adam Young, Jr., Western
Radio Adv., Inc.
Membership.............. NAB
President ............ Lincoln Dolar
Station-Commercial Manager... Herb Ferguson
Program Director..... Earle Russell
Chief Technician....... Walt Berger

KUSUH (CP)
SUSANVILLE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Hollowell & McKahan
News Service .......... UP

KTKR (CP)
TAFT
Owned-Operated By... Taft Bcstg. Co.
Business Address..... Box 125 Rt. 2, Visalia
Partners........ Kenneth Aikin, Geo. J. Tschumy

KCOK
TULARE—EST. 1945
MBS—DON LEE—CALIFORNIA "A" GROUP
Frequency: 1240 Kc. Power: 250 Watts
Owned Operated By.... Herman Anderson
Business Address...... P. O. Box 119
Phone Number .......... 800-1
Transmitter-Studio Location... Mooney Blvd.
Air Time ...... ..5 a.m.-12 M.
News Service .......... UP
Transcription Service... Associated, SESAC
Representative... Adam J. Young, Jr., Western
Radio Adv., Inc.
Membership.............. NAB, BMB
President-Owner...... Herman Anderson
General Manager..... Sheldon Anderson
Station-Commercial-Sales Promotion
Manager.............. Richard A. Wegener
Program Director, Production Manager,
Farm Editor........... Joe C. Drilling, Jr.
Publicity Director.... Wanda Woods
Chief Announcer..... Paul Freiman
Musical Director...... Paul Salvo
Chief Engineer....... James Morrison

KUKH (CP)
UKIAH
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Wm. Edwin Richardson

KGYW
VALLEJO—EST. 1947
Frequency: 1190 Kc. Power: 250 Watts
Owned-Operated By... California-Nevada Bcstg. Co.
Business-Studio Address... 141 Highway 29
Phone Number .......... Vallecito 3-5667
Transmitter Location... 141 Highway 29
Air Time ...... Local sunrise-local sunset
News Service .......... UP
Transcription Service... Lang-Worth
Representative........ Tracy Moore
General-Station Manager... David McKay
Program Director...... Betty Barnum
Chief Engineer....... Kenneth Owen
News Editor........... Jack Borges

KVEN (CP)
VENTURA
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Coast Ventura Co.

KVVC (CP)
VENTURA
Frequency: 1590 Kc. Power 1000 Watts
Owned-Operated By... Voice of Ventura Co.
Business Address...... Ventura Hotel
K HUB
WATSONVILLE—EST. 1937
UNITED PACIFIC NET.
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . L. E. Gibson
Business-Studio Address . . . . Atkinson Lane
Phone Number . . . . 1700
Transmitter Location . . . . Atkinson Lane
Time . . . . 6:30 a.m.-11 p.m.
News Service . . . . AP
Transcription Service . . . . World, Capitol
Representative . . . . W. S. Grant
Membership . . . . NAB
President-Owner . . . . L. E. Gibson
Program Director . . . . Don DeWald
Chief Engineer . . . . Rod Richards

KSB
K HUB
WATSONVILLE—EST. 1937
UNITED PACIFIC NET.
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . L. E. Gibson
Business-Studio Address . . . . Atkinson Lane
Phone Number . . . . 1700
Transmitter Location . . . . Atkinson Lane
Time . . . . 6:30 a.m.-11 p.m.
News Service . . . . AP
Transcription Service . . . . World, Capitol
Representative . . . . W. S. Grant
Membership . . . . NAB
President-Owner . . . . L. E. Gibson
Program Director . . . . Don DeWald
Chief Engineer . . . . Rod Richards

CALL LETTERS TO BE ASSIGNED
(C.P.)
WOODLAND
Frequency: 930 Kc. . . . Power: 1000 Watts d.
Owned-Operated By . . . . Yolo Bstg. Co.
Partners . . . . T. E. Brown, Neal Chanler

KSYC
YREKA—EST. 1947
EBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . Siskiyou County Bstg. Co.
Business Address . . . . P. O. 597
Phone Number . . . . 624
Transmitter-Studio Location . . Lawrence Lane & South Oregon St.
Air Time . . . . 7 a.m.-10 p.m.
News Service . . . . AP
Transcription Service . . . . Keystone, World
Membership . . . . NAB, BMB
President . . . . E. G. Millbourn
General Manager . . . . Hoyt Wardrip
Station-Commercial-Sales Promotion Manager . . . . John Daniels
Publicity Director . . . . Jack Wagner
Production Manager . . . . Jack Matranga
Chief Announcer, Musical Director . . . . Jack Mitchell
Chief Operator . . . . Carl Arndt

KUBA (CP)
YUBA CITY
Frequency: 1600 Kc. . . . Power: 500 Watts
Owned-Operated By . . . . Peach Bowl Broadcasters

KIN
VISALIA—EST. 1946
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . KKIN, Inc.
Address . . . . 119 E. Acequia St.
Phone Number . . . . 456
Transcription Location . . . One mile N. of Visalila
Time on the Air . . . . 6:00 a.m. to 12 midnight
News Service . . . . UP
Transcription Service . . . . Capitol, C. P. McGregor
Standard Representative . . . . Forjoe & Co.
President-Owner . . . . D. O. Kinnie
Gen.-Commercial Mgr. . . . Stanley S. Simpson
Program Director . . . . Lyman Patterson
Program Manager . . . . George Flansburg
Chief Engineer . . . . Kenneth Atken

KTOK
VISALIA—EST. 1937
ABC
Frequency: 940 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . Tulare-Kings Counties Radio Associates
Business Address . . . . Box 511
Phone Number . . . . 575-6
Transmitter-Studio Location . . 134 mi. SW of Visalila
Air Time . . . . 5:45 a.m.-12 M.
News Service . . . . AP
Transcription Service . . . . Lang-World, World
Representative . . . . Wm. Rambeau Co.
Membership . . . . NAB, BMB
General-Station Manager . . . Charles P. Scott
Commercial Manager . . . . Millard Kibbe
Sales Promotion Manager . . . . Jean Banks
Program Director, Production Manager . . . . George Lindsay
Publicity Director . . . . Chas. Nite
Chief Announcer . . . . Ben Ott
Chief Engineer . . . . Herbert Stratton
Farm Editor . . . . John Daniels
KGIW
ALAMOSA—EST. 1929
KBS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By..............E. L. Allen
Address........................Alamosa
Phone Number....................26
Air Time.........................7:00 a.m. to 9:30 p.m.
News Service.....................UP
Pres.-General Mgr..............E. L. Allen
Comm. Mgr., Program Dir......Lloyd Allen
Chief Engineer..................George H. Kettle

KBOL
BOULDER—EST. 1947
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By..............Boulder Radio KBOL, Inc.
Business-Studio Address........1617 Pearl
Phone Number....................1490
Transmitter Location..........29th & Pearl
Air Time.........................7 a.m.-11 p.m.
News Service.....................AP
Transcription Service........Standard, Lang-Worth
Membership......................NAB
President-Owner or Chief....Homer Griffith
Executive.......................Herb Hollister
General-Station Manager......Jack Todd
Sales Manager...................Russel Shaffer
Program Director.............Ros Roulston
Chief Engineer................Blair E. Dobbins

KRLN
CANON CITY—EST. 1947
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By..............Royal Gorge Bcstg. Inc.
Business-Studio Address........1615 Central Ave.
Phone Number....................1100
Transmitter Location...........1615 Central Avenue,
Canon City, Colorado
Air Time.........................7 a.m.-7 p.m.
News Service.....................UP
Transcription Service..........Bcq, BMI
Representative..................Homer Griffith
President, General-Station-Sales
Manager.........................Raymond M. Beckner
Program Director, Production Manager.
Musical Director..............G. C. Underhill
Chief Engineer..................John L. Antic
Farm Editor.....................R. M. Beckner

KCSM (CP)
COLORADO SPRINGS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By..............James L. Frank
Business Address.............155 E. 48th St., N. Y., N. Y.

KRDO
COLORADO SPRINGS—EST. 1922
CBS
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By..............Pikes Peak Bcstg. Co.
Business-Studio Address........118 N. Cascade Ave., Alta Vista Hotel
Phone Number....................Main 1125
Transmitter Location..........Cascade & Kiowa
Air Time.........................6 a.m.-12 M., 8 a.m.-12 M. Sun.
News Service.....................AP
Transcription Service.........Standard, Lang-Worth
Representative................Homer Griffith
Membership......................NAB
President, General-Station
Manager.........................Joseph H. Rohrer
Commercial-Sales Promotion Manager,
Publicity Director.............Cecil Seavey
Program Director..............Beth Forcum
Production Manager............Ed Lewis
Chief Announcer.................Ed Lewis
Musical Director..............Jean Gitz
Chief Engineer................Joseph H. Rohrer
Farm Editor.....................Bill Totten

KVOE
COLORADO SPRINGS—EST. 1922
Frequency: 1300 Kc........Power: 1000 Watts
Owned-Operated By..............Out West Bcstg. Co.
Business-Studio Address........800 Exchange National Bank Bldg.
Phone Number....................Main 278
Transmitter Location...........2803 E. Platte Ave.
Air Time.........................6:30 a.m.-11:30 p.m., 6:30 a.m.
12 M., Sat.
News Service.....................AP
Transcription Service.........World
Representative..................The Katz Agency
President.........................E. K. Gaylord
Station Manager.................Everett Shupe
Program Director, Farm
Editor.........................Conrad M. Brown
Chief Engineer...................M. C. Strang

KRAI (CP)
CRAIG
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By..............Newel S. Cahoon
CALL LETTERS TO BE ASSIGNED (C.P.)

DENVER

Frequency 980 Kc..... Power: 1000 Watts d.
Owned-Operated By.....Landon Bstg. Co.
Owner ..................Alf M. Landon

K F E L

DENVER—EST. 1923

MBS

Frequency: 950 Kc..... Power: 5,000 Watts
Owned-Operated By . Eugene P. O’Fallon, Inc.
Business-Studio Address . Albany Hotel
Phone Number .................. ALpine 4681
Transmitter Location ..5350 W. 20th St.
Air Time ....... 24 hrs. daily
News Service ..................AP, INS
Transcription Service .... Standard, Associated, Cole, SESAC
Representative ................. John Blair
Membership ..................NAB
President-Owner, General Manager . Gene O’Fallon
Station Director .............. Frank Bishop
Commercial Manager ........... Mark Crandall
Sales Promotion Manager, Publicity Director .... Leo Fremont
Program Director, Production Manager

Musical Director ............. Paul Godt
Chief Announcer .................. Norman Teska
Chief Engineer ................. Tom G. Morrissey
Farm Editor .................. Gus Swanson

K L Z

DENVER—EST. 1922

CBS

Frequency: 560 Kc..... Power: 5000 Watts
Owned-Operated By .... KLZ Bstg. Co.
Business-Studio Address. Shirley-Savoy Hotel
Phone Number .................. Main 4271
Transmitter Location .Englewood, Colo.
Air Time ........ 6 a.m.-12:15 a.m.
News Service .............. AP, INS
Transcription Service . Standard, Capitol
Representative . The Katz Agency
Membership .................. NAB, BMB
President ..................... E. K. Gaylord
General Manager ............ Edgar T. Bell
Station Manager .......... Hugh B. Terry
Sales or Commercial Mgr ... R. Main Morris
Promotion Manager ......... Lee Fondren
Program Director, Production Manager .......... Charles Roberts
Musical Director .......... Lester Weelans
Chief Engineer ....... Harvey Wehrman
Farm Editor .................. Lowell Watts

Ask A John Blair Man!

HE CAN OFFER YOU SPOTS IN LOCALLY-PRODUCED PROGRAMS LIKE THESE ON KFEL IN DENVER

Welcome Ladies"
11:15 a.m. to 12 noon
MONDAY THRU FRIDAY

"The RAY PERKINS SHOW"
2:30 - 4:30 p.m.
MON. thru SAT.

Rush Hughes
"SONG AND DANCE PARADE"
6:00 - 6:30 p.m.
MONDAY THRU FRIDAY

Managed by Gene O'Fallon Since 1923 • Represented by Blair Since 1937

352
K MYR  
DENVER—EST. 1941  
Frequency: 1340 Kc. Power: 250 Watts 
Owned-Operated By: KMYR Bscstg. Co. 
Business-Studio Address: 1628 Stout St. 
Phone Number: MAIN 4161 
Transmitter Location: 1626 Stout Street 
Air Time: 6 a.m.-12 M., 6:30 a.m.-12 M. Sun. 
News Service: AP, INS, UP 
Transcription Service: Thesaurus, Associated Representative 
Membership: NAB, BMB 
President: John L. Stout 
General Station Manager: Lloyd E. Yoder 
Commercials Manager: James R. MacPherson 
Sales Promotion Manager: Randolph Smith 
Program Director: Clarence Moore 
Production Manager: Earl C. Ferguson 
Publicity Director: Donald E. Allen 
Musical Director: Milton Shrednik 
Chief Engineer: Robert H. Owen 
News Editor: William Glines 
Transmitter Location: 53rd & Pecos (North of Denver) 
Air Time: 18½ hrs. 
News Service: UP 
Transcription Service: Lang-Worth, Col. Associated Representative: Free & Peters 
Membership: NAB 
President: Wm. D. Pyle 
Station Manager: T. C. Ekrem 
Sales Promotion Manager: Con Hecker 
Program Director: V. W. Corbett 
Publicity Director: Ben H. Stanton 
Chief Engineers: W. D. Pyle, T. C. Ekrem 
Farm Editor: Leslie Stark

K IOA  
DENVER—EST. 1924  
NBC 
Frequency: 850 Kc. Power: 50,000 Watts 
Owned-Operated By: National Bscstg. Co., Inc. 
Business-Studio Address: 1625 California St. 
Phone Number: MAIN 6211 
Transmitter Location: Aurora, Colo. 
Air Time: 5:30 a.m.-12 M., 6:30 a.m.-12 M. Sun. 
News Service: AP, INS, UP 
Transcription Service: Thesaurus, Associated Representative 
Membership: NAB, BMB 
President: Niles Trammell 
General Station Manager: Lloyd E. Yoder 
Commercials Manager: James R. MacPherson 
Sales Promotion Manager: Randolph Smith 
Program Director: Clarence Moore 
Production Manager: Earl C. Ferguson 
Publicity Director: Donald E. Allen 
Musical Director: Milton Shrednik 
Chief Engineer: Robert H. Owen 
News Editor: Harley Renollet

K COL  
FT. COLLINS—EST. 1947  
ABC  
Frequency: 1400 Kc. Power: 250 Watts 
Owned-Operated By: The Northern Colorado Bscstg. Co. 
Business-Studio Address: 1600 La. Porte Ave. 
Phone Number: 2600 
Transmitter Location: 1600 La Porte Ave. 
Air Time: 6 a.m.-12 M., Mon.-Sat., 7:30 a.m.-12 M. Sun. 
News Service: AP 
Transcription Service: Standard Representative 
Membership: NAB, BMB 
President, General Station Manager: Douglas D. Kahle 
Commercial-Sales Promotion Manager: Dave Schlothauer 
Program-Publicity Director: Jack Hitchcock 
Production Manager, Musical Director: Harry Parkinson 
Chief Engineer: Harold Austin 
News Editor: Max Brown
KEXO (CP)
GRAND JUNCTION
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Voice of Western Colo.
Business Address: 2208 North Ave.
News Service: UP
Transcription Service: Capitol, Cole, Thesaurus
President: D. Spencer Grow
Program Director: Bob Collins

KFXJ
GRAND JUNCTION—EST. 1926
MBS-KBS
Owned-Operated By: Western Slope Bcstg. Co.
Business-Studio Address: Hillcrest Manor
Phone Number: Grand Junction 1300-1301
Transmitter Location: Hillcrest Manor
Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service: UP
Transcription Service: Standard, SESAC, Cole, Lang-Worth
Representative: Hal Holman; Homer Griffith
Membership: NAB, BMB
President, General-Station Manager: Rex Howell
Auditor: Chas. Howell
Sales Promotion Manager: Helen Rose
Traffic-Publicity Director: Rosal Lee Samuels
Production Manager, Chief Announcer: Jack Lund
Chief Engineer: Chas. Hay

KFKA
GREELEY—EST. 1921
Frequency: 910 Kc. Power: 1000 Watts
Owned By: Mid-Western Radio Corp.
Operated By: Radio Station KFKA
Business-Studio Address: 620—8th Ave.
Phone Number: 450
Transmitter Location: Highway 85, N. of Greeley
Air Time: Shares Time
News Service: UP
Transcription Service: Lang-Worth, Cole
Representative: Thomas F. Clark
President, General Manager: Francis Price
Program Director: Robert W. Jones
Chief Announcer: Keneth Perry
Chief Engineer: Harry P. Brewer
Farm Editor: Carl Jordan

KOKO
LA JUNTA—EST. 1937
KBS
SOUTHERN COLORADO NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Southwest Bcstg. Co.
Business Address: P. O. Box 225
Phone Number: 42
Air Time: 7:15 a.m. to 3:00 p.m.;
5:30 p.m. to 10:00 p.m.

KLMR (CP)
LAMAR
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Southeast Colorado Bcstg. Co.
Business Address: North Santa Fe Trail
Phone Number: 804
President: Ralph E. Eaton
Vice President: W. R. Henry
Secy.-Treas.-Mgr.: L. K. Christolear
Program Director: Robert L. McGrath

KUBC
MONTROSE—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Uncompahgre Bcstg. Co.
Business Address: P. O. Box 179
Phone Number: 199
News Service: UP
Transcription Service: Thesaurus, Capitol, Cole
General Manager: D. E. Towne
Asst. Mgr.: Douglas Gary
Commercial Manager: M. A. Davey
Program Director: Henry M. Long
Chief Engineer: Craig M. Willis

KADP (CP)
PUEBLO
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Alva B. Adams
Business Address: 102 W. Orman Ave.

KCSJ
PUEBLO—EST. 1947
MBS
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Star Bcstg. Co., Inc.
Business-Studio Address......211 West 5th St.
Phone Number.................8521
Transmitter Location......E. of Roundtail River
Air Time......................6 a.m.-12 M.
News Service................AP
Transcription Service......Lang-Worth, SESAC
Representative..............Taylor-Howe-Snowden
Membership................NAB, BMB
President....................Frank S. Hoag, Jr.
General Manager............Dale W. Scott
Commercial Manager.........James E. Cobb
Continuity Director........Roy Borden
Chief Announcer............Guss King Babb
Musical Director...........Lee Wilson
Chief Engineer..............Harry Mason

K D Z A (CP)
PUEBLO

Frequency: 1230 Kc................Power: 250 Watts
Owned-Operated By...........Pueblo Radio Co.
Business Address...........522 N. Center St.,
                           Colorado Spring

K G H F
PUEBLO—EST. 1928

Frequency: 1350 Kc............Power: 1000 Watts d.
                           500 Watts n.
Owned-Operated By...........Colorado Bcstg. Co. Inc.
Business-Studio Address.....304 N. Main St.
Phone Number................3877
Transmitter Location........Lake & Maryland Aves.
Air Time......................6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service................UP
Transcription Service......Thesaurus
Representative..............Joseph Hershey McGillvra
Membership................NAB, BMB
President....................Gifford Phillips
Station Manager.............Robert D. Ellis
Commercial Manager.........Kenneth Russell
Sales Promotion Manager, Publicity
Director......................Howard Myers
Program Director, Farm......Clifford Hendrix
Editor........................William Bruce
Chief Announcer.............Willis Shanks

K R O M (CP)
PUEBLO

Frequency: 930 Kc..............Power: 5000 Watts d.
                           1000 Watts n.
Owned-Operated By...........Rockey Mount Bcstg. Co.
Business Address...........429 Thatcher Bldg.

K G E K
STERLING—EST. 1927

KBS
Frequency: 1230 Kc.............Power: 100 Watts
Owned-Operated By...........Elmer G. Beehler
Address......................3rd & Beech Sts.
Phone Number................679
Transmitter Location........Fleming Road
Air Time......................11:30 a.m. to 1:30 p.m.
News Service................Transradio
Owner-Gen. Mgr. Sta. Mgr.....Elmer G. Beehler

K C R T
TRINIDAD—EST. 1946

KBS
Frequency: 1240 Kc.............Power: 250 Watts
Owned-Operated By...........H. L. Corley
Address......................South Country Club Drive
Phone Number................772
Transmitter Location........South Country Club Drive
Air Time......................7:00 a.m.-10:00 p.m.
News Service................UP
Transcription Service......Standard, Lang-Worth
President-Gen. Mgr. Chief Engr.....H. L. Corley
Program Director...........Marguerit Spurr

K S F T
TRINIDAD—EST. 1946

MBS—COLORADO RADIO NETWORK
Frequency: 1280 Kc...........Power: 1000 Watts d.
                           500 Watts n.
Owned-Operated By...........Trinidad Bcstg. Corp.
Business-Studio Address.....225 N. Commercial St.
Phone Number................414
Transmitter Location........1.8 mi. E. of Trinidad on
                           Highway 350
Air Time......................6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service................AP
Transcription Service......Thesaurus
Representative..............Forjoe
Membership................NAB, BMB
General Manager.............George H. Bowles
Station Manager...............John D. Reed
Program Director.............Mae Dene Ellis
Chief Announcer.............Ben Presser
Chief Engineer...............Lloyd L. Wilson
Farm Editor..................Harold G. Reed

K P H C (CP)
WALSENBURG

Frequency: 1450 Kc.............Power: 250 Watts
Owned-Operated By...........Walsenberg Bcstg. Corp.
Business Address...........10th St. 501 West Pueblo
CONNECTICUT

Estimated Population 2,020,000—% Increase +18.2—Radio Homes 502,375
Farms with Radios 20,436—Stations in State 24

WICC
BRIDGEPORT—EST. 1926
MBS—YANKEE
Owned By General Tire & Rubber Co.
Operated By The Yankee Network, Inc.
Business-Studio Address 144 Golden Hill St.
Phone Number 6-1121
Transmitter Location Pleasure Beach
Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service AP, INS, Yankee Network News
Transcription Service Standard, Associated Representative
Membership NAB, BMB
Chairman of the Board John Shepard, 3rd
President-Owner William O’Neil
Station Manager Joseph T. Lopez
Sales Manager Norman Whittaker
Program Director Florence Ballou Robinson
Chief Announcer Louis La Haye
Musical Director Rita A. Ertle
Chief Engineer George P. Reich

WLIZ
BRIDGEPORT—EST. 1946
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By The Bridgeport Bestg Co.
Business Address 114 State St.
Phone Number 5-4144
Transmitter-Studio Location Cilco Terminal
Air Time 6:45 a.m.-local sunset
News Service AP
Transcription Service Thesaurus
Representative Taylor-Howe-Snowden
Membership NAB
President William Elliott
Executive V.P. Emanuel Slotnick
Sales Mgr. Sol Robinson
Program Mgr. Wallace Dunlap
Music Librarian Robert E. Dreier
Chief Engineer Caylord Holt
Sports Editor Manning Slater

WNAB
BRIDGEPORT—EST. 1941
ABC—CONN. STATE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Harold Thomas
Business-Studio Address 991 Broad St.
Phone Number 3-3112
Transmitter Location Locomobile Pt., Seaside Pk.
Air Time 17 hrs. daily; 15 hrs. Sun.

News Service UP
Transcription Service Standard
Representative William G. Rambeau
Membership NAB
Owner Harold Thomas
General Manager Leon Thomas
Station Manager Commercial
Manager Torrence McGough
Sales Promotion-Production Manager
Publicity Director Harry Osborne
Program Director Chief
Announcer Jack Dahlby
Musical Director Marcia Robinson
Chief Engineer Harold Thomas

Call Letters To Be Assigned
(C.P.)
BRISTOL
Owned-Operated By The Bristol Co.
President Dr. Benjamin Sachner

WLAD
DANBURY—EST. 1947
Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Berkshire Bestg Corp.
Business Address 297 Main St.
Phone Number 8-0580
News Service UP
Transcription Service SESAC, World
Representative McGeehan and O’Mara
President-General Mgr. John Deme
Commercial Manager J. Thomas Mathers
Program Director Jerry Arthur
Chief Engineer Robert V. Harris

WCFC
HARTFORD—EST. 1947
Frequency: 1290 Kc. Power: 500 Watts
Owned-Operated By Greater Hartford Bestg., Inc.
Business Address Bond Hotel
Phone Number 5-6648
Transmitter Location South Quaker Lane
W. Hartford
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated Representative
William G. Rambeau
Secretary-Treasurer Max Savitt
General Manager Harry LeBrun
Program Director Walter Nielsen
Traffic Manager Irene Dolin
Musical Director Barbara Nelson
Chief Engineer Howard Wessenberg

356
CONNECTICUT

WDRC
HARTFORD—EST. 1922
CBS
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: The Connecticut Bestg Co.
Business-Studio Address: 750 Main St.
Phone Number: 7-1188
Transmitter Location: 869 Blue Hills Ave., Bloomfield, Conn.
Air Time: 6:15 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service: AP, INS, UP, Yankee Network News
Transcription Service: Standard, Associated
Representative: Edward Petry
Membership: NAB, BMB
Chairman of the Board: John Shepard, 3rd
President: William O’Neil
Station Manager: Robert Manby
Sales Manager: Linus Travers
Program Director, Production: Ralph Holt
Music Director: Maurice Sechtman
Chief Engineer: Rogers Holt

WONS
HARTFORD—EST. 1935
MBS—YANKEE NETWORK
Frequency: 1410 Kc. Power: 5,000 Watts
 Owned By: General Tire & Rubber Co.
Business-Studio Address: 54 Pratt St.
Phone Number: 7-9131
Transmitter Location: Newington, Conn.
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
General Manager: Glover De Laney
Sales Manager: Leonard Schoenfeld
Program Director: Elliott P. Miller
Publicity Director: Sereno Gammell
Musical Director: Charlotte Anderson
Technical Director: Richard Blackburn

WCCC
HARTFORD, CONN.
THE MUSIC STATION
Hotel Bond
1290 DIAL 1290

WTHT
HARTFORD—EST. 1936
ABC—CONN. STATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Hartford Times, Inc.
Business-Studio Address: 555 Asylum St.
Phone Number: 2-0237
Transmitter Location: 555 Asylum St.
Air Time: Unlimited
News Service: AP, INS, Transradio
Transcription Service: Standard, Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
President-Owner: Jesse W. Randall
Vice President: Paul W. Morency
Manager: Walter Johnson

WTIC
HARTFORD—EST. 1925
NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1080 Kc. Power: 50,000 Watts
Owned By: Travelers Bestg Service Corp.
Operated By: The Travelers Insurance Cos.
Business-Studio Address: 26 Grove St., Hartford, Conn.
Phone Number: 2-3181
Transmitter Location: Talcott Mt., Avon, Conn.
Air Time: 5:25 a.m.-1 a.m.; 7:30 a.m.-1 a.m. Sun.
News Service: AP, INS, Transradio
Transcription Service: Thesaurus, Lang-Worth
Representative: Weed
Membership: NAB, BMB
President-Owner: Jesse W. Randall
Vice President & General Manager: Paul W. Morency
Asst. Genl. Mgr. & Sales Manager: Walter Johnson
Asst. Sales Mgr.                  Irwin Cowper
Program Manager                  Leonard J. Patricelli
Asst. Program Mgr.               Paul Lucas
Production Manager                George Bowe
Director Public Relations         Bernard Mullins
Chief Announcer                   Philip Becker
Musical Directors                 Moshe Paranov, Rudy Martin
Plant Manager                     Herman Taylor
Farm Program Director             Frank Atwood

WMMW
MERIDEN—EST. 1947
Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By...Silver City Crystal Co., Inc.
Business Address                  Palace Bldg.
Phone Number                       2600
News Service                       AP
Transcription Service              Thesaurus
President                          Carl A. Schultz
General Manager                   Gustav A. Krutschnitt
Commercial Manager                Carl W. Scaryks
Program Director                   Bernard Morley
Technical Director                 James A. Iodice
Chief Engineer                     G. Langfelder

WKNB
NEW BRITAIN—EST. 1945
Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Operated By...The New Britain Bcstg. Co.
Business-Studio Address           213 Main St.
Phone Number                       703
Transmitter Location              Newington, Conn.
Air Time                           Local sunrise-local sunset
News Service                       AP
Transcription Service              Capitol World
Representative                     Adam J. Young
Membership                         NAB
President, General Manager         Julian Gross
Station Manager                    L. H. Martineau
Commercial Manager                 Peter B. Kenney
Program Director                   David Scott
Chief Engineer                     W. R. Atkinson

WAVZ
NEW HAVEN—EST. 1947
CONN. INDEPENDENT BCSRS.
Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By...New Haven Bcstg. Corp.
Business-Studio Address           152 Temple St.
Phone Number                       7-0171
Transmitter Location              Foot of Thill St., W. Haven, Conn.
Air Time                           Local sunrise-local sunset
News Service                       UP
Transcription Service              World

WELI
NEW HAVEN—EST. 1935
ABC
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By...Conn. Radio Foundation, Inc.
Business-Studio Address           221 Orange St.
Phone Number                       8-1133
Transmitter Location              Benham St., Hamden, Conn.
Air Time                           6:45 a.m.-12:05 a.m.
News Service                       UP
Transcription Service              Lang-Worth
Representative                     Headley-Reed
President                          H. C. Wilder
General Manager                   Richard W. Davis
Commercial Manager                 Edwin H. Schweitzer
Sales Promotion Manager, Publicity
Director                          Rudy Frank
Program Director                   Charles H. Wright
Chief Engineer                    Fred King

WNHC
NEW HAVEN—1944
CONN. STATE NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Elm City Bcstg. Corp.
Business-Studio Address           1110 Chapel St.
Phone Number                       8-0196
Transmitter Location              Kimberly Ave.
Air Time                           7:05 a.m.-12:05 a.m.
News Service                       AP
Transcription Service              Standard
Representative                     Wm. G. Rambeau
Membership                         BMB
President                          Patrick J. Good
General-Station Manager           James T. Milne
Commercial Manager, Sales Promotion
Manager                          Vince Callanan
Program Director, Production
Manager                          David K. Harris
Publicity Director                Louis Doolittle
Musical Director                  James Morgan
Chief Engineer                    Vinnie DeLaurentis
Farm Editor                       Mary Di Fant
WNLC
NEW LONDON—EST. 1936
MBS—YANKLE-CONN. STATE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Thames Bcstg. Corp.
Business-Studio Address... 281 State St.
Phone Number................. 2-4365
Transmitter Location... Winthrop Pt., E. New London Conn.
Air Time...................... 17 hrs. daily
News Service................ AP
Membership................... BMB
Chief Owner............... Roderick L. Morey
General Manager........... Gerald J. Morey
Natl. Sales............... Edward F. Darrell
Local Sales............... Leo Keeegan
Program Director, Production Manager, Musical Director
......................... Leslie Morson
Publicity Director.......... Jane C. Cobb
Chief Announcer............ Leonard W. Stevens
Chief Engineer.............. Walter J. Tucker, Jr.
Farm Editor................ Len Stevens

WNLK
NORWALK—EST. 1947
Frequency: 1350 Kc. Power: 500 Watts
Owned-Operated By... Norwalk Bcstg. Co.
Business-Studio Address... Main & Wall Sts.
Phone Number................. 6-2542
Transmitter Location... Stuart Ave. & Benedict St.
Air Time..................... Local Sunrise-Local Sunset
News Service............... AP
Transcription Service...... Associated
Membership................... NAB
President-General Mgr... Benjamin Ginsburg
Comm.-Sales Promotion Mgr. Jeremy Marcus
Program Director.......... Milton Warren
News and Special Events Dir... Thomas J. McNeil
Chief Engineer............. Thomas Lemmo

WNOC
NORWICH—EST. 1946
KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Norwich Bcstg. Co.
Business-Studio Address... 91 Main St.
Phone Number............... 3325, 1679
Transmitter Location... Lucas Pk. Rd.
Air Time.................... 6:45 a.m.-11 p.m.
News Service............... AP
Transcription Service..... World, SESAC
Representative............. William G. Rambeau
Membership................... NAB
Owner, General-Station-Commercial Manager......... H. Ross Perkins
Sales Promotion Manager... Joseph Goodrow

WSTC
STAMFORD—EST. 1941
ABC—CONN. STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... The Western Conn. Bcstg. Co.
Business-Studio Address... 270 Atlantic St.
Phone Number............... 4-7575
Transmitter Location... Lindstrom Rd.
Air Time.. 6:30 a.m.-12 M.; 9 a.m.-12 M., Sun.
News Service............... UP
Transcription Service..... World Representative
Membership................... NAB
President............... Kingsley Gillespie
General Manager.......... Julian Schwartz
Sales Manager, Musical Director........... Wharton Ford
Program Director......... Fred Daiger
Chief Announcer........... Don Rustici
Chief Engineer............. Edward L. Markman

WSTC
STAMFORD, CONNECTICUT
WLFR
TORRINGTON
Frequency: 980 Kc. . . . . . Power: 1000 Watts d.
Owned-Operated By...The Litchfield County
corp.
Business-Studio Address....23 Main St.
Phone Number ..................4173
Transmitter Location...Highland Ave.
Air Time ......................Local sunrise-local sunset
News Service .......... ...UP
T anscription Service ..........World
Membership ...........NAB
President ......................J. Richard Dobbins
General Station-Commercial-Sales
Promotion Manager ..........Frederick E. Bieber
Program Director, Production
Manager .....................Hal Kosut
Chief Engineer ................Robert D. Corbett

WTOR
TORRINGTON
Frequency: 1490 Kc. . . . . . Power: 250 Watts
Owned-Operated By .. . . . . . . Torrington Bstg. Co.
Phone Number ..................4181
News Service ...............INS
T anscription Service ........Capitol
President .....................Joseph R. Schifini
General Manager ..........James Parker
Commercial Manager ..........Joseph X. O'Hara
Promotion Manager ..........Gerard T. Schifini
Program Director ..........Richard C. Kilbourn
Chief Engineer ............Theodore W. Hitchcock

WATR
WATERBURY—EST. 1934
ABC—CONN. STATE NETWORK
Frequency: 1320 Kc. . . . . . Power: 1000 Watts
Owned-Operated By . . . . . . . Harold Thomas
Business-Studio Address....71 Grand St.
Phone Number ..................3-5161
Transmitter Location...Baldwin Ave.
Air Time ......................7 a.m.-12 M.
News Service .......... ...UP
Representative ...........Wm. G. Ramheau
Membership ...........NAB, BMB
Owner, General Manager . . . Harold Thomas
Station-Commercial Manager ..........S. R. Elman
Sales Promotion Manager, Publicity
Director....................Wallace F. Gordon
Program Director, Production Manager.
Chief Announcer ............Edmund Waller
Musical Director ............Edyth Sacco
Chief Engineer ............Harold Thomas

WBRY
WATERBURY—EST. 1934
CBS
Frequency: 1580 Kc. . . . . . Power: 5000 Watts
Owned-Operated By .. . . . . . . American-Republican
Inc.
Business-Studio Address....136 Grand St.
Phone Number ..................3-1125
Transmitter Location...Boyd St.
Air Time ......................6:55 a.m.-12:05 a.m.
News Service .......... ...AP
Transcription Service ..........World
Representative . . . . . . . . . . . Gilman, Nicoll & Ruthman
Membership ...........NAB, BMB
President-Owner ..........W. J. Pape
General Manager ..........James H. Darcey
Manager .....................Eric Pape
Asst. Mgr. .....................Wilder J. Greeley
Commercial Manager . . . . Harry A. DeVoekken
Promotion Manager .........J. Maxim Ryder
Program Manager ..........W. O. Howard
Publicity Director............E. Christy E K
Chief Announcer ..........Jim Parker
Musical Director ..........Louis Boise t
Chief Engineer ............Frank B. Hales

WWCO
WATERBURY—EST. 1946
MBS—YANKEE
Frequency: 1240 Kc. . . . . . Power: 250 Watts
Owned-Operated By .. . . . . . . Mattatuck Bstg. Co.
Business-Studio Address....119 W. Main St.
Phone Number ..................4-5141
Transmitter Location .. . . . . . . Thomaston Ave.
Air Time ......................6 a.m.-12 M.
News Service .......... ...AP
Transcription Service ..........Thesaurus
Representative ............Forjoe
Membership ...........NAB
President, General-Station
Manager .....................Milton H. Meyers
Sales or Commercial
Manager ............Mort Silverman
Sales Promotion Manager . . . Herb Teller
Program Director, Production
Manager ..........Gene Vallon
Publicity Director .........James Randolph
Chief Announcer ..........Al Vest o
Musical Director ..........Howard Robinson
Chief Engineer ............Richard Sanderson
estimated population 293,000 — % increase +9.9 — radio homes 71,778
farms with radios 7,009 — stations in state 5

wdov (cp)
dover
frequency: 1410 kc. — power: 1000 watts d.
owned-operated by: william c. evans
owner: william c. evans

wdel
wilmington — est. 1922
nbc
frequency: 1150 kc. — power: 5000 watts
owned-operated by: wdel inc.
business-studio address: 10th & king st.
phone number: 7268
transmitter location: 35th st. & bellevue ave.
air time: 6:30 a.m.-1 a.m.
news service: up
transcription service: thesaurus, world
representative: robert meeker associates
membership: nab
station executive: clair r. mccollough
station manager: j. gorman walsh
national sales manager: j. robert gulick
program director: harvey c. smith
chief engineer: j. e. mathiot

wilm
wilmington — est. 1922
abc — mbs
frequency: 1450 kc. — power: 250 watts
owned-operated by: delaware bcast. co.
business-studio address: 920 king st.
phone number: 4-7771
transmitter location: 35th & bellevue
air time: 6:30 a.m.-1 a.m.
news service: ap
transcription service: lang-worth
representative: adam j. young, jr.
membership: nab, bmb
president: alfred g. hill
vice pres. & general manager: francis h. brinkley

wdel
wilmington delaware
5000 watts day & night

sells for you, consistently, profitably
represented by
robert meeker assoc.
new york chicago
san francisco los angeles

nbc
affiliate
Program Director .................. Frank Gallagher
Publicity Director .................. William P. Frank
Chief Engineer ..................... Ed Kennedy

WARS
WILMINGTON—EST. 1947
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By ............... Wilmington Tri-State Bestg. Co., Inc.
Business Address ................. 1225 Market Street
Phone Number ..................... Wilmington 4-8881
Studio Address ................... To Come
Transmitter Location ................ Mt. Cuba, Del., Intersection of Mt. Cuba and Owl’s Nest Rds.
Air Time ......................... 6 a.m.-2 a.m.
News Service ...................... AP
Transcription Service .............. Lang-Worth, Standard
Membership ....................... NAB
President ......................... Frank S. Carrow
Vice President, General-Station Manager .................. George L. Sutherland
Program Director .................. Jack Gibbons
Production Manager ............... Ralph Morgan
Publicity Director .................. Bill O’Neil
Chief Engineer .................... H. S. Clark

WTUX
WILMINGTON—EST. 1947
Frequency: 1290 Kc. Power: 5000 Watts d.
Owned By ....................... Port Frere Bestg. Co., Inc.
Operated By ..................... Gordon MacIntosh; Howard Robinson
Business-Studio Address ........ 1326 Market St.
Phone Number .................... Wilmington 5-8821
Transmitter Location ............ Port Frere on Christiana River
Air Time ......................... Local sunrise-local sunset
News Service ...................... AP
Transcription Service .......... World Representative
Membership ....................... NAB
President ......................... Gordon K. Macintosh
General-Production Manager, Publicity Director ............... Howard Robinson
Station Manager, Program Director .................. Robert L. Wilcox
Commercial-Sales Promotion Manager .................. Sidney Schulman
Chief Announcer .................. Fred Heckman
Chief Engineer .................... Wayne Neuhaus
Farm Editor ....................... Don Ruggles

WARS
WILMINGTON, DELAWARE
1380 KC
SERVING THE HIGHEST PER CAPITA INCOME AREA IN THE U. S. A.
WARS—FM
METROPOLITAN CLASS B
WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.
WWDC
WASHINGTON, D. C.—EST. 1941
Frequency: 1450 Kc. Power: 250 Watts (250 Watts Booster)
Owned Operated By Capital Bcastg. Co.
Business Studio Address: 1000 Conn. Ave., N.W.
Phone Number: National 7202
Main Transmitter: 61 Pierce St., N.E.; Booster: Lanier Dr., Silver Spring, Md.
Air Time: 24 hrs. daily
News Service: AP, UP, Washington City News Service
Transcription Service: Capitol, Standard, Thesaurus
Representative: Forjoe
Membership: NAB, FMA
President: Joseph Katz
General Manager: Ben Strouse
Sales Manager: Helen K. Mobberley
Sales Promotion Manager: Herman Paris
Program Director: Nonan Reed
Special Events Director: Ira Walsh

For Prestige...
AP
Membership!
FLORIDA

Estimated Population 2,394,000 — % Increase 26.2 — Radio Homes 521,651
Farms with Radios 33,871 — Stations in State 66

WSWN
BELLE GLADE—EST. 1947
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated by........Seminole Bstg. Co.
Business Address........P. O. Box 355
Phone Number...............155
News Service ................UP
Transcription Service .......UP
President-General Mgr. ..Tom Watson, Jr.
Commercial Manager ......Mary Foy
Program Director ..........George Peters
Chief Engineer ............C. S. Clemans

WDHL
BRADENTON—EST. 1947
KBS
Frequency: 1480 Kc........Power: 250 Watts
Owned-Operated by........Manatee Bstg. Co., Inc.
Address ....................Municipal Pier
Phone Number ..............35561
Transmitter Location ......Municipal Pier
Air Time ....................7:00 a.m.-10:30 p.m.
News Service ................AP
Transcription Service .....Coles, Standard
President-General Mgr. ..Lou Jackobson
Commercial Manager ......Jim Shilliday
Program: Director ..........Eileen Jackson
Chief Engineer .............Arthur Betts
Promotion Manager ........Dean Fleischman

WCLE
CLEARWATER—EST. 1947
Frequency: 680 Kc........Power: 1000 Watts d.
Owned By........Clearwater Bstg. Co., Inc.
Operated by ..........Houston Cox, Jr.
Business Address ..........Box 1139
Phone Number ...............2573
Studio Address...............Whitcomb Building,
Cleveland St.
Transmitter: Location, Taylor Ave., Largo, Fla.
Air Time ....................Local sunrise-local sunset
News Service ................AP
Transcription Service ......Standard
President-Gen. Mgr. ......James Brown
Program: Director ..........Eloise Jackson
Chief Engineer .............Arthur Betts
Promotion Manager ........Barbara Foy

WBBY
CORAL GABLES—EST. 1947
ORANGE STATE
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated by........Atlantic Shores Bstg., Ltd.
Address ....................322 Aragon
Phone Number...............48-65-71
Transmitter Location ......1505 S.W. 32nd Ave., Miami, Fl.
Air Time: .24 hrs. daily (off for maintenance
11 p.m. Sun. to 7 a.m. Mon.)
News Service ................UP
Transcription Service ......Associated, Standard, Cole
President-Gen. Mgr. ......James Brown
Commercial-Sales Promotion Manager, Publicity Director ..Robert Standart
Program Director, Production Manager: Chief Announcer ...Betty Graulich
Musical Director ..........Mary Jean Williams
Chief Engineer .............Walt E. Kinney

WVCG
CORAL GABLES—EST. 1947
Frequency: 1070 Kc........Power: 1000 Watts d.
Owned-Operated by........Peninsular Bstg. Corp.
Business Address ..........223 Aragon Ave.
Phone Number ...............AP
Transcription Service ......Associated
President-Gen. Mgr. ......Forje
Program Director ..........Edward S. Gaylor
Chief Engineer .............Edward M. Gaylor

WCNU (CP)
CRESTVIEW
Frequency: 1010 Kc........Power: 1000 Watts d.
Owned-Operated by........Gulf Shore Bstg. Co.
Partners: .....................Cyril Reddock,
L. Burson Whittington

WMFJ
DAYTONA BEACH—EST. 1935
ABC—FLA. AMERICAN GROUP
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated by........W. Wright Esch
Business-Studio Address ...444 N. Beach St.
Phone Number ...............91
Transmitter Location .....126½ Magnolia Ave.
Air Time ....................Unlimited
WNDB
DAYTONA BEACH—EST. 1947
Frequency: 1150 Kc. Power: 1,000 Watts d.
Owned-Operated By: News-Journal Corp.
Business-Studio Address: 128 Orange Ave.
Phone Number: 3601
Transmitter Location: Holly Hill, Fla.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard, World
Membership: NAB
President: Julius Davidson

WNDB-FM
FLORIDA'S FIRST FULL-TIME FM STATION
THE NEWS-JOURNAL STATIONS
DAYTONA BEACH, FLA.
WEUS (CP)
EUSTIS
Frequency: 790 Kc. Power 1000 Watts
Owned-Operated By: Lake County Bcstgrs
Business Address: 32 Magnolia Ave.
Phone Number: 85
News Service: AP
Transcription Service: Standard
President: Frank W. Stebbins
Program Director: J. L. Brownell Jr.
Chief Engineer: Martin C. Kirkland

Call Letters To Be Assigned
(C.P.)

FT. LAUDERDALE
Owned-Operated By: Southland Bcstg. Corp.
Business Address: Box 777, Fort Pierce

WFTL
FORT LAUDERDALE—EST. 1946
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Fort Lauderdale Broadcasting Co.
Address: 305 S. Adams St.
Phone Number: 3580
Transmitter Location: S.E. 15th St. at
Inland Waterway
Air Time: 6:45 a.m.-1:00 a.m.
News Service: UP
Transcription Service: Associated

WINK
FT. MYERS—EST. 1940
CBS—KBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: WINK Bldg.,
54 E. First St.
Phone Number: 818
Transmitter Location: Wink Bldg.,
54 E. First St.
Air Time: 6:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Associated
Membership: BMB
Owners: Arthur McBride, Daniel Sherby
General-Station-Commercial-Sales Promotion
Manager: George T. Case
Program Director, Production Manager,
Publicity Director: Marilu Case
Chief Announcer: Fred Alland
Musical Director: A. J. Bauer
Chief Engineer: A. J. Bauer
Farm Editor: Wm. Ferguson
Traffic Director: Betty Whitfield

WIRA
FORT PIERCE—EST. 1946
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Indian River Bcstg Co.
Business Address: Box 507
Phone Number: 870
Transmitter-Studio Location: Orchard Blvd.
Air Time: 16½ Hrs. Daily
News Service: UP
Transcription Service: Standard
Representative: John E. Pearson
Membership: NAB
President-General-Station:
Commercial Manager: Douglas Silver
Sales Promotion Manager:
Publicity Director: Marjorie E. Silver
Program Director-Production Manager:
Chief Announcer: John Sadler, Jr.
Musical Director: Roger Wood
Chief Engineer: James Sowinski
Farm Editor: Douglas Silver

WG G G
GAINESVILLE—EST. 1946
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Alachua County Broadcasting Co.
Business Address: 1230 Waldo Rd.
Phone Number: 1230
News Service: AP
Transcription Service: Associated, Capitol
President-General Mgr.: R. M. Chamberlin
Commercial Manager: Gordon K. Hemby
Program Director: Guy Hamilton
Chief Engineer: Clinton E. Wills

WRUF
GAINESVILLE—EST. 1928
MBS-FLA. ASSN. OF BRCSTRS.
Frequency: 850 Kc. Power: 5000 Watts Day:
100 Night
Owned By: State of Fla.
Operated By: Univ. of Fla.
Business Address: Campus, Univ. of Fla.
Phone Number: 2000, Ext. 267
Studio Address: Univ. of Fla.
Transmitter Location: Campus, Univ. of Fla.
News Service: AP
Transcription Service: Lang-Worth, SESAC
Representative: Burn-Smith
Membership: NAB, BMB
Station Manager-Director: Maj. Garland Powell
Commercial Manager: Paul Acosta
Production Manager: John Sever
Chief Announcer: Toumin Gaines
Musical Director: Helen Edwards
Chief Operator: Duane F. McConnell
Farm Editor: Clyde Beale
FLORIDA

WLNZ
HOLLYWOOD—EST. 1946
Frequency: 940 Kc. Power: 1000 Watts d.
Owned-Operated By: Hollywood Bestg., Co., Inc.
Address: Gl. Southern Hotel, Hollywood or Cadillac Hotel, Miami Beach, Fla.
Phone: Miami 5-3191
Transmitter Location: Sunny Isles, N. Miami Beach, Fla.
Air Time: 6:00 a.m. to 6:00 p.m.
News Service: AP
Transcription Service: Lang-Worth
President: Jonas Weiland
General Comm. Mgr.: Wells F. Bruen
Program Director: Joseph Kerns
Chief Engineer: Sy Schankman
Address: Gt. Southern Hotel, Hollywood or Cadillac Hotel, Miami Beach, Fla.
Phone: Miami 5-43191

WJAX
JACKSONVILLE—EST. 1925
Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pk.
Phone Number: 4-1990
Transmitter Location: Hyde Park
Air Time: 6 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated, SESAC
Representative: John H. Perry
President-Owner: John H. Perry
General Station Manager: C. Speed Veal
Program Director: Howard Nelson
Chief Engineer: Beecher Hayford
Address: 602 Grand Bldg., Macon, Ga.
Phone Number: 4-1990

WIVY (CP)
JACKSONVILLE
Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By: Denton and Jones Bcstrs.
Business Address: 602 Grand Bldg., Macon
Partners: Frank L. Denton, L. Frank Jones

WJHP
JACKSONVILLE—EST. 1940
MBS
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: The Metropolis Co.
Business-Studio Address: 500 Laura St.
Phone Number: 4-7711
Transmitter Location: Lane Ave. Annex & Lake Shore Blvd.
Air Time: 6 a.m.-1:05 a.m.
News Service: UP
Transcription Service: Lang-Worth, Associated, SESAC
Representative: John H. Perry
President-Owner: John H. Perry
General Station Manager: C. Speed Veal
Program Director: Howard Nelson
Chief Engineer: Beecher Hayford
Address: 605 Main St., S., P.O. Box 5187
Phone Number: 9-4477

WMBR
JACKSONVILLE—EST. 1927
CBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Florida Bestg., Co.
Business-Studio Address: 605 Main St. S., P.O. Box 5187
Phone Number: 9-4477
Transmitter Location: Lane Rd. & Stewart Ave.
Air Time: 6 a.m.-1:05 a.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NAB, BMB
President-General Manager: Frank King
Commercial Manager: Glenn Marshall, Jr.
Sales Promotion Manager: Carroll Gardner
Program Director: Charlie Stone
Production Manager: Roger Van Duzer
Publicity Director: Ted Chapeau
Chief Announcer: Stan Trout
FLORIDA

Musical Director... Roger Van Duzer
Chief Engineer...... E. B. Vordermark

WOVS (CP)
JACKSONVILLE—EST. 1946
ABC-FLA. AMERICAN GROUP
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Southern Radio and Equipment Co.
Business Address: Barnett National Bank Bldg.,
President............ J. R. Sharp
Vice President........ K. H. Anderson

WPDQ
JACKSONVILLE—EST. 1942
ABC-FLA. AMERICAN GROUP
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Jacksonvil'e Brstg. Corp.
Business-Studio Address: Gulf Life Bldg.
Phone Number........ 4-4421
Transmitter Location... 7 M. W. on Lenox Ave.
Air Time.............. 8 a.m.-12 M., 7 a.m.-12 M., Sun.
News Service.......... AP
Transcription Service... Standard
Representative........ The Katz Agency
Membership............ NAB, BMB
President............ James R. Stockton
General Station Manager... Robert R. Faquin
Commercial Manager... Frank Taylor, Jr.
Program Director...... Bernie Adams
Publicity Director.... Lillian Nunn
Musical Director...... Paul Clinton
Chief Engineer........ J. R. Donovan

WJVB
JACKSONVILLE BEACH—EST. 1947
KBS
Frequency: 1010 Kc. Power: 250 Watts
Owned-Operated By: Jacksonville Beach Broadcasting Co.
Business Address... 200 Block 1st Ave. North

WKWF
KEY WEST—EST. 1945
MBS-KBS
Frequency: 1600 Kc. Power: 500 Watts
Owned-Operated By... John M. Spottswood
Business Address.... P. O. Box 891
Phone Number........ 510
Transmitter-Studio Location... Stock Island
Air Time.............. 7 a.m.-12:30 a.m.
News Service.......... UP
Transcription Service... Thesaurus
Representative........ The Walker Co.
Membership............ NAB, BMB
President-Owner, General-Station-Commercial Manager, Program Director
John M. Spottswood
Chief Engineer........ Homer M. Harris
News Editor........... Jimmy Calloway

WDSR
LAKE CITY—EST. 1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Deep South Radioways
Business-Studio Address... 126 N. Marion St.
Phone Number........... 325
Transmitter Location... 1 Mi. S. of Lake City
on U.S. No. 41
Air Time.............. 5 a.m.-10:05 p.m.
News Service.......... AP
Transcription Service... World, Col
Membership............ NAB
President-Gen. Station Mgr.. Alfred H. Temple
Commercial-Sales Promotion Manager
Program Director...... Thomas M. Colton
Chief Engineer........ H. B. Greene
Farm Editor........... Owen W. Parnacott

WLAK
LAKE CITY—EST. 1936
NBC
Frequency: 1430 Kc. Power: 1000 Watts
Owned-Operated By... Lakeland Brstg. Co.
Business-Studio Address.. P. O. Box 1211
1412 E. Lime St.
Phone Number........... 2127
Transmitter Location... 1412 E. Lime St.
Air Time.............. 6 a.m.-12 m.
News Service.......... UP
Transcription Service... NBC
Representative........ John E. Pearson
Membership............ NAB, BMB
President-General Sales Promotion Manager-
Publicity Director... S. O. Ward
Station Manager-Program Director-Production
Manager.............. William A. Reeves
Commercial Manager... Powell Adams
Chief Announcer....... William P. Lee
Chief Engineer....... William P. Lee

WEAT
LAKE WORTH—EST. 1948
NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Lake Worth Bstg. Corp.
Business Address..... P. O. Box 947
Phone Number........... 1200-01
Studio Address: Municipal Casino, Ocean Blvd.
Transmitter Location... 19th Ave.
Air Time.............. 6 a.m.-1 a.m. Daily: 8 a.m.-1 a.m. Sun.
News Service.......... AP
Transcription Service... Associated
Representative........ Lorenzen & Thompson
President-Owner....... Clarence L. Menser
Gen. Mgr.-Program Dir... Frank R. Knutti
Commercial Manager... Ben Decker
Chief Announcer...... Fred W. Duerk
Chief Engineer....... C. A. Campbell
**FLORIDA**

**WLB F**
LEESBURG—EST. 1947

KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Lake Brstg. Co.
Business-Studio Address: 1240 Floradel Ave.
Phone Number: 552-3
Transmitter Location: 1240 Floradel Ave.
Air Time: 6 a.m.-12 m., 8 a.m.-12 m., Sun.
News Service: AP
Transcription Service: Capitol, Thesaurus, Cole
Membership: NAB
President: P. C. Gorman
General-Station Manager: W. E. Harkness
Commercial Manager-Program Director: Donn Ramon Colee
Chief Announcer: Jim Smith
Chief Engineer: Carl B. DeLay

Call Letters To Be Assigned (C.P.)

**LIVE OAK**

Owned-Operated By: Suwanee Brstg. Co.
President: G. Warren Sanchez

**WTYS**
MARIANNA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: John H. Phipps
Business-Studio Address: Marianna, Fla.
Transmitter Location: Junction U.S. Route 90
State Route 1
Air Time: 16 hrs. daily
News Service: AP
Transcription Service: Standard
Representative: John H. Perry
President-Owner: John H. Phipps
General-Station-Commercial Manager: Fred U. Wamble
Program Director: Lucille W. Wamble
Chief Engineer: Fred U. Wamble
Farm Editor: Joe Malone

**WM MB (CP)**
MELBOURNE

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By: Melbourne Brstg. Corp.
President: William Shakespear Jr.
Vice President: Thomas R. Barr

**WF EC (CP)**
MIAMI

Owned-Operated By: Florida East Coast Broadcasting Co.
Business Address: 627 N.W. 20th Ave.

**WGBS**
MIAMI—EST. 1939

CBS

Frequency: 710 Kc. Power: 50,000 Watts d., 10,000 Watts n.
Owned-Operated By: The Fort Industry Co.
Business-Studio Address: 1605 Biscayne Blvd.
Phone Number: 9-2401
Transmitter Location: Hialeah, Fla.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Thesaurus
Representative: The Katz Agency
Membership: NAB, BMB
President: George B. Storer
General-Station Manager, Managing Director: Stanton P. Kettler
Commercial Manager: M. N. Babcock
Sales Promotion Manager: Frank Jaffe
Program Director: Paul Kingsley
Chief Announcer: Jack Williams
Chief Engineer: A. W. Shropshire
Farm Editor: Jack McCormack

**WIOD**
MIAMI—EST. 1926

NBC

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Isle of Dreams Brstg. Corp.
Business-Studio Address: 600 Biscayne Blvd.
Phone Number: 3-6444
Transmitter Location: North Bay Causeway
News Service: AP, INS, UP
Transcription Service: Associated, Standard
Representative: George P. Hollingbery
President: Daniel J. Mahoney
General Manager: James M. LeGate
Commercial Manager: Robert L. Fldar
Sales Promotion Manager-Publicity Director: Martha Henriquez
Musical Director: Earle Barr Hanson
Chief Engineer: Milton Scott
Farm Editor: William Bischoff

**WMIE (CP)**
MIAMI

Frequency: 1140 Kc. Power: 10,000 Watts d., 5000 Watts n.
Owned-Operated By: Lincoln Operating Co.
Business Address: 306 N. Miami Ave.

370
W Q A M
MIAMI—EST. 1920
ABC
Frequency: 560 Kc....Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By....The Miami Bstg. Co.
Address.................327 N.E. 1st Ave., Box 3741
Phone Number ............2-6121
Studio Address.........Postal Pacific Bldg.
Transmitter Location.....Biscayne Bay
Air Time................6:30 a.m.-1:05 a.m.
News Service............AP
Transcription Service...World, Associated,
SESAC
Representative...........John Blair & Co.
Membership ..............NAB, BMB
President-General Mgr.....Fred W. Borton
General Mgr...............Owen Uridge
Comm. Manager............Fred W. Mizer
Program Dir.-Publicity....Marjorie Christopher
Chief Engineer...........Gene Rider

W W P B
MIAMI—EST. 1947
Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By........Paul Brake

W K A T
MIAMI BEACH—EST. 1936
MBS
Frequency: 1360 Kc....Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By........WKAT, Inc.
Business-Studio Address...1759 Bay Rd.
Phone Number ............5-5711
Transmitter Location.....1759 Bay Rd.
Air Time................8 a.m.-12 m.
News Service.............UP
Transcription Service....Standard
Representative...........Weed & Co.
President.................A. Frank Katzentine
General-Station-Commercial-Sales Promotion Manager...........John I. Prosser
Program Director-Production Manager
Gordon N. Waltz
Publicity Director-Chief Announcer-Farm
Editor ....................Robert Beutel
Musical Director..........Betty Lee Taylor
Chief Engineers...........Art Smith, Tom Magee

THE STATION MOST PEOPLE LISTEN TO MOST

James M. LeGate, Gen. Manager
5,000 WATTS • 610 KC • NBC

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
WMBM
MIAMI BEACH—EST. 1947
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: Biscayne Bestg. Co., Inc.
Business-Studio Address: 120 MacArthur Causeway
Hazard
Phone Number: 5-5586
Transmitter Location: 120 MacArthur Causeway
Dubsdread
Air Time: Local sunrise-local sunset
AP.
NAB
Local J, 128-185 F
Orlando
Orlando,
Capitol
Stanley
6181
NAB,
6
Rosalind
T.
Walter
Angebitt
Victor
Wm.
5-5586
AP
Broadcast
Martin
Lang-Worth
John
George
T.
R.
Carter
John
2-245L
NAB
3-1681
UP
5
NAB
Ocala
INS
Membership
News
Phone
Frequency:
Musical
Representative
Transcription
Air
Transmitter
Business-Studio
Frequency:
Musical
Representative
Transmitter
Phone
Business-Studio
Chief
Engineer
John D. Miller

WTMC
OCALA—EST. 1939
MBS-KBS
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Ocala Bestg. Co., Inc.
Business-Studio Address: 1 Broadcast Pl., P.O. Box 831
Phone Number: 128-185
Transmitter Location: Williston Highway
Air Time: 6 a.m.-12 m.; 8 a.m.-12 m. Sun.
News Service: UP
Transcription Service: Lang-Worth Representative
Membership: NAB
President: John H. Perry
General-Commercial Mgr.: T. S. Gilchrist, Jr.
Sales Promotion-Production Mgr.: Don Franklin
Publicity Director: John Nicholson
Chief Engineer: R. M. Henley
Farm Editor: T. S. Gilchrist, Jr.

WDBO
ORLANDO—EST. 1924
CBS
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Orlando Bcstg. Co., Inc.
Business-Studio Address: 30 S. Ivanhoe Blvd., P.O. Box 3707
Phone Number: 6181
Transmitter Location: Dubsread Country Club Area, No. 1 Hazard St., Orange Co., Fla.
Air Time: 4:55 a.m.-1:05 a.m.
News Service: AP, UP
Transcription Service: Thesaurus, World, Associated
Representative: John Blair, Harry E. Cummings
Membership: NAB, BMB
President-Gen. Manager: Col. Geo. C. Johnston

WORZ
ORLANDO—EST. 1947
NBC
Frequency: 740 Kc. Power: 1000 Watts
Owned-Operated By: Central Fla. Bestg. Co.
Business-Studio Address: WORZ Bldg., 740 N. Orange Ave.
Phone Number: 2-2451
FLORIDA

Transmitter Location: Winter Garden Rd.
Air Time: 6 a.m.-1:05 a.m.
News Service: AP
Transcription Service: Standard, Langworth
Representative: Weed & Co.
Membership: NAB, BMB
President: James Dandelake
Gen.-Station-Commercial Mgr.: Eugene D. Hill
Program Promotion Manager: William Pennell
Production Manager-Chief Announcer: R. H. Marshall
Publicity Director: D. Donaldson
Musical Director: L. C. Kennedy
Chief Engineer: W. Dodd Daniel
News Farm Editor: Ned Brown

WWPF
PALATKA—EST. 1947

Frequency: 800 Kc. Power: 250 Watts
Owned-Operated By: Palatka Bcstg. Co.
Business-Studio Address: 105 1/2 N. Second St.
Phone Number: 354
Transmitter Location: 900 Block of River St.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Langworth, SESAC
Representative: L. C. McCa'1
Owners: J. E. Massey, L. C. McCa'll
General-Station-Sales Mgr.: L. C. McCa'll
Program Director: Bruce Wilson
Production Manager, Publicity Director: Dan Ross
Musical Director: Betty Jo McCall
Chief Engineer: L. C. McCall

WWPG
PALM BEACH—EST. 1941

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Palm Beach Bcstg. Co.
Business Address: South Ocean Blvd.
Phone Number: West Palm Beach 2-1515
Transmitter Location: South Ocean Blvd.
Air Time: 7:00 a.m.-Midnight
News Service: AP
Transcription Service: Lang-Worth, Thesaurus, World
Representative: Perry
President-Gen. Mgr.: Charles E. Davis
Station-Comm. Mgr.: Donald S. Greenlief
Program Director: Mary E. Neely
Chief Engineer: Clyde E. Walkden

WDLP
PANAMA CITY—EST. 1940
MBS-KBS—FLORIDA STATE

Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Panama City Bcstg. Co., Inc.
Business-Studio Address: W. Beach Dr.
Phone Number: 777
Transmitter Location: N. Springfield, Fla.
Air Time: 5:30 a.m.-12 m.; 7 a.m.-10:30 p.m.
Sun.
News Service: AP
Transcription Service: World
Representative: John H. Perry Assoc.
Membership: NAB
President: John H. Perry
General-Commercial Manager, Program Director: Byron Hayford
Sales Promotion Manager: John Thomas
Chief Announcer-Engineer: Elmer Scott

WBSR
PENSACOLA—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Escambia Bcstg. Co.
Business-Studio Address: San Carlos Hotel
Phone Number: 6173-4
Transmitter Location: O and Moreno Sts.
Air Time: 5:30 a.m.-12 m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB, BMB
President-General-Station Manager: Miss Ruth Braden
Commercial-Sales Promotion Manager: Robert O. Forsyth
Program Director: John H. Cummins
Announcer: Fred Schilling
Publicity Director: George Henderickson
Musical Director: Dick Bate
Chief Engineer: G. E. Bert Mead

WCOA
PENSACOLA—EST. 1926

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: Pensacola Bcstg. Co.
Business Address: Box 1669
Phone Number: 4111-2
Studio Address: San Carlos Hotel
Transmitter Location: Corry Field Rd.
Air Time: 6 a.m.-12 m.; 8 a.m.-12 m. Sun.
News Service: AP, UP
Transcription Service: Associated, Capitol
Representative: John H. Perry Assoc.
Membership: NAB
President: John H. Perry
General-Station Manager: J. Holliday Veal
Commercial Manager: W. G. Champlin
Program Director-Production Manager-Chief Announcer: Thomas A. Carswell
Musical Director: Leroy Morris
Chief Engineer: Harold Heath
Farm Editor: Larry Wayne
WEAR
PENSACOLA—EST. 1947
MBS
Frequency: 1490 Kc. Power: 250 Watts
Business Address: 5 East Gregory St

W CNH (CP)
QUINCY
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Quincy Bstg. Corp.
News Service. AP
President. Richard J. Gardner

WFOY
ST. AUGUSTINE—EST. 1934
CBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Fountain of Youth Bstg. Co.
Business Address: Box 588
Phone Number: 1622
Transmitter Studio Location. Magnolia Ave.
Air Time. 6:30 a.m.-12:05 a.m.
News Service. UP
Transcription Service. Thesaurus
Representative. Avery-Knodel
Membership. NAB
President-Owner. J. C. Bell
General Manager-Ex. Vice-Pres.-Commercial Manager. John E. Bernhard, Jr.
Program Director-Secy.-Treas.-Production Mgr., Musical Director. Mrs. Frankye Collyer Walker
Publicity Director. Patricia Cunning
Chief Announcer. Bill Sommer
Chief Engineer-V.-P. G. Russell Chambers
Farm Editor. Ernest Raistrick

WSUN
ST. PETERSBURG—EST. 1927
ABC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By. City of St. Petersburg
Business Address. P.O. Box 240
Phone Number. 7-4747-8
Studio Address. Municipal Pier
Transmitter Location. Bayview, RFD No. 1
Box 196, Clearwater, Fla.
Air Time. 17 hrs. daily
News Service. UP
Transcription Service. Amp, SESAC
Representative. Weed & Co.
Membership. NAB, BMB
General-Station-Sales Promotion Manager. Publicity Director. Norman E. Brown
Commercial Manager. Vera New
Program Director-Chief Engineer. Louis J. Link
Musical Director. Edith Saxton

WTSP
ST. PETERSBURG—EST. 1939
MBS
Business Address. 470 First Ave. S.
Phone Number. 7-8108
Studio Address. Times Bldg.
Transmitter Location. 35th Ave. & 4th St. N.
Air Time. 6:30 a.m.-12 m.; 7:30 a.m.-12 m., Sun.
News Service. UP
Transcription Service. World Representative. John E. Pearson
Membership. NAB
President. Nelson Poynter
Vice-President. Irwin A. Simpson
General-Station Manager. Herbert T. Anderson
Sales or Commercial Manager. Le Wildman
Sales Promotion Manager-Program Director. Jack Faulkner
Chief Announcer. Richard C. Bingham
Chief Engineer. William D. Mangold

WTRR
SANFORD—EST. 1947
KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. Southeastern Bstg. System
Business Address. P.O. Box 1541
Phone Number. 999-1200
Studio Address. Located in the Mayfair Inn
Transmitter Location. 1000 E. 1st St.
Air Time. 18 hrs. daily
News Service. UP
Transcription Service. Lang-Worth
President-General Manager. James S. Rivers
Station-Commercial-Sales Promotion Manager. Joseph W. Pratts
Program Director-Production Mgr. Bruce Smith
Publicity Director-Farm Editor. Paul Okun
Chief Announcer. Richard Batchelor
Chief Engineer. Emerson Browne

WSPB
SARASOTA—EST. 1939
CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. WSPB, Inc.
Business-Studio Address. City Island
Phone Number. 2564-5
Transmitter Location. City Island
Air Time. 6:30 a.m.-11:30 p.m.; 6:30 a.m.-12:05 a.m., Sat.
FLORIDA

WALT
TAMPA—EST. 1946

Frequency: 1110 Kc. ... Power: 1000 Watts d.
Owned-Operated By: Tampa Betsig Co.
Business-Studio Address: 401 W. Tyler St.
Phone Number: M 7921
Transmitter Location: 411 W. Tyler St.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Langworth, Capitol, Cole. SESAC
Representative: John H. Perry Assoc.
Membership: NAB
President-Owner-General-Station-Commercial
Manager: W. Walter Tison
Sales Promotion Manager: Coburn Gumm
Program Director-Production Manager: Chief
Announcer-Musical Director: Lynn Gearhart
Publicity Director: Wilma Drum
Chief Engineer: J. B. Tison
Farm Editor: Hilton Crowe

WDAE
TAMPA—EST. 1922

Frequency: 1250 Kc. ... Power: 5000 Watts
Owned-Operated By: The Tampa Times Co.
Business Address: 114 N. Franklin St.
P.O. Box 2409
Phone Number: M-1918
Studio Address: Tampa Times Bldg.
Transmitter Location: Forest Hills Country Club Area
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Associated, MacGregor
Representative: The Katz Agency
Membership: NAB
President: David E. Smiley
General-Station-Commercial Sales Promotion Manager: L. Spencer Mitchell
Program Director-Production Manager:
Publicity Director: Kenneth W. Skelton
Chief Announcer: Sol I. Fleischman
Musical Director: Edward C. Walker
Chief Engineer: Wm. Pharr Moore
Farm Editor: Mark E. Swingley

WTAL
TALLAHASSEE—EST. 1943

MBS-SOUTHEASTERN CHURCH
U. OF FLORIDA FOOTBALL

Frequency: 1270 Kc. ... Power: 5000 Watts
Owned-Operated By: John H. Phipps Radio Sta.
Business-Studio Address: Cherokee Hotel
Phone Number: 2160
Transmitter Location: Lake Bradford, Leon Co., Fla.
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Associated
Membership: NAB
President-Owner: John H. Phipps
General-Station Manager: Teresa M. Murch
Sales or Commercial Mgr.: Harriet E. Carson
Sales Promotion Manager: Hershel Graves
Program-Production Manager: Read W. Wynn
Publicity Director: Jack Madigan
Musical Director: Helen F. Todd
Chief Engineer: William A. Snowden
Farm Editor: H. B. Franklin

WFLA
TAMPA—EST. 1925

Frequency: 970 Kc. ... Power: 5000 Watts
Owned-Operated By: The Tribune Co.
Business-Studio Address: Hyde Park & Lafayette
Phone Number: H-1928
Transmitter Location: E. End Davis Causeway
Air Time: 17 hrs. daily
News Service: UP
FLORIDA

Transcription Service...Thesaurus, Lang-Worth
Representative.............John Blair, Harry Cummings
Membership................NAB
President-Owner...........J. S. Mims
Gen.-Station Manager...Charles G. Baskerville
Commercial Manager........Bert A. Arnold
Program Director..........Paul M. Jones
Publicity Director.........Tom Matthews
Chief Announcer-Farm Editor...Mardi Liles
Musical Director...........Frank Grasso
Chief Engineer...............Joe H. Mitchell

WIRK
WEST PALM BEACH—EST. 1947
MBS
Frequency: 1290 Kc.       Power: 1000 Watts
Owned-Operated By........Ken-Se'l, Inc.
Business Address...........Box 2148
Phone Number..............2-1744
Studio Address............Citizens Bldg.
Transmitter Location...Military Trail, new
W. Palm Beach
Air Time..................6 a.m.-1 a.m.
News Service...............AP
Transcription Service...Associated, Lang-Worth
Representative.............Joseph Hershey McGillvra
Membership................NAB
President...................Joseph S. Field, Jr.
General-Station-Commercial Manager
Joseph B. Matthews
Sales Promotion Manager...Kenneth McClure
Program Director-Production
Manager....................Charles T. Snowdon
Publicity Director..........Milton E. Cummings
Chief Announcer-Musical Director
Rome J. Hartman
Chief Engineer...............William P. Heitzman

WXIR
WINTER HAVEN—EST. 1947
MBS
Frequency: 1490 Kc.       Power: 250 Watts
Owned-Operated By........Citrus Belt Bcstrs., Inc.
Business Address...........P. O. Box 1466
Phone Number..............3-1313
Studio Address...........132 Third St., S.W.
Transmitter Location.....Lake Howard Dr.
Air Time..................18 hrs. daily
News Service...............AP
Transcription Service...World, Cole
Representative.............R. B. Harrington
Membership................NAB
President-Owner...........Frederick L. Allman
General Manager...........Lawrence A. Rollins
Commercial Manager, Sales Promotion
Manager....................John W. Brandstetter
Program Director..........Richard P. Eyrich
Chief Engineer...............L. Orden Craig

For Prestige...

WJNO
WEST PALM BEACH—EST. 1936
CBS
Frequency: 1230 Kc.........Power: 250 Watts
Owned-Operated By........WINO, Inc.
Business-Studio Address...1500 N. Flagler Dr.
W. Palm Beach
Phone Number..............3-13638
Transmitter Location...1500 N. Flagler Dr.
Air Time..................6:30 a.m.-12:05 a.m.
News Service...............UP
Transcription Service...Standard, Capitol
Membership................NAB, BMB
President..................Marshall Heminway
General-Station Manager...Stephen P. Williams
Program Director-Farm Editor...Matt Gettings
Chief Announcer..........Davies Webster
Musical Director..........Ruth Schockley
Chief Engineer...............Otis C. Wright

Membership!
It's in Atlanta

WBGE

WBGE - FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

- Locally owned station
- Locally operated station
- Independent station

ONLY

24 hour station
Full Time FM Station

Mike Benton, President
Maurice Coleman, Gen. Mgr.

Studios and General Offices
GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA

GENERAL BROADCASTING COMPANY
WRBL is the key to low-cost selling in Columbus, a Metroplitan Market of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

Also WRBL - FM

WATL represents a commanding coverage—in one of America's prime markets—comprised of 594,000 people, and 116,480 Radio Homes. WATL's program leadership accounts for a loyal, ever-growing audience.

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal... "The Albany Market showed a greater increase in bank debits than any city in the country".
GEORGIA
Estimated Population 3,233,000—% Increase +3.5—Radio Homes 566,359
Farms with Radios 117,937—Stations in State 68

WALB
ALBANY—EST. 1941
MBS
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Herald Publishing Co.
Business-Studio Address Leesburg Rd.
Phone Number 399-1590
Transmitter Location Leesburg Rd.
Air Time 6:55 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Burn Smith Co.
Pierce W. Cook
Membership NAB, BMB
President James H. Gray
General-Station Manager Publicity
Director Abner M. Israel
Commercial Manager C. A. McLaughlin
Program Director Production Manager Musical
Director David K. Fulton
Chief Announcer Bill Bowick
Chief Engineer L. L. Walker

WGPC
ALBANY—EST. 1933
CBS—GEORGIA SPORTS NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Albany Bstg. System
Business-Studio Address New Albany Hotel
Phone Number 1371-0
Transmitter Location Gillionville Rd.
Air Time 6:45 a.m.-12:05 a.m.
News Service UP
Transcription Service Thesaurus
Representative George P. Hollingbery
Membership NAB, BMB
Executive Manager J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion
Manager Leonard M. George
Program-Musical Director Gwen Walker
Chief Engineer Wayne C. McClung
Farm Editor Bill Fowler

WDEC
AMERICUS—EST. 1947
MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned By The Americus Bstg. Co.
Operated By W. E. Johnson
Business-Studio Address 110 Windsor Ave.
Phone Number 3681
Transmitter Location 110 Mcgarrah St.
Air Time 6:30 a.m.-11:30 p.m.
News Service AP
Transcription Service Thesaurus
Representative Cox & Tanz

President James R. Blair
General-Station-Commercial-Sales Promotion
Manager, Program Director W. E. Johnson
Traffic Manager Margaret Johnson
Production Manager, Publicity-Musical
Director Johnny Smolka
Chief Announcer, Farm Editor Chuck Saunders
Chief Engineer Charles Adams

WGAU
ATHENS—EST. 1938
CBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By J. K. Patrick & Co.
Business-Studio Address Bobbin Mill Rd.
Phone Number 1741-2
Transmitter Location Bobbin Mill Rd.
Air Time 17 hrs. daily
News Service AP
Transcription Service BMB
Membership Standard, Keystone
General-Station-Commercial Manager
Program Director R. Lewis Doster
Chief Engineer Bill Evans

Call Letters To Be Assigned
(C.P.)
ATLANTA
Frequency: 1550 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By Fulton County Bstg.
Corporation
Owner Samuel Rothberg

WAGA
ATLANTA—EST. 1937
Frequency: 590 Kc. Power: 5000 Watts
Owned By Fort Industry Co.
Operated By Liberty Bstg. Co.
Business-Studio Address 56 Marietta St.
Phone Number MAIN 5101, & CYPRESS 1916
Transmitter Location N. Druid Hills Rd.
News Service AP, INS
Transcription Service Lang-Worth Thesaurus
Representative Avery-Knodel, Inc.
Membership NAB, BMB
President George B. Storer
Gen-Station Mgr. James E. Bailly
Sales Promotion Mgr.-Publicity Dir. Ken Gurley
Program Director Arry Brown
Prod. Mgr.-Chief Announcer Bill McCain
Musical Director Marilyn Simpson
Chief Engineer Paul Cram
Farm Editor H. B. Henderson
One of America's Great Stations in One of America's Great Markets
Licensed Mar. 15, 1922

WSB

Owned and Operated by
THE ATLANTA JOURNAL CO.
50,000 WATTS
750 KC
NBC for 21 Years

POWER

ATLANTA

The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of all other Georgia stations combined. (*)

PLUS

Unquestioned dominance of the greater Atlanta market area(**) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.

* S.R.D.S.—Nov. 1, 1947
** Any Hooperating.

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with audience in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by
EDW. PETRY & CO., Inc.
**WATL**

**ATLANTA—EST. 1930**

MBS—GEORGIA SPORTS NETWORK

Frequency: 1400 Kc. Power: 250 Watts (CP 5000 Watts)

Owned-Operated By: J. W. Woodruff

Business Address: Henry Grady Bldg., 26 Cain St.

Phone Number: Walnut 4377

Transmitter Location: Present 250 Watt Transmitter: 26 Cain Street. (New 5 kw transmitter: Loughaven Dr.)

Air Time: 6 a.m.-12 M.

News Service: United

Transcription Service: Lang-Worth, Standard

Representative: George P. Hollingbery

Membership: NAB

President-Owner, General Manager: J. W. Woodruff

Station Manager, Chief Engineer: R. W. Minton

Commercial Manager: Sam W. Kane

Sales Promotion Manager: J. A. Davenport

Program Director: Ernest Guy

Chief Announcer: Zenas Sears

Musical Director: Cliff Cameron

(See Page 378)

**WBGE**

**ATLANTA—EST. 1947**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: General Bcgst. Co.

Business-Studio Address: Georgia Terrace Hotel

Phone Number: VEron 1194

Transmitter Location: S. Pine St.

Air Time: 24 hrs. daily

News Service: AP

Transcription Service: Lang-Worth, Capitol, Cole

Representative: Burn-Smith

President: Mike Benton

General Manager: Maurice C. Coleman

Traffic Mgr.-Asst. Program Director: Ann Hutcheson

Production Manager: Peggy Case

Chief Engineer: David J. Holt

(See Page 377)

**WCON**

**ATLANTA—EST. 1947**

ABC

Frequency: 550 Kc. Power: 5000 Watts

Owned Operated By: The Atlanta Constitution Publ. Co.

Business-Studio Address: Constitution Bldg., Atlanta, Ga.

Phone Number: LAmor 4545

Transmitter Location: Defoors Ferry Rd., Fulton County, Ga.

Air Time: 5:30 a.m.-12 M.

News Service: AP, UP

Transcription Service: World

Representative: Headley Reed

Membership: NAB, BMB

President: Clark Howell

General Manager: David Carpenter

Commercial Manager: Crenshaw Bonner

Sales Promotion Mgr.: Frank Drake

Program Director: Henry Allen

Production Manager: Gene Eubanks

Publicity Director: Rita Van Pelt

Musical Director: Frances Adams

Chief Engineer: Harvey Aderhold

Farm Editor: Channing Cope

**WERD (CP)**

**ATLANTA**

Frequency: 860 Kc. Power: 1000 Watts d.

Owned-Operated By: Radio Atlanta Inc.

Business Address: 1425 C & S Bldg.

**WSB**

**ATLANTA—EST. 1922**

NBC

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By: The Atlanta Journal Co. Inc.

Business-Studio Address: Atlanta Biltmore Hotel

Phone Number: Hemlock 1045

Transmitter Location: Tucker, Ga.

Air Time: Unlimited

News Service: AP, UP

Transcription Service: Standard, Associated

Representative: Edward Petry

Membership: NAB, BMB

Chief Executive: J. Leonard Reinsch

General Manager: John M. Outler, Jr.

Commercial Manager: Frank Gaither

Program Director: Marcus Bartlett

Production Manager: M. K. Toalson

Publicity Director: Jean Hendrix

Chief Engineer: C. F. Daugherty

Farm Editor: Jim Romine

**WGST**

**ATLANTA—EST. 1923**

CBS—GA. MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5,000 Watts d., 1,000 Watts n.

Owned By: Bd. of Regents, State of Ga. on behalf of Ga. Sch. of Technology

Operated By: Bd. of Regents, Univ. System of Ga.

Business-Studio Address: Forsyth Bldg.

Phone Number: Walnut 8441

Transmitter Location: Cheshire Bridge Rd.

Air Time: 6 a.m.-12:30 a.m.

News Service: AP
FOR WGST LISTING
SEE PAGE 381

WBBQ
AUGUSTA—EST. 1946
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Savannah Valley Bcstg.
Co.
Business-Studio Address: Sand Bar Ferry Rd.
Phone Number: 2-0264
Transmitter Location: Sand Bar Ferry Rd.
Air Time: 5:55 a.m.-1 a.m.; 7:30 a.m.-1 a.m., Sun.
News Service: AP, INS
Transcription Service: Cole, Standard
Representative: The Walker Co.
Membership: NAB

WGAC
AUGUSTA—EST. 1940
ABC
Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By: The Twin States Bcstg.
Co.
Business-Studio Address: WGAC Bldg.
Phone Number: 2-2692
Transmitter Location: Martinez, Ga.
Air Time: 5:30 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus
Representative: Avery-Knodel
Membership: NAB, BMB
Vice President-General-Station Manager: J. B. Fuqua

Unbeatable Combination

CBS
WGST
ATLANTA

Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
GEORGIA

Commercial Manager ............. Donald M. Kelly, Jr.
Sales Promotion Manager, Publicity Director ............. Claire Himmel
Program Director, Production Manager ............. Warren Hites
Chief Announcer ............. Don Vest
Musical Director ............. John Vence
Chief Engineer ............. John P. Jopling
Farm Editor ............. J. W. Chambers

WRDW
AUGUSTA—EST. 1930
CBS
Frequency: 1480 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By . . . . . . Augusta Bstg. Co.
Address ............. 8th & Broad Streets
Phone Numbers ............. 2-8805-6-7
Transmitter Location ............. Berckmans Road
Air Time ............. 18 hrs.
News Service ............. UP
Transcription Service ............. World, Lang-Worth
Representative ............. George P. Hollenberg
Membership ............. NAB, BMB
Station Manager ............. R. W. Ringson

WTNT
AUGUSTA—EST. 1947
NBC
Frequency: 1230 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . Georgia Carolina Bstg. Co.
Business-Studio Address ............. Cotton Row
Phone Number ............. 2-1003
Transmitter Location ............. Cedar St. Extended
Air Time ............. 6 a.m.-12:05 a.m.
News Service ............. UP
Transcription Service ............. Associated
Representative ............. Taylor-Howe-Snowden
President ............. Walter J. Brown
General-Station Manager ............. Edgar W. Teasley
Commercial Manager ............. A. Lee Parsons
Program Director ............. Fred J. Runde
Publicity Director ............. Ed. Pond
Chief Announcer ............. Sam Zurich
Chief Engineer, Farm Editor, . . . . . . . . . . . . Ted R. Woodard

WMGR
BAINBRIDGE—EST. 1946
MBS—GEORGIA SPORTS NETWORK—KBS
Frequency: 1490 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . S. Marvin Griffin
Business Address ............. P. O. Box 348
Phone Number ............. 776
Transmitter-Studio Location. . . . . . . . . . . . . . . . . Faceville Highway
Air Time ............. 6:30 a.m.-10:35 p.m.; 8 a.m.-10:05 p.m., Sun.
News Service ............. AP
Transcription Service ............. KBS, SESAC, Cole
President-Owner ............. S. Marvin Griffin
Station Manager ............. Ben H. Dekle
Program Director ............. Barbara Ann Johnson
Chief Engineer ............. W. H. Moore

WMOG
BRUNSWICK—EST. 1940
MBS—KBS
Frequency: 1490 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . Coastal Bstg. Co. Inc.
Address ............. 1500 St. Simons Island Causeway
Phone Number ............. 1500
Transmitter Location ............. St. Simons Causeway
Air Time ............. 7 a.m.-12 M.
News Service ............. UP
Transcription Service ............. Thesaurus
Representative ............. Clark
Membership ............. BMB

WQXI (CP)
BUCKHEAD
Frequency: 790 Kc. . . . . . . Power: 1000 Watts d.
Owned-Operated By . . . . . . Robert W. Rounsaville
News Service ............. UP
President ............. Robert W. Rounsaville
Technical Director ............. William F. Lance

WLBB
CARROLLTON—EST. 1947
KBS
Frequency: 1100 Kc. . . . . . . Power: 250 Watts
Owned-Operated By . . . . . . Carroll Bstg. Co., Inc.
Business-Studio Address . . . . . . Peoples’ Bank Bldg.
Phone Number ............. 980-1
Transmitter Location ............. Cedar St.
Air Time ............. Local sunrise-local sunset
News Service ............. UP
Transcription Service ............. Capitol, SESAC
Representative ............. Ga. Assn. of Local Stations
Membership ............. NAB
President, General Manager ............. James C. Vocalis
Commercial-Sales Promotion Manager ............. James C. Dunaway
Program Director ............. Edward Payne
Production Manager ............. James M. Matthews
Publicity Director ............. Elizabeth Mattox
Chief Engineer ............. Chesley F. Hooper
Farm Editor ............. James C. Vocalis

WBHF
CARTERSVILLE—EST. 1946
MBS—KBS
Frequency: 1450 Kc. . . . . . . Power: 250 Watts
Owned-Operated By ............. W. Ryan Frier
**WGAA**  
CEDARTOWN—EST. 1941  
ABC—KBS

Frequency: 1340 Kc. ... Power: 250 Watts  

Business-Studio Address: West Theatre Bldg.  
Phone Number: 777 & 570  
Transmitter Location: Cave Spring Rd.  
Air Time: 17 1/2 hrs. daily  
News Service: AP  
Transcription Service: World, Keystone  
Membership: NAB, BMB  
President: O. C. Lam  
Station-Commercial Manager: William B. Estes  
Program Director: Rowena Whitfield  
Production Manager: R. Edward Reilly  
Publicity Director: Hall Wray  
Musical Director: Al Stevens  
Chief Engineer: Gary C. Hunt  

**WDK**  
COLUMBUS—EST. 1943  
ABC

Frequency: 1340 Kc. ... Power: 250 Watts  
Owned-Operated By: Radio Columbus, Inc.

Business-Studio Address: Martin Bldg.  
Phone Number: 5447  
Transmitter Location: Brickyard Rd., Phenix City, Ala.  
Air Time: 5 a.m.-1:05 a.m.  
News Service: AP  
Transcription Service: World  
Representative: Headley-Reed  
Membership: NAB, BMB  
President, General Mgr.: Allen M. Woodall  
Commercial-Sales Promotion Manager: Miles Ferguson  
Program-Publicity Director: Ed Wescott  
Chief Announcer: Joe Byars  
Musical Director: Mary Evelyn Coney  
Chief Engineer: Randy Jones  
Farm Editor: Ed Snyder  

**WGBA**  
COLUMBUS—EST. 1947  

Frequency: 620 Kc. ... Power: 1000 Watts d.  
Owned-Operated By: Georgia-Alabama Broadcasting Co.

Business Address: 1213½ Broadway  
Phone Number: 3-3603  
News Service: INS, UP  
Transcription Service: Capitol, Associated Representative  
President: A. H. Chapman  
General Manager: A. E. Michel  
Commercial Manager: W. S. Massie  
Promotion Manager: James R. Cook  
Program Director: Bill Rhodes, Jr.  
Chief Engineer: Jack H. Wiseley

**WRBL**  
COLUMBUS—EST. 1928  

CBS—GEORGIA SPORTS NETWORK

Frequency: 1240 Kc. ... Power: 5,000 Watts  
Owned-Operated By: Columbus Bcstg. Co.

Business-Studio Address: 1420 2nd Ave.  
Phone Number: 2-0601  
Transmitter Location: Phoenix City, Alabama  
Air Time: 19 hrs. daily  
News Service: AP  
Transcription Service: Thesaurus, SESAC  
Representative: George P. Hollingbery  
Membership: NAB, BMB  
President: J. W. Woodruff  
General-Station-Commercial Manager: J. W. Woodruff, Jr.  
Sales Promotion Manager, Program-Publicity Director: Ed J. Hennessy  
Musical Librarian: George D. Davis, Jr.  
Chief Engineer: Joseph A. Gamble

(See Page 378)

**WSAC**  
COLUMBUS—EST. 1947  

MBS

Frequency: 1460 Kc. ... Power: 1000 Watts  
Owned-Operated By: Chattahoochee Bcstg. Co., Inc.

Business-Studio Address: 1028½ Broadway  
Phone Number: 2-4427  
Transmitter Location: 1 mi. E. of Columbus on Morris Rd.  
Air Time: 5 a.m.-1 a.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: The Walker Co.  
President: William K. Jenkins  
General-Station Manager: Edwin Mullinax  
Commercial Manager: Francis G. Smith  
Sales Promotion Manager: Benson G. Pressly  
Program Director: James O’Donnell  
Chief Engineer: Huddie M. Brown
WMJ M  
CORDELE—EST. 1940  
MBS—KBS  
Owned By: Cordele Dispatch Publishing Co.  
Address: P. O. Box 432  
Phone Number: 666  
Transmitter Location: 20th Ave. & B St.  
Air Time: 6:30 a.m.-11:30 p.m.  
News Service: UP  
Transcription Service: World  
Membership  
President: John W. Greer  
General Manager: James S. Rivers  
Comm.-Prom. Mgr.: William Blizzard  
Program Director: Willard Belote  
Chief Engineer: Jeff Donley  

WMOC  
COVINGTON—EST. 1946  
MBS—KBS  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: The Covington News, Inc.  
Business Address: Covington News, 112-122 Pace St.  
Phone Number: 2275  
Transmitter-Studio Location: 702 Monticello St.  
Air Time: 6 a.m.-11 p.m.  
News Service: AP  
Transcription Service: World  
Membership: NAB  
President, General Manager: Belmont Dennis  
Station-Commercial Manager: Walt Gaines  
Sales Promotion Manager: W. Thomas Hay  
Program Director, Production Manager, Musical Director: Tom Palmer  
Publicity Director: Gordon Turner  
Chief Announcer: Bill Chadburn  
Chief Engineer: Paul Smay  
Farm Editor: Leo Mallard

WBLJ  
DALTON—EST. 1940  
MBS—GEORGIA SPORTS NET—KBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Dalton Bstg. Corp.  
Business-Studio Address: 111 Pentz St.  
Phone Number: 684  
Transmitter Location: Sth Ave.  
Air Time: 18½ hrs. daily  
News Service: UP  
Transcription Service: Capitol. SESAC  
Representative: Cox & Tanz  
Membership: NAB, BMB  
President: H. C. Kenemer  
General-Station Manager: William Armond  
Commercial-Sales Promotion Manager: Chester Wilson  
Program Director, Production Manager: Dave Achor  
Publicity Director: Bill Ketchum  
Chief Announcer: Paul Crandall  
Musical Director: Marie Baker  
Chief Engineer: Janub Andrews  
Farm Editor: Ed Craig

WWDW (CP)  
DAWSON  
Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By: Dawson Bstg. Co.  

WEAS  
DECATUR—EST. 1947  
Frequency: 1010 Kc. Power: 1,000 Watts d.  
Owned-Operated By: E. D. Rivers, Jr.  
Business-Studio Address: 217 W. Ponce De Leon  
Phone Number: 2521  
Transmitter Location: Lawrenceville Highway  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: World. Cole  
President-Owner: E. D. Rivers, Jr.  
General-Station-Commercial Manager, Program Director: Ewald Kockritz  
Production Manager: Ned Lukens  
Chief Engineer: William Keller

WDMG  
DOUGLAS—EST. 1947  
Frequency: 860 Kc. Power: 1,000 Watts d.  
Owned-Operated By: Downing Musgrove  
Business-Studio Address: 118 S. Madison Ave.  
Phone Number: 564  
Transmitter Location: 1.8 mi. E. of Douglas, Ga., Highway 32  
Air Time: Local sunrise-local sunset  
News Service: UP  
Transcription Service: Thesaurus, SESAC  
Membership: NAB  
Owner-General Manager: Downing Musgrove  
Commercial Manager: Al H. Evans  
Program Manager: James W. Hayes  
Chief Announcer, Farm Editor: Sammy Middleton  
Musical Director: Miss Sue Evans  
Chief Engineer: Clinton Vaughan

WMLT  
DUBLIN—EST. 1945  
MBS—GEORGIA SPORTS NETWORK—KBS  
Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Dublin Bstg. Co.
GEORGIA

WSGC
ELBERTON—EST. 1946
MBS—GA. SPORTS NETWORK—KBS
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...Elberton Bcastg. Co.
Business-Studio Address...Elberton, Georgia
Phone Number ............... 525
Transmitter Location......... Jones Street
Air Time...6 a.m.-11:15 p.m.; 7:30 a.m.-11 p.m., Sun.
News Service .................. AP
Membership .................. NAB, BMB
General-Station Manager....M. C. Gorman
Program Director............. John R. Morris
Chief Engineer.............. Charles T. Mewborn

WBHB
FITZGERALD—EST. 1946
MBS—GEORGIA SPORTS
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...J. Paul Stone & R. M. Ware, Jr.
Business-Studio Address....600 Block W. Roanoke Dr.
Phone Number ............... 740
Transmitter Location.......600 Block W. Roanoke Dr.
Air Time ....................6 a.m.-11 p.m.
News Service .............. AP
Transcription Service...... Lang-Worth
President-Part Owner, General-Station-Commercial Manager, Program
Director...................... R. M. Ware, Jr.
Chief Announcer............... Jack Owens
Chief Engineer............... R. M. Ware, Jr.

WDUN (CP)
GAINESVILLE
Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...Northeast Georgia Broadcasting Co.

WGGA
GAINESVILLE—EST. 1941
MBS—GA. SPORTS NETWORK—KBS
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...Blue Ridge Bcastg. Co.
Business Address............. Box 654
Phone Number ............... 1600-1
Studio Address ............. Athens Rd.
Transmitter Location........ Athens Rd.
Air Time...6 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m., Sun.
News Service ............. UP
Transcription Service...... Lang-Worth
Membership ................ NAB, BMB
President ................... Charles A. Smithgall
Commercial Manager......... E. F. MacLeod
Program Director........... Mildred Thompson
Musical Director........... James A. Hartley
Chief Engineer............ F. Keith Brown

WKEU
GRIFFIN—EST. 1934
MBS—KBS
Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By...Radio Station WKEU
Address..................... P. O. Box 155
Phone Number ............... 5507
News Service ............. UP
Air Time .................... Daytime License
Commercial Manager........ C. I. Crawley
Prog. Dir.-Prom. Mgr...... H. C. Young, Jr.
Chief Engineer............... G. H. Whitley, Jr.

WKLY
HARTWELL—EST. 1947
GA. SPORTS NETWORK
Frequency: 980 Kc....Power: 1000 Watts d.
Owned-Operated By...Louie L. Morris
Business Address............... Box 183
Phone Number ............ 71
Transmitter-Studio Location...Bowersville Highway, Hartwell, Ga.
Air Time........... Local sunrise-local sunset
News Service ............. UP
Transcription Service...... Capital
President-Owner........... Louie L. Morris
Exec. Vice President...... Max G. Plaender
Commercial Manager....... Paul S. Wight
Sales Promotion Manager... William Winegarner
Program Director.......... Joe B. Wilder
Chief Announcer............ Robert Mowbray
Chief Engineer............... Leland W. Hayes
**WLAG**

**LA GRANGE—EST. 1941**

MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By...LaGrange Bcstg. Co.

Business-Studio Address...303 Broome St.

Phone Number...3505

Transmitter Location...LaGrange, Ga.

Air Time...6 a.m.-11:30 p.m.

News Service...AP

Transcription Service...Standard

Representative...Thomas F. Clark

Membership...NAB, BMB

President...Roy C. Swank

General-Station-Commercial

Manager...Edwin Mullinax

Sales Promotion Mgr., Josephine M. Thomasson

Program Director, Chief Announcer...John K. Boggess

Chief Engineer...James M. McKay

Farm Editor...Joe V. Hawkins

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**WBML**

**MACON—EST. 1940**

ABC-GA. SPORTS NETWORK

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By...Middle Ga. Bcstg. Co.

Business-Studio Address...First National Bank Bldg.

Phone Number...2728

Transmitter Location...Cor. Eighth & Cherry

Air Time...6 a.m.-12 M.

News Service...AP

Transcription Service...Thesaurus

Representative...J. H. McGillvra

Membership...NAB, BMB

President-Owner...E. D. Black

General-Station Manager...Chas. W. Pittman

Commercial Manager...Walter Graham

Program-Musical

Director...Mary Hester Richardson

Chief Announcer...Tommy Snellgrove

Chief Engineer...H. S. Goodrich

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**WIBB (CP)**

**MACON**

Frequency: 1280 Kc. Power: 1000 Watts d.

Owned-Operated By...Peach State Bcstg. Co.

Business Address...Lanier Hotel

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**WMaz**

**MACON—EST. 1922**

CBS

Frequency: 940 Kc. Power: 10,000 Watts

Owned-Operated By...Southeastern Bcstg. Co.

Business-Studio Address...Bankers Insurance Bldg.

Phone Number...3131

Transmitter Location...Forsyth Rd.

Air Time...5:45 a.m.-12:05 a.m.

News Service...INS, UP

Transcription Service...World, Lang-Worth

Representative...The Katz Agency

Membership...NAB

President, Chief Engineer...George P. Rankin

General Manager...Wilton E. Cobb

Commercial Manager...Frank Crowther

Production Manager...Frank Hubbs

Farm Editor...D. F. Bruce

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**WNEX**

**MACON—EST. 1945**

MBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By...Macon Bcstg. Co.

Business-Studio Address...Bibb Bldg.

Phone Number...8211

Transmitter Location...18 hrs., 40 min. daily

Air Time...12:05 a.m.-12:05 A.M.

News Service...AP

Transcription Service...Capitol, Cole

Representative...Forjoe

Membership...NAB

President...Ed Lowe

Vice President, General-Station Manager...Al Lowe

Commercial-Sales Promotion Manager...George Patton

Program Director...Peggy Taylor

Production Manager, Chief Announcer...Ed Sharpe

Publicity Director...Jim Weathers

Musical Director...Beverly McKenzie

Chief Engineer...A. C. Kibler

Farm Editor..."Peanut" Faircloth

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**WFOM**

**MARIETTA—EST. 1946**

GA. ASSOC. OF LOCAL STA.

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By...Chattahoochee Bcstrs.

Business Address...P. O. Box 131

Phone Number...1746

Transmitter-Studio Location...So. Cobb Dr.

Air Time...7 a.m.-11 p.m.

News Service...AP

Transcription Service...World

Membership...NAB

Owners...Fred B. Wilson, Channing Cope

General Manager...Albert L. Jones

Commercial Manager...A. E. Garoni

Program Director...Nelsie Horne

Chief Announcer...James Kirby

Chief Engineer...Orba W. Harrell

Farm Editor...LaGrange
WMVG
MILLEDGEVILLE—EST. 1946
MBS—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Jere N. Moore
Business Address: Milledgeville, Ga.
Phone Number: 250
Studio Address: Old State Capitol Bldg.
Transmitter Location: Fishing Creek
News Service: UP
Transcription Service: World
Representative: Homer Griffith
Owner: Jere N. Moore
General-Station-Commercial
Manager: Michael T. Landy
Program Director: Douglas O. Henson
Chief Announcer, Farm Editor: Harry Hunter
Chief Engineer: Robbie O. Hattaway

WMGA
MOULTRIE—EST. 1939
KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John F. Pidcock
Business Address: Box 310
Phone Number: 999
Transmitter-Studio Location: 1½ mi. N.E. Moultrie on U. S. 319
News Service: UP
Transcription Service: Thesaurus, World.
Representative: Thomas F. Clark
President-Owner: General
Manager: John F. Pidcock
Commercial-Sales Promotion Manager:
Publicity Director: Wandell Murphy
Program Director: Jackie Stringfellow
Production Manager, Chief Announcer: Jack Shiver
Musical Director: Keith Bright
Chief Engineer: George Buckmann
Farm Editor: Ted Meadows

WCQH
NEWMAN—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Newnan B&s, Co.
Business Address: 11 Court Sq.
Phone Number: 1400-1399
Studio Address: 1325 Court St.
Transmitter Location: 1420 Line St.
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: World, Thesaurus
General-Station Manager: John H. French
Commercial-Sales Promotion Manager: James Thomasson
Program Director: Dr. R. S. C. Young
Publicity Director: Randy Bryan
Musical Director: Imogene Jones
Chief Engineer: James S. Stowers Jr.
Farm Editor: R. W. Brown

WKMA
QUITMAN—EST. 1947
Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By: John Raymond Barlett
Business Address: Walker Bldg.
Phone Number: 4811
News Service: AP
Transcription Service: Associated
Owner-General Mgr.: John Raymond Barlett
Program Director: James Wood

WLAQ
ROME—EST. 1947
Frequency: 670 Kc. Power: 1,000 Watts d.
Business-Studio Address: 209 Broad St.
Phone Number: 7767
Transmitter Location: Summerville Rd.
Air Time: Local sunrise-local sunset
News Service: AP, INS, UP
Transcription Service: Capitol, Thesaurus
Representative: Joseph Henry McGillivra, Inc.
Membership: NAB, BMB
President: B. M. Moore, Sr.
General-Station Manager, Publicity Director: George W. Rice, Jr.
Commercial-Sales Promotion Manager: Martha Daniel
Program Director, Production Manager: George Eubanks
Musical Director: Carolyn Smith Lynch
Chief Engineer: Dan Scott
Farm Editor: Lee Mowry

WRGA
ROME—EST. 1929
MBS—GA. SPORTS NETWORK—KBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Rome B&s, Corp.
Business-Studio Address: National City Bank Bldg.
Phone Number: 5589
Transmitter Location: Off Summerville Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker Co.
Membership: NAB, BMB
President: John W. Quarles
General Manager: Happy Quarles
Assistant Manager: Mather Payne
Commercial Manager: Price Selby
WDAR
SAVANNAH—EST. 1946
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: W DAR, Inc.
Business-Studio Address: 34 E. Bryan St.
Phone Number: 3-8807
Transmitter Location: E. Savannah 1/2 mi.
Air Time: 6:30 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service: AP
Transcription Service: Standard
Representative: Avery-Knodel
Membership: NAB, BMB
President: A. C. Neff
General-Station Manager: John P. Dyer
Commercial-Sales Promotion Manager: Abram Eisenman
Program-Publicity Director: J. Davis Sheppard
Chief Announcer: Gene Marshall
Musical Director: Robert Finch
Chief Engineer: Howard Jewett

WFRP
SAVANNAH—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Georgia Bstg. Co.
Business-Studio Address: 219 E. Charlton St.
Phone Number: 39642-39643
Transmitter Location: E. Perry Lane
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated, Cole
Representative: John H. Perry Assoc.
Membership: NAB
President: Frank R. Pidcock
General Manager: Edward N. Palen
Asst. Manager, Program-Publicity Director: Roy F. Zess
Commercial-Sales Promotion Manager: Earl Harper
Production Manager: Robert Vandiver
Chief Announcer: John Hancock
Musical Director: James Barclay
Chief Engineer: James Wilder

WSAV
SAVANNAH—EST. 1939
NBC—ATLANTIC SPORTS NETWORK

Frequency: 850 Kc. Power: 5,000 Watts
Owned-Operated By: WSAV, Inc.
Business-Studio Address: Liberty National Bank Bldg.
Phone Number: 3-0234
Transmitter Location: Oatland Island, 4.2 mi.
E. of Savannah
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service ........................ Thesaurus
Representative ........................... George P. Hollingbery
Membership .............................. NAB, BMB
President, General-Station ..............................
Manager ............................... Harben Daniel
Commercial-Sales Promotion ..............................
Manager ............................... L. H. Thesmar
Program Director, Production ..............................
Manager ............................... James L. Woods
Publicity Director .............................. Georgia Fuller
Chief Announcer .............................. Norman Strand
Musical Director .............................. Melvin Peacock
Chief Engineer .............................. M. E. Thompson
Farm Editor ............................... Bill Donegan

WTOC
SAVANNAH—EST. 1929

Frequency: 1290 Kc.  Power: 5000 Watts
Owned-Operated By: Savannah Bcstg. Co.
Business-Studio Address: 516 Abercorn St., P. O. Box 645
Phone Number: 2-0127

Transcription Service .............................. World, Lang-Worth Capital
Representative .............................. Katz Agency
Membership .............................. NAB, BMB
President, General Mgr. .............................. Wm. T. Knight, Jr.
Commercial Manager .............................. Ben Williams
Program-Musical Director, Farm Editor ..............................
Publicity Director .............................. Catherine Goette
Chief Announcer .............................. Ben H. Quick
Chief Engineer .............................. Reeve Owen

WWNS
STATESBORO—EST. 1946

MBS-KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Alfred Dorman
Business Address: 102 Church St.
Phone Number: 502
Transmitter-Studio Location .............................. E. Olliff St.
Air Time: 7 a.m.-11 p.m.
News Service: UP
President-Owner .............................. Alfred Dorman
General-Commercial Mgr. .............................. Paul R. Sauve
Chief Engineer .............................. Walter Welch

WSFT
THOMASTON—EST. 1947

MBS
Owned-Operated By: Thomaston Bcstg. Co.
Business Address: 101 N. Church St.
Phone Number: 1200
News Service: AP

Transcription Service .............................. Associated
President .............................. R. E. Hightower
Vice President .............................. J. B. Hardy
Secy.-Manager .............................. S. J. Carswell
Program Director .............................. William H. Heule
Chief Engineer .............................. Richard D. Wharton

WKTG
THOMASVILLE—EST. 1947

Frequency: 730 Kc.  Power: 1000 Watts d.
Owned-Operated By: Southern Bcstg. System Inc.
Business Address: Bank of Thomas County
Phone Number: 1501
News Service: AP
Transcription Service .............................. World, Lang-Worth
Comm. Mgr.-Prom. Mgr. .............................. Pratt Secrest
Program Director .............................. William B. Hill
Chief Engineer .............................. Kenneth T. Mallory

WPAX
THOMASVILLE—EST. 1934

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: H. Wimpy
Business-Studio Address: 117 Remington Ave.
Phone Number: 909
Transmitter Location .............................. 117 Remington Ave.
Air Time: 7 a.m.-10 p.m.
News Service: UP
Transcription Service .............................. Capitol, Thesaurus
Membership .............................. NAB, BMB
Owner, General Manager .............................. H. Wimpy
Commercial Manager .............................. Al Feinberg
Prog-am Director .............................. Bob Ooakman
Chief Engineer, Farm Editor .............................. James W. Poole

WTWA (CP)
THOMSON

MBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Walter J. Brown
Business Address: Hickory Hill
Owner: Walter J. Brown

WGWS
TIFTON—EST. 1947

MBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Tifton Bcstg. Corp.
Business-Studio Address: 800 S. Main St.
Phone Number: 921
Transmitter Location .............................. 800 S. Main St.
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Transcription Service .............................. Standard
Representative .............................. Homer Griffith
Membership .............................. NAB
G E O R G I A

President............................................ Walter A. Graham
General-Commercial
Manager............................................ William Wern Shepherd
Vice President..................................... James E. Graham
Sales Promotion Manager, Publicity
Director............................................. Patty Carpenter
Program Director, Production Mgr.: Herb Scott
Chief Announcer................................. Bert Stevans
Musical Director................................ Gene Graham
Chief Engineer.................................... W. C. Roberts
Farm Editor................................. Tom Hanssen

W R L C
Toccoa—Est. 1941
MBS—Georgia Sports Network—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By......................... R. G. LeTourneau
Business-Studio Address.................. Prather Bridge Rd.
Phone Number............. Toccoa 544, LeTourneau 1751
Transmitter Location........ Prather Bridge Rd.
Air Time ................ 7 a.m.-11:15 p.m.
News Service...........UP
Transcription Service ......... Associated
Representative........ Thomas F. Clark
Membership............... NAB, BMB
Owner........................ R. G. LeTourneau
General Manager............ Virgil E. Craig
Commercial Manager........ Sam A. Gaines
Sales Promotion Manager........ Roy E. Gaines
Program Director, Musical
Director........................ Carroll S. Lee
Chief Announcer.............. George Rountree
Chief Engineer...................... Carl Meeks

W G O V
Valdosta—Est. 1940
MBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By......................... E. D. Rivers
Business Address........ Valdosta, Georgia
Phone Numbers................. 1420-1
Studio Address Trans. Location... Park Ave.
Air Time ................ 18 Hrs. daily
News Service ............UP
Transcription Service ......... World, M. M. Cole
Representative............... Hal Holman
Membership............... NAB
President-Owner............... E. D. Rivers
Station Manager................. John R. Barlett
Program Director................ Walter E. Barden
Chief Engineer..................... Don Ellis

W R L D
West Point—Est. 1944
ABC—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By.............. Valley Bstg. Co.
Business Address............... Box 191
Phone Number............... 437
Studio Address........ West Point, Ga., Lanett, Ala.
Transmitter Location ...... Lanett, Ala.
Air Time ........ 6 a.m.-12 p.m.; 7 a.m.-11:15 p.m. Sun.
News Service.............. AP
Transcription Service ......... World, Keystone
Membership............... NAB, BMB
President-Gen. Mgr............... L. J. Duncan
Station-Comm.—Sales Prom. Mgr. . Perry Elliott
Program Director............... Eileen Love
Production Manager.......... Dorothy Forrester
Chief Announcer............... Walter Spiro
Chief Engineer..................... Alfred Hammock

Address............................................ Vidalia, Ga.
Phone Number................................. 327
Transmitter Location........ N.S. U.S. Route 280, ¾ mile W. Vidalia
Air Time................ 6:30 a.m.-11:05 p.m.
News Service...........UP
Transcription Service ......... World
Membership............... NAB
President......................... M. F. Brice
Program Director................ Bill Harbeson
General Manager............... R. W. Sockwell
Commercial Manager......... Bob Moran
Chief Engineer..................... W. G. Jones

W A Y X
Waycross—Est. 1936
MBS—KBS
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By..................... Jack Williams
Business-Studio Address........ 1600 Carswell Ave.
Phone Number................ 9-6-5
Transmitter Location........ Route 4
Air Time ................ 7 a.m.-12 M.
News Service...........UP
Transcription Service ......... World, Cole
Representative............... Hal Holman
Membership............... NAB, BMB
Owner........................ Jack Williams
General-Station-Commercial
Manager................. John J. Tobola
Sales Promotion Manager, Chief
Announcer.............. Raymond Williamson
Program Director................ Miss Gwen Crosby
Production Manager.......... Clyde C. Davis
Publicity Director.......... Miss Dorothy Smith
Chief Engineer............... John E. Legare
Farm Editor....................... C. L. Blalock

Address............................................ Vidalia, Ga.
Phone Number................................. 327
Transmitter Location........ N.S. U.S. Route 280, ¾ mile W. Vidalia
Air Time................ 6:30 a.m.-11:05 p.m.
News Service...........UP
Transcription Service ......... World
Membership............... NAB
President......................... M. F. Brice
Program Director................ Bill Harbeson
General Manager............... R. W. Sockwell
Commercial Manager......... Bob Moran
Chief Engineer..................... W. G. Jones

Address............................................ Vidalia, Ga.
Phone Number................................. 327
Transmitter Location........ N.S. U.S. Route 280, ¾ mile W. Vidalia
Air Time................ 6:30 a.m.-11:05 p.m.
News Service...........UP
Transcription Service ......... World
Membership............... NAB
President......................... M. F. Brice
Program Director................ Bill Harbeson
General Manager............... R. W. Sockwell
Commercial Manager......... Bob Moran
Chief Engineer..................... W. G. Jones

Address............................................ Vidalia, Ga.
Phone Number................................. 327
Transmitter Location........ N.S. U.S. Route 280, ¾ mile W. Vidalia
Air Time................ 6:30 a.m.-11:05 p.m.
News Service...........UP
Transcription Service ......... World
Membership............... NAB
President......................... M. F. Brice
Program Director................ Bill Harbeson
General Manager............... R. W. Sockwell
Commercial Manager......... Bob Moran
Chief Engineer..................... W. G. Jones

Address............................................ Vidalia, Ga.
Phone Number................................. 327
Transmitter Location........ N.S. U.S. Route 280, ¾ mile W. Vidalia
Air Time................ 6:30 a.m.-11:05 p.m.
News Service...........UP
Transcription Service ......... World
Membership............... NAB
President......................... M. F. Brice
Program Director................ Bill Harbeson
General Manager............... R. W. Sockwell
Commercial Manager......... Bob Moran
Chief Engineer..................... W. G. Jones
KDSH
BOISE—EST. 1947
CBS
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Boise Valley Bcsts. Inc.
Business-Studio Address: Radio Center Bldg., 311 N. 10th St.
Phone Number: 6820 or 6821
Transmitter Location: R. No. 2, Meridian, Idaho
Air Time: 6 a.m.-12 M.
News Service: Associated Representative
Transcription Service: Free & Peters
Membership: NAB, BMB
President: Saul Haas
General Manager & Vice President: Westerman Whillock
Associate Manager, Treasurer, Sales: Robert A. Whillock
Manager, Promotion Manager, Program Director: Earl Glade, Jr.
Publicity Director: Shirley Silvers
Chief Announcer: Frank Watkins
Musical Director: George Zanz, Jr.
Chief Engineer: James A. Johntz, Jr.

KGEM
BOISE—EST. 1946
ABC—ROCKY MOUNTAIN—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Idaho Bcstg. & Television Co.
Business-Studio Address: Owyhee Hotel
Phone Number: 533
Transmitter Location: 4th & Roosevelt
Air Time: 6 a.m.-12 M., 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Capitol
Representative: The Katz Agency
Membership: NAB
President, Gen. Mgr.: Fentress H. Kahn
Station-Commercial Mgr.: Kenyon R. Bennett
Sales Promotion Mgr.: Bert L. Johnson
Program Director: Newell R. Tripp
Production Manager, Publicity Director: Harry Waterstone
Chief Announcer: Bruce Vanderhoof
Musical Director: Donald C. Bishop
Chief Engineer: Richard W. Egelson
Farm Editor: Earl Darr

KIDO
BOISE—EST. 1928
NBC—IDAHO-UTAH NETWORK
KVIN
COEUR D'ALENE—EST. 1946
MBS—DON LEE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Coeur d'Alene Bcstg. Co.
Business-Studio Address ............................................ Blackwell Island
Phone Number ......................................................... 1250
Transmitter Location ............................................. Blackwell Island
Air Time: 7 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
News Service .............................................................. UP
Transcription Service ........................................ Lang-Worth
Representative ....................................................... Gilman, Nichol & Ruthman
Membership .............................................................. NAB
President .............................................................. Burl C. Hagadone
Station-Commercial-Sales Promotion Manager .................. C. E. Rodell
Program Director ..................................................... Production Manager
Publicity Director .................................................. Bernard V. Merriman
Chief Announcer ................................................... Johnnie Maxson
Musical Director ..................................................... Farm
Editor ................................................................. Howard Carpenter
Chief Engineer ..................................................... Howard Oleson

KID
IDAHO FALLS—EST. 1927
MBS—INTERMOUNTAIN—KBS
Frequency: 1350 Kc. 5000 Watts d.; 500 W. n.
Owned-Operated By: Idaho Radio Corp.
Business-Studio Address ........................................... Hotel Bonneville
Phone Number ............................................................ 4
Transmitter Location ............................................. Ammon Highway
Air Time .................................................. 18 hrs. daily; 15 hrs. Sun.
News Service .............................................................. UP
Transcription Service ........................................... World
Representative ......................................................... Avery Knodel
Membership .............................................................. NAB
President, General-Station Mgr. ................................ Cecil E. Hart
Commercial Manager ............................................. Leonard Wasden
Sales Promotion Manager, Publicity Director, Farm Editor ....... Roy L. Southwick
Program Director, Production Manager ......................... James H. Lawrence
Chief Announcer .................................................... Robert Fleming
Musical Director ..................................................... James Denton
Chief Engineer ..................................................... C. N. Layne

KIFI
IDAHO FALLS—EST. 1947
ABC—GEM STATE—ROCKY MT.
BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Eastern Idaho Bcstg. & Television Co.
Business-Studio Address ........................................... 339 Broadway
Phone Number ............................................................ 1054-5
Transmitter Location ............................................. Yellowstone Highway
Air Time ................................................................. Unlimited
News Service ............................................................. AP
Transcription Service ............................................... Thesaurus
Pres.-Gen. Mgr. ...................................................... J. M. Brady
Station Manager, Farm Editor .................................. Chas. Crabtree
Commercial-Sales Promotion Manager ..................... Dan W. Kelly
Program Director, Production Manager ................. Keith Clarke
Publicity Director .................................................. Jerry Browne
Chief Announcer ................................................... Lloyd Meecham
Chief Engineer ..................................................... Blaire Nelson

KYN (CP)
IDAHO FALLS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Idaho Falls Bcstg. Co.
Business Address ..................................................... 295 13th St.

KRLC
LEWISTON—EST. 1935
MBS—DON LEE
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By: H. E. Studebaker
Business-Studio Address ........................................... Lewis-Clark Hotel
Phone Number ............................................................. 1950
Transmitter Location................................................ Lewiston Orchards
Air Time .................................................. 6:30 a.m.-11 p.m.
News Service .............................................................. UP
Transcription Service ........................................... Lang-Worth
Representative ....................................................... Gilman, Nichol & Ruthman
Membership .............................................................. NAB, BMB
President-Owner .................................................... H. E. Studebaker
General-Station Manager ........................................ Donald Thomas
Commercial Manager ................................................ Robert Taylor
Production Manager ................................................. Virginia Taylor
Chief Announcer ..................................................... Ed Triplett
Chief Engineer ..................................................... Gene Wilson

KRPL
MOSCOW—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Interstate Radio, Inc.
Business Address ..................................................... P. O. Box 207
Phone Number ............................................................. 2283
Transmitter-Studio Location ....................................... Route 3
Air Time: 5 a.m.-12 M.; 9 a.m.-9:30 p.m., Sun.
News Service .............................................................. AP
Transcription Service ........................................... World, Cole
Representative ......................................................... W. S. Grant Co.
Membership .............................................................. NAB, BMB
President .............................................................. Ted R. Farrier
General-Station Manager, Program Director, Production Manager, Publicity Director ....... Bert McAllister
Commercial-Sales Promotion Manager ....................... Jack H. Goetz
Chief Engineer ..................................................... Herbert D. Young
KFXD
NAMPA-BOISE—EST. 1922
MBS—INTERMOUNTAIN NETWORK
Frequency: 580 Kc........Power: 1000 Watts
Owned-Operated By: Frank E. Hurt & Son
Business Address: Main Office: 1024 12th Ave.
So., Nampa, Idaho
Phone Number.............Nampa 1200; Boise 750
Studio Addresses: Nampa—1024 12th Ave. So.; Boise: 809 Main St.
Transmitter Location: Midway between Nampa and Boise, Idaho.
Air Time..................6 a.m.-11 p.m.
News Service...............AP, UP
Transcription Service: Thesaurus, SESAC, Lang-Worth.
Representative ..........Avery-Knodel
Membership...............NAB
President-Owner, General
Manager ................Frank E. Hurt
Station-Commercial Manager....Doyle Cain
Program Director. Production
Manager ................Shirly Black
Musical Director..........Donna Luker
Chief Engineer............Edward P. Hurt

KESI
POCATELLO—EST. 1926
NBC—UTAH-IDAH0
Frequency: 930 Kc........Power: 5000 Watts
Owned-Operated By: Radio Service Corp.
Business-Studio Address: Yellowstone Highway
Phone Number...............960
Transmitter Location: Six mi. N. Pocatello
Air Time ..............6 a.m.-12 M; 7 a.m.-12 M., Sun.
News Service...............UP
Transcription Service: Standard, Lang-Worth, Cole.
Representative .........The Walker Co.
Membership...............NAB, BMB
President................O. P. Soule
General-Commercial
Manager ............Harry H. Fletcher
Sales Promotion Manager, Publicity
Director ...............Olive M. Leeney
Program Director........Ruthe A. Fletcher
Chief Engineer..........Ellis W. Call

KLIJX
TWIN FALLS—EST. 1946
ABC—ROCKY MOUNTAIN BCSTG.
SYSTEM—GEM STATE NETWORK
Frequency: 1340 Kc........Power: 250 Watts
Owned By: Southern Idaho Bcstg. & Tele'n Co.
Operated By:............Frank C. McIntyre
Business-Studio Address: Elizabeth Blvd.
Phone Number...............2484
Transmitter Location: Elizabeth Blvd.
Air Time: 5:55 a.m.-12:05 a.m.; 7 a.m.-12 M., Sun.
News Service...............AP
Transcription Service: Thesaurus
Representative ..........The Katz Agency
Membership...............NAB
General-Station Manager....Frank C. McIntyre
Sales Manager: (National) Frank C. McIntyre:
(Rural) Juneau H. Shinn.
Sales Promotion Manager, Farm
Editor, Administrative Assistant: Ian Elliot
Production Manager.........Charles Neeley
Chief Announcer ...........Joe Gibney
Musical Director...........Earl Sterling
Chief Engineer............Lloyd James

KEY Y
POCATELLO—EST. 1946
MBS—INTERMOUNTAIN NETWORK
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By: Radio & Television Bcstg.
Co. of Idaho
Business-Studio Address: Yellowstone Highway
Phone Number...............1240
Transmitter Location: Yellowstone Highway
Air Time ..............6:40 a.m.-11:15 p.m.
News Service...............AP
Transcription Service: Thesaurus, SESAC, Lang-Worth.
Representative ..........Avery-Knodel
Membership...............NAB
President. General-Station
Manager ............Calvin L. Hale
Commercial-Sales Promotion
Manager . Publicity Director: Zendell M. Hale
Program Director........Tina A. Whitaker
Production Manager......William M. Rieske
Chief Announcer, Musical
Director .............Dean Buchanan
Chief Engineer..........Julian Dennis
Farm Editor .............Drew Dunn

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KTFI
TWIN FALLS—EST. 1928
NBC—UTAH-IDAHO
Frequency: 1270 Kc.
Power: 5000 Watts D.; 1000 Watts N.
Owned-Operated By: Radio Bestg. Corp.
Business-Studio Address: 241 Main Ave. W.
Phone Number: 2400
Transmitter Location: Highway 30
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard, Langworth
Representative: Weed & Co.; John Keating
Membership: NAB, BMB
President: O. P. Soule
General-Station Manager: F. M. Gardner
Commercial Manager, Sales Promotion Manager: K. W. Montgomery
Program-Publicity Director: Lenore Parker
Production Manager, Chief Announcer: John Edington
Musical Director: Anne Streifus
Chief Engineer: George Malone
Farm Editor: Jack Farrar

KVMP
TWIN FALLS—EST. 1946
MBS—INTERMOUNTAIN
Frequency: 1450 Kc.
Power: 250 Watts
Owned-Operated By: Radio Sales Corp.
Business-Studio Address: 126½ Shoshone St., E.
Phone Numbers: 2002-3
Transmitter Location: Blue Lakes Blvd.
Air Time: 6 a.m.-11:15 p.m.
News Service: UP
Transcription Service: World, Associated

KWAL
WALLACE—EST. 1939
MBS-KBS
Frequency: 620 Kc.
Power: 1000 Watts
Owned-Operated By: Silver Bestg. Co.
Business-Studio Address: Tabor Bldg.
Phone Numbers: 330; 201
Transmitter Location: Osburn, Idaho
Air Time: 7 a.m.-12:00 M.
Transcription Service: World, SESAC
Membership: BMB
President: Dr. J. R. Binyon
General Manager: Robert G. Binyon
Station Manager, Chief Announcer: W. Mondell Spencer
Commercial Manager: Evan Lytle
Sales Promotion Manager: Hobert Daugherty
Program-Publicity Director: Betty Spencer
Musical Director: Turner Dreher
Chief Engineer: John Backman
Farm Editor: Chas. Preston

KWEL
WEISER—EST. 1947
KBS
Frequency: 1240 Kc.
Power: 250 Watts
Owned-Operated By: Inland Best. Co.
Business Address: 455 W. Liberty St.

For the best in news quality . . .

AP Membership!
"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.

MONTICELLO, I N D.—HERALD-JOURNAL
Wednesday, October 1, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whitman and daughter Loreta of Idaville spent Saturday and Saturday evening in Chicago the guests of Mr. and Mrs. Ted Keepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

BROOKFIELD, I L L.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVATION OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield, a fifteen minute broadcast from the Groves School on Thursday, Oct. 9, will be heard throughout the nation by radio station WLS.

CASEY, I L L.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcolm of Casey attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.

MOWEAGA, I L L.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Shaffer and Mr. and Mrs. Ray Hamblen returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, the Grand Canyon in Arizona, and a tour of the Ford Plant in Detroit. Mich., and the WLS National Barn Dance in Chicago.

NILES, M I C K.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school S-B English class was read on a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

JERSEYVILLE, I L L.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Mrs. Erma Cottam, a resident of Jerseyville, Jersey County, Illinois, until she moved to Chicago last Monday in the WLS "Dinner Bell" program, broadcast last week direct from the state fair at Springfield.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau County, who spoke on the WLS Dinner Bell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

PRINCETON, I L L.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhold Gerdes, route 1, Princeton, will talk how he found success under America's new enterprise system when he speaks on WLS "The Visiting Station." Gerdes' story is told over the air by Lt. Commander Grace, a tape recording for the WLS "The Visiting Station." Gerdes is a former WLS star who was Gerdes in Germany place to find that America was the better. He will tell how he came here in 1940, rented a farm and married Gerdes now has one of the largest dairy farms in one of the larger dairy farming operations in the world and has received many awards. Gerdes himself has two sons, and his own son, WLS."
WOKZ (CP)  
ALTON  
Frequency: 1570 Kc.  Power: 1000 Watts d.  
Partners:  R. C. Goshorn, R. L. Rose  

WMRO  
AURORA—EST. 1938  
KBS  
Owned-Operated By:  Martin R. O'Brien  
Business-Studio Address:  Aurora, Ill.  
Phone Number:  4215  
Transmitter Location:  Aurora, Ill.  
Air Time:  Local sunrise-local sunset  
News Service:  AP  
Transcription Service:  Keystone, Standard  
Owner, General-Station Manager:  Martin R. O'Brien  
Commercial Manager:  Vincent G. Coley  
Program Director:  Jeane M. Doran  
Chief Announcer:  Art Hellyer  
Musical Director:  Laverna Umland  
Chief Engineer:  Ray Kitner  
Farm Editor:  W. P. Miller  

WIBV  
BELLEVILLE—EST. 1947  
Owned-Operated By:  Belleville BCStg. Co.  
Business-Studio Address:  2100 W. Main St.  
Phone Number:  5000  
Transmitter Location:  Between E. St. Louis & Belleville, Ill.  
Air Time:  Local sunrise-local sunset  
News Service:  AP  
Transcription Service:  Standard  
Representative:  Hai Holman  
Membership:  BMB  
General-Station Manager:  Paul Wnorowski  
Commercial-Sales Promotion Manager:  Marshall True  
Program Director:  Joyce Pond Hatch  
Production Manager, Chief Announcer:  Downey Hewey  
Publicity Director:  Jerry Kessler  
Musical Director:  H. B. Swift  
Chief Engineer:  John Schultz  
Farm Editor:  H. H. Swift  

WJBC  
BLOOMINGTON—EST. 1924  
ABC  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By:  Bloomington BCStg. Corp.  

Business-Studio Address:  209 E. Washington St.  
Phone Number:  5281  
Transmitter Location:  N. City Limits, Normal, Ill.  
Air Time:  6 a.m.-12 M.  
News Service:  UP  
Transcription Service:  Lang-Worth  
Membership:  NAB, BMB  
President:  Loring C. Merwin  
General Manager:  Hale Bondurant  
Sales or Commercial Manager:  J. J. Hanne  
Sales Promotion Manager:  Eldred Uhler  
Program-Musical Director:  J. J. Glass  
Production Manager:  "Spec" Jontry  
Publicity Director:  Helen Rediger  
Chief Announcers:  "Spec" Jontry; Bob Edell  
Chief Engineer:  Fred L. Bailey  
Farm Editor:  Clark Jontry  

WKRO  
CAIRO—EST. 1942  
MBS  
Frequency: 1490 Kc.  Power: 250 Watts  
Owned-Operated By:  Oscar C. Hirsch  
Business Address:  324 B'way, Cape Girardeau, Mo.  
Phone Number:  1490  
Transmitter Location:  Cairo  
Air Time:  6:00 a.m.-10 p.m.; 8 a.m.-9 p.m. Sun.  
News Service:  UP  
Representative:  John E. Pearson Co.  
Membership:  NAB, BMB  
Pres.-Chief Engr.:  Oscar C. Hirsch  
Gen.-Comm. Manager:  Merrill C. Currier  
Program Director:  Bernice Currier  

WBYS  
CANTON—EST. 1947  
Owned-Operated By:  Fulton County BCStg. Co.  
Business-Studio Address:  E. Linn Limits, P.O. Box 554  
Phone Number:  1877  
Transmitter Location:  E. Linn Limits  
Air Time:  Local sunrise to local sunset  
News Service:  AP  
Transcription Service:  Lang-Worth  
Membership:  NAB  
President:  Harold R. Winsor  
General-Station-Commercial Manager:  Cletus H. Quick  
Sales Promotion Manager:  Robert E. McElroy  
Program-Publicity Director, Chief Announcer:  Robert McElroy  
Production Manager:  Eugene C. Springer  
Musical Director:  Bette Rigney  
Chief Engineer:  John Stockberger  
Farm Editor:  John G. Wolfe
EXTRA
RESEARCH IN EASY WIN
OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers more radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequaled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for you in Chicago.

A Clear Channel Station . . .
Serving the Middle West

MBS
WCIL
CARBONDALE—EST. 1946
Frequency: 1020 Kc. Power: 1000 Watts d.
Owned-Operated By: Southern Illinois Bstg.
Business-Studio Address: 219 W. Main St.
Phone Numbers: 167 765
Transmitter Location: 2 mi. W. of Carbondale, Ill.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World
Representative: Taylor-Howe Snowden
Membership: NAB, BMB
General Manager: Paul F. McRoy
Commercial Manager: Walter C. Schafer
Program Director: Don Boudreau
Chief Engineer: Marion Sawyer

WCAZ
CARTHAGE—EST. 1922
Mississippi Valley Network
Frequency: 990 Kc. Power: 1000 w. d. only
Owned-Operated By: Superior Bstg Serv., Inc.
Business Address: Marine Trust Co. Bldg.
Phone Number: 520
Studio Address: Carthage; Macomb, Ill.
Transmitter Location: RFD, Carthage, Ill.
Air Time: Daytime
Transmission Service: Capitol
News Service: UP
Membership: BMB
President-Chief Engineer: Bob Compton
General-Commercial Manager: John Palmer
Program Director: Antoinette C. Palmer

WCNT
CENTRALIA—EST. 1946
Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Operated By: Hobart Stephenson
Business Address: Centralia, Illinois
Phone Number: 234
Studio, Transmitter Location: Centralia, Ill.
Highway #51 North.
Air Time: Daytime-sunrise to sunset
News Service: UP
Transmission Service: Thesaurus, Langworth
Station Representative: Sears & Ayers
Membership: NAB, BMB
Owner-Manager: Hobart Stephenson
Program Director: Anne Collins
Chief Engineer: Hobart G. Stephenson, Jr.

WDWS
CHAMPAIGN-URBANA—EST. 1936
CBS-KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The News-Gazette, Inc.
Business-Studio Address: 48 Main St.
Transmitter Location: S. of Champaign
Air Time: 16 hrs. daily
News Service: UP
Transcription Service: World
Membership: NAB
President: Mrs. D. W. Stevick
Director: Frank R. Mills

WAFF
CHICAGO—EST. 1922
Frequency: 950 Kc. Power: 1000 Watts d.
Owned-Operated By: Drovers Journal Publishing Co.
Business Address: 836 Exchange Ave.
Phone Numbers: Yards 0080; (Studio) Randolph 1932
Studio Address: Palmer House, State & Monroe.
Transmitter Location: Exchange Bldg. Union Stock Yards.
Air Time: 6 a.m. to local sundown
News Service: UP
Transmission Service: Standard
Representative: George P. Rollingbery
Membership: NAB
President: Ward A. Nef
General Manager: Wm. E. Hutchinson
Sales-Commercial Manager: Bradley R. Eidman
Sales Promotion Manager, Publicity
Director: Ben V. Kirk
Program Director, Production
Manager: Cynthia Coyle
Chief Engineer: Carl W. Ulrich

WAIT
CHICAGO—EST. 1923
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WAIT
Business-Studio Address: 360 N. Michigan Ave.
Phone Number: Franklin 0660
Transmitter Location: Elmhurst, Ill.
Air Time: Local sunrise to local sunset
News Service: UP
Transmission Service: Associated, SESAC
Lang-Worth, MacGregor
Representative: Taylor-Howe-Snowden
President: Gene T. Dyer
General-Commercial Manager: S. M. Aston
Program Director: Lorraine Dwyer
Chief Engineer: Edward Jacker

WBBM
CHICAGO—EST. 1923
CBS
Frequency: 780 Kc. Power: 50,000 Watts
Owned-Operated By: The Columbia Bstg. Sys-
tem, Inc.
Business-Studio Address: 410 N. Michigan Ave.
WCBD
CHICAGO—EST. 1947
Frequency: 820 Kc. Power: 5000 Watts
Owned-Operated By: Christian Catholic Church
Business Address: Administration Bldg., Zion, Ill.
Air Time: Limited
General Overseer: Michael J. Minter

WCFL
CHICAGO—EST. 1928
ABC
Frequency: 1000 Kc. Power: 10,000 Watts
Owned-Operated By: Chicago Federation of Labor.
Business-Studio Address: 666 Lake Shore Dr.
Phone Number: Superior 5300
Transmitter Location: Downers Grove, Ill.
Air Time: 6 a.m.-12 M; 7:15 a.m.-12 M, Sun.
News Service: UP
Transcription Service: Associated
Representative: The Katz Agency
General Manager: Maurice Lynch
Station Manager, Program Director: Howard Keegan
Commercial-Sales Promotion Manager: Melvin Wolens
Production Manager: Jack Odell
Publicity Director: Chief Announcer: Frank McGivern
Musical Director: Jack Kelly
Chief Engineer: Charles Willet

WCRW
CHICAGO—EST. 1926
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Clinton L. White
Business-Studio Address: 2756 Pine Grove Ave.
Phone Number: EASigate 8680
Transmitter Location: 2756 Pine Grove Ave.

WGES
CHICAGO—EST. 1924
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WGES
Business-Studio Address: 2708 Washington Blvd.
Phone Number: Sacramento 1700
Transmitter Location: 86th & Kedzie
Air Time: 7 a.m.-12 M
News Service: AP
Transcription Service: Associated
General Manager: John A. Dyer
Commercial Manager: E. M. Hinzman
Program Director: Herbert Rudolph

WEDC
CHICAGO—EST. 1926
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Emil Denemark, Inc.
Business-Studio Address: 3860 W. Ogden Ave.
Phone Number: Crawford 4100
Transmitter Location: 3860 W. Ogden Ave.
Air Time: 8:30 a.m.-10 a.m.; 3:30 p.m.-5 p.m.; 7 p.m.-10 p.m.; 10 p.m.-11 p.m.; 12 M-6 a.m.
News Service: UP
Owner: Emil Denemark
General-Station-Commercial-Sales Promotion Manager: Frank J. Kotnour
Program Director, Production Manager, Publicity Director, Chief Announcer: Bill Mack
Musical Director: William P. Brady
Chief Engineer: Chester Lewicki
ILLINOIS

WGN
CHICAGO—EST. 1924
MBS
Frequency: 720 Kc. Power: 50,000 Watts
Owned-Operated By: WGN, Inc.
Business-Studio Address: 441 N. Michigan Ave.
Phone Number: Superior 0100
Transmitter Location: Roselle, Ill.
Air Time: 19½ hrs. daily
News Service: AP, INS, UP, Reuters
Transcription Service: Standard
Representative: Keenan & Eckelberg
Membership: BMB
President: Col. Robert R. McCormick
Manager: Frank P. Schreiber
Asst. Manager: Paul C. Brines
Commercial Manager: Wm. A. McGuiness
Sales Promotion Manager: Wm. C. Meyers
Program Supervisor: Buckingham Gunn
Commercial Pgm. Dir.: Walter J. Preston
Production Manager: Edmund F. Kahn
Public Relations Director: Bruce W. Dennis
Supervisor of Annncrs.: Raymond Taylor
Musical Director: Henry Weber
Director of Engineering: Carl J. Meyers
Farm Editor: Harold Totten

(See Page 398)

WIND
CHICAGO—EST. 1927
MIDWEST BASEBALL NETWORK
Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Johnson Kennedy Radio Corp.
Business-Studio Address: 400 N. Michigan Ave.
Phone Number: Whitehall 2170
Transmitter Location: Gary, Ind.
Air Time: Full Time
News Service: AP, UP
Transcription Service: Standard
Representative: John E. Pearson
Membership: NAB
President: Paul V. Harper
General-Station Manager: Ralph L. Atlass
Commercial Manager: John T. Carey
Sales Promotion Manager: Alex V. Tellis
Program Director: Howard A. Miller
Chief Engineer: Kenneth C. Shirk

WJJD
CHICAGO—EST. 1932
Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By: Field Enterprises, Inc.
Business-Studio Address: 230 N. Michigan Ave.
Phone Number: State 5466
Transmitter Location: DesPlaines, Ill.
Air Time: 4:00 a.m.-Salt Lake City sundown
News Service: UP
Transcription Service: Associated, Cole, Capitol
Representative: Avery-Knodel
Membership: NAB, BMB
President: Marshall Field
General-Station Manager: Arthur F. Harre
Commercial Manager: Fred G. Harm
Sales Promotion, Publicity Director: Ed Short
Program Director, Production Manager: Mark Russell
Chief Announcer: Frank Sweeney
Musical Director: Ken Nelson
Chief Engineer: Walt Myers
Farm Editor: Russ Sailer

WLS
CHICAGO—EST. 1924
ABC
Frequency: 890 Kc. Power: 50,000 Watts
Owned By: Prairie Farmer Publishing Co.
Operated By: Agricultural Bctsg. Co.
Business-Studio Address: 1230 W. Washington Blvd.
Phone Number: Monroe 9700
Transmitter Address: Tinley Park, Ill.
Air Time: 14 hrs. daily, shares time with WENR
News Service: AP, INS, Transradio, UP
Transcription Service: Standard
Representative: John Blair
Membership: NAB, BMB
President: Burridge D. Butler
General Manager: Glenn Snyder
Treasurer: George Cook
Sales Manager: C. M. Freeman
Commercial Manager: Harold Safford
Sales Promotion Manager: Donald Finlayson
Program Director: John Baker
Production Manager: Al Boyd
Publicity Director: Wilma Gwilyams
Chief Announcer: Jack Holden
Musical Director: O. Westley
Chief Engineer: Tom Rowe
Farm Editor: Arthur C. Page

(See Page 396)

WMAQ
CHICAGO—EST. 1922
NBC
Frequency: 670 Kc. Power: 50,000 Watts
Business-Studio Address: 222 W. North Bank Drive.
Phone Number: SUperior 8300
Transmitter Location: Elmhurst, Ill.
Air Time: Sun.—8 a.m.-1 a.m.; Mon.—5:30 a.m.-1 a.m.; Tues. thru Sat.—5:30 a.m.-2 a.m.
News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard
Representative: NBC National Spot Sales
Membership: NAB, BMB
President (NBC): Niles Trammell
General-Station Manager: L. E. Showerman
Commercial Manager: Oliver Morton
Program Director: Jules Herbuveaux
Production Manager: Arthur Jacobson
Publicity Director .......................... John F. Ryan
Chief Announcer .......................... William Kephart
Musical Director .......................... Joseph Gallicchio
Chief Engineer ............................ Howard C. Luttgens
Farm Editor ............................... Everett Mitchell

**WMBI**

CHICAGO

Frequency: 1110 Kc.  Power: 5000 Watts
Owned-Operated By .......................... The Moody Bible
Institute of Chicago
Business Address .......................... 153 Institute Pl.
Phone Number ............................. Michigan 1570
News Service .............................. UP
Representative ............................ World
President ................................. Dr. William Culbertson
General Manager .......................... Robert L. Constable
Program Director .......................... Robert Parsons
Chief Engineer ............................ A. P. Frye

**WSBC**

CHICAGO—EST. 1925

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .......................... Radio Station WSBC
Business-Studio Address: 2400 W. Madison St.
Phone Number ............................. Monroe 9060
Transmitter Location ....................... 2400 W. Madison St.
Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a.m.; 2-3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.
News Service .............................. UP
Transcription Service ........................ SESAC, Cole, MacGregor
Representative .............................. Forjoe
General-Station Manager, Program Director .......................... Robert O. Miller
Commercial-Sales Promotion Manager .......................... Julius Miller
Publicity-Musical Director .......................... Arnold B. Miller

**WHFC**

CICERO—EST. 1926

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .......................... WHFC, Inc.
Address ................................. 6138 W. Cermak Rd.
Transmitter Location ...................... 6138 W. Cermak Rd.
Air Time: ................................. 7:00 a.m.-12 M.
News Service .............................. UP
Transcription Service ........................ Lang-Worth, SESAC
Membership .............................. NAB

**WHOW**

CLINTON—EST. 1947

Frequency: 1520 Kc.  Power: 1000 Watts d.
Owned-Operated By .......................... Cornbelt Bcstg. Co.
Business Address .......................... 401½ S. Side Sq.
Phone Number ............................. 305
News Service .............................. UP
Transcription Service ........................ Standard
Representative .............................. Cooke
President ................................. Keith Rhea

**WDAN**

DANVILLE—EST. 1938

CBS

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Northwestern Publishing Co.
Business-Studio Address: Hotel Woldorf, 202 N. Hazel St.
Phone Numbers .............................. 1700-1
Transmitter Location: Woodlawn & Washington Sis.
Air Time ................................. 6:45 a.m.-11 p.m.
News Service .............................. UP
Transcription Service ........................ World
Representative .............................. J. P. McKinney
Membership .............................. NAB, BMB
General Manager .......................... E. C. Hewes
Station-Commercial-Sales Promotion Manager .......................... Robert J. Burrow
Program Director .......................... Honore E. Ronan
Chief Announcer .......................... Max Shafer
Chief Engineer ............................ T. G. Magin

**WSOY**

DECATUR—EST. 1924

CBS

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Commodore Bcstg., Inc.
Business-Studio Address: 351-357 N. Main St.
Phone Number ............................. 5371
Transmitter Location ........................ 1891 N. Oakland Ave.
Air Time: ................................. 6 a.m.-12:05 a.m.
News Service .............................. AP
Transcription Service ........................ Lang-Worth, Associated Representative
Weed & Co. Membership ........................ NAB, BMB
President ................................. F. W. Schaub
General-Station Manager ........................ Merrill Lindsay
Commercial-Sales Promotion Manager .......................... Chas. F. Bruce
Program Director .......................... Bernard J. Johnson
Publicity Director .......................... Jane Logan
Chief Engineer ............................ Milburn H. Stuckwish

**WLBK**

DE KALB—EST. 1947

Owned-Operated By: DeKalb Radio Studios
Business Address .......................... 153½ N. Third St.
Phone Number ............................. 2677
News Service .............................. AP
Transcription Service ........................ Thesaurus, Cole
Owners ................................. Roland Wallem, T. A. Lanes
Business Manager .......................... Roland Wallem
Commercial Manager ........................ T. A. Lanes
Program Director .......................... T. A. Lanes
Chief Engineer ............................ Charles Green
I L L I N O I S

W T M V
EAST ST. LOUIS—EST. 1935
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Operated By:........ On the Air, Inc.
Address........ Broadway Hotel, 5th and Broadway
Phone Number........ East 4330 and Bridge 3424
Studio Address........ Broadway Hotel, East St.
Louis, Mo.; Arcade Bldg., St. Louis, Mo.
Transmitter Location........ Broadway Hotel, 5th
and Broadway
Air Time........ Full Time
News Service........ UP
Transcription Service........ World, Cole
Representative........ Weed
Membership........ NAB, BMB
Owners........ Clarence Leich, Henry B. Walker
Gen.-Commercial Mgr........ Frank J. Prendergast
Asst. Gen. Mgr........ Elmer Willrich
Prom. Mgr........ Henry Hoffman
Program Director........ Paul M. Enright
Chief Engineer........ Erle E. White

W C R A
EFFINGHAM—EST. 1947
Frequency: 1090 Kc........ Power: 250 Watts
Owned-Operated By: Effingham Bcstg. Co., Inc.
Business Address........ Box 568
Phone Number........ 1090
Studio Address........ 112½ N. Banker St.
Transmitter Location........ SW of city
Air Time........ Daytime only
News Service........ UP
Transcription Service........ Lang-Worth
Representative........ Hal Holman
Membership........ NAB, BMB
President........ Willard L. Thompson
General-Station Manager: Willard L. Thompson
Commercial Manager: Joseph E. McNaughton
Program Director........ Mabel L. Thompson
Chief Announcer........ Andy James
Chief Engineer........ Scott Franklin
Farm Editor........ Willard L. Thompson

W R M N (CP)
ELGIN
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Operated By:........ The Elgin Bcstg. Co.
Partners........ George A. Rdston, Jerry C. Miller

W N M P
EVANSTON—EST. 1947
Frequency: 1590 Kc........ Power: 1000 Watts
Owned-Operated By:........ Evanston Bcstg. Co.
Business-Studio Address........ 2201 Oakton St.
Phone Number........ Greenleaf 1590
Transmitter Location........ 2201 Oakton St.
Air Time........ Daytime

WFRL
FREEPORT—EST. 1947
Frequency: 1570 Kc........ Power: 1000 Watts d.
Owned-Operated By:........ Freeport Bcstg. Co.
Business-Studio Address........ 9 N. Chicago Ave.
Phone Number........ State 436-437
Transmitter Location: 1½ miles N.E. of Center
town
Air Time........ Local sunrise-local sunset.
News Service........ AP
Transcription Service........ World, Thesaurus
Representative........ Donald Cook
Membership........ NAB, BMB
Owners........ Vincent S. Barker & Gladys J. Barker
General-Station Manager, Chief
Engineer........ Dave Taylor
Program Director, Production Man-
ger, Chief Announcer........ Bud Houghton
Publicity Director........ Dick Carroll
Musical Director........ Gladys Barker
Farm Editor........ Cyril Nelson

W G I L
GALESBURG—EST. 1938
MBS-KBS
Frequency: 1400 Kc........ Power: 250 Watts
Owned-Operated By: Galesburg Bcstg. Co., Inc.
Business Address........ 312 Hill Arcade
Phone Number........ 4626
Transmitter-Studio Location........ Hill Arcade
Air Time........ 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.
News Service........ UP
Transcription Service........ Standard, SESAC
Representative........ Donald Cooke
Membership........ NAB, BMB
President-Owner........ Mrs. L. A. Prichard
General-Station-Sales Promotion
Manager........ E. J. Huber
Sales or Commercial Manager........ Lee Kramer
Program Director........ Betty Harler
Chief Announcer........ Dwight B. Olson
Chief Engineer........ Lee Rector

WEBQ
HARRISBURG—EST. 1923
KBS
Frequency: 1240 Kc........ Power: 250 Watts
Owned-Operated By:........ Harrisburg Bcstg. Co.
Business-Studio Address........ 100 E. Poplar St.
Phone Number........ Harrisburg 28
Air Time........ 6 a.m.-10 p.m.
<table>
<thead>
<tr>
<th><strong>WJPF</strong></th>
<th>HERRIN—EST. 1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business-Studio Address</td>
<td>601 Walnut St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>4761</td>
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<tr>
<td>Transmitter Location</td>
<td>601 Walnut St.</td>
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<tr>
<td>Air Time</td>
<td>7 a.m.-12 M.</td>
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<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>Representative</td>
<td>Joseph Hershey McGillvra</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>Vice-President, General-Station Manager, Program Director, Production Manager</td>
<td>R. L. Bowles</td>
</tr>
<tr>
<td>Commercial-Sales Promotion Manager</td>
<td>J. B. Kirby</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>Harry Spurrier</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Joseph Lyons</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert Schmidt</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Jack Swart</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>WLDS</strong></th>
<th>JACKSONVILLE—EST. 1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1180 Kc.</td>
<td>Power: 1000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Milton Edge &amp; E. J. Korsmeyer</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: Fox-Illinois Theater Bldg.</td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td>1180</td>
</tr>
<tr>
<td>Transmitter Location: One and a half mi. E. of Jacksonville</td>
<td></td>
</tr>
<tr>
<td>Air Time</td>
<td>Local sunrise-local sunset</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Standard</td>
</tr>
<tr>
<td>Representative</td>
<td>Hal Holman</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>General-Station-Commercial Manager</td>
<td>E. J. Korsmeyer</td>
</tr>
<tr>
<td>Production Manager</td>
<td>T. J. Fairburn</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Virginia Colwell</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>G. J. Cassens</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WJOL</strong></th>
<th>JOLIET—EST. 1926</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned By</td>
<td>Joliet Bcstg. Co.</td>
</tr>
<tr>
<td>Operated By</td>
<td>R. L. Bowles</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>601 Walnut St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>4761</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>601 Walnut St.</td>
</tr>
<tr>
<td>Air Time</td>
<td>7 a.m.-12 M.</td>
</tr>
<tr>
<td>News Service</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>Lang-Worth</td>
</tr>
<tr>
<td>Representative</td>
<td>Joseph Hershey McGillvra</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>Vice-President, General-Station Manager, Program Director, Production Manager</td>
<td>R. L. Bowles</td>
</tr>
<tr>
<td>Commercial-Sales Promotion Manager</td>
<td>J. B. Kirby</td>
</tr>
<tr>
<td>Publicity Director</td>
<td>Harry Spurrier</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Joseph Lyons</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert Schmidt</td>
</tr>
<tr>
<td>Farm Editor</td>
<td>Jack Swart</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WKAN</strong></th>
<th>KANKAKEE—EST. 1947</th>
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</thead>
<tbody>
<tr>
<td>Frequency: 1320 Kc.</td>
<td>Power: 1000 Watts d.</td>
</tr>
<tr>
<td>Owned-Operated By: Kankakee Daily Journal Co.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address: 183 N. Schuyler Ave.</td>
<td></td>
</tr>
<tr>
<td>Phone Number</td>
<td>Main 6500</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>RR 1</td>
</tr>
<tr>
<td>News Service</td>
<td>Local sunrise-local sunset</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World, Standard</td>
</tr>
<tr>
<td>Membership</td>
<td>NAB</td>
</tr>
<tr>
<td>President</td>
<td>Leslie C. Small</td>
</tr>
<tr>
<td>Vice-President</td>
<td>Burrell Small</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Bruce Brown</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Morris Mindel</td>
</tr>
<tr>
<td>Program Director</td>
<td>Wayne Center</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert Harrell</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>WLPO</strong></th>
<th>LA SALLE—EST. 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By La Salle County Bcstg. Co.</td>
<td></td>
</tr>
<tr>
<td>Business Address</td>
<td>Medical Arts Bldg.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>3100</td>
</tr>
<tr>
<td>News Service</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service</td>
<td>World, Lang-Worth</td>
</tr>
<tr>
<td>Partners</td>
<td>F. F. McNaughton, Louis F. Leurig</td>
</tr>
<tr>
<td>Gen. Commercial Mgr.</td>
<td>William Holm</td>
</tr>
<tr>
<td>Promotion Mgr.</td>
<td>Joseph A. Terrando</td>
</tr>
<tr>
<td>Program Director</td>
<td>Don Grantham</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>J. Harold White</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WKAI</strong></th>
<th>MACOMB—EST. 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1510 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Business-Studio Address</td>
<td>113 E. Carroll St.</td>
</tr>
<tr>
<td>Phone Number</td>
<td>1350</td>
</tr>
<tr>
<td>Transmitter Location</td>
<td>1/4 mi. E. of Macomb</td>
</tr>
<tr>
<td>Air Time</td>
<td>Daytime</td>
</tr>
</tbody>
</table>
ILLINOIS

News Service ......................................... UP
Transcription Service .................. Thesaurus, SESAC
Membership ............................................ NAB
President .................................. James C. Bailey
Act'g General Manager ............... J. C. Bailey
V. P.-Commercial Manager ......... Lyle B. Landis
Program Director, Chief Announcer .... Eugene F. Spry
Musical Director ......................... Anne Graham
Chief Engineer .................................. Leo Wilson
Farm Editor ...................................... John McCaughey

WLBH
MATTOON—EST. 1946
Frequency: 1170 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Mattoon Bcstg. Co.
Business-Studio Address: 17th & Broadway Av.
Phone Number ..................... 3800
Transmitter Location: ½ Mi. N. of Matton on Highway 45.
Air Time ...... Local sunrise to local sunset
News Service ........................................ AP
Transcription Service ............... Standard, SESAC
Membership ........................................ NAB
General-Station Manager ............ J. R. Livesay
Commercial Manager ............... Rolland O. Looper
Program Director ..................... Robert F. LaMere
Musical Director .................... Ken Jakle
Chief Engineer ............................ Ray Livesay
Farm Editor .................................. Roy Freeman

WQUA
MOLINE—EST. 1946
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Moline Bcstg. Corp.
Business-Studio Address .......... 1319 5th Ave.
Phone Number ..................... 7000
Transmitter Location: 7th St. Ext.
Air Time ..................... 17½ hrs. daily
News Service ........................................ AP
Transcription Service ............... World Representative
Membership ........................................ NAB
President, General-Station-Sales Promotion Manager, Publicity
Director .................. Bruif W. Olin, Jr.
Sales Commercial Manager.
Vice-President ............... Marvin L. Rosene
Production Manager .......... Don Stevens
Chief Engineer .................... Larry Lynch

WMIX
MT. VERNON—EST. 1946
Frequency: 940 Kc. .......... Power: 1000 Watts d.
Owned-Operated By: Mt. Vernon Radio & Television Co.
Business-Studio Address .......... 121½ N. Ninth St.
Phone Number ..................... 3500
Transmitter Location .......... Salem Rd.

Air Time ...... Local sunrise-local sunset
News Service ........................................ AP
Transcription Service ............... World, Standard
Representative .......................... John E. Pearson
Membership ........................................ NAB
President ................................ John Russell Mitchell
General-Station-Sales Promotion Manager, Publicity
Director .................. Art Milward
Commercial Manager ............... Sam Virts
Program Director, Production Manager, ..... Sidney Faulkerson
Chief Announcer .............. Dudley Townsend
Musical Director ................. Aline Benoist
Chief Engineer .................... Adrion Miller
Farm Editor .......................... Ed Brooks

WVLN
OLNEY—EST. 1947
Frequency: 740 Kc. .......... Power: 250 Watts
Business Address ............... 302 E. Main St.
Phone Number ....................... 935
News Service ........................................ AP
Transcription Service ............... Capitol, Keystone Representative
President-General Mgr. .......... Marshall A. Poole
Commercial Mgr. ..................... Harry A. Bauer
Promotion Manager .......... Sidney Faulkerson
Program Director .......... John Henkes, Jr.
Chief Engineer .................... Leander A. Smith

WSIV
PEKIN—EST. 1946
Frequency: 1140 Kc. .......... Power: 1000 Watts d.
Business-Studio Address .......... Arcade Bldg.
Phone Numbers .................... 1747, 1539
Transmitter Location: Route 98, 4 mi. N. of Pekin.
Air Time: ..................... 6:30 a.m.-local sunset
News Service ........................................ AP
Transcription Service ............... Standard, SESAC Representative
President, General-Station Mgr., Publicity
Manager ..................... W. Kenneth Patterson
Commercial Manager ............... Ed Henry
Sales Promotion Mgr., Publicity
Director ............. George Udry
Program Director, Production Mgr., Musical
Director .................... Chuck Timm
Chief Announcer .............. Lee Rothman
Chief Engineer .................... Emil Prandoni
Farm Editor ...................... Lee Driscoll

WEEK
PEORIA—EST. 1947
Frequency: 1350 Kc. .......... Power: 1000 Watts
WIRL
PEORIA—EST. 1947
ABC
Frequency: 1290 Kc. Power: 5000 Watts
Business-Studio Address: 115 N. Jefferson Ave.
Phone Number: 4-9239
Transmitter Location: Tazewell County
Air Time: 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: UP
Representative: Avery-Knodel
Membership: NAB
President: Timothy W. Swain
General-Station-Commercial Manager: Robert B. Jones, Jr.
Chief Engineer: Rudolph Luukinen

WMBD
PEORIA—EST. 1927
CBS
Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By: Peoria Bcstg. Co.
Business-Studio Address: 1st National Bank Bldg.
Phone Number: 7133
Transmitter Location: 2 mi. S. of Groveland, Ill.
Air Time: 19 1/2 hrs. daily; 18 hrs. Sun.
News Service: AP, UP
Transmission Service: Thesaurus, Lang-Worth
Representative: Free & Peters
Membership: NAB, BMB
President-Owner: Edgar L. Bill
Executive Vice President: Charles C. Caley
Commercial Manager: Donald D. Kynaston
Sales Promotion Manager, Publicity Director: J. Kent Saunders
Program Director: Charles E. Barnhart
Chief Announcer: Robert C. Carlton
Musical Director: Ozzie Osborne
Chief Engineer: A. James Ebel
Farm Editor: Emil Bill

WMMJ
PEORIA—EST. 1946
MBS
Frequency: 1020 Kc. Power: 1000 Watts d.
Owned-Operated By: Mid-State Bcstg. Co.
Business-Studio Address: 408 Fulton
Phone Number: 9164
Transmitter Location: High Point Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transmission Service: Standard, SESAC
Representative: John Pearson
Membership: NAB
President, General Mgr.: William Kutsch
Station-Commercial Mgr.: Joseph Raber
Program Director, Production Mgr.: Berne Enterline
Publicity Director: Jim Craigen
Chief Announcer, Farm Editor: Bob Snow
Musical Director: Cary Robards
Chief Engineer: Ted Giles

WWXL
PEORIA—EST. 1947
Frequency: 1580 Kc. Power: 1000 Watts d.
Owned-Operated By: Central Ill. Radio Corp.
Business-Studio Address: Jefferson Hotel
Phone Number: 9108
Transmitter Location: E. Stewart St., Creve Coeur
Air Time: Local sunrise-local sunset
News Service: INS, UP, Associated, SESAC
Transmission Service: NAB
Representative: Burn-Smith
Membership: NAB
President: Joseph H. Giddan
General Manager, Program Director: George W. Cremeens
Commercial-Sales Promotion Mgr., Publicity Director: A. B. Kershbaum
Musical Director, Farm Editor: Bob Moehr
Chief Engineer: Carl Horine

WGEM
QUINCY—EST. 1947
Frequency: 1440 Kc. Power: 1000 Watts
Owned-Operated By: Quincy Bcstg. Co.
Business Address: Hotel Quincy
Phone Number: 7760
News Service: AP, UP
Transmission Service: Thesaurus, Lang-Worth
Representative: Taylor-Howe
President-General Mgr.: Donald E. Fischer
Sales Manager: Joseph S. Bonansinga
Promotion Manager: John A. Arrast
Program Director: Richard E. Fischer
Actg. Chief Engineer: Roger S. Whitlock
**WTAD**
**QUINCY—EST. 1922**
CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Lee Bestg., Inc.
Business-Studio Address: WCU Building
Phone Number: 8200
Transmitter Location: Melrose Township
Air Time: 5:45 a.m.-12:05 a.m.
News Service: AP, UP
Transcription Service: Standard
Representative: Weed & Co.
Membership: NAB, BMB
President: Lee P. Loomis
Co-Mgrs.: George Arnold, Jr., W. T. Burghart
Sales Promotion Manager: Gerald Staten
Program Director: Merritt Milligan
Production Mgr., Farm Editor: Dick Faler
Publicity Director: H. B. Hook
Chief Announcer: Jim Woods
Musical Director: Jean Fessler
Chief Engineer: Urgin Whitman

---

**WRK**
**ROCKFORD—EST. 1923**
ABC

Owned-Operated By: Rockford Bcstrs., Inc.
Business-Studio Address: Rockford Newspower
Phone Number: 2-8621
Transmitter Location: Kilburn Ave. Rd.
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: Albert B. Simms
General Manager: Walter M. Koessler
Commercial Manager: John J. Dixon
Sales Promotion Mgr.: Betty L. Thro
Program Director: Maurice P. Owens
Chief Announcer: Bob Earle
Musical Director: Lorna Lane
Chief Engineer: Wilfred A. Smith
Farm Editor: Roland Spongberg

---

**WHBF**
**ROCK ISLAND—EST. 1925**
ABC

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Rock Island Bcstrs. Co.
Business-Studio Address: 1800 3rd Ave.
Phone Number: Rock Island 918
Transmitter Location: 52nd St., 23rd Ave., Moline, Ill.
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP, UP
Transcription Service: Associated

---

**WCVS**
**SPRINGFIELD—EST. 1922**
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WCVS, Inc.
Business-Studio Address: 523 E. Capitol Ave.
Phone Number: 9855
Transmitter Location: 3000 S. 4th St.
Air Time: 6 a.m.-12 M., 6 a.m.-12 M., Sun.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB, BMB
President: H. L. Dewing
General-Station-Commercial-Sales Promotion-Production Mgr., Publicity Dir.: C. W. Neeld
Program Director: John Gell
Chief Announcer: James W. Mitchell
Chief Engineer: Harold L. Dewing

---

*Top ABC Shows*
*plus features of LOCAL INTEREST*
give

**WRK**

*33.7% of the Listening Audience in the ROCKFORD, ILLINOIS AREA (A $345,440,000 Market)*

√ Ask Headley-Reed

*Conlon Survey—May 18-25, 1947*
ILLINOIS

WTAX
SPRINGFIELD—EST. 1930
CBS
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: WTAX, Inc.
Business-Studio Address: Reisch Bldg.
Phone Number: 2-4441
Transmitter Location: Reisch Bldg.
News Service: UP
Transcription Service: Thesaurus, SESAC
Representative: Weed & Co.
Membership: NAB, BMB
President: Oliver J. Keller
Sales Promotion Mgr.: Shelby T. Harbison
Program Director: Lee Phillips
Production Manager: Gladys McGrew
Chief Announcer: Glen Farrington
Chief Engineer: Eli Swaringen
Transmitter Location: Tuscola, Ill.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Free & Peters
Membership: NAB, BMB
President: Edgar L. Bill
Exec. Vice-Pres.: Charles C. Caley
Station Manager: R. L. Stufflebam
Program Director: Shirl Evans, Jr.
Musical Director: J. Hubert Doerr
Chief Engineer: A. James Ebel
Farm Editor: Lawrence E. McDonald

WDZ
TUSCOLA—EST. 1921
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: WDZ Bstg. Co.
Business-Studio Address: McNeill Bldg.
Phone Number: 431
News Service: AP
Transcription Service: Thesaurus
President: George D. Stoddard
General Manager: Joseph F. Wright
Program Director: Frank E. Schooley
Chief Engineer: John R. Brugger

For the best in news quality...

AP
Membership!

408
**INDIANA**

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348

Farms with Radios 147,417—Stations in State 37

**W CBC**

ANDERSON—EST. 1947

Frequency: 1470 Kc.  Power 1000 w. d. only
Owened-Operated By.......Civic Broadcasting Corp.
Address........................116 W. 12th St.
Phone..........................822
Transmitter Location..........Junction of State Route 9 and 67
News Service...............AP
Transcription Service........World
Representative...............McGeethan & O'Mara
General Manager.............Donald W. Cogley
Commercial Manager..........John J. Garret, Jr.
Program Director............Sid Grieb
Promotion Manager...........Charles Bailey
Chief Engineer...............Charles Bailey

**W H B U**

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owened-Operated By.......Anderson Bestg Corp.
Business-Studio Address...640 Citizens Bank Building
Phone Number.................7791
Transmitter Location........1110 Meridian St.
Air Time.....................6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service...............UP
Transcription Service.......Standard
Representative...............Hal Holman Co.
Membership..................NAB, BMB
President.....................C. Bruce McConnell
General Manager.............John R. Atkinson
Program Director............E. R. McCord
Chief Announcer-Musical Dir...Chas. H. Powell
Chief Engineer...............L. M. Shroyer

**WS UA**

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1,000 Watts d.
Owened-Operated By.......Radio Station WSUA, Inc.
Bus.-Studio Address........117½ W. Kirkwood
Phone Number.................7277
Transmitter Location........2½ mi. s. of Bloomington on State Rd. No. 37
Air Time.....................Local Sunrise-Local Sunset
News Service...............UP
Transcription Service........World, Standard
Representative...............Burn-Smith
Membership..................NAB
General-Station Mgr. ..........Warren G. Davis
Commercial Manager.........Lyle Warrick
Chief Announcer..............Ted McKay
Chief Engineer...............James Rolle

(See Following Page)

**WTOM**

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc.  Power: 100 Watts
Owened-Operated By.......Fred O. Grimwood
Phone Number.................2583, 7871
Transmitter Location........RFD 5
Air Time.....................18 hrs. daily
News Service...............AP
Transcription Service.......Lang-Worth
Representative...............Sears & Ayers
Membership..................NAB
President-Owner..............Fred O. Grimwood
General Manager.............T. G. Grimwood
Program Director............Ward Glenn
Chief Engineer...............Robert A. Thomason
Farm Editor................Maurice Latimer

**W T T S (CP)**

BLOOMINGTON

Frequency: 1370 Kc.  Power: 1000 d. soon
Owened-Operated By.......Sarkes & Mary Tarzian
Business Address...........406 Central Ave.

**W C N B (CP)**

CONNERSVILLE

Owened-Operated By.......News Examiner Co.
Business Address...........406 Central Ave.

**W TRC**

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc.  Power: 250 Watts
Owened-Operated By.......Truth Publishing Co., Inc.
Business-Studio Address....116 S. Second St.
Phone Number.................1340
Transmitter Location........1 Mi. S. of Elkhart on Oakland Ave. Rd., RFD 1
Air Time.....................18 hrs. daily
News Service...............UP
Transcription Service.......Standard, World
Representative...............Burn-Smith, Inc.
Membership..................NAB, BMB
President.....................C. D. Greenleaf
General Manager.............R. R. Baker
Commercial Manager.........Dick Holloway
Sales Promotion Manager.....Hank Davis
Program Director............Darrell Dunham
Chief Announcer...............Louis Glass
Chief Engineer...............L. W. Zellmer
Farm Editor................R. C. Stangland
EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA’s ability to draw from the community concerted community response to a WSUA objective. (We’ll do it for your product, too.)

Southern Indiana’s most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in all its eleven primary area counties. Counties which spent, in 1946, $143,470,000 for retail purchases.*

We don’t consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

WEOA
EVANSVILLE—EST. 1936
CBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WFBM, Inc.
Business Studio Address: 24 N. W. Third St.
Phone Number: 4-9215
Transmitter Location: 203 N. W. Fifth St.
Air Time: 6:00 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: The Katz Agency
Membership: NAB, BMB
President: Harry M. Bilner, Jr.
General-Station-Com. Manager: Don Menke
Program-Publicity Director: William R. Full
Chief Engineer: Robert Wilson
Farm Editor: Courtney Smith

WGBF
EVANSVILLE—EST. 1923
NBC
Frequency: 1280 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: On The Air, Inc.
Business Studio Address: 519 Vine St.
Phone Number: 21171
Transmitter Location: Burkhardt Rd.
Air Time: 5:30 a.m.-12 m.
News Service: UP
Transcription Service: World Representative
Weed & Co.
Membership: NAB, BMB
General Manager: Clarence Leich
Operations Manager: Martin L. Leich
Commercial Manager: Guy Crecellus
Program-Musical Director: Pat Roper
Publicity Director: Del Greenwood
Chief Announcer: Fred Rollison
Chief Engineer: Erwin P. Schoeny

WIKY
EVANSVILLE—EST. 1946
Owned-Oper. By: South Central Bcstg. Corp.
Business Studio Address: Mt. Auburn Rd.
Phone Number: 48284
Transmitter Location: Mt. Auburn Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated, Capitol Representative
Burn-Smith
Membership: NAB, BMB
President-General-Station Manager: John A. Engelbrecht
Chief Engineer: George F. Stoltz

WJPS (CP)
EVANSVILLE
Frequency: 1330 Kc. Power: 5,000 d. 1,000 n.
Owned-Operated by: WJPS, Inc.
Business Address: 411 American Bldg.

WANE (CP)
FT. WAYNE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Ft. Wayne, Inc.
Business Address: Lincoln Bank Tower

WFTW
FT. WAYNE—EST. 1947
Owned-Operated By: Ft. Wayne Bcstg. Inc.
Business Studio Address: 220 E. Jefferson St.
Phone Number: A 2295
Transmitter Location: Getz Rd.
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: Associated, Thesaurus Representative
Burn-Smith
Membership: BMB
President-General-Station Mgr.: Ed. G. Thoms
Commercial Manager: Wm. R. Aldrich
Program Director: Rex Moad
Musical Director: Wm. P. Jeffson
Chief Engineer: Eugene A. Chase

WGL
FORT WAYNE—EST. 1924
NBC
Frequency: 1250 Kc. Power: 1000 Watts
Owned By: Farnsworth Television & Radio Corp.
Operated By: Bcstg. Div. of Farnsworth Tele. & Radio Corp.
Business Address: 3702 E. Pontiac St.
Phone Number: Anthony 5201
Studio Address: 201½ W. Jefferson St.
Transmitter Location: Lower Huntington Rd., Waynedale, Ind.
Air Time: 6 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service: AP, UP
Transcription Service: Standard, Lang-Worth Representative
Headley-Reed Membership: NAB, BMB
President: E. A. Nicholas
General-Station-Com. Mgr.: Pierre Boucheron
Sales Promotion Manager-Program Publicity Director: Norm Widenhofer
Chief Announcer: Paul Price
Chief Engineer: Don Ho'zapfel
Farm Editor: Guy Harris
WKJG
FORT WAYNE—EST. 1947
MBS
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: Northeastern Bcstg. Co., Inc.
Business Studio Address: 3802 S. Calhoun St.
Phone Number: Harrison 6111
Transmitter Location: Decatur & Maples Rd.,
Highway 27, S.
Air Time: 6 a.m.-12 m.; 7 a.m.-12 m., Sun.
News Service: AP, UP
Transcription Service: World
Representative: Paul H. Raymer
President: William A. Kunkel, Jr.
General-Station Manager: Hilliard Gates
Commercial Manager: Norman H. Stewart
Program Director: Calo O. Mahlock
Chief Engineer: Tom Copeland

WEST WAYNE
FORT WAYNE—EST. 1925
ABC
Frequency: 1190 Kc. Power: 10,000 Watts
Owned-Operated By: Westinghouse Radio Stations, Inc.
Business Address: WRS—1619 Walnut St.,
Phila. 3, Pa.
Phone Nos.: Philadelphia: Rittenhouse 6-8780;
Fort Wayne: Anthony 2139
Transmitter Location: Junction Route Nos. 30, 33
Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 m., Sun.
News Service: UP
Transcription Service: Capital
Representative: Free & Peters

For the best in news quality . . .

AP
Membership!

WBW (CP)
INDIANAPOLIS
Permittee: Associated Broadcasters, Inc.
ALL OF INDIANA

CAN BE YOURS VIA

HOOSIERLAND'S ONLY

50,000-WATTER *

* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

413
THE NATION'S BEST SALESMEN
PUT THE NATION'S BEST SHOWS
ON Live WIRE

to Sell the Great Hoosier Market!

* Central Indiana—not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000 families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars—nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.
**INDIANA**

**WIRE**
INDIANAPOLIS—EST. 1926

Power: NAB

**FREQUENCY**
Frequency: 1433 Kc.
Power: 5000 Watts
Owned-Operated By: Indianapolis Bcstg. Inc.
Business Studio Address: Claypool Hotel
Phone Number: 1541
Riley

**TRANSMITTER LOCATION**
Transmitter Location: 44th & Ralston Rd.
Air Time: 6 a.m.-12 m.

**NEWS SERVICE**
New Service: AP, UP

**TRANSCRIPTION SERVICE**
Transcription Service: World, Thesaurus
Representative: John E. Pearson
Membership: BMB

**WISH**
INDIANAPOLIS—EST. 1941

Power: NAB

**FREQUENCY**
Frequency: 1310 Kc.
Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By: Capitol Bcstg. Corp.
Business Studio Address: 215 Board of Trade Bldg.
Phone Number: Market 6345

**TRANSMITTER LOCATION**
Transmitter Location: Post Rd.
Air Time: 18 hrs. daily

**NEWS SERVICE**
News Service: AP

**TRANSCRIPTION SERVICE**
Transcription Service: Standard Representative, Free & Peters
Membership: NAB, BMB

**WBAU**
LAFAYETTE—EST. 1922

Power: 920 Kc.

**FREQUENCY**
Frequency: 920 Kc.
Power: 5,000 d. 1,000 n.
Owned-Operated By: Purdue Univ.
Business Address: Hall of Music
Phone Number: 92-2147

**NEWS SERVICE**
News Service: UP

**TRANSCRIPTION SERVICE**
Transcription Service: Thesaurus
President: F. L. Houde
General Mgr.-Program Dir.: Jim Miles
Production Manager: John De Camp
Chief Engineer: Ralph Townsley
Education Supvr.: John Henderson

**WLOI (CP)**
LA PORTE

Power: 1540 Kc.

**FREQUENCY**
Frequency: 1540 Kc.
Power: 250 Watts d.
Owned-Operated By La Porte County Bcstg. Co.
Business Address: P. O. Box 381
Phone Number: 3675

President-Program Dir.: Hoyt H. Scott
General Manager: Edward Young
Commercial Manager: I. S. Rumely

**WBAT**
MARION—EST. 1947

Power: 1600 Kc.

**FREQUENCY**
Frequency: 1600 Kc.
Power 500 Watts d.
Owned-Operated By: Marion Radio Corp.
Business Address: 303½ S. Adams St.
Phone Number: 5500

News Service: AP
TRANSCRIPTION SERVICE

Representative: Walker
President-Gen.-Pro. Mgr.: John Bone
Commercial Manager: R. Douglas Garwood
Program Director: Allen J. Jeffries
Chief Engineer: Richard H. Mitchell

WIMS
MICHIGAN CITY—EST. 1947
Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By: Northern Ind. Bcsts., Inc.
Business Address: 415 Franklin St.
Phone Number: 4980
News Service: UP
Transcription Service: World
Representative: Lorenz & Thompson
Membership: NAB, BMB
President: O. E. Richardson
General Manager: E. R. Herkner
Chief Engineer: R. Schilling

WLBC
MUNCIE—EST. 1926
CBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald A. Burton
Business Studio Address: P.O. Box 271—U.S. Highway 35, S.E. of Muncie, Ind.
Phone Number: 4403
Transmitter Location: U. S. Highway 35, S.E. of Muncie, Ind.
Air Time: 6:30 a.m.-12:07 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Walker Co., Holman
Membership: NAB, BMB
Owner-General-Station Manager: D. A. Burton
Commercial-Sales Promotion Manager: W. F. Craig
Program Director-Production Manager: W. H. Hume
Chief Announcer-Farm Editor: Lee Allerton
Musical Director: Bill Summers
Chief Engineer: Maury Crain

WKDV
RICHMOND—EST. 1926
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Central Bcstg. Corp.
Business Studio Address: 25 S. Ninth St.
Phone Number: 1156
Transmitter Location: 25 S. Ninth St.
Air Time: 6 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth, Standard
Membership: NAB
General Manager: G. F. Albright
Asst. Manager: A. F. Schroy

Commercial Manager—Publicity
Director: R. L. Nusbaum
Program Dir.-Chief Engineer: Louis J. Duning
Musical Director: Sue Tucker
Farm Director: Mary L. Miller

WHT
SOUTH BEND—EST. 1944
Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By: South Bend Bcstg. Corp.
Business Studio Address: 434 S. St. Joseph St.
Transmitter Location: 434 S. St. Joseph St.
Air Time: 6 a.m.-12 m.
News Service: AP
Transcription Service: Associated
Representative: Weed & Co.
Membership: NAB
President: C. Bruce McConnell
General-Station-Com. Mgr.: Wm. H. Spencer
Program Dir.-Chief Announcer: Ted Vernasco
Sales Promotion Manager: C. J. Pajakowski
Production Manager: Robert Lashbrook
Musical Director: Violet Joy
Chief Engineer: David Maliby
Farm Editor: Ed Berryman

WJVA
SOUTH BEND—EST. 1947
Frequency: 1580 Kc. Power: 250 Watts
Owned-Operated By: St. Joseph Valley Bcstg. Corp.
Business Address: 214 W. Wayne St.
Phone Number: 3-8668
Transmitter Studio Location: Hickory Rd.
Air Time: Local Sunrise—Local Sunset
News Service: UP
Transcription Service: Capitol, Lang-Worth, Standard
Representative: Burn-Smith
President-General Manager: B. W. Rediler
Vice Pres.-Program Dir.: D. Carroll Reynolds
Commercial Manager: H. Parker Smith
Chief Engineer: Francis Bock

WSBT
SOUTH BEND—EST. 1922
CBS
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: South Bend Tribune Corp.
Business Address: South Bend 26, Ind.
Phone Number: 3-8161
Studio Address: Tribune Bldg.
Transmitter Location: R. R. No. 6, Box 32
Air Time: 5 a.m.-12 m.; 8 a.m.-11:15 p.m. Sun.
News Service: UP
Transcription Service: Capitol, Standard
Representative: Paul H. Raymer
Membership: BMB
President: F. A. Miller
INDIANA

General-Station Manager.............. R. H. Swintz
Commercial Manager................ N. B. Welch
Sales Promotion Manager-Publicity
Director..................... W. A. Switzer
Program Director.................. Marc Boyden
Production Manager................. Ollie Parcher
Chief Announcer................... Morton Linder
Musical Director................... Harlan Hogan
Chief Engineer..................... H. G. Cole
Farm Editor......................... Phillip Combs

WTCJ (CP)
TELL CITY

Frequency: 1230 Kc............... Power: 250 Watts
Owned-Operated By.......... James Roland Brewer

WBOW
TERRE HAUTE—EST. 1927

Frequency: 1230 Kc............... Power: 250 Watts
Owned-Oper. By Banks of the Wabash, Inc.
Business Studio Address...... 303 S. 6th St.
Phone Number............. Crawford 5034
Transmitter Location........ 1st & Peyton Sts.
Air Time................... 18 hrs. daily
News Service................. AP, UP
Transcription Service........ World
Representative............... Weed & Co.
Station-Commercial Mgr. W. Ferrall Rippetoe
Membership.............. NAB, BMB
Program-Musical Director.... Leo Baxter
Publicity Director.......... Madeline K. Barry
Chief Announcer.............. Harry E. Frey
Chief Engineer............... Donald Aldrich

WTHI
TERRE HAUTE—EST. 1947

Frequency: 1490 Kc............... Power: 1000 Watts
Owned-Operated By Wabash Valley Bcsig. Corp.
Business Studio Address... 120 S. Seventh St.
Phone Number............. C-9481
Transmitter Location.. 13th St. & Hazelburg Rd.
Air Time................. 6 a.m.-12 m.
News Service................. UP
Transcription Service........ Lang-Worth
Representative............... Free & Peters
Membership............... NAB
President............... Anton Hulman, Jr.
General Manager............ Joseph M. Higgins
Program Director............ Arnold C. Johnson
Musical Director.......... Ben Falber
Chief Engineer............... Frank Lee

WAOV
VINCENNES—EST. 1940

Frequency: 1450 Kc............... Power: 250 Watts
Owned-Oper. By Vincennes Newspapers, Inc.
Business Address............. 320 Busseron St.
Phone Number............. 787-8
Studio Address............. Grand Hotel
Transmitter Location U. S. 41, N. of Vincennes
Air Time: 8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m.
Mon.; 6 a.m.-12 m. Tues.-Sat.
News Service................. UP
Transcription Service........ Lang-Worth
Representative............... John E. Pearson
President............... Eugene C. Pulliam
General Manager............ Howard N. Greenlee
Station-Sales Promotion Mgr. Edw. R. Raasch
Commercial Manager........ Robert Harris
Program Director............ Vernon Paule
Publicity Dir.-Chief Announcer Dale Young
Musical Director............... Byron Davidson
Chief Engineer............... Eugene E. Alden

For Prestige...

AP

Membership!
K B U R
BURLINGTON—EST. 1941
ABC—IOWA TALL CORN NETWORK
Frequency: 1490 Kc.................. Power: 250 Watts
Owned Operated By........ Burlington Bstg. Co.
Business-Studio Address........ National Bank Bldg.
Phone Number..................... 680
Transmitter Location............. National Bank Bldg.
Air Time......................... 6 a.m.-11 p.m.
News Service...................... UP
Transcription Service............. The Thesaurus, SESAC.
Capitol Representative........... Taylor-Howe-Snowden
Membership....................... NAB
President......................... Don T. Riley
General Manager................. Gerard B. McDermott
Sales Manager.................... Robert W. Frudeger
Sales Promotion Manager........ David Steinle
Program Director............... Layton K. Hurst
Chief Announcer.................. Robert Matheny
Musical Director............... Constance Prusia
Chief Engineer................... John Gallino
Farm Editor...................... Virgil Radtke

K C R G
CEDAR RAPIDS—EST. 1947
MBS—TALL CORN
Frequency: 1600 Kc.................. Power: 5000 Watts
Owned-Operated By.............. The Gazette Co.
Business-Studio Address........ 104 First St., S.W.
Phone Number...................... 4194
Transmitter Location............ Cedar Rapids, Iowa
Air Time......................... 18 1/2 hrs. daily
News Service...................... AP, INS
Transcription Service............ Standard, Associated Representative
Membership....................... NAB, BMB
Director, Program................ J. F. Hladky
General Manager................ George C. Biggar
Promotion-Publicity Director.... Edna A. Herbst
Program-News Director........... Pat Patterson
Music Librarian................... Phyllis Raftery
Chief Engineer................... Wayne L. Babcock
Farm Editor...................... Rex Conn

W M T
CEDAR RAPIDS—EST. 1922
CBS
Frequency: 600 Kc.................. Power: 5000 Watts
Owned-Operated By............ American Bstg. Stations, Inc.
Business-Studio Address........ Paramount Theatre Bldg.
Phone Number..................... 6127
Transmitter Location............ Marion, Iowa
Air Time......................... 5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05 a.m., Sun.
News Service...................... AP, INS
Transcription Service........... World, Lang-Worth, Davis & Schweger
Representative................... Katz Agency
Membership....................... NAB, BMB
Owner............................. Mrs. Helen Mark
Exec. Vice Pres.................... Wm. B. Dolph
General-Station Mgr............. Wm. B. Quarton
Commercial Manager............. Donald D. Sullivan
Sales Promotion Manager........ Leo F. Cole
Program Director.............. Douglas B. Grant
Production Manager............. Don Alt
Publ. Directors................. Bernie Kozberg, Vern Hansen
Chief Announcer............... Robert C. Leefers
Musical Director............... June Caldwell
Chief Engineer................ George P. Hixenbaugh
Farm Editor................... Charles A. Worcester

K R O S
CLINTON—EST. 1941
MBS—TALL CORN
Frequency: 1340 Kc.................. Power: 250 Watts
Owned-Operated By.............. Clinton Bstg. Corp.
Business Address................. 246 Fifth Ave., S.
Phone Number...................... 448
Transmitter-Studio Address...... Jacobsen Bldg.
Air Time......................... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service...................... UP
Transcription Service............ Standard
Representative................... Taylor-Howden
Membership....................... NAB, BMB
President......................... W. S. Jacobsen
General-Station Manager........ Morgan Sexton
Commercial Manager............. Walter Teich
Sales Promotion Mgr., Publicity
Director......................... Verne Gielow
Program Director, Production Manager, Musical
Director......................... Robert J. Bodden
Chief Engineer................... Gilbert A. Andrew
Farm Editor..................... John Rohwer

K S W I
COUNCIL BLUFFS—EST. 1947
IOWA TALL CORN NETWORK
Frequency: 1560 Kc.................. Power: 500 Watts d.
Owned-Operated By............. Nonpareil Bstg. Co.
Business-Studio Address........ Strand Theatre Bldg.,
Council Bluffs and Livestock Natl. Bk. Bldg.,
Omaha
Phone Number................... Co. Bluffs 4041 and Omaha
Jackson 7736
Transmitter Location............ 1/2 mi. E. of the So. Omaha Bridge on Highway 275
Air Time......................... 72 hrs. daily
News Service...................... AP

418
KSIB
CRESTON—EST. 1946
KBS—IOWA TALL CORN
Frequency: 1520 Kc. Power: 1000 Watts d.
Owned-Operated By Southwest Iowa Bcastg. Co.
Business-Studio Address Radio Center
Phone Number 35
Transmitter Location Radio Center
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Standard, SESAC
Representative Taylor-Howe-Snowden
Membership NAB
President Arthur Horning
General-Station Manager, Publicity
Director E. M. Horning
Commercial Manager Charles T. Webb
Program Director Ray W. Heinen
Chief Announcer Musical Dir. Cliff Stillinger
Chief Engineer Louis A. Polen
Farm Editor Ray W. Heinen

KSTT
DAVENPORT—EST. 1946
MBS
Owned-Operated By Davenport Bcastg. Co., Inc.
Business-Studio Address 324 Main Street
Phone Number 2-3525
Transmitter Location 2505 Rockingham Rd.
Air Time Local sunrise-local sunset
News Service AP
Chief Executives Hugh R. Norman
A. M. McGregor
General Manager Hugh R. Norman
Station Manager A. M. McGregor
Commercial Mgrs. John Reid, Charles Niles
Program Director Pat Alan
Musical Director Gregg Dunn
Chief Engineer David Breister

KCBC
DES MOINES—EST. 1946
MBS
Frequency: 1390 Kc. Power: 10,000 Watts d.
Owned-Operated By Capital City Bcastg. Co.
Business-Studio Address 309 Plymouth Bldg.
Phone Number 4-3151
Transmitter Location E. 42nd & Dean Sts.
Air Time 6 a.m. 2 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
President George O’Dea
General-Station Manager Sidney J. Pearlman
Sales Manager Allan Curnutt
Sales Promotion Manager Wayne Crew
Program Director Production
Manager Dale Morgan
Musical Director Ralph Zarnow
Chief Engineer Bob Brown
Farm Editor Dale Barton

WOC
DAVENPORT—EST. 1922
NBC
Frequency: 1420 Kc. Power: 5000 Watts d.
Owned-Operated By TriCity Bcastg. Co.
Business-Studio Address 1002 Brady St.
Phone Number 3-3661
Transmitter Location R. R. No. 1
Air Time 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service UP
Transcription Service Lang-Worth
Representative Free & Peters
Membership NAB
President Col. B. J. Palmer
V. P., General-Station Mgr. Beryl Lottridge
Commercial Manager L. O. Fitzgibbons
Sales Promotion Manager Jane Boom
Program Director, Production
Manager Charles Freburg
Publicity Director Bob Campbell
Musical Director George Sontag
Chief Engineer Paul Arvidson
HIT THE HEART-OF YOUR MILK and MONEY MARKET

Sell IOWA the KIOA Way

With the Midwest's Largest Independent Clear Channel Station

10,000 Watts Daytime  5,000 Watts Nighttime

940 on the Dial

JOHN BOLER  KIOA 940
President & Gen. Mgr.
P A U L H. R A Y M E R C O., INC. - National Sales Representative
**KIOA**

DES MOINES—EST. 1947

Frequency: 940 Kc. Power: 10,000 Watts d.; 5,000 Watts n.

Owned-Operated By...Independent Bcstg. Co.
Business-Studio Address...Onthank Bldg., 10th & Mulberry
Phone Number...4-8193 and 4-8194

Transmitter Location...Ford, Iowa (20 mi. S.E. of Des Moines)

Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.

News Service...INS, UP

Transcription Service...World, Associated Representative...Paul H. Raymer
Membership...NAB, BMB

President, General-Commercial Manager...John W. Boler
Sales Promotion Manager, Publicity Director...Mary Tucker
Program Director...Don Alt
Production Manager...Donn Clayton
Chief Engineer...Lloyd R. Amoo

**KUMB (CP)**

DES MOINES


Owned-Operated By...Radio Station Des Moines, Inc.
Business Address...Paramount Bldg.
Phone Number...3-5175
News Service...UP

Transcription Service...World

President-General Mgr...Myron J. Bennett

**KWDM**

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts

Owned-Operated By...Des Moines Bcstg. Corp.
Business Address...407 Fifth Ave.

News Service...AP

Transcription Service...Capital, Associated Representative...Taylor-Howe-Snowden
President...George W. Webber
General Manager...Robert L. Webber
Commercial Manager...James L. Kelehan
Program Director...Kenn R. Barry
Chief Engineer...Werner Schwarz

**WHO**

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc. Power: 50,000 Watts

Owned-Operated By...Central Bcstg. Co.
Business-Studio Address...914 Walnut St.
Phone Number...3-7147

Transmitter Location...Mitchellville, Iowa

Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.

News Service...AP, INS, UP

Transcription Service...Thesaurus, Lang-Worth, SESAC

Representative...Free & Peters
Membership...NAB, BMB
President...B. J. Palmer
Executive Vice President...Ralph Evans
Vice Pres.-Resident Mgr...Paul A. Loyet
Commercial Manager...Harold Fulton
Sales Promotion Manager...Maurice McMurray
Program Director...Jack Karrigan
Publicity Director...Woody Woods
Musical Director...Don Hovey
Chief Engineer...Reed Snyder
Farm Editor...Herb Flambeck
K D T H
DUBUQUE—EST. 1941
MBS—IOWA TALL CORN NETWORK
Frequency: 1570 Kc. Power: 1000 Watts
Owned-Operated By . Telegraph Herald
Address 8th and Bluff
Phone Number 1603
Transmitter Location East Dubuque, Ill.
Air Time 6:30 a.m. to 12 midnight
News Service AP
Transcription Service Standard
Representative Taylor-Howe-Snowden
President F. W. Woodward
General Manager K. S. Gordon
Commercial Manager Robert S. Graham
Commercial Manager Gordon K. Downey
Program Director Arnie Stierman
Chief Engineer Charles M. Cain

W K B B
DUBUQUE—EST. 1933
ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Dubuque Bcstg. Co.
Business-Studio Address 505 Main St.
Phone Number 572
Transmitter Location R. R. No. 2
Air Time 6:30 a.m.-12 M.
News Service UP
Transcription Service World
Membership NAB, BMB
Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir. James D. Carpenter
Commercial Manager Harry Hatzenbuehler
Program Director, Production Manager, Musical Director Scott Runge
Chief Announcer L. Vaughn Gayman
Chief Engineer John Ueyoka

K V F D
FORT DODGE—EST. 1939
MBS—IOWA TALL CORN NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Northwest Bcstg. Co.
Business-Studio Address Warren Bldg., 912 1st Ave., S.
Phone Number 3761
Transmitter Location, Junction Hiwats 169 & 20, 1 mi. W. of Fort Dodge
Air Time 18 hrs. daily
News Service UP
Representative Taylor-Howe-Snowden
Membership NAB
President, General-Station Mgr. Edward Breen
Office Manager Mae Chalberg
Sales Manager Max Landes
Program Director, Farm Editor. Drexel Peterson

K X G I (CP)
FORT MADISON
Owned-Operated By Hawkeye Bcstg. Co.
Business Address Marquette Bldg.
Partner Willis L. Ashby
President Billy M. Arron, John F. Courrier

K X I C (CP)
IOWA CITY
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By Johnson County Bcstg. Co.
President Robert E. Snyder
Program Director Herbert D. Olson

K O K X
KEOKUK—EST. 1947
TALL CORN
Owned-Operated By Keokuk Bcstg. Co.
Business Address 5th & Main Sts.
Phone Number 235
News Service UP
Transcription Service Lang-Worth
Representative, Webber, Taylor-Howe-Snowden
President H. W. Stadler
General-Commercial Mgr. George B. Adkisson
Promotion Manager Cy Farr
Program Director E. J. Lessinger
Chief Engineer Walton W. Wilson

K F J B
MARSHALLTOWN—EST. 1923
MBS—IOWA TALL CORN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned By Times Republican Prtg. Co.
Operated By Marshall Electric Co.
Business-Studio Address 136 W. Main St.
Phone Number 3361
Transmitter Location 3½ m. N.W. of Studio
Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service UP
Transcription Service Standard
Representative Taylor-Howe-Snowden
Membership NAB, BMB
President D. W. Norris
General Manager Paul E. Milhen
Commercial Manager William Theek
Program Director, Production Manager, Musical Director Ray P. Bennett
Publicity Director Paul G. Norris
Chief Announcer, Farm Editor Bill White
Chief Engineer Jim Dickens
**KGLO**

MASON CITY—EST. 1937

- **Frequency:** 1300 Kc. **Power:** 5000 Watts
- **Operating by:** Lee Radio, Inc.
- **Business-Studio Address:** 12½ 2nd N. E.
- **Phone Number:** 2800
- **Transmitter Location:** 2 mi. W. of Mason City on Highway No. 18
- **Air Time:** 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m.

- **Sun.**
  - **News Service:** AP, UP
  - **Transcription Service:** Standard
  - **Representative:** Weed & Co.
  - **Membership:** NAB, BMB
  - **President:** Lee P. Loomis
  - **General-Station Manager:** Herbert R. Ohrt
  - **Commercial Manager:** Lloyd D. Loers

**Sales Promotion Manager:** Publicity

- **Director:** Henry B. Hook
- **Production Manager, Chief Announcer:** Douglas F. Sherwin
- **Chief Engineer:** Roger E. Sawyer
- **Farm Editor:** Albin Heinz

**KSIN (CP)**

MASON CITY

- **Frequency:** 1490 Kc. **Power:** 250 Watts
- **Operating by:** Mason City Bcstg. Co.
- **Partners:** Louis Wolf, Abbott E. Wolf, J. George Wolf, W. Robert Wolf

**KWPC**

MUSCATINE—EST. 1947

IOWA TALL CORN NETWORK

- **Frequency:** 860 Kc. **Power:** 250 Watts d.
- **Operating by:** Muscatine Bcstg. Co., Ltd.
- **Business-Studio Address:** Mulberry & Houser Sts.
- **Phone Number:** 860
- **Transmitter Location:** Mulberry & Houser Sts.
- **Air Time:** Local sunrise-local sunset
- **News Service:** UP
- **Transcription Service:** Thesaurus, Capitol
- **Representative:** Taylor-Howe-Snowden
- **Membership:** NAB

**KBIZ**

OTTUMWA—EST. 1941

MBS

- **Frequency:** 1240 Kc. **Power:** 250 Watts
- **Operating by:** KBIZ, Inc.
- **Business-Studio Address:** 115 N. Marion St.
- **Phone Number:** 5600-5601
- **Transmitter Location:** Community Gardens
- **Air Time:** 6 a.m.-12 M.
- **News Service:** UP

**KFNF**

SHENANDOAH—EST. 1924

- **Frequency:** 920 Kc. **Power:** 1000 Watts d.
- **Operating by:** KFNF, Inc.
- **Business-Studio Address:** 403 Sycamore
- **Phone Number:** 115
- **Transmitter Location:** 403 Sycamore St.
- **Air Time:** 15 hrs. daily
- **News Service:** AP

**KMA**

SHENANDOAH—EST. 1925

ABC—MBS

- **Frequency:** 960 Kc. **Power:** 5000 Watts
- **Operating by:** May Bcstg. Co.
- **Business Studio Address:** Lowell & Elm Sts.
- **Phone Number:** 192
- **Transmitter Location:** 1 mi. N.E. of Shenandoah on Highway 48
- **Air Time:** 5:15 a.m.-12 M.
- **News Service:** AP, UP
IOWA'S MOST POWERFUL ABC OUTLET

KXEL

CHANGES IOWA'S LISTENING HABITS

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

DAY TIME LISTENING
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>38.7%</td>
<td>30.4%</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>20.8%</td>
<td>32.0%</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>16.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Others (Over 18 stations)</td>
<td>23.7%</td>
<td>24.3%</td>
</tr>
</tbody>
</table>

NIGHT TIME LISTENING
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Evening</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.1%</td>
<td></td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>36.6%</td>
<td></td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>20.7%</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>10.6%</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL OF ENTIRE SURVEY

<table>
<thead>
<tr>
<th>Station</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.9%</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>31.5%</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>17.1%</td>
</tr>
<tr>
<td>Others</td>
<td>18.5%</td>
</tr>
</tbody>
</table>

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 Watts KXEL 50,000 Watts

Josh Higgins Broadcasting Co. Waterloo, Iowa
Represented by Avery-Knodel, Inc.
### K COM (CP)
**SIOUX CITY**
**Frequency:** 620 Kc. **Power:** 10000 Watts
** Owned-Operated By:** Commercial Assoc., Inc.

**K SC J**
**SIOUX CITY—EST. 1927**
**Frequency:** 1360 Kc. **Power:** 5000 Watts
** Owned-Operated By:** Perkins Bros. Co.
**Business-Studio Address:** 415 Douglas St.
**Phone Number:** 8-7983
**Air Time:** 6 a.m.-12 M.
**News Service:** AP
**Transcription Service:** World, Lang-Worth, SESAC, Cole
**Representative:** George P. Hollingsbery
**Membership:** NAB
**President:** W. P. Perkins
**Station-Commercial Mgr.:** Eugene T. Flaherty
**Program Director:** Elizabeth Sammons
**Chief Engineer:** S. C. Dier
**Farm Editor:** Jack Elton

### K TR I
**SIOUX CITY—EST. 1938**
**MBS—IOWA TALL CORN**
**Frequency:** 1470 Kc. **Power:** 5000 Watts
** Owned-Operated By:** Sioux City Bstg. Co.
**Business-Studio Address:** Commercial Bldg.
**Phone Number:** 8-0165
**Air Time:** Unlimited
**News Service:** UP
**Transcription Service:** Associated
**Representative:** Taylor-Howe-Snowden
**Membership:** NAB, BMB
**President, General-Station Mgr.:** Dietrich Dirks
**Commercial Manager:** Charles Butler
**Program-Publicity Director:** Sheldon Singer
**Chief Announcer:** Wayne Ross

### KICD
**SPENCER—EST. 1941**
**MBS—IOWA TALL CORN NETWORK**
**Frequency:** 1240 Kc. **Power:** 250 Watts
** Owned-Operated By:** Iowa Great Lakes Bstg. Co.
**Business Address:** Box 631
**Phone Number:** 45-6
**Air Time:** 6 a.m.-12 M.
**News Service:** AP
**Transcription Service:** World, Standard
**Representative:** Taylor-Howe-Snowden
**Membership:** NAB
**Pres., General-Station Mgr.:** Ben B. Sanders
**Program Director:** Mason Dixon
**Production Manager:** Tom Edwards
**Musical Director:** Carlyle Gemmer
**Chief Engineer:** Clarence Touw
**Farm Editor:** Lyle Swigart

### KXEL
**WATERLOO—EST. 1942**
**ABC**
**Frequency:** 1540 Kc. **Power:** 50,000 Watts
** Owned-Operated By:** Josh Higgins Bstg. Co.
**Business-Studio Address:** Insurance Bldg.
**Phone Number:** 3-3371
**Transmitter Location:** Dyasari, Iowa
**Air Time:** 5:30 a.m.-12 M.
**News Service:** INS
**Transcription Service:** SESAC
**Representative:** Avery-Knodel
**Membership:** NAB, BMB
**President, General-Station Mgr.:** Joe DuMond
**Commercial Manager:** A. J. DuMond
**Program Director:** Emlyn Owen
**Publicity Director:** Elizabeth M. Cahre
**Musical Director:** George Timm
**Chief Engineer:** Don E. Kassner
**Farm Editor:** Carl Roth

### KAYX
**WATERLOO—EST. 1947**
**IOWA TALL-CORN NET.**
**Frequency:** 1050 Kc. **Power:** 1000 Watts d.
** Owned-Operated By:** Waterloo Bstg. Co.
**Business-Studio Address:** 620 Lafayette St.
**Phone Number:** 6851
**Air Time:** Local sunrise-local sunset
**News Service:** UP
**Transcription Service:** Lang-Worth, Thesaurus
**Representative:** Taylor-Howe-Snowden
**President:** C. R. Mille
**Station-Commercial Mgr.:** A. W. Triggs
**Program Director:** Cole McMartin
**Chief Announcer:** Erling Jorgensen
**Chief Engineer:** Bob Moore

### KW WL
**WATERLOO—EST. 1947**
**Frequency:** 1320 Kc. **Power:** 1000 Watts d.
** Owned-Operated By:** Black Hawk Bstg. Co.
**Business Address:** Russell-Lamson Hotel
**Phone Number:** 2-9333
**News Service:** AP
**Transcription Service:** Associated
**President-General Mgr.:** Ralph J. McElroy
**Commercial Manager:** W. Lyle Harvey
SOCRATES HAD 'SOCK!'

Sound old Socrates would present time buying facts in this logical manner.

- **PREMISE I** — Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II** — WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION** — To sell more of your goods or services to more families in Kansas and adjoining states... use WIBW.

Darned good logic, Socrates! And it's equally good business reasoning for 1948 or any other year because—

**WIBW HAS SOCK!**

... selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.

Our buying recommendations are acted upon ... quickly ... because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS ... a value over and above WIBW's ability to startle you with sales even in average times.

Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.

WIBW's 'Flying Rooster' plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.

Serving the First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.
KANSAS
Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538
Farms with Radios 115,769—Stations in State 27

K S O K
ARKANSAS CITY—EST. 1947
Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By: The Traveler Publishing Co.
Business Address: Home National Bank Bldg.
Phone Number: 2666-7
Studio Address: Home National Bank Bldg.
Southwestern College Campus, Winfield
Transmitter Location: Arkansas City, Ark.
Air Time: 6:30 a.m.-local sunset
News Service: AP
Transcription Service: Standard
Representative: George E. Lindman
President: Oscar S. Stauffer
General Manager: S. C. Thompson
Manager: Don Chadd
Promotion Manager, Program Director, Production Manager: Martin Thomas
Chief Announcer, Musical Director: Jack Fallon
Chief Engineer: Ed Howe
Farm Editor: Herschel Holland
Phone Number: 147
Air Time: Unlimited
News Service: AP
Transcription Service: NBC Thesaurus, World Representative
President: Fay N. Seaton
Chief Engineer: J. Sarto Jamineto
Commercial Manager: E. B. Spoonamore
Program Director: Robert L. Pratt

K XXX
COLBY—EST. 1947
Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Operated By: Western Plains Bstq, Co.
Business Address: Cooper Hotel
Phone Number: 790
News Service: INS
Transcription Service: Associated, Thesaurus Representative: Holman
President-General Mgr.: John B. Hughes
Sales Manager: Don E. Bellus
Program Director: George E. Nickson
Chief Engineer: Urban L. Lynch

K G N O
DODGE CITY—EST. 1930
KBS
Frequency: 1370 Kc. Power: 1000 Watts d.
250 Watts n.
Owned-Operated By: Dodge City Bstq. Co.
Business-Studio Address: 705 Second Ave.
Phone Number: 1100
Transmitter Location: W. Park St.
Air Time: Unlimited
News Service: AP
Membership: NAB, BMB
President: J. C. Denious
Station Manager: N. C. Petersen
Commercial Manager: Darrell Mathes
Program Director: Herschel Holland
Chief Engineer: Henry McClintock

K T M P (CP)
EL DORADO
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Tom Potter
Business Address: 1517 Commerce St., Dallas, Tex.

K T S W
EMPORIa—EST. 1939
MBS—KANSAS STATE NETWORK—KBS
Frequency: 1400 Kc. Power: 250 Watts

427
Owned-Operated By: Emporia Bcstg. Co., Inc.
Business-Studio Address: 613 Merchant St.
Phone Number: 153-4
Transmitter Location: S. of City. 1 mi. in Sodens Grove
Air Time: 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service: AP
Transcription Service: World, Standard
Membership Service: NAB
President: Sid Harris
General Manager: Julian L. Hill
Sales Manager: Steve Aylword
Publicity Director, Farm Editor: Bob Mott
Chief Announcer: Vic Peck
Chief Engineer: Paul H. Daniels

**K G A R (CP)**

**GARDEN CITY**

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Albert B. Pyatt
Business Address: 411 N. 3rd St.

**K I U L**

**GARDEN CITY—EST. 1935**

MBS—KANSAS STATE NET.—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Telegram Publishing Co.
Business-Studio Address: 508½ North Main
Phone Number: 666
Transmitter Location: Warner Terrace
Air Time: Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Thesaurus, Cole Library
Membership: NAB
President: Gervais F. Reed
General Manager: Ed Lovelace
Program Director: John Melcum
Chief Announcer: Leo Billings
Chief Engineer: Robert Bryant

**K W G B**

**GOODLAND—EST. 1947**

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: Goodland Bcstg. Co.
Business Address: Box 88
Phone Number: 331
News Service: INS
Transcription Service: World. Lang-Worth
Owner-General Manager: James E. Blair
Sales Manager: J. Melvin Gulick
Program Director: George Bradley
Chief Engineer: Ralph MacClellan

Business-Studio Address: 2103 Forest Ave.
Phone Number: 1080-1081
Transmitter Location: S. of City. 1 mi. in Sodens Grove
Air Time: 6 a.m.-12 M.
News Service: AP
Representative: John E. Pearson
Membership: NAB
President-Owner: Helen Townsley Coogan
Gen.-Com., Sales, Mgr.: Clem Morgan
Program-Musical Dir.: Ray Beals
Production Mgr., Publicity Dir.: Joe Neidig
Chief Engineer: Chet Wallack
Farm Editor: Stan Bechtel

**K A Y S (CP)**

**HAYS**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Kays, Inc.
Business Address: 2401 Hall St.

**K W B W**

**HUTCHINSON—EST. 1935**

NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned By: William Wyse
Business-Studio Address: 101 E. Avenue A
Phone Number: 5202
Transmitter Location: 101 E. Avenue A
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
Owner, General Manager: William Wyse
Station-Commercial Manager: Lee Biggs
Asst. Mgr., Program Director: George Alden
Production Manager: Bob Madison
Publicity Director: Tommy Couser
Chief Engineer: John Swaford

**K W H K**

**HUTCHINSON—EST. 1946**

KBS
Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: KWHK Bcstg. Co.
Business-Studio Address: 12 W. 5th St.
Phone Number: 3-100
Transmitter Location: Hutchinson, Kans.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Representative: Homer Griffith
Owner: James E. Murray
General Manager: Vern Minor
Commercial-Sales: Gren Darling
Program Director: Sherwood Parks
Chief Announcer: Paul Cochran
Musical Director: J. Bruce Murray
Chief Engineer: Millard Clary
**KIND (CP)**

INDEPENDENCE

Frequency: 1010 Kc.  
Power: 250 Watts d.

Owned-Operated By: Central Bcstg. Co., Inc.

Business Address: First Nat'l Bank Bldg.

Phone Number: 1822

President-Gen'1 Mgr.: J. Nelson Rupard

Chief Engineer: E. J. Barani

Chief Engineer: Harry C. Butterfield

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**KCKN**

KANSAS CITY—EST. 1925

MBS

Frequency: 1340 Kc.  
Power: 250 Watts

Owned-Operated By: Capper Publications, Inc.

Business-Studio Address: 300 W. Tawalter Bldg.

Kansas City, Mo.

Phone Number: Victor 3864

Transmitter Location: .901 N. 8th St., Kansas City, Kans.

Air Time: 7 a.m.-11 p.m.

News Service: AP, UP

Transcription Service: Lang-Worth, Standard

Representative: Capper Publications, Inc.

Membership: NAB

Owner: Senator Arthur Capper

General Manager: Ben Ludy

Station Manager: Ellis Ateberry

Commercial-Promotion Manager: Joe Story

Program Director, Production Manager: George Stump

Chief Engineer: Max Williams

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**KOAM**

PITTSBURG—EST. 1937

NBC

Frequency: 860 Kc.  
Power: 10,000 Watts d.; 5,000 Watts n.

Owned-Operated By: The Pittsburgh Bcstg. Co.

Business Address: P. O. Box 603

Phone Number: 2165

Studio Address: Commerce Bldg.

Transmitter Location: 3½ mi. E. of Pittsburgh

Air Time: 6 a.m.-12 M.

News Service: AP

Transcription Service: World

Representative: John E. Pearson Co.

Membership: NAB, BMB

President, Commercial Mgr.: E. V. Baxter

General-Station Manager, Program Director: R. E. Wade

Chief Announcer: Bob Arthur

Chief Engineer: Leo Stafford

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**KJAY (CP)**

TOPEKA

Frequency: 1440 Kc.  
Power: 500 d.; 1000 n.

Owned-Operated By: S. H. Patterson

Business Address: 908 Kansas Ave.

Phone Number: 8890

Representative: Rambeaux

Chief Owner: S. H. Patterson

Station Manager: David G. Roberts

Chief Engineer: N. J. Patterson

---

**KTOP**

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc.  
Power: 250 Watts

Owned-Operated By: Collinson Bcstg. Co.

Business-Studio Address: 212-214 W. 6th St.

Phone Number: 2-9335

News Service: AP

Transcription Service: Capitol
Representative ... Lorenzen & Thompson
President-General Manager: T. Hall Collinson
Commercial Manager ... Wendell Elliott
Promotion Manager ... Thad Sandstrom
Chief Engineer ... Chet Wallack

WIBW
TOPEKA—EST. 1924
CBS
Frequency: 580 Kc. ... Power: 5000 Watts
Owned By ... Capper Publications, Inc.
Operated By ... Topeka Bcstg. Assn., Inc.
Business-Studio Address ... 1035 Topeka Ave.
Phone Number ... 3-2377
Transmitter Location ... Seven mi. w. of Topeka
Air Time ... Shares time
News Service ... AP, UP
Transcription Service ... Standard
Representative ... Capper Publications, Inc.
President ... H. S. Blake
General-Station-Commercial Manager ... Ben Ludy
Program Director, Production Manager, Musical Director ... Maude Carlson
Chief Engineer ... K. G. Marquardt
Farm Editor ... Gene Shipley
(See Page 426)

WREN
TOPEKA—EST. 1926
ABC
Frequency: 1250 Kc. ... Power: 5000 Watts
Owned-Operated By: The WREN Bcstg. Co., Inc.
Business-Studio Address ... 411 Tenth St.
Phone Number ... 2-0505
News Service ... UP
Transcription Service ... Thesaurus
Representative ... George P. Hollingbery
Membership ... NAB, BMB
President ... R. C. Jackman
General Manager ... Verl Bratton
Station-Sales Manager ... Larry Cotton
Chief Engineer ... Carl Bilesner

KAKE
WICHITA
MBS
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... KAKE Bcstg. Co., Inc.
Business-Studio Address ... 416 W. Douglas
Phone Number ... 4-9369
News Service ... AP
Transcription Service ... World
Representative ... Rambeau
President ... Mark H. Adams

V-P. Gen.-Commercial Mgr ... Clark A. Luther
Public Relations Director ... Robert Hix
Chief Engineer ... Harold Newby

KANS
WICHITA—EST. 1946
NBC
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... Kansas Bcstg., Inc.
Business-Studio Address ... 1015 N. Broadway
Phone Number ... 4-2387
News Service ... AP, UP
Transcription Service ... Lang-Worth
Representative ... Taylor-Howe-Snowden
Membership ... NAB, BMB
Chief Owner ... O. L. Taylor
Pres. & General Manager ... Archie J. Taylor
Commercial Manager ... H. W. Allen
Chief Engineer ... Ted Heithecker

KFB!
WICHITA—EST. 1923
ABC
Frequency: 1070 Kc. ... Power: 10,000 Watts D.; 1,000 Watts N.
Owned-Operated By: Farmers & Bankers Bcstg. Corp.
Business-Studio Address ... 200 E. First St.
Phone Number ... 2-1447
News Service ... UP
Transcription Service ... Capital
Representative ... H. P. Hollingbery
Membership ... NAB, BMB
President ... H. K. Lindsley
General-Station Manager ... J. Wirth Sargent
Commercial Manager ... D. W. McCoy
Program Director ... J. B. Bradshaw
Chief Announcer ... Wendell Odland
Musical Director ... Verne Nydegger
Chief Engineer ... K. W. Pyle
Farm Editor ... Lester Weatherwax

KFH
WICHITA—EST. 1923
CBS
Frequency: 1330 Kc. ... Power: 5000 Watts
Owned-Operated By ... Radio Station KFH Co.
Business-Studio Address ... KFH Bldg.
Phone Number ... 2-4491
Air Time ... 18 hrs. daily
News Service ... UP
Transcription Service ... Lang-Worth
Representative ... Edward Petry
Membership ... NAB, BMB
Vice President & Gen. Mgr ... M. M. Murdock
Nat'l Sales & Promotion Mgr ... Frank Mathews
Chief Engineer ... Amos Dadisman
TUCBCY

—Radio Homes 332,670
Estimated Population 2,777,000 — % Increase —
Radios 148,692 —Stations in State 37
Farms
2.4

xvith

W

C M

WTCO

I

ASHLAND—EST.

CAMPBELLSVILLE—EST.

1935

CBS— SOUTHEKN NETWORK
Frequency: 1340 Kc.

Owned-Operated By

Power: 250 Watts

Owned-Operated By
Business Address: 20th
Ave. & Front St.

St..

Ashland Bcstg. Co.
between Greenup

Bcstg. Co.

Address
Phone Number
Service
President
Vice President
Secty.-Treas.-Gen.
Chief Engineer

Publicity Director

Chief Announcer

Anna

Musical Director
Chief Engineer
Farm Editor

.

Joe Calloway

David Dodd

WZIP, Inc.
6th & Madison Ave.

Program Director
Chief Announcer
Chief Engineer

Bcstg.

O. Box 234
1230

News

UP

Service
Transcription Service

World, Capitol

President-Commercial Mgr
W. T. Isaac
V.-P.-Program Director.
.David B. Highbaugh
V.-P.-Techn. Director.
James D. Russell
.

.

NAB
Manager

P.

Phone Number

AP

D.

1947

Power: 250 Watts
.

Lang- Worth
Burn-Smith

Ken

1230 Kc

d.

R

Corp.
Business Address

.901 Fairview Ave.
1340-1
6 ani.-12 p.m.

Membership

Henson

1947

Owned-Operated By ... Commonwealth

Bcstg. Co.,

Inc.

Commercial Manager

Russell

W Hi

Power: 250 Watts

President

Crawford

G. Hembree

Owned-Operated By
Business Address

Frequency:

News Service
Transcription Service
Representative

S.

L.

Power: 250 Watts

EST. 1940

Sales Promotion

NAB, BM3
John

DANVILLE—EST.

MBS—KBS

Phone Numbers
Air Time

AP

Frequency: 1050 Kc

WLBJ
BOWLING GREEN—
.

p.m.

W

J. Ray Gaines
General Manager
Paul R. Huddleston
Commercial-Promotion Manager. .Jack Wilson

Owned-Operated By: Bowling Green

1

Thesaurus

Z^l P
COVINGTON—EST.

SESAC

.

6 a.m.-l

General Manager
Commercial Manager
Chief Engineer

President

Bus:ness-Studio Address.

Power: 250 Watts

Membership

UP

Frequency: 1340 Kc

Crawley

1947

Rd.
Air Time
News Service
Transcription Service

Associated, Capitol,

Chief Engineer

B.

Owned-Operated By: Corbin Times-Tribune, Inc.
Business Address
308 S. Main St.
Phone Number
1071
Transmitter-Studio Location: Cumberland Falls

Frequency: 930 Kc
Power: 1000 Watts n.
Owned-Operated By... Daily News Bcstg. Co.
Business Address
415V'2 Park Row
Phone Number
2640

Program Director

,

J.

Frequency: 1400 Kc

EST. 1947

Service
Transcription Service

Manager.

MBS— KBS

Louise Wallace
Clarence Weaver
Ed Paulin

News

UP

,

H. T. Parrott
Dr. Paul Shirley
.James Shacklette

CORBIN—EST.

WKCT
GREEN—

BOWLING

St.

250

WCTT

NAB, BMB
Gilmore N. Nunn
Charles C. Warren
John W. Fell
George Marshall

General Manager

Main

News

3010
Transmitter Location
48th & Clay St.
Air Time
,18 hrs. daily; 17 1/2 hrs. Sun.
UP
News Service
Transcription Service
Thesaurus, World
Representative
John E. Pearson
President

d.

South Central Ky.

Business

Phone Number

Membership

1947
Power 1000 Watts

Frequency: 1150 Kc

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wTky

Given

Elmer A. Finley

FRANKFORT—EST.

Wm.

Kuznitzof
.Ken D. Given
Joe Hamilton
Frank C. Bliesener

1946

MBS— BLUEGRASS STATE

.

Frequency: 1490 Kc

Owned-Operated By
431

Power: 250 Watts
Frankfort Bcstg. Co.


KENTUCKY

WKAY
GLASGOW—EST. 1946
KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Glasgow Bcstg. Co., Inc.
Business-Studio Address: Happy Valley Rd.
Phone Numbers: 598, 632
Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service: UP
Transcription Service: World, Capitol
Representative: Homer Griffith
Membership: NAB
President: Gordon E. Brown
General Manager: Russell J. Pirkey
Chief Announcer: Robert Proctor
Chief Engineer: E. C. Lockwood

WHLN
HARLAN—EST. 1941
MBS—GOOD COAL NETWORK—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Blianfox Radio Co., Inc.
Business-Studio Address: S. Main St.
Phone Number: 625
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
Transcription Service: Standard, Cole
Representative: Burn-Smith
Membership: NAB, BMB
Owners: R. B. Helms, J. Francke Fox
General Manager: R. B. Helms
Commercial Manager: C. E. Whikehart
Program-Musical Director: E. Jean Sutton
Chief Announcer: Jay Barlow
Chief Engineer: J. Francke Fox

WKIC
HAZARD—EST. 1947
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: BMB Bcstg. Corp.
Business Address: Box 621

WSON
HENDERSON—EST. 1941
MBS
Frequency: 860 Kc. Power: 500 Watts
Owned-Operated By: Henderson Bcstg. Co., Inc.

WKAY
GLASGOW—EST. 1946
KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Glasgow Bcstg. Co., Inc.
Business-Studio Address: Happy Valley Rd.
Phone Numbers: 598, 632
Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service: AP
Transcription Service: World
Representative: World, Capitol
Membership: NAB
President: Leslie W. Perkins
General Manager: Marshall L. Peace
Program Director: Earl Davis
Chief Engineer: Stanley Frakes

WHOP
HOPKINSVILLE—EST. 1940
CBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hopkinsville Bcstg. Co., Inc.
Business-Studio Address: Cadiz Rd.
Phone Number: 1025
Transmitter Location: Cadiz Rd.
Air Time: 5 a.m.-12 M.
News Service: AP, UP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
President: Pierce E. Lackey
General Manager: Hecht S. Lackey
Program Director: Tom Fitzgibbons Murray
Chief Announcer: Martin E. Shaesler
Chief Engineer: Vernon R. Nunn

WMTC (CP)
LAWSON
LEXINGTON—EST. 1945
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: Ky. Mt. Holiness Assn.
Business Address: Vancleve, Ky.

WKLY
LEXINGTON—EST. 1945
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By: Fayette Broadcasting Co.
Address: Phoenix Hotel
Phone Number: 8115
Transmitter Location: Greendale Rd.
Air Time: 5 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Lang-Worth, Standard, Cole
Representative: Walker
Chief Owner: E. F. Prichard, Sr.
General Manager: Ted Grizzard
Commercial Manager: Paul Ledridge
Program Director: Jack Brooks
Asst. Manager: Phil Sutterfield
Chief Engineer: Bob Jones
W L A P
LEXINGTON—EST. 1928
ABC
Frequency: 1450 Kc. ............ Power: 250 Watts
Owned-Operated By: American Bcstg. Corp.
Business-Studio Address: Radio Bldg.
Phone Number: 1721
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: World, Thesaurus
Representative: John E. Pearson
Membership: NAB, BMB
President: Gilmore N. Nunn
General Manager: J. E. Willis
Commercial Manager: Miller Welch
Program Director: J. B. Faulconer
Publicity Director: Doris Holtzclaw
Chief Engineer: Sanford Hell
Farm Editor: Charles Farmer

W L E X
LEXINGTON—EST. 1946
BLUEGRASS STATE NETWORK
Frequency: 1340 Kc. ............ Power: 250 Watts
Owned-Operated By: Central Kentucky Bcstg.
Business Address: Box 985, Russell Cave Pike
Phone Numbers: 7833, 5878, 2901, 3058
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: Associated, Capitol, President
General Manager: J. J. Douglass Gay
Commercial Manager: Jean H. Clos, Jr.
Program Director: Howard Malcolm
Chief Engineer: Theodore Jones
Farm Editor: Mark Haleck

CALL LETTERS TO BE ASSIGNED
(CP)
LOUISVILLE
Frequency: 1080 Kc. ............ Power: 5000 d.; 1000 n.
Owned-Operated By: Mid-American Bcstg.
Business Address: Starks Bldg.

W A V E
LOUISVILLE—EST. 1933
NBC
Frequency: 970 Kc. ............ Power: 5000 Watts
Owned-Operated By: WAVE, Inc.
Business-Studio Address: 334 E. Broadway
Phone Number: Wabash 6543
Air Time: 5 a.m.-12 p.m.
News Service: AP
Transcription Service: Thesaurus, Langworth
Representative: Free & Peters
Membership: NAB, BMB
President: George W. Norton, Jr.
General-Station Manager: Nathan Lord
Sales or Commercial Manager: James Cox
Sales Promotion Manager: E. W. Leake, Jr.
Program Director: George Patterson
Chief Announcer: Burt Blackweld
Chief Engineer: Wilbur Hudson

W G R C
LOUISVILLE—EST. 1936
MBS
Frequency: 1400 Kc. ............ Power: 250 Watts
Owned-Operated By: Northside Bcstg. Corp.
Business Address: Ky. Home Life Bldg.
Phone Number: Wabash 8871
Air Time: 6:00 a.m.-12 M.
News Service: AP, UP
Transcription Service: Lang-Worth, Standard
Representative: The Walker Co.
Membership: NAB
President: Commercial Manager: J. Porter Smith
Publicity, Promotion Manager: H. R. Hunter
Ass't Manager in Charge of
Programs: Ward Hatcher
Production Manager: W. S. Lukenbill
Chief Announcer: Gerald Fordyce
Chief Engineer: Perry W. Esten
Farm Editor: C. M. East

W H A S
LOUISVILLE—EST. 1922
CBS
Frequency: 840 Kc. ............ Power: 50,000 Watts
Owned By: The Courier-Journal & Louisville Times Co.
Operated By: WHAS, Inc.
Business-Studio Address: 300 W. Liberty St.
Phone Number: Wabash 2211
Transmitter Location: Eastwood, Ky.
Air Time: 19 hrs. daily
News Service: AP, UP
Transcription Service: World; Standard; Associated; Lang-Worth.
Representative: Edward Petry
President: Barry Bingham
Director: Victor A. Sholis
Commercial Manager: Joe Eaton
Promotion Manager: Sandy Sanders
Program Manager: Peter R. Disney
Continuity-Production: William Aldridge
Chief Announcer: Paul Clark
Musical Director: Robert Hutseell
Technical Director: Orrin W. Towner
Agricultural Co-ordinator: Frank Cooley

W H A S
Color Advertisement
See Page 10
WINN
LOUISVILLE—EST. 1940
ABC
Frequency: 1240 Kc. Power: 250 Watts
Owner-Operated By: Kentucky Bcstg. Co.
Business-Studio Address: Earle Hotel, 3rd and
Jefferson.
Phone Number: Wabash 5148
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: SESAC, MacGregor, Cole
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President, General-Station
Manager: Harry McTigue
Commercial Manager: G. F. Bauer
Promotion Manager: H. E. Roberts
Program Director: M. K. McCorten
Production Manager: Sam Woodall
Chief Announcer: Edwin A. Kollay
Musical Director: Claude Fraul
Chief Engineer: E. G. Rinn

WKYW
LOUISVILLE—EST. 1947
Frequency: 900 Kc. Power: 1000 Watts D.
Owner-Operated By: Radio Kentucky, Inc.
Business-Studio Address: 431 W. Jefferson St.
Phone Number: Celay 4811
Transmitter Address: River Rd., near Louisville
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated, Capital,
Standard Cole.
Representative: Burn-Smith
Membership: NAB, BMB
President-Treasurer: F. Eugene Sandford
V. P.-Operations: S. A. Cis'er
V. P.-Station Manager: Edwin E. S. Weldon
Secretary: W. Scott Miller
Program Director: David Wilburn

WLOU (CP)
LOUISVILLE
Frequency: 1570 Kc. Power: 1000 Watts d.
Owner-Operated By: Louisville Bcstg. Corp.

WCIF
MADISONVILLE—EST. 1947
Frequency: 730 Kc. Power: 250 Watts
Owner-Operated By: Madisonville Bcstg. Co.
Business Address: Box 27
Phone Number: 1297
Transmitter-Studio Location: Hanson Rd.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Membership: BMB
President, General Manager: Pierce Lackey

W T M
MAYFIELD—EST. 1946
Frequency: 1050 Kc. Power: 1000 Watts d.
Owner-Operated By: Mayfield Bcstg. Co., Inc.
Business-Studio Address: Mayfield Hotel
Phone Number: 46
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Representative: Sears & Ayer
Membership: NAB, BMB
President: Frank O. Evans
General Manager: Pierce E. Lackey
Station-Sales Manager: Wayne R. Morgan
Program Director: James Motheral
Chief Announcer: Ralph Haskins
Musical Director: James Motheral
Chief Engineer: Ernest J. Fell
Farm Editor: Dorothy Spahr

WNGO
MAYFIELD—EST. 1947
Frequency: 1320 Kc. Power: 1000 Watts D.
Owner-Operated By: West Ky. Bcstg. Co., Inc.
Business-Studio Address: Box 39
Phone Number: 1204
Air Time: 5:00 a.m.-Local sunset
News Service: AP
Transcription Service: World, SESAC
Representative: The Friedenberg Agency
President, General Manager: H. M. Suthard
Station Manager: Kenneth Z. Turner
Chief Announcer: Lynn Lemond
Chief Engineer: James Ray Turner

WFTM (CP)
MAYSVILLE
Frequency: 1240 Kc. Power: 250 Watts
Owner Operated By: Standard Tobacco Co.
Business Address: Maysville, Ky.
Phone Number: 245
News Service: UP
Transcription Service: World
President: C. P. Clarke
Secy.-Treas: J. M. Finch, Jr.
Gen.-Commercial Manager: J. W. Betts
Program Director: Ross Edwards
Chief Engineer: William Martin

WMIK (CP)
MIDDLESBORO
Frequency: 560 Kc. Power: 500 Watts d.
Owner-Operated By: The Middlesboro Bcstg. Co.
Business Address: Box 500
**W W P N (CP)**
**MIDDLESBORO**
Frequency 1490 Kc. Power: 250 Watts
Owned-Operated By: Pinnacle Bstg. Co.

**W W N L (CP)**
**NEWPORT**
Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By: Tri-City Bstg. Co.

**W O M I**
**OWENSBORO—EST. 1937**
KBS—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Owensboro Bstg. Co., Inc.
Business-Studio Address: Byars Ave. & Livermore Rd. (P. O. Box 536).
Phone Numbers: 420-L
Transmitter Location: Byars Ave. & Livermore Rd. (P. O. Box 536).
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Long-Worth Representative: Burn-Smi
Membership: NAB
President: Lawrence W. Hager
General-Station Sales Promotion Manager: Hugh O. Potter
Program Director: Norman Hall
Production Manager: Patsy Roberts
Musical Director: Clifford &en Potter
Chief Engineer: Leslie Goodaker
Assistant Mgr.: Farm Editor: Marshall Bruner

**W V J S**
**OWENSBORO—EST. 1947**
Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By: Owensboro On the Air, Inc.
Business Address: 320 Allen St.
Phone Number: 3408
News Service: INS
Transcription Service: Thesaurus, World Representative: Rambeau
President: Vincent J. Steele
General Manager: Malcolm Greep
Commercial Manager: Jack McLean
Promotion Director: John T. Rutledge
Program Director: Lee C. Meredith
Chief Engineer: Robert Earl Jagoe

**W K Y B**
**PADUCAH—EST. 1946**
MBS
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: Paducah Newspapers, Inc.
Mayor: Henry C. Hall

**W P A D**
**PADUCAH—EST. 1930**
CBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Paducah Bstg. Co., Inc.
Business-Studio Address: Taylor Bldg.
Phone Number: 4100
Transmitter Location: U. S. Route 45
Air Time: 5:00 a.m.-12 M.
News Service: AP
Transcription Service: World, Lang-Worth, Cole Representative: Sears & Ayer
Membership: NAB, MBB
President, General Manager, Pierce E. Lackey
Station-Commercial Manager: W. Prewitt Lackey
Asst. Mgr. Public Relations: Gene Peak
Program Director: Evelyn Carroll
Chief Announcer: Ray Mofield
Musical Director: Lynn Wolfe
Chief Engineer: U. C. Morris

**W S F C**
**SOMERSET—EST. 1947**
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Southeastern Bstg. Co.

**W V L K (CP)**
**VERSAILLES**
MBS
Frequency: 590 Kc. Power: 1000 watts
Owned-Operated By: Bluegrass Bstg. Co., Inc.
Business Address: Logan-Helm Memorial Lib.
Phone Number: 654
News Service: INS
Transcription Service: SESAC Representative: Taylor-Howe-Snowden
President: A. B. Chandler
Gen.-Commercial Mgr.: W. D. McConnaught
Promotion Manager: Margaret Middendorf
Program Director: Edwin L. Rogers
Chief Engineer: Henry C. Hall
KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO.
J. C. LINER, JR., Mgr.
LOUISIANA
Estimated Population 2,549,000—% Increase —7.8—Radio Homes 468,914
Farms with Radios 63,025—Stations in State 37

KROF
ABBEVILLE—EST. 1948
Frequency: 980 Kc. Power: 1000 Watts d.
Owned-Operated By: Abbeville Bcstg. Service, Inc.
Business Address: P. O. Box 306
Transcription Service: World
President: Lovelis Herbert
Gen.-Commercial Mgr.: George P. Martin
Program Director: Ebba Lou Martin

KALB
ALEXANDRIA—EST. 1935
ABC—LOUISIANA NETWORK
Business-Studio Address: Fifth & Johnson Sts.
Phone Number: 3335
Air Time: 181/2 hrs. daily
News Service: UP
Transcription Service: World
Representative: Weed & Co.
Membership: NAB, BMB
President: W. H. Allen
Secretary-Treasurer: T. B. Langford
General Manager: Willard L. Cobb
Station Director: Fred Ohl
Sales Manager: Walter D. Melson
Production Manager: Harter L. Clark
Publicity Director: Josephine Miller
Chief Engineer: Jesse R. Sexton
Farm Editor: Mildred Gatlin

KPDR
ALEXANDRIA—EST. 1946
MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Central La. Bcstg. System
Business-Studio Address: 1710 Jackson St.
Phone Number: 9568
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Capitol
Membership: BMB
President: Eugene Levy
General-Station Manager: George I. Maston
Commercial Manager: Albert Roarke
Chief Announcer: Hobart Hare
Chief Engineer: Glen Pebbles

KSYL
ALEXANDRIA—EST. 1947
NBC
Frequency: 1400 Kc. Power: 250 Watts

Owned By: Radio Station KSyl
Operated By: Sylvan Fox & Harold Wheelahan, Partners.
Business Address: P. O. Box 1489
Phone Numbers: 6811-2
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: George P. Hollingbery
Membership: NAB, BMB
Partners: Sylvan Fox, Harold Wheelahan
General-Station Manager: Paul Goldman
Commercial Manager: Milton Fox
Program Director: Bruce Rainey
Chief Announcer, Farm Editor: Paul Mitchell
Chief Engineer: E. W. McDonald

KTRY (CP)
BASTROP
Owned-Operated By: Morehouse Bcstg. Co.
Business Address: 217 S. Washington St.
Partners: Nathan Bolton, A. R. McCleary

WAFB (CP)
BATON ROUGE
Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By: Modern Bcstg. Co.

WCLA (CP)
BATON ROUGE
Owned-Operated By: Community Bcstg. Co.
Business Address: Baton Rouge, La.
Partners: G. T. Owen, Owen W. Ware

WJBO
BATON ROUGE—EST. 1934
NBC—LOUISIANA NETWORK
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Baton Rouge Bcstg. Co.
Business-Studio Address: 444 Florida St.
Phone Number: 5271
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP, UP
Transcription Service: World: Standard
Representative: George P. Hollingbery
Membership: NAB, BMB
President: Charles P. Manship, Jr.
V. P.-General Manager: J. Roy Dabadie
Secretary-Treasurer: Douglas L. Manship
Sales Manager: T. E. Gibbens
Chief Engineer: Vernon E. Dudley

437
WLCS
BATON ROUGE—EST. 1946
ABC—LA. ASS'N BROADCASTERS
Frequency: 1400 Kc........... Power: 250 Watts
Owned-Operated By........... Air Waves, Inc.
Business-Studio Address: 204 North St., P. O. Box 240.
Phone Numbers........... 2-4411-2
Air Time.................. 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service............... AP, INS
Transcription Service........ Associated, Capitol, SESAC, M. M. Cole
Representative........... Burke-Kuipers-Mahoney
Membership................ NAB, BMB
Pres'dent.................. Harry B. Nelson
General Manager............ Earl H. Smith
Sales Manager............... Lamar Simmons
Publicity Director.......... Mildred Bland
Chief Announcer............ Quiltman Hen'ey
Chief Engineer.............. William H. Bland
Farm Director............... Irving Heath

WIKC
BOGALUSA—EST. 1947
MBS—LA. NETWORK
Frequency: 1490 Kc........... Power: 250 Watts
Owned-Operated By........... Bogalusa Bstg. Co.
Business Address............... P. O. Box 811
Phone Number........... 1906
Air Time.................. 6:30 a.m.-11 p.m.
News Service............... AP
Transcription Service......... World
Membership................ NAB
President, General-Station
Manager, Chief Engineer...... I. K. Corkern, Jr.
Commercial Manager.......... J. H. Knight

KSIG
CROWLEY—EST. 1947
Frequency: 1450 Kc........... Power: 250 Watts
Owned-Operated By........... Acadia Bstg. Co.
Business-Studio Address: 103 N. Parkerson Ave.
Phone Number........... 1450
Air Time.................. 6:30 a.m.-10:30 p.m.
News Service............... AP
Transcription Service......... Associated
Representative........... Joseph Hershey McGillvra
Membership................ NAB, BMB
President.................. Max Thomas
General-Station Manager: B. Hillman Bailey, Jr.
Sales Promotion Manager...... Max Thomas
Commercial Manager.......... Lauren R. Stagg
Chief Engineer............... Clovis L. Bailey

WIHL
HAMMOND—EST. 1947
Frequency: 730 Kc........... Power: 250 Watts d.

W S L A
HAMMOND—EST. 1947
MBS—KBS—LOUISIANA
Frequency: 1110 Kc........... Power: 250 Watts d.
Owned-Operated By........... Hammond Bstg. Co.
Business Address............... 216 W. Thomas
Phone Number........... 888
News Service............... AP
Representative........... Clark
President-Gen. Manager..... Fred Le Mieux
Commercial Manager.......... H. D. Hutson
Promotion Manager........... C. M. Kiss
Chief Engineer............... Jacob Rick

K C I L
HOUMA—EST. 1946
MBS—LOUISIANA NETWORK
Frequency: 1490 Kc........... Power: 250 Watts
Owned-Operated By........... Charles W. Lamar, Jr.
Business Address............... P. O. Box 1031
Phone Number........... 2047
Air Time.................. 6 a.m.-11 p.m.
News Service............... AP
Transcription Service......... World, Cole
Representative........... Homer Griffith
Membership................ NAB, BMB
President.................. Charles W. Lamar, Jr.
General-Station Manager..... Frank Conwell
Sales, Commercial Manager... Dick Walsh
Sales Promotion Manager...... Keith Kenney
Chief Announcer............... Tom Conwell
Chief Engineer............... Donald L. Jones
Farm Editor................ J. Arthur LeBlanc, Jr.

K V O L
LAFAYETTE—EST. 1935
NBC—KBS
Frequency: 1340 Kc........... Power: 250 Watts
Owned By.................. Evangeline Bstg. Co., Inc.
Operated By................. Radio Station KVOL
Business-Studio Address: 510 So. Buchanan St., P. O. Box 1070
Phone Numbers........... 336, 2101
Air Time.................. 6 a.m.-11 p.m.
News Service............... AP
Transcription Service......... Thesaurus, McGregor
Membership................ NAB, BMB
General-Station Manager.... George H. Thomas
Commercial Manager.......... Lowell W. McCrery
Sales Promotion Manager..... Lucille LeBlanc
Production Manager.......... Mrs. Don Menard
Publicity Director........... Emily Fontenot
Chief Engineer............... Charles T. Hook
KLOU
LAKE CHARLES—EST. 1947
CBS—LOUISIANA NETWORK
Frequency: 1580 Kc. . Power: 1000 Watts
Owned-Operated By . Frank R. Gibson
Business-Studio Address . 134 Clarence St.
Phone Numbers . 7277-8
Air Time . 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service . AP
Transcription Service . Associated
Representative . The Walker Co.
Membership . NAB, BMB
Owner . Frank R. Gibson
General Manager . H. Vernon Anderson
Station Manager . G. Frank Carroll, Jr.
Commercial Manager . Eugene S. Cuny
Sales Promotion Manager . Annelle H. Bulechek
Chief Announcer . James McConnell
Musical Director . Lois Carmoucie
Chief Engineer . Ben C. Segreti, Jr.
Farm Editor . Robert R. Brannon

KPLC
LAKE CHARLES—EST. 1935
NBC—LOUISIANA STATE NETWORK
Frequency: 1490 Kc. . Power: 250 Watts
Owned By: T. B. Lanford, R. M. Dean and L. M. Sepaugh, Partners.
Business-Studio Address: Majestic Hotel, P. O. Box 1521.
Phone Numbers . 2713-4
Air Time . 6 a.m.-12 M.
News Service . AP
Transcription Service . World
Representative . Taylor-Howe-Snodden
Executive Partner . T. B. Lanford
General-Station Manager . David Wilson
Commercial Manager . Pelham Mills, Jr.
Sales Promotion Manager . Bob Thompson
Production Manager, Chief Engineer: A. B. Craft
Chief Announcer . J. Hampton Keathley

KWLS
LAKE CHARLES—EST. 1947
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By . A. Stanford Dudley
Business Address . P. O. Box 1399
Phone Numbers . 6-1401; 3634
Transmitter-Studio Location: Corner of Mill & Front Sts.
Air Time . 16½ hrs. daily
News Service . UP
Transcription Service . Capitol, Cole, Lang-Worth
Membership . NAB
Owner-General Manager . A. Stanford Dudley
Assi. General Manager-Chief Engineer . E. C. Moses
Sales Manager . Wm. F. Hession
Production Manager . James W. Willson

KMLB
MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK
Frequency: 1440 Kc. . Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By . Liner’s Broadcasting Station, Inc.
Address . P. O. Box 1723
Phone Number . L. D. 25
Studio Address . Francis Hotel
Transmitter Location . Millhaver Rd.
Air Time . 5 a.m. to midnight
News Service . UP
Transcription Service . World
Representative . Taylor-Howe-Snodden
Membership . NAB, BMB
President . J. C. Liner, Sr.
Gen-Sales Pro. Manager . J. C. Liner, Jr.
Program Director . Otto B. Green
Chief Engineer . O. L. Morgan

KNOE
MONROE—EST. 1944
NBC—LOUISIANA NETWORK
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By . James A. Noe
Business-Studio Address . Bernhardt Bldg.
Phone Number . 921
Air Time . 5 a.m.-12 M.
News Service . AP
Transcription Service . Associated, Capital
Representative . Burke Kuipers & Mahoney
Membership . NAB, BMB
President . James A. Noe
General Manager . Robert W. Dumm
Commercial Manager . Al Donaldson
Chief Engineer . D. K. Strong

KWCJ
NATCHITOCHES—EST. 1947
MBS—LOUISIANA NETWORK—KBS
Frequency: 1450 Kc. . Power: 250 Watts
Business-Studio Address . Box 232
Phone Number . 2353
Air Time . 17 hrs. daily
News Service . AP
Transcription Service . Standard
Membership . NAB, BMB
President . Dr. Wm. H. Pierson
General-Station Mgr . Charles L. Planchard
Farm Editor . Kenneth M. Dowty
Chief Engineer . Carroll G. Crew
WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty Mississippi makes its crescent near the Gulf

EST. NOV. 27 — 1926

Twenty-one years of continuous service, serving a vast invisible audience with

NEWS — SPORTS — MUSIC

Central Standard time given every thirty minutes

TIME TO ADVERTISE

For rates, call MA 3488-9, for proven results

NAT'L. REP. — RAMBEAU

N. Y. CHICAGO L. A.

Owned and Operated by:

C. C. CARLSON
LOUISIANA

KANE
NEW IBERIA—EST. 1946
MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: New Iberia Broad. Co.
Address: St. Peter St.
Phone Number: 985
Studio Address: 104 W. St. Peters St.
Air Time: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Standard, MacGregor
Partners: George H. Thomas, J. J. Davidson
General Manager: George H. Thomas
Manager: I. I. Femrite
Chief Engineer: Joe Sweeney

WDSU
NEW ORLEANS—EST. 1923
ABC—LOUISIANA STATE—UNITED NATIONS
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Bstg. Co.
Business-Studio: Hotel Monteleone, 214 Royal St.
Phone Number: Raymond 7135
Transmitter Location: Algiers, La.
Air Time: 24 hrs. daily
News Service: AP, UP
Transcription Service: Associated Representative: John Blair
Membership: NAB, BMB
General Manager: Fred Weber
Asst. to Manager: Jack Flanigan
Commercial Manager: Charles Price
Sales Promotion Manager: Publicity Director: Sylvia Glueck
Program Director: Stanley Holiday
Special Events Manager: Jim Young
Sports Announcer: Byron Dowty
Musical Director: Joseph Schramm
Chief Engineer: Lindsey Riddle
Farm Editor: James Landry

WJFW
NEW ORLEANS—EST. 1926
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson
Address: 924 Canal St.
Phone Number: Magnolia 3488-9
Air Time: 6 a.m. to 1 a.m.
News Service: AP
Representative: William C. Rambeau Co.
Transcription Service: Capitol Membership: NAB
President-General Mgr.: Charles C. Carlson
Coml. & Prom. Mgr.: Pat J. Shannon
Chief Engineer: C. C. Carlson

WDSU
NEW ORLEANS
"America's Most Interesting City"

- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

Monteleone Hotel
Royal Street in French Quarter
New Orleans, La.
Musical Director ...................................... Peter Grey
Chief Engineer ....................................... H. G. Nebe
Farm Editor ........................................... Hal Menton

W T P S (CP)
NEW ORLEANS
Frequency: 940 Kc. ....... Power: 1000 Watts d.
Owned-Operated By ...... The Times Picayune Pub. Co.
Business Address ........ 601 Howard Ave.
Phone Number ............. Canal 3551
News Service ............... AP
Transcription Service ... World
General Manager .......... H. F. Wehrmann
Commercial Manager ... John R. O'Meallie
Program Director ........ Bill Seymour

W W E Z
NEW ORLEANS—EST. 1947
Frequency: 680 Kc. ....... Power: 1000 Watts d.
Owned-Operated By ...... Sky Bcstg. Service
Business-Studio Address: Hotel New Orleans
Phone Number ............. Canal 3521
Air Time .................. Local sunrise-local sunset
News Service .......... AP
Transcription Service ... Associated
President ................. A. L. Chilton
General-Station Manager .. Joe. A. Oswald
Program Director ........ Bob Tompkins
Chief Engineer ........... Harrison Mondy

W W L
NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 870 Kc. ....... Power: 50000 Watts
Owned-Operated By ...... Loyola University
Address ................. Roosevelt Hotel
Phone Number ............. Raymond 2194-5-6-7
Air Time .............. 6 a.m. to 1 a.m.
News Service .......... UP, AP
Transcription Service ... Standard Radio
Radio .................. The Katz Agency
Network ................ NAB, BMB
President .............. Rev. Thomas J. Shields
General Mgr.-Station Mgr. .. W. H. Summerville
Coml. Mgr. .......... Larry Baird
Prom. Mgr. .............. Jack Halladay
Program Director .. Henry Dupre
Chief Engineer ......... J. D. Bloom, Jr.

K J A N (CP)
OPELOUSAS
Frequency: 910 Kc. ....... Power: 1000 Watts
Owned-Operated By ...... The Kjan Bcstg. Co.
**K S L O**

**OPELOUSAS—EST. 1947**  
MBS—LOUISIANA NETWORK

- **Frequency:** 1230 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** KSLO Bcstg. Co.  
- **Business Address:** P. O. Box 392  
- **Studio Address:** KSLO Bldg.  
- **Phone Number:** 3776  
- **Air Time:** 6 a.m.-11:05 p.m.  
- **Transcription Service:** World  
- **News Service:** UP  
- **Representative:** Sears & Ayer  
- **General Manager:** W. Eugene Jones  
- **Commercial Manager:** Frank Holifield  
- **Program Director:** Sidney King  
- **Publicity Director:** Sports & News  
- **Editor:** Sam Tarleton  
- **Chief Engineer:** Henry Y. Ganit

**K R U S**

**RUSTON—EST. 1947**  
MBS

- **Frequency:** 1480 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Ruston Bcstg. Co.  
- **Business Address:** 105 E. No. Railroad Ave.  
- **News Service:** UP  
- **Transcription Service:** Lang-Worth  
- **Owner-Gen. & Com. Mgr.:** C. E. Faulk, Jr.  
- **Station Manager:** Joel M. Hirsch  
- **Office Manager:** Bea Magee  
- **Program Dir.:** Allen Hundleby, Jr.  
- **Chief Engineer:** Henry Shean

**K E N T**

**SHREVEPORT—EST. 1947**  
MBS

- **Frequency:** 1550 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Frank H. Ford  
- **Business-Studio Address:** 311 Milam Bldg.  
- **Phone Number:** 3-3681  
- **Air Time:** 6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.; Sun. 7:30 12 M.  
- **News Service:** AP  
- **Transcription Service:** Standard  
- **Representative:** The Walker Co.  
- **Membership:** NAB  
- **Owner, General Mgr.:** Frank H. Ford  
- **Commercial Manager:** Frank H. Ford, Jr.  
- **Program Director:** Todd Branson  
- **Publicity Director:** Elsa R. Schubach  
- **Musical Director:** Joe Monroe  
- **Chief Engineer:** L. J. Carlson

**K R M D**

**SHREVEPORT—EST. 1928**  
ABC—LOUISIANA NETWORK

- **Frequency:** 1340 Kc.  
- **Power:** 250 Watts  
- **Owned-Operated By:** Radio Station KRMD  

**K T B S**

**SHREVEPORT—EST. 1928**  
NBC

- **Frequency:** 1480 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Radio Station KTBS, Inc.  
- **Business Address:** P. O. Box 1121  
- **Phone Number:** 3-3673  
- **Studio Address:** Commercial Bank Bldg.  
- **Air Time:** 6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.  
- **News Service:** AP  
- **Transcription Service:** Lang-Worth  
- **Representative:** Edward Petry  
- **Membership:** NAB, BMB  
- **President:** Allen D. Morris  
- **General-Station Manager:** C. K. Beaver  
- **Commercial Manager:** Neil Cline  
- **Program Director:** Dean Flett  
- **Production Manager:** David Kent  
- **Publicity Director:** Marie Battey  
- **Chief Announcer:** Mike Roppolo  
- **Musical Director:** Cecil Bland  
- **Chief Engineer:** C. H. Maddox

**K W K H**

**SHREVEPORT—EST. 1925**  
CBS—SOUTHCENTRAL QUALITY NETWORK

- **Frequency:** 1130 Kc.  
- **Power:** 50,000 Watts  
- **Owned-Operated By:** International Bcstg. Corp.  
- **Business-Studio Address:** Commercial Building, P. O. Box 1387, Shreveport.  
- **Phone Number:** 2-8711  
- **Air Time:** Unlimited  
- **News Service:** AP, UP  
- **Transcription Service:** Lang-Worth, Capitol  
- **Representative:** The Branham Co.  
- **Membership:** NAB, BMB  
- **President:** John D. Ewing  
- **General Manager:** Henry B. Clay  
- **Commercial Manager:** Dean R. Upson  
- **Promotion Manager:** James T. Briggs  
- **Program Director:** Robert Atherton  
- **Chief Engineer:** W. E. Antony

Business-Studio Address: New Jefferson Hotel, P. O. Box 1712  
Phone Number: 6171  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: Taylor-Howe-Snowden  
Membership: NAB, BMB  
President: T. B. Lanford  
General-Station Manager: G. V. Wilson  
Station Director: W. L. Switzer  
Program Director: Elizabeth V. Allord  
Publicity Director: Jane Reed  
Musical Director: Virginia Cromwell  
Chief Engineer: H. H. Hargrove  
Farm Editor: Ruth E. Mechlín
MAINE

Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803
Farms with Radios 36,356—Stations in State 14

WFAU
AUGUSTA—EST. 1946
MBS—THE YANKEE NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Twin City Bcstg. Co., Inc.
Business-Studio Address: 160 Bangor St.
Phone Number: 2540
Transmitter Location: 160 Bangor St.
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service: AP
Transcription Service: Standard
Representative: Forjoe
Membership: NAB, BMB
President: Faust Couture
General Manager: Robert I. Payne
Program Director: Norman Gallant
Chief Engineer: Robert H. Parker

WRDO
AUGUSTA—EST. 1932
NBC—NEW ENGLAND REGIONAL
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WRDO, Inc.
Business-Studio Address: 175 Water St.
Phone Number: 2285
Transmitter Location: Chelsea, Me.
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Weed & Co.; Bertha Bannan
Membership: NAB, BMB
Chief Owner: Adeline B. Rines
General-Station Mgr.: Jack S. Atwood
Commercial Manager: Walter Weightman
Program Dir.-Prod. Mgr.: Donald K. Powers
Chief Engineer: Harold Dinsmore
Farm Editor: Linwood Brofee

WABI
BANGOR—EST. 1921
CBS
Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By: Community Bcstg. Service
Business-Studio Address: 57 State St.
Phone Number: 8446
Transmitter Location: Brewer, Me.
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Associated
Rep.: Adam J. Young, Jr., Keitt-Carter
President-Gen.-Station Mgr.: F. B. Simpson
Commercial Manager: Guy Corey
Pro. Dir.-Prod. Mgr.-Musical Dir.: Harold Dorr
Chief Engineer: Walter Dickson

WGUW
BANGOR—EST. 1947
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Guy Gannett Bcstg. Services
Business Address: Box 732
Phone Number: 7354-5
Transmitter-Studio Location: Mt. Hope Ave.
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transmitter Service: Lang-Worth
Representative: Paul H. Raymer
President-Owner: Guy P. Gannett
Station Manager: Samuel G. Henderson, Jr.
Commercial Manager: Harvey M. Grant
Chief Announcer: Hugh J. MacKinnon
Chief Engineer: Roger W. Hodgkins

WJOR
BANGOR—EST. 1946
MBS—YANKEE NETWORK—KBS
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address: 22 State St.
Phone Number: 5812
Transmitter Location: Bangor, Me.
Air Time: 6:30 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service: AP
Transmitter Service: World
Representative: Forjoe
General Mgr.-Program Dir.: Lawrence Slon
Chief Engineer: Stephen Velardi

WLBZ
BANGOR—EST. 1926
NBC—NEW ENGLAND REGIONAL NET.
MAINE BROADCASTING SYSTEM
Frequency: 620 Kc. Power 5000 Watts
Owned-Operated By: Maine Bcstg. Co., Inc.
Business-Studio Address: 100 Main St.
Phone Number: Bangor 6023
Transmitter Location: Outer Broadway
Air Time: 5:30 a.m.-12:05 p.m.; 8 a.m.-12:03 p.m.-Sun.
News Service: UP
Transcription Service: Thesaurus
Representative: Weed & Co.; Bertha Bannan
Membership: NAB, BMB
President: William H. Rines
Sta.-Com.-Sales Pro. Mgr.: Edward E. Guernsey
Program Director: Irving S. Hunter
Musical Director: Norman Lambert
Chief Engineer: John H. Wibby
Farm Editor: Linwood Brofee

444
**WCOU**
LEWISTON—EST. 1938
MBS—YANKEE

- **Frequency:** 1240 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Twin City Bcastg. Co., Inc.
- **Business-Studio Address:** 223 Lisbon St.
- **Phone Number:** 3140
- **Transmitter Location:** East Ave.
- **Air Time:** 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
- **News Service:** UP
- **Transcription Service:** Standard, SESAC
- **Representative:** Forjoe, Bertha Bannan
- **Membership:** NAB, BMB
- **Owner-Executive:** Faust Couture
- **General-Station Mgr.:** John C. Libby
- **Commercial Manager:** Oscar Normand
- **Program Director:** Eugene Parker
- **Prod. Mgr.-Chief Announcer:** Laverne Colton
- **Publicity Director:** Marion Payne Louisfell
- **Chief Engineer:** Donald Mason

**WGAM**
PORTLAND—EST. 1938

- **Frequency:** 560 Kc
- **Power:** 5000 Watts
- **Owned-Oper. By:** Guy Gannett Bcastg. Services
- **Business-Studio Address:** 645a Congress St.
- **Phone Number:** 2-7489
- **Trans. Location:** Lane Ave., Riverton, Portland
- **Air Time:** 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m. Sun.
- **News Service:** UP
- **Transcription Service:** Lang-Worth
- **Representative:** Paul H. Raymer Co.
- **Membership:** NAB
- **President-Owner-Gen. Mgr.:** Guy P. Gannett
- **Station Mgr.-Pub. Dir.:** Creighton E. Getchell
- **Commercial Manager:** Arthur K. Atherton
- **Program Director:** Richard E. Bates
- **Musical Director:** Arthur Kendall
- **Chief Engineer:** Roger W. Hodgkins

**WLAM**
LEWISTON—EST. 1947
ABC

- **Frequency:** 1470 Kc
- **Power:** 5000 Watts
- **Owned-Operated By:** Lewiston-Auburn Bcastg. Corp.
- **Business Address:** 128 Lisbon St.
- **Phone Number:** 6500
- **News Service:** AP
- **Transcription Service:** Thesaurus
- **Representative:** Young, Kettell-Carter
- **Chief-Owner-Gen. Mgr.:** Frank S. Hoy
- **Station Manager:** Elden H. Shute
- **Com-Frm. Mgr.:** Gerald T. Higgins
- **Program Manager:** William Finkeldey
- **Technical Director:** Leslie R. Hall

**WMTW**
PORTLAND—EST. 1946

- **Frequency:** 1490 Kc
- **Power:** 250 Watts
- **Owned By:** General Tire & Rubber Co.
- **Operated By:** The Yankee Network

**WCOU & WCOU-FM**
93.9 MGS
of Lewiston

**WFAU**
of Augusta

**MUTUAL YANKEE**

- Represented Nationally by Forjoe & Company
- New York
MAINE

Business-Studio Address... Falmouth Hotel
Phone Number .................. 4-2649
Air Time ..................... 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service .................. AP, INS
Transcription Service ....... Standard, Associated
Representative ................. Edward Petry
Membership ...................... NAB, BMB
Chairman of the Board ....... John Shepard, 3rd
President .................. William O'Neil
Station Manager .............. Charles Curtin
Commercial Manager ....... Linus Travers

WPOR
PORTLAND—EST. 1946
ABC
Frequency: 1450 Kc. ........ Power: 250 Watts
Owned-Operated By .......... Aroostook Bcstg. Corp.
Business-Studio Address ..... 180 State St.
Phone Number ................ 8821
Transmitter Location ......... U. S. Route No. 1, 4 mi. from Presque Isle.
Air Time ..................... 6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
News Service .................. UP
Transcription Service ......... Cole, SESAC, Thesaurus, Keystone
Representative .............. Cox & Tanz, Bertha Bannan
Membership ..................... NAB, BMB
Gen.-Station-Commercial Mgr. .. H. D. Glidden
Program Dir.-Prod. Mgr.-Farm Ed...... Ted Coffin
Chief Announcer-Mus. Dir. ...... Clayton Smith
Chief Engineer ................. L. E. Hughes

WAGM
PRESQUE ISLE—EST. 1931
KBS
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Aroostook Bcstg. Corp.
Business-Studio Address ..... 180 State St.
Phone Number ................ 8821
Transmitter Location ......... U. S. Route No. 1, 4 mi. from Presque Isle.
Air Time ..................... 6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
News Service .................. UP
Transcription Service ......... Cole, SESAC, Thesaurus, Keystone
Representative .............. Cox & Tanz, Bertha Bannan
Membership ..................... NAB, BMB
Gen.-Station-Commercial Mgr. .. H. D. Glidden
Program Dir.-Prod. Mgr.-Farm Ed...... Ted Coffin
Chief Announcer-Mus. Dir. ...... Clayton Smith
Chief Engineer ................. L. E. Hughes

For the best in news quality . . .
AP
Membership!

446
HOW MUCH GOLD
in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .

WITH AM FM

Tom Tinsley, President Represented by Headley-Reed
Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...everything is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences...more listeners to hear your message...therefore the sales results you're looking for in this important area.

**WBAL**

NBC AFFILIATE

50,000 WATTS

BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
MARYLAND

Estimated Population 2,215,000—% Increase 21.6—Radio Homes 551,829
Farms with Radios 31,628—Stations in State 23

WANN
ANNAPOLIS—EST. 1947
Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By... Annapolis Broad Corp.
Business-Studio Address: 25 School St., P. O.
Phone Number... 2500
Transmitter Location... Bay Ridge Rd.
Air Time... Local sunrise-local sunset
News Service... AP, UP
Transcription Service... Long-Worth, SESAC
President, General Manager... Morris H. Blum
Chief Engineer... C. E. Franklin
Farm Editor... Jay Grayson

WASL
ANNAPOLIS—EST. 1946
Owned-Operated By... Chesapeake Radio Corp.
Business Address: Box 612, Post Office Bldg.
Phone Number... 9211

WBAL
BALTIMORE—EST. 1925
NATIONAL BROADCASTING COMPANY
Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By... Hearst Radio, Inc.
Address... 2610 N. Charles St.
Phone Number... Hopkins 3000
News Service... INS, UP & AP
Transcription Service... World, Thesaurus
Representative... Edward Petry & Co.
Membership... NAB, BMI
General Manager... Harold C. Burke
Commercial Manager... Kenneth L. Carter
Program Director... Joan Dickman
Chief Engineer... Richard D. Duncan

WBMD
BALTIMORE—EST. 1947
Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By... Key Ccstg. Corp.
Business Address... 2 W. Eager St.
Phone Number... Vernon 8125
News Service... AP
Transcription Service... Associated
President... George E. Hull
General Manager... William R. Burrier
Program Director... Genevieve Cain
Chief Engineer... Russell H. Morgan

WCAO
BALTIMORE—EST. 1922
CBS
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio Co.
Business-Studio Address... 1102 N. Charles St.
Phone Number... Vernon 0600
Transmitter Location: Park Heights Ave. Extended, Baltimore County.
Air Time ........................ Limited
News Service ........................ AP
Transcription Service ........................ Standard
Representative .......................... Paul H. Raymer
Membership ............................. NAB, BMB
President ............................... Lewis M. Milbourne
Executive Vice President, General-Station Manager, Publicity Director .......................... Leslie H. Peard, Jr.
Program Director ........................ George L. Filling
Chief Engineer ........................... Martin L. Jones

**WCBM**
BALTIMORE—EST. 1924
MBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By .......................... Baltimore Bcstg. Corp.
Business-Studio Address: Community House, North at Hartford.
Phone Number ............................. UNiversity 8400
Air Time .................................. 6:30 a.m.-12 M.
News Service ............................... INS, UP
Transcription Service ........................ Associated
Representative ............................. Weed & Co.
Membership ................................. NAB
President ................................. John Elmer
General-Station Manager ........................ George H. Roeder
Sales Manager .............................. John Elmer
Program Director ........................... Charles A. Roeder
Musical Director ............................ Jack Rohr
Chief Engineer ............................. G. Porter Houston
Public Service Dir. .......................... Newell A. Warner

**WFBR**
BALTIMORE—EST. 1922
ABC
Frequency: 1300 Kc.  Power: 5000 Watts
Owned-Operated By .......................... The Baltimore Radio Show, Inc.
Business-Studio Address: 10 E. North Ave.
Phone Number ............................. Mulberry 1300
Air Time ................................. 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service ............................... AP, UP
Transcription Service ........................ World
Representative ............................. John Blair
Membership ................................. NAB, BMB
President ................................. Robert S. Maslin
Executive Vice President, Hope H. Barroll, Jr.
Vice President-Treasurer ............................. J. H. L. Trautfeltter
Sales Manager: (National) William S. Pirie; (Local) William R. Dothard.
Asst. Secretary-Asst. Treasurer .......................... Robert S. Maslin, Jr.
Publicity Director .......................... Guy Griffen
Chief Announcer ............................ Henry Hickman
Chief Engineer ............................. William Q. Ranft

**WITH**
BALTIMORE—EST. 1941
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .......................... Maryland Bcstg. Co.
Business-Studio Address ............................. 7 East Lexington St.
Phone Number ............................. Lexington 7808
Air Time ................................. 24 hrs. daily
News Service ............................... AP
Transcription Service ........................ Standard, Lang-Worth
Representative ............................. Headley-Reed
Membership ................................. NAB
President, General-Station Manager ............................. Thomas Garland Tinsley, Jr.
Commercial-Sales Promotion Manager ............................. Robert C. Embry
Program Director, Production Manager ............................. William J. Warren
Publicity Director ............................. Mae Hughes
Music Librarian .............................. Anna Ray Suter
Chief Engineer ............................. James S. Duff
Traffic Manager ............................. Catherine Sennett

**WMAR (CP)**
BALTIMORE—EST. 1947
Frequency: 850 Kc.  Power: 1000 Watts
Owned-Operated By .......................... A. S. Abell Co.
Business Address ............................. Baltimore & Charles Sts.
Vice-President ............................. E. K. Jett

**WSID**
BALTIMORE—EST. 1947
Frequency: 1570 Kc.  Power: 1000 Watts
Owned-Operated By .......................... WSID, Inc.
Business-Studio Address ............................. 136 Eastern Ave.
Phone Number ............................. Essex 2233
Air Time ................................. Local sunrise-local sunset
News Service ............................... INS
Transcription Service ........................ Capitol
Representative ............................. Foorie & Co.
Membership ................................. BMB
President ................................. Sidney H. Tinley, Jr.
General-Station Manager ............................. Albert C. Goldbach
Chief Engineer ............................. William J. Trautfeltter
Commercial-Sales Promotion Manager ............................. William J. Warren
Program Director .............................. Raymond Kay
Production Manager ............................. Will Taylor

**WBCC**
BETHESDA-CHEVY CHASE—EST. 1947
Frequency: 1120 Kc.  Power: 250 Watts
Owned-Operated By .......................... Broadcast Management, Inc.
Business-Studio Address ............................. 5 Wilson Lane
Phone Number ............................. Oliver 2800
Transmitter Location ............................. Kenwood Golf Course
MARYLAND

Air Time..........................Local sunrise-local sunset
News Service.........................AP, UP
Transcription Service. Associated, Lang-Worth
Membership..........................NAB
President................Willard D. Egolf
Sales Promotion Manager.......John Haskell
Program Director...............William L. Browne
Production Manager..........R. John Hugh
Musical Director........Del Turner
Chief Engineer................Vernon Story
Dir. of Junior Activities......Ed Holfman

WTBO
CUMBERLAND—EST. 1928

Frequency: 1450 Kc........................Power: 250 Watts
Owned-Operated By: Cumberland Broadcasting Co. (Partnership).
Business-Studio Address......31 Frederick St.
Phone Number.......................Cumberland 259
Transmitter Location: Reservoir Ave., Cumberland, Md.
Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.........................AP, UP
Transcription Service ..........World
Membership................................NAB, BMB
President, Commercial-Sales Promotion Manager.....Mrs. Aurelia S. Becker
Program Director........Edwin F. Hinkle
Chief Engineer........David W. Jeffries
Form Editor.......................Robert Rosamond

WCMD
CAMBRIDGE—EST. 1947

Frequency: 1240 Kc........................Power: 100 Watts
Owned-Operated By: The Cambridge Co.
News Service.........................UP
Transcription Service ..........Standard
Partners..........................James T. Littlepage,
Thomas P. Littlepage
Commercial Manager..............John Schneider

WCUM (CP)
CUMBERLAND

Frequency: 1490 Kc........................Power: 100 Watts
Owned-Operated By: The Tower Realty Co.
Business Address..................222 S. Baltimore St., Baltimore, Md.

CALL LETTERS TO BE ASSIGNED
(CP)

EASTON

Frequency: 1480 Kc........................Power: 1000 Watts
Owned-Operated By: Easton Bstg. Co., Inc.
Business Address..................Easton, Md.
President......................John N. Critchlow, Sr.
WFMD
FREDERICK—EST. 1936
CBS—MARYLAND NETWORK
Frequency: 930 Kc. . . . . . Power: 500 Watts
Business-Studio Address . . . Winchester Hall
Phone Number .............. 1626
Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m. Sun.
News Service ............... AP
Transcription Service ...... World
Membership ................. NAB, BMB
President-Owner ......... Laurence Leonard
General-Station Manager . Bill Hardy
Ass't Mgr., Chief Engineer: James W. Robertson
Chief Announcer, Farm Editor. . . . Bill Sell

WARK
HAGERSTOWN—EST. 1947
ABC
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . Antietam Bcstg. Corp.
Business Address ......... 128 S. Prospect St.
Phone Number ............. 4500
Transcription Service . . . Thesaurus
Representative ............. Radio Adv.
President .................. Andrew K. Coffmann
Chief Engineer ............. G. Harold Brewer

WJEJ
HAGERSTOWN—EST. 1932
MBS—MARYLAND
Frequency: 1240 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . Hagerstown Bcstg. Co.
Business-Studio Address . Franklin Court
Phone Number ............. 2323
Air Time: 6 a.m.-12 Md.
News Service ............... AP
Transcription Service . . Lang-Worth, World, SESAC
Membership ................. NAB, BMB
Chief Owner, General Mgr., Grover C. Crilley
Commercial Mgr. .......... Wm. H. Paulsgrove
Production Manager ...... Robert Lesher
Chief Announcer .......... D. Glenn Thomas
Chief Engineer .......... George McIntire
Farm Editor ................. Will Groff

WASA (CP)
HAVRE DE GRACE
Frequency: 1600 Kc. . . . . Power: 500 Watts d.
Owned-Operated By Chesapeake Bcstg. Corp.
Business Address ........ Havre De Grasse
President ................. Jayson T. Pate

WESL
PRESTON—EST. 1947
Frequency: 1370 Kc. . . . . Power: 1000 Watts d.
Business Address .......... Preston, Md.
Phone Number ............. 2491
Air Time: Local sunrise-local sunset

WBOC
SALISBURY—EST. 1940
MBS
Frequency: 960 Kc. . . . . . Power: 1000 Watts
Owned-Operated By: The Peninsula Bcstg. Co.
Business-Studio Address . Radio Park
Phone Number ............. 2487
Air Time: Unlimited
News Service ............... AP
Transcription Service .. World
President .................. Burn-Smith
General Manager .......... Charles J. Trull
Musical Director .......... Charles Russell Yohn
Chief Engineer ............. Peter A. Alfonson

WGAY
SILVER SPRING—EST. 1946
Frequency: 1050 Kc. . . . . Power: 1000 Watts d.
Owned-Operated By: Tri-Suburban Bcstg. Co.
Business-Studio Address . Kemp Mill Rd.
Phone Number ............. Shepherd 1050
Air Time: Local sunrise-local sunset
News Service ............... AP
Transcription Service . . . World, SESAC
President .................. John W. Kluge
General-Station, Publicity
Director .................... Joseph L. Brechner
Sales-Commercial Manager: Robert W. Jonscher
Program Director .......... Ernest Tannen
Chief Announcer ......... Ernie Tannen
Chief Engineer .......... Nick Chaconas

WOOK
SILVER SPRING—EST. 1947
Frequency: 1590 Kc. . . . . Power: 1000 Watts d.
Business-Studio Address: 1143 Connecticut Ave., N. W., Washington, D. C.
Phone Number ............. National 8336
Air Time: . . . . . . . . . . National 8336
News Service ............... UP
Transcription Service . . . Lang-Worth
Representative ............. Sears & Ayer
Membership ................. NAB
President, General-Station
Commercial, Sales Promotion
Manager .......... Richard Eaton
Program Director .......... Albert Lamphear
Production Manager, Publicity Director
Chief Announcer ........... James Stevens
Musical Director .......... Omas McKim
Chief Engineer .......... James Gilbert
MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899
Farms with Radios 33,660—Stations in State 42

WBMS
BOSTON—EST. 1946
Owned-Operated By... The Templetone Radio Mfg. Corp.
Business Address... 35 Court St.

WBZ-WBZA
BOSTON & SPRINGFIELD—EST. 1921
NABC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1030 Kc. Power: $8,000 (WBZ)
1000 (WBZA)
Owned-Operated By... Westinghouse Radio Stations, Inc.
Business Address... WRS, Inc., 1619 Walnut St., Philadelphia 3, Pa.
Phone Number... Rittenhouse 6-6870 (Phila.)
Station Address... WBZ—275 Tremont St., Boston; WBZA—Hotel Kimball, Springfield.
After June, ’48: 1170 Soldiers Field Road, Allston 34, Mass.
Station Phone Nos... WBZ—Hancock 64261; WBZA—Springfield 6-8336. After June, ’48:
Hancock 6-64261.
Transmitter Location... Hull, Mass.—East Springfield, Mass.
Air Time... 5:30 a.m.-1 a.m.; Sun., 7:30 a.m.-1 a.m.
News Service... AP, UP
Transcription Service... Thesaurus, Associated Representative.
Free & Peters Membership
President... Walter Evans
Vice President... Walter E. Benoist
General Manager... J. B. Conley
Station Manager... W. C. Swartley
Sales Manager... C. H. Massé
Ass’t Sales Mgr... Lynn Morrow
Program Mgr... W. Gordon Swan
Production Mgr... Stephen Burke
Publicity Representative... Wendell A. Davis
Special Events Director... Colton G. Morris
Musical Director... Avner Rakov
Chief Engineer... WBZ—W. H. Hauser; WBZA—H. E. Randol
Educational Director... Ben A. Hudelson

WEEI
BOSTON—EST. 1924
CBS
Frequency: 590 Kc. Power 5000 Watts
Owned-Operated By Columbia Bstg. System, Inc.
Business-Studio Address... 182 Tremont St.
Phone Number... HUBbard 2323
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Lang-Worth Representative
Radio Sales Membership
President... Frank N. Stanton
General-Station Mgr... Harold E. Fellows
Asst. Mgr. in Charge of... Kingsley F. Horton
Asst. Sales Manager... H. Roy Marks
Sales Promotion Mgr... Guy H. Cunningham
Asst. Program Dir... Frederick H. Carrius
Production Manager... Raymond G. Girardin
Publicity Director... Marie H. Holohan
Chief Announcer... Carlton H. Dickerman
Musical Director... Frank Bell
Chief Engineer... Harold A. Dorschug
Farm Editor... Jesse H. Buthum

WHDH
BOSTON—EST. 1927
Frequency: 850 Kc. Power 5000 Watts
Owned-Operated By... Boston Herald-Traveler
Business-Studio Address... 6 St, James Ave., Boston 16, Mass.
Phone Number... HANcock 5500
Air Time... Unlimited
News Service... AP, UP
Transcription Service... Standard, Lang-Worth, Capitol
Representative... John Blair
Membership... NAB
President... Robert B. Choate
General Manager... William B. McGrath
Commercial Mgr... William W. Warner

453
REACH

New England is the 3rd largest regional market in the United States in Purchasing Power

To sell New England you must reach ALL its scattered rich markets!

THE YANKEE NETWO
Member of the Mutual Broadcasting S
21 Brookline Avenue, Boston 15, N
THE YANKEE NETWORK

with its 23 local home-town stations, gives you 89.4% coverage of New England's radio homes — the longest reach in radio in New England to turn purchasing power into sales.

ASK YOUR PETRY MAN

Acceptance is THE YANKEE NETWORK'S Foundation

presented nationally by
WARD PETRY & CO., INC.
REACH!

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EDWARD PETRY & CO., INC.
WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!
WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
... ON THIS!

“THE
MILLION
DOLLAR
BALLROOM”

million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!

INQUIRE NOW ABOUT OUR GUARANTEED
13-26-52 WEEK CONTRACT PLAN

WORL
BOSTON 16, MASS.
FORJÖE & CO. • NATIONAL REPRESENTATIVES

BOSTON'S BEST BUY!
WMEX
BOSTON—EST. 1934
Frequency: 1510 Kc. Power: 5000 Watts
Owned-Operated By: The Northern Corp.
Business-Studio Address: 70 Brookline Ave.
Phone Number: Commonwealth 6-3900
Air Time: 7:30 a.m.-12 M.
News Service: INS
Transcription Service: Associated, Lang-Worth, SESAC
Membership: NAB, BMB
President: John Reilly
General-Commercial Mgr.: William S. Pote
Technical Director: Alfred J. Pote
Sales Promotion Manager: George Kaplan
Program Director: John Reilly
Chief Engineer: John Memishian

WNAC
BOSTON—EST. 1922
MBS—THE YANKEE NETWORK
Frequency: 1260 Kc. Power: 5000 Watts
Owned By: General Tire & Rubber Co.
Operated By: The Yankee Network
Business-Studio Address: 21 Brookline Ave.
Phone Number: Commonwealth 6-0800
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, INS, Reuters
Transcription Service: Standard, Associated, SESAC
Representative: Edward Petry
Membership: NAB, BMB
Chairman of the Board: John Shepard, 3rd
President-Owner: William O’Neil
Vice President-Gen.-Com. Mgr.: Linus Travers
Promotion Manager: David F. Shurtleff
Program Dir.-Vice Pres.: George W. Steffy
Publicity Director: Phyllis Doherty
Chief Engineer: Irving B. Robinson

WORL
BOSTON—EST. 1926
Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By: Bcstg. Service Organization, Inc.
Business-Studio Address: 216 Tremont St.
Phone Number: Liberty 4540
Transmitter Location: Needham, Mass.
Air Time: 6:30 a.m.-Local Sundown
News Service: AP, UP
Representative: Forjoe
Membership: NAB
President: Harold A. Lafount
General-Station Manager: George Lasker
Program Dir.-Chief Announcer: Robert Perry
Chief Engineer: John W. Parker

WBET
BROCKTON—EST. 1946
Owned-Operated by: Enterprise Publishing Co.
Business-Studio Address: 60 Main St.
Phone Numbers: Brockton 7062-3
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thesaurus, Lang-Worth, SESAC.
Membership: NAB
General Manager: Charles A. Fuller
Commercial Manager: Paul A. Belatre
Production Manager: Joseph Quill
Technical Director: Mark L. MacAdam

WBKA (CP)
BROCKTON
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Cur-Nan Co.

WVOM (CP)
BROOKLINE
Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By: The Boston Bcstg. Corp.
Business Address: 100 Summit Ave.
Phone Number: Beacon 3349
President: John C. Poppas
Exec. Vice-Pres.: Benjamin Bartzoff
CALL LETTERS TO BE ASSIGNED (CP)
CAMBRIDGE
Owned-Operated By: Harvey Radio Labs.
Business Address: Cambridge, Mass.
President: Frank Lyman, Jr.
Vice-Pres.: Jeanne S. Lyman

WACE
CHICopee—EST. 1946
ATLANTIC FOOTBALL NETWORK
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: Regional Bcstg. Co.
Business-Studio Address: Hotel Worthy, Springfield, 326 Chicopee St., Chicopee, Mass.
Phone Number: Springfield 6-1323
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Thesaurus
Representative: McGeehan and O’Mara
Membership: NAB
Treasurer: John S. Begley
General-Station Manager: John S. Lloyd
Commercial Manager: David Hayes
Publicity Director: Forbes Parkyn
Chief Announcer: Lee Smith
Chief Engineer: Ralph Robinson
CALL LETTERS TO BE ASSIGNED
(CP)
FALL RIVER
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Narragansett Bstg. Co.
Business Address: 12 Hudner Bldg.
Partners: Mitchell G. Meyers, Ruben E. Aronheim, Milton H. Myers

WHOB
GARDNER—EST. 1946
Frequency: 1490 Kc. Power: 250 Watts
Business Address: 39 Pleasant St.
Phone Number: 1490
Studio Address: The Colonial Hotel
Transmitter Location: Green St.
Air Time: 8 a.m.-11:30 p.m.
News Service: AP
Transcription Service: SESAC, Thesaurus Representative: William G. Rambeau
Membership: NAB
President-Owner, General Manager: David M. Richman
Station Manager: Ted Jones
Program Director: George Gray
Chief Engineer: Parker Vincent

WHAH
Haverhill—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Haverhill Gazette Co.
Business Studio Address: 30 How St.
Phone Number: 7090

News Service: UP
Transcription Service: Capitol, Thesaurus Representative: Kettell-Carter, The Friedenberg Agency
Membership: NAB
General-Station Manager: Richard E. Adams
Commercial Manager: James H. Shoemaker
Program Director: Lee Emmerich
Production Manager, Publicity Director: G. Ellis Mott
Musical Director: Merrill Smith
Chief Engineer: Francis Bartol

MBS—THE YANKEE NETWORK
Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By: The Fall River Bstg. Co., Inc.
Business Studio Address: Academy Building
Phone Number: 7-9477
Transmitter Location: South Somerset, Mass.
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus, Lang-Worth Representative: Headley-Reed, Bertha Bannan
Membership: NAB, BMB
President-General Mgr.: Melvin Lahr
Commercial Manager: John Harrington
Sales Pro. Mgr.-Publicity Dir.: John Crowley
Program Dir.-Production Mgr.: Angus Bailey
Chief Announcer: Joseph J. Welch
Musical Director: John Zmuda
Chief Engineer: John Pavao

WEIM
Fitchburg—EST. 1941
MBS—YANKEE NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers
Operated By: Radio Station WEIM
Business Studio Address: 717 Main St.
Phone Number: 1600-1
Transmitter Location: Summer St., Lunenburg, Mass.
Air Time: 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: AP
Representative: Bertha Bannan
Membership: NAB
Operating Partner: Milton H. Meyers
General Mgr.-Farm Editor: Earle Clement
Commercial Mgr.: Ford Billings
Program Dir.-Chief Announcer: Dick Tucker
Chief Engineer: Ted Kalin

WKOX
FRAMINGHAM—EST. 1947
Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Suburban Bstg. Co.
Business Studio Address: Smith Bldg., Irving Sq.
Phone Number: 7400-5003
Air Time: Local sunrise-local sunset

WHAI
GREENFIELD—EST. 1938
MBS—YANKEE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John W. Haigis
Business Studio Address: 356 Main St.
Phone Number: Greenfield 4301 or 4302
Air Time: 8:45 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Thesaurus Representative: Bertha Bannan
Membership: NAB
President-Owner, General Manager: John W. Haigis Jr.
Commercial Manager: H. W. Nichols
Program Director, Chief Announcer: Lawrence A. Coney
Publicity Director: Graydon Spragg
Chief Engineer: Leland F. Wheeler
MASSACHUSETTS

WLAW

LAURENCE—EST. 1937

ABC

Frequency: 680 Kc. Power: 50000 Watts
Owned-Operated By: Hildreth & Rogers Company
Address: 278 Essex Street
Phone Number: Lawrence 4107
Studio Address: 278 Essex St., Lawrence; Fairburn Bldg., Lowell
Transmitter Location: River Road, Andover, Mass.

Air Time: 6 a.m. to 1 a.m.
Newspaper Affiliation: Eagle-Tribune
News Service: UP
Representative: Weed & Company
Membership: NAB, BMB
Pres. & Treas.: Irving E. Rogers
Gen. Mgr.-Station Mgr.: Harold B. Morrill
Sales Promotion Mgr.: Fred Sullivan
Sales Manager: David Kimel
Program Director: James T. Maloney
Chief Engineer: George A. Hinckley

WHYN

HOLYOKE—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Hampden-Hampshire Corp.
Business Address: 180 High St.
Phone Number: 8238-9
Air Time: 6:45 a.m.-12 M.
News Service: UP
Transcription Service: Associated, Lang-Worth
Representative: The Walker Co.
Membership: NAB, FMA
President: William Dwight
General-Station Manager: Charles N. De Rose
Sales Manager: P. J. Montague
Chief Engineer: Thomas Humphrey

New England's
MOST POWERFUL
Radio Station

50,000 WATTS
680 KC

WLAW

LAURENCE, MASS.
OTHER STUDIOS: BOSTON AND LOWELL
NATIONAL REPRESENTATIVES: WEED & CO.
WCCM  
CANDY-LOWELL—EST. 1947  
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: The Lawrence Bcstg., Co.
Business Address: 54 Essex St., Lawrence, Mass.
Phone Number: (Lowell) 20580; (Lawrence) 87171
Studio Address: 11 Kearney Sq., Lowell, Mass.,
54 Essex St., Lawrence, Mass.
Transmitter Location: Chandler Rd., West Andover, Mass.
Air Time: 6:00 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus, Capitol, SESAC
Representative: Forrroe, Bertha Bannon
Membership: NAB
President: George H. Jaspert
General Manager, Chief Engineer: Gordon S. Ley
Commercial Manager: William C. Engel
Program Director: Louis J. Rocke
Production Manager: Charles Tarkinson

WBNH  
NEW BEDFORD—EST. 1922  
ABC  
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bristol Bcstg., Co., Inc.
Business-Studio Address: 588 Pleasant St.
Phone Number: 8-5228
Air Time: Unlimited
News Service: AP
Transcription Service: World Representative...Wm. G. Rambeau, Bertha Bannon
Membership: NAB
Vice-Pres.-Treas.: Basil Brewer
Station Manager: James M. Patt
Sales Promotion Mgr.: Edward Bohgosian
Chief Engineer: Arthur Deters

WKOB  
NORTH ADAMS—EST. 1947  
Owned-Operated By: Citizens Bcstg., Co.
Business Address: 20 State St.
Phone Number: 3470
News Service: UP
Transcription Service: Standard, Capitol Representative...McGillvra Owners...
Commercial Manager: John T. Ward, Jr.
Business Manager: E. B. Cureton, Jr.
Promotion Manager: George W. Fisher
Program Director: Thomas M. Donlin
Chief Engineer: Bud Kozdalewski

WMNB  
NORTH ADAMS—EST. 1947  
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: North Berkshire Bcstg. Co.
Business Address: 27 Bank St.
Junior Partners: Robert B. Clark, Robert Hardman, James C. Keyworth

WBEC  
PITTSFIELD—EST. 1947  
ABC  
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Western Mass. Bcstg., Co.
Business-Studio Address: 30 Eagle St.
Phone Number: 9292
Transmitter Location: 30 Eagle St.
Air Time: 6:45 a.m.-12 M.
News Service: AP
Transcription Service: Standard, Lang-Worth Representative...J. P. MacKinney
Membership: NAB
Owners: L. K. Miller, D. B. Miller
WBRK

PITTSFIELD—EST. 1938

MBS—YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Greylock Bcstg. Co.
Operated By: Leon Podolsky
Business-Studio Address: 8 Bank Row
Phone Number: 2-1553
Transmitter Location: Corner East & Newell
Air Time: 6:45 a.m.-12 M.
News Service: 8
Transcription Service: Thesaurus
Representative: The Walker Co.
Membership: NAB, BMB
President: Leon Podolsky
General-Station Mgr.: John T. Parsons
Commercial Manager: Robert H. Burbank
Program Director: Daniel Healy
Production Manager: Thurston Holmes
Chief Engineer: Leonard Lavendol
News Chief: Leon Beeler

WMAS

SPRINGFIELD—EST. 1932

CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WMAS Inc.
Business-Studio Address: 1757 Main
Phone Number: 7-1414
Transmitter Location: Pynchon Pk.
Air Time: 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: UP
Transcription Service: Associated
Representative: Edward Petry
Membership: NAB
President: Gerald Harrison
General Manager: Robert Donahue
Commercial Manager: Robert Feldman
Sales Promotion Manager: Paul Peltier
Program Director: Turner Cooke
Chief Engineer: John Michnovez

WJDA

QUINCY—EST. 1946

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: South Shore Bcstg.
Business Address: 29 Brackett St.
Phone Number: Mayflower 1300
News Service: AP
Transcription Service: World
Owners: Joseph H. Tobin, James D. Asher
Station Mgr.-Program Dir.: Joseph H. Tobin
Commercial-Promotion Mgr.: James D. Asher
Chief Engineer: James O. Wood

WESX

SALEM—EST. 1939

KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: North Shore Bcstg. Co.
Business-Studio Address: 49-55 Washington St.
Phone Number: Salem 5870
Transmitter Location: Naugus Head, Marblehead, Mass.
Air Time: 7 a.m.-10:45 p.m.
News Service: AP, UP
Transcription Service: World, Lang-Worth
Representative: Bertha Bannan
President-Owner: Charles W. Phelan

General Manager, Program
Director: Edmund L. Phelan
Sales Manager: Edward Tibbetts
Sales Promotion Manager: Robert Rogers
Production Manager: Gene Vallencourt
Musical Director: Lenny Powers
Chief Engineer: R. I. Hammond

WCRB (CP)

WALTHAM

Frequency: 1330 Kc. Power: 500 Watts d.
Owned-Operated By: Charles River Costg. Co.
Business Address: 206 Monroe St., Dedham, Mass.
Partners: L. P. Liles, John R. Hoffler, Richard C. O'Hare
WRMS (CP)
WARE

Frequency: 1250 Kc.  Power: 500 Watts d.
Owned-Operated By: Donald W. Howe
Business Address: Gilbertville Rd.
News Service..........................AP
Transcription Service............Associated Owner
Chief Engineer....................Albert Green

WOCB
WEST YARMOUTH—EST. 1943
ABC-KBS

Frequency: 1240 Kc.  Power: 250 W.
Owned-Operated By
Bristol Broadcasting Co., Inc.
Phone Number......................Hyannis 502
Transmitter Location..............South Sea Ave.
Representatives...............Wm. G. Rambeau Co.
President.......................Basil Brewer
Gen., Com!. & Prom. Mgr........Donald Sellers
Program Director.............Marion Crowell
Chief Engineer...................Arthur Deters

WAAB
WORCESTER—EST. 1931
MBS—YANKEE NETWORK

Frequency: 1440 Kc.  Power: 5000 Watts
Owned By............................General Tire & Rubber Co.
Operated By.........................Yankee Network, Inc.
Business-Studio Address.......34 Mechanic St.
Phone Number.....................2-5611
Transmitter Location............Holden, Mass.
Air Time........................6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.........................AP, INS
Transcription Service.......Associated, Standard Representative
Membership.......................NAB, BMB
Chairman of the Board...........John Shepard, 3rd
President-Owner...............William O'Neil
Station Manager...............Richard A. Cobb
Commercial Manager.........Linus Travers
Program Director.............Albert M. Horns
Chief Engineer................Joseph E. Grahn

WNEB
WORCESTER—EST. 1946

Frequency: 1230 Kc.  Power: 250 Watts

Business-Studio Address........Park Bldg.
Phone Number.....................6-4672
Transmitter Location........Park Bldg.
Air Time........................6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.......................UP
Transcription Service........Thesaurus, Capitol Representative
Membership.......................Adam J. Young, Jr.; Kettell-Carter
President.........................Paul C. Lytle
Treasurer-General Manager....John J. Hurley
V.P.-Commercial Mgr........Kenneth B. Murray
Sales Promotion Mgr........Mrs. Dorothy Murray
Program Director...........John F. Morse
Chief Engineer................Vernon P. Wilson

WORC
WORCESTER—EST. 1925
ABC

Frequency: 1310 Kc.  Power: 1000 Watts
Owned-Operated By: Alfred Frank Kleindienst
Business-Studio Address........65 Elm St.
Phone Number.....................5-3101
Transmitter Location..........Auburn, Mass.
Air Time........................7 a.m.-12:01 a.m.; 8:45 a.m.-11:15
p.m., Sun.
News Service.........................INS
Transcription Service........Lang-Worth Representative
Membership.......................Weed & Co.
President-Owner...........Alfred Frank Kleindienst
General-Station-Commercial Manager........Mildred P. Stanton

WTAG
WORCESTER—EST. 1924
CBS

Frequency: 580 Kc.  Power: 5000 Watts
Owned-Operated By: WTAG, Inc.
Business-Studio Address........18 Franklin St.
Phone Number.....................5-4321
Transmitter Location.........Shrewsbury St., Holden, Mass.
Air Time........................6 a.m.-12:05 a.m.
News Service.........................AP
Transcription Service......World, Associated Representative
Membership.......................Paul H. Raymer
Executive Vice-President.....E. E. Hill
Vice-President, General Mgr...Robert W. Booth
Commercial Manager........Herbert L. Krueger
Local Sales Manager.........Robert J. Brown
Program Director.............A. J. Brissette
Publicity-Promotion Mgr.......Andrew C. Fuller
Chief Engineer..................E. A. Browning

462
FOR PRESTIGE ... 

Be able to tell listeners that your station is a member of AP

Radio members of The AP don’t buy news!
They share the news of the largest news-gathering organization on a cost basis.
In Detroit...it's

WWJ — The Detroit News

TOPS in TALENT... with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers... adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST in PUBLIC SERVICE features for more than 27 years... tirelessly working in the public interest, constantly retaining community confidence.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

AM-FM

ASSOCIATE TELEVISION STATION WWJ TV
WABJ
ADRIAN—EST. 1946
Frequency: 1500 Kc. Power: 250 Watts d.
Owned By..........................The Adrian Bstg. Co.
Operated By.........................Gail D. Griner; Alden M.
Cooper
Business Address.............111 East Maumee St.
Phone Number......................1599
Air Time..........................Local sunrise-local sunset
News Service.........................UP
Transcription Service.........Thesaurus
Representative......................Homer Griffith
Membership..........................NAB
Co-Owners, Co-Managers........Gail D. Griner,
Alden M. Cooper
Commercial Manager..............Alden M. Cooper
Program Director................William O. Crusinberry
Chief Engineer......................Gordon F. Sweeley

WATZ
ALPENA—EST. 1946
MBS—PAUL BUNYAN—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By............Midwestern Bstg. Co.
Business Address...............Alpena, Mich.
Phone Number....................1049
Air Time............................7 a.m.-11 p.m.
News Service.........................AP
Representative......................Hal Holman
President-Chief Engineer........Les Biederman
Mgr. & Prom. Mgr..................Drew McClay

WHRV
ANN ARBOR—EST. 1947
ABC
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By...............Huron Valley Bstg., Inc.
Business Address................Box 160
Phone Number.......................2,4573
News Service.........................AP
Transcription Service............World
Representative......................Forjoe
President-Gen. Mgr................J. F. Hopkins
Commercial Mgr....................R. S. Augustus
Program Director................Sybil Kriehoff
Chief Engineer......................James W. Allen

WPAG
ANN ARBOR—EST. 1945
Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By...............Washtenaw Bstg. Co.
Business-Studio Address.........106 E. Liberty St.,
Ann Arbor; 36 N. Washington, Ypsilanti
Phone Number.......................25517
Air Time..........................Local sunrise-local sunset
News Service.........................AP, INS
Transcription Service............Associated, Standard
Representative......................Burn-Smith
Membership..........................NAB
President...........................Arthur E. Greene
General-Station Manager........Edward F. Baughn
Commercial Manager..............Ted Turner
Program Director................Edwin G. Burrows
Chief Engineer......................George D. Stearns
Farm Editor.........................Howard Heath

WBCK (CP)
BATTLE CREEK
Frequency: 930 Kc. Power: 1000 Watts
Business Address..............Post Bldg.

WELL
BATTLE CREEK—EST. 1925
ABC—MICHIGAN RADIO NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...............Federated Publications, Inc.
Business Address...............38 West State St.
Phone Number......................7161-5055
Air Time..........................17 1/2 hrs. daily
News Service.........................AP
Transcription Service...............Standard, Lang-Worth
Representative......................Burn Smith
Membership..........................NAB, BMB
General-Station Manager..........D. E. Jayne
Commercial Manager...............E. P. Mills, Jr.
Program Director...............Forrest F. Owen
Chief Engineer......................Earl J. Stone

WBCM
BAY CITY—EST. 1928
ABC
Frequency: 1440 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By.............Bay Bstg., Co., Inc.
Business Address...............Wenonah Hotel
Phone Number.......................7551-2
Studio Address....................Wenonah Hotel
Air Time. 5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.
Sun.
News Service.........................UP
Transcription Service...............Lang-Worth, World
Representative......................George P. Hollingbery
President..........................Harley D. Peet
General-Station Mgr..............Hugh A. Giesel
Program Director...............Charles E. Anthony
Musical Director................Lionel H. DeRemer
Chief Engineer....................Ralph H. Carpenter
Farm Editor.........................G. Edward Vallender
Keeping Rates **DOWN**

and Sponsors' Sales **UP**

**in the**

*Detroit-Windsor Area*

5,000 WATTS at 800 Kc.

*MUTUAL and CBS System*

**CKLW**


J. E. CAMPEAU, President
W H F B
BENTON HARBOR—EST. 1947
Frequency: 1060 Kc. Power: 1000 Watts d.
Owned By: Palladium Publishing Co.
Business-Studio Address: Fairplain Ave.
Phone Number: 5-2113
Air Time: Local sunrise-local sunset
News Service: Lang-Worth
Transcription Service: NAB
President: Stanley R. Banyon
General-Station Manager: Jake P. Scherer
Commercial-Sales Promotion
Manager: William L. Harmon
Program Director: Phil Molloy
Chief Engineer: Munson U. Robinson

W A T T
CADILLAC—EST. 1945
MUTUAL—WOLVERINE—KBS—
P A U L B U N Y A N
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Midwesten Bcstg. Co.
Business Address: P. O. Box 219
Phone Number: Cadillac 1270
Studio Address: U. S. 131 South
Transmitter Location: Clam Lake Township
Air Time: 7 a.m. to 11 p.m.
Transcription Service: SESAC, Langworth
Chief Owner: Les Biederman
General Manager: John Cundiff
Commercial Manager: Merrill Chandler
Chief Engineer: Wm. H. Kiker

W K M H
DEARBORN—EST. 1946
Frequency: 1540 Kc. Power: 1000 Watts d.
Operated By: Suburban Bcstrs.
Business-Studio Address: WKMH Bldg.
Phone Number: Superior 4000
Air Time: Local sunrise-local sunset
News Service: INS, UP
Transcription Service: Lang-Worth
Representative: Weed & Co.
Membership: NAB, BMB
General-Station Manager: Fred A. Knorr
Commercial-Sales Promotion
Manager: Walter Patterson
Program Director: Kirk Knight
Chief Announcer: Jerry Snider
Chief Engineer: Jerrold Martin
Farm: Editor: Tim Doolittle

C K L W
DETROIT-WINDSOR—EST. 1932
MBS (U. S. A.)
CBC (CANADA)
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: Essex Bcstg. Inc.
Addresses: Guaranty Trust Bldg.
Phone Number: 4-1155 (Windsor)
Transmitter Location: Highway 3—6 miles from Windsor in Essex County
Air Time: 5:30 a.m. to 4 p.m.
News Service: INS, UP
Representatives: H. N. Stovin & Co. (Canada): Adam J. Young, Inc. (U. S. A.)
Membership: NAB, BMB
Pres. and General Manager: J. E. Campeau
Sales-Commercial Manager: Richard E. Jones
Sales Promotion-Merchandising
Manager: Barbara MacFarland
Program Director: S. Campbell Richie
Chief Engineer: W. J. Carter

W J B K
DETROIT—EST. 1926
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Detroit Bcstg. Co.
Affiliated with The Fort Industry Co.
Business-Studio Address: 46 W. Kirby St.
Phone Number: Trinity 2-2000
Transmitter Location: 15555 Woodrow Wilson Ave.
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: World, Lang-Worth
Standard. Thesaurus
Representative: F. ore
Membership: NAB, BMB
President: George B. Storer
General Manager: Lee B. Wailles
Station Manager: Ralph G. Elvin
Commercial Manager: George M. Millar
Sales Promotion Manager, Publicity
Director: Robert F. Anthony
Program Director: Judith Lawton
Production Manager: Larry Ruppel
Chief Announcer: Earl Hayes
Musical Director: Jean Smoroski
Chief Engineer: Paul Frincke

W J L B
DETROIT—EST. 1926
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Booth Radio Stations, Inc.
Address: 3100 David Broderick
Phone Number: Cadillac 7603
Transmitter Location: Boulevard Bldg.
Air Time: 24 hours
News Service: AP
Transcription Service: World
Representative: Burn-Smith, Holman
President: John Lord Booth
General Manager: Hugh M. Gray
Commercial Manager: E. V. Hay
Promotion Manager: Mitchell Jachimski
Chief Engineer: Edward H. Clark
WJR
DETROIT—EST. 1922
CBS
Frequency: 760 Kc. Power: 50,000 Watts
Owned-Operated By: WJR, The Goodwill Station, Inc.
Business-Studio Address: 2208 Fisher Bldg.,
    Detroit 2, Mich.
Phone Number: Madison 4440
Air Time: 24 hrs. daily
News Service: AP, INS, UP
Transmission Service: Cole, Lang-Worth,
    Standard, Thesaurus, Associated
    Representative: Edward Petry
    Membership: NAB
    President: G. A. Richards
    Asst. to Pres.: Harry Wismer
    Asst. Genl. Mgr.: Conrad Noll
    Sales Manager: Arch Shawd
    Program Director: Worth Kramer
    Production Manager: Norman L. White
    Publicity Director: James H. Quello
    Chief Announcer: Franklin C. Mitchell
    Musical Director: Paul LaVole
    Chief Engineer: G. F. Leydorf
    Farm Editor: Marshall Wells

WWJ
DETROIT—EST. 1920
NBC
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Evening News Assoc.
Business-Studio Address: 630 W. Lafayette Ave.
Phone Number: RANDOLPH 2000
Transmitter Location: Eight Mi. & Meyers Rds.,
    Oak Park, Mich.
News Service: AP, UP
Transmission Service: Standard
    Representative: Geo. P. Hollingsbery
    Membership: NAB, BMB
Dir. of Radio for:
The Detroit News: W. J. Scripps
    General Manager: Harry Bannister
    Commercial Manager: Harry W. Betteridge
    Sales Promotion Manager: Jake Albert
    Program Director: Melvin C. Wissman
    Production Manager: Stanley Swales
    Publicity Director: R. S. Spencer, Jr.
    Musical Director: Mischa Kotler
    Chief Engineer: E. J. Love
    Farm Editor: John Merrifield

WXYZ
DETROIT—EST. 1930
ABC
Frequency: 1270 Kc. Power: 5000 Watts
Business Address: 1700 Stroh Bldg.
Phone Number: Cherry 8321
Studio Address: 8415 East Jefferson
Transmitter Location: Joy Rd. & Greenfield Rd.
Air Time: 6 a.m.-12 M.
News Service: AP, INS, UP
Transmission Service: Standard, Lang-Worth,
    World
    Representative: Joseph C. Molin
    Membership: NAB, BMB
    General-Station Mgr.: James G. Riddell
    Commercial Manager: Harold Christian
    Sales Promotion Manager, Publicity
    Director: William J. Hendricks
    Program Director: Jack McCarthy
    Production Manager: John Pival
    Chief Announcer: Porter Bourne
    Musical Director: Phil Brestoff
    Chief Engineer: Charles Kotcher

WDTC
ESCANABA—EST. 1941
MBS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Delta Bstg. Co.
Business-Studio Address: Escanaba, Mich.
Phone Number: 787
Transmitter Location: Escanaba, Mich.
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transmission Service: World
    Representative: Walker Co.
    Membership: NAB, BMB
President: John P. Norton
General-Station-Commercial
    Manager: George D. Lindenthal
    Program Director, Production Manager, Chief
    Announcer, Musical Director: Sam Ham
    Chief Engineer: Jack Foster

WFUR
GRAND RAPIDS—EST. 1947
WOLVERINE
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Furniture City Cstg.
    Corp.
Business Address: 430 Federal Square Bldg.
Phone Number: 6-9541
News Service: AP
Transmission Service: Capitol, Lang-Worth,
    SESAC
    Representative: Walker
    Pres.-Gen.-Station-Com. Mgr.: Simon W.
    Oppenhuizen
Vice-President: Jeannie Oppenhuizen

(See Page 464)
Treas., Asst. Mgr.-Chief Engr. .......... Raymond A. Plank
Program Director. ................. Gordon F. Kibby
Promotion Manager ................. Henry G. Bosch

WJEF
GRAND RAPIDS—EST. 1945
CBS
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By ............. Fetzer Bcsig. Co.
Business Address .............. P. O. Box 52
Phone Number ................. 6-8512
Transmitter-Studio Location . Pantlind Hotel
Air Time ......................... 6:30 a.m.-1 a.m.
News Service .................... AP
Transcription Service ............ Associated, Standard
Representative ............... Avery-Knodel
Membership .................... NAB, BMB
President-Owner, General Mgr. .. John E. Fetzer
Station Manager ............... Edward H. Bronson
Commercial Manager ........... John W. O’Harro
Publicity Director ............. Richard L. Kowalkosi
Chief Announcer ............... Nathan H. Bryant, Jr.
Chief Engineer .................. Carl E. Lee
Farm Editor ..................... Carleton W. Collin

(WJEF is operated under the name Grand Rapids Broadcasting Co.)

WGRD
GRAND RAPIDS—EST. 1947
Owned-Operated By ............. Music Bcsig. Co.
Business Address .............. 35 Lafayette Ave., E.
Phone Number ................ 9-4111
News Service .................... AP
Transcription Service ............ Standard, Associated
Pres.-Gen. Mgr. ............... Paul F. Eichhorn
Commercial Mgr. .............. George Hartman
Program Director .............. Cameron Blake
Local Sales Manager .......... J. C. Yeakey
Chief Engineer .................. Richard Groenevelt

WFDF
FLINT—EST. 1922
ABC—MICHIGAN RADIO NETWORK— WOLVERINE
Frequency: 910 Kc. .......... Power: 1000 Watts
Owned-Operated By ............. Flint Broadcasting Co.

WBBC
FLINT—EST. 1946
MBS
Frequency: 1330 Kc. .......... Power: 1000 Watts
Owned By ....................... Booth Radio Stations Inc.
Operated By ................. Booth Bcsig. Co.
Business Address ........... 600 Buhl Bldg., Detroit, Mich.
Phone Number .................. 9-8686
Studio Address ................. 112 W. Water St.
Transmitter Location ......... G3014 Bristol Rd.
Air Time ......................... 24 hrs. daily
News Service .................... AP
Transcription Service ........... McGregor
Representative .................. Forioe
President ......................... John Lord Booth
General-Station Mgr. .......... Robert L. Balfour
Commercial-Sales Promotion Manager,
Publicity Director ............. W. Eldon Garner
Program Director ............... Robert L. Mabry
Production Manager, Chief Announcer,
Farm Editor ..................... George Geiger
Musical Director ............... Jerry Schroeder
Chief Engineer .................. G. Elwood Ryan

WMPR
FLINT—EST. 1943
Frequency: 1510 Kc. .......... Power: 250 Watts d.
Owned-Operated By ............. Methodist Radio Parish, Inc.
Business-Studio Address ....... 573 Mary St.
Phone Number .................. 35112
To "complete" an NBC contract... what does it take? For one, it takes WTCB-NBC.

Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people... over 300,000 radio homes... most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCB built local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: over a billion dollars.

"Complete" your NBC contract with WTCB... completely cover this billion dollar market with its plus purchasing income.

* in population
Transmitter Location .......... 3217 Lapeer Rd.
Air Time ........................ Limited
Transcription Service ............ Standard, Capitol
President ........................ Daniel M. Robins
General-Station-Commercial-Sales Promotion Manager .............. William H. Morford
Program Director, Production Manager .......................... Homer Blumerich
Chief Announcer ................ Pat Chambers
Chief Engineer .................. Edsel Forsythe

**M I C H I G A N**

**W T C B**
FLINT—EST. 1947
NBC
Frequency: 600 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By .Trendle-Campbell Bstg. Corp.
Business-Studio Address ....... 740 S. Saginaw St.
Phone Number .................. 21136
Transmitter Location .. Box 124, Grand Blanc, Mich.
Air Time . 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .................. UP
Transcription Service .......... World Representative ........ Paul H. Royse
President-Treasurer ............ George W. Trendle
Vice-Pres.-Gen. Mgr. ............ H. Allen Campbell
Resident Manager ............... Don DeGroot
Sales Director .................. Russell H. Edsall
Program Director ............... William R. Dixon
Chief Announcer ............... John Pierce
Chief Engineer ................ Harold R. Holmes

**W W O K**
FLINT—EST. 1946
WOLVERINE
Frequency: 1470 Kc. Power: 1000 Watts
Owned By ......................... Drohlich Bros.
Operated By . Albert S. and Robert A. Drohlich
Business-Studio ................. 432 N. Saginaw St.
Phone Number .................. 4-1691
Transmitter Location ........... Grand Blanc, Mich.
Air Time ......................... 6 a.m.-12 M.
News Service ................... UP
Membership .................. NAB
President-Owner ............... Drohlich Bros.
General-Station-Commercial Manager .......... Robert A. Drohlich
Sales Promotion Manager ...... Ralph Dawson
Program Director, Production Manager ........ Albert S. Drohlich
Publicity Director ............. Albert S. Drohlich
Chief Engineer ................ Edsel Forsythe

**W H T C (CP)**
HOLLAND
Frequency: 1450 Kc. Power: 250 Watts
Business Address ............... 135 W. 11th St.
News Service .................. AP
Pres.-Chief Engr. ............... Millard C. Westrate
Vice-Pres.-Program Dir. ........ Willard C. Wichers

**W H D F**
Houghton—Est. 1929
MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Business Address .............. Douglass Hotel
Phone Number .................. 1
Studio Address ........ Douglass Hotel, Houghton
515 Scott St., Calumet, Mich.
Transmitter Location ........ Houghton, Mich.
Air Time ....................... 7 a.m.-11:30 p.m.
Transcription Service ...... World Representative . The Walker Co.
Membership .................. NAB, BMB
Executive Vice President ..... John W. Rice
Station Manager ............... Albert W. Payne
Program Director, Chief Announcer .... Earl Norden
Technical Supervisor ........ George L. Burgan
Farm Editor .................. Arnold Lahikainen

**W I K B**
IRON MOUNTAIN—EST. 1946
MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Business Address .............. Iron Mountain, Mich.
Phone Number .................. 2020
Studio Address ................ Dickinson Hotel
Transmitter Location .......... West "C" St.
Air Time ....................... 6:30 a.m.-11 p.m.
News Service .................. UP
Transcription Service .......... Standard Representative . The Walker Co.
Membership .................. NAB
President ....................... Wm. L. Johnson
General Mgr-Vice Pres. ...... J. W. Huss
Sales Promotion Manager .... J. A. Masta
Studio Manager ............... Carl Casperson
Chief Announcer ............... Jim Kauper
Chief Engineer ................ Eugene Kaari

**W M I Q**
IRON MOUNTAIN—EST. 1947
MIDWEST BASEBALL NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address .... 211 E. Ludington St., Iron Mountain, Mich.
Phone Number .................. 2031-2
Transmitter Location ........ Pewabic Hill
Air Time ........................ Indefinite
News Service .................. UP
YOU MIGHT FALL A MILE, AND STILL LIVE*—

BUT . . .

"LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!

No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that—morning, noon and night—better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30 stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience! These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

*On January 6, 1942, Capt. J. H. Hedley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it.

WKZO FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
**WJMS**
IRONWOOD—EST. 1931
MBS—KBS
Frequency: 630 Kc. Power: 1000 Watts
Business Address: Ironwood, Mich.
Phone Number: 20
Studio Address: St. James Hotel
Transmitter Location: South Cary
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: The Walker Co.
Membership: NAB
President: William L. Johnson
General Manager-Vice Pres.: J. W. Huss
Program Director: Don Hoover
Sales Promotion Manager, Publicity Director: J. A. Marta
Program-Musical Director: Laura Johnson
Production Manager: Don Hoover
Chief Announcer: Bert Downing
Chief Engineer: Arne Dahlbacka

**WGFG**
KALAMAZOO—EST. 1947
ABC—MICHIGAN RADIO NETWORK
Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By: Southwestern Michigan Bstg. Co.
Business Studio Address: State Theatre Bldg.
Phone Number: 5191
Transmitter Location: 2729 Gull Rd.
Air Time: 5:45 a.m.-1 a.m.
News Service: UP
Transcription Service: Standard
President-General Manager: Harold F. Gross
Sales Promotion Manager: Irene A. Ginthor
Program Director, Production Manager: Charles T. Lynch
Musical Director: Warren A. Anderson
Chief Engineer: Carl V. Stephens
Farm Editor: Harold Cessna

**WJPD**
ISHPEMING
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Ishpeeming Bstg. Co.
Business Address: Jenkins Block
Phone Number: 1892
News Service: AP
Transcription Service: Lang-Worth
Pres.-Gen.-Com. Mgr.: James P. Deegan
Promotion Manager: Carl B. Tupply
Program Director: Paul C. Crowley
Chief Engineer: Bernard R. Maloney

**WIBM**
JACKSON—EST. 1927
ABC—MICHIGAN RADIO NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM Inc.
Business Studio Address: Hotel Hayes
Phone Number: 6121
Transmitter Location: Hotel Hayes
Air Time: 7 a.m.-12 M.
Transcription Service: Thesaurus
Representative: Hal Holman, Forjoe
Membership: NAB
President: Herman Radner
Vice-President: Roy Radner
Manager-Commercial Manager: Wm. Cizek
Program Director, Chief Announcer: Derwood Caron
Production Manager: Jack Underwood
Publicity Director: Dar Hollindrake
Musical Director: Paul Mason
Chief Engineer: C. W. Wirtanen
Farm Editor: S. J. Culver

**WKZO**
KALAMAZOO—EST. 1923
CBS
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: WJFG Bstg. Co.
Business Address: 124 W. Michigan Ave.
Phone Number: 3-1223
Studio Address: Burdick Hotel
Transmitter Location: R. 2. Richards Dr.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World, Standard
Representative: Avery-Knodel
Membership: NAB, BMB
President-Owner, General Manager: John E. Fetter
Commercial Manager: John W. O’Harrow
Program Director: Willis F. Dunbar
Production Manager, Chief Announcer: Harold Fitzgerald
Publicity Director: Richard L. Kowalkoski
Chief Engineer: Carl E. Lee
Farm Editor: Carleton W. Collin
WIS
LANING—EST. 1946
MBS—WOLVERINE
Frequency: 1430 Kc. . . . Power: 500 Watts d.
Owned Operated By....Lansing Bstg. Co.
Business Address...407-11 North Washington Ave.
Phone Number .............. 2-1655
Transmitter Location ....... E. Mt. Hope Rd.
Air Time ...Limited
News Service ...AP
Transcription Service ...Capitol, Lang-Worth
Representative ........... Hal Holman
Membership ...NAB
President-Gen. Mgr........ W. A. Pomerooy
Commercial-Sales Promotion Manager ............. R. S. Underhill
Program Director ........ R. E. Kauffman, Jr.
Production Manager ...... Alex Dillingham
Publicity Director ......... Bruce Elliott
Chief Announcer ........... Bud Kaufman
Musical Director .......... Robert Maunder
Chief Engineer, Farm Editor. . J. C. Pomerooy

WJIM
LANING—EST. 1934
ABC—MICHIGAN RADIO NETWORK
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned By .............. WJIM, Inc.
Operated By .......... Harold F. Gross
Business-Studio Address ...1501 Bank of Lansing Bldg.
Phone Number .............. 2-1333
Transmitter Location ....... 1501 Bank of Lansing Bldg.
Air Time .............. Unlimited
News Service ......... UP
Transcription Service ...Standard, Thesaurus, World
President, General-Station-Commercial Manager .......... Harold F. Gross
Program Director .......... Howard K. Finch
Publicity Director ......... Kay Bergin
Chief Announcer .......... Richard Shubel
Musical Director .......... William C. Boyd
Chief Engineer .......... Elza Runkle

WMPC
LAPEER—EST. 1926
Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Operated By... The Liberty St. Gospel Church

WKLA
LUDINGTON—EST. 1944
MBS—WOLVERINE—KBS
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By... Ludington Bstg. Co.
Business Address .......... Stearns Bldg.
Phone Number .............. 842
Transmitter-Studio Location . . . 204 E. Ludington Ave.
Air Time .............. 8 a.m.-10:15 p.m.
News Service ......... UP
Transcription Service ...SESAC, Keystone
Representative .......... Burn-Smith
Membership ...NAB
Owners .............. Karl L. & Grant L. Ashbacker
General-Station-Commercial Manager .......... Karl L. Ashbacker
Program Director, Production Manager .......... Peter A. Mars
Publicity Director .......... Arne Hokans
Chief Announcer, Musical
Director .......... Fred Bird
Farm Editor .......... Le Clair Mattes

WDMJ
MARQUETTE—EST. 1931
MUTUAL—KBS—WOLVERINE
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By ....... Lake Superior Broadcasting Co.

WMMI (CP)
MARQUETTE
Frequency: 970 Kc. . . . Power: 1000 Watts d.
Owned-Operated By .......... Gordon H. Brozek
Business Address .......... 609 E. 3rd St.

WKHZ
MUSKEGON—EST. 1926
ABC
Frequency: 850 Kc. . . . Power: 1000 Watts
Owned-Operated By .......... Ashbacker Radio Corp.
Business-Studio Address ....... 432 Apple Ave.
Phone Number .............. 26-051
Transmitter Location. Pontaluna Rd. at Henry St.
Air Time .............. Unlimited
News Service ......... UP
Transcription Service ...Standard, World
Representative .......... Burn-Smith
President .......... Grant F. Ashbacker
General-Station-Commercial Manager .......... Fred W. Wagenvoord
Sales Promotion Manager, Publicity Director .......... Robert Henderson
Program Director .......... Robert Quinn
Production Manager .......... Robert Cessna
Chief Announcer .......... Anson Vann
Musical Director .......... A. J. Vredeveeld
Chief Engineer .......... Kenneth Pendleton

WMUS
MUSKEGON—EST. 1947
WOLVERINE
Frequency: 1090 Kc. . . . Power: 1000 Watts d.

474
WOAP—EST. 1947


OWOSSO—EST. 1947


WMBN—EST. 1947


W CAR—EST. 1939


W H L S

PORT HURON—EST. 1938


W T T H

PORT HURON—EST. 1947


W E X L

ROYAL OAK—EST. 1925

W K N X
SAGINAW—EST. 1947
WOLVERINE
Frequency: 1210 Kc. Power: 1000 Watts
Owned-Operated By: Lake Huron Bcstg. Co.
Business-Studio Address: 221 S. Washington St.
Phone Number: 34471-2-3
Transmitter Location: Spaulding Township
Air Time: 12 hrs. daily
News Service: UP
Transcription Service: Associated, Lang-Worth
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
General-Station Manager: O. J. Kelchner
Commercial-Sales Promotion Manager: W. J. Edwards
Program Director: H. H. Wolfe
Production Manager, Publicity Director: George Reed
Chief Announcer: Bob Maxwell
Musical Director: Jimmy Dickens
Chief Engineer: Max W. Thomas

W S A M
SAGINAW—EST. 1940
NBC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Saginaw Bcstg. Co.
Business-Studio Address: Radio Bldg.
Phone Number: 2-8161
Transmitter Location: Bay at Weiss Sts.
Air Time: 6:30 a.m.-1 a.m.
News Service: INS
Transcription Service: World, Standard
Representative: Headley-Reed
Membership: NAB, BMB
Pres.-General Mgr.: Milton L. Greenebaum
Station-Commercial Mgr.: Robert W. Phillips
Sales Promotion Manager: Al Fairchild
Program Director, Production Manager: William J. Lotback
Publicity Director: Jacqueline Jefferson
Chief Engineer: Meredith L. Koerner

W S O O
SAULT STE. MARIE—EST. 1940
ABC—MICHIGAN RADIO NETWORK
Owned-Operated By: Hiawathaland Bcstg. Co.
Business-Studio Address: 107 W. Portage Ave.
Phone Number: 3000
Transmitter Location: U. S. Highway No. 2
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, SESAC
Membership: NAB, BMB

For Prestige...

AP Membership!
MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089
Farms with Radios 165,243—Stations in State 33

K A T E
ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Albert Lea Austin Broadcasting Company

K A U S (CP)*
AUSTIN—EST. 1948
Frequency: 1480 Kc. .......... Power: 1000 Watts
Owned-Operated By: ....... Cedar Valley Bcstg. Co., Inc.
Business-Studio Address: .... 405A N. Main St.
Phone Number: ......... 8836
Air Time ........ 5 a.m.-12 M., Sun.: 8 a.m.-12 M.
News Service ....... AP
President ............. Harry Smith
Gen. Coml. Mgr. ......... L. L. McCurnin
* Expects to be on air by May 1, 1948.

K B U N
BEMIDJI—EST. 1946
MBS
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Bemidji Bcstg. Co.
Business Address: ....... 419½ Beltrami Ave.
Phone Number: ......... 10
Air Time .......... 7 a.m.-11 p.m.
News Service ....... UP
Transcription Service .... Lang-Worth
Representative ....... The Walker Co.
Membership ......... NAB
General Mgr., Program Dir. Robert A. Mullen
Chief Engineer .......... Denvy Doty

K L I Z
BRAINERD—EST. 1946
MBS
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Brainerd Bcstg. Co.
Business-Studio Address: .... 2700 East Oak St.
Phone Number: ......... 1400
Air Time .......... 7 a.m.-12 M.
News Service ....... AP
Transcription Service .... Standard
Representative ....... Walker Co.
Membership ......... NAB
P. resident, General-Station
Manager .......... E. Thomas O’Brien
Commercial-Sales Promotion
Manager .......... M. C. Gorham
Program Director ....... Lucile G. Grosse
Production Manager ...... Isabel J. Hyams
Chief Announcer ....... Bernard H. Anderly
Chief Engineer .......... A. L. Vandersluis
Farm Editor .......... Howard Grant

CALL LETTERS TO BE ASSIGNED
(BP)
BRECKENRIDGE
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By: ....... Interstate Bcstg. Corp.
President ................ Don H. Bower
Vice-President ............ Dr. E. A. Eberlin
Treasurer ............... Kline E. Bower

K R O X (CP)
CROOKSTON
Frequency: 1050 Kc. .......... Power: 1000 Watts d.
Owned-Operated By: ....... Crookston Bcstg. Co.
Business Address: ......... Crookston, Minn.
President ............... D. A. McKenzie
Vice-President .......... A. J. Jensen

K D A L
DULUTH—EST. 1936
CBS
Frequency: 610 Kc. .......... Power: 5000 Watts
Owned-Operated By: ....... Red River Bcstg. Co., Inc.
Business-Studio Address: .... 218 Bradley Bldg.
Phone Number: .......... 2628
Air Time .......... 6:30 a.m.-12:05 a.m.
News Service ......... AP
Transcription Service .... Standard, Lang-Worth
Representative ....... Avery-Knode
Membership ......... NAB, BMB
Manager .......... Dalton LeMasurier
Sales, Commercial Manager .... Odin S. Ramsland
Sales Promotion Manager .... Joseph C. Cook
Program Director .......... Richard A. Lawrence
Chief Engineer .......... R. A. Dettman

W E B C
DULUTH—EST. 1928
NBC—ARROWHEAD NETWORK
Frequency: 1320 Kc. .......... Power: 5000 Watts
Owned-Operated By: ...... Head of the Lakes Bcstg. Co.
Business-Studio Address: .... WECB Bldg.
Phone Number: .......... 2278
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .... Associated, Thesaurus
SESAC.
Representative ....... George P. Hollingbery
Membership .......... BMB
President .......... Morgan Murphy
General Manager ....... W. C. Bridges
Director of Operations: H. E. Westmoreland
Sales Promotion Mgr.: Leonard G. Anderson
Resident Mgr.-Program Director: Earl Henton
Production Mgr., Chief Announcer: Bill Conner
Publicity Director.............. Leonad G. Anderson
Chief Engineer.................. Norman Gill
Farm Editor..................... Milton Josephson

WREX
DULUTH—EST. 1947

MBS
Frequency.............................. 1080 Kc.
Power................................. 10,000 Watts d.; 5,000 Watts n.
Owned Operated By.................. Lake Superior Bcstg. Co.
Business-Studio Address........... 213 East Superior St.
Phone Number....................... 1080
Air Time............................ 6:30 a.m.-12 M.
News Service......................... UP
Transcription Service.............. World P. resident
General-Commercial Manager..... Rolf M. Erickson
Sales Promotion Manager......... Frank G. Waite
Chief Announcer..................... John Leslie
Chief Engineer...................... William H. Lounsberry

WXLT (CP)
ELY
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By............... Charles W. Ingersoll
Business Address.................. Box 450
Phone Number...................... 226
Pres.-Gen. Mgr...................... Charles W. Ingersoll
Commercial Manager.............. Anthony R. Martinson
Promotion Manager................. Carl E. Davidson
Program Director.................. Leo J. Kuhn
Chief Engineer..................... Harold Kolari

WEVE
EVELETH—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By................. Ridson, Inc.
Business Address.................. 921 Tower Ave., Superior, Wisc.
Phone Number...................... 4451
News Service......................... AP
Transcription Service............. Lang-Worth
President............................ Robert B. Ridder
General Manager................... Carl Bloomquist
Commercial Manager.............. Elden Schberg
Chief Engineer..................... J. Melvin Laskey

KGDE
FERGUS FALLS—EST. 1926

MBS—GREAT NORTHERN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By................. Fergus Radio Corp.
Business Address.................. Fergus Falls, Minn.
Phone Number...................... 3986
Air Time............................ 18 hrs. daily
News Service......................... AP
Representative..................... The Walker Co.
P. resident......................... Don L. Albers
General Manager................... Frederic T. Dell

KBZY (CP)
GRAND RAPIDS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By............... Itasca Bcstg. Co.
Business Address.................. 2 E. Third St.
President.......................... Robert D. Kennedy
Vice-President.................... Larke L. Huntley

WMFG
HIBBING—EST. 1935

NBC—ARROWHEAD

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By................. Head of the Lakes Bcstg. Co.
Business-Studio Address........... Androy Hotel
Phone Number...................... 1150
Air Time............................ 6:25 a.m.-11:05 p.m.
News Service......................... UP
Transcription Service............. Associated Representative
President-Owner, Chief Executive................. George P. Hollingbery
General Manager................... W. C. Bridges
Station-Commercial Manager...... Harry S. Hyett
Sales Promotion Manager......... James McDougall
Program Director, Production Mgr.: Ruth E. Coe
Chief Engineer..................... Norman Gill

KYSM
MANKATO—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By................. F. B. Clements & Co.
Business Studio Address.......... 101 North Second St.
Phone Number...................... 4673
Air Time............................ 19 hrs. daily
News Service......................... UP
Transcription Service............. Thesaurus, Lang-Worth
Representative..................... John E. Pearson
Membership......................... NAB, SMB
General-Station-Commercial Manager............... Bob Gardner
Program Director: Jerry Deane  
Chief Announcer: Glenn Reed  
Musical Director: Maurice Piche  
Chief Engineer: Jim Houts  
Farm Editor: Galen Kooser

**KMHL**  
**MARSHALL—EST. 1946**  
**MBS**  
Frequency: 1400 Kc.  
Power: 250 Watts  
Owned-Operated By: \_{KMH L} Bcstg. Co.  
Business Address: \_{1/2 mi. E. of City, Highway 19}  
Phone Number: 2282  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Representative: John E. Pearson  
Membership: NAB  
Owner: Harry W. Linder  
Manager: Gilmore F. Frayseth  
Program Director: Homer Lane  
Technical Director: H. Willard Linder

**WCCO**  
**MINNEAPOLIS—EST. 1924**  
**CBS**  
Frequency: 830 Kc.  
Power: 50,000 Watts  
Owned-Operated By: Columbia Bcstg. System, Inc.  
Business Address: 625 Second Avenue South. Minneapolis 2, Minnesota.  
Phone Number: Main 1202  
Studio Addresses: 625 Second Ave. South. Minneapolis 2, Minn.; 544 Hamm Bldg., St. Paul 2, Minn.  
Air Time: 5 a.m.-1 a.m.  
News Service: AP, UP  
Transcription Service: Lang-Worth, Standard  
Representative: Radio Sales  
Membership: NAB  
General-Station Manager: Merle S. Jones  
Commercial Manager: Tom Dawson  
Sales Promotion Manager: Publicity  
Director: Carl Ward  
Program Director: Gene Wilkey  
Production Manager: E. W. Ziebarth  
Musical Director: Wallace Olson  
Chief Engineer: J. J. Beloungy  
Farm Editor: Larry Haag  
Air of News & Special Events: Sig Mickelson

**WDGY**  
**MINNEAPOLIS—EST. 1923**  
Frequency: 1120 Kc.  
Power: 5000 Watts; d.; 500 Watts (for 1 hr. after local sunset)  
Owned-Operated By: Twin Cities Bcstg. Corp.  
Business-Studio Address: Hotel Nicollet  
Radio Numbers: Bridgeport 2271; Midway 6363  
Transmitter Location: 7401 Wayzata Blvd., St. Louis Park, Minn.  
Air Time: 6 a.m.-local sunset; 1 hr. after local sunset  
News Service: AP  
Transcription Service: Capitol, Standard  
Representative: Avery-Knodel  
Membership: NAB, BMB  
President-Executive Director: Charles T. Stuart  
Vice President-Station Manager: Melvin Drake  
Program Director: B. Kendall Crane  
Chief Engineer: Charles W. Winkler

**WLOL**  
**MINNEAPOLIS—EST. 1940**  
**MBS—GREAT NORTHERN BROADCASTING SYSTEM**  
Frequency: 1330 Kc.  
Power: 5000 Watts  
Business-Studio Address: 1730 Hennepin Ave.  
Phone Numbers. Atlantic 0406 & Midway 4043  
Transmitter Location: 1370 Davenport St. Paul, Minn.  
Air Time: 6 a.m.-2 a.m.  
News Service: UP  
Representative: John Blair & Co.  
Membership: NAB  
Chief Owner: Ralph L. Ailass  
President-Station Manager: Norman Boggs  
Commercial Manager: C. T. Hagman  
Sales Promotion Manager: Publicity  
Manager: Sue Mann  
Program Director: Production  
Manager: Robert Bouchier  
Musical Director: Vern Rooney  
Chief Engineers: (Transmitter)—Merle Bjork; (Control)—Gene Brautigam

**WTCN**  
**MINNEAPOLIS—EST. 1934**  
**ABC—DAIRYLAND NETWORK**  
Frequency: 1280 Kc.  
Power: 5000 Watts d.; 100 Watts N.  
Owned By: Minnesota Bcstg. Corp.  
Operated By: Minnesota Tribune-St. Paul Dispatch  
Business-Studio Address: Wesley Temple Bldg.  
Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2  
Transmitter Location: 2235 North Snelling, St. Paul 8, Minn.  
Air Time: 6 a.m.-12 M.  
News Service: AP, UP  
Transcription Service: Associated; Capitol  
Representative: Free & Peters  
Membership: NAB, BMB  
President: William J. McNally  
General-Station Manager: F. Van Konynenburg
Commercial Manager................. R. N. Ekstrum
Sales Promotion Manager, Publicity
Director............................. C. J. Rian
Program Director..................... Judy Bryson
Production Manager, Farm Editor Max Karl
Publicity Director.................... C. J. Rian
Chief Announcer...................... Jack Bell
Musical Director.................... Bill Metchnik
Chief Engineer....................... John M. Sherman

KVOX
MOORHEAD—EST. 1937
MBS—GREAT NORTHERN B.CSTG.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.............. KVOX Bcstg. Co.
Business-Studio Address........... 818 Center Ave.
Phone Number...................... 3-1523
Transmitter Location: 12th St. & 14th Ave., So. Air Time........... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service....................... UP
Transcription Service.............. Capitol, SESAC
Representative..................... Walker Co.
Membership.......................... NAB
President............................ E. J. McKellar
General-Station Manager........... M. M. Marget
Commercial-Sales Promotion
Manager.............................. Arv Johnson
Program Director, Production
Manager.............................. Dale Howard
Chief Engineer..................... Don Geiken

KROC
ROCHESTER—EST. 1935
NBC
NORTHWEST NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.............. Southern Minnesota Broadcasting Co.
Address......................... 100 First Ave. Building
Phone Number...................... 3924-5
Transmitter Location............. Highway 14, 2 miles N. of Rochester
Air Time......................... 5:30 a.m. to 12 midnight; Sunday: 6 a.m. to 12 midnight
News Service....................... UP
Transcription Service.............. World
Representative..................... John E. Pearson Co.
Membership.......................... NAB, BMB
President-General Mgr............ Mrs. G. P. Gentling
Commercial Manager.............. G. David Gentling
Program Director.................. Cal Smith
Promotion Manager................ Walter Bruzek
Chief Engineer..................... Fred C. Clarke

KFAM
ST. CLOUD—EST. 1938
NBC
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By........... Times Publishing Co.
Business Address............... Times Bldg.

Phone Number...................... 3330
Studio Address..................... Weber Bldg.
Transmitter Location: On Highway 52 outside city limits.
News Service....................... AP
Transcription Service.............. Thesaurus, Long-Worth
Membership......................... NAB, BMB
President........................... Fred Schilplin
General-Station-Sales Promotion
Manager....................... Frederick C. Schilplin
Commercial Manager.............. John Krauel
Program Director.................. Avis Russell
Production Manager, Publicity,
Musical, Regional & Agricultural
Director.................. Cliff Sakry
Chief Announcer................... Gene Nelson
Chief Engineer..................... Bob Witchen

KSTP
ST. PAUL-MINNEAPOLIS—EST. 1928
NBC—NORTHWEST NETWORK
Frequency: 1500 Kc. Power: 50,000 Watts
Owned-Operated By.............. KSTP, Inc.
Business Address: Radio City, Minneapolis 2, Minn.
Phone Numbers: St. Paul—Cedar 5511; Minneapolis—Bridgeport 3222.

*SOEASTERN MINNESOTA'S

100, MINNESOTA'S OLDEST STATION
ROCHESTER
NBC AFFILIATE

*WINNER FORD THEATRE
PROMOTION CONTEST
*Nationally Represented by
JOHN E. PEARSON CO.
WLOX
BILOXI—EST. 1947
MBS
Frequency: 1490 Kc........ Power: 250 Watts
Owned-Operated By........... WLOX Bcstg. Co.
Business-Studio Address...... Hotel Bueno Vista
Phone Number.................. 1200
Transmitter Location........... Ho. el Bueno Vista
Air Time...................... 6 a.m.-12 M.
News Service.................. UP
Transcription Service........ Standard
Representative................. Wm. G. Rambeau Co.
Membership.................... NAB
Gen-Station Manager.......... Gene Tibbett
Commercial Manager.......... Carl U. Upchurch
Program Director.............. Carl Junker
Chief Engineer................ Thos. Blue Majure

WVMI (CP)
Biloxi
Frequency: 570 Kc........ Power: 1000 Watts d.
Owned-Operated By............ Radio Associates
Partners...................... James H. McKee,
Odes S. Robinson, G. E. Holmes

WROX
CLARKSDALE—EST. 1934
MID-SOUTH NETWORK—KBS
Frequency: 1450 Kc........ Power: 250 Watts
Owned By..................... The Imes Estate
Operated By................... Birney Imes, Jr.
Business Address............. Delta Ave.
Phone Number................ 1566-7
Studio Address.............. Delta Ave. (downtown)
Transmitter Location......... Delta Ave. (outside city limits)
Air Time...................... 6:30 a.m.-11:30 p.m.
News Service................ AP
Transcription Service........ World
Representative.............. Sears & Ayer
Membership................... NAB
President..................... Birney Imes, Jr.
General Manager.............. Bob McRaney
Station Manager............. P. B. Hinman
Commercial Manager......... H. E. Gurney
Chief Announcer............. Bud Bird
Musical Director............. John Thomas
Chief Engineer.............. James Clayton
Farm Editor.................. Bill Dollarhite

WCU
COLUMBUS—EST. 1940
MBS—MID-SOUTH—KBS
Frequency: 1340 Kc........ Power: 250 Watts
Owned-Operated By........... Birney Imes, Jr.
Business Address............. Columbus, Miss.
Phone Number................ 1313
Studio Address.............. Gilmer Hotel
Transmitter Location........ Main at Tombigbee Bridge
Air Time...................... Unlimited
News Service................ AP
Transcription Service........ World
Representative.............. Sears & Ayer
Membership................... NAB
Owner......................... Birney Imes, Jr.
General Manager.............. Bob McRaney
Station-Commercial Manager.. James Eathton
Sales Promotion Manager..... Bob McRaney
Program Director, Production Manager.............. Mort Sackheim
Publicity Director........... Stuart Covington
Chief Announcer............. Glenn Walker
Chief Engineer.............. Thomas McFerrin

WCMA
CORINTH—EST. 1946
MBS—DIXIE NETWORK
Frequency: 1230 Kc........ Power: 250 Watts
Owned-Operated By........... The Corinth Bcstg. Co., Inc.
Business-Studio Address...... Ray Bldg.
Phone Number................ 800; 1076
Transmitter Location......... Highway 72 East
Air Time...................... 18 hrs. daily
News Service................ UP
Transcription Service........ World, Standard
Representative.............. Burn-Smith
Membership................... NAB
President..................... Dr. Frank Davis
General Manager, Vice........ A. B. Robinson
Station Manager............... William H. Winsett
Program Director, Production Manager.............. Jim Hoppers
Musical Director............. Zeke Martin
Chief Engineer:.............. Monroe Essary
Farm Editor.................. Tom Williams

WCJU
COLUMBIA—EST. 1947
REBEL NETWORK—MBS—KBS
Frequency: 1450 Kc........ Power: 250 Watts
 Owned-Operated By........... Lester Williams
Business Address............. Box 236

WRXL (CP)
GRANADA
Frequency: 1400 Kc........ Power: 250 Watts
Owned-Operated By........... Robin Weaver
Business Address.............
MISSISSIPPI

WJPR
GREENVILLE—EST. 1939
MBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Services Co.,
WJPR
Business-Studio Address: 107 S. Poplar St.
Phone Number: 2434-5
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Associated, Capitol
Representative: Sears & Ayer, George P.
Hollingbery
Membership: NAB, BMB
President: Emmet H. McMurry, Jr.
Manager: Frank W. Baldwin
Sales Promotion Manager: Charles Allen
Production Manager: Harry Bulow
Chief Announcer: Musical Director: Bill McHan
Chief Engineer: Percy L. Kuhn
Farm Editor: Thomas H. Goelding, Sr.

WGRM
GREENWOOD—EST. 1938
NBC—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned: P. K. Ewing
Operated By: P. C. Ewing
Business-Studio Address: 222 Howard St.
Phone Number: 1900-1
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President-Owner: P. K. Ewing
General Manager: F. C. Ewing
Program Director: W. T. Shanks
Chief Engineer: Robert Meador

WGCM
GULFPORT—EST. 1929
ABC—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCSTG Co.
Business-Studio Address: Hewes-Martin Bldg.
Phone Number: 1110
Air Time: 5:55 a.m.-11:05 p.m.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
General-Station-Commercial
Manager: Hugh O. Jones
Sales Promotion Manager: Program Director,
Production Manager: C. E. Vann
Publicity Director: Jack Starr
Chief Engineer: Donovan Murphy

WFOR
HATTIESBURG—EST. 1926
NBC—REBEL—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Business Address: P. O. Box 312
Phone Number: 1966
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: World, Thesaurus
Representative: George P. Hollingbery
Membership: NAB
President: General-Station
Manager: C. J. Wright, Sr.
Commercial Manager: H. L. Patterson
Production Manager: C. J. Wright, Jr.
Chief Engineer: B. B. McLemore

WJDX
JACKSON—EST. 1929
NBC
Frequency: 1300 Kc. Power: 500 Watts d.;
1000 Watts n.
Owned-Operated By: Lamar Life Insurance Co.
Business-Studio Address: P. O. Box 2171
Phone Number: 2-1183
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus, MacGregor,
Lang-Worth, Cole
Representative: George P. Hollingbery Co.
Membership: NAB, BMB
General-Station Manager: Wiley P. Harris
Sales or Commercial Mgr: Frank Gentry
Chief Engineer: Percy G. Root

WJQS
JACKSON—EST. 1946
CBS—MISSISSIPPI BCSTG. CO. NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Bcstg. Co.
Business-Studio Address: Edwards Hotel
Phone Number: 39681
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
President-General Manager: Withers Gavin

WJXN
JACKSON—EST. 1945
MISS. DIAMOND NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business-Studio Address: 200 East Capitol St.
Phone Number: 4-8871
WSLI
JACKSON—EST. 1938
ABC

Frequency: 930 Kc.       Power: 5000 Watts
Owned-Operated By: Standard Life Bstg. Co.
Business Address.     P. O. Box 1847
Phone Number.           3-2788
Studio Address.     Robert E. Lee Hotel
Air Time.                5:30 a.m.-12:05 a.m.
News Service.          AP
Transcription Service.  World
Representative.         Weed & Co.
Membership.              NAB, BMB
President.              George W. Covington
General-Station Manager.   L. M. Sepaugh
Commercial Manager.         F. E. Wilkerson, Jr.
Sales Promotion Manager.   M. B. Wray
Program Director.       B. K. Smith
Chief Engineer.          C. A. Perkins

WKOZ
KOSCIUSKO—EST. 1947
KBS

Frequency: 1340 Kc.       Power: 250 Watts
Owned-Operated By: Kosciusko Bstg. Co.
Business Address.     109 W. Jefferson St.
Phone Number.           781
News Service.          AP
Partners.               James W. Arendale, Sr.,
Cy N. Bahakel
Commercial Manager.      Melvin C. Lee
Chief Engineer.         J. W. Arendale, Sr.

WAML
LAUREL—EST. 1932
NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc.       Power: 250 Watts
Owned-Operated By: New Laurel Radio Station Inc.
Business-Studio Address.      535 1/2 Central Ave.
Phone Number.           288, 1575
Air Time.                6 a.m.-11 p.m.
News Service.          AP, UP
Transcription Service.  World, SESAC, Keystone
Representative.         George P. Hollingbery
Membership.              NAB
President.              D. A. Matison
General-Station Mgr.     Granville Walters
Commercial Manager.      Morris Caver
Program Director.       Stanley Walters
Chief Announcer.        Ed Breland
Chief Engineer.         Clyne Graves

WLAV
LAUREL—EST. 1946
MBS

Frequency: 1490 Kc.       Power: 250 Watts
Owned-Operated By: Southland Bstg. Co.
Business-Studio Address.    437 N. Magnolia St.
Phone Number.          420
Air Time.                6 a.m.-11 p.m.
News Service.          UP
Transcription Service.  Lang-Worth
Membership.              NAB
General-Station Manager.   Hugh M. Smith
Commercial Manager.      W. C. DeHority
Chief Engineer.          Ed Pierce

WAPF (CP)
McCOMB

Owned-Operated By: Southwestern Bstg. Co.
of Mississippi
Business Address.       230 Michigan Ave.
Partners.               Albert Mack Smith,
Philip Dean Brady, Kenneth Hinton Quin,
J. P. Melvin
WSKB
McCOMB—EST. 1939
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: McComb Broadcasting Corp.
Business Address: Box 111
Phone Number: 37
Studio Address: WSKB Bldg.
Air Time: 6 a.m. to 10 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Gene Grant
Owners: George Blumenstock, Robert Louis Sanders
General and Commercial Manager: George Blumenstock
Program Dir.: Julia D. Blumenstock
Promotion Manager: Wayne Walker
Chief Engineer: Robert Louis Sanders

WMBC
MACON—EST. 1946
MISSISSIPPI BCASTG. CO. NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Bcastg. Co., Inc.
Business-Studio Address: Thomas Jefferson Hotel
Phone Number: 310
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
President, General Manager: Withers Gavin

WCOC
MERIDIAN—EST. 1926
CBS—MISSISSIPPI BCASTG. CO. NETWORK
Owned-Operated By: Mississippi Bcastg. Co., Inc.
Business-Studio Address: Threefoot Bldg.
Phone Number: 1042
Air Time: 6 a.m.-12:10 a.m.
News Service: UP
Transcription Service: Thesaurus, Standard
President, General Manager: Withers Gavin
Program Director: Mrs. Withers Gavin

WMOX
MERIDIAN—EST. 1946
MBS—MID-SOUTH NETWORK—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Birney Imes, Jr.
Business-Studio Address: WMO Bldg.
Phone Number: 495

WTOK
MERIDIAN—EST. 1946
ABC—REBEL NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Meridian Bcastg. Co.
Business-Studio Address: Citizens National Bank Bldg.
Phone Number: 5070
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: Headley-Reed
Representative: NAB
President, General-Station Manager: Robert F. Wright
Commercial Manager: William B. Crooks
Program Director: Cecil Germany
Chief Engineer: Joe Saxon
Farm Editor: Ed Robertson

WMIS
NATCHEZ—EST. 1941
NBC—MISS. NETWORK—LA. NET
KBS—MISS. DIAMOND NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Natchez Bcastg. Co.
Operated By: P. K. Ewing, Jr.
Business-Studio Address: Walgreen Bldg.
Phone Number: 580
Air Time: Unlimited
Transcription Service: Long-Worth
Membership: NAB
President: P. K. Ewing
General-Station Manager: P. K. Ewing, Jr.
Commercial Manager: Paul Schilling
Chief Engineer: George Wilson
Farm Editor: C. L. Barry

WHO (CP)
PHILADELPHIA
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: William Howard Cole
Business Address: Philadelphia, Miss.
Owner: William Howard Cole
W E L O
TUPELO—EST. 1944
MBS—MID-SOUTH NETWORK—KBS
Frequency: 1490 Kc.       Power: 250 Watts
Owned-Operated By..............Tupelo Bcastg. Co.
Business-Studio Address........212 Spring St.
Phone Number..................1400
Air Time......................5:43 a.m.-11 p.m.
News Service..................AP
Transcription Service...........World
Representative................Sears & Ayer
Membership......................NAB
President......................Binney Imes, Jr.
General Manager..............Bob McRaney
Station Manager..............Bob Evans
Chief Engineer................LeRoy Green

W Q B C
VICKSBURG—EST. 1931
MBS—KBS
Frequency: 1420 Kc.........Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..............Delta Bcastg. Co. Inc.
Business-Studio Address........Hotel Vicksburg
Phone Number..................312
Air Time......................6:30 a.m.-11 p.m.
News Service..................AP
Transcription Service...........World
Representative................Sears & Ayer
Membership......................NAB, BMB
President......................L. P. Cashman
General-Station Manager........Mary Van Cashman
Commercial Manager............O. W. Jones
Chief Engineer................C. E. Drake

M I S S I S S I P P I — M I S S O U R I

Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
Farms with Radios 190,148—Stations in State 40

K F V S
CAPE GIRARDEAU—EST. 1925
MBS
Frequency......................1400 Kc. (CP 960)
Power.........................250 Watts (CP 1000 d.; 500 n.)
Owned-Operated By..........Oscar C. Hirsch
Business-Studio Address........324 Broadway
Phone Number..................2104-5
Air Time......................6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m., Sun.
News Service.....................UP
Representative.................John E. Pearson
Membership......................NAB
President, General Manager, Chief Engineer........Oscar C. Hirsch
Station Manager..............Ralph L. Hirsch

K D M O
CARTHAGE—EST. 1947
KBS
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By.............Carthage Bcastg. Co.
Business-Studio Address......1201 E. Chestnut
Phone Number..................2646
Air Time......................6 a.m.-11 p.m.
News Service......................AP
Transcription Service...........Thesaurus, Keystone
Membership......................NAB
Partners.......................L. C. McKenney, John J. Daly
General-Station Mgr............L. C. McKenney
Commercial Manager...........John J. Daly
Program Director...............Harry Lukins
Chief Engineer................Jack Langford

W R O B
WEST POINT—EST. 1947
MBS—MID-SOUTH—KBS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By.............Bob McRaney, Sr.
Business-Studio Address......WROB Bldg.
Phone Number..................807
Air Time......................Unlimited
Representative.................Sears & Ayer
Membership......................NAB
President-General Mgr........Bob McRaney, Sr.
Station Manager..............Glenn Walker
Chief Announcer, Chief Engineer........Bill Sneed

W A Z F
YAZOO CITY—EST. 1947
MISSISSIPPI NETWORK—KBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By.............Yazoo Bcastg. Co.
Business-Studio Address.......321 S. Main St.
Phone Number..................1040
Air Time......................6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
News Service......................AP
Transcription Service...........World
President......................H. T. Barrier
General-Sales Promotion Mgr......Guy Corley
Chief Engineer................John Blackwell

W V I M (CP)
VICKSBURG
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By.............Ewing Bcastg. Co.
Business Address..............Carrol Hotel
NOW FOR THE FIRST TIME
One Kansas City Broadcaster Covers The Entire Kansas City Trade Area

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.
KFRU
COLUMBIA—EST. 1925
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KFRU, Inc.
Business-Studio Address: 9th & Elm
Phone Number: 4141
Air Time: 6:30 a.m.-12 M.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NAB, BMB
President: Elzey Roberts
General Manager: Mahlon Aldridge
Chief Engineer: Robert Haigh
Farm Editor: Harold Douglas

KREI (CP)
FARMINGTON
KBS
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Cecili W. Roberts
Business Address: Farmington, Mo.
News Service: AP
Transcription Service: Lang-Worth
Owner: Cecili W. Roberts
Station Manager: Mary Burton
Chief Engineer: Kermit Barker

KFMO
FLAT RIVER—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Lead Belt Bcstg. Corp.
Operated By: Oscar C. Hirsch
Business Address: Flat River, Mo.
Phone Number: 1000
Air Time: Unlimited
News Service: UP
Representative: John E. Pearson
Membership: NAB
President, General Mgr: Oscar C. Hirsch
Station Manager: James F. Collins
Publicity Director: Virginia Collins

KIMO
INDEPENDENCE—EST. 1947
Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Operated By: The Blue Valley Co.
Partners: Frank E. Fowler, Craig Siegfried
Representative: Sears & Ayer
Membership: BMB
President: R. C. Goshorn
General Manager: Catharine Roer
Chief Engineer: Leroy S. Hackmann

KWOS
JEFFERSON CITY—EST. 1937
MBS—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Business-Studio Address: 210 Monroe St.
Phone Number: 4000
A: Time: 6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
News Service: AP
Transcription Service: Lang-Worth
Representative: Sears & Ayer
Membership: BMB
President: R. C. Siegfried
General Manager: Catharine Roer
Chief Engineer: Leroy S. Hackmann

KFSB (CP)
JOPLIN—EST. 1946
Frequency: 1310 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By: Four State Bcstrs., Inc.
Business Address: Joplin, Mo.
President: Harry Easley
Vice President: George A. Spiva

KSWM
JOPLIN—EST. 1946
CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Air Time, Inc.
Business-Studio Address: Hotel Connor
Phone Number: 7260
Air Time: 6 a.m.-12 M.
Transcription Service: World
Representative: William G. Rambeau
Membership: NAB
President, General-Station Manager, Chief Engineer: Austin A. Harrison
Commercial Manager: W. D. Lowry
Sales Promotion Manager: Noel Ball
Chief Announcer: Claude Evans
WMBH
JOPLIN—EST. 1925
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Joplin Bcstg. Co.
Business-Studio Address: Frisco Bldg.
Phone Number: 330-1-2-3
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Standard, Thesaurus, Lang-Worth
Representative: Sears & Ayer
Membership: NAB, BMB
President, General Manager: D. J. Poynor
Commercial Manager: Abe Radunsky
Sales Promotion Manager: Chas. David Blair
Program Director: Roy Wilson Bilderback
Chief Engineer: Richard P. Meek

KCKN
KANSAS CITY
(See Listing, Kansas City, Kans.)

KF RM
KANSAS CITY—EST. 1947
Owned-Operated By: KCMO Bcstg. Co.
Representative: Free & Peters
President: Arthur B. Church

KCMO
KANSAS CITY—EST. 1936
ABC
Frequency: 810 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By: KCMO Bcstg. Co.
Business-Studio Address: 1515 Commercial Bldg.
Phone Number: Victor 0800
Transmitter Location: Nashua, Mo.
Air Time: 20 hrs. daily
News Service: AP, UP
Transcription Service: Thesaurus
Representative: John E. Pearson Co.
Membership: NAB, BMB
President: T. L. Evans
General-Station Manager: E. K. Hartenbower
Commercial Manager: C. E. Morrill
Sales Promotion Manager, Publicity Director: Farrell Strawn
Program Director: S. B. Tremble
Production Manager: Kenneth Heady
Chief Announcer: Dal Stallard
Musical Director: Gene Moore
Chief Engineer: Karl Troeglen
Farm Editor: Jack Jackson

(See Page 490)

KMBC
KANSAS CITY—EST. 1921
CBS
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Midland Bcstg. Co.
Business-Studio Address: Pickwick Hotel
Phone Number: Harrison 2650
Transmitter Location: 50th & Bellinder Rd.
Air Time: 5 a.m.-12:05 a.m.; 6:30 a.m.-12:05 a.m. Sun.
News Service: AP, UP
Transcription Service: World
Representative: Free & Peters
Membership: NAB
President, Gen. Mgr.: Arthur B. Church
V.P., Managing Dir.: Karl Koerper
V.P., Sales Director: Sam H. Bennett
Program Director: Roderick Cupp
Production Manager: Ole Strom
Publicity Director: Tom Rucker
Chief Announcer: Keith Painion
Musical Director: P. Hans Flath
Chief Engineer: A. R. Moler

(See Page 487)

WD AF
KANSAS CITY—EST. 1922
NBC
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: The Kansas City Star Co.
Business-Studio Address: 1729 Grand Ave.
Phone Number: Harrison 1200
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Standard
Representative: Edward Petry
Membership: NAB, BMB
President: Roy A. Roberts
General-Station Manager: Dean Fitzger
Commercial-Sales Promotion Manager: Manne E. Russo
Program Director, Production Manager: Musical Director: Harry J. Kaufman
Publicity Director: Joseph Stewart
Chief Engineer: J. A. Flaherty

W HB
KANSAS CITY—EST. 1922
MBS—KANSAS STATE NETWORK
Frequency: 710 Kc. Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By: WHB Bcstg. Co.
Business-Studio Address: Scarritt Bldg., 9th & Grand Ave.
Phone Number: Harrison 1161
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated, Lang-Worth

(See Page 490)
KCMO ½ millivolt contour map
50,000 Watts Non-Directional — Daytime
superimposed over actual mail count map

One station
One set of call letters
One spot on the dial
One rate card

50,000 Watts Day
10,000 Watts Nights—on 810 kc

National Representative:
John E. Pearson Co.

Base map courtesy Broadcasting Magazine

°387 COUNTIES—174 more than the 213 in the KCMO ½ Millivolt area—that’s KCMO’s mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We’ll gladly send details of this mail response. Write or call.
BIBLIOGRAPHY
3,730 more square miles ... with KSD’s increase in nighttime power!

Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:

1. Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts day and night—on 550 kilocycles.

2. KSD’s new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.

3. KSD’s new antenna system consists of four towers—each 450 feet in height.

4. KSD’s new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.

5. KSD’s power increase plus the new antenna system will enable KSD’s nighttime signal to cover an additional 3,730 square miles of interference-free service area.

6. KSD’s effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.

7. KSD is the National Broadcasting Company’s basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.

8. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire.

9. KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.

10. Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is “The Combination That Clicks.”

KSD
The ST. LOUIS POST-DISPATCH Station
KSD-TV and KSD-FM
National Advertising Representatives:
FREE & PETERS, INC.
KRES
ST. JOSEPH—EST. 1946
Frequency: 1320 Kc. .. Power: 250 Watts
Owned-Operated By. .. Missouri Valley Bcastg. Corp.
Business-Studio Address ........... 113 So. 7th
Phone Number .......... 4-6346
Transmitter Location .......... Highway 59
Air Time ... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .......... AP
Transcription Service ......... Standard
Membership ........... NAB, BMB
President, General Manager ... Paul E. Roscoe
Asst-Station Mgr., Chief Engineer .... Charles Wiesemann
Commercial Manager .......... J. J. Fitzgerald
Sales Promotion Manager ... Jim Goodging
Program-Publicity-Musical Director .......... Dward A. Moore
Production Manager .......... Alan Menefee
Chief Announcer .......... Joe Killgoe

KBGS (CP)
ST. LOUIS
Frequency: 690 Kc. .. Power: 1000 Watts d.
Owned-Operated By. .. Radio St. Louis
Partners .......... Edwin Riley Grove, III.
James Henry Grove, William Blum, Jr.

KMOX
ST. LOUIS—EST. 1925
Frequency: 1120 Kc. .. Power: 50,000 Watts
Owned-Operated By. .. Columbia Bcastg. System, Inc.
Business-Studio Address ........... 401 So. 12th St.
Phone Number .......... Central 8240
Transmitter Location .......... Route No. 2, Granite City, Ill.
Air Time ................ 5 a.m.-1:30 a.m.
News Service ........ AP, UP
Transcription Service .......... Lang-Worth
Representative .......... Radio Sales Membership
General Manager ........ Wendell B. Campbell
Commercial Manager .......... Carter Ringlip
Sales Promotion Manager .......... Edwin M. Fisher
Program Director .......... T. A. Bland
Production Manager .......... George Clare
Publicity Director .......... Walter Rott
Musical Director .......... John Bambridge
Chief Engineer .......... Harry Harvey
Farm Editor .......... Ted Mangner

KSDB
ST. LOUIS—EST. 1922
Frequency: 550 Kc. .. Power: 5000 Watts
Owned-Operated By. .. Pulitzer Publishing Co.
Business-Studio Address ........... 1111 Olive St.
Phone Number .......... MAIN 1111
Transmitter Location .......... 1111 Olive St.
Air Time ...... 5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service .......... AP
Transcription Service .......... World, Thesaurus Representative
Membership .......... Free & Peters
President .......... Joseph Pulitzer
General Manager .......... George M. Burbach
Commercial Manager .......... Edward W. Hamlin

KWK
ST. LOUIS—EST. 1927
MBS
Frequency: 1380 Kc. .. Power: 5000 Watts d.
1000 Watts n. (CP 5000)
Owned-Operated By. .. Thomas Patrick, Inc.
Business-Studio Address ........ 9th Floor. Chase Hotel
Phone Number .......... ROsedale 3210
Transmitter Location .......... 500 Logan St., Baden, Mo.
Air Time ........ 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat; 7 a.m.-12 M., Sun.
News Service ........ UP
Transcription Service .......... World Representative
President, General Manager .......... Paul H. Raymer
Station Manager .......... Robert T. Convey
Assistant Station Manager .......... Ray E. Dady
Commercial Manager .......... John W. Tinnea
Sales Promotion Manager .......... V. E. Carmichael
Program Director .......... Russell C. Kaiser
Production Manager .......... John Traxler
Publicity Director .......... Tom Dailey
Musical Director .......... Carl Hohengarten
Chief Engineer .......... N. J. Zehr

KXLW
ST. LOUIS—EST. 1946
Frequency: 1320 Kc. .. Power: 1000 Watts d.
Owned-Operated By. .. Saint Louis County Bcastg. Co.
Business-Studio Address ........ 8135 Forsythe Blvd.
Phone Number .......... Delmar 1320
Transmitter Location .......... 9700 Old Bonhomme Rd.
Air Time ........ 6 a.m.-local sunset
News Service .......... AP, UP
Transcription Service .......... World Representative
President, General Manager .......... Guy Runnion
Assistant-Sales Promotion Manager .......... Edgar J. Mothershead
Sales Manager .......... Leslie P. Ware
Program Director .......... Blaine Cornwall
Chief Announcer .......... Bob Terry
Chief Engineer .......... Denis E. Volas
Farm Editor .......... Charlie Clements
KXOK
ST. LOUIS—EST. 1938
ABC
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Star-Times Publishing Co.
Business-Studio Address: 12th & Delmar Blvds.
Phone Number: C.Bestg. 3700
Air Time: 5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.
News Service: AP, INS, UP, Reuters
Transcription Service: Associated, Standard
Representative: John Blair
Membership: NAB, BMB
President: Elsey M. Roberts
Station Manager: C. L. Thomas
Director of Sales: V. N. Springgate
Sales Promotion Manager: Foster H. Brown
Production Manager: Elmer G. Muschany
Publicity Director: Ralph J. Gentles
Chief Announcer: Robert Holt
Musical Director: Emmett Schuster
Chief Engineer: Arthur F. Rekari
Farm Editor: Charles Stooke

KERO
SEDALIA—EST. 1939
MBS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Milton J. Hinlein
Business-Studio Address: 2100 W. Broadway
Phone Number: 4004-S
Air Time: 6 a.m.-10 p.m., 7 a.m.-10 p.m., Sun.
News Service: UP
Representative: Forjoe & Co.
Membership: NAB
President: Milton J. Hinlein
General Manager: Herbert W. Brandes
Commercial Manager: Harry Trotman
Sales Promotion Manager: Milton J. Hinlein
Program Director: Maxine Fisher
Chief Engineer: Wayne Pash

WEW
ST. LOUIS—EST. 1921
Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By: The St. Louis University
Business-Studio Address: 3642 Lindell Blvd.
Phone Number: FRanklin 5665
Air Time: 8 a.m.-6 p.m., local sunset
News Service: INS
Transcription Service: World, Standard
Representative: John E. Pearson
Membership: NAB
President: Very Rev. Patrick J. Holloran, S.J.
General Manager: Nicholas Pagliara
Commercial Manager: Leonard P. Frankel
Program Director: Don Locher
Production Manager: Syl Binkin
Publicity Director: William Moffett
Chief Announcer: O. J. McQuigg
Musical Director: Ralph Stein
Chief Engineer: Joseph A. Volk

WSM
ST. LOUIS—EST. 1922
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Missouri Bcstg. Corp.
Business-Studio Address: 3601 Lindell Blvd.
Phone Number: Jefferson 8403
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, Lang-Worth, MacGregor
Representative: Wm. G. Rambeau
Membership: NAB

KSIM (CP)
SIKESTON
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Sikeston Community Bcstg. Co.
Business Address: 210 W. North St.

KGBX
SPRINGFIELD—EST. 1926
NATIONAL BROADCASTING CO.
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Springfield Bcstg. Co.
Address: 602 St. Louis St.
Phone Number: 3-3200
Air Time: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: George P. Hollingberry Co.
Membership: NAB
President: Tams Bixby, Jr.
General-Commercial Mgr.: J. Gordon Wardell
Program Director: Carl Fox
Promotion Manager: Dudley Morris
Chief Engineer: E. Dennis White

KTTS
SPRINGFIELD—EST. 1941
CBS—MBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Chamber of Commerce Bldg.
Phone Number .................. 4303
Transmitter Location .... Chamber of Commerce Bldg.
Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service .................. AP
Transcription Service ........ World Representative: Sears & Ayer
Membership .................. BMB
President: .................. J. H. G. Cooper
General-Station Manager ... G. Pearson Ward
Sales Manager: .......... Bob Burke
Sales Promotion Manager ... G. P. Ward
Program Director: .... Wendel Smith
Chief Engineer ............... William F. Curry

KWTO
SPRINGFIELD—EST. 1933
ABC
Frequency: 560 Kc.  Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By .... Ozarks Bcstg. Co.
Business-Studio Address ... 806 St. Louis St.
Phone Number ................ 3-2800
Transmitter Location ... South Fremont Rd.
Air Time: 5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.
News Service ................ UP

KWPM
WEST PLAINS—EST. 1947
CARDINAL BASEBALL—KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .......... Robert Neathery
Business Address .......... F. O. Box 448
Phone Number ................ 700
Transmitter-Studio Location . Highway 80
Air Time: 6 a.m.-11 p.m.
News Service ................ AP
Transcription Service . Standard, Keystone
President-Owner ............ Robert Neathery
Commercial Manager ......... Fritzke Dixon
Program Director ............ Nola Langston

MONTANA
Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181
Farms with Radios 31,744—Stations in State 25

KANA
ANACONDA—EST. 1946
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By .......... Mosby’s Inc.
Business Address .......... Anaconda, Mont.
Phone Number ............... Anaconda 138
Transmitter-Studio Location . Lincoln St.
Air Time: 7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.
News Service ................ UP
Transcription Service . Lang-Worth, MacGregor
Representative ............. Weed & Co.
Membership .................. NAB
President: .................. Arthur J. Mosby
General-Station Manager ... Don Jones
Commercial Manager ......... Robert Brazill
Chief Engineer ............... Charles Currie

KBMY
BILLINGS—EST. 1946
MBS—INTERMOUNTAIN—KBS
Frequency: 1240 Kc.  Power: 250 Watts
Business Address .......... Box 1101
Phone Number ............... 3938
Transmitter-Studio Location . West of Billings
Air Time: .................. 6 a.m.-12 M.
News Service ................ AP
Transcription Service ........ Lang-Worth Representative: Avery-Knodel
Membership .................. NAB, BMB
President: .................. R. E. Mulvaney
General-Station Mgr. ........ Franz J. Robischon
Commerc’l-Sales Promotion Mgr. . Ken Nybo
Program-Publicity Director . Leroy Swecker
Chief Announcer ............. Charles Du Bois
Chief Engineer ............... Richard Kaiser

KGHL
BILLINGS—EST. 1928
NBC
Frequency: 790 Kc.  Power: 5000 Watts
Owned-Operated By .......... Northwestern Auto Supply Co., Inc.
Address .................. Fifth and North Broadway
Phone Number ............... 2222
Transmitter Location . 6 miles west of Billings
Air Time: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service ................ UP
Transcription Service ........ Standard, NBC
Thesaurus, World, SESAC
Representative .................................. The Katz Agency
Membership .................................... NAB, BMB
President ........................................ C. O. Campbell
General Manager .............................. Ed Yocum
Station Mgr.—Program Dir. ........... M. V. Braunberger
Sales Promotion ................................ June Leff
Chief Engineer ................................. Jeff Kiichli

K XLQ
BOSEMAN—EST. 1939
NBC—PACIFIC NORTHWEST BSTRS.
Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By .... KRBM Bcstrs., Inc.
Business Address ............ Bozeman, Mont.
Phone Number ................ 1420
Transmitter-Studio Location . 2 1/2 mi. E. of Bozeman
Air Time .................. 16 1/2 hrs. daily
News Service ....................... UP
Transcription Service .............. Lang-Worth
Representative .................... Walker Co.
Membership .................. NAB
President, General-Station Manager, Musical
        Director .................. Ernest A. Neath
Commc:cial Manager .......... J. Ray Bridges
Program Director, Production
        Manager .................. Tom Robischon
Publicity Director, Chief
        Announcer ................ Duane Parker
Chief Engineer ................ Jack Provis
Farm Editor ....................... George Wooley

K B O W
BUTTE—EST. 1947
CBS—KBS
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By .... Copper City Radio Co.
Business Address ............ P. O. Box 1932
Phone Number ................ 7429
Transmitter-Studio Location . 720 Yale Ave.
Air Time .................. 7 a.m.-12 M.
News Service ....................... UP
Transcription Service .............. Thesaurus
Representative .................... Gene Grant
Membership .................. NAB
President-Owner, Commercial
        Manager .................. Frank Reardon
Acting Manager, Program-Musical
        Director .................. Robert Ahearn
Chief Announcer ................ Don Anderegg
Chief Engineer .................... Bert Davis

K O P R
BUTTE—EST. 1947
ABC—ROCKY MT. BCASTG. SYSTEM.
Frequency: 550 Kc. . Power: 1000 Watts
Owned-Operated By .... Copper Bcstg. Co.
Business-Studio Address .... Hotel Finlen
Transmitter Location ........ S.W. of Butte
Air Time .................. 6 a.m.-12 M.
News Service ....................... UP
Transcription Service .............. World
Representative .................... The Katz Agency
Membership .................. NAB, BMB
President, General Mgr. .......... Frank C. Carman

K X L F
BUTTE—EST. 1929
NBC—Z NETWORK
Frequency: 1370 Kc. . Power: 5000 Watts
Owned-Operated By .... KGIR, Inc.
Business-Studio Address .... Box 1956
Phone Number ................ 2-2344
Air Time .................. Unlimited
News Service ....................... UP
Transcription Service .......... Lang-Worth, MacGregor
Representative ........ Walker Co., Tracy Moore
Membership .................. NAB, BMB
President, General Manager .......... E. E. Craney
Station Manager .............. A. E. Anslog
Commercial Manager .......... J. S. Schile
Sales Promotion Manager ...... George Webber
Chief Engineer ................ W. J. Provis

K Y E S (CP)
BUTTE
Frequency: 610 Kc . Power: 1000 Watts
Owned-Operated By .... Treasure State Bcstg. Co.

K F B B
GREAT FALLS—EST. 1922
CBS
Frequency: 1310 Kc. . Power: 5000 Watts
Owned-Operated By .... Buttrey Broadcast, Inc.
Business-Studio Address .... 607 First National
Bank Bldg.
Phone Number ................ 4377
Air Time .................. Unlimited
News Service ....................... UP
Transcription Service .............. Thesaurus
Representative .................... Weed & Co.
Membership .................. NAB, BMB
President .................. Fred Birch
Manager, Commercial Mgr. .... J. P. Wilkins
Program Director ........... W. J. Towner
Chief Engineer ................ Wilbur L. Myhre

K G F M (CP)
GREAT FALLS
Frequency: 1150 Kc . Power: 5000 Watts
Owned-Operated By .... Mosby’s, Inc.

K M F R (CP)
GREAT FALLS
Frequency: 580 Kc . Power: 5000 Watts
Owned-Operated By .... Mont. Farmer Bcstg.
Corp.
KMON (CP)
GREAT FALLS
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: Sun River Bcstg., Inc.

KXLK
GREAT FALLS—EST. 1947
NBC—Z NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Great Falls Bcstg. Co.
Business-Studio Address: Park Hotel
Phone Number: 2-2453
Transmitter Location: Park Hotel
Air Time: 7 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Representative: The Walker Co.
President: J. R. Larcombe
General-Station Manager: K. O. MacPherson
Commercial Manager: Ca I F. Argabrite
Program Director: Pat Larkin
Musical Director: Elizabeth Drapes

KAVR
HAVRE—EST. 1946
KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KAVR, Inc.
Business Address: P. O. Box 672
Phone Number: 888
Transmitter-Studio Location: ¼ mi. E. of Havre on U. S. No. 2
Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-10:15 p.m., Sun.
News Service: UP
Transcription Service: World
Representative: W. S. Grant
Membership: NAB
President: Jessica L. Longston
Vice President: Vicki Zaser
Station Manager, Program Director: Larry Gordon
Commercial Manager: Bill Murphy
Chief Engineer: F. W. Smith

KOJM
HAVRE—EST. 1947
Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: North Montana Bcstg. Co., Inc.
Business Address: Box 70
Phone Number: 1096
Studio Address: 426 ½ First St.
Transmitter Location: Shepard Rd., N.E. of Havre
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: MacGregor, Long, Cole, Associated

KXLJ
HELENA—EST. 1937
NBC—Z BAR NET
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Peoples Forum of the Air
Address: 1306 Eleventh Ave.
Phone Number: 1240
Transmitter Location: Helena
Air Time: 8 a.m. to 12 midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: The Walker Co.
President: A. T. Hibbard
General Commercial Mgr.: Bob Rutter
Program Director: Paul A. Hatton, Jr.

KGEZ
KALISPELL—EST. 1927
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Donald C. Treloar
Business-Studio Address: 203 First Ave. E.
Phone Number: 332 or rural 3220
Transmitter Location: 2½ mi. S. on Highway No. 93
Air Time: 7 a.m.-9 p.m.; 9 a.m.-7 p.m., Sun.
News Service: UP
Transcription Service: World, SESAC
Membership: NAB, BMB
President, General-Station-Commercial Manager: Donald C. Treloar
Program Director: Maurice Driscoll
Musical Director: Les Sterling
Chief Engineer: William H. Patterson
Farm Editor: Glenn Millhouse

KXLO
LEWISTON—EST. 1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Capital Bcstg. Co.
Business-Studio Address: East Main St.
Phone Number: 1210
Transmitter Location: East Main St.
Air Time: 6:30 a.m.-10:30 p.m.; 8 a.m.-9:30 p.m., Sun.
News Service: AP
Transcription Service: Standard
Membership: NAB
President, General-Station Manager: George Bennitt
Commercial Manager: Robert Z. Gray
KPRK
LIVINGSTON—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Yellowstone Amuse. Co.
Business Address: Box 952
Phone Number: 1000
Transmitter-Studio Address: East Park St.
Air Time: 6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.
News Service: AP
Transcription Service: Lang-Worth, SESAC
Representative: Homer Griffith
Membership: NAB
President, General-Station Manager: Paul B. McAdam
Commercial-Sales Promotion Manager: Jack Himman
Program-Musical Director: Robert Greer
Production Manager, Chief Announcer: Brooks Read
Publicity Director: Jean Morrison
Chief Engineer: Bill Wren
Farm Editor: Bob Alves

KRGJ
MILES CITY—EST. 1941
MBS—INTERMOUNTAIN—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Star Printing Co.
Business Address: 13 North 5th
Phone Number: 88
Transmitter-Studio Location: Haynes Ave.
Air Time: 7 a.m.-11 p.m.
News Service: UP
Transcription Service: World Representative: Avery-Knodel
Membership: NAB, BMB
President: W. F. Flinn
General-Station-Commercial Manager: Don Tannehill
Sales Promotion Manager, Publicity Director: Norm Ingstrom
Program Director, Production Manager: Bob Wilson
Chief Announcer: Ron Barkley
Chief Engineer: Charles Scofield
Farm Editor: A. E. Kegal

KGVO
MISSOULA—EST. 1931
CBS
Owned-Operated By: Mosby’s Inc.
Business Address: 127 East Main
Phone Number: 2155
Studio Address: 132 West Front
Transmitter Location: Highway 93. 3 mi. W. of Missoula
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth, MacGregor, Associated
Representative: Geo. P. Hollingbery
Membership: NAB
President-Owner: A. J. Mosby
Commercial-Sales Promotion Manager: Marion E. Dixon
Program Director, Production Manager: W. C. Blanchette
Chief Announcer, Musical Director: William Strothman
Chief Engineer: Lawrence Smith
Farm Editor: Dick Wright

KMSU (CP)
MISSOULA—EST. 1947
NBC—Z NETWORK—PNB
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Missoula Radio Assn.
Business Address: 218 N. Higgins
Phone Number: 6682
President: Robert B. Cummins
Vice President: Oakley E. Coffee

KXLL
MISSOULA—EST. 1947
KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Western Montana Associates
Business-Studio Address: Orchard Homes, River Rd.
Transmitter Location: Orchard Homes, Rive Rd.
Air Time: 7 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth Representative: Walker Co.
General Manager: Pat M. Goodover (Staff Not Completed at Press Time)

KIYI
SHELBY—EST. 1947
KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Tri-County Radio Corp.
Business Address: Shelby, Mont.
Phone Number: 560
Transmitter-Studio Location: North Marias, Mont.
Air Time: 17½ hrs. daily
News Service: UP
Transcription Service: World, Keystone, SESAC
Representative: Wm. Grant
President: John J. Hurley
Sec.-Treas.: Cedar Aronow
General Manager: Frank Krshka
Commercial Manager: Lawrence Wing
K G C X  
SIDNEY—EST. 1926  
MBS—GREAT NORTHERN BCSTG.—KBS  
Frequency: 1480 Kc.  Power: 1000 Watts  
Owned-Operated By:  E. E. Krebsbach  
Business-Studio Address:  109 So. Central Ave.,  
Sidney & Masonic Bldg., Williston, N. D.  
Phone Number:  408  
Transmitter Location:  4 mi. N. of Sidney  
Air Time:  6 a.m.-10 p.m.  
News Service:  AP  
Transcription Service:  The Thesaurus Co.  
President, General Mgr.:  E. E. Krebsbach  
Station Manager:  E. Clair Krebsbach  
Chief Announcer:  G. Mel King  
Chief Engineer:  Oscar H. Halvorsen  

NEBRASKA  
Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497  
Farms with Radios 94,635—Stations in State 18  

K J S K (CP)  
COLUMBUS  
Frequency: 900 Kc.  Power: 1000 Watts  
Owned-Operated By:  George Basil Anderson  
Business Address:  Columbus, Nebr.  
News Service:  AP  
President-Gen. Mgr.:  George Basil Anderson  
Chief Engineer:  Harold Hardy  

KORN  
FREMONT—EST. 1939  
MBS—NEBR. WIRELESS NETWORK—KBS  
Frequency: 1340 Kc.  Power: 100 Watts  
Owned-Operated By:  Inland Bstg. Co.  
Business-Studio Address:  118 East 5th St.  
Phone Number:  1060  
Transmitter Location:  East 16th St.  
Air Time:  6 a.m.-12 M.  
News Service:  AP  
Transcription Service:  Thesaurus  
Representative:  Weed & Co.  
President:  John K. Morrison  
General Manager:  Paul R. Fry  
Station-Sales Promotion  
Manager:  William H. Baldwin  
Commercial Manager:  G. E. Bents  
Program Director, Production  
Manager:  Ray Arvin  
Publicity Director:  Helen Norwood  
Chief Announcer, Farm Editor:  Bill Wood  
Musical Director:  Harry Gehrett  
Chief Engineer:  Percy Ziegler  

K M M J  
GRAND ISLAND—EST. 1925  
ABC  
Frequency: 750 Kc.  Power: 100 Watts  
Owned-Operated By:  KMMJ, Inc.  
Business-Studio Address:  Cedar & Division  
Phone Number:  703-4  
Transmitter Location:  Phillips, Nebr.  
Air Time:  Local sunrise-local sunset  
News Service:  UP  
Transcription Service:  World, Cole  
Representative:  Headley-Reed  
Membership:  NAB, BMB  
President:  Don Searle  
General-Station Manager:  Wick Heath  
Commercial Manager:  Bill Martin  
Sales Promotion Manager, Publicity  
Director:  Herb Clark  
Program Director, Production Manager, Chief  
Announcer:  Orie Kerwood  
Musical Director:  Dick Stahl  
Chief Engineer:  Norval Larsen  
Farm Editor:  George Kister  

K HAS  
HASTINGS—EST. 1940  
MBS—KBS  
Frequency: 1230 Kc.  Power: 250 Watts  
Owned-Operated By:  Nebraska Bstg. Co.  
Business-Studio Address:  Tribune Bldg.  
Phone Number:  1745-6  
Transmitter Location:  Tribune Bldg.  
Air Time:  7 a.m.-12 M.  
News Service:  INS  
Transcription Service:  Capitol  
Membership:  NAB, BMB  
President:  Fred A. Seton  
General-Station-Sales Promotion  
Manager:  Duane L. Watts  
Commercial Manager:  Ed Kihn  
Program Director, Production Manager,  
Publicity Director:  Warren Rowder  
Musical Director:  Charles Wright  
Chief Engineer:  Duane Allison  

K G F W  
KEARNEY—EST. 1930  
MBS—KBS  
Frequency: 1340 Kc.  Power: 250 Watts  

499
Owned-Operated By: Central Nebraska Bcstg. Corp.
Business-Studio Address: Federal Annex Bldg.
Phone Number: 23541; 31551
Transmitter Location: Lakeside
Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Keystone Membership
President. General Mgr.: Lloyd C. Thomas
Station-Commercial-Sales Promotion Manager: E. Anson Thomas
Program Director: Peg Biber
Publicity Director: Bob Holt
Chief Announcer: Lew Jeffery
Chief Engineer: Jack Lewis
Farm Editor: Floyd Kalber

K FOR
LINCOLN—EST. 1930
ABC
Frequency: 1240 Kc.; Power: 250 Watts
Owned-Operated By: Cornbelt Bcstg. Corp.
Address: Stuart Bldg.
Phone Number: 2-6985
Transmitter Location: 48th & Vine Sts.
Air Time: 6 a.m. to 12 midnight
News Service: INS; AP
Transcription Service: Standard Radio.
Capitol Representative: Edward Petry & Co., Inc.
Membership: NAB, BMB
President: Charles T. Stuart
Station Mgr. - Commercial Mgr.: Harry D. Peck
Program Director: Jack Huston
Promotion Manager: Gladys Gale
Chief Engineer: Charles W. Winkler

KILM (CP)
LINCOLN
Frequency: 1480 Kc.; Power: 1000 Watts
Owned-Operated By: Lincoln Bcstg. Corp.
Business Address: 510 Barkley Bldg.

KOLN
LINCOLN—EST. 1947
MBS—INLAND GROUP
Frequency: 1400 Kc.; Power: 250 Watts
Owned-Operated By: Inland Bcstg. Co.
Business-Studio Address: 211 Federal Securities Bldg.
Phone Number: 2-7218
Transmitter Location: 40th & W Sts.
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: Weed & Co.
Membership: NAB, BMB
President: John K. Morrison

K B R L
McCOOK—EST. 1947
Frequency: 1450 Kc.; Power: 250 Watts
Owned-Operated By: The McCook Bcstg. Co.
Business Address: J. St. & Highway No. 83
Phone Number: 1450
News Service: AP
Transcription Service: Thesaurus, Capitol Representative: Friedenberg
General Promotion Mgr.: William J. Cox
Commercial Manager: Arthur V. Henri
Program Director: Edward Cooper
Chief Engineer: LeRoy W. Lenwell

W J A G
NORFOLK—EST. 1922
Frequency: 780 Kc.; Power: 1000 Watts d.
Owned-Operated By: Norfolk Daily News
Business-Studio Address: Norfolk Ave. & 6th St.
Phone Number: 432
Transmitter Location: West Norfolk Ave.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth Representative: The Walker Co.
Membership: NAB, BMB
General-Station Manager: Art Thomas
Commercial Manager: Bob Thomas
Sales Promotion, Production Manager: Hollis Francis
Program Director: Lloyd Farlee
Publicity Director: Bob Thomas
Chief Announcer: Lloyd Farlee
Musical Director: Wayne Larson
Chief Engineer: Frank Weidenbach

K O D Y
NORTH PLATTE—EST. 1930
NBC—KBS
Frequency: 1240 Kc.; Power: 250 Watts
Owned-Operated By: WOW, Inc.
Business-Studio Address: 1521 W. 12th St.
Phone Number: 382
Transmitter Location: 1521 W. 12th St.
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP, UP
Transcription Service: Standard, Lang-Worth Representative: John Blair
Membership: NAB, BMB
President: John J. Gillin, Jr.
General-Station Manager.................John Alexander  
Local Sales Manager..........................Joe di Natalie  
Sales Promotion Manager...............Jerry Wing  
Program Director.........................Ed Launer  
Chief Engineer.........................Jay Blakesley  
Farm Editor..................................Ed Launer

**KBON**  
**OMAHA—EST. 1942**  
**MBS**  
Frequency: 1490 Kc.........Power: 250 Watts  
Owned-Operated By..............Inland Bstg. Co.  
Business-Studio Address........676 Saunders-Kennedy Bldg.  
Phone Number....................Jackson 8282  
Transmitter Location..........36th & Wright Sts.  
Air Time: 6:30 a.m.-12 M.; 8 a.m.-12 M. Sun.  
News Service..............AP  
Transcription Service.............Associated  
Representative...............Weed & Co.  
Membership.......................NAB, BMB  
 Vice President, General Mgr............Paul R. Fry  
Station Manager, Program Director, Production Manager...............Richard E. Welna  
Commercial Manager.............Ernest S. Priesman  
Sales Promotion Manager, Publicity.............  
Director.........................Joe Baker  
Chief Engineer....................Percy R. Zeigler

**KFAB**  
**OMAHA—EST. 1924**  
**CBS**  
Frequency: 1110 Kc........Power: 50,000 Watts  
Owned-Operated By...............KFAB Bstg. Co.  
Business Address..............620 Farnam Bldg.  
Phone Number....................Jo 3420  
Studio Address................Omaha & Lincoln, Nebr.  
Transmitter Location........Omaha, Nebr.  
News Service..............AP, UP  
Transcription Service.............Standard, SESAC  
Representative...............Free & Peters  
Membership.......................NAB, BMB  
President.........................Fred S. Sidles  
Chairman of Board...............Joe W. Seacrest  
General-Station-Commercial Manager........Harry Burke  
Program Director, Production Manager................L. A. Miller  
Publicity.........................Harold E. Roll; W. P. Dietz  
Musical Director...............Alene McKinney  
Chief Engineer.....................Mark Bullock  
Farm Editor.......................W. E. Macdonald

**KOIL**  
**OMAHA—EST. 1925**  
**ABC—NEBRASKA NETWORK**  
Frequency: 1290 Kc........Power: 5000 Watts  
Owned By..........................Stuart Investment Co.  
Operated By.......................Central States Bstg. Co.  
Business-Studio Address........Omaha National Bank Bldg.  
Phone Number....................Jackson 7626  
Transmitter Location........Box 479, Council Bluffs, Iowa  
Air Time.......................6 a.m.-12 M.  
News Service....................AP, INS  
Transcription Service...........Capitol, Standard Membership.............NAB  
President-Owner...............Charles T. Stuart  
General-Station Mgr.............William J. Newens  
Sales Manager...............Forrest Blair  
Asst. Mgr., Program Dir., Production Manager...............Virgil Sharpe  
Music Librarian..................Barbara Rose  
Chief Engineer...............Charles W. Winkler

**KOWH**  
**OMAHA—EST. 1922**  
**NBC**  
Frequency: 660 Kc........Power: 500 Watts d.  
Owned By..........................World Publishing Co.  
Operated By.......................Omaha World-Herald Business-Studio Address........World-Herald Bldg., 15th & Farnam, Omaha, Neb.  
Phone Number....................Atlantic 2228  
Transmitter Location........80th & Girard  
Air Time: 6 a.m.-local sunset  
News Service....................UP  
Transcription Service............Standard, World, Associated  
Representative...............George P. Hollingbery  
President.........................Henry Doorly  
General-Station-Commercial Manager...............B. C. Corrigan  
Musical Director...............Walter Scott  
Chief Engineer...............Frank E. Shopen  
Farm Editor.......................Adam Reinemund

**WOW**  
**OMAHA—EST. 1923**  
**NBC**  
Frequency: 590 Kc........Power: 5000 Watts  
Owned-Operated By...............WOW, Inc.  
Business-Studio Address........280 Insurance Bldg.  
Phone Number....................Webster 3400  
Transmitter Location........5500 Kansas Ave., Omaha  
Air Time: 5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m., Sun.  
News Service..............AP, UP  
Transcription Service.............Standard, Thesaurus, SESAC, Associated  
Representative...............John Blair  
Membership.......................NAB, BMB  
President, General Mgr...............John J. Gillin, Jr.  
Sales Promotion Manager........Bill Wiseman  
Program Director...............Lyle DeMoss  
Production Manager...............Ray Olson  
Publicity Director...............Harold Storm  
Chief Announcer...............Merrill Workhoven  
Musical Director...............Morton Wells  
Chief Engineer...............William J. Kotera  
Farm Editor.......................Mal Hansen
**KNB (CP)**
SCOTTSBLUFF
Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Operated By. Platte Valley Bcstg. Corp.
Business Address. 1913 Broadway

**KOLT**
SCOTTSBLUFF—EST. 1930
CBS—KBS
Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By. Hilliard Co.
Business-Studio Address. 1517 Broadway

**NEBRASKA-NEVADA**

**NEVADA**
Estimated Population 140,000—% Increase 27.0—Homes 36,532
Farms with Radios 2,673—Stations in State 14

**KBNE**
BOULDER CITY—EST. 1946
MBS—KBS
Frequency: 1450 Kc.....Power: 250 Watts
Business Address. P. O. Box "E"
Phone Number. 247
President. Edward J. Jansen
Station-Commercial Mgr. Truman B. Hinkle
Sales Promotion Manager. Charlotte Brader
Chief Engineer. Roy Rockstrom

**KVNC (CP)**
CARSON CITY
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By. Ralph Morgali
Business Address. Box 298, Reno, Nev.

**KERS (CP)**
ELKO
Frequency: 1340 Kc.....Power: 250 Watts

**KELN**
ELY
KBS
Frequency: 1230 Kc.....Power: 250 Watts

**KNEV (CP)**
FALLON
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By. The Voice of Fallon Partners
P.O. Box 1128, Fallon

**KENO**
LAS VEGAS—EST. 1940
ABC
Frequency: 1400 Kc.....Power: 250 Watts
Operated By. Maxwell Kelch
Business Studio Address. P. O. Box 1310
Phone Number. 1400
Air Time. 19 hrs. daily
News Service. INS
Transcription Service. Thesaurus
Representative. Homer Griffith
President. Maxwell Kelch
Commercial Manager. Paul R. Gang
Program Director. L. A. Newsome, Jr.
Chief Engineer. Harold H. Haus

**KLAS**
LAS VEGAS—EST. 1948
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By. Las Vegas Bcstg., Inc.
Business Address. Las Vegas, Nev.
President. C. L. McCarthy

**KRAM (CP)**
LAS VEGAS
Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By. San Joaquin Bcstg.
Business Address. Las Vegas, Nev.
Partners. R. K. Wittenberg, R. L. Stoddard

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Phone Number. 856
Transmitter Location. West 20th St.
Air Time. 6 a.m.-12 M.
News Service. UP
Transcription Service. Standard
Representative. Hal Holman
Membership. NAB, BMB
President, General Station
Manager. L. L. Hilliard
Commercial Manager. Roy Cummings
Program Director. Bill Walter
Chief Announcer. Tony Kehl
Chief Engineer. Harland Morrison
Farm Editor. Bill Brennan

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Partners.
Chet L. Gonce, Ralph Morgali
KATO  
RENO—EST. 1946  
MBS—DON LEE  
Frequency: 1340 Kc.       Power: 250 Watts  
Owned-Operated By: Sierra Bcstg. Co.  
Business Address: Box 2231  
Phone Number: 2-4501  
Studio Address: Elks Bldg.  
Transmitter Location: 6th & Cassinelli Rd.  
Air Time: 7 a.m.-12 M.  
Transcription Service: Standard  
Representative: W. S. Grant  
Membership: NAB  
President, Chief Engineer: R. K. Wittenberg  
General Manager: R. L. Stoddard  
Commercial Manager: Ray Bohannon  
Farm Editor: Bert Kennington  

KOH  
RENO—EST. 1928  
NBC  
Frequency: 630 Kc.       Power: 1000 Watts  
Owned-Operated By: McClatchy Bcstg. Co. of Nevada  
Business-Studio Address: 143 Stevenson St.  
Phone Number: 5106-7  
Transmitter Location: Sparks, Nev.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Thesaurus, World  
Representative: Paul H. Raymer  
Membe:ship: NAB, BMB  
President: Eleanor McClatchy  
Station Manager: Hugh Kees  
Chief Engineer: Wesley Craig  
Farm Editor: Vern McGahan  

KOLO  
RENO—EST. 1946  
CBS  
Frequency: 920 Kc.       Power: 1000 Watts  
Owned-Operated By: Reno Bcstg. Co.  
Business-Studio Address: 33 Sierra St.  
Phone Number: 2-4516  
Transmitter Location: N. of Sparks, Nev.  
Air Time: 6 a.m.-12 M.  
News Service: AP, UP  
Transcription Service: Lang-Worth, Capitol  
Representative: Adam J. Young, Jr.; Western Radio Adv.  
Membership: NAB  
President, General Mgr.: David McKay  
Station-Commercial Manager: H. G. Wells  
Sales Promotion Manager, Publicity Director: D. Basich  
Program Director: Russ Shepard  
Musical Director: Emily Heslop  
Chief Engineer: Merle Peterson  

KWRN  
RENO—EST. 1947  
ABC  
Frequency: 1490 Kc.       Power: 250 Watts  
Owned-Operated By: Reno Newspapers, Inc.  
Business Address: 123 N. Center St.  
Phone Number: 6156  
News Service: UP  
Transcription Service: Associated  
Representative: Walker  
President: Merrill C. Speidel  
General Manager: Merrill Inch  
Commercial Manager: John A. Lang  
Program Director: Gene Shumate  
Chief Engineer: Wilbur C. Comer  

KXXL  
RENO—EST. 1947  
Frequency: 1230 Kc.       Power: 250 Watts  
Owned-Operated By: The Voice of Reno Co.  
Business Address: Box 1329  
Phone Number: 2-4036  
News Service: UP  
Representative: Cooke, Gene Grant  
General Manager: Edward Margolis  
Commercial Manager: James Diamond  
Promotion Manager: Fred Kirshe  
Program Director: Byron Samuel  
Chief Engineer: Chet Gonce  

For Prestige...  
AP Membership!
growing
... in the granite state!

From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and massachusetts too!

WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

WFMi
Portsmouth, New Hampshire

FOR DETAILS ON ALL THREE:
Bertha Bannan
Boston
Vice President and General Manager
Bert Georges
NEW HAMPSHIRE
Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008
Farms with Radios 16,489—Stations in State 10

WMOU
BERLIN—EST. 1946
KBS
Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By: White Mountains Bcastg. Co., Inc.
Business-Studio Address...........40 Main St.
Phone Number...........Berlin 1797-9
News Service...........AP
Transcription Service...........Associated Representative
Kettel-Carter
Membership...........NAB
President...........Albert N. Morris
General-Station Manager, Program Director,
Production Manager, Chief
Announcer...........Warren M. Greenwood
Commercial Manager...........Charles S. Holbrook
Chief Engineer...........James F. Hennessey

WKXL
CONCORD—EST. 1946
MBS—YANKEE
Frequency: 1450 Kc....Power: 250 Watts
Owned By...........Hon. Charles M. Dale
Operated By...........Bert George
Business-Studio Address...........Eagle Hotel
Phone Number...........Concord N. H. 4180
Transmitter Location...........Redington St.
Air Time...........6:30 a.m.-12:30 a.m.
News Service...........AP
Transcription Service...........Capital, Lang-Worth Representative
The Walker Co.,
Bertha Bannan
Membership...........NAB
President-Owner...........Hon. Charles M. Dale
General Manager...........Bert Georges
Station Manager, Program
Director...........William A. Dawson, Jr.
Commercial Manager...........Richard Shepard
Sales Promotion Manager, Publicity
Director...........E. Dexter Derby
Chief Announcer...........Norman Bailey
Musical Director...........Blanche Crippen
Chief Engineer...........Norman Partridge

WKNE
KEENE—EST. 1927
CBS
Frequency: 1290 Kc....Power: 5000 Watts
Owned-Operated By...........WKNE Corp.
Business-Studio Address...........17 Dunbar St.
Phone Number...........Keene 2080
News Service...........UP
Transcription Service...........Thesaurus Representative
Kettel-Carter
Membership...........NAB, BMB
President-Owner, General-Station Sales
Manager...........Joseph K. Close
Assistant Manager...........Robert M. Peebles
Promotion Director...........Barbara Williams
Chief Announcer...........Osborne C. Wade
Chief Engineer...........Ernest F. Batchelder, Jr.

WLNH
LACONIA—EST. 1922
MBS—YANKEE—KBS
Frequency: 1340 Kc....Power: 250 Watts
Owned-Operated By...........Northern Bcastg. Corp.
Business-Studio Address...........653 Main St.
Phone Number...........501
News Service...........AP
Transcription Service...........Thesaurus Representative
Kettel-Carter
Membership...........NAB
General Manager...........Warren H. Brewster
Station Manager...........Martin B. Avery
Production Manager...........Sherwin Greenlaw
Chief Engineer...........Willfred Ledoux

WF EA
MANCHESTER—EST. 1932
CBS—NEW ENGLAND
Frequency: 1370 Kc....Power: 5000 Watts
Owned-Operated By...........WF EA, Inc.
Business-Studio Address...........286 Franklin St.
Phone Number...........Manchester 4656
News Service...........AP
Transcription Service...........Thesaurus, Lang-Worth Representative
Katz Agency, Kettel-Carter
Membership...........NAB, BMB
General Mgr...........Arthur Rothziel
Commercial Mgr...........Edward G. de St. Aubin
Promotion Mgr...........Bill Lethy
Chief Engineer...........Reginald Schow

WKBR
MANCHESTER—EST. 1946
MBS—YANKEE
Frequency: 1240 Kc....Power: 250 Watts
Owned-Operated By...........Granite State Bcastg., Inc.
Business-Studio Address...........155 Front St.
Phone Number...........9456
News Service...........UP
Transcription Service...........Standard, Capitol Representative
Walker Co., Bertha Bannan
Membership...........NAB
President...........W. J. Barkley
General Manager...........W. F. Rust, Jr.
Commercial Manager...........H. Scott Killgore
Sales Promotion Manager...........Ralph Gottlieb
Chief Announcer...........Paul Barnett
Chief Engineer...........Royston Phillips
WMUR
MANCHESTER—EST. 1941
ABC
Frequency: 610 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By...........The Radio Voice of New Hampshire, Inc.
Business-Studio Address: 1819 Elm St.
Phone Number............2090
News Service.............AP
Transcription Service............AP
Representative.............Weed & Co.
Membership..............NAB, BMB
President-Owner...........Francis P. Murphy
General Manager............Hervey Carter
Chief Engineer..............Vincent Chandler

WOTW
NASHUA—EST. 1945
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By.............Nashua Bcstg. Corp.
Business Address............Lund Rd.
Phone Number............5000
News Service.............UP
President-General Mgr........Arthur A. Newcomb

WHEB
PORTSMOUTH—EST. 1932
MBS—YANKIE
Frequency: 750 Kc. Power: 1000 Watts d.

NEW JERSEY
Estimated Population 4,435,000—% Increase 6.6—Radio Homes 1,149,364
Farms with Radios 24,320—Stations in State 16

WMID
ATLANTIC CITY—EST. 1947
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.............Mid-Atlantic Bcstg. Co.
Business-Studio Address........Convention Hall
Phone Number.............Atlantic City 4-1340
Transmitter Location........Illinois & Absecon Blvd.
Air Time.............7 a.m.-1 a.m.
News Service.............AP
Transcription Service............Associated
Membership..............NAB
President.............Earl M. Johnson
General-Commercial Mgr........Edwin E. Kahn
Sales Promotion Manager........Ed Dallen
Program Director, Production Manager........Alan Owen
Publicity Director.............Alan Goff
Chief Engineer..............Quincy Knight

WCAP
ASBURY PARK—EST. 1926
Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By.............Radio Industries Bcst. Co.
Business Studio Address........Charms Bldg.
Phone Number.............2-2955: 2-8600
Transmitter Location........West Bangs Ave.
Neptune, N. J.
Air Time.............Unlimited
News Service.............AP
Transcription Service............World
President.............Walter W. Reid, Jr.
General Manager.............Morris Scheck
Station Manager.............Walter L. Reid
Program Director.............Vera N. Scholes
Production Manager, Chief Announcer.............Robert Scott
Musical Librarian.............Jessalyn Jones
Chief Engineer..............M. G. Porter

Owned By..................WHEB, Inc.
Operated By.............Hon. Charles M. Dale
Business Address........Lafayette Rd., P. O. Box No. 120
Phone Number............4080
Transmitter-Studio Location........Lafayette Rd.
Portsmouth: Dover Studios, Franklin Sq.
Air Time, 1 hr. after local sunrise-1 hr. after local sunset
News Service.............AP
Transcription Service............Capitol, World
Representative.............The Walker Co., Bertha Bannan
Membership..............NAB, BMB
President.............Hon. Charles M. Dale
Vice President, General-Station Manager........Bert George
Commercial Manager........William A. Dawson, Jr.
Sales Promotion Manager, Publicity Director........Dallas P. Wyant
Program Director.............Winslow Bettsion
Production Manager, Chief Announcer.............William V. Bradley
Musical Director.............Laurence Shorey
Chief Engineer.............Paul G. Kindsay
Farm Editor.............Ducne Young
LOU STEELE'S Club "93"

High-brow, low-brow, middle-o'-the-road, all the platters are smartly rolled into one solid program - the "Club 93" show presented by Lou Steele.

TIME:—
2:35 P.M. to 4:30 P.M.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

If your product needs a shot in the arm, you'd do well to set your sights on Ed Ladd and Lou Steele, two disc jockeys who have been aiming for and reaching an ever-expand-"buying" audience.

ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

TIME:—
7:35 A.M. to 9:00 A.M.
and 11:00 A.M. to 12:00 N.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

WPAT
ON YOUR DIAL AT
93

PATERSON

NEW JERSEY
If you’re angling for North Jersey...

WNJR

IS PROGRAMMED EXCLUSIVELY FOR THIS PROFITABLE MARKET

5000 WATTS

the radio station of the Newark News

Otis P. Williams, Gen. Mgr.
Studio and Business Office
91-93 Halsey Street
Newark, New Jersey
Phone—Market 3-2700

New York Office
509 Fifth Avenue
Phone—Vanderbilt 6-0890
WBAB
ATLANTIC CITY—EST. 1941
CBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Press-Union Publishing
Business Address: 1900 Atlantic Ave.
Phone Number: 5-1111
Transmitter-Studio Location: Absecon Blvd. & Beach Thorolare
News Service: AP
Transcription Service: World Representative: Headley-Reed
Membership: NAB, BMB
President: Albert J. Feyl
General-Station-Commercial-Sales Promotion Manager: Monroe L. Mendelsohn
Program Director, Chief Announcer: Ralph Shoemaker
Chief Engineer: Earle Godfrey

WFPG
ATLANTIC CITY—EST. 1940
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bstq. Corp.
Business-Studio Address: Steel Pier
Phone Number: 5-2188
Transmitter Location: Steel Pier, Virginia Ave. & Boardwalk
Air Time: 7 a.m.-1:30 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: J. H. McGillvra
Membership: NAB, BMB
President: John J. Laux
General-Station-Commercial Manager: Irving F. Teetsell
Program Director: Earl Keyes
Production Manager: Norman Brooks
Publicity Director, Chief Engineer: Blair K. Thron
Local News Editor: Sheldon Gross

WSNJ
BRIDGETON—EST. 1937
KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Eastern States Bstq.
Business-Studio Address: Bridgeton, N. J.
Phone Number: Bridgeton 1600
Transmitter Location: Bridgeton, N. J.
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Thesaurus Representative: Thos. Clark Co.
President: Senator Elmer Wene
General-Station Manager: Paul Alger
Sales Manager: Jerry Alden
Program Director: Robert Crager
Chief Announcer, Farm Editor: Charles Murray
Chief Engineer: Francis Fekel

WCAM
CAMDEN—EST. 1924
Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: City of Camden
Address: City Hall
CALL LETTERS TO BE ASSIGNED (CP) MORRISTOWN
Frequency: 1250 Kc. Power: 500 Watts d.
Co-Partnership: Kenneth A.; George S., James R. and Alice S. Croy

WAAT
NEWARK—EST. 1920
Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: Bremer Bstq. Corp.
Business Address: 11 Hill St.
Phone Number: Mitchell 2-6400; Rector 2-5878
Studio Address: 15 Hill St.
Transmitter Location: Kearny, N. J.
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: World, Associated Membership: NAB
President, General-Station Manager: Irving R. Rosenhaus
National Sales: Victor A. Bennett
Local Sales: A. B. Schillin
Sales Promotion Manager: Jack Moore
Program Director: Robert Macdougall
Production Manager: George Green
Publicity Director: Roland Trenchard
Musical Director: Archie Miller
Chief Engineer: Frank V. Breme

WNJR
NEWARK—EST. 1947
Frequency: 1430 Kc. Power: 5000 Watts
Owned By: Evening News Publishing Co.
Operated By: North Jersey Radio, Inc.
Business-Studio Address: 91-33 Halsey St.
Phone Number: Market 3-2700
Transmitter Location: Union, N. J.
Air Time: Unlimited
News Service: INS, UP
Transcription Service: World, Capitol President: Edward W. Scudder, Jr.
General-Station-Commercial Manager: Otis P. Williams
Sales Promotion Manager, Publicity Director: James Ryall
Program Director, Production Manager: Paul Munroe
Musical Director: Leo Freudberg
Chief Engineer: Peter Testan
Farm Editor: Wilhelm Peigelbeck
**W H B I**

NEWARK—EST. 1922

Frequency: 1280 Kc. . . . . Power: 2500 Watts d.; 1000 Watts n.

Owned By ......... May Radio Bcast. Corp.

Business-Studio Address ....... 100 Shipman St.

Phone Number .......... Mitchell 2-7354

Transmitter Location ........ Washington St.

Air Time ........ 7 a.m.-12 M.

Owner-Chief Executive, General Manager .......... James L. Shearer

Commercial Manager .......... Clarence Talisman

Program Director .......... Frances E. Serchak

Chief Engineer .......... Herman G. Foster

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**W V N J (CP)**

NEWARK

Frequency: 620 Kc. . . . . Power: 5000 Watts

Owned-Operated By .... Newark Bcast. Corp.

Business Address .......... 744 Broad St.

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**W C T C**

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc. . . . . Power: 250 Watts

Owned-Operated By ....... Chanticlear Bcast. Co.

Business-Studio Address ....... 385 George St.

Phone Number .......... New Brunswick 2-9020

Transmitter Location ........ Highland Pk., N. J.

Air Time ........ 7 a.m.-11 p.m.

News Service .......... Associated, World

Transcription Service .......... AP

Membership .......... NAB, BMB

President, General Manager .......... James L. Howe

Commercial Manager .......... Ed Derryberry

Sales Promotion Manager .......... Frank Weingart

Chief Engineer .......... Robert L. Williams

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**W P A T**

PATERSON—EST. 1941

Frequency: 930 Kc. . . . . Power: 1000 Watts d.


Business-Studio Address ....... 7 Church St.

Phone Number .......... Armory 4-3400; Pennsylvania 6-2945

Transmitter Location ........ Clifton, N. J.

Air Time ........ Local sunrise-local sunset

News Service .......... UP

Transcription Service .......... Associated, SESAC

Representative .......... Donald Cooke, Inc.

Membership .......... NAB

President .......... James V. Cosman

Vice President, General-Station Manager .......... Sidney J. Flamm

Commercial Director .......... H. Fields

Program Director, Production Mgr. .......... Ted Webbe

Publicity Director .......... David T. Golden

Vice President in Chg., Engineering .......... Earl F. Lucas

(See Page 307)

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**W T N J**

TRENTON—EST. 1922

Frequency: 1310 Kc. . . . . Power: 500 Watts

Owned-Operated By .... WOAX, Inc.

Address .......... 416 Bellevue Avenue

Phone Number .......... 8149

Transmitter Location: Lincoln Point, Morrisville, Pa.

Vice-President-General Manager .......... F. J. Wolff

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**W T T M**

TRENTON—EST. 1942

NBC

Frequency: 920 Kc. . . . . Power: 1000 Watts

Owned-Operated By .......... Trent Bcast. Corp.

Business-Studio Address ....... 35 West State St.

Phone Number .......... Trenton 2-7127

Transmitter Location .......... Yardley, Bucks County, Pa.

News Service .......... UP

Transcription Service .......... Associated, World

Representative .......... Joseph Hershey McGilvra

Membership .......... NAB

President .......... Honorable Elmer H. Wene

General Manager .......... Paul Alger

Asst. Manager .......... James P. O'Brien

Sales Counsel .......... F. A. Wellman

Promotion Manager .......... Ed Brown

Program Director .......... Miss Dean Andrews

Public Relations .......... Arthur Scholz

Chief Engineer .......... Theodore Kilmer

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**W W B Z**

VINELAND—EST. 1946

Frequency: 1360 Kc. . . . . Power: 1000 Watts d.


Business-Studio Address .......... 633 Wood St.

Phone Number .......... 1360

Transmitter Location .......... 4-3400; Pennsylvania

Air Time ........ Local sunrise-local sunset

News Service .......... AP, UP

Transcription Service .......... World, Lang-Worth

President .......... Joseph M. Bullock

Exec. V.P., General-Station-Commercial Sales Promotion Manager .......... A. Harry Zook

Program-Musical Director, Farm Editor .......... J. Paul Hunsberger

Production Manager, Publicity Director .......... Dorothy H. Carlson

Chief Engineer .......... T. D. Hobart

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510
NEW MEXICO

Estimated Population 550,000 — % Increase +3.4 — Radio Homes 98,357
Farms with Radios 15,819 — Stations in State 20

KYLE (CP)
ALAMOGARDO
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Intermountain Bcastg. Co.
Business Address: Box 438, Albuquerque, N. Mex.
President-General Manager: S. V. Patrick
Asst. to President: R. L. Odson
Chief Engineer: William H. Carmen

KVER
ALBUQUERQUE — EST. 1947
MBS—GREAT WEST NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Intermountain Bcastg. Co.
Business-Studio Address: P. O. Box 1388, 317 North Broadway
Phone Number: 3-1744
Transmitter Location: Perea Rd.
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Donald Cooke
Membership: NAB, BMB
President, General Manager: S. V. Patrick
Assistant to President: R. L. Odson
Commercial Manager: R. G. Baird
Program Director: Robert Odson
National Sales: J. J. Donnelly
Traffic Manager: Rebecca Peterson
Chief Announcer: Robert Lee
Chief Engineer: W. H. Carmen
Farm Editor: Walter Cook

KGGM
ALBUQUERQUE — EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: New Mexico Broadcasting Co.
Address: Kimo Bldg., Phone Number: 4543
Studio Address: Kimo Theater Bldg., Transmitter Location: On So. 2nd St., 4 miles So. from the center of town.
Air Time: 19 1/2 hours daily
News Service: UP, AP
Transcription Service: World, Standard
Representative: Taylor-Howe-Snowden
Membership: BMB
President-Station Mgr: A. R. Hebenstreit
Vice President: S. P. Vidal
Commercial Manager: Jack Skillen
Program Director: Robert Van Driel
Chief Engineer: Leonard F. Dodds
Traffic Manager: Virgie Abeyta

KOAT
ALBUQUERQUE — EST. 1946
ABC—ZIA
Frequency: 1450 Kc. Power: 250 Watts
Business Address: P. O. Box 1419
Phone Number: 3-2247
Studio Address: 122 S. Tulane
Transmitter Location: 2000 W. Indian School Rd.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Associated, Capitol
Membership: NAB, BMB
President: A. E. Buck
V.P., General-Station Mgr: Merle H. Tucker
Commercial Manager: Karl J. Lambertz
Program Director: James Church
Chief Announcer: John L. Hartig
Chief Engineer: Lewis W. Hake, Jr.
KOB
ALBUQUERQUE—EST. 1920
NBC—MBS
Frequency: 770 Kc.   Power: 50,000 Watts d.; 25,000 Watts n.
Business-Studio Address: Fifth & West Silver
Phone Number: 4411
Transmitter Location: Alameda, N. M.
Air Time: 18 hrs. daily
News Service: AP, INS
Transcription Service: Thesaurus
Representative: Free & Peters
Owner, General Manager: T. M. Pepperday
Station Manager: Roger M. Baker
Acting Program Director: Rolf S. Nielsen
Publicity Director: Martha Summers
Musical Director: Noel Martin
Chief Engineer: George S. Johnson

KSVP
ARTESIA—EST. 1946
GREAT WEST
Frequency: 1450 Kc.   Power: 250 Watts
Owned-Operated By: Intermountain Bcstg. Co.
Business-Studio Address: 511 Main St.
Phone Number: 650
Transmitter Location: South Roselawn
Air Time: 7 a.m.-10 p.m.
News Service: AP
Transcription Service: Standard, Capitol
Representative: Donald Cooke
Membership: NAB
President, General Manager: S. V. Patrick
Station Manager: Burney Jones
Commercial Manager: Wayne Griffin
Program Director, Chief Announcer: Bill Angel
Chief Engineer: Burney Jones

KAVE
CARLSBAD—EST. 1936
CBS—SOUTHWEST NETWORK—KBS
Frequency: 1240 Kc.   Power: 250 Watts
Owned-Operated By: Carlsbad Bcstg. Corp.
Business-Studio Address: 800 South Canal St.
Phone Number: 244
Transmitter Location: La Huerta, N. M.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Taylor-Howe Snowden
President: Val Lawrence
General Manager: Norman R. Loose
Commercial Manager: C. Gail Boles
Sales Promotion Manager: Ethelbert Zachry
Program Director: Alexander Pitcaithley
Publicity Director: Charles Wells
Chief Engineer: Wm. Sene

KICA
CLOVIS—EST. 1931
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc.   Power: 250 Watts
Owned-Operated By: Hugh DeWitt Landis and Ross B. McAlister
Address: 6th & Pile St.
Phone Number: 3
Transmitter Location: Clovis
Air Time: Full Time
News Service: UP, AP
Transcription Service: MacGregor
President: Hugh DeWitt Landis
Commercial Manager: Don Boles
Chief Engineer: Vernon Hughes

KGAK
GALLUP—EST. 1945
ABC—ZIA
Frequency: 1230 Kc.   Power: 250 Watts
Owned-Operated By: Gallup Bcstg. Co.
Business Address: Box 1150
Phone Number: 726
Air Time: 6:30 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Associated World
Representative: Homer Griffith
Membership: NAB, BMB
President: Al Buck
General Manager: Merle H. Tucker
Program Director: Marie de Ville
Chief Announcer: Jack Ingram
Chief Engineer: John C. Joanides

KWEB
HOBBS—EST. 1938
MBS—KBS
Frequency: 1490 Kc.   Power: 250 Watts
Owned-Operated By: W. E. Whitmore
Address: Harden Hotel

KCHS
HOT SPRINGS—EST. 1946
KBS
Frequency: 1400 Kc.   Power: 250 Watts
Owned By: Sierra Bcstg. Service
Operated By: Leonard R. Trainer; Reginald H. Shirk
Business-Studio Address: 401 Broadway
Phone Number: 161
Transmitter Location: Yucca Heights
News Service: UP
Transcription Service: Standard, Cole, Keystone
Membership: NAB
Partners: Leonard R. Trainer; Reginald H. Shirk
General Manager: Leonard R. Trainer
Chief Engineer: Reginald H. Shirk

512
Kobe
Las Cruces—Est. 1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. Co.
Business Address: P. O. Box 710
News Service: AP
Transcription Service: World
General-Commercial Mgr.: Frank E. Cooke

K Fun
Las Vegas—Est. 1941
ABC—ZIA
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. Inc.
Business Address: P. O. Box 710
Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
News Service: UP
Transcription Service: Standard, World, Cole
Membership: NAB, BMB
President, General Manager: E. N. Thwaites
Commercial Manager: Ken Randolph
Chief Engineer: A. F. Schultz

K RTN (CP)
Raton
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Southwest Bcstg. Inc.
Business Address: Box 710, Las Vegas, Nev.

KGFL
Roswell—Est. 1927
MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: KGFL Inc.
Business-Studio Address: 310 N. Richardson
Phone Number: 2000
Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth, MacGregor
Membership: NAB
General Manager: W. E. Whitmore
Commercial Manager: George F. Roberts

KSWS
Roswell—Est. 1947
President-General Manager: E. N. Thwaites
Frequency: 1230 Kc. Power: 250 Watts
News Service: AP
Transcription Service: Capitol, Thesaurus
President: Paul B. McEvoy
Vice President-General Mgr.: John A. McBoyle
Chief Engineer: Ray R. Summersgill

KTRC
Santa Fe—Est. 1946
ABC—ZIA
Frequency: 1400 Kc. Power: 250 Watts
Owned By: New Mexico Publishing Co.
Business-Studio Address: Radio Plaza, 208 East Marcy St.
Phone Number: 3003
News Service: UP
Membership: NAB
President: Frank C. Rand, Jr.
General Mgr.: Charles R. Baker
Chief Engineer: Milton Woodward

KVSF
Santa Fe—Est. 1936
CBS
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: New Mexico Bcstg. Co.
Business-Studio Address: 759 Cerrillos Rd.
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: World, Associated
Representative: Taylor-Howe-Snowden
Membership: BMB
President: A. R. Hebenstreit
General Mgr.: Ivan H. Head
Sales Promotion: Robert Wistrand
Program Director: Miss Ann Clark
Chief Announcer: Richard Herriott
Chief Engineer: N. L. Keys

KSIL
Silver City—Est. 1946
CBS—SWN
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Dorrance D. Roderick
Business-Studio Address: 17th & Cactus
Phone Number: 611-2
Transmitter Location: 17th & Cactus, Box 590
News Service: AP
Transcription Service: Standard
Representative: Taylor-Howe-Snowden
Membership: NAB
President-Owner: Dorrance D. Roderick
General-Station Manager: Carl Dunbar
Commercial Manager: Harold T. Welsh
Chief Engineer: Gladman W. Upchurch

KTNM
Tucumcari—Est. 1941
MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned By: The McMa Agency
Operated By: Grady Maples
Phone Number: 100; 69
Transmitter Location: Just outside East City
Air Time: 6 a.m.-10:30 p.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Partners: Grady Maples, R. B. McAllister, Pryde E. Hale
Co-Owner, Manager: Grady Maples
Commercial Manager: J. Paul Aley
Chief Engineer: Jack W. Todd
WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps—and other pertinent data—which more than amply support the startling statements made above.

*mutual*
NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443
Farms with Radios 131,783—Stations in State 87

WABY
ALBANY—EST. 1934
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Adirondack Bstg. Co.
Business-Studio Address: Strand Bldg.
Phone Number: 4-4193
Transmitter Location: Braintree St., Colosie
Air Time: 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: UP
Transcription Service: Standard, Thesaurus
Representative: J. P. McKinney
Membership: NAB
General Manager: Russell B. Wilde
Commercial Manager: Charles Bell, Jr.
Program Director: Ned Trudeau
Publicity Director: Joe Nolan
Musical Director: Ned Trudeau
Chief Engineer: James H. Corey

WOKO
ALBANY—EST. 1924
Frequency: 140 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Governor Dongan Bstg. Corp.
Address: 100 State St.
President-General Mgr.: Col. Jim Healey

WCTR (CP)
ALBANY
Frequency: 1540 Kc. Power: 10,000 Watts
Owned-Operated By: Patroon Bstg. Co., Inc.
Business Address: 1 Elk St.

WRBQ
ALABY—EST. 1947
Owned-Operated By: Hudson Valley Bstg.
Business-Studio Address: 112 State St.
Phone Number: 3-2225-6-7
Transmitter Location: Glenmont, N. Y.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NAB
President, General Mgr.: Harry L. Goldman
Commercial Manager: W. Stanley Roberts
Sales Promotion Manager: A. Edward Walker
Program Director: John Lee
Musical Director: Richard Hartigan
Chief Engineer: Charles R. Heisler

WRWR
ALBANY—EST. 1948
Frequency: 850 Kc. Power: 10,000 Watts
Owned-Operated By: Champlain Valley Bstg.
Business Address: First Trust Bldg.
Phone Number: 6-7676
President-Owner: Stephen R. Rintoul
General Manager: Harold H. Meyer
Chief Engineer: Arthur Schoenfuss

WCSC (CP)
AMSTERDAM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Community Service Bstg. Corp.
Business Address: 119 Stewart St.
Representative: Katz

WMBO
AUBURN—EST. 1926
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WMBO, Inc.
Business-Studio Address: 141 Genesee St.
Phone Number: 433
Transmitter Location: Corner of York & Division Sts.
Air Time: 7 a.m.-11:30 p.m.; 8:30 a.m.-11:15
News Service: AP
Transcription Service: Thesaurus, SESAC
Representative: Thomas F. Clark Co.
Membership: NAB, BMB
President: William O. Dapping
General-Station-Commercial Manager: Frederick L. Keesee
Sales Promotion Manager: Robert B. Morgan
Program Director: Kathleen Crouch
Chief Announcer: A. John Heefner
Chief Engineer: Herbert House
Farm Editor: A. John Heefner

WBTA
BATAVIA—EST. 1941
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Batavia Bstg. Corp.
Business-Studio Address: 90 Main St.
Phone Number: 715, 716, 2100
Transmitter Location: Little Creek Rd.
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Capitol
Representative: Helen Wood, Colton

515
IN
UPSTATE
NEW YORK
IT'S
WKBW
Buffalo's most powerful Station
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY
REPRESENTED NATIONALLY BY
avery—knodel
INC.
WINR
BINGHAMTON—EST. 1946
NABC
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By: Southern Tier Radio
Service, Inc.
Business-Studio Address: Court House Square
Phone Number: 4-4318
Transmitter Location: Stokes Ave.
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: Donald Kramer
General Manager: C. A. Bengston
Sales Manager: R. R. Nicholson
Program Director: Charles Bishara
Chief Engineer: A. A. Kelley

WKOP
BINGHAMTON—EST. 1947
MBS
Frequency: 750 Kc. . Power: 1000 Watts
Owned-Operated By: The Binghamton Bcstrs., Inc.
Business-Studio Address: 34 Chenango St.
Phone Number: 2-3437
Transmitter Location: Morgan Rd., Carman Hill
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World
Representative: Burn-Smith
Membership: NAB
President, General-Station Manager: Andrew Jarema
Commercial-Sales Promotion Manager: Program-Publicity Director: Robert R. Keefe
Production Manager, Chief Announcer, Farm Editor: Wallace Buman
Chief Engineer: Charles Hallinan

WNBF
BINGHAMTON—EST. 1927
CBS
Frequency: 1290 Kc. . Power: 5000 Watts
Owned-Operated By: Clark Associates, Inc.
Business-Studio Address: P. O. Box 48
Phone Number: 2-3461
Transmitter Location: Ingraham Hill
Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.
News Service: UP
Transcription Service: Standard, Capitol
Representative: George Bolling
Membership: NAB, BMB
President: John C. Clark
General-Station Manager: Cecil D. Mastin
Commercial Manager: Stanley N. Heslop
Sales Promotion: E. Ray McCloskey
Chief Engineer: L. H. Stantz
Farm Editor: Ray Whitlock

WBEN
BUFFALO—EST. 1930
NABC
Frequency: 930 Kc. . Power: 5000 Watts
Owned-Operated By: Buffalo Evening News
Operated By: WBEN, Inc.
Business-Studio Address: Hotel Statler
Phone Number: 6400
Transmitter Location: Grand Island, N. Y.
Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service: AP, INS, UP
Transcription Service: E. C. O. S., Thesaurus
Representative: Edward Petry
Membership: NAB, BMB
President: Edward H. Butler
Vice President, General Manager: Alfred H. Kirchofer
Station Manager: C. Robert Thompson
Commercial Manager: Frank W. Kelly
Publicity Director: Joseph Haeffner
Musical Director: Max Miller
Chief Engineer: Ralph J. Kingsley

WKBW
BUFFALO—EST. 1925
ABC
Frequency: 1520 Kc. . Power: 50,000 Watts
Owned-Operated By: Bcastg. Foundation Inc.
Business-Studio Address: Rand Bldg.
Phone Number: 8840
Transmitter Location: R. D. No. 5, Hamburg, N. Y.
Air Time: 5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.
News Service: AP, UP
Transcription Service: World, SESAC
Representative: Avery-Knodel
Membership: NAB
President: Dr. Clinton H. Churchill
V.P.-General Mgr: Arthur Simon
Program Director: Paul Martin
Production Manager: Lee Randon
Publicity Director: Mrs. Lillian Kirk
Chief Announcer: Jack Gelsner
Musical Director: Bobby Nicholson
Chief Engineer: Leroy Fiedler
**WBNY**
BUFFALO—EST. 1935
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Roy L. Alberson
Business-Studio Address: 485 Main St.
Phone Number: Madison 4000
Transmitter Location: 154 E. Eagle St.
Air Time: 7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.
News Service: AP, INS, UP
Transcription Service: Associated, Lang-Worth
Representative: Adam J. Young, Jr.
Membership: NAB
President-Owner: Gene-al-Station
Manager: Roy L. Alberson
Commercial Manager: Virginia C. Fyda
Sales Promotion Manager: Robert A. Wallace
Program Director: Carl J. Spavento
Musical Director: Arthur J. Crosson
Chief Engineer: Thomas L. Vines

**WEBR**
BUFFALO—EST. 1924
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WEBR, Inc.
Business-Studio Address: 23 North St.
Phone Number: Lincoln 7133
Transmitter Location: Cloverbank Rd.
Hamburg, N. Y.
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, INS
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NAB, BMB
General-Station Manager: Cy King
Commercial Manager: William Doerr, Jr.
Program Director: Clare Allen
Production Manager: Robert Dambach
Publicity Director: William Schweltzer
Chief Announcer: John Boothby
Musical Director: Wallace McManus
Chief Engineer: Frank Ridgeway

**WGR**
BUFFALO—EST. 1922
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: WGR Bstg. Corp.
Business-Studio Address: 1800 Rmeld Bldg.
Phone Number: Washington 3100
Transmitter Location: Hamburg, N. Y.
Air Time: 5:30 a.m.-1:30 a.m.
News Service: UP
Transcription Service: SESAC
Representative: Free & Peters
Membership: NAB
Chairman of Board: Leo J. Fitzpatrick
President, General-Station
Manager: I. R. Lounsberry
Local: Nat Cohen
National Spot: F. R. Greene
Sales Promotion Manager: Roswell McPherson
Program Director, Production
Manager: Robert Strigl
Publicity Director: Fred L. Lounsberry
Chief Announcer: Allan Lewis
Musical Director: David Cheskin
Chief Engineer: K. B. Hoffman
Farm Editor: Donald B. Huckle

**WCSR (CP)**
COBLESKILL
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By: Schoharie County Community Service Bstg. Corp.
Business Address: 44 Main St.

**WKRT**
CORTLAND—EST. 1947
Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Cortland Bstg. Co.
Business Address: 14 Groton Ave.
Phone Number: 2707
News Service: UP
Transcription Service: McGilvra
Representative: Associated
President-General Manager: Gerald Mayer
Commercial-Promotion Manager: Ernst Greup
Program Director: William Hall
Production Director: Elizabeth Sweetland
Chief Engineer: Herbert Pascalar

**WELM**
ELMIRA—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. R. Meachem
Business-Studio Address: 222 E. Market St.
Phone Number: 21400 & 28378
Transmitter Location: Grand Central Ave.
Sheridan
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Walker
Membership: NAB, BMB
President-Owner: J. R. Meachem
Publicity Director: Claude R. Snyder, Jr.
Program Director: Preston L. Taplin
Farm Editor: Gordon M. Ridenour

**WENY**
ELMIRA—EST. 1939
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette, Inc.
Business-Studio Address: Mark Twain Hotel
Phone Number: 5181
Transmitter Location: Lower Maple Ave.
Air Time: 6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.
News Service: UP
Transcription Service: World, Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
President: Frank E. Gannett
General Manager: Dale Taylor
Commercial Manager: Ernest F. Oliver
Program Director: Ted Hodge
Musical Director: Harry Springer
Chief Engineer: Thurlow A. Greene
Farm Editor: Bernard C. Hargreaves

WENE
ENDICOTT—EST. 1947
ABC
Frequency: 1450 Kc.
Owned-Operated By: Empire Newspapers-Radio, Inc.
Business-Studio Address: Radio Center
Phone Number: 3200
Transmitter Location: Pierce Hill, Vestal, N. Y.
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Capitol, Thesaurus
Representative: Walker
Membership: NAB
President: James H. Ottaway
General Manager: Byron E. French
Asst. Manager-Director: Stephen W. Ryder
Commercial Manager: William C. Lundquest
Program Director: Harold Graves
Chief Engineer: J. Harold Merchant

W G B B
FREEPORT—EST. 1924
KBS
Frequency: 1240 Kc.
Owned-Operated By: Harry H. Carman
Business-Studio Address: 44 South Grove St.
Phone Number: 9-2418
Transmitter Location: 215 Bedell St.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
President-Owner: Harry H. Carman
Program Director: A. Cheesman
Publicity Director: R. Stirrat
Musical Director: Shirley Waaser
Chief Engineer: Robert Milos

W G V A
GENEVA—EST. 1947
MBS
Frequency: 1420 Kc.
Owned-Operated By: Star Bcstg. Co., Inc.
Business-Studio Address: Geneva Federal Savings Bldg.
Phone Number: 2009
Transmitter Location: Lenox Park
Air Time: 6:25 a.m.-12 M.
News Service: AP
Transcription Service: World
Membership: NAB, BMB
President: M. R. Forman
Vice President, General Manager: Thomas L. Brown
Sales Manager: Lloyd B. Gibson
Program Director: Robert S. Kieve
Chief Engineer: R. Carleton Greene
Farm Editor: Joseph Michaels

W G L N
GLENES FALLS—EST. 1947
ABC
Frequency: 1230 Kc.
Owned-Operated By: Glens Falls Publicity Corp.
Business-Studio Address: 13 Warren St.
Phone Number: 2-1230, 2-1179
Transmitter Location: Dix Ave.
Air Time: 6:45 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: J. P. McKinney
Membership: NAB, BMB
General-Production Mgr.: Carl Mattison
Commercial-Sales Promotion Mgr.: E. M. Frink
Program Director: Richard P. Weld
Chief Engineer: Earl Pace
Farm Editor: Dick Weld

W W S C
GLENES FALLS—EST. 1946
MBS-KBS
Frequency: 1450 Kc.
Owned-Operated By: Great Northern Radio, Inc.
Business-Studio Address: 11 South St.
Phone Number: 2-6518
Transmitter Location: Pruyns Island
Air Time: 6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: UP
Transcription Service: World
Membership: NAB, BMB
President, General Manager: Martin Karig
Station Manager: Robert Dye
Commercial Manager: J. H. Bennett
Program Director: Robert Gifford
Publicity Director: Kent E. Jones
Chief Announcer, Musical Director: James D. Sowdon
Acting Chief Engineer: Joseph Thomas
Farm Editor: Bert Robinson

519
WHLI delivers more listeners per dollar in Long Island’s large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER “Station Listening Area Coverage Index” for Hempstead Town.

**NEW YORK**

**WENT**
GLOVERSVILLE—EST. 1944
CBS, MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sacandaga Bcstg. Corp.
Business-Studio Address: 8 W. Fulton St.
Phone Number: 4900-1
Transmitter Location: Harrison St.
Air Time: 6:58 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Adam J. Young
Membership: NAB, BMB
President-Owner: George Bissell
General Manager: Dale Robertson
Program Director: Geo. Malcolm Weaver
Publicity Director: Dale Robertson
Chief Engineer: DeWaine Rauer

**WHLI**
HEMPSTEAD—EST. 1947

Owned-Operated By: FM Bcstg. Corp.
Business Studio Address: 245 Baldwin Rd.
Phone Number: Hempstead 7897; N. Y. City: Vigilant 4-0707
Transmitter Location: 470 Millburn Ave.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Associated, World
V.P.-General Manager: Paul Godofsky
Public Affairs Director: Clifford Evans
Sales Director: Joseph A. Lenn
Vice President, Sales: Joseph A. Lenn
Program Director: Roger Wayne
Musical Director: Eddy Brown
Chief Engineer: Frank Knaack
Farm Editor: Jerry Carr

**WHUC**
HUDSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Colgren Bcstg. Co.
Business Address: Union Turnpike
Phone Number: 1167
News Service: UP
Transcription Service: Capitol, World Partners: Robert P. Strakos, John F. Kearney
Commercial Manager: John F. Kearney
Program Director: Paul Baron
Chief Engineer: Michael Tackach
**W H C U**  
ITHACA—EST. 1921  
CBS  
Frequency: 870 kc  
Power: 1000 Watts d.  
Owned-Operated By  
Cornell University  
Business-Studio Address  
Ithaca Savings Bank Bldg.; Cornell Countryman Bldg.; Cornell Campus  
Phone Number  
3438  
Transmitter Location  
Kline Rd., Forest Home  
Air Time  
Local sunrise-local sunset  
News Service  
UP  
Transcription Service  
World, Lang-Worth  
Representative  
Kettell-Carter  
Membership  
NAB, BMB  
General Manager  
Michael R. Hanna  
Assistant to the Mgr.  
Samuel M. Woodside  
Sales Manager  
Earl S. Cobey  
Program Director, Production  
Manager  
Joseph A. Short  
Publicity Director  
Theodore T. Howes  
Chief Announcer, Musical  
Director  
John H. Deal  
Chief Engineer  
True McLean  
Farm Editor  
Louis W. Kaiser

**W J O C**  
JAMESTOWN—EST. 1947  
Frequency: 1470 Kc  
Power: 1000 Watts d.  
Owned-Operated By  
Airwaves, Inc.  
Business Address  
415 W. 4th St.  
Phone Number  
5-108  
News Service  
AP  
Transcription Service  
Capitol  
General-Commercial Mgr.  
Harry E. Layman  
Program Director  
John R. Thomas  
Chief Engineer  
Robert L. Blalock

**W J T N**  
JAMESTOWN—EST. 1936  
ABC  
Frequency: 1240 Kc  
Power: 250 Watts  
Owned-Operated By  
James Bstg. Co., Inc.  
Business-Studio Address  
Hotel Jamestown Bldg.  
Phone Number  
7-151  
Transmitter Location  
Jones & Gifford Aves.  
Air Time  
6 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m., Sun.  
News Service  
UP  
Transcription Service  
Standard, World  
Representative  
William G. Rambeau  
Membership  
NAB, BMB  
President  
Jay E. Mason  
Vice President, General-Station-Commercial-Sales Promotion Manager  
Simon Goldman  
Program Manager  
Jay E. Mason  
Production Manager  
J. Ralph Carlson  
Publicity Director  
Ray Finch  
Chief Announcer  
Jack Ogilvie  
Musical Director  
George C. Pfleeger  
Chief Engineer  
Harold J. Kratzert  
Farm Editor  
William Winn

**W N Y B**  
KENMORE—EST. 1948  
Frequency: 1080 Kc  
Power: 1000 Watts d.  
Owned-Operated By  
Edwin R. Sanders and Theddeus Podbielniak  
Business Address  
Kenmore, N. Y.  
News Service  
AP  
Transcription Service  
Associated  
General Manager  
Theddeus Podbielniak  
Chief Engineer  
Edwin R. Sanders

**W K N Y**  
KINGSTON—EST. 1939  
MBS  
Frequency: 1490 Kc  
Power: 250 Watts  
Owned-Operated By  
Kingston Bstg. Corp.  
Business-Studio Address  
601 Broadway  
Phone Number  
Kingston 4500  
Transmitter Location  
Plainfield St., Ulster Township

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Worth Listening To—Worth Selling Thru

- 60,000 families in 13 N. Y.-Pa. counties listen to this Peabody-cited station.
- 68 weekly newspapers work with and through WHCU for community betterment.
- 168 advertisers (134 local) sell on WHCU; 94% renew contracts regularly.
- 64 sponsors have 5-year stripes; 50 have begun their 4th year of continuous advertising on WHCU.

A DISTINCTIVE, EFFECTIVE STATION SERVING A LOYAL AUDIENCE—that’s **WHCU**

AM-870 kc  
FM-97.3 mc  
ITHACA, N. Y.  
CBS  
BMB
Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MElrose 5-0333 for rates and data pertaining to English and Foreign language audiences.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.
WWOL
LACKAWANNA—EST. 1947
Frequency: 1120 Kc. Power: 1000 Watts d.
Operated By. . . . Leon Wyszatycki
Business-Studio Address. . . . 692 Ridge Rd.
Phone Number. . . . Woodlawn 8200
Air Time. . . . Local sunrise-local sunset
News Service. . . . UP
Transcription Service. . . . Theasaurus
Representative. . . . Joseph Hershey McGilvra
President. . . . John J. Loux
General-Station Manager. . . . Lou Steketee
Chief Engineer. . . . Herbert Inman
Farm Editor. . . . Hal Hornbeek

WVOS
LIBERTY—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. . . . Sullivan County Bcstg. Co.
Business Address. . . . Liberty, N. Y.
Phone Number. . . . 1680
News Service. . . . UP
Transcription Service. . . . Associated
President. . . . David A. Kyle
General-Commercial Mgr. . . . Art Cooper
Chief Engineer. . . . Bernard Bell

WICY
MALONE—EST. 1946
MBS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address. . . . 65 Woodward St.
Phone Number. . . . 187 & 578
News Service. . . . UP
Transcription Service. . . . World
Membership. . . . NAB
Production Manager. . . . Mitchell C. Tackley
Chief Engineer. . . . Bernard Reisdorf

WMSA
MASSENA—EST. 1945
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. . . . The Brockway Co.
Business Address. . . . Central Bldg.
Phone Number. . . . 990
Studio-Transmitter Location. . . . S. Main St.
Air Time. . . . 6:30 a.m.-12:05 a.m., 8 a.m.-12:05
News Service. . . . UP
Transcription Service. . . . Associated, SESAC
Representative. . . . Weed
Membership. . . . NAB, BMB
President. . . . Harold B. Johnson
General Manager. . . . Louis Saiff, Jr.
Station-Commercial Mgr. . . . Thomas R. McHugh
Chief Engineer. . . . Michael Tarkulich

WALL
MIDDLETOWN—EST. 1942
MBS-KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. . . . Community Bcstg. Corp.
Business-Studio Address. . . . 14 South St.
Phone Number. . . . 3119
Air Time. . . . 7 a.m.-11:15 p.m., 9 a.m.-11:15 p.m.
News Service. . . . AP
Membership. . . . NAB, BMB
President. . . . John Morgan Davis
General Manager. . . . Martin N. Oebbecke
Commercial Manager. . . . Harold R. Meck

WGNY
NEWBURGH—EST. 1934
Frequency: 1220 Kc. Power: 1000 Watts
Owned-Operated By. . . . WGNY Bcstg. Co., Inc.
Business-Studio Address. . . . 161 Broadway
Phone Number. . . . Newburgh 4600
Air Time. . . . 7:15 a.m.-local sunset
News Service. . . . Standard
Transcription Service. . . . AP
Membership. . . . NAB, BMB
President. . . . Merritt C. Speidel
General Manager. . . . George W. Bingham
Commercial Manager. . . . Joseph W. Rake
Production Manager. . . . Edward J. Burns
Chief Engineer. . . . Marvin Seimes

WBNX
NEW YORK—EST. 1927
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By. . . . WBNX Bcstg. Co. Inc.
Business-Studio Address. . . . 260 E. 161st St.
Phone Number. . . . MElrose 5,0333
Transmitter Location. . . . Carlstadt, N. J.
Air Time. . . . 9 1/4 time share with WAWZ
News Service. . . . AP
Transcription Service. . . . Standard, SESAC
Representative. . . . Forjoe & Co.
Membership. . . . NAB
President-Owner. . . . A. L. Haskell
General Manager, Vice Pres. . . . Wm. I. Moore
Program Director. . . . Frank Johnson
Production Manager. . . . Edward Ervin
Musical Director. . . . Fred Mendelsohn
Chief Engineer. . . . A. L. Solbrig
The NEW LOOK comes to WHN!

FIFTH AVENUE ... Style Center of the world... WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere... from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the engineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated... for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement... luxurious sponsors' audition rooms... efficient program facilities... modern offices streamlined for the utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs... better service to the public... greater audiences... a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL
W CBS
NEW YORK CITY—EST. 1924
CBS
Frequency: 880 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Bestg. System, Inc.
Business Address: 485 Madison Avenue
Phone Number: Wickersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave.; 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Air Time: 20 hours daily
News Service: AP, INS, UP, Reuters
Transcription Service: Associated Longworth
Representative: Radio Sales Membership: NAB, BMB, FMA
President: Frank Stanton
Chairman, Board of CBS: William Paley
General Manager: Arthur Hull Hayes
Sales Manager: Don Miller
Adv. & Sales Promotion Mgr.: Jules Dundes
Asst. General Manager-Program Director: G. Richard Swift
Publicity Director: Michael Boscia
Asst. Program Dir.: D. Gordon Graham
Special Events: Henry Unter Meyer
Asst. to Gen. Manager: Milton Bacon
Production Manager: William Elwell
Commercial Editor: Don Ball
Chief Engineer: Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

WEVD
NEW YORK—EST. 1927
Frequency: 1330 Kc. Power: 50,000 Watts
Owned-Operated By: Debs Memorial Radio Fund, Inc.
Business-Studio Address: 117 W. 46th St.
Phone Number: BRYant 9-2360
Transmitter Location: 4701 Maspeth Ave.
Transmitter Location: Maspeth, L. I.
Air Time: Shares time
News Service: AP
Chairman of Board: Adolph Held
General-Station-Commercial Manager: Henry Greenfield
Program-Publicity Director: George Field
Chief Announcer: David Niles
Musical Director: Nicholas Saslavsky
Chief Engineer: Charles Brown

WHN
NEW YORK—EST. 1922
Frequency: 1050 Kc. Power: 50,000 Watts
Owned-Operated By: Marcus Loew Booking Agency
Address: 1540 Broadway
Phone Number: BRYant 9-7800
Transmitter Location: East Rutherford, N. J.
Air Time: 6 a.m. to 2 a.m.
News Service: UP, AP
Transcription Service: Associated
Director: Herbert L. Petey
General Manager: Frank Roehrenbeck
Director of Sales: Bertram Lebhar, Jr.
Sales Promotion-Merchandising Manager: Robert G. Patt
Program Director: Raymond Katz
Publicity Director: Jo Ranson
Chief Announcer: Ted Schneider
Musical Director: Joel Herron
Chief Engineer: Paul Fuelling
Record MC's: Ted Husing, Tedd Lawrence
WHEN YOU THINK OF FOREIGN LANGUAGE RADIO IN THE NEW YORK MARKET

YOU’LL NATURALLY CHOOSE

WHOM

THE ONLY FULL-TIME FOREIGN LANGUAGE STATION IN THE NEW YORK METROPOLITAN AREA . . .

OUTSTANDING PRODUCTIONS ATTRACTING PURCHASE-POWERFUL AUDIENCES SPEAKING

ITALIAN

POLISH — JEWISH — GERMAN

"The Il Progresso Station"

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y. PLaza 3-4204

GENEROSO POPE, President FORTUNE POPE, General Manager
W H O M
NEW YORK—EST. 1928
Owned-Operated By: Atlantic Bcstg. Co., Inc.,
Business Address...............29 W. 57th St.
Phone Number.......................PLaza 3-4204
Studio Address...............30 Journal Square, Jersey City, N. J.
Transmitter Location.........Washington St.
Air Time. 6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.
News Service .........................UP
Membership .........................NAB
President .........................Generoso Pope
General-Station Manager........Fortune Pope
Asst. Manager, Production-Publicity Manager .........Charles Baltin
Executive Sales Asst..............Ralph Nardella
Production Manager.........Ralph Costantino
Musical Director .................Giuseppe De Luca
Chief Engineer ....................Paul Lee

WIN S
NEW YORK—EST. 1928
Frequency: 1010 Kc. Power: 50.000 Watts d.; 10.000 Watts n.
Owned-Operated By: Crosley Bcstg. Corp.
Business-Studio Address..........28 W. 44th St.
Phone Number .......................BR 9-6000
Transmitter Location.........Lyndhurst, N. J.
Air Time. 24 hrs. daily
News Service .........................AP, INS, UP
President .........................James D. Shouse
Vice President, General Manager........................Robert A. Dunville
Vice President, Station Mgr........Eldon A. Park
Sales Manager .................Wilmot Losee
Sales Promotion Manager......Marion Annenberg
Program Director .............John Neal
Production Manager ..........John Neal
Publicity Director ..............Charles Oppenheim
Musical Director ...............Irving Laundau
Chief Engineer .................Paul Von Kunitz
(See Page 12)

For the best in news quality...

AP

Membership!

527
WLIB's
News Bureau
— Winner of
the N.Y. Newspaper Guild's
First Citation for
Radio Journalism

WLIB's

A VITAL FORCE
IN NEW YORK CITY'S
MARKETING SYSTEM

FOR THE LISTENERS:
Music for their listening moods

FOR THE SPONSOR:
A loyal, responsive audience

WLIB • 1190 on your dial

MUSIC FOR YOUR LISTENING MOODS
Dorothy S. Thackrey, President-Gen. Mgr. • Alex Leftwich, Sales Mgr.
207 EAST 30th STREET, NEW YORK 16, N. Y.
NEW YORK

W J Z
NEW YORK—EST. 1921

ABC

Frequency: 770 Kc.. Power: 50,000 Watts
Owned-Operated By...American Bstg. Co.
Business-Studio Address..30 Rockefeller Plaza
Phone Number.............Circle 7-5700
Transmitter Location.....Lodi, N. J.
Air Time................5:45 a.m.-1 a.m.
News Service.............AP, INS, UP
Representative...........ABC Spot Sales
Membership..............NAB, BMB
Station Manager..........Murray Grabhorn
Sales Manager............Clarence L. Doty
Promotion Manager.......Walter B. Dunn
Program Director, Production Manager...........John Hade
Publicity Director........Earl Mullin
Farm Editor...............Philip Alampi

WL IB
NEW YORK—EST. 1942

Frequency: 1190 Kc.. Power: 1000 W. d. only
Owned-Operated By..........WL IB, Inc.
Address........................207 E. 30th St.
Phone Number...............Murray Hill 3-6903
Transmitter Location.......180 Morgan Ave.
Brooklyn, N. Y.
Air Time................Local sunrise-local sunset
Transcription Service.......Associated, SESAC
Representative............Adam S. Young
President-Gen. Mgr........Dorothy S. Thackrey
General-Sales Mgr..........Alex Leftwich
Publicity-Program Dir......Sam Ellert
Chief Announcer...........Murray Jordan
Musical Director...........Charles Freed
Chief Engineer.............William Blacksher

The Re... Needs
Your Unstinting Assistance
GIVE!
great showmen-salesmen make WMCA your first buy in New York!

BEA WAIN & ANDRÉ BARUCH
(as Mr. & Mrs. Music)

DUKE ELLINGTON
TOMMY DORSEY
TED STEELE

All star disc jockey shows entertaining and selling New Yorkers 57 hours weekly on 570. Participations available.
WMCA
NEW YORK—EST. 1925
Future: 570 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By..................WMCA, Inc.
Business-Studio Address..................1657 Broadway
Phone Number..................Circle 6-2200
Transmitter Location...............Kearney, N. J.
Air Time..................18 hrs. daily
News Service ..................AP
Transcription Service...........World
Representative ..................Free & Peters
Membership ..................BMB
President ..................Nathan Straus
Secretary-Treasurer ............Herman M. Stein
Vice-President & General Mgr........Charles Stark
Asst. to Gen. Mgr..................Vincent Poe
Sales Promotion Manager ..........Howard Klarman
Commercial Program
Director ..................Joseph Gottlieb
Vice-President, Director of News, Publicity &
Special Events..................Leon Goldstein
Musical Director ..................William Taylor
Chief Engineer ..................Pierre Verseput
Director, Education & Children's
Programs ..................Mrs. Helen Sachs Straus

WNBC
NEW YORK—EST. 1922

Frequency: 660 Kc. . . . . . . Power: 50,000 Watts
Owned-Operated By National Bscg. Co., Inc.
Business-Studio Address .30 Rockefeller Plaza
Phone Number..................Circle 7-8300
Transmitter Location................Port Washington, L. L.
New York
Air Time: 6:30 a.m.-11 a.m.; 8 a.m.-1 a.m., Sun.
News Service ..................AP, INS, UP
Transcription Service ...........Thesaurus, Standard
Representative ..................NBC Spot Sales
Membership ..................NAB, BMB
President ..................Niles Trammell
General Manager ..................James M. Gaines
Asst. Manager ..................Thomas B. McPadden
Sales Manager ..................Donald Norman
Adv. Promotion Manager ............B. H. Vaill
Promotion Manager .................de Lancey Provost
Production Manager ...............Clay Daniel
Publicity Director ..................Murry Harris
Chief Engineer ..................F. A. Wankel
Farm Director ..................Tom Page

Radio members of The AP
don’t buy news! They
share the news of the largest
news-gathering organization
in the world on a cost basis.
'How Friendly Can You Get?'
WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the mutiple requests received in recent months for cuffo duplication of station's programming.

Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule?"

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules "and we'd appreciate your suggestions"; mid-west outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from VARIETY November 19, 1947 532
NEW YORK

W NEW
NEW YORK—EST. 1934
Frequency: 1130 Kc. Power: 10,000 Watts
Owned-Operated By: Greater N. Y. Bostg. Corp.
Business-Studio Address: 565 Fifth Ave.
Phone Number: PLaza 3-3300
Transmitter Location: Kearny, N. J.
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: John Blair
Membership: NAB
General-Station Manager: Bernice Judis
Commercial Manager: Ira Herbert
Sales Promotion Manager: John V. B. Sullivan
V.P.-Program Director: Ted Cott
Production Manager: Jack Grogan
Publicity Director: Richard Pack
Chief Announcer: John Jaeger
Musical Director: Roy Ross
Chief Engineer: Max Weiner

W OR
NEW YORK—EST. 1922
MBS
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Operated By: Bamberger Bostg. Service, Inc.
Business Address: 1440 Broadway
Phone Number: LOngacre 4-8000
Studio Address: 1440 Broadway, Theaters:
245 W. 52nd St.; 200 W. 48th St.
Transmitter Location: Carteret, N. J.
Air Time: 24 hrs. daily
News Service: AP, INS, UP
Transcription Service: Associated
Representative: Keenan & Eickelberg, Phillip Kenney
Membership: NAB, BMB
President: Theodore C. Streibert
Vice-President in Charge of Sales: R. C. Maddux
Sales Promotion Manager: Joseph Creamer
Production Manager: Daniel Ehrenreich
Publicity Director: Robert Blake
Musical Director: Sylvan Levin
Vice-President: J. R. Poppele

Aid Your Own Industry by Supporting National Radio Week Nov. 14 to 20 A Joint Sponsorship of NAB and RMA

(See Page 514)
WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts... known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey... now, accurate, informative... shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Bolling Company, National Rep.
### WOV
**NEW YORK—EST. 1926**

- **Frequency:** 1280 Kc.
- **Power:** 5000 Watts
- **Owned-Operated By:** Wodaam Corp.
- **Business-Studio Address:** 730 Fifth Ave.
- **Phone Number:** Circle 5-7979
- **Transmitter Location:** Carlstadt, N. J.
- **Air Time:** 5 a.m.-1 a.m.
- **News Service:** AP
- **Transcription Service:** Standard
- **Representative:** John E. Pearson
- **Membership:** NAB, BMB
- **President:** H. D. Henshel
- **General-Station Manager:** R. N. Weil
- **Sales Promotion Mgr.:** C. Carroll Forbes
- **Program Director:** Arnold B. Hartley
- **Publicity Director:** Anne C. Baldwin
- **Musical Director:** Paul Romeo
- **Chief Engineer:** H. W. Holt
- **Commercial Manager:** Richard G. Robbins
- **Program Director:** Robert J. Manning
- **Chief Announcer:** Willard C. Mayo
- **Musical Director:** Harold Bradley
- **Chief Engineer:** Robert J. Wilson

### WQXR
**NEW YORK—EST. 1936**

- **Frequency:** 1560 Kc.
- **Power:** 10,000 Watts
- **Owned-Operated By:** Interstate Broadcast Co., Inc. (subsidiary of The N. Y. Times Co.)
- **Business-Studio Address:** 730 Fifth Ave.
- **Phone Number:** Circle 5-5566
- **Transmitter Location:** Rear of 5000 Grand Ave., Maspeth, L. I., N. Y.
- **Air Time:** 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
- **News Service:** AP
- **Transcription Service:** World, Associated
- **Representative:** Paul H. Raymer
- **Membership:** NAB, FMA
- **President:** John V. L. Hogan
- **General Manager:** Elliott M. Sanger
- **Sales Manager:** Norman S. McGee
- **Sales Promotion Mgr.:** Elliott M. Sanger, Jr.
- **Program Director:** Eleanor N. Sanger
- **Production Manager:** Albert A. Grobe
- **Publicity Director:** Eleanore Hurley
- **Musical Director:** Abram Chasins
- **Chief Engineer:** Russell Valentine

### WJNL
**NIAGARA FALLS—EST. 1947**

- **Frequency:** 1440 Kc.
- **Power:** 1000 Watts d.
- **Owned-Operated By:** John J. Laux
- **Business Address:** Elks Bldg.
- **News Service:** UP
- **Transcription Service:** Lang-Worth
- **Representative:** McGilvra
- **Owner:** John J. Laux
- **General-Commercial Mgr.:** Robert F. Kliment
- **Promotion Mgr.-Program Dir.:** Kay Balle
- **Chief Engineer:** Frank Harr

### WSLB
**OGDENSBURG—EST. 1940**

- **Frequency:** 1400 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** St. Lawrence Bcastg. Corp.
- **Business-Studio Address:** 2315 Knox St.
- **Phone Number:** 500
- **Transmitter Location:** 2315 Knox St.
- **Air Time:** 7 a.m.-11:30 p.m.
- **News Service:** UP
- **Transcription Service:** Standard
- **Representative:** Walker
- **President, Commercial Manager:** Joseph R. Brandy
- **General-Station Manager:** Harold J. Frank
- **Program Director, Production Manager, Chief Announcer:** Hal Gilman
- **Publicity Director:** Claire Burns
- **Musical Director:** Flo Beach Rowe
- **Chief Engineer:** Raymond E. Lafferty
- **Farm Editor:** Jolly Bergeron

### WHDL
**OLEAN—EST. 1935**

- **Frequency:** 1450 Kc.
- **Power:** 250 Watts
- **Owned-Operated By:** WHDL Inc.
- **Business Address:** Exchange Bank Bldg.
- **Phone Number:** 4149
- **Studio-Transmitter Location:** 3219 W. State Rd., Allegheny, N. Y.
- **Air Time:** 6:55 a.m.-11:15 p.m.
- **News Service:** UP
- **Transcription Service:** Associated
- **Representative:** J. P. McKinney
- **Membership:** NAB, BMB
- **President:** E. B. Fitzpatrick
- **General-Station Manager:** J. R. Henzel
WHAM tops THEM ALL WITH ROCHESTER RADIO CITY....

New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...

ROCHESTER RADIO CITY

★ FOR THE LISTENER . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.

★ FOR THE ADVERTISER . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.

★ FOR THE RADIO INDUSTRY . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.

★ ROCHESTER RADIO CITY . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.

WHAM
"The Stromberg-Carlson Station"

ROCHESTER, N.Y. 50,000 Watts • Clear Channel
NBC AFFILIATE National Representatives
GEORGE P. HOLLINGBERY CO
WDOS (CP) ONEONTA
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Oneonta Star, Inc.
Business Address: 1214 Broad Street
Phone Number: 2300
News Service: AP
Representative: J. H. Ottaway
General Manager: Eugene J. Brown
Commercial Manager: Walton Deming
Program Director: Stephen Ryder
Chief Engineer: Harald Merchant

WONO (CP) ONEONTA
Owned-Operated By: Oneonta Bcstq. Co.
Business Address: 285 River St.
Partners: John Nasak, Joanne May Leuko

WKBS (CP) OYSTER BAY
Owned-Operated By: Eastern Bcstq. Co.

WMFF PLATTSBURG—EST. 1936
ABC-KBS
Frequency: 1340 Kc. (CP for 960) Power: 250 Watts (CP 1000 Watts)
Owned-Operated By: Plattsburgh Bcstq. Corp.
Business-Studio Address: 153 Margaret St.
Phone Number: 1600-1-591
Transmitter Location: Boynton Ave.
Air Time: 6:45 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus
Representative: Joseph Hershey McGillivra
Membership: NAB
President, General Mgr.: George F. Bissell
Business Manager: Edward S. Gagnon
Commercial Manager: Joel H. Schier
Sales Promotion Manager, Publicity Director: Edward S. Gagnon
Chief Engineer: John H. Lawerance

WKIP POUGHKEEPSIE—EST. 1940
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Poughkeepsie Newspapers, Inc.
Operated By: Radio Division, Poughkeepsie Newspapers, Inc.
Address: Memorial Square
Phone Number: Poughkeepsie 6800
Studio Address: New Yorker Bldg., Nelson House
Transmitter Location: The Nelson House
Air Time: 6:30 a.m. to 12:05 a.m.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
General Manager: George W. Bingham
Commercial Manager: H. C. Watson
Sales Promotion Mgr.: Richard F. Crans
Program Director: Richard F. Crans
Chief Engineer: Marvin S. Selmes

WARC ROCHESTER—EST. 1947
ABC
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: WARC, Inc.
Business Address: Sheraton Hotel
Phone Number: Main 6134
News Service: AP
Transcription Service: Associated
Representative: Katz
President-General Mgr.: S. W. Townsend
Commercial Manager: Harland M. Evans
Promotion Manager: Hav Nash
Program Director: Frederick L. Essex
Chief Engineer: Robert S. Smch

WHAM ROCHESTER—EST. 1922
NBC
Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By: Stromberg-Carlson Co.
Business-Studio Address: Rochester Radio City, Humboldt St.
Transmitter Location: Brook Rd., Scottsville, N. Y.
Air Time: 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1 a.m. Sat.; 8 a.m.-1 a.m. Sun.
News Service: UP
Transcription Service: World, Thesaurus
Representative: Geo. P. Hollingbery
Membership: NAB, BMB
Chief Executive, Gen. Mgr.: William A. Fay
Commercial Manager: J. W. Kennedy, Jr.
Sales Promotion Manager, Publicity Director: Arthur Kelly
Program Director: Charles Siverson
Production Manager: Syl Novelli
Chief Announcer: Homer Bliss
Musical Director: Gene Zacher
Chief Engineer: Kenneth Gardner
Farm Editor: Tom Murray
Survey conducted by University of Rochester showed Rochester's Radio Preference for

**WHEC 44%**

**THE OTHER ROCHESTER STATION . . . . . 40%**

**OUT-OF-TOWN STATIONS . . . . . . . . . 16%**

With first 4, then 6, stations operating in Rochester during 1947, combined average Hooper rating index:

**WHEC 42%**

<table>
<thead>
<tr>
<th>Hooper Ratings</th>
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<td>STATION B 32.5%</td>
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<td>STATION C 14.6%</td>
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<td>STATION D† 8.7%</td>
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* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.
† Operates Daytime Only.
WHEC
ROCHESTER—EST. 1925
CBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: WHEC, Inc.
Business-Studio Address: 40 Franklin St.
Phone Number: Stone 1230
Transmitter Location: Winton Rd. S.
Air Time: 6:30 a.m.-12:30 a.m.
News Service: AP
MacGregor Representative: J. P. McKinney
Membership: NAB, BMB
President: Frank E. Gannett
General Manager: Gunnar O. Wiig
Executive Vice President: Clarence Wheelie
Commercial Manager: Lemoine C. Wheeler
Program-Publicity Director: William J. Adams
Production Manager: Lowell H. MacMillen
Chief Announcer: Roger Goodrich
Musical Director: Jerry Vogt
Chief Engineer: Bernard C. O'Brien
News Editor: Ralph Knox

President, General Mgr. Gordon P. Brown
Commercial Manager John D. Kelly
Program Director: George LiButti
Chief Engineer: Merriam Johnson

WVET
ROCHESTER—EST. 1947
MBS
Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Veterans Bcstg Co.
Business Address: Garnite Bldg.
Phone Number: Stone 0990
News Service: UP
Transmission Service: Capitol Representative: Weed
President-General Mgr.: William B. Mallefert
Commercial Manager: John S. Houseknecht
Sales Promotion Mgr.: Harry W. Bennett
Program Director: Larry Harding
Chief Engineer: Irving F. Lyke

WKAL
ROME—EST. 1946
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Copper City Bcstg. Corp.
Business-Studio Address: Capitol Theatre Bldg.
Air Time: 6:30 a.m.-1 a.m.

IN ROCHESTER, N. Y. IT'S
★ NEWS ★ MUSIC ★ SPORTS

AT
680 KILOCYCLES
MONROE BROADCASTING CO., Inc.
191 East Avenue Rochester 4, N. Y.
WRNY. WRNY-FM

WSAY
ROCHESTER—EST. 1936
MBS—ABC
Frequency: 1370 Kc. Power: 1000 Watts (CP 5000 Watts)
Owned-Operated By: Federal Bcstg. System
Business-Studio Address: Taylor Bldg., 328 Main St. E.
Phone Number: Stone 0702-3
Transmitter Location: French Rd., Brighton, N. Y.
Air Time: 6:30 a.m.-12:35 a.m. Mon.-Fri.; 6:30 a.m.-1 a.m. Sat.; 8 a.m.-12:35 a.m. Sun.
News Service: INS
Representative: Joseph Hershey McGillvra
Membership: NAB

IN ROCHESTER, N. Y. IT'S
★ NEWS ★ MUSIC ★ SPORTS

AT
680 KILOCYCLES
MONROE BROADCASTING CO., Inc.
191 East Avenue Rochester 4, N. Y.
WRNY. WRNY-FM

President, General Mgr. Gordon P. Brown
Commercial Manager John D. Kelly
Program Director George LiButti
Chief Engineer Merriam Johnson
WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

WFBL is the Greatest Selling Power in SYRACUSE and Central New York!

Your Radio Dollar BUYS MORE over WFBL in SYRACUSE!

Check these WFBL AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast...Broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies...Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

<table>
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<th>Station</th>
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WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report...December through April.
**Station E measurements based on interviewing conducted since February 3, 1947 and submitted as indicative only.
Newspaper Service ..................................UP
Transcription Service ..............................Lang-Worth
Representative ..................................Donald Cooke
President .........................................Myron J. Kallet
General Manager .................................Michael C. Fusco
Commercial-Sales Promotion
Manager ...........................................George L. Cramer
Program Director .................................Charles King
Production Manager ..............................Daniel Fusco
Chief Announcer .................................Robert Storey
Musical Director ..................................Carleton Boone
Chief Engineer .................................Delores T. Layton, Jr.
Farm Editor .....................................Louis V. Denti

WNJZ
SARANAC LAKE—EST. 1929
KBS
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .....................................Upstate Bcstg. Corp.
Business-Studio Address .....................................88 Main St.
Phone Number .............................................1320 & 1246
Transmitter Location .....................................Merrill St.
Air Time ................................................7:15 a.m.-11:15 a.m.
News Service ..............................................AP
Representative ......................................Thomas F. Clark
President, General Mgr. ..............................John F. Grimes
Commercial Manager .................................Jacques DeMattos
Sales Promotion Mgr. .................................Robert C. Myles, Jr.
Program-Musical Director ..............................Keroll Kunz
Chief Announcer .......................................George P. Leighton
Chief Engineer .........................................H. Berwind Williams

WGY
SCHENECTADY—EST. 1922
NBC
Frequency: 810 Kc.  Power: 50,000 Watts
Owned-Operated By .....................................General Electric Co.
Business-Studio Address .....................................1 River Rd.
Phone Number .............................................3-2121
Transmitter Location .....................................R. D. No. 5
Air Time ...............................................6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .........................................AP, UP
Transcription Service ..............................Lang-Worth, Thesaurus
Representative ......................................NBC Spot Sales
Membership ........................................NAB, BMB
Vice President, Manager of Bcstg. ..........R. S. Peare
Assistant Manager of Bcstg. .........................B. J. Rowan
Station Manager ......................................G. Emerson Markham
Supervisor, Station Sales & Promotion ..............A. G. MacDonald

WSNY
SCHENECTADY—EST. 1942
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By .....................................Western Gateway Bcstg. Corp.
Business-Studio Address .....................................619 State St.
Phone Number .............................................3-3622
Transmitter Location .................................Campbell Rd.
Air Time ........................................8:45 a.m.-12:05 a.m.; 5 a.m.-12:05 a.m., Sun.
News Service ..............................................AP
Transcription Service ..............................Lang-Worth, Standard
President .............................................Winslow Leighton
General Manager, Vice-President, Station Manager .............................George R. Nelson
Commercial-Sales Promotion
Manager ...................................................Cecil Woodland
Program Director .....................................Edward F. Flynn
Production Manager .................................Joan McGregor
Publicity Director .....................................Martha Martin
Musical Director .......................................Hap Huber
Chief Engineer .........................................Irving Beck

WFBL
SYRACUSE—EST. 1922
CBS
Frequency: 1390 Kc.  Power: 5000 Watts
Owned-Operated By .....................................Onondaga Radio Bcstg. Corp.
Business-Studio Address .....................................433 S. Warren St.
Phone Number .............................................2-1147
Transmitter Location .................................Collamer, N. Y.
Air Time ........................................8 a.m.-12:05 a.m.; 5 a.m.-12:05 a.m., Sun.
News Service ..............................................UP
Representative .........................................Free & Peters
Membership ........................................NAB
President .............................................Oscar F. Soule
General Manager ......................................Samuel Woodworth
Vice President, Merchandising & Promotion .................................Robert G. Soule
Vice President, Commercial Manager .............................Charles Phillips
Sales Manager .........................................L. F. Wylie
Program-Musical Director, Production Manager .................................Raymond Ganter
Publicity Director .....................................I. E. Moore
Chief Announcer ......................................I. J. DeLine
Chief Engineer .........................................James Kelly
Farm Editor .............................................Robert F. Doubleday

541
**WAGE**
SYRACUSE—EST. 1941
ABC
Frequency: 620 Kc.  Power: 1000 Watts
Owned-Operated By: WAGE, Inc.
Business-Studio Address: Loew Bldg.
Phone Number: 2-0277
Transmitter Location: Liverpool, N. Y.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus, Standard Representative: Edward Petry
Membership: NAB, BMB
President: Frank G. Revoir
General-Station Mgr.: William T. Lane
Commercial Manager: Aaron Beckwith
Program Director, Production Manager: Gordon Alderman
Musical Director: Robert Stockdale
Chief Engineer: Charles W. Brannen

**WNDR**
SYRACUSE—EST. 1947
MBS
Frequency: 1260 Kc.  Power: 5000 Watts
Owned-Operated By: Syracuse Bcstg. Corp.
Business-Studio Address: 306 S. Salina St.
Phone Number: 2-6101
Transmitter Location: Dewitt, N. Y. & Pompey, N. Y.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, Associated, SESAC
Representative: Paul H. Raymer
Membership: NAB, BMB
President: T. Frank Dolan
General-Station-Commercial-Sales Promotion Manager: Al W. Godwin, Jr.
Program Director, Production Manager: Ralph Freeman
Publicity Director: RoseAnn Motto
Chief Announcer: Fred Peach
Musical Director: Donald C. Hayes
Chief Engineer: Charles E. Just
Farm Editor: William G. Martin

WAGE
DOMINATES
Central New York!
FIRST CHOICE OF TOP NATIONAL ADVERTISERS
WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.
Represented by the Edward Petry Co.

WNDR
5000 WATTS
1260 K.c.
Nationally Represented by PAUL H. RAYMER CO.
WOLF
SYRACUSE—EST. 1940
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Civic Bestg. Corp.
Business-Studio Address: Onondaga Hotel
Phone Number: 2-7211
Transmitter Location: Kirkpatrick & Van Rensselaar Sts.
Air Time: 6 a.m.-2 a.m.
News Service: AP
Transcription Service: Standard, Cole
Representative: Walker
President, General Mgr.: T. S. Marshall
Station Manager: Hamilton Woodle
Commercial Manager: Daniel Dwyer
Sales Promotion Manager: James J. Coolican
Publicity Director: Charles Shaw
Musical Director: Norman Meservey
Chief Engineer: Tom Crimmings

WSYR
SYRACUSE—EST. 1922
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Central N. Y. Bestg.
Business-Studio Address: Syracuse Kemper
Phone Number: 3-7111
Transmitter Location: Valley Dr.
Air Time: 5:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Associated, Lang-Worth
Representative: Headley-Reed
Membership: NAB, BMB
President: R. C. Wilder
Vice President, General Mgr.: W. R. Alford, Jr.
Sales Promotion Manager: Publicity
Director: John F. Hurbut
Program Director: Bill Rothrum
Chief Announcer: Elliott Gove
Musical Director: Murray Bernthal
Chief Engineer: G. Armand Belle Isle
Farm Editor: Floyd Ottaway

WHAZ
TROY—EST. 1922
Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By: Rensselaer Polytechnic Inst.

WTRY
TROY—EST. 1940
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Troy Bestg. Co. Inc.

Business Address: 92 Fourth St.
Phone Number: Troy 2100; Albany 4-2500
Studio Address: 92 Fourth St., Troy; DeWitt Clinton Hotel, Albany
Transmitter Location: Niskayuna, Schenectady County, N. Y.
Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service: UP
Transcription Service: Associated, Lang-Worth
Representative: Headley-Reed
Membership: NAB, BMB
President: H. C. Wilder
Vice President, General Mgr.: W. A. Riple
Asst. Manager: W. W. Carter
Commercial Manager: John W. Sulphen
Promotion Manager, Publicity
Director: James F. Baker
Program Director, Production Manager:
Musical Director: H. H. Sharpe
Chief Engineer: Albert H. Chismark

WFRB (CP)
UTICA—EST. 1925
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Richard H. Balch
Business Address: 20 Whiteboro St.
Owner: Richard H. Balch

WIBX
UTICA—EST. 1925
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: WIBX, Inc.
Business-Studio Address: First Bank Bldg.
Phone Number: 2-2101
Transmitter Location: Clark Mills-N. Y. Mills, N. Y.
Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service: INS, UP
Transcription Service: World, BMI
Representative: Helen Wood & Colton
Account Bannan, Walter Biddick
Membership: NAB, BMB
President, General Manager: Mrs. Margaret P. Bowen
Assistant to President: Helen Wood
Commercial-Sales Promotion Manager: Nathan W. Cook
Program Director: Elliott Stewart
Production Manager: Betty Cushing Griffin
Publicity Director: N. W. Cook
Chief Announcer: Robert Mahaney
Musical Director: William Walters
Chief Engineer: John T. Dowdell
WGAT
UTICA—EST. 1947
ABC
Owned-Operated By: Central Bstg. Co.
Business-Studio Address: Mayro Bldg.
Phone Number: 2-9121
Transmitter Location: Marcy, N. Y.
News Service: AP
Representative: Avery, Knodel
President: B. C. Bernard
General Manager: Fritz S. Updike
Promotion Manager: Richard A. Clark
Program Director: Stewart Spencer
Chief Engineer: Warren E. McDowell

WGAT
Utica
N. Y.
Doing a real job for the Advertiser with News and Music

J. ERIC WILLIAMS
Owner and Gen. Manager
NEW YORK

WWNY
WATERTOWN—EST. 1941
CBS
Frequency: 790 Kc. Power: 1000 Watts
Owned-Operated By: Brockway Co.
Business-Studio Address: Hotel Woodruff
Air Time: 6:30 a.m.-12:05 a.m.; 8 a.m.-12:15
News Service: UP
Transcription Service: World, Associated
Representative: Weed
Membership: NAB, BMB
President: Harold B. Johnson
General-Commercial Mgr.: Louis Saif, Jr.
Station Manager, Farm Editor: Earl R. Kelly
Sales Promotion: Glen S. Doull
Program Director: James W. Higgins
Chief Engineer: Maynard B. Davis

WFAS
WHITE PLAINS—EST. 1932
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Westchester Bcastg. Corp.
Business-Studio Address: 9 Church St.
Phone Number: 9-6400
Transmitter Location: Secor Rd., Greenburgh Township

WFAS
Selected Audience
Appeal in Westchester,
Serious Music
News
Special Events
40.6% of Westchester's Radio families listen to
WWAS—DIAL 1230
WFAS—FM 103.9 MC
White Plains, N. Y.
Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

WWRL
WORCESTER—EST. 1926
Frequency: 1600 Kc. Power: 250 Watts
Owned-Operated By: L. I. Bcastg. Corp.
Business-Studio Address: 41-30 58th St.
Phone Number: Newtown 9-3300
Transmitter Location: 41-30 58th St.
Air Time: 8 a.m.-12 M.
News Service: AP
Transcription Service: Associated, Standard
Representative: Thomas F. Clark
President, General Mgr.: William H. Reuman
Station-Commercial Manager: Edith Dick
Program Director, Production Mgr.: Fred Barr
Publicity Director: Walter Kaner
Chief Engineer: Vincent Losgar

WWRL
NEW YORK
Delivering its selling signal to
9,005,442 potential buyers in the
rich, greater New York area.
with
Intensive, blanket coverage of
Queens County, pop. 1,422,996.

Covering America's Greatest Buying
Market at the Lowest Cost.

1600
"The HIGH Spot on the Dial"
**WRCS (CP)**

AHOSKIE

Frequency: 970 Kc.... Power: 1000 Watts d.
Owned-Operated By...Rononoke-Chowan Broadcasting Co., Inc.

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**WABZ**

ALBEMARLE—EST. 1947

Frequency: 1010 Kc.... Power: 1000 Watts d.
Owned-Operated By...Albemarle Bcstg. Co.
Business-Studio Address...Hotel Albemarle
Phone Number...1010
Transmitter Location...3 mi. from Albemarle on Sallisbury Highway
Air Time...Local sunrise-local sunset
News Service...UP
Transcription Service...Thesaurus
Representative...R. Hoy Whitlow
Membership...NAB
General-Station Mgr...Carl Jack Aley
Commercial Manager...Ira C. Leigh
Sales Promotion Manager...Lyle Lewis
Program: Director, Chief Announcer...Harold Dale
Production Manager...Albert Jones
Publicity Director...Lyle Lewis
Musical Director, Farm Editor...Donald McLain
Chief Engineer...Robert Liverance

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**WGWR**

ASHEBORO—EST. 1947

N. C. STATE NET., INC.

Frequency: 1260 Kc.... Power: 1000 Watts d.
Owned-Operated By...Asheboro Bcstg. Co., Inc.
Business-Studio Address...303 E. Salisbury St.
Phone Number...800 or 798
Transmitter Location...Oakie Mountain
Air Time...5:30 a.m.-local sunset; 7:30 a.m.-local sunset, Sun.
News Service...UP
Representative...Friedenberg
Membership...NAB
President...Roy Cox
General-Station-Commercial Manager...J. R. Marlowe
Sales Promotion Manager, Publicity Director...Fred Gray
Program Director, Production Manager...Anderson B. Borwn
Musical Director...Nelson Harrill
Chief Engineer...Clyde C. Penny
Farm Editor...Nelson J. Harrill, E. S. Millsaps

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**WISE**

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc.... Power: 250 Watts
Owned-Operated By...Radio Station WISE
Business-Studio Address...100 College St.
Phone Number...4560
Transmitter Location...100 College St.
Air Time...6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
News Service...AP
Transcription Service...Thesaurus, Lang-Worth
Representative...Burn-Smith, Harry E. Cummings
Membership...NAB, BMB
President-Owner...Harold H. Thoms
General-Station-Commercial Manager...Loyd B. Leonard
Sales Promotion Mgr...W. Marvin Newton
Prgm.am Director...Hal Edwards

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**WLOS**

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc.... Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By...Skyway Bcstg. Corp.
Business Studio Address...Battery Park Hotel
Phone Number...3080
Transmitter Location...Emma, N. C.
Air Time...18 hrs. daily
News Service...INS, UP
Transcription Service...Standard Representative...Taylor-Howe-Snowden
Membership...NAB
President...Charles M. Britt
Vice President, General-Station Manager...Charles B. Britt
Commercial Manager...J. William Hendon
Program Director...Bernard C. Barth
Chief Announcer...Garrett Morrison
Chief Engineer...Palmer A. Greer

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**WNCA**

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc.... Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business-Studio Address...Asheville Biltmore Hotel
Phone Number...2872
Transmitter Location...Emma, N. C.
Air Time...6 a.m.-12 M.
News Service...INS
Transcription Service...World, Cole
Representative .................. Forjoe
Membership ........................... NAB
President .............................. Linton D. Baggs, Jr.
General Manager .................... Robert M. Lambe
Commercial Manager ............... Edward D. Brandt
Sales Promotion Manager, Publicity
Director .............................. Fred Brown
Program Director .................. Hazel S. Bennett
Production Manager, Musical
Director .............................. Alan Newcomb
Chief Engineer ........................ John Randolph

WSKY
ASHEVILLE—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By ........................ Radio Asheville, Inc.
Business Studio Address .......................... 12 Church Street
Phone Number ................................ 2232
Transmitter Location ....................... Campbell Woods
Air Time .................................. 6:30 a.m.-12 M.
News Service ................................... AP
Transcription Service .................... Capitol, Lang-Worth
President .................................... Carl R. Bamford
Gen-Station Manager ........................ Zeb Lee
Sales Manager ............................ Baxter Barkley
Chief Engineer ............................ Charles W. Sumner

WWNC
ASHEVILLE—EST. 1927
CBS
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By ........................ Asheville Citizen-Times Co., Inc.
Business Studio Address .................................. 14 O’Henry Ave.
Phone Number .................................. 5550
Transmitter Location ....................... Near Emma, N. C.
Air Time .................................. 6 a.m.-12:05 a.m.
News Service ................................ AP, UP
Transcription Service ....................... Associated Representatives
Headley-Reed
Membership .................................... NAB, BMB
Executive Director ......................... Don S. Elias
General-Station Mgr. ...................... Cecil B. Hoskins
Sales Manager ............................ James A. Hagan
Sales Promotion Manager, Publicity
Director .................................... K. C. Willson, Jr.
Program Director, Production
Manager .............................. Wm. F. Melia
Chief Announcer .......................... Read Wilson
Chief Engineer ............................ Wm. M. Hamrick

WBBB
BURLINGTON—EST. 1941
MUTUAL—CAROLINA SPORTS—KBS
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By ........................ Alamance Bcastg. Co., Inc.
Business Studio Address .................. 310½ S. Main St.
Transmitter Location ...................... W. Front St. Extension
Air Time .................................. 6 a.m.-local sunset
News Service ................................ AP
Transcription Service, Associated, Lang-Worth, Capitol
Representative .............................. Gene Grant
Membership .................................... NAB, BMB
General-Station Manager .................. E. Z. Jones
Commercial Manager ........................ Roy Springer
Program-Production Mgr. ................. G. Sandefur
Publicity Director .......................... Rollie Furman
Chief Engineer ............................ Berry Tysor

WFNS
BURLINGTON—EST. 1947
INDEPENDENT
Frequency: 1150 Kc. Power: 1000 Watts
Owned By ............................ Burlington-Graham Bcastg. Co.
Operated By ............................ Radio Station WFNS
Business-Studio Address .................. 105½ W. Andrews St.
Phone Number ................................ 6-5536
Transmitter Location ...................... Birch Bridge Rd.
Air Time .................................. Unlimited
News Service ................................ AP
Transcription Service ....................... W. Boman Sanders
General-Station Mgr. ...................... Everett C. Qualls, Sr.
Commercial Manager ........................ Phillip Eakin
Program Director .......................... Catherine Faulconer
Production Manager ....................... Lamar Morgan
Chief Announcer ............................ Lou Rigsbee
Musical Director .......................... Jim McLoughlin
Chief Engineer ............................ Harold S. Taylor

WAYS
CHARLOTTE—EST. ... ABC—MBS
Owned By ............................ Inter-City Advertising
Operated By ............................ Radio Station WAYS
Business-Studio Address .................. 120 E. Third St.
Phone Number ................................ 37173-4
Transmitter Location ...................... Oakdale section
Air Time ................................. 5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.
News Service ................................ AP
Transcription Service ....................... SESAC, Lang-Worth, Standard
Representative ............................ Avery-Knodel
Membership .................................... NAB, BMB
President ............................... G. W. Dowdy
General-Station Manager .................. W. H. Goan
Commercial-Sales Promotion
Manager ..................................... Norman Young
Program Director, Production
Manager .............................. J. B. Clark
Publicity Director .......................... Mitzi Stack
Musical Director .......................... Alonso Squires
Chief Engineer ............................ A. L. Chaney, Jr.
NORTH CAROLINA

WBT
CHARLOTTE—EST. 1921
CBS
Frequency: 1110 Kc. . . . Power: 50,000 Watts
Business-Studio Address: Wilder Bldg.
Phone Number: . . . . 3-8833
Transmitter Location: 9 mi. S. of Charlotte, Nation's Ford Rd.
Air Time: 5 a.m. -1 a.m.; 7 a.m.-12 M., Sun.
News Service: . . . . NAB, BMB
Transcription Service: . . . . Thesaurus, Standard
Representative: . . . . Headley-Reed
Membership: . . . . NAB, BMB
President, General-Station Mgr.: E. J. Gluck
Commercial Manager: Bomar A. Lowrance
Sales Promotion Manager: . . . . Clyde Clem
Production Manager, Program-Musical
Director: . . . . Paul Marion
Chief Announcer: . . . . Ron Jenkins
Chief Engineer: . . . . L. L. Caudle, Jr.

WRZ
CLINTON—EST. 1946
ABC
Frequency: 880 Kc . . . Power: 1000 Watts d.
Owned-Operated By: . . . . Tar Heel Bcstg System
Business Address: . . . . Clinton, N. C.
Phone Number: . . . . 2354
News Service: . . . . AP
Transmission Service: . . . . World
Representative: . . . . Forjoe
General-Commercial Mgr.: George Waiston
Chief Engineer: . . . . Herman Solitz

WEGO
CONCORD—EST. 1941
KBS
Frequency: 1410 Kc. . . . Power: 1000 Watts d.
Owned-Operated By: . . . . Wayne M. Nelson
Business-Studio Address: . . . . Concord, N. C.
Phone Number: . . . . 2271
Transmitter Location: . . . . Concord, N. C.
Air Time: . . . . Local sunrise-local sunset
News Service: . . . . AP, UP
Transmission Service: . . . . Standard, SESAC, Cole
Representative: . . . . Thomas F. Clark
Membership: . . . . BMB
General-Station Manager: Wayne M. Nelson
Commercial Manager: . . . . Henry L. Lowder
Program Director: . . . . Nelda J. Garmon
Chief Engineer: . . . . Edwin M. Stanton

WCKB
DUNN—EST. 1946
KBS
Frequency: 780 Kc . . . Power: 1000 Watts
Owned-Operated By: . . . . N. C. Central Bcstgs., Inc.
Business-Studio Address: . . . . P. O. Box 431
Phone Number: . . . . 552
Transmitter Location: . . . . 1 mi. S. of Dunn
Air Time: . . . . Local sunrise-local sunset
News Service: . . . . AP
Transmission Service: . . . . Thesaurus, Standard
Membership: . . . . NAB, BMB
President: . . . . Earl McD. Westbrook
General-Station Manager, Musical
Director: . . . . A. Hartwell Campbell
Commercial Sales Promotion Mgr.: . . . . A. L. Faulk
Program Director: . . . . Frank Huber
Production Manager: . . . . Ted Burwell
Chief Engineer: . . . . E. L. Burwell
Farm Editor: . . . . Al Jordan
**WDNC**

**DURHAM—EST. 1934**

**CBS**


Owned-Operated By: Durham Radio Corp.  Business-Studio Address: 138½ E. Chapel Hill St.

Phone Number: R-155

Transmitter Location: Hillsboro Rd.

Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.; Sun.

News Service: AP, UP

Transcription Service: Capitol

Representative: Paul H. Raymer

Membership: NAB, BMB

President: C. C. Council

Vice President, General-Station-Sales Promotion Manager: J. Frank Jarman

Commercial Manager: C. James Woodhouse

Program Manager: Ed Higgins, Jr.

Office Manager: Sue Taylor

Chief Engineer: Homer Ledbetter

**WSSB**

**DURHAM—EST. 1948**

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated By: Public Information Corp.  Business Address: Depositors Nat'l Bank Bldg.

Phone Number: 6919

Representative: Forjoe

President: Thomas B. Sawyer

General Manager: Guy Gridffen

**WTK**

**DURHAM—EST. 1946**

**TOBACCO NETWORK**

Frequency: 730 Kc.  Power: 1000 Watts d.

Owned-Operated By: Durham Bcastg. Co.

Address: 211½ E. Main St.

Phone Number: N-187

Transmitter Location: Ellis Rd.

Air Time: Local sunrise-local sunset

News Service: AP

Transcription Service: World, Thesaurus

President-Owner: Floyd Fletcher

Commercial Manager: Paul W. Norris

Program Director: Ken Corbitt

Chief Engineer: Arlis White

**WCNC**

**ELIZABETH CITY—EST. 1939**

**MBS—KBS**

Frequency: 1400 Kc.  Power: 250 Watts

Owned-Operated By: Albemarle Bcastg. Co.

Business-Studio Address: 104 E. Colonial Ave.

Phone Number: 1400

Transmitter Location: Parsonage St., Ext.

Air Time: 6 a.m.-11 p.m.

News Service: UP

Transcription Service: Lang-Worth

Representative: Burn-Smith

General Manager: Edmund D. Northup

Commercial-Sales Promotion Manager: T. W. Talbot

Program Director: Nancy Northup

Production Manager, Chief Announcer: Frank Elliott

Publicity Director: Bill Krouch

Chief Engineer: Joe Kyle
WGAI
ELIZABETH CITY—EST. 1947
Frequency: 560 Kc. Power: 500 Watts d.
Owned-Operated By: Daily Advance
Business Address: Kramer Bldg.
Phone Number: 757
News Service: AP
Transcription Service: World
General Manager: Bob Bingham
Commercial Manager: Alan Friedricks
Promotion Manager: Sterling Waters
Program Director: Alan Burke
Chief Engineer: Frederick Wagner

WFLB
FAYETTEVILLE—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Fayetteville Bcstg. Inc.
Business Address: P. O. Box 1258
Phone Number: 7136
Studio-Transmitter Location: Bragg Blvd.
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: Thesaurus
Representative: Cox & Tans
Membership: NAB, BMB
President: Harry B. Stein
General-Station Manager: John M. Croft
Commercial Manager: N. L. Royster
Chief Engineer: E. A. Whitlock

WFNC
FAYETTEVILLE—EST. 1940
MBS—TOBACCO NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Cape Fear Bcstg. Co.
Business-Studio Address: 114 Anderson St.
Phone Number: 4848 and 2747
Transmitter Location: Murchison Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Cox & Tans
Membership: NAB, BMB
President: Ed M. Anderson
General Manager: Victor W. Dawson
Commercial Manager: Luther Gambill
Sales Promotion Manager: Harry Mills
Program Director, Farm Editor: Nat R. Martin
News Editor: Marjorie Jordan
Chief Engineer: William Allford

WGNC
GASTONIA—EST. 1939
ABC—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: F. C. Todd
Business-Studio Address: 168-170 W. Main St.
Phone Number: 732
Transmitter Location: Gastonia, N. C.

WBB O
FOREST CITY—EST. 1947
N. C. STATE NETWORK—KBS
Frequency: 780 Kc. Power: 1000 Watts
Owned-Operated By: Rutherford County Radio Co., Inc.
Business-Studio Address: Forest City, N. C.
Phone Number: 3205
Transmitter Location: Forest City
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Friedenberg
Membership: NAB, BMB
President-General-Station Manager: Ed M. Anderson
Commercial Manager: Jack Hammette
Chief Engineer: Merton Iwerks

WGBR
1400 K.C. WGBR-FM 93.3 MEG.
Goldsboro
SERVING THE HEART OF NORTH CAROLINA'S AGRICULTURALLY RICH COASTAL PLAINS

WGBR
Goldsboro
AVAILIATE OF MBS AND TOBACCO NETWORK
Represented by The Walker Co.
WGBR
GOLDSBORO—EST. 1939
MBS—TOBACCO NETWORK

WGBR—1400 Kc... Power: 250 Watts
Owned-Operated By... Eastern Carolina Bestg. Co., Inc.
Business-Studio Address... Bo-den Bldg.
Phone Number... 1550
Transmitter Location... W. of Goldsboro on Highway No. 70
Air Time... 6 a.m.-12 M.
News Service... AP
Transcription Service... Thesaurus, World, Cole
Representative... Walker Co.
Membership... NAB, BMB
President... A. T. Hawkins
General-Station Manager... Leland B. Nelson
Commercial-Sales Promotion, Publicity Director... Sidney J. Brumberg
Program Director, Production Manager... Vassie G. Balkcum
Chief Announcer... Charlie E. Harville
Chief Engineer... Daniel B. Trueblood
Farm Editor... Edward D. Champion

WBIG
GREENSBORO—EST. 1926
CBS

Frequency: 1470 Kc... Power: 5000 Watts
Owned-Operated By... N. C. Bestg. Co.
Business Address... P. O. Box 1807
Phone Number... 6125-6-7
Studio Address... O. Henry Hotel Bldg.
Transmitter Location... Battleground Blvd.
Air Time... 6 a.m.-12 M, 8 a.m.-12 M. Sun.
News Service... AP
Transcription Service... World, Thesaurus
Representative... George P. Hollingbery
Membership... NAB, BMB
President-General-Station Manager... Edney Ridge
Commercial Manager... Gilbert M. Hutchison
Sales Promotion Manager... William P. Mitchell
Program Director, Production Manager... Alfred J. Rice
Publicity Director... Aileen Gilmore
Chief Announcer... Mike Brooks
Musical Director... Margaret Banks
Chief Engineer... Earl F. Allison
Farm Editor... Bob Jones

"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship

W COG (CP)
GREENSBORO
Frequency: 1320 Kc...Power: 1000 Watts
Owned-Operated By: Inter-City Adv. Co.
Business Address: 120 E. Third St., Charlotte, N. C.

W G B G
GREENSBORO—EST. 1942
ABC
Frequency: 980 Kc...Power: 1000 Watts
Owned-Operated By: Greensboro Bcstg. Co., Inc.
Business Address: P. O. Box 2280
Phone Number: 3-3631
Studio-Transmitter Location: Ashe St. Ext.
Air Time: 6 a.m.-Local Sunset
News Service: UP
Transcription Service: Capitol, Associated Representative: Burn-Smith
President, General-Station Manager: Ralph M. Lambeth
Commercial Manager: Earl O. Sullivan
Sales Promotion Manager: Garland Michael
Program Director: H. Marie Craven
Chief Engineer: James M. Stewart

W G T C
GREENVILLE—EST. 1940
MBS—TOBACCO NETWORK
Frequency: 1490 Kc...Power: 250 Watts
Owned By: J. J. White
Operated By: Greenville Bcstg. Co.
Business-Studio Address: Falkland Highway, P. O. Box 896
Phone Number: 3182
Transmitter Location: Falkland Highway
Air Time: 7 a.m.-12 p.m.
News Service: AP
Transcription Service: World, Cole, Long-Worth Representative: Walker
Membership: NAB, BMB
President-Owner: J. J. White
General-Station Manager: B. S. Hodges, Jr.
Commercial-Sales Promotion Manager: Dave Mosier
Program-Pub. Prod. Mgr.: Charles Whedbee
Chief Engineer: Jim Mayo

W H N C
HENDERSON—EST. 1945
MBS—KBS
Frequency: 890 Kc...Power: 1000 Watts d.
Owned-Operated By: Henderson Radio Corp.
Business-Studio Address: 219 S. William St.
Phone Number: 736-1446
Transmitter Location: 2 miles N of Henderson on U. S. No. 1
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World, Lang-Worth, Thesaurus, Cole, Capitol Representative: Homer Griffith
Membership: NAB, BMB
President: S. S. Stevenson
Vice-President, General Station-Commercial
Sales Promotion Manager: Nathan Frank
Program Director: Virginia Parham
Production Manager: Charlie Tutewele
Chief Engineer: Lewis Hiland

W H K P
HENDERSONVILLE—EST. 1946
MBS—KBS
Frequency: 1450 Kc...Power: 250 Watts
Owned-Operated By: Redge Bcstg. Co.
Address: Box 757
Phone Number: 700
Transmitter Location: Chimney Rock Highway
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Membership: BMB
President: R. Lee Whitmire
General Manager: R. Lee Amos
Commercial Manager: Reginald Whitmire
Promotion Manager: Kermit Edney
Chief Engineer: Wm. M. Cox

W H K Y
HICKORY—EST. 1939
ABC—KBS
Frequency: 1290 Kc...Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By: The Catawba Valley Bcstg. Co., Inc.
Address: 13th St. Radio Bldg.
Phone Number: 1195-6
Transmitter Location: 2½ miles SE of Hickory
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: World, Associated Membership: NAB, BMB
President: Carl V. Cline
Gen.-Station Manager: Edmund S. Long
Chief Engineer: Edmund S. Long

W H P E
HIGH POINT—EST. 1947
Frequency: 1070 Kc...Power: 1000 Watts d.
Owned-Operated By: High Point Enterprise, Inc.
Business-Studio Address: 305-307 N. Main St.
Phone Number .............. 3466 & 3467
Transmitter Location....Old Thomasville Rd.
Air Time .............. Local Sunrise-Local Sunset
News Service .............. AP
Transcription Service....Associated, Standard
Representative .......... Cox & Tanz
Membership .............. NAB
President ................ R. B. Terry
Secretary & Treasurer ... D. A. Rawley
General-Station Manager... Walter F. Hester
Sales Manager ........... Chester R. Messervy
Chief Announcer ......... William H. Alsopugh
Musical Director .......... Mary Elizabeth Clark
Chief Engineer ............ Harold C. Spengler

WMFR
HIGH POINT—EST. 1935
ABC—KBS
Frequency: 1230 Kc......... Power: 250 Watts
Owned-Operated By....Radio Station WMFR
Business-Studio Address...164 S. Main St.
Phone Number ........... 4593-4
Transmitter Location ...164 So. Main St.
Air Time .............. 6 a.m.-12 M.
News Service .............. UP
Transcription Service....Lang-Worth, Capitol
Representative .......... Burn-Smith Co.
Membership .............. BMB
President-Owner, General-Station
Manager .............. Frank S. Lambeth
Commercial Manager ....... Pat Taylor
Sales Promotion Manager... Gerald Sullivan
Program Director ......... Gary Davis
Musical Director .......... Harold Craven
Chief Engineer ............ Robert Moore

WJNC
JACKSONVILLE—EST. 1945
MBS—THE TOBACCO NETWORK
Frequency: 1240 Kc......... Power: 250 Watts
Owned-Operated By...Jacksonville Bcstg. Co.
Inc.
Business-Studio Address...Highway 24, N.
Phone Number ............ 707-708
Transmitter Location ...Highway 24, N.
Air Time ......... Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat.
6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
News Service .............. UP
Transcription Service....Lang-Worth
Representative .......... Walker
Membership .............. NAB
President ................ Louis N. Howard
Station-Sales Promotion
Manager ................ Lester L. Gould
Commercial Manager ....... Rod Jones
Program Director .......... Gorton T. H. Wilbur
Publicity Director ......... Gort Wilbur
Musical Director .......... Ray Sinclair
Chief Engineer ............ Elmo Cronk

WGTL
KANNAPOlis—EST. 1946
NORTH CAROLINA STATE NETWORK
Frequency: 870 Kc........ Power: 1000 Watts d.
Owned-Operated By........ Fred H. Whitley
Business Address ......Cannon Blvd. & Country Club
Phone Number ....... Kannapolis 870 & Concord
2154
Studio Address ........ Charlotte, N. C., Concord
Hotel. WGTL Bldg., Kannapolis
Transmitter Location ....Route 29
Air Time .............. Local Sunrise-Local Sunset
News Service .............. UP
Transcription Service....Lang-Worth, Capitol
World
Representative ............ For Joe
Membership .............. NAB, BMB
President-Owner .......... Fred H. Whitley
General-Station-Commercial-
Sales Promotion Manager... H. A. Seville
Program Director .......... Hod Love
Production Manager ......... Irvin Carroll
Chief Announcer .......... Carl Caudill
Musical Director .......... Jean Miller
Chief Engineer ............ Foy Hinson

WFTC
KINSTON—EST. 1937
ABC
Frequency: 1280 Kc......... Power: 250 Watts
Owned-Operated By........ Jonas Welland
Address .............. 204 East King St.
Phone Number .......... 4111

WKNS
KINSTON—EST. 1947
Frequency: 1000 Kc......... Power: 1000 Watts d.
Owned-Operated By....... Kinston Bcstg. Co.
Business-Studio Address...Radio Building
Phone Number ........... 4509
Transmitter Location ....Richlands Rd.
Air Time ......... Local Sunrise-Local Sunset
News Service .............. UP
Transcription Service....Thesaurus, World
Representative ........... Joseph Hershey McGillvra
President .............. A. K. Barrus
General-Station-Commercial
Manager .............. James W. Campbell
Program Director .......... Marshall T. Pack
Chief Engineer ............ David N. Hardison

WEWO
LAURINBURG—EST. 1947
N. C. STATE NETWORK
Frequency: 1080 Kc......... Power: 1000 Watts d.
Owned-Operated By...... Scotland Bcstg. Co.
Business-Studio Address....Chetwynd Hotel
WLOE
LEAKSVILLE—EST. 1946
MBS—TOBACCO SPORTS NETWORK—KBS
Frequency: 1490 Kc. Power 100 Watts
Owned-Operated By...Douglas L. Craddock
Business Address.....Boulevard Branch
Phone Number.........701
Studio-Transmitter Location .Leaksville, N. C.
Air Time.............6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service...........AP
Transcription Service....World. Capitol
Membership.............NAB, BMB
Owner-Manager.........Douglas L. Craddock
Commercial Manager...D. M. Snodderly
Program Director.......Charles H. Slate
Chief Engineer.........Eldred Winn

WJRI
LENOIR—EST. 1946
MBS—TOBACCO NETWORK—KBS
Frequency: 1240 Kc. Power 250 Watts
Owned-Operated By......John P. Rabb
Business-Studio Address..107 W. Ave., Union
Nat'l Bank Bldg.
Phone Number...........761
Transmitter Location....Lenoir, N. C.
Air Time.............6 a.m.-12 M.
News Service...........AP
Transcription Service....Thesaurus
Membership.............NAB
President-Owner, General-Commercial Manager.........John P. Rabb
Station Manager.........K. Rabb
Sales Promotion Manager..Edythe Bloker
Program Director........Glen Whittier
Publicity Director.......George Lewis
Chief Engineer...........G. Blaine Ruckert

WBUY
LEXINGTON—EST. 1946
KBS
Owned By......Davidson County Bcstg. Co.
Operated By...Omar G. & Greely N. Hilton
Business Address.....P. O. Box 359

Phone Number.............770
Transmitter Location....U.S. 74, 2 miles E. of
Laurinburg
Air Time.............Local Sunrise-Local Sunset
News Service...........UP
Transcription Service....World
Membership.............NAB, BMB
President..............Edwin Pate
General Manager........J. R. Dalrymple, Jr.
Program Director........Ed Leach
Chief Engineer...........Truman Brock

WTSB
LUMBERTON—EST. 1946
MBS—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Robeson Bcstg. Corp.
Business-Studio Address..112 W. 5th St.
Phone Number...........1080
Air Time.............6:30 a.m.-11:15 p.m.
News Service...........AP
Transcription Service....Standard
Membership.............NAB
President..............Dr. E. L. Bowman
General Manager........James MacNeil
Sales Manager...........Eleanor French
Program Director.......Coleman Patterson
Chief Engineer...........W. F. Rogers

WMAP
MONROE—EST. 1947
Owned-Operated By......Union Bcstg. Corp.
Business-Studio Address..P. O. Box 385.
Monroe, N. C.
Phone Number...........1060
Air Time.............Local Sunrise-Local Sunset
News Service...........UP
Transcription Service....Thesaurus, Capitol
Chief Executives.........J. Ray Shute, Olin B. Sikes
and J. S. Beatty, Jr.
Station Manager........Roy O. Darby, Jr.

WMBL
MOREHEAD CITY—EST. 1947
Owned-Operated By......Carteret Bcstg. Co.
Business Address.....P. O. Box 740
Phone Number...........9740
Studio-Transmitter Location....Radio City.
between Morehead City and Beaufort, N. C.
Air Time.............Local Sunrise-Local Sunset
News Service...........UP
Transcription Service....Standard, World
Representative.........Joseph Hershey McGillvra
Membership.............NAB
President-Manager.....Grover C. Munden
Commercial Manager.....Charles Markey
Sales Promotion Mgr...Paul Parker
Chief Engineer..........Ray Cummins
WMNC
MORGANTON—EST. 1947
MBS (Pending)
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Nathan J. Cooper
Business Address: P. O. Box 805
Phone Number: 1100
Studio-Transmitter Location: Highway 181, N. of Morganton
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
President-Owner, General-Commercial Manager: Nathan J. Cooper
Sales Promotion-Production Manager: Lee Douglas
Chief Engineer: Elmer Troutman

WPAQ (CP)
MOUNT AIRY
Owned-Operated By: Ralph D. Epperson

WHIT
NEW BERN—EST. 1942
MBS—THE TOBACCO NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: The Coastal Bcastg. Co. Inc.
Business-Studio Address: U. S. Highway 17, S.
Phone Number: 4450
Air Time: Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat. 8 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB, BMB
President: Louis N. Howard
Station-Production Manager: Gordon A. Scheihing
Commercial-Sales Promotion Manager: Richard B. Stark
Program Director: Gordon A. Scheihing
Publicity Director: Andy Anderson
Chief Announcer: Bruce Lee
Chief Engineer: William G. Haire

WNNC (CP)
NEWTON
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Newton-Conover Bcastg. Co.
Business Address: 211 Main St., Gastonia, N. C.
Partners: Earl Holder, Ray Leinbach Sr., Charles C. Turner

WILX
NORTH WILKESBORO—EST. 1947
MBS—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Carolina-Northwest Bcastg. Co.

WKBC
NORTH WILKESBORO—EST. 1947
Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Operated By: Wilkes Bcastg. Co.
Business-Studio Address: Cashion Bldg.
Phone Number: 633
Transmitter Location: Elkin Highway No. 268
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World
Membership: NAB, BMB
General-Station Manager: Doris B. Brown
Commercial Manager: Roland B. Potter
Program Director, Production Manager: John T. Cashion
Publicity Director: George C. Yarbrough
Chief Announcer: Michael West
Chief Engineer: Robert L. Pinnix

WNAC
RALEIGH—EST. 1947
Frequency: 850 Kc. Power: 5000 Watts
Business Address: 114 W. Martin St.
Studio Address: 219 S. McDowell
Transmitter Location: Cary Rd.
Air Time: 6 a.m.-12 M.
News Service: Standard
Transcription Service: Avery-Knodel
Membership: NAB, BMB
President: Josephus Daniels
General-Station Manager: Dudley Tichenor
Chief Engineer: Bascom E. Porter

WPTF
RALEIGH—EST. 1924
NBC
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By: WPTF Radio Co.
Business-Studio Address: Insurance Bldg.
Phone Number: 8311
Transmitter Location: Cary, N. C.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated
Representative: Free & Peters
Membership: NAB, BMB
President: J. R. Weatherspoon
General-Station Manager: Richard H. Mason
NORTH CAROLINA

Sales Manager..........................O. L. Carpenter
Director of Advertising &
Promotion..............................R. W. Youngsteadt
Program Manager......................Graham B. Poyner
Chief Engineer.........................Henry Hulick, Jr.
Farm Editor............................Ted Leeper

WRAL
RALEIGH—EST. 1939
MBS—TOBACCO NETWORK
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By...Capitol Bcstg, Co., Inc.
Business-Studio Address....130 S. Salisbury St.
Phone Number......................6411
Transmitter Location.......E. Davie St. Extension
Air Time.........................6:30 a.m.-12 M.
News Service......................AP
Transcription Service......Lang-Worth
Representative.................Weed
Membership.......................NAB, BMB
President.........................A. J. Fletcher
General-Station Manager...Fred Fletcher
Commercial Manager.........Tom Mitchell
Program Director............Howard Maschmeier
Chief Engineer...............Stanley Brown

WFRC
REIDSVILLE—EST. 1947
KBS
Frequency: 1600 Kc........Power: 1000 Watts
Owned-Operated By...Piedmont Carolina Bcstg,
Co., Inc.
Business-Studio Address......18 Gilmer St.
Phone Number......................1573-4
Transmitter Location.........Leaksville Rd.
Air Time.................6 a.m.-11 p.m.; 7 a.m.-10 p.m.
Sun.
News Service......................AP
Transcription Service..World, Associated, Cole
Representative...............Donald Cooke
Membership.......................NAB
President.........................H. T. Williams
General-Station, Publicity
Director.........................W. E. Williams
Commercial-Sales Promotion
Manager..........................George Anderson
Program Director, Anouncer..Chuck Perron
Production Manager..........Carolyn Reese
Chief Engineer.................L. H. Alexander
Farm Editor......................Mutt Burton

WBT
ROANOKE RAPIDS—EST. 1940
MBS—KBS
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By...Radio Station WBT
Incorporated
Business-Studio Address....251 Roanoke Ave.
Phone Number......................R-855-1, R-856-1
Transmitter Location.......E. Tenth St. Ext.
Air Time..................6 a.m.-12 M.
News Service......................AP
Transcription Service......Lang-Worth, World
Representative...............Burn-Smith
Membership.......................NAB, BMB
President, General-Station Mgr...E. Crew
Commercial-Sales Promotion Mgr...A. L. Drew
Program—Publicity Director, Production Manager..Jesse Helms
Chief Announcer..............Jack Kenneth Johnson
Musical Director.............Jerry Eton
Chief Engineer...............C. W. Meares

WAYN
ROCKINGHAM—EST. 1946
Frequency: 900 Kc........Power: 1000 Watts d.
Owned-Operated By...Wayne M. Nelson
Business-Studio Address.....Rockingham, N. C.
Phone Number......................611
Transmitter Location.........Rockingham, N. C.
Air Time....................Local Sunrise-Local Sunset
News Service......................UP
Transcription Service......Lang-Worth, Mac-Gregor, SESAC, Cole
Membership.......................NAB, BMB
President-Owner, General Manager........Wayne M. Nelson
Commercial Manager.........Mrs. Jimmie Ellerbe
Chief Engineer...............William E. Henley

WCEC
ROCKY MOUNT—EST. 1947
Frequency: 810 Kc........Power: 1000 Watts d.
Owned-Operated By...Losh L Horne
Business-Studio Address......115 N. Church St.
Phone Number......................2890
Transmitter Location.......N. C. Highway 95, 2
miles N. W. of City
Air Time..................Local Sunset-Local Sunrise
News Service......................AP
Transcription Service...Capital, Associated
Membership.......................NAB
President-Owner...............Josh L Horne
General Manager..............Melvin J. Warner
Commercial Manager.........Ruby Grant Dugan
Program Director, Production Manager.....Ray Wilkinson
Chief Engineer...............Warren Palmer

WEED
ROCKY MOUNT—EST. 1933
ABC
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By...W. A. Wynne
Business Address.................Box 752
Phone Number......................1420
Studio-Transmitter Location...Nashville H'way
Air Time..................6 a.m.-12 M.; 8 a.m.-M. Sun.
WSAT (CP)
SALISBURY
Frequency: 1280 Kc.  Power: 1000 Watts d.
Owned-Operated By . Mid-Carolina Bstg. Co.
Business Address . . . . 119 Lawyers Row

WSTP
SALISBURY—EST. 1939
MBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By . Piedmont Bstg. Corp.
Business-Studio Address . State Theater Bldg.
Phone Number . . . . . . 2121
Transmitter Location . Statesville Rd.
Air Time . . . . . . . . . . . . 7 a.m.-12 M.
News Service . . . . . . . . . . . . AP
Transcription Service . . . . . . Lang-Worth
Representative . . . . . . . . . . . . . McGillvra
Membership . . . . . . . . . . . . . NAB. BMB
President, General Manager . . Bryce F. Beard
Musical Director . . . . . . . . . . . . . Russell B. McIntire
Commercial Manager . . . . Katherine Murphy
Publicity Director . . . . . . . . . . . . . Pat Beard
Chief Announcer . . . . . . . . . . . . . Bill Brown
Chief Engineer . . . . . . . . . . . . . Carl B. Watson
Farm Editor . . . . . . . . . . . . . Jim Turner

WWGP
SANFORD—EST. 1946
Frequency: 1050 Kc.  Power: 1000 Watts d.
Address . . . . . . . . . . . . . 23 Steele St.
Phone Number . . . . . . . . . . . . 560
Transmitter Location . Near Tramway
Air Time . . . . . . . . . . . . . Daytime
News Service . . . . . . . . . . . . UP
Transcription Service . . . . World, Capitol, Cole
Pres.-Gen. Manager . . . . W. W. Primm
Commercial Manager . . L. O. Hutchins
Promotion Manager . . . . G. C. Primm
Program Director . . . . . . . . . . . . . Gerald E. Bowman
Chief Engineer . . . . . . . . . . . . . Carey H. Olive

WOHS
SHELBY—EST. 1946
MBS
Owned-Operated By . Western Carolina Radio Corp.
Business Address . . . . Box 1401
Phone Number . . . . . . . . . . . . . 340
Studio-Transmitter Location . Highway 74, W.
Air Time . . . . . . . . . . . . . Local Sunrise-Local Sunset
News Service . . . . . . . . . . . . . AP
Transcription Service . . . . . . Thesaurus
Membership . . . . . . . . . . . . . NAB
President . . . . . . . . . . . . . Joe E. Davis
Chief Announcer . . . . . . . . . . . . . Harry Gatton
Program Director .................................. James Poston
Publicity Director .................................. Miss Francis Earle
Chief Announcer, Musical Director .................. Albert Watson
Chief Engineer ................. R. K. Abernethy

**WCPS**

TARBORO—EST. 1946
SMITH DOUGLAS NETWORK
CAROLINA SPORTS NETWORK

Frequency: 760 Kc. Power: 1000 Watts d. only
Owned-Operated By .................................. Coastal Plains Bcstg., Co., Inc.
Business-Studio Address .......................... Edgecombe Bank Bldg.
Phone Number ...................................... 643
Transmitter Location ................................ U. S. Highway No. 64, Rocky Mount-Tarboro
Air Time ............................................. 5 a.m.-Local Sunset
News Service ........................................ AP
Transcription Service ............................... Lang-Worth, Capitol
Membership .......................................... NAB, BMB
General Manager ............................. John C. Hanner
Commercial Manager .............................. Porter McNair
Program Director .................................. Syd Byrnes
Publicity Director .................................. Ruth Brewer
Chief Engineer ...................................... Charles D. Chandler
Farm Editor .......................................... S. Welcome Stanton

**WTNC**

THOMASVILLE—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Operated By ................................. Thomasville Bcstg., Co.
Business-Studio Address .......................... Salem St. Extension
Phone Number ...................................... 902
Transmitter Location .............................. Salem St. Extension
Air Time ............................................. Local Sunrise-Local Sunset
News Service ........................................ AP
Transcription Service ............................... World
Membership .......................................... NAB
President ............................................ Russell F. Van LANDINGHAM
Station-Commercial Manager ..................... Harold Harrison
Chief Announcer ..................................... Harold Murray
Chief Engineer ...................................... L. M. Sugg

**WADE**

WADESBORO—EST. 1947
N. C. STATE NETWORK

Frequency: 1210 Kc.  Power: 1000 Watts d.
Owned-Operated By ................................. Anson Radio & Bcstg., Co., Inc.
Business-Studio Address .......................... Lyon Bldg.
Phone Number ...................................... 620 and 427
Transmitter Location .............................. Morven Rd.
Air Time ............................................. Local sunrise-local sunset
News Service ........................................ UP
Transcription Service ............................... Thesaurus
Representative ........................................ Friedenberg
Membership .......................................... NAB

President ............................................ Robert P. Lyon
General-Station Manager ......................... G. Fred Johnson
Commercial-Sales Promotion Manager .......... Jack Hankins
Program-Production Manager ........................ Jacke Larabee
Chief Announcer, Musical Director ............. Wm. Billingsley
Chief Engineer ...................................... John Thomas

**WHED (CP)**

WASHINGTON—EST. 1942
ABC

Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ................................. Beaufort Bcstg. Co.

**WRFF**

WASHINGTON—EST. 1942
ABC

Frequency: 930 Kc.  Power: 5000 Watts d.
Owned-Operated By ................................. Tar Heel Bcstg., System, Inc.
Business-Studio Address .......................... Bank of Washington
Phone Number ...................................... 403
Transmitter Location .............................. U. S. Highway No. 17
Air Time ............................................. 5:30 a.m.-local sunset
News Service ........................................ AP
Transcription Service ............................... Thesaurus
Representative ........................................ Forjoe
Membership .......................................... NAB, BMB
President ............................................ W. R. Roberson, Sr.
General Manager ................................... W. R. Roberson, Jr.
Station-Commercial Mgr. .......................... T. H. Patterson
Sales Promotion Manager, Program Director  .. Don Pierce
Production Manager ................................. Ben Roebuck
Publicity Director, Chief Announcer ............... Merrill Daniels
Musical Director ...................................... Paul Wynn
Chief Engineer ...................................... Issacc Murphey
Farm Editor .......................................... Vernon Carter

**WHCC**

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By ................................. Smoky Mountain Bcstg., Business Address .......................... Main St.
Phone Number ...................................... 680
News Service ........................................ UP
Transcription Service ............................... Lang-Worth
President ............................................ W. Curtis Russ
General Manager ................................. Robert M. Wallace
Commercial Manager .............................. Zeno Wall
Program Director ................................. George A. Flowers
Chief Engineer ...................................... Don Hunnicutt

**WENC**

WHITEVILLE—EST. 1946

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ................................. Whiteville Bcstg., Co., Inc.
NORTH CAROLINA

Business-Studio Address: P. O. Box 508
Phone Number: 120
Transmitter Location: 1 mi. from Business District
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: Standard, World
Membership: NAB
General-Sales Promotion Manager:
Publicity Director: Ward A. Coleman
Commercial Manager: Mrs. Margaret McNeil
Program Director, Production Manager: Henry Hoppe
Chief Announcer: Jim Pursell
Chief Engineer: Harold Vanderment

W G N I
WILMINGTON—EST. 1946
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: General Newspapers Inc.
Business-Studio Address: Radio Bldg., Princess St.
Phone Number: 2-2421-2; L.D. 30
Transmitter Location: Eagle Island at Cape River Bridge
Air Time: 6:30 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Capitol, Standard
Representative: Joseph Hershey McGillvra
Membership: NAB
President: Carmage Walls
General Manager, Publicity Director: James W. Stewart
Commercial-Sales Promotion Manager: Foster Edwards
Program Director, Production Manager: Don Barber
Chief Announcer, Farm Editor: Ed. McKay
Musical Director: Larry Hartsfield
Chief Engineer: W. P. Callahan

W M F D
WILMINGTON—EST. 1935
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Richard Austin Dunlea
Business Address: P. O. Box 696
Phone Number: Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location: Castle Hayne Road
Air Time: 7:30 a.m.-11 p.m.
News Service: UP
Transcription Service: World, Cole
Representative: Burn-Smith Company
Owner-General Mgr.: B. A. Dunlea
Commercial Manager: Claud O'Shields
Program Director: H. W. Lee
Chief Engineer: E. I. Herring

W G T M
WILSON—EST. 1937
MBS—TOBACCO NETWORK
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Watson Industries, Inc.
Business Address: P. O. Box 976
Phone Number: 2188-9
Studio Address: Herring Ave.
Transmitter Location: Rock Ridge, N. C.
Air Time: 5:30 a.m.-12:30 p.m.
News Service: UP
Transcription Service: World, Lang-Worth
Thesaurus Representative: George P. Hollingbery
Membership: NAB, BMB
President-Owner: Penn Thomas Watson
General Manager: Allen Wannamaker
Assistant Manager: Clint Faris
Commercial Manager: Harry Severance
Production Manager: Bill Jackson
Publicity Director: Harriet Fulghum
Musical Director: Jack Townsend
Chief Engineer: W. H. Malone
Farm Editor: Lee Parker

Now, the new 5000-watt voice of WGT M covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.
For complete tobacco-land coverage ... from the inside ... you need only

The NEW WGT M
590 KC
WILSON, NORTH CAROLINA
THE TOBACCO NETWORK
Allen E. Wannamaker, Gen. Manager
NORTH CAROLINA-NORTH DAKOTA

WAIR
WINSTON-SALEM—EST. 1937
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WAIR Bcstg. Co.
Business-Studio Address: Pepper Bldg.
Phone Number: 2-1133
News Service AP
Transcription Service World, Lang-Worth.
Cole Representative Avery Knodel
Membership NAB, BMB
General Manager George Walker
Asst. Manager James Hicks
Commercial Manager C. G. Hill
Sales Promotion Manager James Hicks
Program Director Doris Pardington
Chief Announcer Gilbert Stamper
Chief Engineer Lee King

WSJS
WINSTON-SALEM—EST. 1930
NBC
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Piedmont Publishing
Business-Studio Address: 419-21 N. Spruce St.
Phone Number: 4141

NORTH DAKOTA

Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998
Farms with Radios 57,769—Stations in State 11

KFYR
BISMARCK—EST. 1925
NBC—NORTHWEST NETWORK
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Meyer Bcstg. Co.
Business-Studio Address: 320 Broadway
Phone Number: 468
Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Commercial Manager Robert MacLeod
Program-Publicity Director Cal Culver
Production Manager Charles Schoregge
Chief Engineer Ivar Nelson

KDLR
DEVILS LAKE—EST. 1925
MBS—GREAT NORTHERN
Frequency: 1240 Kc. Power: 250 Watts
News Service UP
Transcription Service Associated, Standard
Representative Headley-Reed
Membership NAB, BMB
President Gordon Gray
Vice-President Harold Essex
Sales Manager Harry B. Shaw
Sales Promotion Manager Walter Blake
Program Director Robert C. Estes
Production Manager John Comnas
Musical Director B. C. Dunford, Jr.
Chief Engineer Phil Hedrick

WTOB
WINSTON-SALEM—EST. 1946
MBS
Frequency: 710 Kc. Power: 1000 Watts d.
Owned-Operated By: Winston-Salem Bcstg.
Business-Studio Address: .826½ W. Fourth St.
Phone Number 7145
News Service AP
Transcription Service Thesaurus
Representative Taylor-Howe-Snowden
Membership NAB
President James W. Coan
General Manager John G. Johnson
Program Manager Louis T. Marsh
Production Manager Miss Elizabeth Trotman
Chief Engineer L. C. Davis

KDIX
DICKINSON—EST. 1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Dickinson Radio Assn.
Business-Studio Address: 28 1st Ave. W.
Phone Number 348
Transmitter Location N. Dickinson City Limits
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB

560
President: Dr. P. J. Weir
General-Station Manager: Orville F. Burda
Commercial Manager: Eugene L. Spear
Sales Promotion Manager: Orville J. Narum
Production Manager: Warren M. Peterson
Publicity-Musical Director: George L. Brooks
Chief Engineer: Quintin V. Prochaska

Transcription Service: Long-Worth
Representative: Avery Knode
President-Owner: Dalton Le Masurier
Commercial Manager: Elmer O. Hanson
Program Director: Ralph D. Herbert
Chief Engineer: Arnold Petrich

KNOX
GRAND FORKS—EST. 1947
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Community Radio Corp.
Business Address: Box 1110
Phone Number: 3500
News Service: UP
Transcription Service: World
President: Carroll E. Day
Gen.-Com. Mgr.: Frank W. Kaull
Prom. Mgr.-Program Dir.: Jack Kennedy
Chief Engineer: Eugene Zober

KSJB
JAMESTOWN—EST. 1947
CBS—MBS
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Jamestown Bcstg. Co., Inc.
Business Address: 422 N.W. 2nd St.
Phone Number: 1600
Transmitter Location: Highway 281 South Jamestown
Air Time: 6 a.m.-12:05 a.m.
News Service: UP
Transcription Service: World
Representative: Adam J. Young, Jr., Inc.
Membership: NAB, BMB
Chief Owner: John W. Boles
Program Director: Joseph Goodfellow
Promotion Manager: Wm. Barry
General Manager: Wm. Hurley
Chief Engineer: Robert Ridgeway
(See Following Page)

KGCU
MANDAN—EST. 1928
MBS—GREAT NORTHERN BCSTG. SYSTEM
Frequency: 1270 Kc. Power: 1000 Watts d.
250 Watts n.
Owned-Operated By: Mandan Radio Assn., Inc.
Business-Studio Address: 200 Third Ave. Northeast
Phone Number: 800-1
Transmitter Location: 3½ mi. S.E. of Mandan on Highway No. 10
Air Time ........................................... 17½ hrs. daily
News Service ........................................ AP
Transcription Service ............................... Lang-Worth
Membership ........................................... BMB
President .............................................. W. S. Russell
General-Commercial-Sales Promotion
Manager ............................................... M. J. Reichert
Program-Publicity Director, Production
Manager ............................................... Merritt W. Bushee
Chief Announcer ..................................... John Z. Miller
Chief Engineer ...................................... Ray Barnett

Membership ........................................... BMB
President, General Manager ................... John B. Cooley
Station Manager .................................... C. W. Baker
Commercial Manager .............................. E. H. Cooley
Sales Promotion Manager ....................... Leslie E. Maupin
Program Director .................................... James Haultman
Production Manager ............................... Jack Helling
Musical Director ..................................... Arturo Petrucci
Chief Engineer ....................................... C. W. Baker

KLPM
MINOT—EST. 1929
MBS—GREAT NORTHERN
Owned-Operated By ................................ Minot Bcsv, Co.
Business-Studio Address ................................ Fair Block
Phone Number ........................................ 1287, 684
Transmitter Location .............................. 2 mi. S.E. of Minot
Air Time .................................................. 6:30 a.m.-12 M.
News Service .......................................... UP
Transcription Service .............................. World
Representative ............................................ Walker

KOVC
VALLEY CITY—EST. 1936
MBS—GREAT NORTHERN—KBS
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By ................................. KOVC Inc.
Business-Studio Address ................................ 312 Fifth Ave.
Phone Number ........................................ 408-W
Air Time .................................................. 6:30 a.m.-12 p.m.
News Service .......................................... UP
Membership .............................................. BMB
President ................................................ Robert E. Ingstad
Sales Promotion Manager ....................... Wayne King
Program Director .................................... Wayne Grant
Production Manager ............................... Robert Nelson
Chief Engineer ....................................... Charles Sjostrom

It's a Natural!

... and for 11 years
KSJB has been serving
the rich Dakotas.

5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES

Write for complete information

KSJB
JAMESTOWN
NORTH DAKOTA
WAKR

TOWERS OVER AKRON

ABC Network
5000 WATTS
DAY and NIGHT

For the Facts Call
WEED & CO.
National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248
Good Programs for 23 Years

1350 CBS

WADC

First in Akron

Soon . . . . Finest in FM

Akron, Ohio
Basic Columbia Network • 5000 Watts
Allen T. Simmons • Owner-Operator
Represented Nationally by George P. Hollingbery Co.
OHIO

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588
Farms with Radios 186,503—Stations in State 52

WADC
AKRON—EST. 1925
CBS
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bosiness Address Box 830
Phone Number Meadowbrook 3211
Studio Address First National Tower, Akron
Ohio & Tallmadge, Ohio
Transmitter Location State Route No. 8, N. of Akron
Air Time 24 hrs. daily
News Service Transradio, UP
Transcription Service Standard, Lang-Worth, World
Representative George P. Hollingbery
Owner-Manager Allen T. Simmons
Assistant Manager Robert Wilson
Executive Secretary Dolores Buehrle
Commercial Manager Fred C. Bock
Merchandising Manager M. W. Alexander
Program Director Harold Hageman
Traffic Manager Joe Jolliff
Promotion-Publicity Director Secrest Williams
Chief Engineer John L. Wildermuth

WAKR
AKRON—EST. 1940
ABC
Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By S. Bernard Berk
Business-Studio Address First National Tower, 106 S. Main St.
Phone Number HElmlock 6151
Transmitter Location 739 Swartz Rd.
Air Time 5:30 a.m.-1:05 a.m.; 6:55 a.m.-1 a.m.
News Service AP, UP
Transcription Service Associated, Capitol
Thesaurus
Representative Weed
Membership NAB
President General Mgr. S. Bernard Berk
Assistant to President Roger G. Berk
Commercial Manager Kenneth M. Keegan
Program Director Gene Trace
Publicity Director Bert Charles
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp
(See Page 563)

WHHK
AKRON—EST. 1945
MBS
Frequency: 640 Kc. Power: 1000 Watts
Owned-Operated By United Bcstg. Corp.
Business-Studio Address 51 W. State St.
Phone Number BBlackstone 7101
Transmitter Location Akron-Penninsula Rd.
Air Time 6 a.m.-California sunset
News Service AP
Transcription Service Standard, Cole
Representative Paul H. Raymer
Membership NAB, BMB
Vice President H. K. Carpenter
General-Station Manager R. W. Richmond
Commercial Manager Philip R. Herbert
Sales Promotion Manager, Publicity
Director Thomas P. Egan
Program Director Production Mgr. Lew Henry
Chief Announcer Jack Morrissey
Musical Director Bruce R. Blake
Chief Engineer James S. Hill
Farm Editor Cliff Rodgers

WICA
ASHTABULA—EST. 1937
Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221; 27-181
Transmitter Location Jefferson Rd, B.D.
Air Time 6 a.m.-local sunset
News Service UP
Transcription Service Lang-Worth
Representative Walker
Membership BMB
President General Manager B. B. Bowley
Station Manager Walter W. Walrath
Commercial Manager Donald F. Fassett
Program Director, Production Manager Alfred B. Newkirk
Publicity Director Farm Editor John Strassen
Musical Director Mary Pavolino
Chief Engineer Ted Seal

WTRF
BELLAIRE—EST. 1947
MBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business Address Bellaire, Ohio
Phone Number 1515
News Service AP
Transcription Service World
President Jesse A. Bloch
General Manager Robert W. Ferguson
Commercial Manager Robert J. Campbell
Promotion Manager Albert T. Fischer
Program Director Franklin Curtis
Chief Engineer George Cowen
WILE (CP)  
CAMBRIDGE
Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Land O' Lakes Bcstg.
Corp.
Business Address: 917 Beatty Ave.
Phone Number: 3545
News Service: AP
Transcription Service: World
President: H. D. McClendon
V.P.-General Mgr.: Howard A. Donahoe
Chief Engineer: Wesley C. Randles

WAND  
CANTON—EST. 1947
Owned-Operated By: P. C. Wilson
Business Address: 1414 12th St. N. E.

WCMW  
CANTON—EST. 1946
Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By: Stark Bcstg. Corp.
Business-Studio Address: 317 W. Tusc.
Phone Number: 8219
Transmitter Location: Hills & Dale Rd.
Air Time: Local sunrise-local sunset
News Service: INS
Transcription Service: Thesaurus, Standard, Lang-Worth
Representative: Burn-Smith
President-Owner: Merlin Schneider
General Manager: Len Taylor
Vice President, Technical Director: Royal G. Lister
Commercial Manager: George Starr
Sales Promotion Manager, Publicity Director: Morrey Adelman
Program Director: Vic Decker
Chief Announcer: Tom Morrison
Musical Director: Robert Allen

WHBC  
CANTON—EST. 1925
ABC
Frequency: 1480 Kc. Power: 5000 Watts
Owned By: Brush-Moore Newspapers, Inc.
Operated By: Ohio Bcstg. Co.
Business-Studio Address: 550 Market Ave. S.
Phone Number: 7166
Transmitter Location: Richville, Ohio
Air Time: 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, UP
Transcription Service: Capitol
Representative: William G. Rambeau
Membership: NAB, BMB
President: Roy D. Moore

General Manager: Joseph K. Vodrey
Director of Radio: Eugene Carr
Station Manager: Robert C. Fehlman
Commercial Manager: Gervis S. Brady
Sales Promotion Manager, Publicity Director: Julius Glass
Program Director: Richard Neher
Production Manager, Musical Director: Martin Alexander
Chief Engineer: Kenneth L. Sliker
Farm Editor: Richard Merrin

WBEX  
CHILLICOTHE—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Shawnee Bcstg. Co.

WCKY  
CINCINNATI—EST. 1929
Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By: L. B. Wilson Inc.
Business-Studio Address: Hotel Gibson
Phone Number: Cherry 5565
Transmitter Location: near Crescent Springs, Ky.
Air Time: 5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: INS
Transcription Service: World, Standard, Cole
Representative: Ralph E. McKinnie
Membership: NAB
President-Owner, General Mgr.: L. B. Wilson
Station-Commercial Manager, Chief Engineer: C. H. Topmiller
Program Director, Chief Announcer: Bill Dawes
Publicity Director: John Murphy
Musical Librarian: Ethlyn Hale

WCPO  
CINCINNATI—EST. 1922
MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Scripps-Howard Radio, Inc.
Business-Studio Address: 3800 Carew Tower
Phone Number: Main 3314
Transmitter Location: Daylight Bldg.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated Representative: Branham
President: Jack R. Howard
General Manager: M. C. Watters
Station-Commercial-Sales Promotion Manager: John Patrick Smith
Program Director, Farm Editor: Glenn Clark Miller
Production Manager, Chief
Announcer .......................... Earl Corbett
Publicity Director ................. Doreene Cleveland
Musical Director .................... Betty Richardson
Chief Engineer ...................... Glen A. Davis

WKRC
CINCINNATI—EST. 1923
CBS
1000 Watts n.
Owned-Operated By: . The Cincinnati Times-
Star Co.
Business-Studio Address .......... Hotel Alms
Phone Number ..................... Woodburn 0550
Transmitter Location .......... Hotel Alms
Air Time: .7 a.m.-2 a.m.; 5:30 m.-2 a.m., Sun.
News Service ....................... AP, UP
Transcription Service, Standard, Lang-Worth
Representative .................... Katz Agency
Membership ......................... NAB, BMB
President .......................... Hubert Taft
Managing Director ............... Hubert Taft, Jr.
Station Manager ................... Herman E. Fast
Commercial Manager .............. U. A. Latham
Sales Promotion Manager ........ Joel W. Stovall
Program Director .................. Harvey Carey
Production Manager .............. Syd Cornell
Publicity Director ................. Charlton Wallace
Musical Director ................... Bob Snyder
Chief Engineer ...................... George Wilson
Farm Editor ....................... Ben Werk

WLW
CINCINNATI—EST. 1922
NBC
Frequency: 700 Kc. Power: 50,000 Watts
Owned-Operated By ....... Crosley Bscstg. Corp.
Business-Studio Address . Crosley Sq., 140 W.
Ninth St.
Phone Number .................... Cherry 1822
Transmitter Location .. Mason, Ohio
Air Time .......................... 24 hrs. daily
News Service ...................... AP, INS, UP
Transcription Service ........... Thesaurus
Representative .................... Keenan & Eickelberg
Membership ......................... NAB
President .......................... James D. Shouse
Vice-President, General Manager ........ R. E. Dunville
Vice-President in Charge of Sales .......... H. M. Smith
Director of Merchandising & Prom. Activities ..................... M. N. Terry
Director of Sales .................. David E. Partridge
Promotion ......................... William P. Robinson
Director ......................... Chester Herman

WSAI
CINCINNATI—EST. 1923
ABC
Frequency: 1360 Kc. Power: 5000 Watts
Owned By: ............... Marshall Field
Operated By ................. Buckeye Bscstg. Co.
Business-Studio Address .. 115 E. Fourth St.
Phone Number ................. Main 1068
Transmitter Location .. Mt. Healthy
Air Time .......................... 6 a.m.-1 a.m.
News Service ....................... AP, UP
Transcription Service ........... Thesaurus, Standard, Capitoil
Representative .................... Avery-Knodel
President-Owner ................. Marshall Field
General Manager ................. Robert M. Sampson
Assistant General Manager ........ E. K. Bauer
National Sales Manager .......... Robert H. Houltware
Program Director ............... James Leonard
Production Manager, Chief Announcer ........ Fred Harper
Publicity Director ............... Vonne Monsell
Musical Director ................. Bruce Scott
Chief Engineer ...................... William E. Symons

W GAR
CLEVELAND—EST. 1930
CBS
Frequency: 1220 Kc. Power: 50,000 Watts
Owned-Operated By: ... The W GAR Bscstg. Co.
Business-Studio Address .. Hotel Statler
Phone Number ................. Prospect 0200
Transmitter Location . Broadview & Aikins Rd., Broadview Heights, O.
Air Time .......................... 6 a.m.-3 a.m.
News Service ....................... INS, UP
Transcription Service ........... Standard, Capitol
Representative .................... Edward Petry
Membership ......................... NAB
President .......................... G. A. Richards
Vice President, General Mgr. .......... John F. Pott
Sales Manager ..................... Harry Camp
Sales Promotion Manager .......... Jack Roeder
Program Director ............... Reginald Merridew
Production Manager ............. Wayne Mack
Publicity Director ............... Manuel Einer
Chief Announcer .................... Charles Roberts
Director of Music ................... Henry Pildner
Vice President in Charge of Engineering ........ R. Morris Pierce
CLEVELAND'S Chief STATION

PULLS FOR YOU!

You should know what the Hoopers show ... that morning and afternoons ... on programs or spots ... WJW delivers more listeners per dollar than any other Cleveland station.
WHK
CLEVELAND—EST. 1921
MBS
Frequency: 1420 Kc. Power: 5000 Watts
Business-Studio Address: 1311 Terminal Tower
Phone Number: Prospect 5800
Transmitter Location: Seven Hills Village
Air Time: 7:15 a.m.-1 a.m. Sun.; 8:30 a.m.-1 a.m. Mon.-Fri.; 7 a.m.-2 a.m. Sat.
News Service: AP, INS
Transcription Service: ASCAP, BMI, Lang-Worth
Representative: Paul H. Raymer
Membership: NAB
General Manager: J. E. Maurer
Sales Promotion Manager: Henry Norweb, Jr.
Program Director: C. M. Hunter
Production Manager: B. Koeblitz
Publicity Director: Paul Bairstow
Musical Director: Willard Pott
Chief Engineer: R. H. DeLany

WJMO
CLEVELAND—EST. 1947
Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By: The WJMO Bestg. Co.
Business-Studio Address: 2157 Euclid Ave.
Phone Number: Superior 4424
Transmitter Location: 2157 Euclid Ave.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young, Jr.
Membership: NAB
President: W. J. Marshall
General-Station Manager: Dave Baylor
Commercial Manager: Robert De Ichon
Program Director, Production Manager: Charles Dolan
Chief Announcer: Howie Lund
Chief Engineer: Larry Shipley

WJW
CLEVELAND—EST. 1943
ABC
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: William M. O'Neil
Business-Studio Address: 1375 Euclid Ave.
Phone Number: SU 0101
Transmitter Location: N. Royalton, O.
Air Time: 8 a.m.-1 a.m. Sun.; 6 a.m.-1 a.m.
Mon.-Fri.; 6 a.m.-2 a.m. Sat.
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President-Owner: William M. O'Neil
Assistant to President: Lawrence Webb

Commercial Manager (National)...Harold W. Waddell: (Local) W. J. Sylvester
Sales Promotion Manager...Frank H. Blumer
Program Director......Charles V. Hunter
Publicity Director......James E. Hansen
Chief Announcer.........Stanley Peyton
Chief Engineer.........Gerald G. Roberts

W TAM
CLEVELAND—EST. 1923
NBC
Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Operated By: National Bestg. Co., Inc.
Business-Studio Address: 815 Superior Ave.
Phone Number: CHerry 0942
Transmitter Location: Brecksville, O.
Air Time: 9 1/2 hrs.
News Service: AP, UP
Transcription Service: Thesaurus, Standard
Membership: NAB, BMB
President: Niles Trammell
General Manager: John McCormick
Commercial Manager: Harold Gallagher
Sales Promotion Manager: H. A. Barton
Program Director: Hal Metzger
Production Manager: Fred Wilson
Publicity Director: Neil M. Flanagan
Musical Director: Walberg Brown
Chief Engineer: S. E. Leonard
Farm Editor: Jim Chapman

For Prestige...
AP
Membership!
A NEW VOICE IN GREATER CLEVELAND

SERVING THE BEST BUYING POWER IN THE NATION'S SIXTH CITY

The Family Station

WSRS
1490 KC
WSRS FM
95.3 MEG.

GREATER CLEVELAND'S 1ST AND ONLY FULL-TIME INDEPENDENT RADIO STATION
WSRS  
CLEVELAND HEIGHTS—EST. 1947  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Samuel R. Sague  
Business-Studio Address: Radio Center Bldg., Cedar & Lee Rds.  
Phone Number: ERIevew 2005  
Air Time: 18 hrs. daily  
News Service: AP  
Transcription Service: Lang-Worth, World, SESAC  
Membership:  
Owner, Chief Executive, General-Station: NAB  
Manager: S. R. Sague  
Production Mgr.: Carter Wayne  
Program Director: Hugh Sanders  
Chief Engineer: H. A. Brinkman  
Music Librarian: Isabelle Edgar  
Chief Announcer: Chick Lind

WBNS  
COLUMBUS—EST. 1924  
Owned-Operated By: Radiohio, Inc.  
Business-Studio Address: 33 N. High St.  
Phone Number: ADam 9265  
Transmitter Location: 1055 Barnett Rd.  
Air Time: Unlimited  
News Service: AP, PA  
Transcription Service: Thesaurus, Capitol  
Representative: John Blair  
Membership:  
President: Richard S. Wolfe  
General Manager: Richard A. Borel  
Commercial Manager: W. I. Orr  
National Sales: Robert D. Thomas  
Program Director: Geer Parkinson  
Promotion Director: Jerome R. Reeves  
Musical Director: Paul Neal  
Chief Engineer: Lester H. Nafzger  
Farm Editor: Bill Zipf

WCOL  
COLUMBUS—EST. 1924  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: The Pixleys  
Business-Studio Address: E. Broad at Young  
Phone Number: MAIn 4581  
Air Time: 19 hrs. daily  
News Service: AP, INS  
Transcription Service: World, Lang-Worth. Associated  
Representative: Headley-Reed  
Membership: NAB, BMB  
Executive Partner: L. A. Pixley  
General-Station Manager: Jack Kelly  
Commercial-Sales Promotion Manager: Frank N. Jones  
Program Director, Production: Al Albinger  
Publicity Director: Blanche Dohn  
Chief Announcer: George Lyman Arms  
Musical Director: Joe Weisberg  
Chief Engineer: Leo DeConnick  
Farm Editor: T. D. Harmon

WHKC  
COLUMBUS—EST. 1921  
MBS  
Owned By: Cleveland Plain Dealer  
Operated By: United Bcstg. Co.  
Business-Studio Address: 22 East Gay St.  
Phone Number: Adams 1101  
Transmitter Location: 501 Obetz Rd.  
Air Time: 6 a.m.-1 a.m.  
News Service: INS, UP  
Transcription Service: Lang-Worth, Cole  
Representative: Paul H. Raymer  
Membership:  
President: Sterling Graham  
General-Station Manager: Carl M. Everson  
Commercial-Sales Promotion Manager: Harry H. Hoessly  
Program Director, Production: John B. Moses  
Publicity Director: Juanita Wilcox  
Chief Announcer: B. J. Sweeney  
Musical Director: Abram Ruvinsky  
Chief Engineer: Wm. B. Minor  
Farm Editor: George Zeiss

WTNS  
COHSOCTON—EST. 1947  
Frequency: 1560 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coshocton Bcstg. Co.  
Business Address: 14 N. Main St.  
Phone Number: 1560  
News Service:  
Transcription Service: Lang-Worth, Capitol, SESAC  
Pres.-Gen. Mgr.: Bruce Wallace  
Sta. Mgr. Pro. Dir.: Fred Dodge  
Comm.-Prom. Mgr.: Richard H. Athey  
Chief Engineer: Ben Jones

WING  
DAYTON—EST. 1921  
Frequency: 1410 Kc. Power: 5000 Watts  
Owned By: Great Trails Bcstg. Corp.  
Operated By: Radio Station WING  
Business-Studio Address: N. Main St.  
Phone Number: Adams 3288  
Air Time: 24 hrs. daily  
News Service: AP  
Transcription Service: Lang-Worth, Standard  
Representative: Weed
WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at $4,903 per family in 1947 ($1,263 higher than the national average), rests solidly on regular employment by manufacturers of world famous products like cash registers, ‘business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus real public service keep WHIO first among Dayton stations.

WHIO DAYTON COVERS
The No. 1 Market of the Miami Valley

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**WFIN**
**FINDLAY—EST. 1941**
KBS
Frequency: 1330 Kc......Power: 1000 Watts
Owned-Operated By......Fred R. Hover Estate
Business-Studio Address......500½ S. Main St.
Phone Number..................1330
Transmitter Location...........Willimts Rd.
Air Time......6:30 a.m.-local sunset; 7 a.m-local sunset. Sun.
News Service..................INS
Transcription Service......Lang-Worth, Standard.
SESAC, Cole
Membership....................NAB, BMB
General Manager..............Dimond Haver
Sales Manager.................M. C. Clark
Sales Promotion Manager......Richard K. Davis
Traffic Manager..............Jean Lamb
Chief Announcer, Farm Editor......Fritz Sorenson
Musical Director..............Margaret Truman
Chief Engineer................Edgar C. Smith

Transmitter Location........1424 Rice Ave.
Air Time........18 hrs. daily; 16 hrs. Sun.
News Service..................AP
Transcription Service........Frederic W. Ziv
Representative................Headley-Reed
Membership.....................NAB, BMB
President......................George B. Storer
General Manager..............Lee B. Wailes
Station-Sales Promotion Manager, Publicity
Director.......................J. Robert Kerns
Commercial Manager...........Harry Jay
Program Director..............E. C. Ulrick
Chief Announcer..............Harley Lucas
Chief Engineer................Darrel Hunter

**WMAN**
**MANSFIELD—EST. 1939**
ABC
Frequency: 1400 Kc......Power: 250 Watts
Owned-Operated By......Richland, Inc.
Business-Studio Address......Ohio Theater Bldg.
Phone Number..................4235-6
Transmitter Location........Longview Ave. at
N. Main
Air Time......6:30 a.m.-12 M; 7:30 a.m.-12 M.,
Sun.
News Service..................UP
Transcription Service........World
Representative.................Taylor-Howe-Snowden
Membership.....................NAB
President......................Monroe Snowden
General-Station Manager......J. M. O'Hara
Commercial-Sales Promotion
Manager.........................Cari Kindt
Program Director, Production
Manager.........................Harry Lytle
Chief Engineer................William E. Morrison

**WMOA**
**MARIETTA—EST. 1946**
MBS—KBS
Frequency: 1490 Kc......Power: 250 Watts
Owned-Operated By......Marietta Bcstg. Co., Inc.
Business-Studio Address......P. O. Box 201
Phone Number..................6383
Transmitter Location........Williamstown, W. Va.
Air Time......................17½ hrs. daily; 16 hrs. Sun.
News Service..................UP
Transcription Service........Lang-Worth
Program Director, Chief
Announcer...............Harold Haught
Chief Engineer........Charles E. Clark

573
WMRN
MARION—EST. 1940
ABC—OHIO ASSN. OF BCSTRS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Marion Bcstg. Co.
Business-Studio Address: P. O. Box 518
Phone Number: 3226-7
Transmitter Location: P. O. Box 518
Air Time: 17 hrs.
News Service: UP
Transcription Service: Thesaurus
Representative: Horace N. Stovin
President, General-Station Manager: Robert T. Mason
Commercial-Sales Promotion Manager: Clark L. Dozer
Program Director, Production Manager: Sanford Marshall
Publicity Director: John Plank
Musical Director: Richard Cook
Chief Engineer: Francis J. Peters
Farm Editor: Richard Kathe

WPFB
MIDDLETOWN—EST. 1947
Owned-Operated By: Miami County Bcstg. Co.
Business Address: 1625 W. Covington Ave.
News Service: AP
Transcription Service: World, SESAC
Representative: Grant
Pres.-Gen.-Prom. Manager: Richard E. Hunt
Commercial Manager: Carroll M. Ball
Asst. Chief Engr.-V.P.: George E. Donahue
Secy-Treas., Chief Engr.: Byron F. London

WPTW
PIQUA—EST. 1947
Owned-Operated By: Miami County Bcstg. Co.
Business Address: 1625 W. Covington Ave.
News Service: AP
Transcription Service: World, SESAC
Representative: Grant
Pres.-Gen.-Prom. Manager: Richard E. Hunt
Commercial Manager: Carroll M. Ball
Asst. Chief Engr.-V.P.: George E. Donahue
Secy-Treas., Chief Engr.: Byron F. London

WPAY
PORTSMOUTH—EST. 1935
CBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Scioto Bcstg. Co.

Accent on Youth!
You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the extra dividend added to the proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
WJEL

SPRINGFIELD—EST. 1947
KBS
Frequency: 1600 Kc.       Power: 500 Watts d.
Owned-Operated By:        Champion City Bcstg. Co.
Business Address:         101 N. Fountain Ave.
Partners.................. Dr. Delbert Joseph Parsons,
                         John E. Harwood, Bill Erin

WWSO

SPRINGFIELD—EST. 1947
Owned-Operated By:        Radio Springfield, Inc.
Business Address:         Springfield, Ohio
Phone Number............... 36488
News Service................ UP
Transcription Service:    Thesaurus, World
President................... Gus Sun
Gen.-Comm. Mgr................ O. R. Bellamy
Promotion Manager:       Dave Sawyer
Program Director:         Virginia Weber
Chief Engineer:           Robert Cory

WSTV

STEUBENVILLE—EST. 1940
MBS
Frequency: 1340 Kc.       Power 250 Watts d.
Owned-Operated By:        The Valley Bcstg. Co.
Business-Studio Address   Exchange Realty Bldg.
Phone Number................ 2-6265
Transmitter Location:     Altamont Heights
Air Time...................... 7 a.m.-1 a.m.
News Service................ UP
Transcription Service:    Thesaurus
Representative            Joseph Hershey McGillvra
General-Station-Commercial
Manager..................... John J. Laux
Sales Promotion-Production Manager, Program-
Publicity Director:       George H. Wilson
Chief Announcer:          William Brabson
Musical Director:         Thomas Arim
Chief Engineer:           Charles Shepherd
Farm Editor:              Frank Taylor

WSPD

TOLEDO—EST. 1921
NBC
Frequency: 1370 Kc.       Power: 5000 Watts d.
Owned-Operated By:       The Fort Industry Co-
Business-Studio Address   Bcstg. Bldg., 136
Huron St.
Phone Number................ Adams 3175
Transmitter Location:    R.F.D. Oregon Rd.,
                        Rossford, O.
Air Time: 6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
News Service................. AP, INS, UP
Transcription Service. Thesaurus, Lang-Worth.

Standard Representative...........................................Katz
Membership..........................................................NAB, BMB
President..............................................................George B. Storer
Station Manager...................................................E. Y. Flanigan
Commercial Manager.............................................Westford F. Shannon
Sales Promotion Manager..O. William Myers
Program Director..................................................Glenn C. Jackson
Production Manager...............................................Robert B. Evans
Musical Librarian..................................................Gene Williams
Chief Engineer......................................................Wm. M. Stringfellow
Farm Editor..........................................................Harley West

WTOD
TOLEDO—EST. 1946
Frequency: 1560 Kc. Power: 1000 Watts d.
Owned-Operated By.............Unity Corp.
Business-Studio Address........515 Madison Ave.
Phone Number.....................Garfield 5551
Transmitter Location........Byrne & Arlington Rds.
Air Time..............Local sunrise-local sunset
News Service............................AP
Transcription Service........Standard, Associated.
SESAC, Lang-Worth
Representative................Sears & Ayer
Membership...............................NAB
President.................................Stanley Speer
Station Manager..................Sunne Miller
Musical Director................Frieda Miller
Chief Engineer........................Robert Sowers

WTOL
TOLEDO—EST. 1938
ABC—OHIO NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..............Community Bcastg. Co.
Business-Studio Address........Bell Bldg.
Phone Number..................... Ad. 3291
Air Time....................6 a.m.-1 a.m.
News Service..........................AP, UP
Transcription Service........World Representative.
Paul H. Raymer
Membership...............................NAB, BMB
President.................................Frazier Reams
General Manager................Thomas S. Brethren
Commercial Manager...............Morton Neipp
Program Director...................Karl R. Nelson
Publicity Director................Francis McNerney
Chief Engineer........................John Sheehan
Farm Editor............................Ken Lawrence

WRN
WARREN—EST. 1941
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..............Nied & Stevens, Inc.
Business-Studio Address........108 Main St.
Phone Number.....................2212-9
Transmitter Location..............710 Main St.
Air Time....................6:45 a.m.-12 M.
News Service..........................AP
Transcription Service........Lang-Worth, SESAC
Representative................Joseph M. McGillvra
Membership...............................NAB, BMB
President.................................Perry H. Stevens
General-Station Manager.........E. J. Pryor
Commercial Manager...............F. B. Cannon
Program Manager................Richard G. Oram
Chief Engineer........................Robert V. Kinney
Farm Editor............................Charles R. Cleaver

WWST
WOOSTER—EST. 1947
Frequency: 980 Kc. Power: 500 Watts d.
Owned-Operated By.............Wooster Republic Pubg. Co.
Business Address..............Wooster, Ohio
Phone Number.....................760
News Service..........................AP
Transcription Service........Standard, World
President.................................Raymond E. Dix
General Manager................Harold D. Schaaf
Commercial Manager...............Ted Evans
Program Director................James Rowe
Chief Engineer........................Russell Grunder

WFMD
WORTHINGTON—EST. 1947
Frequency: 880 Kc............Power: 500 Watts d.
Owned-Operated By.............Peoples Bcastg Corp
Business Address..............649 High St.
News Service..........................AF, INS
Transcription Service........Lang-Worth, SESAC
President.................................James H. West
Station-Sales Mgr................Edgar Parsons
Sales Promotion Mgr............Joseph D. Bradshaw
Program Director................William Meredith
Chief Engineer........................Royce O. Woodward

WFMJ
YOUNGSTOWN—EST. 1939
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned By..............................WFMJ Bcastg. Co.
Operated By.........................William F. Maag, Jr.
Business-Studio Address........101 W. Boardman
Phone Number......................3-4121
Transmitter Location........101 W. Boardman St.
Air Time....................6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service..........................AP, UP
Transcription Service........Standard, Thesaurus
Representative................Headley-Reed
Membership...............................NAB, BMB
President.................................William F. Maag, Jr.
National Sales......................Phil Wood
Program Director................Robert B. Mackall
Chief Announcer...................William Crooks
Chief Engineer........................Frank A. Dieringer
### WKBN
**Youngstown—Est. 1926**
**CBS**
- **Frequency:** 570 Kc, **Power:** 5000 Watts
- **Owned-Operated By:** WKBN Bcstg. Corp.
- **Business-Studio Address:** 17 N. Champion St.
- **Phone Number:** 4-2122
- **Transmitter Location:** 3430 Sunset Blvd.
- **Air Time:** 6 a.m.-12 M.
- **News Service:** UP
- **Transcription Service:** World, Long-Worth
- **Representative:** Paul H. Raymer
- **Membership:** NAB, BMB
- **President, General Mgr.:** W. P. Williamson, Jr.
- **Station-Commercial Manager:** J. L. Bowden
- **Sales Promotion:** Howard Rempes
- **Program Director:** Baldwin Harper
- **Chief Engineer:** B. T. Wilkens
- **Farm Editor:** Stuart Wilson

### WHIZ
**Zanesville—Est. 1924**
**NBC**
- **Frequency:** 1240 Kc, **Power:** 250 Watts
- **Owned-Operated By:** Southeastern Ohio Bcstg. System, Inc.
- **Business-Studio Address:** Lind Arcade Bldg.
- **Phone Number:** 6000
- **Transmitter Location:** Newark Rd.
- **Air Time:** 18 hrs. daily
- **News Service:** AP
- **Transcription Service:** Lang-Worth, Capitol
- **Representative:** John E. Pearson
- **Membership:** NAB, BMB
- **President:** Clay Littick
- **General Manager:** Vernon A. Nolte
- **Commercial Manager:** Nate Milder
- **Program Director:** Robert Maley
- **Chief Engineer:** Charles E. Hartmeyer

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### OKLAHOMA

**Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018 Farms with Radios 122,148—Stations in State 35**

### KADA
**Ada—Est. 1934**
**ABC—OKLAHOMA NETWORK**
- **Frequency:** 1230 Kc, **Power:** 250 Watts
- **Owned-Operated By:** C. C. Morris
- **Business-Studio Address:** First Natl. Bank Bldg.
- **Phone Number:** 1212
- **Transmitter Location:** N. of Ada, Okla.
- **Air Time:** 6 a.m.-11:05 p.m.
- **News Service:** AP
- **Transcription Service:** Standard
- **Representative:** Taylor-Howe-Snowden
- **Membership:** NAB
- **Owner:** C. C. Morris
- **General Manager:** James M. Griffith
- **Commercial Manager:** Leroy W. Moses
- **Program Director:** Bill Hoover
- **Publicity Director:** Betty Hughes
- **Chief Engineer:** Harold Walker

### KVSO
**Ardmore—Est. 1935**
**ABC—OKLAHOMA NETWORK—KBS**
- **Frequency:** 1240 Kc, **Power:** 250 Watts
- **Owned-Operated By:** John F. Easley
- **Phone Number:** 3030
- **Air Time:** 6 a.m.-11:05 p.m.
- **News Service:** AP
- **Transcription Service:** World, SESAC
- **Representative:** Taylor-Howe-Snowden
- **Membership:** NAB
- **President-Owner:** John F. Easley
- **General-Station Manager:** Albert Riesen
- **Commercial Manager:** Hillis Bell
- **Sales Promotion Manager:** John E. Riesen
- **Program Director:** Dolly Dutton
- **Chief Engineer:** Wm. Kolb

### KWHW
**Altus—Est. 1947**
**MBS**
- **Frequency:** 1450 Kc, **Power:** 250 Watts
- **Owned-Operated By:** Altus Bcstg. Co., Inc.
- **Business-Studio Address:** 205½ N. Main
- **Phone Number:** 1405
- **Transmitter Location:** 1 mi. N. of Town
- **Air Time:** 7 a.m.-10 p.m.
- **News Service:** AP
- **Transcription Service:** Thesaurus
- **Representative:** Homer Griffith

### Kwon
**Bartlesville—Est. 1942**
**MBS**
- **Frequency:** 1400 Kc, **Power:** 250 Watts
- **Owned-Operated By:** Bartlesville Bcstg. Co.
- **Business Address:** 100 Union Natl. Bank Bldg.
- **Phone Number:** 1400
- **Transmitter Location:** U. S. Highway 75
- **Air Time:** 6:30 a.m.-11 p.m.
News Service ........................................ AP
Transcription Service ................................ Standard
Membership .................................................. NAB
Pres.-Gen.-Comm. Mgr. ..................................... J. Fred Case
Chief Engineer .............................................. John W. Overstreet

KWCO
CHICKASHA—EST. 1946
MBS
Frequency: 1560 Kc.  Power: 250 Watts
Owned-Operated By: Washita Valley Bcstg. Corp.
Business-Studio Address .................................. Briscoe Bldg.
Phone Number .............................................. 2899
Transmitter Location ....................................... Grand Ave., Off U. S. 81
Air Time ...................................................... Local sunrise-local sunset
News Service .................................................. AP
Transcription Service ....................................... Standard
Membership ..................................................... NAB
President, Chief Engineer: George C. Robinson
General Manager ............................................ James B. Quattlebaum
Station Manager ............................................ John Steele
Commercial Manager ...................................... Len Lyon
Program Director .......................................... George P. Miller

KRHD
DUNCAN—EST. 1947
MBS
Owned-Operated By: Duncan Bcstg. Co.
Business Address ............................................. P. O. Box 1192
Phone Number .............................................. 1350
News Service .................................................. UP
Transcription Service ....................................... Capitol
Chief Owner ................................................. R. H. Drewry
Gen.-Comm.-Prom Mgr. .................................... W. Edward Evans
Program Director .......................................... Jack Raymond
Chief Engineer .............................................. W. E. Billington

KDUR (CP)
DURANT—EST. 1947
KBS
Frequency: 1540 Kc.  Power: 250 Watts
Owned-Operated By: Texoma Bcstg. Co.
Business Address ............................................. 321 W. Main St.

KSEO
DURANT—EST. 1947
KBS
Owned-Operated By: Bennett & R. F. Story
Business Address ........................................... 129½ N. Third Ave.
Phone Number ............................................... 102
Studio-Transmitter Location ................................ W. of City on Highway 70
Air Time ....................................................... Local sunrise-local sunset

KASA
ELK CITY—EST. 1932
MBS—KBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Southwestern Bcstg. Co.
Address ....................................................... 204 N. Main St.
Phone Number ............................................... 730
Transmitter Location ....................................... 204 N. Main St.
Air Time ....................................................... 6 a.m.-10:30 p.m.
News Service .................................................. UP
Transcription Service ....................................... Standard
Membership ..................................................... NAB, BMB
President-General Mgr. .................................... Lonnie J. Preston
Commercial Manager ...................................... J. A. Caldwell
Promotion Manager ........................................ Bob Pace
Program Director .......................................... Grace Caldwell
Chief Engineer .............................................. George Fenter

KCRC
ENID—EST. 1929
ABC—OKLAHOMA NETWORK
Frequency: 1390 Kc.  Power: 1000 Watts
Owned-Operated By: Enid Radiophone Co.
Business-Studio Address .................................. Broadway Tower
Phone Number ............................................... 447
Transmitter Location ....................................... 318 East Willow
Air Time ...................................................... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .................................................. AP
Transcription Service ....................................... Standard, Thesaurus
Representative .............................................. Taylor-Howe-Snowden
Membership ..................................................... NAB, BMB
President ..................................................... Mrs. M. C. Garber
General Manager ............................................ Milton B. Garber
Commercial Manager ....................................... H. P. Hale
Sales Promotion Manager ................................ Hugh J. Finnerty
Program-Musical .............................................
Director ....................................................... Dilmond D. Postlewait
Chief Announcer ............................................ Jay Jones
Chief Engineer .............................................. Murray D. Coleman

KTJS
HOBART—EST. 1947
KBS
Owned-Operated By: ................................. T. J. Shriner
### K SWO

**Lawton—Est. 1941**  
**ABC—OKLAHOMA NETWORK**

<table>
<thead>
<tr>
<th>Frequency: 1380 Kc.</th>
<th>Power: 1000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Oklahoma Quality</td>
</tr>
<tr>
<td>Bcisg. Co.</td>
<td></td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>17th &amp; &quot;E&quot; Ave.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>1380</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>1/2 mi. S.E. of Lawton</td>
</tr>
<tr>
<td>Air Time:</td>
<td>6 a.m.-12 M.</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Standard</td>
</tr>
<tr>
<td>Representative:</td>
<td>Taylor-Howe-Snowden</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB, BMB</td>
</tr>
<tr>
<td>President:</td>
<td>R. H. Drewry</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Allan Page</td>
</tr>
<tr>
<td>Commercial-Sales Promotion:</td>
<td>Neil Ashlock</td>
</tr>
<tr>
<td>Manager:</td>
<td>Morgan Roberts</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>C. E. Billington</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td></td>
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</table>

### KTM C

**McAlester—Est. 1946**  
**ABC—OKLAHOMA NETWORK**

<table>
<thead>
<tr>
<th>Frequency: 1400 Kc.</th>
<th>Power: 250 Watts</th>
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</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>J. Stanley O'Neill</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>Municipal Bldg.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>2411-2</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>Corner Crisler Ave. &amp; A St.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>17 hrs. daily</td>
</tr>
<tr>
<td>News Service:</td>
<td></td>
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<tr>
<td>Representative:</td>
<td>Taylor-Howe-Snowden</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB</td>
</tr>
<tr>
<td>President-Owner, General Manager:</td>
<td>J. Stanley O'Neill</td>
</tr>
<tr>
<td>Commercial-Sales Promotion Manager:</td>
<td>George L. Overton</td>
</tr>
<tr>
<td>Program—Publicity Director:</td>
<td>Mollie Hutcheson</td>
</tr>
<tr>
<td>Production Manager, Musical Director:</td>
<td>Joan Cates</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Glenn Barnett</td>
</tr>
<tr>
<td>Farm Editor:</td>
<td>Jay Harmon</td>
</tr>
</tbody>
</table>

### KOVE (CP)

**Miami**

<table>
<thead>
<tr>
<th>Frequency: 910 Kc.</th>
<th>Power: 1000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business-Studio Address:</td>
<td>910-913 Barnes Bldg.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>302-3</td>
</tr>
</tbody>
</table>

### K BIX

**Muskogee—Est. 1936**  
**ABC—OKLAHOMA NETWORK**

<table>
<thead>
<tr>
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<th>Power: 250 Watts</th>
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<tbody>
<tr>
<td>Business-Studio Address:</td>
<td>910-913 Barnes Bldg.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
</tbody>
</table>

### KMHU (CP)

**Muskogee**

<table>
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<th>Frequency: 1380 Kc.</th>
<th>Power: 1000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned By:</td>
<td>State Bcisg. Co.</td>
</tr>
<tr>
<td>Operated By:</td>
<td>Radio Station KBYE</td>
</tr>
<tr>
<td>Business-Studio Address:</td>
<td>108 N.W. 9th</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>7-3653-4</td>
</tr>
<tr>
<td>Transmitter Location:</td>
<td>57th &amp; Eastern</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Local sunrise-local sunset</td>
</tr>
<tr>
<td>News Service:</td>
<td>UP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Long-Worth. Cole</td>
</tr>
<tr>
<td>Representative:</td>
<td>Branham</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB</td>
</tr>
<tr>
<td>Partners:</td>
<td>A. Earl Cullum, Jr. &amp; James M. Collins</td>
</tr>
<tr>
<td>President:</td>
<td>A. Earl Cullum, Jr.</td>
</tr>
<tr>
<td>Vice President-Treasurer:</td>
<td>James M. Collins</td>
</tr>
<tr>
<td>General Manager:</td>
<td>Tom Johnson</td>
</tr>
<tr>
<td>Station Manager:</td>
<td></td>
</tr>
<tr>
<td>Sales Promotion Manager:</td>
<td>O. C. Brown, Jr.</td>
</tr>
<tr>
<td>Musical Director:</td>
<td>David Tate</td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td>Clyde Mosteller</td>
</tr>
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</table>

### KBYE

**Oklahoma City—Est. 1947**

<table>
<thead>
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<th>Frequency: 890 Kc.</th>
<th>Power: 1000 Watts</th>
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<tbody>
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<td>Owned By:</td>
<td></td>
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<tr>
<td>Operated By:</td>
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</tr>
<tr>
<td>Business-Studio Address:</td>
<td>108 N.W. 9th</td>
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<td>Phone Number:</td>
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<td>Vice President-Treasurer:</td>
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<td>Station Manager:</td>
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<td>Sales Promotion Manager:</td>
<td></td>
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<tr>
<td>Musical Director:</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td></td>
</tr>
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</table>

### KLPR

**Oklahoma City—Est. 1947**

<table>
<thead>
<tr>
<th>Frequency: 1140 Kc.</th>
<th>Power: 1000 Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned-Operated By:</td>
<td>Oklahoma City Bcisg. Co.</td>
</tr>
<tr>
<td>Business Address:</td>
<td>132 1/2 W. Commerce St.</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>3-6358</td>
</tr>
<tr>
<td>Studio-Transmitter Location:</td>
<td>73rd St. &amp; Shields Blvd.</td>
</tr>
<tr>
<td>Air Time:</td>
<td>Local sunrise-local sunset</td>
</tr>
<tr>
<td>News Service:</td>
<td>AP</td>
</tr>
<tr>
<td>Transcription Service:</td>
<td>Associated</td>
</tr>
<tr>
<td>Membership:</td>
<td>NAB</td>
</tr>
<tr>
<td>President-Owner, General Manager:</td>
<td></td>
</tr>
<tr>
<td>Station-Commercial Manager:</td>
<td></td>
</tr>
<tr>
<td>Program-Musical Director:</td>
<td></td>
</tr>
<tr>
<td>Chief Announcer:</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer:</td>
<td></td>
</tr>
<tr>
<td>Farm Editor:</td>
<td></td>
</tr>
</tbody>
</table>

579
In OKLAHOMA
It's
KOMA
OKLAHOMA CITY'S ONLY 50,000-WATT STATION
Joe Bernard, Gen. Mgr.

TULSA'S ONLY EXCLUSIVE RADIO CENTER
5,000 WATTS DAY & NIGHT
John Esau, V.P. & Gen. Mgr.

Programs Geared
to the Sooner Market

OKLAHOMA'S ONLY CBS OUTLETS
Avery Knodel, Inc.
Natl. Representatives
KOCY
OKLAHOMA CITY—EST. 1938
MBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By: Plaza Court Bctg. Co.
Business-Studio Address: Plaza Court Bldg.
Phone Number: 3-4333
Air Time: 6 a.m.-12 M. 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Standard, Thesaurus
Representative: Walker
Membership: NAB, BMB
President: John D. Thomas
General-Station Manager: M. H. Bonebrake
Commercial Manager: George Tarter
Program Director: Paul Bueinning
Chief Announcer: Carl McDaniel
Musical Director: James D. Walker
Chief Engineer: Royden R. Freeland

KOMA
OKLAHOMA CITY—EST. 1927
CBS
Frequency: 1520 Kc. . Power: 50,000 Watts
Owned-Operated By: KOMA, Inc.
Business-Studio Address: Biltmore Hotel
Phone Number: 2-3291
Transmitter Location: Moore, Okla.
Air Time: 5 a.m.-12:05 a.m.
News Service: UP
Transcription Service: Capitol, Standard
Cole
Representative: Avery-Knodel
Membership: NAB, BMB
President: John Griffin
General-Station Manager: J. J. Bernard
Commercial Manager: Webster L. Benham, Jr.
Sales Promotion Manager: Raymond Ruff
Program Director: Robert M. Eastman
Production Manager: Perry Ward
Publicity Director: Gerald Parks
Musical Director: Clarence Reynolds
Chief Engineer: M. W. Thomas
Farm Editor: Clarence Achen

KTOK
OKLAHOMA CITY—EST. 1927
ABC
OKLAHOMA NETWORK
Frequency: 1400 Kc. . Power: 250 Watts
Owned-Operated By: KTOK, Inc.
Business Address: 2004 Apco Tower
Phone Number: 3-8352
Transmitter Location: 1800 West Main
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: World, Lang-Worth
Representative: Taylor-Howe Snowden
Membership: NAB, BMB
President: O. L. Taylor
Gen-Station Manager: Robert D. Enoch
Commercial Manager: Frank J. Lynch
Program Director: Harold M. Shreve
Promotion Manager: Phillip A. Kernan
Chief Engineer: Clifford Easum

KTOW (CP)
OKLAHOMA CITY
Frequency: 800 Kc. . Power: 250 Watts d.

WKY
OKLAHOMA CITY—EST. 1928
NBC
Frequency: 930 Kc. . Power: 5000 Watts
Owned By: Oklahoma Publ. Co.
Operated By: WKY Radiophone Co.
Business-Studio Address: Shirvin Tower Hotel
Phone Number: 3-4306
Transmitter Location: 1 3/4 mi. E. of Britton, Okla.
Air Time: 19 hrs. daily
News Service: AP, UP
Transcription Service: Standard, Associated
Representative: Katz
Membership: NAB
President: E. K. Gaylord
Station-Commercial Manager: P. A. Sugg
Sales Promotion Manager: Gene White
Program Director: Hoyt T. Andres
Production Manager: Paul Brawner
Publicity Director: Gene White
Chief Announcer: Wakefield Holley
Musical Director: Allan Clark
Chief Engineer: H. J. Lovell
Farm Editor: Edd Lemons

KHBG
OKMULGEE—EST. 1937
MBS—KBS
Frequency: 1240 Kc. . Power: 250 Watts
Owned-Operated By: Okmulgee Bctg. Corp.
Business-Studio Address: Petroleum Bldg.
Phone Number: 3646-7
Transmitter Location: 20th & Seminole
Air Time: 5:54 a.m.-10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth, Keystone
Representative: Sears & Ayer
Membership: NAB, BMB
President-Owner, General Mgr.: Pat Buford
Commercial-Sales Promotion Manager:
Publicity Director: Lucille Buford
Program Director: Miss Nova Clarke
Musical Director: Miss Nova Clarke
Chief Announcer: John Lenox, Jr.
Chief Engineer: Chester Ludwick
Farm Editor: E. R. Francis

581
KBLH
PAULS VALLEY—EST. 1948
Owned-Operated By: James T. Jackson
Business Address: 110 E. Paul Ave.
Phone Number: 105
News Service: UP
President: James T. Jackson

WBBZ
PONCA CITY—EST. 1927
MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adelaide Lillian Carrell
Business-Studio Address: 615 W. Grand Ave.
Phone Number: 3201
Transmitter Location: 615 W. Grand Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Donald Cooke
Membership: NAB
President-Owner, General-Commercial Manager: Adelaide Lillian Carrell
Sales Promotion Manager: Charles D. Edwards
Program-Publicity Director, Production Manager: Bill Maugans
Chief Engineer: Nicholas De Francesco
Farm Editor: Bill Parker

KSML (CP)
SEMINOLE

KGFF
SHAWNEE—EST. 1930
ABC—OKLAHOMA NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Stauffer Publ., Inc.
Operated By: KGFF Bestg. Co., Inc.
Business Address: P. O. Box 2059
Phone Number: 4390-1
Studio Address: Ninth & Bell Sts.
Transmitter Location: Shawnee Country Club, cor. of Bryan & Highland Sts.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: Oscar S. Stauffer
General Manager: Roy J. Bowman
Commercial Manager: D. Frank McGee
Sales Promotion Manager: Maxine E. Bowman
Program Director: William A. Weaver
Chief Announcer: Lowell Clark
Chief Engineer: Joseph T. Gaskill

KSPI
STILLWATER—EST. 1947
MBS
Owned-Operated By: Stillwater Publ. Co.
Business Address: P. O. Box 231
Phone Number: 1831 office; 1807 studio
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Buie, Kuipers & Mahoney
Membership: NAB, BMB
President: C. R. Bellatti
General-Station Manager: L. F. Bellatti
Commercial Manager: E. T. Condrey, Jr.
Program Director: W. R. McKinsey

KAKC
TULSA—EST. 1946
Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Public Radio Corp.
Business-Studio Address: Ave's Tulsa Coliseum
Phone Number: 4-2401
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
President: Sam E. Avey
General Manager: Glenn Condon
Commercial Manager: James L. Neal
Sales Promotion Manager: Janes C. Crosbie
Program Director: Joan Wells
Production Manager: Allen Franklin
Chief Engineer: M. M. Donley

KFMJ
TULSA—EST. 1946
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Fred Jones Bestg. Co.
Business-Studio Address: Alvin Hotel, 7 E. 7th
Phone Number: 5-5555
Transmitter Location: 21st & Yale
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Standard, SESAC
Representative: Forjoe
Membership: NAB
President: Fred Jones
General-Station Manager: Lawson Taylor
Commercial Manager: Jack Betz
Sales Promotion Manager: Jack Fitte
Program Director: Jack Hoffman
Publicity Director: Bill Bowers
Chief Announcer: Bill Taylor
Musical Director: Jack Hoffman
Chief Engineer: Nathan Wilcox
Farm Editor: Don Emmick
KOME
TULSA—EST. 1938
ABC—MBS—OKLAHOMA NETWORK
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By: Oil Capitol Sales Corp.
Business-Studio Address........5th & Main
Phone Number..................3-4121
Air Time..................5:45 a.m.-11:30 p.m.
News Service...............AP
Transcription Service........Standard, Lang-Worth
Representative........Taylor-Howe-Snowden
Membership..................NAB
President..................Harry Schwartz
General-Station Manager........Dick Campbell
Sales Promotion Manager........Gregg Chancellor
Program Director...............Hal Hough
Publicity Director...........Etta May Avery
Musical Director..............Sally Ann Grimes
Chief Engineer................Roy Brown

KTUL
TULSA—EST. 1934
CBS
Frequency: 1430 Kc........Power: 5000 Watts
Owned-Operated By........Tulsa Bcstg. Co.

KFMJ
Tulsa
Oklahoma
"Oh, What a Beautiful Day"
1050 On the Dial

KV00
TULSA—EST. 1925
NBC
Frequency: 1170 Kc........Power: 50,000 Watts
Owned-Operated By........Southwestern Sales Corp.
Business-Studio Address........Philtower Bldg.
Phone Number................2-2254
Air Time..................5:30 a.m.-12:05 a.m.
News Service.............INS, UP
Transcription Service........Standard, Lang-Worth
Representative............Edward Petry
Membership..................NAB, BMB
President..................P. Q. Proctor
Vice President, General Manager........W. B. Way
Commercial Manager........Gustav K. Brandborg
Promotion Manager........Robert Schonhoff
Program Director...........F. M. Randolph
Musical Director............Joseph O’Neill
Chief Engineer.............L. W. Stinson
Farm Editor................Sam Schneider

KSIW
WOODWARD—EST. 1947
MBS
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By........Woodward Bcstg. Co.
Operated By................James L. Todd
Business Address...........Box 508
Phone Number.............1450
Studio-Transmitter Location........22nd & Cedar
Air Time..................Unlimited
News Service...............AP
Transcription Service........Lang-Worth, Cole
Membership..................NAB
President..................David D. Price
Station Manager............James L. Todd
Commercial-Sales Promotion Manager........Herbert S. Swift
Program Director........Harry Van Slycke
Chief Engineer.............Robert E. Davis
26<sup>th</sup> Year
1922–1948
One of the Great Stations of the Nation

Represented Nationally by Edward Petry & Co.

KGW
Portland, Oregon
Affiliated with
Kwil
ALBANY—EST. 1941
MBS—DON LEE
Frequency: 1240 Kc..............Power: 250 Watts
Owned-Operated By.............Central Willamette Bstg. Co.
Business-Studio Address......15th & Elm Sts., Albany; Hotel Benton, Corvallis
Phone Number..............1234; Corvallis 1870
Transmitter Location...........15th & Elm Sts.
Air Time...................6 a.m.-12 M.
News Service................UP
Transcription Service...........Standard, World
Representative.............Homer Griffith, John Keating
Membership..................NAB, BMB
President....................W. L. Jackson
Secretary-Treasurer..............R. L. Cronise
General-Station Manager....Chet Wheeler
Commercial Manager.........Hal Ryer
Program Director.............LeRoy Jolley
Publicity Director...........Carley Copenhaver
Chief Engineer, Farm Editor...Herb Davidson
Corvallis Manager.................Derwood Smith

Kwin
ASHLAND—EST. 1946
KBS
Frequency: 1400 Kc..............Power: 250 Watts
Owned-Operated By.............Rogue Valley Bstg. Co., Inc.
Business-Studio Address......P. O. Box 305, 1160 Helman Rd.
Phone Number..................2-1351
Transmitter Location...........1160 Helman Rd.
Air Time.....................6:30 a.m.-11 p.m.
News Service..................AP
Transcription Service.........World, Standard, Capitol
Representative..............Homer Griffith, John Keating
Membership..................NAB, BMB
President.....................M. S. Hamaker
General-Station Manager....R. B. Reinholdt
Commercial Manager..........E. P. Baneff
Program Director, Production Manager, Chief Announcer, Musical Director...Charles B. Field
Publicity Director.............Bob Reinholdt
Chief Engineer..............Ralph S. Click
Farm Editor..................Doyle D. Seely

Kast
ASTORIA—EST. 1935
MUTUAL—DON LEE—KBS
Frequency: 1230 Kc..............Power: 250 Watts
Owned-Operated By.............Astoria Bstg. Co.
Address......................Astoria, Ore.
General Manager...............L. E. Parsons

KBKR
BAKER—EST. 1939
THE OREGON TRAIL NETWORK—KBS
Frequency: 1490 Kc..............Power: 250 Watts
Owned-Operated By.............Inland Radio, Inc.
Business-Studio Address........First & Court Sts.
Phone Number..................140
Transmitter Location............East H St.
Air Time.....................16 hrs. daily
News Service..................UP
Transcription Service...........Thesaurus
Representative..............W. S. Grant, John Keating
Membership..................NAB, BMB
Chief Owners..............marshall E. Cornett, Lee W. Jacobs
President.....................Marshall E. Cornett
Managing Director..............Lee W. Jacobs
Station-Commercial Manager.....Kenneth B. Lockwood
Sales Promotion Manager, Publicity Director...Milton L Levy
Program-Musical Director......Kenneth F. Holden
Production Manager, Chief Announcer................Howard Simmons
Chief Engineer................Sidney S. Williams

Kbnd
BEND—EST. 1938
MBS—DON LEE—
KBS
Frequency: 1340 Kc..............Power: 250 Watts
Owned-Operated By.............Central Oregon Bstg. Co.
Business-Studio Address.......1101 Wall St.
Phone Number..................848
Transmitter Location...........1101 Wall St.
Air Time.....................6 a.m.-11 p.m.
News Service..................UP
Transcription Service..........Lang-Worth
Membership..................NAB, BMB
President, General-Station Manager, Publicity Director........Frank H. Loggan
Program Director, Production Manager, Farm Editor........Kessler Cannon
Musical Director..............Roland McClure
Chief Engineer...............Robert Dickinson

Koos
COOS BAY—EST. 1928
MBS
Frequency: 1230 Kc..............Power: 250 Watts
Owned-Operated By.............KOOS, Inc.
Business-Studio Address.......505 Hall Bldg.
Phone Number..................432-3
Transmitter Location...........Hall Bldg.
Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
News Service ............................................. AP
Transcription Service ............................... World
Representative ................................. John Keating
Membership .............................................. NAB
President-Owner ............ Sheldon F. Sackett
General Manager ............ Fred F. Chitty
Station Manager ............. Hal Shade
Commercial Manager .......... Leonard Epling
Program Director .......... Sara Spaugh
Chief Engineer .................. Roger Spaugh

KWRO
COVILLE—EST. 1948
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... KWRO Bcstrs.
Business Address .......... Box 359 Coos Bay, Ore.
Partners ................. William E. Walsh, Walter L. Read

KRUL
CORVALLIS—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Pacific States Radio Co.
Business-Studio Address .... 1225 S. Fifteenth St.
Phone Number ................. 1504-1178
Transmitter Location .......... 1225 S. Fifteenth St.
Air Time ............... 6:45 a.m.-11 p.m.
News Service ................................. AP
Transcription Service ........................ Lang-Worth, Cole
Representative ....................... W. S. Grant
Membership ................................. NAB, BMB
President ..................... J. C. Haley
Station-Commercial Manager ...... Phil Waters
Sales Promotion Manager .... James Bailey
Program Director, Production Mgr. .. C. W. Peck
Publicity Director .......... Florence Gratowski
Chief Announcer .................... Bill Karl
Musical Director ............... Jeff Evans
Chief Engineer ............... J. C. Haley, Jr.
Farm Editor ..................... Gene Kilgore

KASH
EUGENE—EST. 1947
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By .......... Radio Air Ways, Inc.
Business Address .......... P. O. Box 1600
Phone Number ................. 4595
Studio-Transmitter Location .. Day Island Rd.
Air Time ............... 6 a.m.-12 M.
News Service ................................. AP
Transcription Service ........................ Standard, Thesaurus
President, General-Station .......... Erven L. Kincaid
Manager ................................. D. C. Banta
Program Director, Production .......... Bruce Nidever
Publicity Director .......... Clare Mattingly
Chief Announcer .......... Harry Sackett
Musical Director ............... Curtis Chezem
Chief Engineer ............... William R. Riley
Farm Editor ..................... William Schneeflock

KORE
EUGENE—EST. 1927
MBS—DON LEE
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Eugene Best. Station
Business Address ................. Box 1032
Phone Number .................. 3
Studio-Transmitter Location .. 27th & Willamette Sts.
Air Time ............... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service ................................. AP, UP
Transcription Service ........................ World
Representative .............. John Keating, Homer Griffith
Membership ................................. NAB, BMB
President-Owner .......... Violet G. Motter
General Manager .......... L. W. Trommlitz
Commercial-Promotion Mgr. ........ C. R. Hillyer
Program Director .......... Robert Eubanks
Chief Engineer ............... Harold Gander

KUDU
THE DALLES—EST. 1940
KBS
Owned-Operated By .......... Western Radio Corp.
Business-Studio Address ...... Scenic Drive
Phone Number ................. 2300
Transmitter Location .......... The Dalles
Air Time ............... 15 hrs. daily
News Service ................................. UP
Transcription Service ........................ McGregor, KBS
Membership ................................. NAB
President, General Mgr. .... V. Barney Kenworthy
Station-Commercial Mgr. ..... Paul E. Walden
Sales Promotion Manager ........ Lee Phillips
Program Director .......... Arthur Elliott
Chief Engineer .................. Talmage McCartney

KUGN
EUGENE—EST. 1946
ABC
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address .... P. O. Box 1400
Phone Number ................. Eugene 2800
Transmitter Location .......... Coburg Rd.
Air Time ............... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service ................................. AP
Transcription Service ........................ Capitol, Lang-Worth
Station Representative .......... W. S. Grant
Membership ................................. NAB
Co-Partners ................. C. H. Fisher & B. N. Phillips
General-Station Manager .......... S. W. McCready
Commercial Manager .......... L. N. Young
Program Director .......... J. T. Hallock
KUIN
GRANTS PASS—EST. 1939
DON LEE—MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Southern Oregon Bcstg. Co.
Business-Studio Address P. O. Box 148
Phone Number 4477
Transmitter Location Highway 199
Air Time 17 hrs. daily
News Service AP
Transcription Service World, MacGregor
Representative W. S. Grant
Membership NAB, BMB
President A. E. Voorhies
General Manager Wm. B. Smullin
Station Manager E. A. Malone
Commercial Manager Glenn E. Nickell
Sales Promotion Manager Mae Dawson
Program Director Bill Smith
Production Manager Harry Carmichael
Publicity Director Beverly Clark
Chief Announcer M. J. Guardino
Musical Director Paul White
Chief Engineer N. L. Williams

KFJ I
KLAMATH FALLS—EST. 1922
MBS—DON LEE
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By KFJJ Bcstrs.
Business-Studio Address 203 Main
Phone Number 5155
Transmitter Location 203 Main
Air Time 17½ hrs. daily
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NAB
President General Manager W. D. Miller
Commercial-Sales Promotion Manager Jack Keating
Program Director, Production Manager, Chief Announcer Dick Maquie
Publicity-Musical Director Dick Wentworth
Chief Engineer, Farm Editor William P. Grimes

KFLW
KLAMATH FALLS—EST. 1946
ABC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Herald Publ. Co. of Klamath Falls

KLBM
LA GRANDE—EST. 1938
KBS
Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Inland Radio, Inc.
Business-Studio Address Old Oregon Trail
Phone Number 220
Transmitter Location Old Oregon Trail
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service Standard, Keystone
Membership NAB, BMB
President Lee W. Jacobs
Station Manager John G. Jones
Commercial Manager Ken Lillard
Program Director Marjorie Pierce
Production Manager Jack Hatmaker
Chief Engineer Walt Abbott
Farm Editor Murray Durham

KM ED
MEDFORD—EST. 1922
NBC
Owned-Operated By Medford Radio Corp.
Frequency: 1440 Kc. Power: 1000 Watts
Address Ross Lane
Phone Number 4000
Studio Address Ross Lane
Transmitter Location Ross Lane
Air Time 7 a.m.-10 p.m.
News Service UP
Transcription Service Standard
Chief Owner-Gen. Mgr. Mrs. W. L. Virgin
Commercial Manager James J. Dunlevy
Program Director Gladys LaMarr
Promotion Manager John S. Duffy
Chief Engineer Victor M. Califf

KY JC
MEDFORD—EST. 1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Medford Printing Co.
Business-Studio Address: Barnett Rd.
Phone Number: 9200
Transmitter Location: Barnett Rd.
Air Time: 6 a.m.-12 M; 8 a.m.-10 p.m., Sun.
News Service: AP, UP
Transcription Service: Lang-Worth, Thesaurus, Cole
Representative: W. S. Grant
Membership: NAB
President: Robert W. Buhl
General Manager: Gerald Latham
Station Manager, Chief Engineer: Collin R. Matheny
Commercial Manager: William Woodford
Program Manager: Lee S. Bullis
Farm Editor: Chester Stuart

**KNPT (CP)**
NEWPORT

Frequency: 1230 Kc.  Power: 250 Watts

**KSRV**
ONTARIO—EST. 1946
OREGON TRAIL NETWORK

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Business-Studio Address: Box 540
Phone Number: 212
Air Time: 6 a.m.-12 p.m.
News Service: UP
Transcription Service: Capitol, World, NBC, Cole
Representative: W. S. Grant
Membership: NAB, BMB
President: Olive B. Cornett
General Manager: Lee W. Jacobs
Station Manager: Gordon L. Capps
Commercial Manager: John W. Powell
Sales Promotion Manager: Elliot B. Behrens
Program Director: Ray Kosak
Chief Engineer: Charles E. Harland
Farm Editor: Charles Moore

**KGON**
OREGON CITY—EST. 1947

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Clackamas Bstrs.
Business Address: Box 391
Phone Number: 71111
Transcription Service: Capitol, Cole, Lang-Worth, World
News Service: AP
Partners: T. V. Ehmsen, R. Jarman, Dr. J. Fitzgibbon, F. C. Bain
General Manager: Floyd C. Bain
Office Manager: Lawrence A. Read
Program Director: Robert R. Roberts, Jr.
Acct. Executive: Howard I. Jackson
Chief Engineer: Temple V. Ehmsen

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**KWRC**
PENDLETON—EST. 1941

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By: Western Radio Corp.
Business-Studio Address: S.W. 6th St., P. O. Box 178
Phone Number: 1425
Transmitter Location: S.W. 6th St.
Air Time: 6 a.m.-10:15 p.m.; 10:30 a.m.-9:15 p.m., Sun.
News Service: UP
Transcription Service: Lang-Worth, Thesaurus
Representative: Keating, Griffeth
Membership: NAB
President, General Mgr.: V. B. Kenworthy
Station Manager: Brown, Smith
Commercial Manager: A. L. Anderson
Program-Production Mgr.: Edward J. Warmuth
Special Events Director: Clayton Carpenter
Chief Engineer: Leach

**KALE**
PORTLAND—EST. 1932

MBS—DON LEE

Frequency: 1330 Kc.  Power: 5000 Watts
Owned By: Journal Publishing Co.
Operated By: KALE, Inc.
Business-Studio Address: 919 S.W. Taylor St., Bldg.
Phone Number: Broadway 3484
Transmitter Location: Sylvan, Oregon
Air Time: 5:45-12 M.; Sat., all night
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: John Blair
Membership: NAB
President: P. L. Jackson
General Manager: C. S. Jackson
Commercial Manager: Norman A. Davis
Publicity Director: Kelmar K. LeMaster
Chief Announcer: Lou Gillette
Musical Director: Al Uhles
Chief Engineer: A. E. Richmond
Farm Editor: Burton Hutton

**KEX**
PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.  Power: 5000 Watts (CP 50,000 Watts)
Owned-Operated By: Westinghouse Radio Stations, Inc.
Business Address: WRS—1619 Walnut St., Phila, 3, Pa.
Phone Number: Rittenhouse 6-6870
Studio Address: 1230 S.W. Main St., Portland
Station Phone Number: Atwater 6214
Transmitter Location: Clackamas, Oregon
Air Time: 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service: INS, UP

---

588
Transcription Service: Associated, SESAC
Representative: Free & Peters
Membership: BMB
President: Walter Evans
Vice President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager: C. S. Young
Sales Manager: Eldon Campbell
Sales Promotion Manager: C. L. Burrow
Program Manager: Melvin Bailey
Chief Engineer: T. T. Ely

KGW PORTLAND—EST. 1922
NBC
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Oregonian Publ. Co.
Business-Studio Address: 1011 S.W. Sixth Ave.
Phone Number: BEacon 6384
Air Time: 6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
News Service: AP, INS
Transcription Service: Thesaurus, SESAC, Cole, Lang-Worth
Representative: Edward Petry
Membership: NAB, BMB
President: Caroline P. Leadbetter
General Manager: M. J. Frey
Station Manager: H. Quentin Cox
Commercial Manager: Jack N. Wassan
Sales Promotion Manager: Bob Hancock
Program Director: Homer Welch
Production Manager: Thos. J. Swafford
Chief Engineer: Harold C. Singleton

KOIN PORTLAND—EST. 1925
CBS
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: KOIN, Inc.
Business Address: P. O. Box 1031
Phone Number: Atwater 3333
Studio Address: New Heathman Hotel
Air Time: 6 a.m.-12 M.
News Service: AP, INS, UP
Transcription Service: World, Capitol, Associated
Representative: Avery-Knodel
Membership: NAB, BMB
President-Owner: Marshall Field
General-Station Manager: Harry H. Buckendahl
Program Director: Ted W. Cooke
Production Manager: Willard Mears
Promotion Director: Marc Bowman
Chief Engineer: L. S. Bookwalter
Farm Editor: Luke Roberts

KPDQ PORTLAND—EST. 1947
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: John W. Davis
Business-Studio Address: Oaks Park
Phone Number: Vermont 6142
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol
Representative: Wm. G. Rambeau
President-Owner: John W. Davis
Program Director: Donovan Zundel
Chief Announcer: Curtis Faus
Chief Engineer: Rodney Johnson

KWJJ PORTLAND—EST. 1927
U. P. NETWORK
Frequency: 1080 Kc. Power: 10,000 Watts
Owned-Operated By: KWJJ Bst. Co., Inc.
Business-Studio Address: 1011 S.W. 6th Ave.
Phone Number: Atwater 4933-4-5
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Burn-Smith, W. S. Grant
Membership: NAB
President: W. J. Jerman
General Manager: John C. Egan
Station Manager: W. J. Jerman
Commercial-Sales Promotion Manager: L. D. Henderson
Publicity Director: Jerry Speersra
Manager: Art Morey
Musical Director: Leah Holt
Chief Engineer: Frank Hood

KXL PORTLAND—EST. 1926
PACIFIC NORTHWEST BCSTRS.
Frequency: 750 Kc. Power: 10,000 Watts
Owned-Operated By: KXL Bcstrs.
Business-Studio Address: Orpheum Bldg.
Phone Number: BR. 6451
Transmission Location: Town of Harmony, Clackamas County, Ore.
Air Time: 6 a.m.-local sunset; 10:05 p.m.-2 a.m., Sun.
News Service: UP
Transcription Service: MacGregor, Lang-Worth, Keystone, Standard
Representative: Walker
Membership: NAB
President: H. S. Jacobson
Program Director: Fred Eichorn
Production Manager: Jackson Fleming
Publicity Director: Paul Robinson
Chief Engineer: Ralph Millfin
Farm Editor: Ben Buisman
KRNR
ROSEBURG—EST. 1935  
MUTUAL—DON LEE—KBS
Frequency: 1490 Kc.       Power: 250 Watts
Owned-Operated By: .News Review Company
Business Address: 134 N. Jackson St.
Phone Number: 1200         News Service: .AP
Representative:          John Keating, Griffith
President:             Frank Jenkins
General Manager:       Iris Rice Helliwell
Commercial Manager:  Del McKay

KSLM
SALEM—EST. 1934  
MUTUAL—DON LEE—KBS
Frequency: 1390 Kc.       Power: 1000 Watts
Owned-Operated By: .Oregon Radio, Inc.
Business Address: Senator Hotel Bldg.
Phone Number: 4831         News Service: .UP, AP
Transcription Service: .World
Representatives:          Grant
Membership:             NAB, BMB
President-Gen. Mgr:   Glenn McCormick
Business Manager:      Lee Bishop

KTLI
TILLAMOOK—EST. 1947  
KBS
Frequency: 1590 Kc.       Power: 250 Watts
Owned-Operated By: .Tillamook Bcstg. Co., Inc.
Business Address: Tillamook, Ore.
Phone Number: 1122         News Service: .AP
Transcription Service: .Cole, World
Representative:          Keating
President:             Fred H. Guyton
General-Comm. Mgr:    Robert W. Harris

KOCO
SALEM—EST. 1947
Frequency: 1490 Kc.       Power: 250 Watts
Owned By:                B. Loring Schmidt
Business-Studio Address: 1426 Edgewater
Phone Number: 3109, 3100
News Service:            .UP
Transcription Service: .Thesaurus, Capitol
Representative:          Wm. G. Rambeau
Membership:             NAB
President-Owner:       B. Loring Schmidt
General-Commercial Manager: .Al Schuss
Program-Publicity Director: .Dave Hoss

PENNSYLVANIA
Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186
Farms with Radios 143,252—Stations in State 92

WHOL (CP)
ALLENTOWN
Frequency: 1230 Kc.       Power: 250 Watts
Business Address: 508 Hamilton St.

WKAP
ALLENTOWN—EST. 1947  
KBS
Frequency: 1580 Kc.       Power: 1000 Watts
Business-Studio Address: 715 Hamilton St.
Phone Number: 3-3166       Air Time:  Local sunrise to local sunset
News Service:            AP
Transcription Service: .World, Lang-Worth
Representative:         Forioe
Membership:             NAB
President:             N. Joe Rahall
Station Mgr.-Program Dir.: Ben W. Muros
Com.-Promotion Mgr.-Pub. Dir.: O. R. Davies
Chief Engineer:     C. Frank Cordaro

WSAN
ALLENTOWN—EST. 1923  
NBC
Frequency: 1470 Kc.       Power: 5000 Watts
Business-Studio Address: 39-41 N. Tenth St.
Phone Number: .Allentown 9511
Transmitter Location: Route 1, Allentown, Pa.
Air Time: 7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service:            .AP, UP
Transcription Service: .Thesaurus, Standard
Representative:          Headley-Reed
Membership:             NAB, BMB
President:             J. Calvin Shumberger
Vice-President, Managing Dir.: .B. Bryan Musse'man
Commercial Office Mgr.: .Olivia P. Musselman
Program-Musical Director: .George Y. Snyder
Production Manager:     William S. Davies
Chief Announcer:        John T. Van Sant
Technical Supervisor:  Reuel H. Musselman

590
A complete radio service
AM
FM
TELEVISION
FACSIMILE

WCAU
50,000 WATTS • CBS AFFILIATE
Philadelphia's Leading
Radio Institution

The Philadelphia Bulletin Stations
WFBG
ALTOONA—EST. 1924
NWC—QUAKER
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Gable Bcstg. Co.
Business-Studio Address: 1320-32 11 Ave.
Phone Number: 6467
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: World, Lang-Worth
Representative: Headley-Reed Co.
Membership: NAB
President: George P. Gable
Managing Dir.-Comm. Mgr.: John M. Snyder
Program-Publicity Dir.: Wilbert Keiner
Chief Engineer: George Burgoon

WJSW
ALTOONA—EST. 1947
MBS
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By: Altoona Bcstg. Co.
Business-Studio Address: 1413 Eleventh Ave.
Phone Number: 9301 Altoona, Pa.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Standard
Representative: Burgo-Smith
Membership: NAB
President: Herbert T. Wolf
General Manager: T. W. Metzger
Station Manager: James E. Moren
Comm. Mgr.-Program Dir.: Jerry McDevitt
Sales Promotion Mgr.: David Burkhart
Publicity Director: Robert Michel
Chief Engineer: C. Irving Metzger
Farm Editor: C. Harvey Miller

WVAM (CP)
ALTOONA
Frequency: 1430 Kc. Power: 1000 Watts
Business Address: 423 Central Trust Bldg.

WAVL
APOLLO—EST. 1947
Owned-Operated By: Tri-Borough Bcstg. Co.
Business Address: 4th St. & Pa. Ave.
Phone Number: 410
News Service: UP
Transcription Service: SESAC
Owners: C. F. Clifton, A. J. West
General Manager: C. F. Clifton
Commercial Manager: A. J. West
Promotion Manager: Carmen Tubby
Program Director: H. Warren Anderson
Chief Engineer: H. Edward Smith

WGPA
BETHLEHEM—EST. 1946
Frequency: 1100 Kc. Power: 250 Watts
Business-Studio Address: 426 Brodhead Ave.
Phone Number: 6-8074
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Capitol
Membership: NAB
Vice-President-Owner: Rolland L. Adams
General-Station Mgr.: Arthur McCracken
Commercial Manager: Dave Knipe
Sales Promotion Manager: Betty Gordon
Chief Engineer: L. Edwin Rybak

WCNR
BLOOMSBURG—EST. 1946
Frequency: 930 Kc. Power: 500 Watts d.
Owned-Operated By: Columbia-Montour Broadcasting Corp.
Business Address: 38 W. Main St.
Phone Number: 1700
News Service: AP
Transcription Service: Thesaurus
President: Robert R. Eyerly
Gen. Mgr.-Prog. Dir.: Ed. Darlington
Commercial Manager: John B. Girton
Chief Engineer: S. E. Davis

WLTR
BLOOMSBURG—EST. 1947
Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Bloom Radio, Inc.
Business Address: 1 Washington Place
**PENNSYLVANIA**

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**WESB**  
BRADFORD—EST. 1947  
MBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By: Bradford Publications  
Business Address:  
43 Main St.  
Phone Number:  
3172, 7174  
Studio Address:  
Citizen's Nat'l Bank, Bldg.  
Air Time:  
7 a.m.-12 M.; 8 a.m.-12 M. Sun.  
News Service:  
AP  
Transcription Service:  
World, Standard  
Membership:  
NAB  
General-Station Mgr.:  
Joseph M. Cleary  
Commercial-Promotion Mgr.:  
Arthur H. Herlelin  
Program Director:  
William Peters  
Chief Engineer:  
Benjamin Franklin  
Technical Supervisor:  
Earl F. Harlan

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**WISR**  
BUTLER—EST. 1941  
KBS  
Frequency: 680 Kc.  
Power: 250 Watts  
Owned By:  
David H. Rosenblum  
Operated By:  
Butler Bstg. Co.  
Business-Studio Address:  
357 N. Main St.  
Phone Number:  
4701-4702  
Air Time:  
Local Sunrise-Local Sunset  
News Service:  
UP  
Transcription Service:  
Long-Worth, World  
Representative:  
Forjoe  
Membership:  
NAB, BMB  
President-Owner:  
General-Station Mgr.:  
David H. Rosenblum  
Commercial Manager:  
Kent L. Jeffrey  
Sales Promotion-Program Dir.:  
Robert Kaufman  
Production Manager:  
LaRue Hutter  
Publicity Director:  
Paul Rex  
Form Editor:  
Glady's Borne

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**WCHA**  
CHAMBERSBURG—EST. 1946  
Frequency: 800 Kc.  
Power: 1000 Watts  
Owned-Operated By: Chambersburg Bstg. Co.  
Business-Studio Address:  
Craft Press Bldg.  
Phone Number:  
1110-1111  
Air Time:  
Local Sunrise-Local Sunset  
News Service:  
UP  
Transcription Service:  
Capitol  
Representative:  
Forjoe  
Membership:  
NAB  
Vice-Pres.-Gen.-Station Mgr.:  
John S. Booth  
Commercial Manager:  
Thompson K. Cassel  
Sales Promotion Mgr.:  
M. Goodwin Clarke  
Program Director:  
Chas. M. Cassel  
Production Manager:  
Allen Saunders  
Publicity Director:  
David Gesler  
Musical Dir./Farm Editor:  
Earl Strine  
Chief Engineer:  
Joseph Rose

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**WESA**  
CHARLEROI—EST. 1947  
Frequency: 940 Kc.  
Power: 250 Watts d.  
Owned-Operated By:  
Mongahela Valley Bstg. Inc.  
Business Address:  
Charleroi, Pa.  
Phone Number:  
30  
News Service:  
AP  
Transcription Service:  
Capitol, World  
President:  
Dr. A. S. Sickman  
General Mgr.:  
Pierre Paulin  
Sales Mgr.:  
C. F. Kreitzer  
Chief Engineer:  
Henry Niederkoller

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**WPWA**  
CHESTER—EST. 1947  
Frequency: 1590 Kc.  
Power: 1000 Watts  
Owned-Operated By:  
Lou Poller  
Business Address:  
Chester, Pa.  
Phone Number:  
3-1641  
Air Time:  
Local Sunrise-Local Sunset  
News Service:  
AP  
Transcription Service:  
World, Capital  
Membership:  
NAB  
President-Owner:  
Lou Poller  
General-Station Manager:  
M. A. Mandel  
Sales Promotion Manager:  
Burton Levin  
Program Director:  
Charles Ross Capps  
Chief Engineer:  
Joe J. Goodman

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**WVCH (CP)**  
CHESTER  
Frequency: 740 Kc.  
Power: 250 Watts d.  
Owned-Operated By:  
James M. Tisdale  
Business Address:  
Wolf Building  
Phone Number:  
2-8861  
News Service:  
UP  
Owner-Gen.-Comm. Mgr.-Chief Engr.:  
James M. Tisdale  
Program Director:  
Edna Whittington

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**WCVI**  
CONNELLSVILLE—EST. 1947  
Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Connellsville Bstgo. Inc.  
Business-Studio Address: 124 W. Crawford Ave.  
Phone Number:  
Connellsville 2700  
Air Time:  
17 hrs. daily  
News Service:  
UP  
Transmitter Service:  
Lang-Worth, SESAC  
President-Gen-Station Mgr.:  
J. Wylie Driscoll  
Chief Engineer:  
C. W. Ross

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**WBUX (CP)**  
DOYLESTOWN  
Frequency: 1570 Kc.  
Power: 250 Watts d.  
Owned-Operated By:  
Charles M. Meredith
WCED
DU BOIS—EST. 1939
Frequency: 1230 Kc. Power: 250 Watts
Address. . . . 80 North Park Place
Phone Number. 1700
Air Time. . . . 6:30 a.m.-12:05 a.m.
News Service. UP
Transcription Service. Thesaurus
Representative. Robert Meeker
Membership. NAB
Station Executive. . . . Clair R. McCollough
Station Manager. . . . Elwood C. Anderson
National Sales Manager. . . . J. Robert Gulick
Program Director. . . . Eugene Bethman
Chief Engineer. . . . J. E. Mathiot

WEST
EASTON—EST. 1936
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By . Associated Bcstg., Inc.
Business-Studio Address. . . 516 Northampton St.
Phone Number. 6131
Air Time. . . . 6:30 a.m.-12:05 a.m.
News Service. UP
Transcription Service. Thesaurus
Representative. . . . Joseph Hershey McGilvra
Membership. . . . NAB, BMB
President. . . . . . . . . . . H. T. Gray
Gen. Mgr.-Prog. Dir. Jason S. Gray
Commercial Manager. Les Ryder
Promotion Manager. Virginia Ryder
Chief Engineer. Vernon Stahl

WERC
ERIE
Frequency: 1230 Kc. Power: 250 Watts
Business-Studio Address. . . 121 West 10th St.
Phone Number. 26-918
Air Time. . . . 6 a.m.-12:05 a.m.
News Service. UP
Transcription Service. Associated
Representative. Weed
Membership. . . . NAB
President. . . . Jacob A. Young
General Manager. Charles E. Denny
Commercial Manager. . . . Frank Proudfoot
Program Director. . . . Virginia Donachy
Production Manager. . . . Arthur Ingram
Chief Engineer. . . . L. W. Cooke, Jr.

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

Represented by
ROBERT MEEKER ASSOCIATES
New York . Chicago . San Francisco . Los Angeles
WLEU
ERIE—EST. 1935
ABC—MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WLEU Bcstg. Corp.
Business-Studio Address: Commerce Bldg., 12th & State Sts.
Transmitter Location: Commerce Bldg., 12th & State Sts.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Gen-Station-Comm. Mgr.: V. Hamilton Weir
Secretary: Miss Clara A. Thene
Musical Director: Anthony Conti
Farm Editor: Paul Crossman

WHJB
GREENBURG—EST. 1934
(CP—1000 Watts—unlimited)
Owned-Operated By: Pittsburgh Radio Supply House
Business-Studio Address: 128 N. Penn Ave.
Phone Number: 3740

WKBO
HARRISBURG—EST. 1921
NBC—MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Keystone Bcstg. Corp.
Business-Studio Address: 31 N. Second St.
Transmitter Location: Third & Walnut Sts.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: World
Station Executive: Clair R. McCollough
Station Manager: C. G. Moss
National Sales Manager: J. Robert Gulick
Program Director: David Bennett
Chief Engineer: J. E. Mathiot

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago • San Francisco • Los Angeles

Transmitter Location: 128 N. Penn Ave.
Air Time: 7 a.m.-Local Sunset
News Service: UP
Transcription Service: Long-Worth
Station Representative: Rambeau
Membership: NAB
President: H. J. Brennen
General-Commercial Mgr.: George J. Podeyn
Program Director: John Howard
Chief Engineer: Lyle L. Allen

5 Markets it pays you to Cover!
WHGB
HARRISBURG—EST. 1945
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Harrisburg Bcast. Co.
Operated By: Herbert Kendrick
Business-Studio Address: 112 Market St.
Phone Number: 23456
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Thesaurus
Membership: NAB, BMB
Partners: Herbert Kendrick & G. L. Hash
General-Commercial Mgr.: Herbert Kendrick
Program Director: Jack Hooper
Production Manager: Betsy Heagy
Chief Announcer: Stan Bowman
Chief Engineer: H. Glenwood Schlegel

WHP
HARRISBURG—EST. 1924
CBS
Frequency: 1460 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: WHP, Inc.
Business-Studio Address: 216 Locust St.
Phone Number: 4-3211
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: Bolling
Membership: NAB, BMB
Gen.-Station-Commercial Mgr.: A. K. Redmond
Sales Promotion Mgr.: Beatrice M. Potteiger
Program-Publicity Dir.: Dick Redmond
Production Manager: John Price
Musical Director: David Shoop
Chief Engineer: E. Daniel Leibensperger
Farm Editor: George H. Wirt

WAZL
HAZLETON—EST. 1932
NBC—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hazelton Bcast. Co.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription: Thesaurus
Representative: Radio Advertising
Membership: NAB, BMB
President-Gen.-Station Mgr.: Victor C. Diehm

MEMBER OF NAB AND BM3
NBC AFFILIATE
9 OUT OF 10 FAMILIES
LISTEN TO WAZL
(BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD
LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION
ANNUAL PAYROLL OF $55,000,000 IN OUR
COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

FOR A BALANCED PARTICIPATION
IT COSTS AS LITTLE AS .0019c PER LISTENER

AFFILIATE
Ward

JOHNSTON—EST. 1946

CBS

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Central Bcastg. Co., Inc.
Business-Studio Address: 235 Franklin St.
Phone Number: 81-216—81-217
Transmitter Location: Prospect Hill
Air Time: 7 a.m.-1:30 a.m.
News Service: U.P.
Transcription Service: World
Representative: Weed
Membership: NAB
President: Paul B. Short
Vice-President-Gen. Mgr.: George D. Garland
Station-Sales Promotion Mgr.: Chas. R. Petrie
Commercial Manager: Joseph E. Cavanaugh
Program Director: Robt. G. Waller
Production Manager: Robt. Nelson
Publicity Director: Manana Britton
Chief Announcer: Jerry Kreeger
Chief Engineer: Millard Coleman

WCRO

JOHNSTON—EST. 1946

ABC

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Century Bcastg. Corp.
Business-Studio Address: 317 Main St.
Transmitter Location: Prospect Hill
Air Time: 6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
News Service: INS
Transcription Service: Associated Representative: Adam J. Young, Jr.
Membership: NAB
President: John F. Keel
General Manager: John F. Hassn
Commercial Manager: Dennis Gerken
Chief Engineer: Rextford Ackley

WDAD

INDIANA—EST. 1945

CBS—KBS

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Indiana Bcastl, Inc.
Business-Studio Address: Indiana Theater Bldg.
Phone Number: 1780-1-3
Transcription Location: East Pike
Air Time: 7 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard, SESAC Representative: Joseph Hershey McGillivra
Membership: NAB
President-Owner-Gen. Mgr.: Paul J. Short
Station-Production Mgr.: Program Director: Paul B. McCandless
Commercial-Sales Promotion Manager: Frank J. Richards
Chief Announcer-Farm Editor: Paul Flinn
Chief Engineer: R. F. Mihalick

WJAC

JOHNSTON—EST. 1925

NBC

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By: WJAC, Inc.
Business-Studio Address: WJAC Bldg., 329 Main St.
Phone Number: 2-4361
Transmitter Location: Tribune Annex
Air Time: 6:30 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m. Sun.
News Service: AP
Transcription Service: Lang-Worth, Standard, Thesaurus
Representative: Headley-Reed
Membership: NAB, BMB
President-Gen. Mgr.: J. C. Tully
Assistant General Station Mgr.: John P. Foster
Program Director: Campbell E. Patch
Chief Engineer: N. L. Straub

WHOD

HOMESTEAD

Owned-Operated By: Steel City Bcastg. Corp.
Business Address: 1209 Grant Bldg., Pittsburgh

WHUN

HUNTINGDON—EST. 1946

MBS—KBS

Frequency: 1400 Kc.  Power: 250 Watts
Operated By: Radio Station WHUN
Business-Studio Address: 400 Washington St.
Phone Number: 1291-1292
Transmitter Location: 27th & Murray Ave.
News Service: UP
Transcription Service: Standard, Cole, SESAC
President-Gen. Manager: Samuel L. Stroh, Jr.
Commercial Mgr.: Irvin C. Mann
Program Director: Cary H. Simpson
Chief Announcer: Michael A. Croft, Jr.
Chief Engineer: James H. Hopewell

597
WGAL
LANCASTER—EST. 1922
NBC—MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WGAL, Inc.
Business-Studio Address: 8 W. King St.
Phone Number: 5239
Transmitter Location: 8 W. King St.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Thesaurus Representative: Robert Meeker
Membership: NAB
President: Clair R. McCullough
Station Manager: Walter O. Miller
National Sales Manager: J. Robert Gulick
Program Director: Ernest Stanziola
Chief Engineer: J. E. Mathiot

WLAN
LANCASTER—EST. 1946
Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Peoples Broadcast Co.
Business-Studio Address: 252 N. Queen St.
Phone Number: 7261
Transmitter Location: Gypsy Hill Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Lang-Worth, World
Representative: Forjoe
Membership: NAB
President-General-Station-Commercial-Sales Promotion Manager: F. H. Altdoerffer
Program-Publicity Director: Mack Edwards
Chief Announcer: Herb Golombeck
Musical Director: Robert Q. Stetler
Chief Engineer: Robert Love
Farm Editor: Byron Phillips

WLBR
LEBANON—EST. 1946
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lebanon Broadcast Co.
Business-Studio Address: Central Bldg., 8th & Cumberland Sts.
Phone Number: 3900
Transmitter Location: Hill Church
A`r Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World

5 Markets it pays you to Cover!

Represented by
ROBERT MEEKER ASSOCIATES
New York · Chicago · San Francisco · Los Angeles

598
Representative ..........Radio Advertising
Membership ..........NAB, BMB
Secretary-Treasurer .....Lester P. Etter
Operations Manager ..Julian F. Skinnell
Commercial Manager ...Phillip J. Reilly
Production Manager ...Alan Bautzer
Publicity Director .......Jerry Weiss
Chief Announcer ..........William Halpern
Chief Engineer ..........M. Leonard Savage

**WCMB**
LEMOYNE—EST. 1948
Frequency: 960 Kc. ....Power: 1000 Watts d.
Owned-Operated By ..........Rossmonye Corp.
Business Address .............Lemoyne Theatre Bldg.
Phone Number ...............4-3005
News Service .................AP
Transcription Service ........Associated
President ......................Edgar T. Shepard
V.P.-General Mgr. ............Ed K. Smith
Commercial Manager ..........John Helkes
Chief Engineer ...............J. Howard Bair

**WMRF**
LEWISTOWN—EST. 1941
NBC
Frequency: 1490 Kc. ....Power: 250 Watts
Owned-Operated By ............Lewiston Bcast. Co.
Business-Studio Address ....5 W. Markei St.
Phone Number .................Lewistown 6757
Transmitter Location ..........Derry Township
Air Time .....................7 a.m.-11:30 p.m.
News Service .................UP
Transcription Service .........Lang-Worth
Representative ..........Burn-Smith
Membership ..........NAB, BMB
Commercial-Sales Promotion Mgr. ..........W. M. Mager
Program Director ..........Ralph S. Parker
Publicity Director ..........Robert Wagner
Chief Announcer ..........George Yack
Chief Engineer ..........Bernard Bopp
Farm Editor .................Jim Cox

**WBpz**
LOCK HAVEN—EST. 1947
MBS
Frequency: 1230 Kc. ....Power: 250 Watts
Business-Studio Address ......132½ E. Main St.
Phone Number .................4038
Transmitter Location ......Irvin St., Allison Twpsh.
Air Time .....................7 a.m.-11:30 p.m.
News Service .................AP
Transcription Service ......Standard, SESAC
Representative ..........W. S. Grant
Membership ..........NAB
President .................Donald C. Welch
General Mgr.-Program Dir. ..Paul M. Breining
Office Manager ..........Mrs. Mildred Weber
Commercial Manager ........Norman S. Caldwell
Production Mgr.-Publicity Dir.......Willard Poff
Chief Announcer ..........Dave King
Chief Engineer ..........Kenneth B. Caum
Farm Editor ..........John B. McCool

**WEDO**
McKEESPORT—EST. 1946
Frequency: 810 Kc. ....Power: 1000 Watts
Owned By ..........Tri City Bcast. Co.
Operated By ..........Edward J. Hirshberg
Business-Studio Address ....547 Fifth Ave.
Phone Number ............7167-8-9—HO 3113
Transmitter Location ..N. Versailles Township
Air Time ................Local Sunrise-Local Sunset
News Service .................AP, INS
Transcription Service ...Thesaurus, Lang-Worth,
                       Capitol, MacGregor, Associated
Station Representative ......Burke, Kuipers & Mahoney
Membership ..........NAB, BMB
President-General-Station Manager ..........Edward J. Hirshberg
Commercial Manager ..........John E. Karabin
Sales Promotion Manager ..........P. McKim
Program Dir.-Production Mgr. ..........Edward J. Patrick
Publicity Director ..........Jerome Ripp
Chief Announcer ..........Garry Goodwin
Musical Director ..........Jimmy Rice
Chief Engineer ..........Wilkes Hurley
Farm Editor ..........Bob Badger

**WMCK**
McKEESPORT—EST. 1946
KBS
Frequency: 1380 Kc. ....Power: 1000 Watts
Business-Studio Address .....516 Market St.,
Elks Temple
Phone Number ...............7194 McKeеспort
Transmitter Location ..........Liberty Boro
Air Time ................7 a.m.-1 a.m.
News Service .................UP
Transcription Service ......Standard, SESAC.
Representative ..........The Walker Co.
President ..........George R. Rakkes
General-Station Mgr. ..........Jack Craddock
Commercial-Sales Promotion Mgr. ..........Roy Ferree
Program Dir.-Production Mgr. ..........Pat Haley
Chief Announcer ..........Tommy Stillwagon
Chief Engineer ..........Charles White

**WBUD**
MORRISVILLE—EST. 1947
Frequency: 1490 Kc. ....Power: 250 Watts
Operated By ..........Verna Hardin & Francis E. Streit
Business-Studio Address ....12 S. Penna. Ave.
Phone Number ............Morrisville 7434 & 5273
Transmitter Location ..........Morrisville, Penna.
Air Time ................7 a.m.-12 M.
News Service ...........................................AP
Transcription Service .........................Capitol, World
Membership .............................................NAB
General-Station Manager........Richard M. Hardin
Commercial Manager .................Jim Dollard
Sales Promotion Manager, Chief
Announcer .......................Robert Kent
Program Director......................William F. Hildenbrand
Production Manager .............Chris Harwood
Musical Director .................Rusty Austin
Chief Engineer ......................William Brewer

WHWL
NANTICOKE—EST. 1947
Frequency: 730 Kc........Power: 1000 Watts d.
Owned-Operated By ..........Radio Anthracite, Inc.
Business-Studio Address ..........38 E. Main St.
Phone Number ...............1392, 1333, 2241
Transmitter Location ........Avondale (Plymouth Township)
Air Time ..................Local sunrise-local sunset
News Service ..................AP, UP
Transcription Service ..........Capitol, Standard, SESAC
Representative ..................Forjoe
Membership ......................NAB, BMB
President-Owner ..............Henry W. Lark
General Manager ...............Milton Laughlin
Commercial Manager ..........Tom Durkin
Program Director ..............Thomas A. Bigle
Chief Engineer ................Bernard Hyzinski

WKST
NEW CASTLE—EST. 1938
MBS
Frequency: 1280 Kc........Power: 1000 Watts
Owned-Operated By ..........WKST, Inc.
Business-Studio Address ..........Cathedral Bldg., E. Lincoln Ave.
Phone Number ..................5050
Transmitter Location ..........Savannah Center Rd.
Air Time ..................6:30 a.m.-12 M.
News Service ..................AP
Transcription Service ..........World
Representative ..................The Katz Agency
Membership ......................NAB, BMB
President, General Mgr ........S. W. Townsend
Station-Commercial Manager, Program
Director ......................Arthur W. Graham
Sales Promotion Manager, Publicity
Director ......................Al Francis
Production Manager, Chief
Announcer ......................Charles Wilson
Musical Director .................Shirley Kerr
Chief Engineer ..................Robert Emch

WKPA
NEW KENSINGTON—EST. 1940
Frequency: 1150 Kc........Power: 250 Watts d.
Owned-Operated By .......Allegheny-Kiski Bcstg.
Business-Studio Address ..........810 Fifth Ave.
Phone Number ..................3534
Transmitter Location ..........E. Deer Township
Allegheny County
Air Time ..................Local sunrise-local sunset
News Service ..................UP
Transcription Service ..........Lang-Worth, MacGregor, Cole, SESAC
Representative ..................Cox & Tanz
General-Station Manager ........Edward J. Kroen
Chief Announcer .................Michael Felock
Chief Engineer ..................W. W. Neely

WMGW
MEADVILLE—EST. 1947
Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By ..........Dr. H. C. Winslow
Business-Studio Address ..........First Nat'l Bank Bldg., Chestnut St.
Phone Number .............43-723
Air Time ..................6:30 a.m.-12 M.
News Service ..................UP
Transcription Service ..........Thesaurus
Ownership .....................NAB
President-Owner ...............Dr. H. C. Winslow
Gen.-Sta. Mgr ...................Victor C. Diehm
Commercial Manager ..........Mrs. Lorraine Yuhasz
Program Director ..............Thomas Tito
Chief Engineer ................Hoyt Stout

WNAR
NORRISTOWN—EST. 1946
Frequency: 1110 Kc........Power 500 Watts
Business-Studio Address ..........115 W. Main St.
Phone Number ...............7600
Air Time ..................Local sunrise-local sunset
News Service ..................UP
Transcription Service ..........Lang-Worth, World
Representative ..................Forjoe
Membership ......................NAB
President ......................N. Joe Rahall
Executive Director ..........Farris E. Rahall
Sta.-Comm. Mgr ...................Tom Douds
Prog. Dir.-Chief Announcer ..........Robert C. Ardrey
Chief Engineer ..................Franklin H. Bisbing

WKRZ
OIL CITY—EST. 1946
MIS—NORTHEASTERN PENN. NET—KBS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By ..........Kenneth E. Rennekamp
Business Studio Address ..........Veach Bldg.
Phone Number .............Oil City 4-1269
Air Time ..................6:30 a.m.-12 M.
News Service ..................UP
Transcription Service ..........World
Representative ..................Joseph Hershey McGillvra
President-Owner .................Kenneth E. Rennekamp
General Manager ...............C. Gene Gosch
Program Director ..............Frank Jacoby
Chief Engineer ................Robert Shenberger
K Y W
PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.
Frequency: 1060 Kc.....Power: 50,000 aWts
Owned-Operated By.....Westinghouse Radio
Stations, Inc.
Business Address.....WRS—1619 Walnut St.
Phone Number.........Rittenhouse 6-6870
Station Address........1619 Walnut St.
Station Phone Number.....Locust 7-3760
Transmitter Location....Whitemarsh, Pa.
Air Time........6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service..........AP, UP
Transcription Service.....Associated
Representative..........Free & Peters
Membership...............BMB
WESTINGHOUSE RADIO STATIONS, INC.
Chairman..Gwilym A. Price
President........Walter Evans
Vice President.......Walter E. Benoit
General Manager.......J. B. Conley
Sales Manager..........B. A. McDonald
Advertising-Sales Promotion
Manager...........W. B. McGill
Program-Educational Dir., Gordon Hawkins
Engineering Manager.....George E. Hagerty
Technical Field Director...D. A. Myer
Director of Public Relations....C. M. Meehan
Manager, Industrial Relations....L. R. Rawlings
Auditor...................I. C. Ruby
Washington Representative.....F. P. Nelson

KYW PERSONNEL
President...............Walter Evans
Vice President.........Walter E. Benoit
General Manager.......J. B. Conley
Station Manager.......Robert E. White
Sales Manager.........Harvey McCall, Jr.
Advertising-Sales Promotion
Manager...............Arthur C. Schofield
Program Manager.......James P. Begley, Jr.
Publicity Representative....John P. Meagher
Musical Director.......Clarence Fuhrman
Chief Engineer..........Irvin N. Eney
Agricultural Director...Ted Steele

WDAS
PHILADELPHIA—EST. 1922
Frequency: 1400 Kc.......Power 250 Watts
Owned-Operated By.....WDAS Bstg. Sta., Inc.
Address................1211 Chestnut Street
Phone Number.........Locust 7-7400
Transmitter Location....Woodside Park
Air Time...............7 a.m.-12 M.
News Service............AP

The Best Dollar Buy in Philadelphia

WDAS
For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the inauguration of service by WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion ... the spirit which assures the success of your WFIL program.

The Philadelphia Inquirer Station

WFIL Philadelphia
AN ABC AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY
Transcription Service...Lang-Worth, World.
SESAC Representative...............For Joe
Membership..........................NAB, BMB
President............................William Goldman
General Manager....................Leslie W. Joy
Program Director..................Michael Deegan
Production Manager................Gilbert Morris
Chief Engineer......................Frank W. Unterberger

WCAU
PHILADELPHIA—EST. 1922
CBS
Frequency: 1210 Kc........Power: 50,000 Watts
Owned-Operated By. Philadelphia Record Co.
Business-Studio Address........1622 Chestnut St.
Phone Number......................LoCast 7-7700
Transmitter Location...........Moorstown, N. J.
Air Time.........................5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.,
Sun.
News Service......................AP, UP
Transcription Service..........World
Representative..................Bertha Bannan, Paul Raymer Co.
Membership.........................BMB, FMA
General Manager...............Leon Levy
Asst. Gen. Manager.............Joseph L. Tinney
Sales Manager.....................Alex Rosenman
Sales Promotion Manager.......Robert N. Pryor
Program Director...............Joseph T. Connolly
Publicity Director..............John J. Kelly
Chief Announcer...............Hugh Walton
Musical Director...............Joey Kearns
Chief Engineer...............George Lewis
Farm Editor......................Amos Kirby

(See Page 591)

WFIL
PHILADELPHIA—EST. 1922
ABC
Frequency: 560 Kc........Power: 5000 Watts
Business-Studio Address........Widener Bldg.
Phone Number.....................Rittenhouse 6-8900
Transmitter Location.........Whitemarsh Township.
Whitemarsh, Pa.
Air Time.................5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service......................AP, UP
Transcription Service..........Associated
Representative..................The Katz Agency
Membership.........................NAB, BMB
General Manager...............Roger W. Clipp
Sales Director..................John E. Surrick
Promotion Director..........James T. Quirk
Program Director...............Jack Steck
Production Director........Paul M. Frailey
Musical Director.............Norman Black
Chief Engineer..............Louis E. Littlejohn

WHAT
PHILADELPHIA—EST. 1927
Frequency: 1340 Kc........Power: 100 Watts
(CP 250 Watts)
Business-Studio Address........1505 Walnut St.
Phone Number......................Rittenhouse 6-2058
Transmitter Location.........Penn Sheraton Hotel.
39th & Chestnut St.
Air Time.........................Shares time
News Service......................AP
Station Representative........Helen Wood Colton
Membership.........................NAB
President, General-Commercial
Manager.........................William A. Banks
Station Manager, Program-Publicity
Director.........................Dolly Banks
Musical Director...............Annette Oromaner

WIBG
PHILADELPHIA—EST. 1925
Frequency: 990 Kc........Power: 10,000 Watts
Business-Studio Address........1425 Walnut St.
Phone Number.....................Rittenhouse 6-2300
Transmitter Location.........Conshohocken RFD
Air Time.........................6:30 a.m.-2 a.m.

WIBG FM
SPORTS NEWS MUSIC
IN PHILADELPHIA

603
THEY KEEP COMING BACK LIKE A SONG . . .

IT'S MUTUAL WIP

PHILADELPHIA'S PIONEER VOICE

WIP—FM

BASIC MUTUAL REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

610 ON DIAL
For Prestige...

Be able to tell listeners that your station is a member of AP

Radio members of The AP don't buy news! They share the news of the largest news-gathering organization in the world on a cost basis.
WPEN does more than “speak your piece” for you

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company’s merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.’s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.
W PEN
PHILADELPHIA—EST. 1929
Frequency: 950 Kc.       Power: 5000 Watts
Owned By:       Sun Ray Drug Co
Operated By:     Wm. Penn Bstg. Co
Business-Studio Address: 1528 Walnut St.
Phone Number:    5-9490
Transmitter Location: 72nd & Race Sts.
Air Time: 5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m., Sun.
News Service:     AP, UP
Transcription Service: Thesaurus, Associated
Representative:  Headley-Reed Co.
Membership:       NAB, BMB
President:        Albert J. Syllk
General Manager: Edward C. Obrist
Sales Promotion Mgr.: Wm. B. Caskey
Program Director: John L. McClay
Production Manager: Allen Grey, Gill Babbitt
Publicity Director: Hank Enders
Musical Director:  Billy Marshall
Chief Engineer:    Charles W. Burris

K D K A
PITTSBURGH—EST. 1920
NBC
Frequency: 1020 Kc.       Power: 50,000 Watts
Owned-Operated By: Westinghouse Radio Stations Inc.
Business-Studio Address: Grant Bldg.
Phone Number:  Grant 4200
Transmitter Location: Allison Park
Air Time: 5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service:     AP, INS, UP
Transcription Service: Thesaurus, Capitol
Representative:  Free & Peters
Membership:       BMB
President:        Walter Evans
Vice President: Walter E. Benoit
General Manager: J. B. Conley
Station Manager:  Joseph E. Baudino
Sales Manager:    George D. Tons
Advertising & Sales Promotion Manager: David N. Lewis
Program Manager:  Franklin A. Tooke
Production Manager: Edward P. Young
Publicity Representative: Lee Curran
Musical Director:    Bernie Armstrong
Chief Engineer:    T. C. Kenney
Agricultural Director: Homer H. Martz

K Q V
PITTSBURGH—EST. 1919
MBS
Frequency: 1410 Kc.       Power: 5000 Watts
Owned-Operated By: Allegheny Bstg. Corp.
Business-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number:    Atlantic 6802
Transmitter Location: Babcock Blvd., Ross Township
Air Time: 7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.
News Service:     UP
Transcription Service: Standard, Lang-Worth, SESAC
Representative:    Weed
Membership:       NAB
President:        Charles T. Campbell
Station-Commercial Mgr.: James F. Murray
Program Director: W. M. Burns, Jr.
Publicity Director: Virginia B. Reed
Chief Announcer:  James F. Thompson
Musical Director:  John P. Murphy
Chief Engineer:    Robert F. Hunt

W C A E
PITTSBURGH—EST. 1922
ABC
Frequency: 1250 Kc.       Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Business-Studio Address: William Penn Hotel, Pittsburgh, Penna.
Phone Number:     Atlantic 6900
Transmitter Location: Baldwin Township, Allegheny County, Penna.
Air Time: 5:45 a.m.-1 a.m.; 8:30 a.m.-12 M., Sun.
News Service:     AP, INS
Transcription Service: Thesaurus, Capitol
Representative:  Katz
Membership:       NAB, BMB
President:        Leonard Kapner
Station Manager:  R. Clifton Daniel
Commercial Manager: Carl Dozer
Merchandising Manager: William Kelley
Production Manager: John Leban
Publicity Director:  John Wilkoff
Chief Announcer:  Ralph Faller
Musical Director:  Baron Elliott
Chief Engineer:    James Schultz

W J A S
PITTSBURGH—EST. 1921
CBS
Frequency: 1320 Kc.       Power: 5000 Watts
Owned-Operated By: Pittsburgh Radio Supply House
Business-Studio Address: 411 Seventh Ave.
Phone Number:     Grant 4860-1-2-3-4-5
Transmitter Location: 1459 Crane Rd.
Green Tree
Air Time: 7 a.m.-12:30 a.m.; 8:30 a.m.-12:30 a.m., Sun.
News Service:     Transradio, UP
Transcription Service: Lang-Worth
PENNSYLVANIA

WPGH
PITTSBURGH—EST. 1947
WESTERN PENNA. NETWORK
Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By... Pittsburgh Bcstg. Co.
Business-Studio Address... 220 N. Highland Ave.
Phone Number... Emerson 5000
Transmitter Location... 2500 E. Lane
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... Standard, Lang-Worth, Cole
Representative... Forjoe
Membership... NAB
President, General Manager... Pete Schloss
Commercial Manager... Thos. B. Price
Manager... Fred Joyner
Publicity Director... Miss Jimmie Spanos
Chief Announcer... Ray Schneider
Chief Engineer... Henry R. Kaiser

WMAC (CP)
POTTSTOWN
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By... Radio Anthracite, Inc.

WPAM
POTTSTOWN—EST. 1947
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Miners Bcstg. Service
Business-Studio Address... 106 South Centre St.
Phone Number... Pottsville 5050
Transmitter Location... Lawton's Hill
Air Time... 7 a.m.-1 a.m.
News Service... UP
Transcription Service... Associated Representative... Homer Griffith
Membership... NAB
Executive Partners... Joseph L. Maguire & James J. Curran
General-Station-Commercial Manager... Louis H. Murray
Sales Promotion Mgr... Mrs. Jere H. Holden
Program Director... William Dimmerling
Chief Announcer... Joe Yorke
Musical Director... Horace Richards
Chief Engineer... George I. Hattfield

WWSW
PITTSBURGH—EST. 1932
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... WWSW, Inc.
Business-Studio Address... Hotel Keystone
Phone Number... Grant 5200
Transmitter Location... 331 Rising Main St.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Associated, Lang-Worth, Cole
Representative... Fred Green
Membership... NAB
President, General Manager... Pete Schloss
Commercial Manager... Thos. B. Price
Manager... Fred Joyner
Publicity Director... Miss Jimmie Spanos
Chief Announcer... Ray Schneider
Chief Engineer... Henry R. Kaiser

WPPA
POTTSTOWN—EST. 1946
Frequency: 1380 Kc. Power: 500 Watts d.
Owned-Operated By... Pottsville Bcstg. Co.
Business-Studio Address... 8 S. Second St.
Phone Number... Pottsville 4744
Transmitter Location... Bull's Head, Old Minersville Rd.
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... World
President-Owner, General-Station Manager... A. V. Tidmore
Commercial-Sales Promotion Mgr... Program Director, Production Mgr... John M. Naylor
Chief Announcer... Jerry Gaines
Musical Director... Horace Richards
Chief Engineer... Julius G. Thiel
PENNSYLVANIA

W E E U
READING—EST. 1931
ABC—QUAKER NETWORK
Frequency: 850 Kc. .Power: 1000 Watts d.
(CP 1000 Watts n.)
Owned-Operated By ........ Berks Bcstg. Co.
Business-Studio Address .... 533 Penn St.
Phone Number ............... 7-335
Transmitter Location ......... Spring Township
Air Time .................. Local sunrise-local sunset
News Service ................. UP
Transcription Service ....... Lang-Worth, SESAC, Associated
Representative ............ George P. Hollingbery
Membership ................. NAB
President-Owner ............ Hawley Quier
General Manager ........... Clifford M. Chafee
Sales Manager .............. K. Richard Creitz
Program Director ........... E. Lester Hoffmaster
Chief Engineer .............. Harold Scheerer

W R A W
READING—EST. 1922
NBC
Frequency: 1340 Kc. .Power: 250 Watts
Owned-Operated By ........ Reading Bcstg. Co.
Business-Studio Address .... 19 N. Fifth St.
Phone Number ............... 7-1773
Transmitter Location ......... Sixth & Penn Sts.
Air Time .................. 6:30 a.m.-1 a.m.
News Service ................. UP
Transcription Service ....... Thesaurus, World
Representative .............. Robert Meeker
Membership ................. NAB
Station Executive .......... Clair R. McCollough
Station Manager ............ Raymond A. Gaul
National Sales Manager .... J. Robert Gulick
Program Director ........... Calvin Jackson
Chief Engineer .............. J. E. Mathiot

WHUM
READING—EST. 1946
MBS
Frequency: 1240 Kc. .Power: 250 Watts
Owned-Operated By ........ Eastern Radio Corp.
Business-Studio Address ... Berkshire Hotel
Phone Number ............... Reading 44805
Transmitter Location ......... Old Wyomissing Rd.
Air Time .................. 7 a.m.-12 M.
News Service ................. AP
Transcription Service ....... Standard

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago • San Francisco • Los Angeles

609
WARM
SCRANTON—EST. 1938
ABC
Frequency: 1400 Kc. ... Power: 250 Watts
Owned-Operated By: Union Bcstg. Co.
Business-Studio Address: Bowman Bldg.
Phone Number: 4-1148
Transmitter Location: 701 O'Neill Highway, Dunmore, Pa.
Air Time: 17 1/4 hrs. daily
News Service: UP
Transcription Service: Thesaurus
Representative: George P. Hollingbery
Membership: NAB
President-General Manager: Martin F. Memolo
Commercial-Sales Promotion Manager: William M. Dawson
Program Director, Production: Joe Salsburg
Publicity Director: Mary E. Lynott
Chief Announcer: Art Bolin
Musical Director: George Perry
Chief Engineer: A. W. Oschmann
Farm Editor: Jessie Landenberger

WGBI
SCRANTON—EST. 1925
CBS
Frequency: 910 Kc. ... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By: Scranton Bcstrs., Inc.
Business-Studio Address: 1000 Wyo. Ave.
Phone Number: Scranton 6296
Transmitter Location: Drinker Turnpike
Air Time: 19 hrs., 5 min. daily
News Service: AP
Transcription Service: World
Representative: John Blair
Membership: NAB, BMB
President: Frank Megargee
General-Commercial-Sales Promotion Manager:
Publicity Director: George D. Coleman
Station Manager: R. E. McDowell
Program-Musical Director: Frank Monaghan
Chief Engineer: K. R. Cooke

WQAN
SCRANTON—EST. 1923
Frequency: 910 Kc. ... Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By: The Scranton Times
Air Time: Limited

WSCR
SCRANTON—EST. 1947
Frequency: 1000 Kc. ... Power: 1000 Watts
Owned-Operated By: Lackawanna Valley Bcstg. Co.
Business-Studio Address: 116 Adams Ave.
Phone Number: 5242
Transmitter Location: 1520 N. Keyser Ave.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Walker
Membership: NAB, BMB
Station Manager: Frank S. Blair
Sales Manager: Joseph W. Dobbs
Program Director: Frank P. Mansuy
Publicity Director, Chief Announcer: Charles L. Muller
Musical Directors: Margaret Petherick, Robert Brooks
Chief Engineer: Malcolm MacMillan
Farm Editor: Charles L. Muller

WISL
SHAMOKIN
Frequency: 1480 Kc. ... Power: 1000 Watts d.
Owned-Operated By: Radio Anthracite, Inc.
Business Address: Nat'l Dime Bank Bldg.

WPIC
SHARON—EST. 1938
Frequency: 790 Kc. ... Power: 1000 Watts
 Owned-Operated By: Sharon Herald Bcstg. Co.
Business Address: P. O. Box 541
Phone Number: 4113
Transmitter-Studio Location: Pine Hollow Blvd.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Capitol, Associated, World, Lang-Worth
Representative: Adam J. Young, Jr.
President, General-Station Manager: John Fahnline, Jr.
Sales Manager: J. T. Van Swearingen
Program Director: W. Paul Gamble
Production Manager: Marc McCulloch
Publicity Director: Evelyn L. Keller
Chief Announcer: Harold Smith
Chief Engineer: A. C. Heck

WMAJ
STATE COLLEGE—EST. 1945
MBS—KBS
Frequency: 1450 Kc. ... Power: 250 Watts
Owned-Operated By: Centre Bcst. Inc.
Address: Glennland Bldg.
WHAB
STROUDSBURG—EST. 1947
Frequency: 840 Kc. Power: 250 Watts
Owned-Operated By: Pocono Bstg. Co.
Business-Studio Address: 578 Main St.
Phone Number: 1102
Transmitter Location: 1 mi. S. of Stroudsburg on Route 90
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Thesaurus
Representative: W. S. Grant
General-Station-Commercial Manager: Harold B. Newman
Program Director, Chief Announcer: Joseph Webster
Chief Engineer: George Reinhart

WVPO (CP)
STROUDSBURG
Frequency: 1350 Kc. Power: 1000 Watts d.
Owned-Operated By: Pocono Record. Inc.
Business Address: 18 N. 7th St.

WKOK
SUNBURY—EST. 1933
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Sunbury Bstg. Corp.
Business-Studio Address: 1150 N. Front St.
Phone Number: Sunbury 325-8-7
Transmitter Location: 1150 N. Front St.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, Lang-Worth
Representative: Cox & Tanz
Membership: NAB
President: Harry H. Haddon
Secretary & Treasurer: Basse A. Beck
General Manager: Homer R. Smith
Commercial Manager: Michael J. Kane
Program Director: Paul L. Miller
Chief Engineer: John W. Keller

WMBS
UNIONTOWN—EST. 1937
CBS—ATLANTIC NETWORK
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Fayette Bstg. Corp.
Business-Studio Address: Fayette Title & Trust Bldg.

WNAE
WARREN—EST. 1946
MBS
Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Operated By: Northern Allegheny Bstg. Co.
Business-Studio Address: 310 Second Ave.
Phone Number: 3032-3
Transmitter Location: Kinzua Rd., Warren
Air Time: 6:30 a.m.-local sunset
News Service: AP
Transcription Service: Thesaurus
Membership: NAB
President, General-Station Manager: A. David Potter, Jr.
Commercial Manager: Frank Foster
Sales Promotion Manager: James W. Potter
Program-Publicity-Musical Director. Production Mgr., Chief Announcer: LcRoy Schneck
Chief Engineer: Homer Haines
Farm Editor: Wiles Hallock

WJPA
WASHINGTON—EST. 1942
MBS
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: George Washington Hotel
Phone Number: 4870
Transmitter Location: N. Strabane Township
Air Time: 7 a.m.-12:30 a.m.: 6 a.m.-12:30 a.m.
Sun.
News Service: AP
Transcription Service: Lang-Worth
Representative: Joseph Hershey McGillvra
General-Station Manager: C. B. Heller
Commercial Manager: Charles R. DuVall
Program Manager: Elizabeth Leon
Publicity Director: Stan Progar
Chief Engineer: Horace E. Cooper
WBAX
WILKES-BARRE—EST. 1922
MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John H. Stenger, Jr.
Business-Studio Address: 85 W. Union St.
Phone Number: 3-0196
Transmitter Location: Edwardsville Borough, U.S. Route 11
Air Time: 7 a.m.-12 M.
News Service: Associated
Transcription Service: Burn-Smith
President-Owner: John H. Stenger, Jr.
Program Director: John H. A. Stenger, 3rd
Chief Engineer: John H. Stenger, Jr.
Farm Editor: Jim Hutchison

WBRE
WILKES-BARRE—EST. 1924
NBC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Louis G. Baltimore
Business-Studio Address: 62 S. Franklin St.
Phone Number: 3-3101
Transmitter Location: Kingston, Pa.
Air Time: 7 a.m.-1 a.m.

WBAX
26 YEARS OF SERVICE
TO
NORTHEASTERN PENNSYLVANIA
FIRST IN
PUBLIC SERVICE
SPORTS and MUSIC

WBAX
WILKES-BARRE, PA.
John H. Stenger, Jr., Licensee-Owner
MUTUAL BROADCASTING SYSTEM

News Service: AP
Transcription Service: World
Membership: NAB, BMB
President-Owner, General Manager: Louis G. Baltimore
Station Sales Promotion Manager: David M. Baltimore
Sales Manager: A. C. Baltimore
Program Director, Chief Announcer: Franklin D. Coslett
Musical Director: Louis Savitt
Chief Engineer: Charles Sakoski

WILK
WILKES-BARRE—EST. 1946
ABC
Frequency: 1450 Kc. Power: 250 Watts
Business-Studio Address: 88 N. Franklin St.
Phone Number: 3-7165
Transmitter Location: Bawes Ave., Kingston, Pa.
Air Time: 16 hrs., 30 min. daily
News Service: UP
Transcription Service: Lang-Worth, Thesaurus Representative: Adam J. Young, Jr.
Membership: NAB, BMB
President: Dr. L. C. Morgan
WRAK - WRAK-FM

250 Watts—1400 KC

3.2 KW—100.3 MG

It’s the right combination for a REAL selling campaign in the Williamsport market.

National Representative:

J. P. McKinney and SON

New York—Chicago
PENNSYLVANIA

WORK
YORK—EST. 1932
NBC—MBS
Frequency: 1350 Kc. Power: 1000 Watts
Business-Studio Address: 13 South Beaver St.
Phone Number: 6629
Transmitter Location: W. Manchester Township, Pa.
Air Time: 6 a.m.-1 a.m.
News Service: Thesaurus
Transcription Service: UP
Representative: Robert Meeker
Membership: NAB
Station Executive: Clair R. McCollough
Station Manager: Harold E. Miller
National Sales Manager: J. Robert Gulick
Program Director: Arthur Weeks
Chief Engineer: J. E. Mathiot

WSBA
YORK—EST. 1942
ABC
Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: The Susquehanna Bcstg. Co.
Business Address: P. O. Box 1112
Phone Number: York 2876: York 64413
Transmitter-Studio Location: R.F.D. No. 5
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Capitol
Membership: NAB, BMB
President: Louis J. Appell
Executive Vice President: Walter J. Rothensies
Station Manager: Walter J. Rothensies
Commercial Manager: Sydney Robbins
Program Director: Otis Morse
Chief Announcer: Ad Wienert
Musical Director: Larry Miller
Director of Engineering: Woodrow G. Eberhart
Farm Editor: Herman Stebbins

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1934

WRaw
Reading, Pa.
Established 1922

Work
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

Represented by
ROBERT MEEKER ASSOCIATES
New York • Chicago • San Francisco • Los Angeles

614
RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400
Farms with Radios 3,268—Stations in State 8

WFCI
PAWTUCKET—EST. 1941
ABC
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: Pawtucket Bstg. Co.
Business-Studio Address: 450 Main St., Pawtucket; She-ton-Biltmore Hotel, Providence
Phone Number: Perry 9540
Transmitter Location: Lonsdale, R.I.
Air Time: 5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.
News Service: AP
Transcription Service: Associated Representative
Membership: NAB, BMB
President-Owner: Howard W. Thornley
General-Commercial Mgr.: Wallace A. Walker
Program Director: David Brooks
Musical Director: Arthur Paquette
Chief Engineer: Gilbert Johnson

WEAN
PROVIDENCE—EST. 1922
MBS—THE YANKEE NETWORK
Frequency: 790 Kc. Power: 5000 Watts
Owned By: General Tire & Rubber Co. Operated By: The Yankee Network, Inc.
Business-Studio Address: Crown Hotel
Phone Number: Dexter 1500
Transmitter Location: East Providence, R.I.
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.
News Service: AP, INS, Reuters
Transcription Service: Associated, SESAC, Standard
Representative: Edward Petry
Membership: NAB, BMB
Chairman of the Board: John Shepard, 3rd
President-Owner: William O’Neil
Station Manager: Joseph Lopez
Commercial Manager: Malcolm S. Parker
Production Manager: Donald W. Morton
Chief Engineer: Harry Tilley

WHIM
PROVIDENCE—EST. 1947
Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By: Intericity Bstg. Co.
Business-Studio Address: 32 Custom House
Phone Number: Union 4211-2-3
Transmitter Location: Eastern Ave., Providence, R.I.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young; Kettell-Carter
Membership: NAB

WJAR
PROVIDENCE—EST. 1922
NBC—NEW ENGLAND REGIONAL
Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By: The Outlet Co.
Business-Studio Address: 176 Weybosset St.
Phone Number: Gaspee 1071
Transmitter Location: Wampanoag Trail, East Providence, R.I.
Air Time: Unlimited
Transmission Service: World
Representative: Weed
Membership: BMB
President: Mortimer L. Burbank
General Manager: John J. Boyle
Program Director: M. Sothern Abbott
Chief Engineer: Thomas C. J. Prior

WNAF
PROVIDENCE—EST. 1947
Frequency: 1280 Kc. Power: 500 Watts d.
Owned-Operated By: Community Bstg. Service Co.

WRIB
PROVIDENCE—EST. 1947
Owned-Operated By: Rhode Island Bstg. Co.
Business-Studio Address: Narragansett Hotel
Phone Number: Union 4512
Transmitter Location: Water St., Providence, R.I.
Air Time: Local sunrise-local sunset
News Service: UP
Transmission Service: Associated, SESAC
Representative: Forjoe & Co.
Membership: NAB
President: Frank Rao
General Manager: Nicholas Ruggie
Sales, Commercial Mgr.: Anthony Petronella
Sales Promotion Manager: Noel C. Breault
Production Manager, Publicity: Fabian Hume
Chief Announcer: Musical Director: Don Rogers
Chief Engineer: James Drake

President, General-Station-Sales
Promotion Manager: Robert T. Engles
Commercial Manager: Brenton G. Meader
Program Director, Production
Manager: C. George Taylor
Chief Announcer: William Whalen
Musical Director: Barbara Barry
Chief Engineer: Carroll Philbrook

615
... and in New England, too, it's CBS
WPRO PROVIDENCE
CBS
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Cherry & Webb Bcastg. Co.
Business-Studio Address: 15 Chestnut St.
Phone Number: Plantations 9776
Transmitter Location: East Providence, R. I.
Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service: AP, UP
Transcription Service: Thesaurus, Lang-Worth
Representative: Paul H. Raymer Co.
Membership: NAB, BMB
President: William S. Cherry, Jr.
General-Commercial Manager: Arnold F. Schoen, Jr.
Program Director: John A. Owen
Chief Engineer: John V. Ferri

WWON WOONSOCKET—EST. 1946
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Associated Electronics Enterprises, Inc.
Business-Studio Address: 99 Main St.
Phone Number: 300
Transmitter Location: Getchell Ave.
Air Time: 8 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m., Sun.
News Service: AP
Transcription Service: World, Capitol, Standard
Representative: William G. Rambeau
President, General Manager: Garo W. Ray
Station, Sales Promotion Manager: Mitchell F. Stanley
Commercial Manager: Jean Bergeron
Program Director, Chief Announcer: Bill Metcalf
Chief Engineer: George W. Travis

SOUTH CAROLINA
Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498
Farms with Radios 67,853—Stations in State 33

WAIM ANDERSON—EST. 1935
CBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Wilton E. Hall
Business-Studio Address: Anderson College
Phone Numbers: 800, 2239 and 1444
Transmitter Location: Anderson College
Air Time: 4:55 a.m.-12:15 a.m.
News Service: AP, INS
Transcription Service: NBC, Lang-Worth, World, Associated
Representative, Burn Smith Co.
Membership: NAB, BMB
President-Owner, Chief Executive: Wilton E. Hall
General-Station Manager: Glenn P. Warnock
Sales or Commercial Manager: C. B. Goodyear
Program Director: James Coggins
Publicity Director: John Davenport
Musical Director: John Townsend
Chief Engineer: S. A. Azar

WBSC BENNETTSVILLE—EST. 1947
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Loys Marsden Hawley

WFAK CHARLESTON—EST. 1917
MUTUAL BROADCASTING SYSTEM
Frequency: 730 Kc. Power: 1000 Watts
Owned-Operated By: Charleston Bcastrs.
Business-Studio Address: 149 Wentworth St.
Phone Numbers: 3-6428-9
Transmitter Location: Windermere, S. C.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Capitol
Representative: Forjoe
President-Owner: J. B. Fuqua
General, Commercial Mgr.: Tom Means
Sales Promotion Manager, Publicity Director: Fred Bernstein
Program Director, Production Manager: James A. Klosky
Chief Announcer: Tom Hennesy
Chief Engineer: Carlton Modlin
Farm Editor: Wilbur Crutchley
WHAN
CHARLESTON—EST. 1946
Frequency: 1340 Kc. ..... Power: 250 Watts
ABC
Owned-Operated By: Charleston Bcstg. Co.
Business-Studio Address: 152 Market St.
Phone Number: 3-1643
Transmitter Location: Saint Andrew’s Parish
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: Harry J. O’Neil
General-Station-Commercial
Manager: C. Wylie Calder
Sales Promotion Manager: M. Anthony Young
Program Director, Production
Manager: Vernon M. Bushong
Publicity Director: Traynor Ferillo
Chief Announcer: Bill Mims
Musical Director: Hubert Peale
Chief Engineer: William Birchfield
Farm Editor: Harry Giana

WCSC
CHARLESTON—EST. 1930
COLUMBIA Bcstg. SYSTEM, INC.
Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By: John M. Rivers

Business-Studio Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles’ Nest, St. Andrews Parish.
Air Time: 18 h:s, 5 min. daily
Transcription Service: World, M. M. Cole
Representative: Free and Peters
Membership: NAB, BMB
President-Owner, General-Station Manager: John M. Rivers
Commercial-Sales Promotion Manager: Roland Weeks
Program Director, Production Manager: Russell D. Long
Publicity Director: Annie L. Quarterman
Musical Director: Mrs. Pearl Baum
Chief Engineer: Wilbur R. Albee
Farm Editor: Chuck Simpson

WTMA
CHARLESTON—EST. 1939
NBC
Frequency: 1250 Kc.
Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By: Atlantic Coast Bcstg. Co.
Business Address: P. O. Box 297
Phone Number: 2-2861
Studio Address: 133 Church Street
Transmitter Location: St. Andrews Parish
Air Time: Unlimited
News Service: AP
Transcription Service: Associated

WCSC
The CBS station for the Coastal Carolinas
1390 Since 1930
Charleston, S. C.’s Oldest and Best Station*

*Hooper Survey

Represented Nationally by Free & Peters, Inc.
**SOUTH CAROLINA**

Representative: George P. Hollingbery
Membership: NAB, BMB
President: Edward Manigault
General-Station Manager: Robert E. Bradham
Sales Promotion Manager: A. Franz Witte, Jr.
Program, Musical Director, Production Manager: William N. Abbott
Publicity Director: Robert E. Bradham
Chief Engineer: Douglas M. Bradham

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**WUSN (CP)**
CHARLESTON

Frequency: 1450 Kc.
Power: 250 Watts d.
Owned-Operated By: Southern Bcast. Co.
Chief Owner: C. Norwood Hastie
Part-Owner-Mgr.: B. M. Middleton
Part-Owner-Comm. Mgr.: J. D. Hastie

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**WCOS**
COLUMBIA—EST. 1939

Frequency: 1400 Kc.
Power: 250 Watts
Owned-Operated By: Radio Columbia
Business-Studio Address: 1202 Main St.
Phone Number: 25601
Transmitter Location: 200 Senate St.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Capitol
Representative: Taylor-Howe-Snowden
Membership: NAB
President: E. D. Black
Gene-al-Station Manager: W. C. Bootham
Commercial Manager: Dixon Harp
Program Director: H. M. McElveen Jr.
Production Manager: Richard Goode
Chief Announcer: Bernard Moses
Chief Engineer: R. D. Lambert Jr.
Farm Editor: Byron Parker

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**WKIX**
COLUMBIA—EST. 1945

Frequency: 1490 (1320 CP) Kc.
Power: 250 W. (CP—1000 W. d.; 500 W. n.)
Owned-Operated By: Inter-City Advertising Co.
Business-Studio Address: 1127 Lady St.
Phone Number: 28659
Transmitter Location: Two Notch Rd.
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: Avery-Knodel
Membership: NAB, BMB
General Manager: C. Durham Moore
Commercial Manager: W. Burdsal
Sales Promotion Manager: Thomas C. Chandler
Program Director: Michael C. Turner
Chief Announcer: Wally Smith
Chief Engineer: E. E. Hampton

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**WNOK**
COLUMBIA—EST. 1947

Frequency: 1230 Kc.
Power: 250 Watts
Owned-Operated By: Palmetto Radio Corp.
Business Address: 921 Huger St.
News Service: AP
Transcription Service: Cole
President: Samuel Litman

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**WLAT**
CONWAY—EST. 1945

Frequency: 1490 Kc.
Power: 250 Watts
Owned By: Coastal Bcast. Co.
Operated By: L. M. Hawley & H. M. Hanks
Business Address: Box 497
Phone Number: 340
Studio-Transmitter Location: 12th Ave.
Air Time: 6:30 a.m.-11:15 p.m.
News Service: AP
Transcription Service: Standard & M. M. Cole
Representative: Joseph Hershey McGillvra
Membership: NAB
President: L. M. Hawley
Vice-President: H. L. Hanks
General-Station Manager: Joseph Hershey McGillvra
Program Director: Edward Browning Jr.
Chief Engineer: H. L. Hanks
Farm Editor: V. M. Johnson

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Promotion Manager: Steve Libby
Program Director: Frank Harden
Chief Announcer: Mackie Quave
Publicity Director: Steve Libby
Musical Director: Jane Pate
Chief Engineer: Herbert Eidson, Jr.
Farm Editor: Clair Shadwell

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Ride the WFBC

It's the STELLAR SELLER in
Greater
GREENVILLE
South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by AVERY-KNODEL, INC.
W D S C
DILLON—EST. 1946
MUTUAL BROADCASTING SYSTEM, INC.
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: The Border Bstg. Co., Inc.
Business-Studio Address: Dillon, S. C.
Phone Number: 470-1
Transmitter Location: U. S. Highway 301
Air Time: 13 1/2 hrs. daily
News Service: UP
Representative: Joseph Hershey McGillvra, Inc.
Membership: NAB, BMB
President: E. H. Brown
General Manager: Henry E. Sullivan
Commercial Manager: Joseph Martin
Farm Editor: W. J. Bunn

W J M X
FLORENCE—EST. 1947
Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By: Atlantic Bstg. Co.
Business Address: P. O. Box 406
Phone Number: 2494-5
Transmitter-Studio Location: Highway 52, 3 mi. N. of Florence
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: Capitol, World, Associated
Membership: NAB, BMB
Program Director: Jack Gainey
Publicity Director: Richard D. Ward
Chief Announcer: Jim Player
Musical Director: Lillian Brunson
Chief Engineer: Frank A. Jenne
Farm Editor: Bob Forbes

W O L S
FLORENCE—EST. 1937
ABC—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Florence Bstg. Co.
Business-Studio Address: 129 S. Dorgan St., P. O. Box 789
Phone Number: Offices: 354-5; Transmitter: 1913
Transmitter Location: Charleston Hi-way
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Standard, Lang-Worth
Membership: NAB, BMB
President, General-Station Manager: Melvin Purvis
Commercial Manager: A. P. Skinner
Program Director: Bruce Buchanan
Chief Engineer: W. A. Buchanan

W F G N (CP)
GAFFNEY
Owned-Operated By: Cherokee Radio Co.
Business Address: P. O. Box 66 (Temp.)
News Service: UP
President: A. Ray Godshall
General Manager: Bob Liverance
Chief Engineer: Bob Liverance

W E S C
GREENVILLE—EST. 1947
Owned-Operated By: Greenville Bstg. Co.
Business-Studio Address: 1 College St.
Phone Number: 8200
Transmitter Location 5 mi. N.W. of Greenville
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Associated, Standard, Lang-Worth
Representative: McGillvra
Membership: NAB, BMB
President, General-Station Manager: Scott Russell
Commercial-Sales Promotion Manager: Cliff W. Bowers
Program Director: Ken Reese
Chief Announcer: Art Roberts
Chief Engineer: L. W. Elias

W F B C
GREENVILLE—EST. 1933
NBC
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: Greenville News-Piedmont Co.
Business Address: 305 S. Main St.
Phone Number: 362-3
Studio Address: Poinsett Hotel
Transmitter Location: Gannt Station
Air Time: 5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.
News Service: UP
Transcription Service: Thesaurus
Representative: Avery-Kindel
Membership: NAB, BMB
President: Roger C. Peace
General Manager: Bevo Whitmire
Commercial Manager: Robert Q. Glass, Jr.
Sales Promotion Manager, Publicity Director: N. P. Mitchell
Program Director, Production Manager: L. Byron Jenkins
Chief Announcer: Norvin C. Duncan
Musical Director: Alice Wyman
Chief Engineer: William E. Garrison
Farm Editor: R. H. Martin
WMRC
GREENVILLE—EST. 1940
ABC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Textile Bcstg. Co., Inc.
Business-Studio Address: Prevost Bldg.
Phone Number: 5730
Transmitter Location: 400 Mayberry St.
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: World, SESAC
Representative: Burn-Smith
Membership: NAB, BMB
President: Robert A. Jolley
General-Station Mgr.: W. Ennis Bray
Commercial-Sales Promotion Manager:
Publicity Director: C. B. Denison
Program Director, Production Manager: Bill Arrington
Musical Director: Jimmy Simpson
Chief Engineer: George D. Tate
Farm Editor: Paul L. Fisher

WCRS
GREENWOOD—EST. 1941
NBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Greenco, Inc.
Business Address: 216 Textile Bldg.
Phone Number: 4300
Transmitter-Studio Location: Wilson St.
Air Time: 17½ hrs. daily
News Service: AP
Transcription Service: Thesaurus
Representative: Joseph Hershey McGillvra
Membership: NAB, BMB
President: Douglas Featherstone
General-Station Mgr.: Dan Crossland
Commercial-Sales Promotion Manager: Ralph Norman
Musical-Program Director, Production Manager: Randy Davidson
Publicity Director: Miss Martha Wofford
Chief Engineer: Charles M. Sparks

WHSC
HARTSVILLE—EST. 1946
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Hartsville Bcstg. Co., Inc.
Operated By: Radio Station WHSC
Business-Studio Address: College Ave.
Phone Number: 654
Transmitter Location: 1 mi. S. of Hartsville on Highway 15-A
Air Time: 8:30 a.m.-11:15 p.m.; 8:30 a.m.-11:15 p.m., Sun.
News Service: AP

Transcription Service: Thesaurus
President: C. H. Campbell
General-Station-Sales Promotion Manager:
Musical Director: Raymond Caddell
Sales Manager: Jack Frierson
Program Director, Chief Announcer: Jimmy Brazzell
Publicity Director: Eleanor Flowers
Chief Engineer: Donald A. Brien

WLBG (CP)
LAWRENS
Owned-Operated By: WLBG, Inc.

WKDK
NEWBERRY—EST. 1946
MBS—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Newberry Bcstg. Co.
Business-Studio Address: 11 Radio Dr.
Phone Number: 143
Transmitter Location: 11 Radio Dr.
Air Time: 7 a.m.-12 M.
News Service: AP
Transcription Service: World
President, Treasurer, General Manager: C. A. Kaufmann
Secretary: John F. Clarkson
Station-Commercial-Sales Promotion Manager:
Publicity Director, Farm Editor: Charles Bowers
Program Director: Ann Fleniken
Production Manager, Chief Announcer: Jack Gilford
Musical Director: Hank Jacobsen
Chief Engineer: Geo. N. Martin

WFN (CP)
ORANGEBURG
Owned-Operated By: Orangeburg Radio Co.
Business Address: 63 Ellis Ave.
Partners: Frank B. Best, Frank B. Best Jr.

WRNO
ORANGEBURG—1946
MBS—DIXIE BCSTG. SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WRNO, Inc.
Business Address: Box 662
Phone Number: 1420
Studio-Transmitter Location: Extension Whitman St.
Air Time: 6:30 a.m.-12 M.
News Service: AP
SOUTH CAROLINA

Transcription Service .......... Cole
Membership ................. NAB
Secretary .................. R. L. Easley
Vice President .............. G. Paul Browne
Commercial Manager ......... Willard R. Hasbrook
Program Director, Chief
Announcer .................... Harry Carroll
Publicity Director .......... Bernardo Hildebrand
Musical Director ............. Barbara Nichols
Chief Engineer .............. Billy Gunter

W V R A (CP) ORANGEBURGH
Frequency: 1270 Kc. . . Power: 1000 Watts d.
Owned-Operated By ......... Sims Publishing Co.

CALL LETTERS TO BE ASSIGNED
(CP)

ROCK HILL
Frequency: 1150 Kc. . . . Power: 1000 Watts d.
Owned-Operated By ........ Tri-County Bcstg. Co.

W R H I
ROCK HILL—EST. 1944
MBS-KBS
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By ......... York County Bcstg. Co.
Partners ..................... Ernest H. Carroll, Virginia B.
Carroll, James S. Beaty, Jr., Wm. C. Beaty.

W O R D
SPARTANBURG—EST. 1940
NBC
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By ...... The Spartan Radiocasting Co.
Business-Studio Address ... 291 E. Main St.
Phone Number .............. 6000
Transmitter Location ....... 3 1/2 mi. N.E. of Spartanburg
Air Time .................... 6 a.m.-12 M.
News Service ............... AP
Transcription Service ...... World, Lang-Worth
Representative ............. Taylor-Howe-Snowden
Membership ................. NAB, BMB
President, General Manager ... Walter J. Brown
Station Manager .......... J. W. Kirkpatrick
Commercial Manager ...... John C. Carrington
Sales Promotion-Production Manager, Publicity-
Program Director .......... Sterling W. Wright
Musical Director .......... Charles Spears
Chief Engineer ............. Clyde J. Burdette
Farm Editor ............... Cecil D. Ross

W S P A
SPARTANBURG—EST. 1929
CBS
Frequency: 950 Kc. . . . . Power: 5000 Watts
Owned By ..................... Surety Bcstg. Co.
Operated By ................. Spartanburg Advertising Co.
Business-Studio Add. ess. . . Box 1717, 224 East
Main St.
Phone Number .............. 2900
Transmitter Location ....... 3 1/2 mi. N.W. of City
Air Time .................... 5 a.m.-1 a.m.
News Service ............... UP
Transcription Service ...... Associated
Representative ............. George P. Hollingbery
Membership ................. NAB, BMB
Vice President & General
Manager ..................... G. Richard Shafto
Managing Director ........ Roger A. Shafter
Commercial Manager ...... Guy Vaughan, Jr.
Program Director .......... Ed McGrath
Chief Announcer .......... Grover Golightly, Jr.
Musical Director .......... Hal Moore
Chief Engineer ............. Harold R. Beckholt
Farm Editor ............... Cliff D. Gray

W A L D
WALTERBORO—EST. 1947
MBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By ...... Waterboro Bcstg. Co.
Phone Number .............. 3861
News Service ............... AP
Transcription Service ...... Associated
President ..................... R. M. Jefferies
General Manager .......... Charles A. Thomas
Commercial Manager ...... Beulah Glouer
Promotion Manager ........ Roger A. Clark
Program Director .......... Peter Edman
Chief Engineer ............. Louis Neale

W F I G
SUMTER—EST. 1940
MBS-SOUTHERN
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By .. Radio Station WFIG, Inc.
Business-Studio Address ... Radio Center Bldg.
Phone Number .............. 1340
Transmitter Location ....... 1 mi. E. of Sumter on
Highway 76
Air Time .................... 18 hrs. daily
News Service ............... AP
Transcription Service ...... Thesaurus
Representative ............. Joseph Hershey McGillvra
President ..................... Hubert D. Osteen
General-Station Mgr. ...... T. Doug Youngblood
Commercial-Sales Promotion
Manager ..................... Charles H. Pointel, Jr.
Program Director .......... Robert R. Hannah
Production Manager ...... Paul Reed
Publicity Director ........ M. E. Pointel
Chief Announcer .......... Bob Hannah
Musical Director .......... William Moore
Chief Engineer ............. James L. Williams
Farm Editor ............... T. O. Bowen

623
—
— SOUTIHl

—%

PABCQTA
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Increase
12.3
Radio Homes 132,313
Estimated Population 364,000
Farms with Radios 37,691 Stations in State 13

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KIJV

K A B R
ABERDEEN—EST.

HURON—EST.

1934

Frequency: 1340 Kc
Power: 250 Watts
Business-Studio Address
34 - 2nd St., S. E.

1420 Kc. .... .Power: 5000 Watts
117V2 S. Main St.
Business-Studio Address
.4626
Phone Number
Wylie Park. Northwest
Transmitter Location

Frequency:

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of

Abeerdeen,

S.

.

.

Phone Number

765
Transmitter Location. .Lot 6, Prospect Addition
Air Time
6 a.m.-12 M.; 7 a.m.-ll a.m. Sun.
UP
News Service
Transcription Service
Thesaurus
Universal
Representative
.

.

Dak.

Air Time
News Service
Transcription Service
Representative

7 a.m.-12

M.

AP

Mgr
Commercial Manager

Walker

President. Gen. Sta.

NAB-BMB

Program

President
General-Station Manager. Pub. Dir. .R. A. Fahy
Fred C. Stellner
Sales-Promotion Mgr
E.

Edward

Editor

Donald Volkman

KMHK
MITCHELL—EST.

1947

MBS
Frequency: 1490 Kc

Power: 250 Watts

Owned-Operated By

Business-Studio Address. .. 117-119 N. Main St.
621
Fhone Number

ABERDEEN
Frequency: 930 Kc. ...... Power: 1000 Watts
Owned-Operated By.
Aberdeen News Co.

Transmitter Location
highway U. S. 16
Air Time
News Service
Transcription Service

AP

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Capitol
Henry J. Schmitt
Byron McElligott
Byron McElligott

General Manager.
Comm.-Prom. Mgr

Chitty

Weeks

KSDN
News Service
Transcription Service
President.

W.

Bob Brandt
Dale Larson
Margery King
Leo Borin

Director

Delbert T, Hunt
Russell V. Kaber

Chief Engineer

Farm

C. Pieplow
L.

G.

Production Manager
Chief Announcer
Chief Engineer

.

Program Director
Chief Announcer

NAB

Membership

Standard Radio

Membership

1947

MBS

MBS
GREAT NORTHERN BROADCASTING SYSTEM

.

.Vz

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mile E. of city on
18 hrs. daily

UP
Capitol

NAB

Membership

President. General-Station-Program-Production
Mgr.. Musical Director. .Raymond V. Eppel
B. Harland Ohde
Commercial Director

KDSJ
DEADWOOD—

.

Ken Bryant

Chief Announcer
Chief Engineer

EST. 1947

Donald Dahl

KBS
Power: 250 Watts
1450 Kc
Owned-Operated By. .Heart of The Black Hills
Broadcasting Co.
Business-Studio Address
Franklin Hotel
Phone Number
186
Transmitter Location ...... Boulder Canyon Rd.
Aire Time
Unlimited
News Service
UP
Transcription Service
Thesaurus, Keystone
Representative
Thomas Clark
Supervisor of Operation. ...... .John Daniels
Station-Commercial-Sales Promotion Mgr.,
Publicity Dir-Chief Announcer. .Truman H.

Frequency:

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PIERRE—EST.
Frequency: 630 Kc

Chief Engineer

Estate of

Operated By
Business-Studio Address.
Ave.. W.

.

Phone Number
Air Time

News Service
Transcription Service
Membership
Director

Melvin Rochester
Eli

..Power:

Owned By

Production Mgr.-Musical DirectorEditor

1916

KBS

Walrod

Farm

FX

K G

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Chief Engineer

Daniels

624

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.Box

.9:30

200 Watts

Dana McNeil
Ida A. McNeil
203 Summit

16.

351
sunset

a.m,-local

UP

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KBS
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•

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BMB

Ida A. McNeil
Charles Hobbs


### TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686

Farms with Radios 157,983—Stations in State 53

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### WLAR

**ATHENS—EST. 1946**

- **MBS—KBS**
- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Athens Bcstg Co.
- **Business Studio Address:** Hitch Bldg.
- **Phone Number:** 991 (or 993 transmitter)
- **Transmitter Location:** Decatur Rd.
- **Time on the Air:** 5:45 A.M.-12 M.
- **Pres.-Owner-Gen.Mgr:** Lowell F. Arterburn
- **Commercial Manager:** Virgil Lindner, Jr.
- **Program Director:** Odis Parker
- **Chief Engineer:** R. R. Magill

### WCYB

**BRISTOL**

(See Listing Bristol, Va.)

### WOPI

**BRISTOL—EST. 1929**

- **NBC—KBS**
- **Frequency:** 1490 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Radiophone Bcstg.
- **Station WOPI, Inc.**
- **Business Studio Address:** 310 State St.
- **Phone Number:** WOPI-AM or 3730
- **Transmitter Location:** Old Abingdon Pike, Northeast of Bristol.
- **Air Time:** 6 a.m.-12:05 a.m.
- **Transcription Service:** L'gworth, World-Capitol
- **Representative:** Burn-Smith
- **Membership:** NAB, BMB
- **President-General-Station-Sales Promotion Manager:** W. A. Wilson
- **Commercial Manager:** Ray L. Russell
- **Chief Announcer:** Stuart O'dell
- **Chief Engineer:** R. V. Robinson

### WAGC

**CHATTANOOGA—EST. 1946**

- **MBS**
- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Tennessee Valley Bcstg. Co.
- **Business Studio Address:** Hotel Patten
- **Phone Number:** 7-1128
- **Transmitter Location:** Rossville Blvd.
- **Air Time:** 5:55 a.m.-11:30 p.m.
- **News Service:** AP
- **Transcription Service:** Lang-Worth
- **Representative:** William G. Rambeau
- **General Manager:** A. B. Campbell
- **Program Director:** June Thurman

Musical Director: Robert Morrison
Chief Engineer: Charles Stokely

### WAPO

**CHATTANOOGA—EST. 1936**

- **NBC**
- **Frequency:** 1150 Kc
- **Power:** 5000 Watts d.
- **1000 Watts n.**
- **Owned-Operated By:** WAPO Bcstg, Service Business-Studio Address: Read House
- **Phone Number:** 6-6141
- **Transmitter Location:** Pineville Rd.
- **Air Time:** 5:30 a.m.-12 m.
- **News Service:** AP
- **Transcription Service:** NBC Associated Representative: Headley-Reed
- **Membership:** NAB, BMB
- **Chief Executives:** Ramon G. Patterson, Louise P. Pursley
- **General Station Manager:** R. G. Patterson
- **Sales Promotion:** Helen Patterson
- **Program Director:** Frances Harley
- **Chief Engineer:** B. B. Barnes

### WDEF

**CHATTANOOGA—EST. 1941**

- **ABC**
- **Frequency:** 1370 Kc
- **Power:** 5000 Watts d.
- **1000 Watts n.**
- **Owned-Operated By:** WDEF Bcstg. Co.
- **Business Studio Address:** Volunteer Bldg.
- **Transmitter Location:** Moccasin Bend
- **Air Time:** 5:30 a.m.-12 m.
- **News Service:** UP
- **Transcription Service:** Capitol & Cole Station Representative: Weed
- **President-Owner or Chief Exec:** Joe W. Engel
- **General-Commercial Manager:** Ken Flenniken
- **Program Director:** Charles Gullickson
- **Publicity Director:** Walter H. Stamper, Jr.
- **Chief Engineer:** B. C. Baker

### WDOD

**CHATTANOOGA—EST. 1925**

- **CBS**
- **Frequency:** 1310 Kc
- **Power:** 5,000 Watts
- **Owned-Operated By:** WDOD Bcstg Corp.
- **Business Studio:** Hamilton National Bank Bldg.
- **Transmitter Location:** Baylor School Rd.
- **Air Time:** 5:30 a.m.-12:05 p.m.
- **News Service:** UP
- **Transcription Service:** Standard
- **Representative:** Paul H. Raymer
- **Membership:** NAB
- **President:** Norman A. Thomas

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626
TENNESSEE

Vice-President............. Earl W. Winger
General-Commercial Mgr..... Ralph H. Patt, Jr.
Sales Promotion Mgr........ Elmer D. Kammer
Program Dir.-Prod. Mgr...... Gaylord McPherson
Publicity Director.......... Sue Johnson
Chief Engineer.............. Roy Owens

WJW
CHATTANOOGA*

Frequency 1490 Kc........ Power: 250 Watts
Applicant.................. Joe V. Williams, Jr.
Address..................... 1011 Hamilton Natl. Bank Bldg.

WJZM
CLARKESVILLE—EST. 1941
MBS—KBS

Frequency: 1400 Kc........ Power: 250 Watts
Owned By.................... Campbell & Sheftall
Operated By................ E. T. Campbell
Business-Studio Address... 411 Madison St.
Phone Number............... 2285-2286
Transmitter Location...... Martin St.
Air Time................. 6 a.m.-12 n., 8 a.m.-10 p.m. Sun.
News Service.............. AP
Transcription Service..... World
Membership.................. NAB, BMB
General Sta. Mgr.-part Owner E. T. Campbell
Commercial Manager....... Clay Cline, Jr.
Sports Editor.............. Bill Snyder
Chief Engineer............. John H. Bailey
Farm Program Director..... Roy Smith

WBAC
CLEVELAND—EST. 1945
MBS

Frequency: 1340 Kc........ Power: 250 Watts
Owned-Operated By........ Robert W. Rounsaville
Business-Studio Address... Radio Center, P. O. Box 677
Phone Number............... 62-3
Transmitter Location...... Chattanooga Highway
Air Time..................... 18 hrs. daily
News Service............... UP
Transcription Service...... Lang-Worth
Membership.................. NAB
Pres.-Owner-Gen. Mgr.... Robert W. Rounsaville
Station-Commercial Mgr.... A. D. Smith Jr.
Sales Promotion Mgr.-Pub. Dir........ Sam Davis
Program Dir.-Production Mgr...... Art Selley
Chief Announcer-Farm Editor.... Dan McNew
Musical Director............ Larry Carrothers
Chief Engineer............... Jim Byerly

WKRM
COLUMBIA—EST. 1946
MBS-KBS

Frequency: 1340 Kc........ Power: 250 Watts
Owned-Operated By........ The Middle Tennessee
Bcstg Co., Inc.

WHUB
COOKEVILLE—EST. 1940
CBS—KBS

Frequency: 1400 Kc........ Power: 250 Watts
Owned-Operated By......... WHUB, Inc.
Business Address........... Cookeville, Tenn.
Phone Number............... 200
Studio Address............... 523 Spring St.
Transmitter Location...... Hickory St.
Air Time................. 6 a.m.-11:05 p.m.
News Service............... UP
Transcription Service...... Lang-Worth
Membership.................. NAB
Pres.-Gen.-Commercial Mgr... M. L. Medley
Station Director.......... Joe Mabry

WDSG
DYERSBURG—EST. 1946
MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By........ WHUB, Inc.
Business-Studio Address... Box 58
Phone Number............... 77
Transmitter Location...... Highway 51 North
Air Time..................... 8 a.m.-11 p.m.
News Service............... AP
Transcription Service...... World
Membership.................. NAB
General Manager............ Frank Armstrong
Comm-Sales Promotion Mgr... Chas. R. Bowen
Program Dir.-Production Mgr... Norb Beckers
Publicity Director.......... Ray Brown
Chief Engineer............... C. W. Morrow
Farm Editor................. Frank Armstrong

WBEJ
ELIZABETHTON-JOHNSTON CITY—
EST. 1946
MBS

Frequency: 1240 Kc........ Power: 250 Watts
Owned By.................... Elizabethton Bcstg. Co.
Operated By................. Robert W. Rounsaville
Business-Studio Address.... Elk Ave., P. O. Box 929

627
WEKR (CP)
FAYETTEVILLE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Elk River Bcstrs.
President-Partner-General Mgr.: Robert W. Rounsaville
Station-Commercial Mgr.: Thad Fitch
Sales Promotion Mgr.-Pub. Dir.: Bill Wagner
Program Dir.-Production Mgr.: Bill Edgar
Chief Announcer: Les Lamb
Chief Engineer: Condon Bowers
Farm Editor: Bill Hale

WHIN (CP)
GALLATIN
Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Summer County Bcstrg. Co.

WGRV
GREENEVILLE—EST. 1946
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Radio Greeneville Inc.
Operated By: Robert W. Rounsaville
Business-Studio Address: Radio Bldg., P. O. Box 234
Phone Number: Call WGRV
Transmitter Location: Arnold Rd.
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Capitol
Pres.-Gen. Mgr.: Robert W. Rounsaville
Station-Commercial Mgr.: Paul Metcalfe
Sales Promotion Mgr.-Pub. Dir.: Hugh Pickle
Program Director: Ed Daniels
Production Mgr.-Farm Editor: Bill Lowery
Chief Announcer: Bob Corley
Chief Engineer: Laile Hampton

WTJS
JACKSON—EST. 1931
AMERICAN BROADCASTING CO.
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Sun Publishing Company
Address: 104 Baltimore St.
Phone Number: 7-3316
Air Time: 7 a.m. to 12 midnight
News Service: UP, AP
Transcription Service: World, Capitol
Representative: The Branham Company
President and Gen. Mgr.: A. A. Stone Manager: Frank S. Proctor
Asst. Manager: Leslie R. Brooks
Studio Director: Sam D. Lollar
Promotion Manager: Glenn E. Johnson
Chief Engineer: Robert M. Gordon

WETB
JOHNSON CITY—EST. 1947
Frequency: 790 Kc. Power: 1000 Watts d.
Business Address: (Temp.) Press-Chronicle Bldg.
Phone Number: 2281
Trans-Studio Address: 1 1/2 miles from downtown Johnson City on Highways US 19 and 23 to Erwin, Tenn. and Ashevlle, N. C.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World, Capitol
Representative: Helen Wood & Colton
Membership: NAB, BMB
Pres-General Mgr.: Carl A. Jones, Jr.
Commercial Manager: Chas. W. Powe's
Program Director: Arthur Borges
Chief Engineer: E. B. Jones

WJHL
JOHNSON CITY—EST. 1938
ABC
1000 Watts n.
Owned-Operated By: WJHL, Inc.
Business-Studio Address: 143 W. Main St.
Phone Number: 2780
TRANSMITTER LOCATION...Johnson City-Kingsport Highway
Air Time ... 6 a.m.-12 m.
News Service ... AP, UP
Transcription Service ... Lang-Worth
Representative ... John E. Pearson
Membership ... NAB, BMB
President ... W. Hanes Lancaster
Gen.-Comm. Mgr. ... Ken Marsh
Sales Promotion Mgr. ... Harry Hudson
Program-Publicity Dir. ... Berney Burleson
Chief Announcer ... Ed Cowell
Chief Engineer ... O. K. Garland

WTVN (CP)
JOHNSON CITY
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By ... Washington County Bstg. Corp.
Business Address ... John Sevier Hotel

WKPT
KINGSPORT—EST. 1940
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... Kingsport Broadcasting Co., Inc.
Address ... Box 870
Phone Number ... 2870
Studio Address ... 107 W. Market
Transmitter Location ... Johnson City H'way
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Lang-Worth, Standard, Thesaurus
Representative ... Burn-Smith Co.
Harry Cummings
Membership ... NAB, BMB
President ... C. P. Edwards Jr.
General Manager ... A. F. Martin
Commercial Manager ... Phil J. Weaver
Program Director ... Paul L. Overbay
Chief Engineer ... Thomas Phillips Jr.

WBIR
KNOXVILLE—EST. 1941
ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned By ... Radio Station WBIR, Inc.
Operated By ... The Nunn Station
Business-Studio Address ... 406 W. Church
Phone Number ... 4-3281
Transmitter Location ... Concord & Painter Sts.
Air Time ... Unlimited
News Service ... AP
Transcription Service ... Associated, Capital
Representative ... John E. Pearson
Membership ... NAB, BMB
President ... Gillmore N. Nunn
Gen.-Sta. Comm. Sales Promotion Mgr. ... John P. Hart
Program-Pub. Dir.-Prod. Mgr. ... Tys Terwey
Musical Director ... James T. Pitts Jr.
Chief Engineer ... J. Rex Horton

WIBK
KNOXVILLE—EST. 1947
Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By ... Independent Bstg. Co.
Business-Studio Address ... 908 S. Gay St.
Phone Number ... 4-8866
Transmitter Location ... W. Knoxville
Air Time ... Local Sunrise-Local Sunset
News Service ... AP, INS
Transcription Service ... C. P. MacGregor
Representative ... Donald Cooke
Membership ... NAB
Pres.-Gen.-Sta. Mgr. ... Marvin I. Thompson
Commercial Manager ... Kenneth N. McClure

WKGN
KNOXVILLE—EST. 1947
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned By ... WKGN Bstg. Co.
Operated By ... Clarence Beamam, Jr.
Business-Studio Address, Park Natl. Bank Bldg.
Phone Number ... 40765
Transmitter Location ... Ailor Ave.
Air Time ... 5 a.m.-1 a.m.
News Service ... AP
Transcription Service ... Lang-Worth
Membership ... NAB, BMB
President ... Clarence Beamam, Jr.
Station Director ... Charles T. DeVos
Chief Engineer ... Claude Bass

WN0X
KNOXVILLE—EST. 1921
CBS
Frequency: 990 Kc. Power: 10,000 Watts
Owned-Operated By ... Scripps-Howard Radio, Inc.
Business-Studio Address ... 110-112 S. Gay St.
Phone Number ... 3-1717
Transmitter Location ... Anderson Rd., near Beverly
Air Time ... 5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.
News Service ... UP
Transcription Service ... Standard
Representative ... The Branham Co.
President ... Jack R. Howard
Gen.-Sta. Mgr. ... R. B. Westergaard
Commercial Manager ... O. L. Smith
Program Dir.-Farm Editor ... Charles McMahon
Publicity Director ... Sarah Booth
Chief Announcer ... Lowell Blanchard
Musical Director ... Jerry Collins
Chief Engineer ... Roy Evans
EAST TENNESSEE’S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT

620 KCS
KNOXVILLE, NBC FOR EAST TENNESSEE

WROL

KNOXVILLE

WROL-FM
97.3 MG.
CHANNEL 247

STATION B
0.5 MV/M DAYTIME
KNOXVILLE, TENN.

WROL
0.5 MV/M DAYTIME
KNOXVILLE, TENN.

JOHN BLAIR & COMPANY • HARRY DUMMIGER, JAPAN
W R O L
KNOXVILLE—EST. 1927
NBC
Frequency: 620 Kc............ Power: 5000 Watts
Owned-Operated By............. S. E. Adcock
Business-Studio Address......... 531 S. Gay St.
Phone Number ................. 2-7111
Transmitter Location............. Holston Hills
Air Time ................. 5 a.m.-12 m.
News Service ............. AP
Transcription Service ......... NBC, World
Representative ............. John Blair
Membership .................. NAB, BMB
Pres.-Gen-Sta. Mgr. .......... S. E. Adcock
Comm.-Sales Promotion Mgr. .... C. H. Frazier
Program Dir.-Production Mgr. ... John Reese
Chief Announcer ............. Allen Stout
Musical Director ............. Harry Nides
Chief Engineer ............. Fred M. Andrews

W J J M
LEWISBURG—EST. 1946
Frequency: 1490 Kc............ Power: 250 Watts
Owned By ............. Estate of James J. Murray
Operated By .......... Louis D. Lingner
Business Address .......... Box 20
Phone Number .......... 780
Studio-Transmitter Location ...... East Hill
Air Time ......... 5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.
News Service ......... AP
Transcription Service ......... World
Membership .................. NAB, BMB
General Manager .......... Louis D. Lingner
Program Director .......... Daryl L. Laub
Publicity Director .......... Nikki Beach
Chief Announcer-Mus. Dir. .... Allen D. Walker
Chief Engineer ............. J. E. Sowell

W M M T
McMinnville—EST. 1947
MBS—KBS
Frequency: 1230 Kc............ Power: 250 Watts
Business Address .......... P. O. Box 241
Phone Number .......... 401
Studio Address ............. Cumberland Amusement Co., Bldg.
Transmitter Location ......... N. Chancy St.
Air Time ............. 6 a.m.-12 p.m.
News Service ............. UP
Transcription Service ......... World
Membership .................. NAB
Gen.-Sta. Mgr. ............. Royce Richards
Comm.-Sales Promotion Mgr. .... Roy Wood Jr.
Program-Musical Dir. ........ Ernie Richards
Publicity Director .......... Sue Downs
Chief Announcer ............. Roy Crocker
Chief Engineer ............. Claude Haston
Farm Editor ............. E. V. Massey

W G A P
MARYVILLE—EST. 1947
MBS
Frequency: 1400 Kc............ Power: 250 Watts
Business-Studio Address .......... 503 Blount
Phone Number .......... 2490
Transmitter Location ............. Louisville Pike
Air Time ............. 5 a.m.-12 p.m.
News Service ............. UP
Transcription Service ......... Thesaurus, Lang Worth
Membership .................. NAB
Partners .......... George R. Dempster, V. H. McLean
Gen-Sta.-Production Mgr.—Program Pub. Dir. 
Robert M. Claflin
Comm.-Sales Promotion Mgr. ... John F. Main
Chief Engineer ............. Curtis S. Lamarr

W D I A
MEMPHIS—EST. 1947
CARDINAL FOOTBALL NET
Frequency: 730 Kc............ Power: 250 Watts d.
Owned By .......... Bluff City Bcastg. Co.
Operated By .......... Bert Ferguson, John R. Pepper
Business-Studio Address .......... 2074 Union Ave.
Phone Number .......... 36-2703
Transmitter Location ......... 1125 University
Air Time .......... Local Sunrise-Local Sunset
News Service ............. WINS, UP
Transcription Service ......... Standard
Representative ............. John E. Pearson
Membership .................. NAB, BMB
Chief Execs. .......... John R. Pepper, Bert Ferguson
General Manager .......... Bert Ferguson
Sales or Commercial Mgr. ...... Lou Zlotky
Program Dir.-Production Mgr. . Gene Allan Carr
Publicity Director .......... Christine Cooper
Chief Announcer-Musical Dir. ... Al Beck
Chief Engineer .......... Frank T. Edwards

W H B Q
MEMPHIS—EST. 1925
MBS
Frequency: 1400 Kc............ Power: 250 Watts
Owned-Operated By .......... Harding College, Searcy, Arkansas
Business-Studio Address .......... Hotel Gayoso
Phone Number .......... 3-6668
Transmitter Location .......... 46 Neely St.
Air Time ............. 6 a.m.-12 m.
News Service ............. AP
Transcription Service ......... Capital
Representative .......... The Walker Co.
Membership .................. NAB, BMB
Gen-Sta-Sales Promotion Mgr. ... E. A. Alburt
Commercial Manager .......... E. Pournelle
Program Dir.-Production Mgr. ... Lode T. Conlee
MORE LISTENERS PER DOLLAR...
IN MEMPHIS

(If we used a full page of solid type—
We Couldn't Say More!)

---WHHM---

INDEPENDENT—BUT NOT ALOOF
MEMPHIS, TENNESSEE

PATT MCDONALD, GENERAL MANAGER * FOR JOE & CO., REPRESENTATIVES
Publicity Director .......... Emily Wilson
Musical Director .......... Anita Grilli
Chief Engineer .......... W. M. Roy

WHHM
MEMPHIS—EST. 1946
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Mid-South Bcstg. Corp.
Business-Studio Address .......... Sterick Bldg.
Phone Number .......... 37-4422
Transmitter Location .......... Somerville St.
Air Time .......... Unlimited
News Service .......... AP
Transcription Service .......... Standard, Long Worth
Representative .......... For Joe
Membership .......... NAB
President .......... P. E. Furlow
Gen.-Sta.-Commercial Mgr. .......... Patt McDonald
Sales Promotion Mgr.-Program Dir.-Farm Editor.
Alan Avery
Production Manager .......... Elmore Richmond
Publicity Director .......... J. Wilson
Chief Announcer .......... Al Martin
Musical Director .......... Bill Gordon
Chief Engineer .......... Wm. Marsh

WM C
MEMPHIS—EST. 1922
Frequency: 790 Kc. Power: 4,000 Watts
Phone Number .......... 8-7464
Transmitter Location .......... Five Points
News Service .......... UP
Transcription Service .......... Thesaurus, SESAC
Lang-Worth
Representative .......... The Branham Co.
Membership .......... NAB, BMB
President .......... John H. Sorrells
General Manager .......... H. W. Slavick
Commercial Manager .......... J. C. Egleson
Local Sales Manager .......... Earl Moreland
Program Manager .......... Wilson Mount
Production Manager .......... W. R. Brazel
Publicity Director .......... Walter E. Frase
Chief Announcer .......... Charles B. Sullivan
Musical Director .......... Noel Gilbert
Chief Engineer .......... E. C. Frase, Jr.
Farm Editor .......... Walter Durham

WMPS
MEMPHIS—EST. 1925
Frequency: 680 Kc. Power: 10,000 Watts
Owned-Operated By .......... WMPS, Inc.
Business-Studio Address .......... 62 N. Main St.
Phone Number .......... 5-2721
Transmitter Location .......... N. Benjestown Rd.
Air Time .......... 5 a.m.-1 a.m., 6 a.m.-12 m. Sun.
News Service .......... AP, UP
Transcription Service .......... Standard
Representative .......... Taylor-Howe-Snowden
Membership .......... NAB
Gen. Mgr.-Vice Pres. .......... H. R. Krelstein
Merchandising Dir. .......... W. B. Rudner
Program Director .......... Robert Neal Hobgood
Publicity Director .......... Matty Brescia
Chief Announcer .......... Fred G. Christensen
Musical Director .......... Berl Olswang
Chief Engineer .......... J. G. Deaderick

WREC
MEMPHIS—EST. 1922
Frequency: 600 Kc. Power: 5,000 Watts
Owned-Operated By .......... WREC Bcstg. Service
Business-Studio Address .......... Hotel Peabody Bldg.
Phone Number .......... 5-1313
Transmitter Location .......... Radio Center
Air Time .......... 5 a.m.-12:05 p.m.
News Service .......... UP
Transcription Service .......... World, Lang-Worth
McGregor
Representative .......... Katz
Membership .......... NAB, BMB
Pres-Owner-Gen. Mgr. .......... Hoyt B. Wooten
Commercial Manager .......... Hollis R. Wooten
Program Dir.-Production Mgr. .......... Roy Wooten
Publicity Director .......... Mildred Hughes Allen
Chief Engineer .......... S. D. Wooten, Jr.

WCRK
MORRISTOWN—EST. 1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Cherokee Bcstg. Corp.
Phone Number .......... 1450
News Service .......... AP
Transcription Service .......... World
President .......... H. S. Walters
General Manager .......... Hal Falter
Commercial Manager .......... Howell Ashford
Promotion Manager .......... Bill Cooper
Program Director .......... Bob Tamblyn
Chief Engineer .......... Larry Martin

WGNS
MURFREESBORO—EST. 1947
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By .......... Murfreesboro Bcstg.
Business-Studio Address .......... 118 N. Church St.
Phone Number .......... 1450
Air Time .......... 6 a.m.-11 p.m.
WKDA
NASHVILLE—EST. 1926

Frequency: 1240 Kc  Power: 250 Watts
Owned-Operated By: Capitol Broadcasting Company
Business-Studio Address: American National Bank Bldg.
Phone Number: 4-0511
Transmitter Location: 2nd Ave. S. & Peabody St.
Air Time: 5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
News Service: AP
Transcription Service: Capitol, Lang-Worth
Membership: NAB
Partners: T. B. Baker, Jr. & A. G. Beamam
General Manager: T. B. Baker, Jr.
Musical Director: Roland Felts
Chief Engineer: O. C. Griffin, Jr.

Wlac
NASHVILLE—EST. 1925
CBS

Frequency: 1510 Kc  Power: 50,000 Watts
Owned-Operated By: J. T. Ward
Business-Studio Address: Third National Bank Bldg.
Phone Number: 6-0151
Transmitter Location: Dickerson Rd.
Air Time: 5 a.m.-1 a.m.
News Service: UP
Representative: Paul H. Raymer
Membership: NAB, BMB
President-Owner: J. T. Ward
Manager: F. C. Sowell
Promotion Manager: W. H. Shaw
Program Director: Paul Oliphant
Musical Director: Fred Murff
Chief Engineer: F. D. Binns

WMak
NASHVILLE—EST. 1948
MBS

Frequency: 1300 Kc  Power: 5000 Watts
Owned-Operated By: Volunteer State Bcstg. Co., Inc.

WSIX
NASHVILLE—EST. 1927
ABC

Frequency: 980 Kc  Power: 5,000 Watts
Owned-Operated By: Jack M. Draughon & Louis R. Draughon
Business-Studio Address: Nashville Trust Bldg.
Phone Number: 5-5431
Transmitter Location: McGavoc Pike, RFD.
Air Time: 6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
Partners: Jack M. Draughon & Louis R. Draughon
General Manager: Jack M. Draughon
Sales Manager: Eugene S. Tanner
Program Director: Ottis Roush
Production Manager: R. L. Chaudoin
Chief Engineer: Dr. Fred Schumann

WSM
NASHVILLE—EST. 1925
NBC

Frequency: 650 Kc  Power: 50,000 Watts
Owned-Operated By: WSM, Inc.
Business Address: National Life Bldg.
Phone Number: 6-7181
Transmitter Location: Franklin, Tenn.
Air Time: Unlimited
News Service: AP; INS
Representative: Edward Petry & Co., Inc.
Membership: NAB, BMB
President: John H. DeWitt, Jr.
General Manager: Harry Stone
Program Director: Jack Stapp
Promotion Director: Bill Graham
Chief Engineer: George Reynolds

Wato
OAK RIDGE—EST. 1948
MBS

Frequency: 1490 Kc  Power: 250 Watts
Owned-Operated By: Pellegrin & French
Business-Studio Address: Municipal Market Bldg.
Phone Number: Oak Ridge 5-3535
Transmitter Location: Municipal Market Bldg.
Air Time: 6 a.m.-12 M.; Sun. 8 a.m.-12 M.
News Service: UP
Transcription Service: Standard
Representative: Lorenzen & Thompson
Membership ........................................... NAB
General Manager ........................ Marshall H. Pengra
Sales-Commercial Mgr. ............... Harry C. Weaver
Program Dir.-Chief Announcer. Arthur J. Metzler
Musical Director .......................... James Scott
Chief Engineer .......................... John Fleet

W O N D (CP)
OAK RIDGE
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By: Highlands Bests., Inc.

W P T N (CP)
PARIS
Owned-Operated By: Broadcasters Associates
Partners ... James H. McKee, Odes E. Robinson

W T P R
PARIS—EST. 1946
KBS
Frequency: 710 Kc. ........ Power: 250 Watts
Owned-Operated By: Kentucky Lake Bestg. System, Inc.
Business Address .......................... Box 240
Phone Number .......................... 1700
Studio Address .......................... 100½ Market St.
Transmitter Location ................. Clifty Rd., off Highway 89
Air Time ..................... Local sunrise-local sunset
News Service .......................... AP
Transcription Service ............ Lang-Worth
Representative ........................ Thomas F. Clark
President, General-Station
Manager .................................. E. Weak's Smith
Commercial-Sales Promotion Manager,
Publicity Director .................. Parkman R. Feezor
Program Director .................. Bettye Baggett
Production Manager,
Chief Announcer .................... Joseph A. Brandt
Musical Director ...................... James A. Brice
Chief Engineer ...................... Carlos Steele
Farm Editor .......................... Ernest Greer

W K S R
PULASKI—EST. 1947
MBS
Frequency: 730 Kc. .......... Power: 250 Watts
Owned By: Pulaski Broadcasting Co. Operated By: Robert W. Rounsaville, Partner
Business-Studio Address ... Radio Bldg., P. O. Box 1050
Phone Number .......................... 661 & 634
Transmitter Location ... Lawrenceburg Highway
Air Time .......................... Local Sunrise-Local Sunset
News Service .......................... UP
President-Partner, General
Manager .......................... Robert W. Rounsaville

W H A L
SHELBYVILLE—EST. 1946
MBS
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By: Shelbyville Bestg. Co.
Business Address .......................... 112½ East Side Square
Partners ................................ J. O. Fly, Sr., Geo. F. Fly, Harvard P. Smith

W J I G (CP)
TULLAHOMA
Business Address .......................... Box 411
Partners ............................ Raymond L. Prescott, Jr., and Henry L. Wilson

W E N K
UNION CITY—EST. 1946
MBS—DIXIE NETWORK
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned-Operated By: Union City Bestg. Co.
Business-Studio Address ... First & Washington St.
Phone Number .......................... 1240
Transmitter Location .............. U. S. Highway No. 45, 1½ miles N. E. of City
Air Time .......................... 6 a.m.-12 M.
News Service .......................... UP
Transcription Service ............ World
Representative ........................ Burn-Smith
Membership .......................... NAB
President, Station Mgr .......................... B. Cary Brummel
General Manager .......................... A. B. Robinson
Commercial Manager .................. David Capps
Program Director .................. James Blaine
Production Manager ............... Lou Whetler
Publicity Director .................. Charles Black
Chief Announcer ........................ Jack Dill
Musical Director ...................... John Roach
Chief Engineer ...................... James Thomas
Farm Editor .......................... Hank Huggins

W C D T (CP)
WINCHESTER
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By: Arthur D. Smith, Jr.
Owner .......................... Arthur D. Smith
TEXAS' 4 MAJOR MARKETS ...
COVERED BY T.S.N.

T.S.N.'s 18 "HOME-TOWN" STATIONS DELIVERING SALES POWER

85 PERCENT OF TEXAS POPULATION

RANCHES AGRICULTURE AND INDUSTRIAL AREAS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T MARKETS OF TEXAS
HERE IS THE MARKET DATA!

Population ........................................ 5,814,500
Families ........................................... 1,608,500
Retail Sales ....................................... $3,559,325,000
Food Store Sales .................................. 839,761,000
Gen. Mdse. Store Sales ............................ 562,729,000
Drug Store Sales .................................. 159,322,000
Effective Buying Income .......................... 5,284,363,000
Gross Farm Dollars ................................ 932,995,000


TEXAS STATE NETWORK
FORT WORTH, TEXAS
NATIONAL REPRESENTATIVE
WEED AND COMPANY
NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD
KAMQ
AMARILLO—EST. 1947
Frequency: 1010 Kc....Power: 1000 Watts d.
Owned-Operated By...Amarillo Bcstg. Co.
Business Address...1301 Polk St.
Phone Number....2-6543
News Service....AP
Transcription Service...Thesaurus
Representative...Griffith
President...Walter G. Russell
General Manager...W. J. Dickerson
Commercial Manager...Jack Petrie
Promotion Manager...W. J. Dickerson
Program Director...Bill Kelley
Chief Engineer...Stewart Parsons

KFDN
AMARILLO—EST. 1939
Frequency: 1230 Kc....Power: 250 Watts
Owned By...Amarillo Bcstg. Corp.
Operated By...Gilmore Nunn, J. Lindsay Nunn
Business-Studio Address...109 E. 5th St.
Phone Number....3-543
Transmitter Location...109 E. 5th St.
Time...6 a.m.-12 mid.; 7 a.m.-12 p.m.
News Service....UP
Transcription Service...World, Capitol
Representative...John E. Pearson
Membership...NAB, BMB
President...Gilmore Nunn
General-Commercial Manager...H. P. Roberson
Program Director...Bill Fairley
Publicity Director...Noel Luddy
Chief Announcer...Bill Kelley

KGNC
AMARILLO—EST. 1922
NBC—LONE STAR CHAIN
Frequency: 710 Kc....Power: 10000 Watts d., 1000 n.
Owned-Operated By...Plains Radio Broadcasting Co.
Address...Radio Building, 8th & Harrison
Phone Number....4242
Transmitter Location...Bellaire Park
Time...18 hours per day
News Service....AP & UP
Transcription Service...Lang-Worth.
Representative...Taylor Howe
President...M. M. Cole
General Manager...O. L. Taylor
Program Director...Aubrey Jackson
Chief Engineer...William H. Torrey

KRBK
ABILENE—EST. 1936
ABC—TEXAS STATE NETWORK
Frequency: 1450 Kc....Power: 250 Watts
Owned-Operated By...Reporter Bcstg. Co.
Business Address...Abilene, Texas
Phone Number....6255
Studio Address...Windsor Hotel
Transmitter Location...341 Ambler Ave.
Air Time...6 a.m.-12 M.
News Service...AP
Transcription Service...Thesaurus, Lang-Worth
Representative...John E. Pearson
Membership...NAB, BMB
President...M. B. Hanks
Vice President, Station Mgr...Howard Barrett
Commercial Manager...Forest Lane
Program Director...Bro Mingus
Production Manager...Dorothy Estep
Publicity Director...Charles Manes
Chief Engineer...J. B. Casey

KBKI
ALICE—EST. 1947
Frequency: 1070 Kc....Power: 1000 Watts d.
Owned-Operated By...Alice Bcstg. Co.
Business Address...P. O. Box 731
Phone Number....1360-8
Studio Address...Alice Hotel
Air Time...Local sunrise-local sunset
News Service...AP
Transcription Service...Lang-Worth, Capitol
Representative...Donald Cooke, Gene Grant
Membership...NAB
President...E. G. Lloyd, Jr.
General-Station Manager...Leon Lloyd
Program Director...Jaye Allyn Frye
Chief Engineer...John H. Mayberry

KVLF
ALPINE—EST. 1947
MBS—SOUTHWEST NETWORK
Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By...Big Bend Bcsths.
Business Address...P. O. Box 779
Phone Number....37
Studio Address...Holland Hotel
Air Time...15 hrs. daily
News Service...AP
Transcription Service...Lang-Worth
Representative...Katz Agency
Membership...NAB
President...Barney H. Hubbs
General Manager...Jack Hawkins
Station Manager...George H. Peters, Jr.
Commercial Manager...George Peters
Chief Engineer...Jack Cecil

T E X A S
Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168
Farms with Radios 267,440—Stations in State 131
KVAI
AMARILLO—EST. 1947
MBS
Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By: Plains Empire Bcstg. Co.
Business Address: 1014 W. 7th St.
Phone Number: 2-6773
News Service: UP
President-General Mgr.: Lonnie J. Preston
Commercial Manager: Jim Rennie
Chief Engineer: George McBride

K B U D (CP)
ATHENS
Owned-Operated By: The Henderson County Bcstg. Co.
Business Address: 3524 S. Henderson St., Fort Worth
Partners: J. B. McNutt, Jr., Merl Saxon

KNOW
AUSTIN—EST. 1926
TEXAS STATE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co., Inc.
Business-Studio Address: 520 Capital National Bank Bldg.
Phone Number: 2-6213
Transmitter Location: First & Tillery Sts.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol
Representative: Weed
Membership: NAB, BMB
President: Gene L. Cagle
Station Manager: Louis R. Cook
Commercial Manager: M. H. Coleman
Program-Publicity Director: Conrad Vernon
Musical Director: Marjorie Doggett
Chief Engineer: James E. Lewis

K T B C
AUSTIN—EST. 1939
CBS
Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Texas Bcstg. Corp.
Business-Studio Address: Brown Bldg., P. O. Box 717
Phone Number: 2-2424
Transmitter Location: Manchaca Rd.
News Service: UP
Transcription Service: World
Membership: Taylor-Howe-Snowden
Membership: NAB
President: Claudia T. Johnson

Vice President, General-Station
Manager: J. C. Kellam
Sales Manager: Willard Deason
Publicity Director: Harvey O. Payne
Chief Announcer: Jack Gwyn
Musical Director: Christine Tinsley
Chief Engineer: Frank W. Yeagley
Farm Editor: K. D. Willingham

K T X N (CP)
AUSTIN—EST. 1946
MBS
Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By: Thomas G. Harris
General Manager: Thomas G. Harris

KVET
AUSTIN—EST. 1946
MBS
Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By: Austin Bcstg. Co., Inc.
Business-Studio Address: 113 West 8th St., Box 116
Phone Number: 88521
Transmitter Location: Old Burnet Rd.
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NAB
President, General-Station
Manager: John B. Connally
Commercial-Sales Promotion Mgr.: J. J. Pickle
Program-Publicity Director, Production
Manager: Fred M. Caldwell
Musical Director: Carl F. Mann
Chief Engineer: Frank Yeagley

KRUN
BALLINGER—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Runnels County Bcstg. Co.
News Service: AP
Transcription Service: Standard
President-General Manager: R. E. Bruce
Program Director: J. M. Isaacs
Chief Engineer: J. O. Braden

KIOX
BAY CITY—EST. 1947
MBS
Frequency: 1270 Kc. Power: 1000 Watts
Owned By: Bay City Bcstg. Co.
Operated By: J. G. Long
Business Address: Box 1391
Phone Number: 642-3
Studio-Transmitter Location: State Highway 35, 2 mi. from Bay City city limits. E.
Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service .......................... AP
Transcription Service ................. Thesaurus Representative ............. Homer Griffith
Membership ............................ NAB, BMB
President, Managing Director ........ J. G. Long
General Manager ....................... Verne V. Trembley
Station Manager ....................... Royce A. Collier
Commercial Manager ................... George S. Lanham
Program Director ..................... Mrs. Olgie Premont
Production Manager ................... Joseph Zimmerman
Publicity Directors ................... Verne Trembley, Royce Collier
Chief Announcer ....................... Bob Premont
Musical Director ...................... Roy Nichols
Chief Engineer ....................... Frank Woods

KFD M
BEAUMONT—EST. 1924
ABC
Frequency: 560 Kc.  Power: 1000 Watts
(CP 5000 Watts)

Owned-Operated By ................. Beaumont Bcstg. Corp.
Business Address .................... P. O. Box 2950
Phone Number ........................ 2-7758
Studio Address ....................... Edson Hotel, Cor. Liberty & Pearl Sts.
Transmitter Location ............... Cor. Doucette & Grove Sts.
Air Time .............................. 6 a.m.-M.
News Service .......................... UP
Transcription Service ............... Lang-Worth, Standard Representative
Membership ........................... NAB, BMB
President .............................. D. A. Cannan
General-Station Manager .......... C. B. Locke
Commercial Manager ............... Ed. E. Carroll
Sales Promotion Manager ........... Helen Caldwell
Program Director .................... Dave Russell
Production Manager .................. Conrad Bering
Publicity Director .................... Ralph Ramos
Chief Announcer ...................... Jim Griffith
Chief Engineer ....................... Lawrence Sanders

KPBX
BEAUMONT—EST. 1947

Frequency: 1380 Kc.  Power: 1000 Watts d.

Owned-Operated By ................. KPBX, Inc.
Business-Studio Address .......... New Crosby Hotel
Phone Number ....................... 4200
News Service .......................... AP
Transcription Service ............... Thesaurus, Capitol, Associated
Membership ........................... NAB, BMB
President-Owner ...................... E. C. Davis
General Manager ..................... Phillip E. Dusenbury
Chief Engineer ....................... M. J. Easterwood, Jr.

KRIC
BEAUMONT—EST. 1938

Frequency: 1450 Kc.  Power: 250 Watts

Owned-Operated By ................... KRIC, Inc.
Address ................................ 130 Wall Street
Phone Number ........................ 4200
News Service .......................... AP
Transcription Service ............... Thesaurus, Capitol, Associated
Membership ........................... NAB, BMB
President-Owner ...................... E. C. Davis
General Manager ..................... Phillip E. Dusenbury
Chief Engineer ....................... M. J. Easterwood, Jr.

KTRM
BEAUMONT—EST. 1947


Owned-Operated By ................... KTRM, Inc.
Business Address ..................... 230 Orleans St.
Phone Number ........................ 2-8478
News Service .......................... AP, INS
Transcription Service ............... World
President-General Manager ........... Jack Neil
Commercial Manager .................. G. L. Kirk
Chief Engineer ....................... Ben F. Hughes

A STRATEGIC
SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!
**KBST**  
**BIG SPRING—EST. 1936**  
ABC—TEXAS STATE NETWORK  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Big Spring Herald  
Bsig. Co., Inc.  
Business-Studio Address: 702 Johnson St.  
Phone Number: 1500  
Transmitter Location: 1 mi. N.E. of Big Spring  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: Thesaurus  
Representative: John E. Pearson  
Membership: NAB. BMB  
General-Station Manager: Jack Wallace  
Commercial-Sales Promotion Mgr.: Bill Cox  
Program-Publicity Director: Lloyd Hawkins  
Chief Engineer: Andrew Jones

**KFYN (CP)**  
**BONHAM**  
Frequency: 1420 Kc.  
Power: 250 Watts  
Owned-Operated By:  
Frank Svoboda

**KHUZ**  
**BORGER—EST. 1947**  
MBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
R. G. Hughes  
Business Address:  
Highway 117  
Phone Number: 1600  
Studio-Transmitter Location:  
Off Highway 117,  
Clayton St.  
Air Time: 6:30 a.m.-11 p.m.  
News Service: AP  
Transcription Service: Lang-Worth, World SESAC  
Membership: NAB  
President-Owner:  
R. G. Hughes  
General Manager:  
Wayne Phelps  
Sales Manager:  
Les Helmes  
Program Director:  
Hal Moon  
Chief Engineer: Herman Kreiger

**KNEL**  
**BRADY—EST. 1935**  
KBS  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
G. L. Burns  
Business Address:  
Brady, Texas  
Phone Number: 77  
Studio Address:  
Brady, Texas  
Transmitter Location:  
1 mi. E. of Brady  
Air Time: Unlimited  
News Service: AP  
General Station Manager:  
G. L. Burns  
Commercial-Sales Promotion Mgr.:  
C. D. Reed  
Program Director:  
Gene Burns  
Chief Engineer:  
Cecil Nelin

**KSTB**  
**BRECKENRIDGE—EST. 1947**  
Frequency: 1430 Kc.  
Power: 500 Watts d.  
Owned-Operated By:  
Stephens County Bsig. Co.  
Business Address:  
Miller Bldg.  
Managers:  
L. E. Trammell

**KWTH**  
**BRENHAM—EST. 1947**  
Frequency: 1280 Kc.  
Power: 1000 Watts d.  
Owned-Operated By:  
Thomas S. Whitehead  
News Service: UP  
Transcription Service: Lang-Worth  
President-General Mgr.:  
Tom S. Whitehead  
Chief Engineer:  
H. B. Balch

**KVAL**  
**BROWNSVILLE—EST. 1946**  
ABC  
Frequency: 1490 Kc.  
Power: 250 Watts  
Owned-Operated By:  
KEEW, Ltd.  
Address:  
2701 San Benito Highway  
Phone Number: 1273  
Transmitter Location:  
2701 San Benito Highway  
Air Time: 6 a.m. to Midnight  
News Service: AP  
Representative: Free & Peters  
Membership: NAB. BMB  
President:  
T. Frank Smith  
General Manager:  
Byron Winstead  
Commercial Manager:  
Dick Smith  
Promotion Manager:  
Duane McCoy  
Program Director:  
Fred McCall  
Chief Engineer:  
Leonard Dutton

**KBDW**  
**BROWNWOOD—EST. 1941**  
MBS—TEXAS STATE NETWORK—KBS  
Frequency: 1380 Kc.  
Power: 1000 Watts d.:  
500 Watts n.  
Owned By:  
Brown County Bsig. Co.  
Operated By:  
Wendell Mayes  
Business-Studio Address:  
800 Hawkins St.  
Phone Number: 2401-2  
Transmitter Location:  
Williams Ranch Rd.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative:  
Walker  
Membership: NAB  
President:  
General-Station Manager:  
Wendell Mayes  
Commercial Manager:  
F. T. Wilson  
Program Director:  
Howard Edwards  
Chief Announcer:  
William T. Field  
Chief Engineer:  
A. W. Stewart
KORA
BRYAN—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Bryan Bcstg. Co., Business Address: 305 W. 26th St. Phone Number: 2-1451
News Service: AP
Transcription Service: Thesaurus
Owner-General Manager: David C. Jones, Jr.
Commercial Manager: Maxine Saunders
Promotion Mgr.-Program Dir.: Cecil Beardon
Asst. Mgr. & Chief Engineer: Robert M. Shuffler

KCTX
CHILDRESS—EST. 1947
MBS
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Golden West Bcstg. Business-Studio Address: 217½ North Main Phone Number: 1086
Transmitter Location: .5 mi. S.W. of Childress Air Time: Local sunrise-local sunset
News Service: AP
Membership: NAB
President, Commercial Mgr.: Richard M. Hagan
General-Station Manager: George D. Cowan
Program Director: James D. Abbott
Publicity Director: Peggy Bellah
Chief Engineer: Hal S. Christiansen

KCLE
CLEBURNE—EST. 1947
Owned-Operated By: Marti, Inc. Business-Studio Address: 919 North Main Phone Number: 1025-6
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Capitol
Membership: NAB
General Mgr., Chief Engineer: George W. Marti
Station Manager: Jo C. Marti
Commercial Manager: John Marti
Program Director: Billie D. Moorman
Farm Editor: C. A. Munch

KSTA
COLEMAN—EST. 1947
Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Operated By: Coleman County Bcstg. Co., Business Address: Box 827 Phone Number: 8406
News Service: UP
Transcription Service: Capitol
General Manager: Jack South
Chief Engineer: A. W. Stewart

WTAW
COLLEGE STATION—EST. 1921
ABC
Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Operated By: A. & M. College of Texas Business Address: College Station Phone Number: 4-6724
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World
Representative: Homer Griffith
Membership: NAB, BMB
Station-Commercial Manager: W. R. Pierre
Sales Promotion Manager: B. J. Cook
Publicity Director: Mary Jo Trimble
Chief Engineer: Frank J. Sosolik
Farm Editor: Andy Adam

KEYS
CORPUS CHRISTI—EST. 1941
CBS
Owned-Operated By: Nueces Bcstg. Co., Business-Studio Address: Centre Theatre Bldg. Phone Number: 2-7411
Transmitter Location: Cantwell Lane Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Taylor-Howe-Snowden
Membership: NAB, BMB
General Manager: Bill Hughes
Station-Commercial Manager: Kelly Wofford
Program Director: Bill McRae
Production Manager: Mary Ann Adams
Publicity Director: Roasmay Minnich
Chief Announcer, Musical Dir.: Ralph Davis
Chief Engineer: Harold Griffith

KRIS
CORPUS CHRISTI—EST. 1937
NBC—TEXAS QUALITY NETWORK
Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Gulf Coast Bcstg. Co., Business-Studio Address: P. O. Box 840 Phone Number: 6354
Transmitter Location: Shore Drive Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Free & Peters
Membership: NAB, BMB
President, General-Station Mgr.: T. Frank Smith
Commercial Manager: W. M. Eikner
Promotion Manager: Jack Lozier
Program Director, Production Manager: Charles Nethery
Chief Engineer: Ted Gilliland
BMB DATA — NIGHTTIME

<table>
<thead>
<tr>
<th>BMB %</th>
<th>No. of Counties</th>
<th>1946 Radio Families</th>
<th>Families Nighttime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>DALLAS 93%</td>
<td>126</td>
<td>96,600</td>
<td>90,520</td>
</tr>
<tr>
<td>Dallas County 92%</td>
<td>182</td>
<td>128,720</td>
<td>118,890</td>
</tr>
<tr>
<td>FORT WORTH 88%</td>
<td>249</td>
<td>64,650</td>
<td>56,910</td>
</tr>
<tr>
<td>Tarrant County 87%</td>
<td>362</td>
<td>79,850</td>
<td>69,450</td>
</tr>
</tbody>
</table>

| 50% or more | 126 | 693,350 | 531,290 |
| 40% " "     | 182 | 861,430 | 606,010 |
| 30% " "     | 249 | 1,028,750 | 661,970 |
| 20% " "     | 362 | 1,320,120 | 730,870 |
| 10% " "     | 597 | 2,111,860 | 842,560 |

BMB DATA — DAYTIME

<table>
<thead>
<tr>
<th>BMB %</th>
<th>No. of Counties</th>
<th>1946 Radio Families</th>
<th>Families Daytime Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>DALLAS 81%</td>
<td>104</td>
<td>96,600</td>
<td>79,030</td>
</tr>
<tr>
<td>Dallas County 81%</td>
<td>138</td>
<td>128,720</td>
<td>104,230</td>
</tr>
<tr>
<td>FORT WORTH 75%</td>
<td>172</td>
<td>64,650</td>
<td>48,620</td>
</tr>
<tr>
<td>Tarrant County 77%</td>
<td>236</td>
<td>79,850</td>
<td>61,680</td>
</tr>
</tbody>
</table>

| 50% or more | 104 | 979,980 | 494,840 |
| 40% " "     | 138 | 1,086,900 | 542,920 |
| 30% " "     | 172 | 1,187,690 | 578,030 |
| 20% " "     | 236 | 1,459,310 | 654,200 |
| 10% " "     | 335 | 1,770,240 | 692,670 |
**KSIX**
**CORPUS CHRISTI—EST. 1947**

**ABC**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Corpus Christi Bstg. Co., Inc.
Business-Studio Address: 533 Upper N. Broadway
Phone Number: 2-9242
Transmitter Location: Whelan Dr.
Air Time: 6 a.m.-12 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NAB
President, General-Station: Vann M. Kennedy
Commercial Manager: Charles R. Manning
Sales Promotion Manager: Ray Lewis
Program-Musical Director, Production Manager: Jack Foster
Chief Announcer: Mary Tompkins
Publicity Director: Troy Whitiker

**KWBU**
**CORPUS CHRISTI—EST. 1943**

Frequency: 1030 Kc. Power: 50,000 Watts d.
Owned By: Baylor University of Waco, Texas
Operated By: Radio Station WKEJ (Department of Baylor University)
Business Address: P. O. Box 898
Phone Number: 5258
Studio Address: White Plaza Hotel
Transmitter Location: Gregory, Texas
Air Time: Daytime license
News Service: AP
Representative: Branhm
General Manager: Carr P. Collins
Station Manager: Homer Hogan
Program Director, Farm Editor: Bob McBride
Chief Announcer: Martin Lucas
Musical Director: Rose Belek
Chief Engineer: Nestor Cuesta

**KXL**
**DALLAS—EST. 1947**

Frequency: 1040 Kc. Power: 1000 Watts d.
Owned-Operated By: Variety Bstg. Co., Inc.
Business-Studio Address: 1401 S. Akard St.
Phone Number: Riverside 4521
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Standard
Representative: William G. Rambeau
Membership: NAB
President, General Manager: Lee Segall
Station Manager: Tom Massey
Program Director: Charles Payne
Production Manager: John Wilson
Chief Engineer: Bob Tripp

**KLIF**
**DALLAS—EST. 1947**

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Trinity Bstg. Corp.
Business-Studio Address: Cliff Towers Hotel
Phone Number: W-0328
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Associated
Representative: Burke, Kuipers & Mahoney
Membership: NAB
President: Barton B. McLeod
Executive Director: Gordon B. McLeod
Station-Commercial Mgr.: Aubrey H. Escoe
Promotion Director: David A. Ward
News Director, Farm Editor: Loren Watson
Publicity Director: David A. Ward
Chief Engineer: Glenn Callison

**KRLD**
**DALLAS—EST. 1926**

**CBS**

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By: KRLD Radio Corp.
Business-Studio Address: Hotel Adolphus
Phone Number: Central 6811
Transmitter Location: Garland, Texas
Air Time: 5:30 a.m.-2 a.m.
News Service: AP, INS
Transcription Service: Standard, Capitol
Sesac Representative: Branhm
Membership: NAB, BMB
Chairman of Board: Tom C. Gooch
President: John W. Runyon
Managing Director: Clyde W. Rembert
Commercial Manager: Wm. A. Roberts
Sales Promotion-Asst. Manager, Publicity Director: J. W. Crocker
Program Director: Roy George
Production Manager: John Hicks
Chief Announcer: Ves R. Box
Musical Director: Hugh Fowler
Chief Engineer: Roy M. Flynn
It's as simple as 1-2-3 to make the rich DALLAS - FT. WORTH market PAY!

1 WFAA STATION
2 FREQUENCIES 820 + 570
3 NETWORKS NBC-ABC-TQN

use Station WFAA
RADIO SERVICE OF THE DALLAS MORNING NEWS
TO MAKE Sales the Easy Way!

* Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.

Station WFAA
DALLAS, TEXAS

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally
EDWARD PETRY and COMPANY
KSKY
DALLAS—EST. 1941
Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By...Sky Bcstg. Service
Business-Studio Address...Hotel Stoneleigh, 2927 Maple Ave.
Phone Number...Central 6193-4
Transmitter Location...Bruton Rd., Dallas
County
Air Time...6 a.m.-local sunset
News Service...AP
Transcription Service...Associated Membership
President...A. L. Chilton
Station-Commercial-Sales Promotion Manager...R. G. Terrill
Program Director...Leonard Holland
Chief Announcer, Farm Editor...Richard F. Parker
Musical Director...John A. Hitt
Chief Engineer...Morris M. Ming

WFAA
DALLAS—EST. 1922
NBC—ABC—TEXAS QUALITY NETWORK
Frequency: 820 Kc. Power: 50,000 Watts (570 Kc.)
Owned-Operated By...A. H. Belo Corp.
Business Address...815 Commerce St.
Phone Number...Central 2451
Studio Address...1122 Jackson St.
Transmitter Location...Grapevine, Texas;
Arlington, Texas
Air Time...18 hrs. daily (dividing time on 820 and 570 Kc. with Fort Worth)
News Service...AP, UP
Transcription Service...Lang-Worth, Thesaurus Representative
Membership...Edward Petry
President...E. M. Dealey
General Manager...Martin B. Campbell
Commercial Manager...Ralph W. Nimmons
Sales Promotion Manager...Robert E. Summers
Program Director...Ralph K. Maddox
Production Manager...Elliott Robertson
Publicity Director...Louis Breault
Chief Announcer...Hal Thompson
Chief Engineer...Raymond Collins
Farm Editor...Murray Cox

KURL
EDINBURG—EST. 1947
(CP 1000 d. & n.)
Owned-Operated By...James Cullen Looney
Business-Studio Address...San Antonio Highway
Phone Number...710
Transmitter Location...2 mi. N. of Edinburg
Air Time...Local sunrise-local sunset
News Service...UP
Transcription Service...World Representative
Membership...NAB, BMB
President-Owner...James Cullen Looney
General-Commercial Mgr...Louis Aiken, Jr.
Station-Sales Promotion Mgr...Jane Trimner
Program Director...Stuart Graymount
Production Manager...Allan Dale
Chief Engineer...Warren Chase

Air Time...5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service...AP
Representative...Weed Membership...NAB, BMB
Chairman...E. O. Cartwright
General-Station Mgr...Charles B. Jordan
Commercial Manager...Dale Drake
Program Director...Pete Teddlie
Production Manager...Roy I. Newman
Publicity Director...Pete Teddlie
Musical Director...James Thornhill
Chief Engineer...Durward J. Tucker
Farm Editor...Al Jones

KDLK
DEL RIO—EST. 1947
MBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Del Rio Bcstg. Co.
Phone Number...1150
Representative...Griffith President-General Mgr...James A. Clements
Promotion Manager...Gonzalo G. Mayo
Program Director...John Harris
Chief Engineer...Norman Lassetter

KDNT
DENTON—EST. 1938
KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Harwell V. Shepard
Address...Radio Center Phone Number...276
Transmitter Location...Highway No. 24
Air Time...7 a.m. to 10 p.m.
News Service...UP
Transcription Service...Thesaurus Membership
Owner-Gen.Manager...Harwell V. Shepard

KURR
DALLAS—EST. 1920
MBS—TEXAS STATE NETWORK
Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Operated By...City of Dallas, Texas
Business-Studio Address...Municipal Radio Bldg. State Fair Grounds
Phone Number...Tenison 3-6101
Transmitter Location...White Rock Lake
1. Why do we use a double-barrel shotgun?

To get the bird! Two shots double your chances of getting the big ones.

2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a double shot at this rich market.

Fort Worth-Dallas Area

Population . . . . . 1,900,000

Buying Income . . . . $2,000,000,000

Radio Homes . . . . 410,033
KELP
EL PASO—EST. 1947
Frequency: 920 Kc. . Power: 1000 Watts d.
Owned-Operated By.....Capital Bcstg. Co., Inc.
Business-Studio Address.....106 Texas St.,
P. O. Box 1348
Phone Number.............3-3658
Transmitter Location.....1 mi. E. of El Paso on
Highway 80
Air Time.......................Local sunrise-local sunset
News Service..............UP
Transcription Service......Capitol
Representative........John E. Pearson
Membership.............BMB
President...............Ed V. Mead
General Manager, Sec.-Treas...Tim Carroll
Commercial Manager....J. J. Walden, Jr.
Chief Engineer.........Jesse M. Neil, Jr.

KEPO
EL PASO—EST. 1947
ABC
Frequency: 690 Kc. . Power: 5000 Watts
Owned-Operated By.....H. J. Griffith
Business Address.....2419 N. Piedras St., Dallas
Phone Number.............5-2731
News Service..............UP
Transcription Service......Standard
Representative...........Raymer
President................H. J. Griffith
General Manager.........Willard L. Kline
Commercial Manager.....Larry Clair
Program Director...........John Hicks
Chief Engineer........E. L. Gernoetz

KROD
EL PASO—EST. 1940
CBS—SOUTHWEST
Frequency: 600 Kc. . Power: 1000 Watts d.;
500 Watts n. (CP 5000 d. & n.)
Owned-Operated By.....Roderick Bcstg. Corp.
Business Address.....P. O. Box 1799
Phone Number.............2-6551
Studio Address.............2201 Wyoming St.
Transmitter Location.....Hammett Blvd.
Air Time......................Unlimited
News Service..............AP, INS
Transcription Service..Associated, Standard,
Cole
Representative........Taylor-Howe-Snowden
Membership.............NAB, BMB
President...............Dorrance D. Roderick
General Manager......Val Lawrence
Sales Promotion Manager....Frank Junell
Program Director.........Ted Hunt
Production Manager.......Dick Weaver
Publicity Director.......Tom Wisehart
Chief Engineer..........Edward P. Talbott
Farm Editor..............Robert Canavan

KSET
EL PASO—EST. 1947
MBS
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By.....Sunland Bcstg. Co.
Business Address.....307 Mills St.
Phone Number.............3-2693
News Service..............AP
Transcription Service......World, Long-Worth
President...............Edward D. Hodge
General Manager.........Vincent W. McConn
Commercial Manager.....William H. Gerlach
Program Director..........David E. Bigley
Chief Engineer.........Lloyd W. Hilburn

KTS M
EL PASO—EST. 1929
NBC
Frequency: 1380 Kc. . Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By.....Tri-State Bcstg. Co., Inc.
Business-Studio Address.....801 N. Oregon St.
Phone Number.............Main 3122
Transmitter Location.....First Ave., Lower Valley,
El Paso, Texas
Air Time.....6 a.m.-11:30 p.m. except Sat.-12 p.m.
News Service..............UP
Transcription Service.....Thesaurus, Lang-Worth
Representative...........George P. Hollingbery
Membership.............NAB, BMB
President..............Mrs. Frances Walz Bredberg
General-Station Manager.....Karl O. Wyler
Commercial-Sales Promotion Manager, Publicity
Director................Roy T. Chapman
Program Director, Production Mgr., Jack R. Rye
Chief Announcer.........Allen Johnston
Musical Director.........Jack B. Chapman
Chief Engineer.........Kenneth J. Walton

KFJZ
FORT WORTH—EST. 1922
MBS—TEXAS STATE NETWORK
Frequency: 1270 Kc. . Power: 5900 Watts
Owned-Operated By.....Tarrant Bcstg. Co.
Business-Studio Address.....1201 W. Lancaster Ave.
Phone Number.............3-3474
Transmitter Location.....Birdville, Texas
Air Time......................5 a.m.-1 a.m.
News Service..............AP
Representative...........Weed
Membership.............NAB
President, General-Station Mgr., Gene L. Cagle
Commercial-Sales Promotion Manager, Publicity
Director..................Clyde D. Pemberton
Program Director, Chief
Announcer................Walton K. Blanton
Chief Engineer..........Truett Kimzey
RING COWBELL RING
A Favorite Airmark in Texas
For Over 25 Years...

The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs., since 1922 and 570 kcs., since 1938. Here they know they’re finding the very cream of radio entertainment.

So it is with WBAP’s long, quarter-century list of prestige clients. To them the cowbell means RESULTS—results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year—WBAP-TV and WBAP-FM.
KWBC
FORT WORTH—EST. 1946
Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By: Worth Bcstg. Co.
Business-Studio Address: Houston & 9th
Phone Number: 2-8231
Transmitter Location: Old Denton Rd. in Tarrant County
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard, McGregor
Representative: Rambeau
Membership: NAB
President: P. W. Seward
General-Station Manager: Forrest Wallace
Program Director, Production Manager: Ralph Widman
Chief Engineer: Melvin Parsons
Farm Editor: Lewis Love

KCNC
FORT WORTH—EST. 1946
Owned-Operated By: Blue Bonnet Bcstg. Corp.
Business Address: 705½ Main St.
Phone Number: 2-7175
News Service: AP
Transcription Service: Lang-Worth, Capitol
Representative: Walker
President-General Mgr.: J. H. Speck
Vice President: A. Earl Cullum, Jr.
Secy.-Treas.: Elliott Wilkinson
Asst. Mgr.-Tech. Dir.: Jack Hopkins
Program Director: Jim Bradley
Chief Engineer: Chester Grubbs

KXOL
FORT WORTH—EST. 1947
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Fort Worth Bcstg. Co.
Business-Studio Address: 1216 Pennsylvania Ave.
Phone Number: 31448
Transmitter Location: Corner Piper Lane & Calloway Rd.
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson
President: F. M. Skinner
Secretary, General-Station-Commercial Manager: Russ N. Lamb
Program Director, Production Manager: Bill Herring
Chief Announcer: Bob Mayberry
Publicity Director: John R. Crouse

WBAP
FORT WORTH—EST. 1932
NBC-ABC-LSC-Texas Quality Network
Frequency: 820 (570) Kc. Power: 50,000 Watts (5000 Watts)
Owned-Operated By: Carter Publications, Inc.
Business-Studio Address: Medical Arts Bldg.
Phone Number: 3-1234
Transmitter Location: Grapevine, Texas
Air Time: 5:30 a.m.-12 M.
News Service: AP
Transcription Service: Cole, World
Representative: Free & Peters
Membership: NAB, BMB
President: Amon G. Carter
Radio Director: Harold V. Hough
Station Manager: George Cranstion
Nat'l. Sales Director: Keith Baldwin
Commercial Manager: Roy I. Bacos
Sales Promotion Manager: Jack Rogers
Program Director: Ed Lally
Production Manager: A. M. Woodford
Publicity Director: Jack Rogers
Chief Announcer: Frank Mills
Musical Director: Gene Baugh
Chief Engineer: R. C. Stinson
Farm Editor: Layne Beaty

KNAF
FREDERICKSBURG—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Gillespie Bcstg. Co.
Business-Studio Address: Security State Bank Bldg.
Phone Number: 311
Transmitter Location: N.W. of Town
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
General-Commercial Manager: Jerry Fisher
Program Director: Betty Grobe
Chief Engineer: T. L. Kidd
Farm Editor: Mike Davis

KGAF
GAINESVILLE—EST. 1947
Owned-Operated By: Gainesville Bcstg. Co.
Business Address: Training School Road
Phone Number: 1600
News Service: AP
Representative: Thesaurus, Standard
President: Joe M. Leonard, Jr.
General Manager: Joe M. Leonard, Jr.
Commercial Mgr.: Louis C. Pitchford, Jr.
Chief Engineer: William R. Johnson
**K G B C**

GALVESTON—EST. 1947

Frequency: 1540 Kc.
Power: 1000 Watts d.
Owned-Operated By: James W. Bradner
Business Address: Commerce Bldg.
Phone Number: 4329
News Service: AP
Transcription Service: Capitol
President-General Mgr.: Jesse Simms
Chief Engineer: Dean Turner

**K L U F**

GALVESTON—EST. 1928

MBS—KBS

Frequency: 1400 Kc.
Power: 250 Watts
Owned-Operated By: The KLUF Broadcasting Co.
President: Geo. Roy Clough

**K C T I**

GONZALES—EST. 1946

Frequency: 1450 Kc.
Power: 250 Watts d.
Owned-Operated By: Gonzales Bcstg. Co.
Business Address: 425 St. George St. (Temp.)
Phone Number: 692
News Service: AP
Transcription Service: Capitol
Representative: Gene Grant, Cooke
Chief Owner: Lawrence M. Walshak
Frank Wilson, Jr.
Gen.-Commercial Mgr.: Lawrence M. Walshak
Promotion Manager: Frank Wilson, Jr.
Program Director: Rosemary Hermann
Chief Engineer: Frank Wilson, Jr.

**K R C T**

GOOSE CREEK—EST. 1947

KBS

Frequency: 650 Kc.
Power: 250 Watts d.
Owned-Operated By: Bay Broadcasting Co.
Business Address: Box 622

**K R E L**

GOOSE CREEK—EST. 1947

Frequency: 1360 Kc.
Power: 1000 Watts
 Owned-Operated By: Tri-Cities Bcstg. Co.
Business Address: P. O. Box 419
Phone Number: 1360
News Service: UP
Transcription Service: Lang-Worth, Associated
President: Robert Matherne
General Manager: Virgil G. Evans
Commercial Manager: Isabelle McConnell
Promotion Manager: Virgil G. Evans
Program Director: Harold Orton
Chief Engineer: Harold Rench

**K G V L**

GREENVILLE—EST. 1946

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc.
Power: 250 Watts
Owned-Operated By: Trueitt Kimsey
Business-Studio Address: Graham-Fagg Bldg.
Phone Number: 2066
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Membership: NAB
President-Owner: Trueitt Kimsey
General-Station Manager: Earle Fletcher
Program Director: Jimmy Jones
Chief Engineer: Tom E. Clyce

**K G B S**

HARLINGEN—EST. 1941

CBS

Frequency: 1240 Kc.
Power: 250 Watts
Owned-Operated By: Harbenito Bcstg. Co., Inc.
Business Address: Box 711
Phone Number: 2200
Air Time: 5:30 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Associated, Standard, Capitol
Representative: Burke, Kuipers & Mahoney
Membership: NAB, BMB
President: McHenry Tichenor
General Manager: Troy R. McDaniel
Commercial Manager: Dave Bennett
Program Director: Frank Parker
Chief Engineer: W. O. Porter

**K G R I**

HENDERSON—EST. 1947

Frequency: 1000 Kc.
Power: 250 Watts d.
Owned-Operated By: Henderson Bcstg. Co.

**K A T L**

HOUSTON—EST. 1947

TEXAS STATE NETWORK

Frequency: 1590 Kc.
Power: 1000 Watts
Owned-Operated By: Texas Bcstrs.
Business-Studio Address: State National Bldg.
Phone Number: Preston 3108-9-10
Transmitter Location: Post Oak Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, SESAC
Representative: Weed
Membership: NAB
President: William Harry Talbot
General-Station Mgr.: King Howard Robinson
Commercial Manager: William C. Burks
Sales Promotion Manager: Geneva Bond
Program Director: William S. Newkirk
Production Manager: Larry Bliden
Chief Engineer: John O. Webb
K L E E
HOUSTON—EST. 1944
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: W. Albert Lee
Business Address: 6000 Milby Hotel
Phone Number: Preston 1161
Transcription Service: Raymer
President: W. Albert Lee
General Manager: Ray E. Bright
Program Director: Winthrop C. Sherman
Chief Engineer: Paul Huhndorf

K P R C
HOUSTON—EST. 1925
NBC—TEXAS QUALITY NETWORK
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: The Houston Post Co.
Business-Studio Address: Lamar Hotel
Phone Number: Fairfax 7101
Transmitter Location: Deepwater, Texas
Air Time: 5:30 a.m.-12 M; 6 a.m.-12 M, Sun.
News Service: AP
Transcription Service: Thesaurus, Standard
Representative: Edward Petry
Membership: NAB, BMB
President-Owner: W. P. Hobby
General Manager: Jack Harris
Commercial Manager: Jack McGrew
Sales Promotion Manager: Chas. C. Dyer, Jr.
Production Manager: William Sprague
Publicity Director: Barbara Liggett
Chief Engineer: Harvey Wheeler
News Editor: Pat Flaherty

K T H T
HOUSTON—EST. 1944
MBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Texas Star Bstg.
System
Business-Studio Address: 4000 S. Main St.
Phone Number: Capitol 6246
Transmitter Location: La Porte Highway at San Jacinto Monument
Air Time: 6 a.m.-2 a.m.
News Service: UP
Transcription Service: Associated, Capitol
Representative: Walker
Membership: NAB, BMB
President: Roy M. Hofheinz
Attorney-Executive Asst: John Erle Stephen
General-Station-Commercial-Sales Promotion Manager: Ted Hills
Program Director, Production Manager: Jack Edmonds
Public Relations: John Erle Stephen
Musical Director: Glenn Miller
Chief Engineer: Louis Jelly

K T R H
HOUSTON—EST. 1930
CBS
Frequency: 740 Kc. Power: 50,000 Watts
Owned-Operated By: KTRH Bstg. Co.
Business-Studio Address: Rice Hotel
Phone Number: Preston 4961
Air Time: 5:30 a.m.-12:30 a.m.
News Service: UP
Transcription Service: World
Representative: John Blair
Membership: NAB, BMB
Station Manager: B. F. Orr
Commercial Manager: Ray Herndon
Program Director: Ted Nabors
Production Manager: Edward Fritsch
Publicity Director: George McCormack
Chief Engineers: Lester Mullan, Tom Hiner
Farm Editor: George Roesner

K X Y Z
HOUSTON—EST. 1930
ABC
Frequency: 1320 Kc. Power: 5000 Watts
Owned By: Harris County Bstg. Co.
Business-Studio Address: Fifth Floor Guli Bldg.
Phone Number: Capitol 6151
Air Time: 20 hrs. daily
News Service: AP
Transcription Service: Lang-Worth, Standard
Representative: Free & Peters
Membership: NAB, BMB
President-Owner: M. Tillord Jones
Station Manager: H. H. Reinecker
Sales & Commercial Mgr: Wm. F. Bennett
Sales Promotion Manager: Arthur I. Finger
Production Manager: Bob Blase
Publicity Director: Audrey Jones Beck
Chief Engineer: Gerald R. Chinski

K S A M
HUNTSVILLE—EST. 1938
MBS—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: J. G. Long, et al
Business Address: P. O. Box 312
Phone Number: 666
Studio-Transmitter Location: Highway 75S
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Homer Griffith
Membership: BMB
President-Owner: J. G. Long
General Manager: Verne Trembley
Station-Commercial Mgr: Harvard C. Bailes
Program Director: James C. Dorrell
Chief Engineer: John W. Neathery
Farm Editor: Don L. Gulihur
Speaking of Surveys....AND WHO ISN'T?

Population 671,200
Retail Sales $859,446,000

City of Lubbock Pop.
1940 Census
35,440
Estimated Pop. 1947
51,607

You Should Investigate
KSEL's Cash Register-Ability

Any survey will prove that cash returns are what count! While making the survey, ask the merchant if he is listening to his cash register. He invariably answers "yes." Then ask which program he has on, and he'll tell you a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Test Campaigns Invited...prefer the difficult type

KSEL
950 KC

National Representative, Hal Holman Co.
New York, Chicago, Los Angeles, San Francisco
Lubbock, Texas
KEBE
JACKSONVILLE—EST. 1947
KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bill A. Laurie
Business Address: P. O. Box 1312
Phone Number: 2211-2
Studio Address: Pierce Lane & Lake St.
Transmitter Location: Kebie Hill
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, SESAC
Membership: NAB, BMB
President-Owner, General Mgr.: Bill Laurie
Station Manager, Publicity: Emo Laurie
Commercial Manager: Bob Stoner
Program Director: Tommy Perryman
Chief Engineer: Wm. M. McCready, Jr.

Koca
KILGORE—EST. 1936
KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Oil Capitol Bcstg. Assn.
Business Address: P. O. Box 989
Phone Number: 897-8
Studio Address: Radio Bldg.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Membership: BMB
President, General Manager: Roy G. Terry
Station-Commercial Manager: H. A. Degner
Sales Promotion-Production Mgr.: R. J. Audrey
Program Director: H. W. Haygood
Publicity Director: Bette Chapman Balch
Chief Engineer: Karem O. Soule

KPET
LAMESA—EST. 1947
KBS
Frequency: 690 Kc. Power: 250 Watts
Owned-Operated By: Lamesa Bcstg. Co.
Business-Studio Address: 408 North Second, P. O. Box 30
Phone Number: 690
Transmitter Location: W. of Lamesa Country Club
Air Time: Daytime
News Service: UP
Membership: NAB
Partners: R. O. Oker, Ross A. Woodson, Kermit S. Ashby
General-Station Manager: Kermit Ashby
Sales Promotion Mgr.: Clayton Joy
Program Director: Mrs. O. K. Connor
Production Manager: J. D. Fulcher
Chief Engineer: Eugene R. Cornelius

KPAB
LAREDO—EST. 1938
MBS—TEXAS STATE NETWORK—KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Laredo Bcstg. Co.
Business-Studio Address: Hamilton Hotel
Phone Number: 2124-5
Air Time: 7 a.m.-12 M.
Representative: John E. Pearson
Membership: NAB
President: Howard W. Davis
General Station Manager: Mrs. Doane Chapman
Program Director: Geneva Chambers
Chief Engineer: K. Hulan Smith

KVOW
LITTLEFIELD—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: J. C. Rothwell
Business-Studio Address: Highway 84 W., P. O. Box 192
Phone Number: 400
Transmitter Location: Highway 84 W.
Air Time: 6 a.m.-11 a.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President-Owner, General Mgr.: J. C. Rothwell
Station-Commercial Manager: J. B. McShan
Program Director: M. K. Jones
Chief Engineer: J. D. Zachary

KFRO
LONGVIEW—EST. 1934
ABC—TEXAS STATE NETWORK—KBS
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Voice of Longview
Business-Studio Address: Curtis Building, P. O. Box 792
Phone Number: 411
Transmitter Location: U. S. Highway 80
Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service: AP
Transcription Service: Lang-Worth
Representative: Burn-Smith
Membership: NAB, BMB
President: James R. Curtis

KSEL
LUBBOCK—EST. 1946
Owned-Operated By: Lubbock Bcstg. Co.
Business Address: Box 1524
Phone Number: 6376
Studio Address: 203 Ferguson Bldg.
Transmitter Location: Half mile E. of Lubbock
Air Time: 6 a.m.-1 a.m.; 7 a.m.-M. Sun.
News Service ......................... AP
Transcription Service. Lang-Worth, Thesaurus, Colo
Representative ...................... Hal Holman
Membership ......................... NAB
President ................ Walter G. Russell
General-Station Manager ... Clyde H. Smith
Commercial Manager.. Sloan Fortenberry, Jr.
Program Director, Chief Announcer ............ R. D. Preusch
Chief Engineer ................... Roger V. Hively

K CBD
LUBBOCK—EST. 1946
MBS
Frequency: 1590 Kc.  Power: 1000 Watts
Owned-Operated By........... Caprock Bcstg. Co.
Business-Studio Address ..... 1803 Broadway
Phone Number ................... 6348
Transmitter Location........ Slaton Highway
Air Time ......................... 6 a.m.-12 p.m.
News Service ................ AP
Transcription Service ....... World
Representative .................... John E. Pearson
Membership ...................... NAB
President, General Manager . Joe H. Bryant
Asst. Manager, Program Director .................... Robert L. Snyder
Commercial Manager .......... George T. Dale
Sales Promotion Manager, Publicity Director ............ Leroy Land
Chief Engineer .................. Frank Lee

K FY O
LUBBOCK—EST. 1927
ABC—TEXAS QUALITY NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned By ....................... Plains Radio Bcstg. Co.
Operated By ...................... Licensee
Business-Studio Address ... 914 Ave. J
Transmitter Location ...... 2312 Fifth St.
Air Time ......................... 6 a.m.-M.
Transcription Service ....... Capitol
Representative ................. Taylor-Howe-Snowden
President ...................... Gene A. Howe
Executive General Manager . O. L. Ted Taylor
Station Manager ................ DeWitt Landis
Commercial-Sales Promotion Manager ........... Gordon Thompson
Program Director, Production Mgr. Leon Harris
Chief Announcer, Musical Director ................ John Kennedy
Chief Engineer ................. W. S. Bledsoe
Farm Editor ...................... Jack Creel

K R A
LUFKIN—EST. 1938
MBS—KBS
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By... Valley Bcstg. Assn., Inc.
Darrell E. Yates

Business-Studio Address.. 110 Cotton Square, Box 755
Phone Number .................. 272 & 234
Transmitter Location. Nacogdoches Highway
Air Time ......................... 6 a.m.-12 M.
News Service ................... AP, UP
Transcription Service ....... Lang-Worth
Representative ................. Cox & Tanz
Membership ...................... NAB
President-Owner, General-Station Sales
Promotion Manager .......... Darrell E. Yates
Commercial Manager ........ Dave Runnells
Program Director, Production Manager .......... Allen Earl Vinson
Publicity Director ............. Helen Campbell
Chief Announcer .......... Royce Christenson
Chief Engineer ................ Ambrose Maxim

K T R E
LUFKIN
Frequency: 1420 Kc.  Power: 1000 Watts
Owned-Operated By. Forest Capitol Bcstg. Co.
Business Address ............ 114½ N. First St.
Phone Number ................. 1420
News Service ................... AP
Transcription Service ....... World, Capitol
Representative ................. Taylor-Howe-Snowden
President ........ E. L. Kurth
GeneralMgr.—Commercial Mgr. Richman Lewin
Promotion Manager .......... Ray Gordon
Program Director ............ Ed Henry
Chief Engineer ................ Fred Hill

K R I O
McALLEN—EST. 1947
TEXAS STATE NETWORK
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Operated By... Valley Bcstg. Association, Inc.
Business Address ...... Valley Mercantile Bldg.
Phone Number .......... McAllen 1440, 1700, 6047
Studio Address .......... Betty Rose Subdivision
Transmitter Location .... 7 Miles N. 10th St.
Air Time ......................... 6 a.m.-M.
News Service ................. AP, UP
Transcription Service ...... Standard, SESAC
Representative .......... Homer Griffith
Membership ...................... NAB
President ....................... Bryce Ferguson
General-Station Manager . Ingham S. Roberts
Sales Promotion Manager, Special Events
Director, Farm Editor........ Wm. J. Dickson
Chief Engineer .............. Sherman L. Spencer

K M A E
McKINNEY—EST. 1947
Frequency: 1600 Kc.  Power: 500 Watts d.
Owned-Operated By McKinney Air Enterprises
Business Address .......... 218 E. Virginia St.
K M H T
M A R S H A L L — E S T .  1 9 4 7
M B S — T E X A S  S T A T E  N E T W O R K
Frequency: 1450 Kc........Power: 250 Watts
Business-Studio Address.....109 West Rusk St.
Phone Number...............826
Transmitter Location.......Jefferson Rd.
Air Time ..................6 a.m.-11 p.m.
News Service ..............AP
Membership ................NAB
President ..................J. P. Duncan
General Manager ..........Myrl Stein
Commercial Manager........James B. Jack
Program Director..........John Scogin
Publicity Director.........Mary Dorothy Womack
Chief Announcer...........Hal McWilliams
Musical Director...........Katie Hylton
Chief Engineer.............Wm. Lindsay

K C R S
M I D L A N D — E S T .  1 9 3 5
K B S — T E X A S  S T A T E  N E T W O R K
Owned By........Clarence Scharbauer, Jr. & Mrs. Ruth Scharbauer
Owned-Operated By..........Clarence Scharbauer Estate
Business Address.........Midland, Texas
Phone Number .............1080
Transmitter Location..West Highway 80
Air Time ..................15 hrs., 45 min., daily
News Service ..............AP
Transcription Service....Standard, Thesaurus
Membership ...............NAB, BMB
President ..................Clarence Scharbauer, Jr.
Co-owner, Mrs. Ruth Scharbauer
General-Station Manager...J. M. McDonald
Commercial-Sales Promotion
Manager .................Gladys L. McDonald
Program Director .........Wayne M. Harrell
Chief Announcer, Musical
Director ..................David H. Cole
Chief Engineer ............Milton H. Sparks

K O S F
N A C O G D O C H E S — E S T .  1 9 4 7
K B S
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By..........Monahans Bcstg.
Business Address.........Box 297
Phone Number .............438-439
Studio Address ............317 St. Hoxie
Transmitter Location..1 mile W. on H'way 92
Air Time ..................7 a.m.-10:30 p.m.
News Service ..............AP
Transmission Service......Capitol
Representative..............Taylor-Howe Snowden
Membership .................NAB
President, General-Station
Manager..............Charles W. Stuckey
Commercial-Sales Promotion
Manager ............James E. Stanton
Program Director ..........William Cook
Publicity Director ........Miss Jackie Tipton
Musical Director ..........Wayne Atkinson
Chief Engineer ............Forrest W. Tipton

K S F A
N A C O G D O C H E S — E S T .  1 9 4 7
K B S
Frequency: 860 Kc........Power: 1000 Watts d.
Business Address.........1509 N St.
News Service ..............AP
Transmission Service........Standard
President ..................Wilbur C. Fouts
Commercial Manager........Morris M. McKnight
Promotion Manager ..........Wilbur C. Fouts
Program Director ..........Robert M. White

K E C K
O D E S S A — E S T .  1 9 4 7
Frequency: 920 Kc........Power: 1000 Watts, d.
Owned-Operated By........Ector County Bcstg. Co.
Business Address.........Box 672
Phone Number .............791


**TEXAS**

**KOGT**

**ORANGE**

Frequency: 1600 Kc.  
Power: 1000 Watts

Owned-Operated By: Sabine Area Bcstg. Corp.

Business Address: 407 Tenth St.  
Phone Number: 4381

Transcription Service: Associated, Capitol

President: J. Jacobs

V. P. & General Mgr.: Arthur P. Kay, Jr.

Commercial Manager: Floyd Murray

Promotion Mgr.-Program Dir.: Sam Leavitt

Chief Engineer: Arthur P. Kay, Jr.

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**KNET**

**PALESTINE—EST. 1937**

MBS—KBS

Frequency: 1450 Kc.  
Power: 250 Watts

Owned-Operated By: Palestine Bcstg. Corp.

Business-Studio Address: 219 Municipal Bldg.

Phone Number: 8868

Transmitter Location: Jackson Hi-way

Air Time: 6 a.m.-12 N.

News Service: UP

Transcription Service: Thesaurus

Representative: Burke, Kuipers & Mahoney

Membership: NAB

President: Gordon B. McLendon

General-Station Manager: J. J. Brown

Commercial Manager: Dennis Sullivan

Sales Promotion Manager: LaVeda Wilbanks

Program Director: Marvin Crain

Chief Engineer: Melvin Wagner

Farm Editor: Art Mentor

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**KPDN**

**PAMPA—EST. 1936**

MBS—KBS

Frequency: 1340 Kc.  
Power: 250 Watts

Owned-Operated By: C. H. Holies, Harry Holies and Jane Hailes Hardis

Business Address: Box 901

Phone Number: 1100-1

Transmitter Location: East of city limits

Air Time: Unlimited

News Service: AP

Transcription Service: World

Membership: NAB, BMB

Station Manager: John Michel

Program Director: Ken Palmer

Chief Engineer: D. E. Smith

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**KPLT**

**PARIS—EST. 1936**

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.  
Power: 250 Watts

Owned-Operated By: North Texas Bcstg. Co.

Business Address: Corner S. Main W. Kaufman
KIUN
PECOS—EST. 1935
MBS—SOUTHWEST NETWORK—KXS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Jack W. Hawkins & Barney Hubbs
Business-Studio Address: 316 S. Cedar St.
Phone Number: ....21
Transmitter Location: 1.1 miles N. city, Old Carlsbad Road
Air Time: ..........7 a.m.- 10:15 p.m.
News Service: ......UP
Transcription Service: ....Keystone
Representative: ....Taylor-Howe-Snowden
Membership: ..NAB
President-Partner: Jack W. Hawkins
Program Director: Production Manager: W. D. Martin, Jr.
Publicity Director: Barney Hubbs
Chief Engineer: ...Harry Bohnemann

KVOP
PLAINVIEW—EST. 1943
MBS-KXS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...W. J. Harpole
Business-Studio Address: Viegel Bldg.
Phone Number: ....1400
Transmitter Location: Wayland College
Grounds. W. of Plainview
Air Time: ..........6 a.m.-12 M.
News Service: ......AP
Transcription Service: ....Standard
Representative: ....Homer Griffith
Membership: ..NAB, BMB
President-Owner: W. J. Harpole
General Manager: William T. Kemp
Commercial Manager: Rial L. Campbell
Chief Engineer: ...Carl Cook
Farm Editor: ....Larry Darley

KOLE
PORT ARTHUR—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Port Arthur Bctg. Co.
Business Address: ......P. O. Box 1126

KPAC
PORT ARTHUR—EST. 1934
MBS
Frequency: 1250 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By...Port Arthur College
Business-Studio Address: 1515 Lakeshore Dr.
Phone Number: ....7458
Transmitter Location: 4 miles Southeast of
Port Arthur
Air Time: ..........6 a.m.-12 M.
News Service: ......AP
Transcription Service: ....World, Cole, Standard Membership: NAB
President, General Manager: W. D. Mauldin Station Manager: Marge Vickers
Commercial Manager: George Crouchet, Jr.
Sales Promotion Manager: Ruby Broyles
Program Director: Corinne Enos
Production Manager: Carrol Vines
Publicity Director: Anna Lee Barros
Chief Engineer: ....Morris Glenn Boatright

KGKL
SAN ANGELO—EST. 1928
ABC—TEXAS STATE NETWORK
Owned-Operated By...KGKL Inc.
Business-Studio Address: St. Angelus Hotel
Phone Number: ....8715
Transmitter Location: 2 miles Northwest of San Angelo
Air Time: ..........6 a.m.-11 p.m.
News Service: ......AP
Representative: ...John E. Pearson
Membership: ..NAB, BMB
President: ...H. C. Ragsdale General-Station Manager: Lewis O. Seibert
Commercial Manager: Robert Bradbury
Program Director: Evelyn Netleston
Chief Engineer: ....Frank Jones
**KTXL**
SAN ANGELO—EST. 1945
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Westex Bcstg. Co., Inc.
Business Address: P. O. Box 1585
Phone Number: 7183
News Service: AP
Transcription Service: Capitol
General Manager: Ingram S. Roberts
Commercial Manager: Mike Shapiro
Program Director: Jack Stelling
Chief Engineer: Jack Proctor

**KABC**
SAN ANGELO—EST. 1926
ABC—TExAS STATE NETWORK
Frequency: 680 Kc. Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By: Alamo Bcstg. Co., Inc.
Business-Studio Address: Milam Bldg.
Phone Number: F-3126
Transmitter Location: Leon Valley
Air Time: 6 a.m.-12 p.m.
News Service: AP
Transcription Service: World
Representative: John Blair
Membership: NAB, BMB
President: Gene L. Cagle
Station-Commercial Manager: Bill Michaels
Sales Promotion Manager, Publicity
Director: L. Jerry Spengler
Program-Production Manager: Harold Carr
Chief Announcer: James O. Wiggins
Musical Director: Miss Sybil Chastang
Chief Engineer: Joseph B. Haigh
Farm Editor: Barclay Russell

**KITE**
SAN ANTONIO—EST. 1947
MBS—THE TEXAS STATE NETWORK
Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: Charles W. Belthope
Business Address: Transit Tower
Phone Number: Fanning 0335
News Service: AP
Representative: Rambeau
President-General Mgr.: Charles W. Belthope
Program Director: Alec Chesser, Jr.
Chief Engineer: L. E. Richards

**KMAC**
SAN ANTONIO—EST. 1926
MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Walmac Co.
Business-Studio Address: 222-224 W. Commerce St.
Phone Number: Cathedral 6211
Transmitter Location: 319 Ave. A
Air Time: 6 a.m.-12 M, 6 a.m.-12 M. Sun.
News Service: AP, UP
Transcription Service: Lang-Worth Cole.
W. E. Long
Representative: John E. Pearson
Membership: NAB
President, General-Station
Manager: Howard W. Davis
Commercial Manager: Earl J. Hawthorne
Sales Promotion Manager, Publicity
Director: Shirley A. Minor
Program Director, Production
Manager: A. S. Bessan
Chief Announcer: Bud Whaley
Chief Engineer: Charles L. Brady

**KONO**
SAN ANTONIO—EST. 1927
Frequency 1400 Kc. Power: 250 Watts
Owned By: Mission Bcstg. Co.
Operated By: Eugene J. Roth
Business-Studio Address: 317 Arden Grove
Phone Number: Fannin 5171
Transmitter Location: 317 Arden Grove
Air Time: 5 a.m.-12 M; 6 a.m.-12 M. Sun.
News Service: AP, UP
Transcription Service: SESAC
Representative: Forioe
Membership: NAB, BMB
President-Owner: Eugene J. Roth
General Manager: Jack L. Pink
Assistant Station Manager: Bob A. Roth
Commercial Manager: James M. Brown, Jr.
Program Director: Albert F. LaCoste
Production Manager: Robert F. Jenkins
Publicity Director: Jack Shoemaker
Chief Announcer: Raymond J. Hunt
Musical Director: Lewis C. Fay
Chief Engineer: George W. Ing
K TSA
SAN ANTONIO—EST. 1922
CBS
1000 Watts n.
Owned-Operated By: Sunshine Bcstg. Co.
Business-Studio Address: Gunter Hotel
Phone Number: Garfield 1251
Transmitter Location: St. Hedwig Rd.
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: Lang-Worth, SESAC.
Thesaurus
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: Gene A. Howe
General-Station Manager: George W. Johnson
Commercial Manager: Rex Preis
Sales Promotion Manager, Publicity: Bill Lamar
Program Director: Merrill Myers
Chief Announcer: Pat White
Chief Engineer: W. G. Egger

WOAI
SAN ANTONIO—EST. 1922
NBC—TENSA QUALITY NETWORK
Frequency: 1200 Kc. Power: 50000 Watts
Owned-Operated By: Southland Industries, Inc.
Address: 1031 Navarro Street
Phone Number: Garfield 4221
Transmitter Location: Selma, Texas
Air Time: 5:45 to 12 midnight
News Service: AP, INS, UP
Transcription Service: Standard, Capitol
Membership: NAB, BMB
Chairman of Board: G. A. C. Halif
Pres. and Gen. Mgr.: Hugh A. L. Halif
Asst. Gen.-Commercial Mgr.: Jack Keasler
Program Director: Monte kleban
Promotion Manager: Arthur L. Forrest
Tech. Director: Charles Jeffers

KRRV
SHERMAN-DENISON—EST. 1936
MBS—TEXAS STATE NETWORK
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Red River Valley Bcstg. Corp.
Business Address: 421 N. Crockett St. (Sherman)—Fannin & Owing (Denison)
Phone Number: Sherman 201; Dennison 423
Studio Address: Sherman, Tex.
Transmitter Location: Highway 75, between Sherman & Denison
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: World, Thesaurus
Representative: John E. Pearson
Membership: NAB, BMB
President: G. H. Wilcox
Manager: Sherman Studio, L. L. Hendrick
Manager: Denison Studio, B. V. Hammond, Jr.
Program Director: W. E. Wilcox
Chief Engineer: T. E. Spellman

KTAN
SHERMAN—EST. 1947
Frequency: 1500 Kc. Power: 250 Watts d.
Owned-Operated By: Denison Bcstg. Corp.
Business Address: Sherman, Texas
Phone Number: 2910
News Service: AP
Owners: E. S. Scarborough, Joel Carro
Commercial-Promotion Mgr.: Otis McKinzie
Program Director: E. S. Scarborough
Chief Engineer: Stafford Davis

K D W T
STAMFORD—EST. 1947
MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: David W. Ratliff
Business Address: Stamford, Texas
Phone Number: 840
Studio-Transmitter Location: Highway 380
Air Time: 7 a.m.-10 p.m.
News Service: AP
Transcription Service: Keystone
Representative: Cox & Tanz
President, General Mgr.: David W. Ratliff
Program—Publicity Director: Richard Embody
Production Manager: Richard Embody
Farm Editor: J. D. Fulcher

KSTV
STEPHENVILLE—EST. 1947
Frequency: 1510 Kc. Power: 250 Watts d.
Owned-Operated By: Doyle E. Collup
Business Address: Box 34
Phone Number: 950
News Service: UP
Transcription Service: Lang-Worth
Owner—General Manager: Doyle E. Collup
Commercial Manager: Maidee McNamara
Program Director: Marilyn Rocquemore

KSST
SULPHUR SPRINGS—EST. 1947
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hopkins County Bcstg. Co.
Business Address: Pulley Bldg.
**KXOX**
SWEETWATER—EST. 1939
MBS—KBS
Frequency: 1240 Kc.  Power: 250 Watts
Owned By:  Sweetwater Radio, Inc.
Operated By:  J. Harley Hubbard
Business-Studio Address:  P. O. Box 570
Phone Number:  2341
Transmitter Location:  Roby Highway 70
Air Time:  6:30 a.m.-11 p.m.
News Service:  UP
Transcription Service:  Standard, Cole
President-Owner:  J. S. McBeath
General-Station Manager:  J. Harley Hubbard
Commercial Manager:  Elwood Fritsch
Program Director:  Zeb Williams
Chief Announcer:  Doyle Elliott
Chief Engineer:  J. T. Allen

**KTFS**
TEXARKANA—EST. 1946
MBS—RAZORBACK—KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  Texarkana Bcstg. Co.
Business-Studio Address: 409½ Stateline Ave.
Phone Number:  867-8
Transmitter Location:  S. Robinson Rd.
Air Time:  6 a.m.-11 p.m.
News Service:  UP
Transcription Service:  World
Membership:  NAB
General-Commercial Mgr.:  David M. Segal
Sales Promotion Manager:  Kurt Leichter
Program Director:  Les Eugene
Production Manager:  Norman Bale
Chief Engineer:  Henry N. Fones

**KTEM**
TEMPLE—EST. 1936
MBS—TEXAS STATE NETWORK—KBS
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By:  Bell Bcstg. Co., Inc.
Business-Studio Address:  Kyle Hotel
Phone Number:  5252
Transmitter Location:  ½ mile north Temple
Air Time:  6 a.m.-11 p.m.
News Service:  UP
Transcription Service:  Lang-Worth
Membership:  NAB, BMB
President:  Frank W. Mayborn
General Manager:  Burton Bishop
Station Manager:  C. F. Whitesides, Jr.
Commercial Manager:  J. E. Callaway
Sales Promotion Manager:  Keith Tye
Program Director:  Jim Hairgrove
Publicity Director:  Arne Eckstrom
Chief Engineer:  Homer H. Cook

**KCMI**
TEXARKANA—EST. 1932
ABC—TEXAS STATF NETWORK
Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By:  KCMI, Inc.
Address:  Gazette News Bldg.
Phone Number:  832
Air Time:  6 a.m. to 12 p.m.
News Service:  AP
Transcription Service:  Thesaurus, SESAC
Representative:  Texas—Howe Snowden
Membership:  NAB, BMB
General Manager:  Frank O. Myers
Commercial Manager:  Thomas Dillahunty
Promotion Manager:  Donald H. Myers
Program Director:  Herman Cecil
Chief Engineer:  Harvey Robertson

**KGKB**
TYLER—EST. 1930
MBS—KBS
Frequency: 1490 Kc.  Power: 250 Watts
Owned By:  East Texas Bcstg. Co.
Business-Studio Address:  115 S. College
Phone Number:  1106-7
Air Time:  5:30 a.m.-12 M.
News Service:  UP
Transcription Service:  Standard, Lang-Worth
Cole Representative:  Gene Grant, John E. Pearson
Membership:  NAB, BMB
President:  General-Station Mgr.:  Jas. G. Ulmer
Sales Promotion Manager:  James G. Ulmer, Jr.
Production Manager:  John W. Reavely
Program Director, Farm Editor:  J. Edwin Smith
Production Manager:  John W. Reavely
Publicity Director:  Martha Hancock
Chief Engineer:  John B. Sheppard

**KRST**
TYLER—EST. 1947
Frequency: 1530 Kc.  Power: 1000 Watts d.
Owned-Operated By:  Rose Capital Bcstg. Co.
Business Address:  118 W. Dabbs

**KTBB**
TYLER—EST. 1947
Frequency: 600 Kc.  Power: 500 Watts d.
Owned-Operated By:  Blackstone Bcstg. Co.
Business Address:  Blackstone Hotel
Phone Number:  7010
News Service:  AP
Transcription Service:  Thesaurus
Director:  S. H. Bathwell
General-Commercial Mgr.:  M. E. Danbom
Program Director:  Lawrence Birdsong, Jr.
Asst. Manager:  David Bothwell
Chief Engineer:  R. A. Wieman
KVOU

UVALDE—EST. 1947

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Business-Studio Address: 1490 Batesville Rd.
Phone Number: 717
Air Time: 6:45 a.m.-10 p.m.
Transcription Service: Keystone
Representative: Homer Griffith
Membership: NAB
President-General Mgr.: Edward J. Harpole
Station Manager: Needham Cain
Commercial Manager: William T. Kemp
Program Director: Joe Watson, Jr.
Publicity Director: Needham Cain
Chief Engineer: Sam Barker

KVWC

VERNON—EST. 1947

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Northwestern Bcstg. Co.
Business Address: 1813 Wilbarger St.
Phone Number: 1048
Transmitter Location: One mile due E. of courthouse on highway
Air Time: Unlimited
News Service: AP
Transcription Service: Keystone
President: R. H. Nichols
General Manager: W. D. Dixon
Commercial Manager: Howard Kelly
Program Director: Bob Hardison
Production Manager: Ted Stafford
Chief Engineer: Herman Ridgway

KVIC

VICTORIA—EST. 1939

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Radio Enterprises, Inc.
Operated By: J. G. Long
Business-Studio Address: Box 725
Phone Number: 1106-1107
Transmitter Location: 2 miles out on the Cuero Highway
Air Time: 5 a.m.-12 M.
News Service: AP
Transcription Service: Thesaurus
Representative: Homer Griffith
Membership: NAB, BMB
President-Owner: J. G. Long
General Manager: Verne Trembley
Station Manager: Robt. Tharp
Commercial Manager: R. E. Norton
Program Director: Jim Trushart
Musical Director, Chief Engineer: Bob McCown
Farm Editor: Sam Taylor

KW TX

WACO—EST. 1941

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated. KWTX Bcstg. Co., Inc.
Business-Studio Address: 108½ S. 8th St.
Phone Number: 5770
News Service: AP
Transcription Service: World
Representative: Homer Griffith
Membership: NAB
President: Gov. Beauford H. Jester
General Manager: M. N. Bostick
Commercial Manager: J. M. Brinegar
Sales Promotion Manager: Nat Tannenbaum
Program Director: Gerry Lansing
Production Manager: Robert Charles
Publicity Director: Rex Bowden
Chief Engineer: Leo Burch

WA CO

WACO—EST. 1922

ABC—TEXAS STATE NETWORK

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Frontie Bcstg. Co.
Business-Studio Address: Amicable Bldg.
Phone Number: 9315
Air Time: 18 hrs. daily
News Service: AP
Representative: Hayes & Hayes, Weed
Membership: NAB, BMB
General-Station Manager: R. E. Lee Glasgow
Commercial Manager: Stanley Wilson
Program-Musical Director: Bob Walker
Publicity Director: Mike Rinehart
Chief Engineer: Jesse H. Dove

KRGV

WESLACO—EST. 1927

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: KRGV, Inc.
Business-Studio Address: 201 Border St.
Phone Number: 375-6
Transmitter Location: 201 Border St.
Air Time: 5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service: AP, UP
Transcription Service: Long-Worth, SESAC
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
Executive General Manager: O. L. Taylor
General Manager: Byron W. Ogle
Assistant Manager: Dick Watkins
Commercial Manager: Phil Dixon
Sales Promotion Manager: Ted Cressner
Program Director: Dick Howell
Publicity Director: Thelma Pearce
Chief Engineer: O. L. Hartwig
KWFT
WICHITA FALLS—EST. 1939
CBS
Frequency: 620 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By ......... KWFT, Inc.
Business Address .......... Box 420
Phone Number ....... 4182-3
Studio Address ............. Kemp Hotel
Transmitter Location 3½ miles W. of City
Air Time ............. 5:43 a.m.-11:10 p.m.
News Service ......... UP
Transcription Service . . . . . . . . . . . . . . . Standard, Thesaurus
Cole
Representative ........ . Paul H. Raymer
Membership ................. NAB, BMB
President, General-Station/Manager .......... Kenyon Brown
Commercial Manager .......... Sherrill Edwards
Assistant Manager .......... A. L. Pierce
Program Director .......... Mott Johnson
Musical Director .......... Lillie Mae Comiskey
Chief Engineer .......... Herbert T. Wiley
Farm Editor ................. Carter McGregor

KFDX
WICHITA FALLS—EST. 1947
Frequency: 990 Kc. . . . . . . Power: 5000 Watts d.; 1000 n.
Owned-Operated By ......... Darrold A. Cannan
Business Address .......... City Nat'l Bank Bldg.
Phone Number ....... 2-8668
News Service .......... AP
Transcription Service .......... Lang-Worth
Representative .......... Taylor-Howe-Snowden
President .......... Darrold A. Cannan
General Manager .......... Charles E. Clough
Commercial-Promotion Mgr. .. Arthur Busbey, Jr.
Program Director .......... Syd Grayson
Chief Engineer .......... John Adams

Estimate Population 637,000—% Increase +15.8—Radio Homes 154,654
Farms with Radios 20,173—Stations in State 17

KBUS
BRIGHAM—EST. 1947
Frequency: 800 Kc. . . . . . . Power: 250 Watts d.
Owned-Operated By .......... S. L. Stephens, Sr.
Business Address ............. Forest St.
News Service ............. UP
Transcription Service .......... Capitol
Chief Owner ............. S. L. Stephens
General Manager .......... Ken Housman
Promotion Manager .......... Sam Stephens, Jr.
Program Director .......... Kenneth King

KVNU
LOGAN—EST. 1938
MBS—INTERMOUNTAIN NETWORK—KBS
Frequency: 1230 Kc. . . . . . . Power: 250 Watts
Business-Studio Address .... 1393 N. Main St.
Phone Number .......... 1400
Transmitter Location .......... P. O. Box 264
Air Time .......... 6 a.m.-12 p.m.
News Service .......... UP
Transcription Service .......... World
Representative .......... Avery-Knodel
Membership .......... NAB, BMB
President .......... Herschel Bullen
General-Station-Commercial Sales Promotion Manager, Publicity Director, Farm
Editor .......... Reed Bullen
Program Director .......... Arthur Higbee
Production Manager .......... Richard Barber
Chief Announcer .......... Thomas Wayman
Chief Engineer .......... Carrell Secrist

KSUL
CEDAR CITY—EST. 1937
CBS—KBS
Frequency: 1340 Kc. . . . . . . Power: 250 Watts
Business-Studio Address .......... Hotel El Escalante,
189 North Main St.
Phone Number .......... 398-9
Transmitter Location .......... 591 West 2 South
Air Time .......... 7 a.m.-10 p.m.
Transcription Service .......... KBS
Membership .......... NAB, BMB
President-Owner .......... Ivor Sharp
General Manager .......... Lennox Murdoch
Resident Manager .......... Roscoe A. Grover
Program Director, Farm
Editor .......... Richard B. Pratt
Musical Director .......... Roy L. Halvorsen
Chief Engineer .......... Hurschell G. Urie

KLO
OGDEN—EST. 1929
MBS—INTERMOUNTAIN
Frequency: 1430 Kc. . . . . . . Power: 5,000 Watts
Owned-Operated By .......... Interstate Bcstg. Corp.
Business-Studio Address .......... Ben Lomand Hotel.
Phone Number .......... 5721
Transmitter Location .......... Kanesville
Air Time .......... 6 a.m.-12 M
KOPP
OGDEN—EST. 1947
Frequency: 730 Kc. Power: 1000 Watts
Owned-Operated By: James B. Littlejohn
Business-Studio Address: W. 12th St.
Phone Number: 4223 & 5822
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated Representative
Membership: NAB
President-Owner, General-Station: James B. Littlejohn
Production Manager: Eddie Denkema
Chief Announcer: Cliff Owen
Publicity Director: Gil Henry
Musical Director: Forrest Kyle
Chief Engineer: Robert Sevy

KOAL
PRICE—EST. 1936
MBS—INTERMOUNTAIN—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Eastern Utah Bcstg. Co.
Business-Studio Address: P. O. Box 591
Phone Number: Price 200
Transmitter Location: P. O. Box 591
Air Time: 7-12 a.m.-12 p.m.
News Service: UP
Representative: Avery-Knodel
Membership: NAB
President, General-Station-Sales Promotion: Jack Richards
Asst. Mgr.-Prod. Mgr.: Carl P. Wolfrom
Chief Engineer: Leo. E. Reid

KCSU
PROVO—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Central Utah Broadcasting Co.
Business Address: P. O. Box 627
Phone Number: 2802
Transmitter Studio: University Ave. at 12th So.
Air Time: 7 a.m.-12 M.
News Service: UP
Transcription Service: Standard, Capitol
Membership: NAB
President-Owner-Commercial: Frank A. Van Wagenen
General Manager-Owner: Harold E. Van Wagenen
Program Director: Lawson S. C. Davies
Chief Engineer: Dowden Salisbury

KNEU (CP)
PROVO
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Lester R. Taylor
Business Address: 109 N. 4th West

KOVO
PROVO—EST. 1938
MBS—INTERMOUNTAIN NETWORK
Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By: KOVO Bcstg. Co.
Business-Studio Address: 108 W. Center St.
Phone Number: 1680-1
Transmitter Location: 17th S. & Seventh W.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: World
Representative: Avery-Knodel
Membership: NAB
President, General-Station: Clifton A. Tolboe
Commercial Manager: S. Garn Carter
Sales Promotion Mgr.: Mack B. Cunningham
Program Director: Lathair H. Curtis
Chief Engineer: Henry Keyes

KSVL
RICHFIELD—EST. 1947
Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Sevier Valley Bcstg. Co.
Business Address: Richfield, Utah
Phone Number: 690
News Service: Up
Transcription Service: World
President: William L. Warner
Promotion Mgr.-Program Dir.: Art Tucker
Chief Engineer: David I. Hansen
4 out of 5 Salt Lake Wholesalers recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET

KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

**KSL**

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS
**KALL**
SALT LAKE CITY—EST. 1945
MBS—INTERMOUNTAIN NETWORK

Power: 1000 Watts

Owned-Operated By...Salt Lake City Bcstg. Co., Inc.

Business-Studio Address: 248 S. Main St.

Phone Number: 4-1843

Transmitter Location: 386 West Gregson Ave.

Air Time: 6 a.m.-1 a.m.

News Service: AP, INS, UP

Transcription Service: Associated, MacGregor, Cole

Representative: Avery-Knodel

Membership: BMB

President: George C. Hatch

Executive Vice-President: Alvin G. Pack

Manager: Thomas H. Anderson

Sales Promotion Manager: John H. Hinckley

Program Director: Craig Rogers

Production Manager, Chief Announcer: Vern Bruggeman

Publicity Director: Jack Goodman

Musical Director: Earl Donaldson

Chief Engineer: Stanley Benson

Farm Editor: Stanley C. Farnsworth

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**KDYL**
SALT LAKE CITY—EST. 1922

NBC—UTAH-IDAH0 NETWORK

Frequency: 1320 Kc.

Power: 5000 Watts

Owned-Operated By...Intermountain Bcstg. Corp.

Business-Studio Address: Tribune-Telegram Bldg. & KDYL Playhouse, 68 Regent St.

Phone Number: 5-2991

Transmitter Location: 10th W. & 33rd S.

Air Time: 6 a.m.-1 a.m.

News Service: INS, UP

Transcription Service: World, Thesaurus

Representative: John Blair

Membership: NAB, BMB

President, General-Station Mgr.: S. S. Fox

Commercial Manager: George A. Provot

Sales Promotion Manager: Emerson Smith

Program Director, Chief Announcer: K. W. Richins

Production Manager: Dan Rainger

Publicity Director: Del Leeson

Musical Director: Eugene Jellesnik

Chief Engineer: John M. Baldwin

Farm Editor: Will Wright

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**KNAK**
SALT LAKE CITY—EST. 1945

Frequency: 1400 Kc. (CP-1280 Kc)

250 Watts (CP 500 Watts)

Owned-Operated By...Granite District Radio Broadcasting Co.

Business-Studio Address: 29 Continental Bank Bldg.

Phone Number: 58113 & 59125

Transmitter Location: 1016 W. 6th S.

Air Time: 6:30 a.m.-2 a.m.

News Service: AP

Transcription Service: Lang-Worth

Representative: W. S. Grant Co.

President: Howard D. Johnson

General-Station Mgr.: Richard F. Connor

Commercial Manager: Ray Noll

Sales Promotion Mgr.: Howard M. Buchman

Program Director: Edward G. Black

Production Manager: Albert R. Collins

Publicity Director-Musical: Charlotte R. Kapsa

Chief Announcer: R. E. O’Brien

Chief Engineer: Myron E. May

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**KSL**
SALT LAKE CITY—EST. 1924

CBS

Frequency: 1160 Kc.

Power: 50,000 Watts

Owned-Operated By...Radio Service Corp. of Utah

Business-Studio Address: 10 S. Main St.

Phone Number: 5-4814

Transmitter Location: Saltair, Utah

Air Time: 20 hrs. daily

News Service: Capitol, Associated Representative

Radio Sales Membership: NAB, BMB

President: J. Reuben Clark, Jr.

Vice-President-General Mgr.: Ivor Sharp

Ex. Asst.: Ralph W. Hardy, Public Affairs: C. Richard Evans

Commercial Manager: F. B. McLatchy

Sales Promotion Manager, Publicity: Ray Bergman

Program Director, Production: Eugene Hailiday

Chief Announcer: Paul Royall

Musical Director: Lowell Durham

Chief Engineer: C. Richard Evans

Farm Editor: El Von Orme

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**KUTA**
SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN BCASTG. SYSTEM

Frequency: 570 Kc.

Power: 5000 Watts

Owned-Operated By...Utah Bcstg. & Television Co.
Business-Studio Address........29 S. State St.
Phone Number..................3-2737
Transmitter Location.........N. Salt Lake
Air Time..................6 a.m.-1 a.m.
News Service..................AP, UP
Transcription Service........World, Lang-Worth.
Representative.................Katz
Membership....................NAB, BMB
President, General-Commercial
Manager...................Frank C. Carman
Station Manager, Program Director,
Production Manager........Ray Fadel
Sales Promotion Manager,
Publicity Director...........Al Thomas
Chief Announcer..............Marshall Small
Musical Director...............Ed Stoker, Jr.
Chief Engineer...............C. Wendell Bell
Farm Editor...................Eugene Miller

VERMONT

Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584
Farms with Radios 21,305—Stations in State 7

KJAM
VERNAL—EST. 1946
FRONTIER BCSTG. SYSTEM—KBS
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........Uniah Bcstg. Co., Inc.
Business-Studio Address......Hotel Vernal
Phone Number..................494 & 495
Transmitter Location.........Hotel Vernal
Air Time..................7 a.m.-10 p.m.
News Service..................UP
Transcription Service........World, Keystone
Representative.................W. S. Grant
President......................James C. Wallentine
General Manager..............Howard D. Johnson
Station Manager, Program
Director......................Leland E. Walke
Commercial Manager...........Grant E. Parry
Chief Engineer...............Erwin W. Boeier

W C A X
BURLINGTON—EST. 1931
CBS
Frequency: 620 Kc............Power: 5000 Watts
Owned-Operated By.........WCAAX Bcstg. Corp.
Business-Studio Address....135 Main St.
Phone Number.................Burlington 2000
Transmitter Location.......Colchester
Air Time....................6 a.m.-12:05 a.m.; 8 a.m.-11:30
p.m. Sun.
News Service..................UP
Transcription Service........World, Lang-Worth
Representative.................Weed
Membership.....................NAB, BMB
President, General-Station
Manager...................C. P. Hasbrook
Commercial-Sales Promotion
Manager.....................John D. Swan
Publicity Director, Farm
Editor.........................Lawrence F. Killick
Chief Engineer...............James W. Tierney

WJOY
BURLINGTON—EST. 1946
ABC
Frequency: 1230 Kc...........Power: 250 Watts
Business-Studio Address....633 Main St.
Phone Number.................5400-5401
Transmitter Location.......633 Main St.
Air Time....................17 hrs. daily
News Service..................AP

WSKI
MONTPELIER-BARRE—EST. 1947
Frequency: 1240 Kc...........Power: 250 Watts
Owned-Operated By........Taylor-Jacobs
Business Address...........Union Mutual Bldg.
Phone Number.................1740
News Service..................AP
Transcription Service........Lang-Worth
Representative.................Kettell-Carter
Business Manager..............Carl R. Taylor
Commercial Manager...........E. M. Jacobson
Promotion Manager...........E. Dean Finney
Program Director.............Robert Bannan
Chief Engineer...............James F. McKennon

WHLW (CP)
RUTLAND
Frequency: 1000 Kc...........Power: 1000 Watts d.
Owned-Operated By........Herbert L. Wilson
VERMONT-VIRGINIA

WSYB
RUTLAND—EST. 1930
MBS—YANKEE NETWORK—KBS
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By. Philip Weiss Music Co.
Business-Studio Address. 80 West St.
Phone Number 1247
Transmitter Location Creek Rd.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGilivra
Director, General-Station Commercial
President, General-Station Commercial
Manager Philip Weiss

WWJR
ST. ALBANS—EST. 1931
KBS
Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By. Vermont Radio Corp.
Address 32 N. Main St.
Phone Number 1390
Transmitter Location Swanston Road
Air Time Local sunrise-local sunset
Transcription Service Transcription News
Representative. John Cottrell
Director, General-Station Commercial
Manager Lloyd Squier
President, General-Station Commercial
Manager Philip Weiss

VIRGINIA

Estimated Population 3,019,000—% Increase 12.7—Radio Homes 575,518
Farms with Radios 104,762—Stations in State 41

WPIK
ALEXANDRIA—EST. 1945
Owned-Operated By. Potomac Bcastg. Corp.
Business Address P. O. Box 238
Phone Number 3000
Studio Address Hotel Overlook
Transmitter Location. Telegraph Rd., Fairfax County, Va.
Air Time Local Sunrise-Local Sunset
Transcription Service Langworth World
Representative. Harry Z. Ungar
President, General-Station Manager Howland B. Hayes
Commercial-Sales Promotion Manager Henry Z. Ungar
Production Manager Musical Director Herbert Doberry
Chief Announcer Tony Howard
Vice-President Chief Engineer Carl L. Lindberg

WARL
ARLINGTON—EST. 1946
Frequency: 780 Kc. Power: 1000 Watts
Owned-Operated By. Northern Virginia Bcastg., Inc.
Phone Number. 7800
Studio Address 3102 10th Rd. N.
Transmitter Location. Canonsburg, Va.
Air Time Local Sunrise-Local Sunset
News Service UP
Transcription Service Capitol Standard
Representative Burn-Smith
Membership NAB
President R. Kilbourne Castell
Sec.-Gen’l Counsel Frank U. Fletcher
Station Manager Raymond W. Baker
Commercial Manager William W. Jeffery
Traffic Manager Mary Coury
Musical Director Millicent Thomas
Chief Engineer Earl Merryman
Farm Editor Connie B. Gay
Frequency: 780 Kc. Power: 1000 Watts

WEAM
ARLINGTON—EST. 1947
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By. Arlington-Fairfax Bcastg., Co., Inc.
VIRGINIA

**WKLV**
BLACKSTONE—EST. 1947
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Frank H. Wagner

**WCYB**
BRISTOL—EST. 1946
Frequency: 690 Kc. Power: 10,000 Watts
Owned-Operated By: Appalachian Bcstg. Corp.
Business-Studio Address: Cumberland & Front St.
Phone Number: 3560
Transmitter Location: Bristol, Va., Wallace Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated, Thesaurus
Membership: NAB
General Manager, Chief Engineer: R. H. Smith
Sales Manager: J. Fey Rogers
Program Director: Warren Wright
Chief Announcer: Tom Dunn
Musical Director: Ralph Randall

**WFHG**
BRISTOL—EST. 1947
MUTUAL NETWORK
Frequency: 860 Kc. Power: 1000 Watts
Owned By: Blanfox Radio Co., Inc.
Operating By: R. B. Helms
Business Address: Radio Station WFHG, Hotel Bristol
Phone Number: 3620
Studio Address: Hotel Bristol, Corner Cumberland and Moore Sts.
Transmitter Location: Shell Plant Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Standard
Membership: NAB
President: R. B. Helms
General-Station Manager: William J. Thomas
Commercial Sales Promotion Manager: J. L. Boling
Program Director, Production Manager, Publicity Director: Eva Moore
Chief Announcer: Sidney Tear
Musical Director: Lee Goeller
Chief Engineer: John Hughlett
Farm Editor: Herm Rose

**WCHV**
CHARLOTTESVILLE—EST. 1934
ABC—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Barham & Barham
Business-Studio Address: 4th & E. Market Sts.
Phone Number: Charlottesville 2500
Transmitter Location: Richmond Rd. (Route 250 E.)
Air Time: 6:30 a.m.-M.; 7:55 a.m. Sun.
News Service: AP
Transcription Service: NBC, Thesaurus
Representative: Cox & Tans
Membership: NAB, BMB
President: Charles Barham, Jr.
Commercial-Sales Promotion Manager:
Program Director: Randolph Bean
Chief Announcer: Carl S. Goodwin
Musical Director: Fred A. Dabney, Jr.
Chief Engineer: Walter W. Gray
Farm Editor: Norman Kelsey

**WKEY**
COVINGTON—EST. 1941
ABC—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Earl M. Key
Business-Studio Address: 219 W. Main St.
Phone Number: 940
Transmitter Location: Clifton Forge Rd.
Air Time: 7 a.m.-11 p.m.
News Service: UP
Transcription Service: World
Membership: NAB, BMB
Owner, General-Station Mgr.: Earl M. Key
Commercial Manager: William P. Mitchell
Sales Promotion Manager:
Publicity Director: Kenneth L. Bryant
Chief Announcer, Musical Dir.: John Lee Davis
Program Director: T. Carroll Harrison
Chief Engineer: Lawrence L. Kennedy

**WSVS**
CREWE—EST. 1947
KBS
Frequency: 60 Kc. Power: 1000 Watts
WFLO
FARMVILLE—EST. 1946
Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Colonial Bcstg. Corp.
Business Address: P. O. Box 242
Phone Number: 600
News Service: UP
Transcription Service: NBC, Cole, Associated
President: Carla B. Keys
Gen.-Comm. Mgr.: James C. Wilson
Program Director: Louis E. Hubbard Jr.
Chief Engineer: Charles K. Chrismon

WFVA
FREDERICKSBURG—EST. 1939
ABC—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Fredericksburg Bcstg. Corp.
Business Address: P. O. Drawer 269
Phone Number: 1261
Studio Address: 528 Wolfe St.
Transmitter Location: King’s Highway
Air Time: Unlimited
Transmission Service: Lang-Worth
V-Pres. & Gen’l Mgr.: Richard F. Lewis, Jr.
Station & Com’l Mgr.: Walter F. Harris, Jr.
Chief Engineer: W. S. Candler

WFTR
FRONT ROYAL—EST. 1946
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Sky Park Bcstg. Corp.
Business Address: Front Royal
News Service: UP
Transmission Service: Thesaurus
President: H. F. Minter
Gen. Mgr.-Chief Engineer: Warren S. Bell

WBOB
GALAX—EST. 1947
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Carroll-Grayson Bcstg. Corp.
Business-Studio Address: Poplar Knob Rd.
Phone Number: 300
Transmitter Location: Poplar Knob
Air Time: 6 a.m.-11:30 p.m.
News Service: AP
Membership: NAB
President: Robert V. Morris
General-Station Manager, Chief Engineer: Carl E. Duckett
Commercial Manager: Joseph P. Crockett
Program Director: Muriel M. Bell
Production Manager: J. W. White, Jr.
Publicity Director: W. Edward Boyer
WSVA
HARRISONBURG—EST. 1935
NBC
Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Shenandoah Valley Bcstg. Corp.
Business-Studio Address: Newman Bldg., Harrisonburg 550 & 875
Phone Number: Harrisonburg 550 & 875
Air Time: 6 a.m. to Local Sunset
News Service: UP
Transcription Service: NBC, Thesaurus
Representative: R. B. Harrington
Membership: NAB, BMB
President, Gen. Mgr.: Frederick L. Allman
Commercial Manager: Robert Harrington
Program Director: Richard H. Johnson
Chief Engineer: Warren L. Braun

WLV A
LYNCHBURG—EST. 1930
ABC
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Lynchburg Bcstg Corp.
Business-Studio Address: Allied Arts Bldg., Transmitter Location: West of Lynchburg
Air Time: Unlimited
News Service: AP
Transcription Service: Standard, BMI, Lang-Worth
Membership: NAB, BMB
President: Edward A. Allen
General-Station Manager: Philip P. Allen
Commercial Manager: Joseph F. Wright, Jr.
Chief Announcer: Wayne Tyler
Musical Director: Jimmy McNeely
Chief Engineer: John T. Orth
Farm Editor: Joseph B. Roberts

WWOD
LYNCHBURG—EST. 1947
MBS
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Old Dominion Bcstg. Corp.
Business Address: P. O. Box 918
Phone Number: 7000
Studio Address: 10th & Main Sts.
Transmitter Location: Boonsboro Rd.
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service: AP, UP
Transcription Service: World
Representative: Walter Zimmer
Membership: NAB, BMB
President: David H. Dillard
General-Station Manager: Jack Weldon
Commercial-Sales Promotion Manager: Everette Weaver
Program-Publicity Director: Jay Seibel
Production Manager: Norman Simpson
Musical Director: Walter Stamm
Chief Engineer: Forest Pinkerton

WMVA
MARTINSVILLE—EST. 1941
NBC—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Martinsville Bcstg. Co. Inc.
Business Address: Martinsville, Va.
Phone Number: 2152
Studio-Transmitter Location: Figsboro Rd.
Air Time: 6 a.m.-11:15 p.m.
News Service: AP
Membership: NAB
President: William C. Barnes
General-Station Manager: John W. Shultz
Commercial-Sales Promotion Manager: Charles F. Adams
Publicity Director: Barbara Harding
Musical Director: Paul E. Zimmer
Chief Engineer: Dewey W. Muse

WGH
NEWPORT NEWS—EST. 1928
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Hampton Roads Bcstg. Corp.
Phone Number: Norfolk 2-7031; Newport News 7-1312
Transmitter Location: Boat Harbor, End Jefferson Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Associated Representative: Free & Peters
Membership: NAB, BMB
President: Raymond B. Bottom
General Manager, Vice- Pres., General-Station Manager: Edward E. Bishop
Commercial Manager: Edward E. Edgar
Sales Promotion Manager: Joe Brown
Program Director: Jack A. Black
Chief Engineer: Charles A. Runyan

WHYU
NEWPORT NEWS—EST. 1947
Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Eastern Bcstg. Corp.
Business Studio Address: 114-24th St.
Phone Number: 31632
Transmitter Location: Newport News, Va.
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: Lang-Worth, SESAC
President: Dr. J. A. Gill
General-Station Manager: Ed Harris
Commercial Manager: F. A. McMahon
Sales Promotion Manager: E. M. Hutton
Program Director: A. Boyd Harrier, Jr.
Chief Engineer: Orville K. Gibboney

670
WCAV
NORFOLK—EST. 1947
Frequency: 860 Kc. Power: 1000 Watts d.
Owned-Operated By: Cavalier Bcstg. Corp.
Business Address: ..... Helena Bldg.
Phone Number: ..... 23266
News Service: UP
Transcription Service: Associated, Standard
President: Joseph Light
Secy-Gen. Mgr: Irving M. Kipnes
Dir. of Sales: Don Kelly
Program Director: Hugh E. Whiteside
Prom.-Adv. Dir.: Ray E. Daniels
Chief Engineer: William M. Manrov

WNVA
NORTON—EST. 1945
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Blaniox Radio Co., Inc.
Address: ..... Curry Bldg.
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: Lang-Worth
President: R. B. Helms
General Manager: Jack T. Helms
Commercial Manager: Bill Halland
Prom Dir: Prom. Mgr: Bill Benesch
Chief Engineer: Gene Tommerdahl

WLOW
NORFOLK—EST. 1946
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Commonwealth Bcstg. Corp.
Business Address: ..... 105 Brooke Ave.
Phone Number: ..... 45678
Studio Address: ..... 219 Granby St.
Transmitter Location: ..... Western Branch
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: Associated
Representative: Farjoe
Membership: NAB
President: ..... E. L. Scott
General Manager, Farm Editor: Ralph Wasdon
Station Manager: ..... W. M. Carpenter
Commercial Manager: ..... James D. Cherry
Program Director: Ray Penner
Publicity Director: ..... F. Gene Abrams
Chief Engineer: Jack Siegel

WTAR
NORFOLK—EST. 1923
NBC
Frequency: 790 Kc. Power: 5000 Watts
Owned By: Norfolk Newspaper, Inc.
Operated By: W TAR Radio Corp.
Phone Number: ..... 25671
Transmitter Location: Glen Rock, Princess
Air Time: 6 a.m.-1 a.m.
News Service: AP, UP, PA
Transcription Service: Standard, Lang-Worth
Representative: Edward Petry
Membership: NAB, BMB
General Manager: Campbell Arnoux
Commercial Manager: John W. New
Program Director: Henry Cowles Whitehead
Production Manager: Clyde Moser
Chief Announcer: Blair Eubanks
Chief Engineer: John Pfeffer

WSV
PETERSBURG—EST. 1945
MBS
Frequency: 1240 Kc. Power: 250 Watts
Business-Studio Address: 112 West Tabb St.
Phone Number: ..... 3881
Transmitter Location: Lt. Run
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Burns-Smith
President, General-Station Manager: Louis H. Peterson
Commercial Manager: Arthur H. Beckwith
Program Director: Stuart M. Gates
Production Manager: Lillian C. Treaster
Publicity Director: Nellie W. Andrews
Chief Announcer: Lyle C. Bradley
Musical Director: Robert E. Wagne
Chief Engineer: Edward F. Schwarz
Farm Editor: James J. McMillen

WSAP
PORTSMOUTH—EST. 1943
MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Portsmouth Radio Corp.
Business-Studio Address: 205 Professional Bldg.
Transmitter Location: 1318 Spratley St.
Phone Number: ..... 6383-4
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transcription Service: World, Thesaurus
Representative: Joseph Hershey Mc Gillivra
Membership: NAB
President: Tom Gilman
Gen. Mgr: ..... J. L. Norfleet
Prog. Dir: ..... George Brunly
Chief Eng: Chas. R. Sledge
WPUV
PULASKI—EST. 1946
MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Southwest Bcslg. Co.
Address...P. O. Box 351, Cool Springs, Va.
Phone Number ...3-3931
Transmitter Location...Cool Springs
Air Time ...6 a.m.-11:15 p.m.
News Service ...AP
Transcription Service ...Thesaurus
Representative ...Sears & Ayer, Inc.
Membership ...NAB
President ...Howard R. Imboden
General Manager ...William R. Murray
Commercial Manager ...Allen S. Aden
Program Director ...James H. Mayes
Chief Engineer ...Fitzgerald McDaniel

WBBL
RICHMOND—EST. 1924
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Grace Covenant Presbyterian Church

WLEE
RICHMOND—EST. 1945
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Grace Covenant Presbyterian Church
Business-Studio Address...Broad-Grace Arcade
Phone Number ...3-6741
Transmitter Location...Colorado Ave. & Sumpter
Air Time ...6 a.m.-1 a.m.; 6:30 a.m.-1 a.m. Sun.
News Service ...AP
Transcription Service ...Standard, Capitol
Representative ...Headley-Reed
President ...Thomas G. Tinsley, Jr.
General-Commercial Mgr...Irvin G. Abeloff
Program-Publicity Director...Harvey Hudson
Musical Director ...Miss Roberta Morris
Chief Engineer ...George W. McGulgan, Jr.

WMBG
RICHMOND—EST. 1926
NBC
Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By...Richmond Newspapers, Inc.
Business-Studio Address...3301 W. Broad St.
P. O. Box 5229
Phone Number ...3-3436
Transmitter Location...Staples Mill Rd. at Broad St.
Air Time ...5:30 a.m.-1 a.m.,; 7 a.m. Sun.
News Service ...Transradio
Transcription Service ...NBC, Lang-Worth
Representative ...Walter A. Bowry, Jr.
Membership ...NAB, BMB
President ...D. Tenant Bryan
Gen.-Sta.-Commercial Mgr...E. S. Whitlock
Production Manager...Richard A. Velz
Chief Engineer ...Vincent Wolstenholme

President, General-Station
Manager ...Wilbur M. Havens
Local Commercial Manager...Wm. J. Filer
National Commercial Mgr...Ralph Wallerstein
Sales Promotion Manager, Publicity
Director ...Walter A. Bowry, Jr.
Program Director, Production
Manager ...Allan J. Phaup, Jr.
Chief Engineer ...Wilfred H. Wood

WRNL
RICHMOND—EST. 1937
ABC
Frequency: 910 Kc. Power: 5000 Watts
Owned By...Richmond Newspapers, Inc.
Operated By...Richmond Radio Corp.
Business-Studio Address...323 East Grace St.
Phone Number ...3-3436
Transmitter Location...Wilkinson Rd.
Air Time ...5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service ...AP
Transcription Service ...Standard, Capitol
Representative ...Edward Petry
Membership ...NAB, BMB
President ...D. Tenant Bryan
Gen.-Sta.-Commercial Mgr...E. S. Whitlock
Production Manager...Richard A. Velz
Chief Engineer ...Vincent Wolstenholme

President, General-Station
Manager ...Wilbur M. Havens
Local Commercial Manager...Wm. J. Filer
National Commercial Mgr...Ralph Wallerstein
Sales Promotion Manager, Publicity
Director ...Walter A. Bowry, Jr.
Program Director, Production
Manager ...Allan J. Phaup, Jr.
Chief Engineer ...Wilfred H. Wood

President, General-Station
Manager ...Wilbur M. Havens
Local Commercial Manager...Wm. J. Filer
National Commercial Mgr...Ralph Wallerstein
Sales Promotion Manager, Publicity
Director ...Walter A. Bowry, Jr.
Program Director, Production
Manager ...Allan J. Phaup, Jr.
Chief Engineer ...Wilfred H. Wood
WRVA
RICHMOND—EST. 1925
CBS
Frequency: 1140 Kc. Power: 50,000 Watts
Owned-Operated By: Kessler & Brother Co.
Business-Studio Address: Hotel Richmond
Phone Number: 3-6633
Transmitter Location: Edgeworth, Henrico County, Va.
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth
Representative: Radio Sales
General Manager: C. T. Lucy
Commercial Manager: Barron Howard
Promotion Manager: Jack Stone
Program Director: Samuel S. Carey
Production Manager: John B. Tansley
Public Relations Director: Walter R. Bishop
Chief Engineer: D. C. Woods

WXGI
RICHMOND—EST. 1947
Frequency: 740 Kc. Power: 1,000 Watts d.
Owned-Operated By: W. E. Kessler
Business-Studio Address: 100 W. Franklin St.
Phone Number: 7-46846
Transmitter Location: German School Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated, Lang-Worth
Representative: Lorenzen & Thompson
Membership: NAB
Pres.-Gen. Mgr.: Douglas H. Robertson
Station Manager: Lew Kent
Sales or Commercial Mgr.: Charles L. Kessler
Publicity Director: Douglas H. Robertson
Chief Announcer: Nelson Griggs

WDBJ
ROANOKE—EST. 1924
CBS
Frequency: 980 Kc. Power: 5,000 Watts
Owned-Operated By: Times-World Corp.
Business-Studio Address: 124 W. Kirk Ave.
Phone Number: 8131
Transmitter Location: Colonial Avenue, Colonial Heights
News Service: AP, UP
Transcription Service: World, Lang-Worth
Representative: Free & Peters
Membership: NAB, BMB
President-Owner or Chief Exec.: J. P. Fishburn
General Manager: Ray F. Jordan
Sales or Commercial Mgr.: John W. Harker
Program Director: Paul E. Reynolds
Production Manager: Irving Sharp
Director of Promotion: Clifford E. Huffman
Chief Engineer: J. Edw. Newman

WROV
ROANOKE—EST. 1946
MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio Roanoke, Inc.
Business-Studio Address: 800 Mt. Trust Bank Bldg.
Phone Number: 3-4444
Transmitter Location: Cleveland Ave. at 15th St.
Air Time: 6 a.m.-12 M; 8 a.m.-12 p.m. Sun.
News Service: AP
Transcription Service: Capitol, Lang-Worth
Representative: Burn-Smith
Membership: NAB
General, Station, Commercial, Sales Promotion Manager: Frank E. Koehler
President: Leo F. Henery
Production Manager: Gordon R. Phillips
Engineer in Chg.: Frank Hall

WSLS
ROANOKE—EST. 1940
ABC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Roanoke Bcstg. Corp.
Business-Studio Address: Shenandoah Life Bldg.
Phone Number: 8927
Transmitter Location: Shenandoah Life Bldg.
Air Time: 5:30 a.m.-12:02 a.m.
News Service: AP
Transcription Service: SESAC, Lang-Worth,
Thesaurus, Associated
Representative: Weed
Membership: NAB, BMB
President: Paul C. Buford
Business, Commercial Mgr.: Horace Fitzpatrick
Program Director: Robert W. Menefee
Production Manager: Francis Ballard
Publicity Director: Doris Irvin
Chief Engineer: J. P. Briggs

WTON
STAUNTON—EST. 1945
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Charles P. Blackley
Business-Studio Address: Morrison Bldg.
Phone Number: 1400
Transmitter Location: Waynesboro Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: World
Membership: NAB
Owner, Gen. Mgr.: Charles P. Blackley
Commercial Manager: Charles E. Seebeck
Program Director: Fulton A. King
Chief Announcer: Fulton A. King
Chief Engineer: Rex C. Houser

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VIRGINIA—WASHINGTON

W L P M
SUFFOLK—EST. 1940
ABC—KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Suffolk Bestq. Corp.
Business-Studio Address: 105 Bank Street
Phone Number: 1420
Transmitter Location: Rt. 460, one mile
N. W. of Suffolk
Air Time: 6:30 a.m.-12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Sears & Ayer
Membership: NAB
President, General Station, Commercial:
Sales Promotion Manager: Fred L. Hart
Program Director: Allen B. Jones
Production Manager: Earl Hundley
Publicity Director: John McNamara
Chief Announcer: Allen Jones
Musical Director: Ida Barrett
Chief Engineer: V. W. Rupp
Farm Editor: L. E. Pettyjohn

WAYB
WAYNESBORO—EST. 1947
MBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Waynesboro Broadcasting Corp.
Business Address: P. O. Box 938
Phone Numbers: Studios 999...Transmitter 998
Studio Address: 526 W. Main St.
Transmitter Location: Hermitage Rd.,
Waynesboro, Va.
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: Lang-Worth, World,
Features, Keystone
Membership: NAB
Pres.-Gen. Mgr.: Earl M. Key
Sta. Mgr.-Prog. Dir.: Paul Marlowe
Commercial Manager: Edward F. Libby
Prod. Mgr.-Musical Dir.: Paul M. Shue
Chief Engineer: Edward R. Goodwin

WIN C
WINCHESTER—EST. 1941
ABC—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Richard Field Lewis Jr.
Business Address: Box 605 Winchester, Va.
Phone Number: 4855
Studio-Transmitter Location: 514 Kerr St.
News Service: UP
Air Time: 17 hrs., daily
Transcription Service: Lang-Worth
Membership: NAB, BMB
President-Owner, General Station Manager:
Richard Field Lewis Jr.
Commercial, Program Manager, Farm Editor:
John Carl Morgan
Chief Engineer: Philip B. Whitney

WASHINGTON
Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015
Farms with Radios 73,397—Stations in State 38

K X R O
ABERDEEN—EST. 1927
MBS—DON LEE—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KXRO Inc.
Business-Studio Address: 207½ E. Market St.
Phone Number: 4098
Transmitter Location: 1308 Coolidge Rd.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard
Representative: Homer Griffith Co.
Membership: NAB, BMB
President: Harry R. Spence
General Station Mgr.: Fred G. Goddard
Commercial Manager: Bertha G. Ruby
Sales Promotion Manager: John Duane Johnson
Program Director: Stan Spiegle
Chief Engineer: Billy G. Cunningham

K V O S
BELLINGHAM—EST. 1927
ABC—KBS
Frequency: 790 Kc. Power: 1,000 Watts
Owned-Operated By: KVOS, Inc.
Business-Studio Address: 1321 Commercial St.
Phone Number: 790
Transmitter Location: 2074 Yew St.
Air Time: 6 a.m.-12 M.; 6 a.m.-12 M. Sun.
News Service: UP
Transcription Service: World, C. P. MacGregor
Representative: Homer Griffith
Membership: BMB
President: Rogan Jones
General Station, Sales Promotion Manager:
Ralph Miller
Commercial Manager: Fred Elsethagen
Program Director: Dave Gordon
Chief Engineer: Ernest Harper
KBRO
BREMERTON—EST. 1947
Frequency: 1490 Kc. . . . . . Power: 250 Watts
Owned-Operated By... Bremerton Bstg. Co.
Business-Studio Address... 205 Washington Ave.
Phone Number... 1970
Transmitter Location... 205 Washington Ave.
Air Time... 12 hrs., daily
News Service... AP
Transcription Service... World Representative John Keating
Membership... NAB
President... Bruce Bartley
General Manager... Dick Brombie
Commercial Manager... Hal C. Moan
Program Director... William L. Fox
Chief Engineer... Andrew K. Jordan

KELA
CENTRALIA AND CHEHALIS
MBS—DON LEE—KBS
Frequency: 1470 Kc. . . . . . Power: 1,000 Watts
Owned-Operated By... Central Bstg. Corp.
Business Address... P. O. Box 720 Central Ave.
P. O. Box 827, Chehalis.
Phone Number... Centralia 6-3321; Chehalis 7-2-1
Studio. Transmitter Location... Midway between Centralia and Chehalis on Highway 99
Air Time... 6 a.m.-12 M.
News Service... UP Representative John Keating
Membership... NAB
Owner... J. Elroy McCaw, Mrs. Mabel A. Gwinn
General, Station Manager... Joe Chytl
Sales or Commercial Mgr... Robert S. Brister
Program Director... Glasco Branson
Production Manager, Farm Editor... Dudley Gaylord, Jr.
Publicity Director... Schuyler Hill
Chief Announcer... Les Keiter
Chief Engineer... Ellwood W. Lippincott

KXLE
ELLENSBURG—EST. 1946
Frequency: 1240 Kc. . . . . . Power: 250 Watts
Owned-Operated By... Central Washington Bstgs, Inc.
Business-Studio Address... Rt. 2, Box 689 Ellensburg
Phone Number... 2-4406
Transmitter Location... Rt. 2
Air Time... 6:30 a.m.-10 p.m.
News Service... UP
Transcription Service... Lang-Worth, MacGregor Representative Walker Co., Tracy Moore
President... Goodwin Chase Jr.
Station Manager... Joe Kendall
Commercial Mgr. Chief Engineer... Bob Vaughan
Musical Director... Wendall Kinney
Farm Editor... Martin Koschmann

KRKO
EVERETT—EST. 1922
MBS—DON LEE—KBS
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Owned-Operated By... The Everett Bstg. Co., Inc.
Business-Studio Address... KRKO Bldg.
Transmitter Location... KRKO Bldg.
Air Time... 6 a.m.-12 M.
News Service... UP
Transcription Service... Standard, Sesac Representative John Keating, Homer Griffin
Membership... NAB, BMB
President, General, Station, Commercial Manager... William R. Taft
Production Manager, Publicity, Program Director... Martin E. Smythe
Musical Director... Merlin Matheny
Chief Engineer... Earl E. Gerdon

KWLK
LONGVIEW—EST. 1938
MBS—DON LEE—KBS
Frequency: 1400 Kc. . . . . . Power: 250 Watts
Owned-Operated By... Twin City Bstg. Corp.
Business-Studio Address... 14th & Hudson
Transmitter Location... Ocean Beach Highway
Air Time... 6 a.m.-12 M.
News Service... UP
Representatives... Homer Griffith, John Keating
Membership... NAB
President... C. O. Chatterton
Publicity Director... Marwayne Borg
Chief Announcer... Forrest Bishop
Chief Engineer... Marvin Johnston
Farm Editor... Don Bailey

KSEM
MOSES LAKE—EST. 1947
KBS
Frequency: 1450 Kc. . . . . . Power: 250 Watts
Owned-Operated By... Jessica L. Longston, C. V. Zaser, L. Bernice Brownlow
Business-Studio Address... Moses Lake, Ephrata
Transmitter Location... Moses Lake, Wash.
Air Time... 7 a.m.-10 p.m.
News Service... UP
Transcription Service.. World, KBS
President... Jessica L. Longston
General Manager... Vicki Zaser
Station Manager... Don G. Bennett
Program Director... Catherine Lick
Production Manager... Ken Jackson
Publicity Director... Ken Goddard
Chief Announcer... Gordon Milspaw
Musical Engineer... John H. Thatcher
KBRC
MOUNT VERNON—EST. 1946
Frequency: 1430 Kc. Power: 500 Watts d.
Owned By: Beckley Radio Co.
Operated By: Leo H. Beckley
Business Address: P. O. Box 240
Phone Number: 8955
Studio-Transmitter Location: Anacortes
Memorial Highway
Air Time: 6 a.m.-Local Sunset
News Service: UP
Transcription Service: Standard, Cole
Representatives: John Keating, Pacific Coast
Membership: NAB
Pres., General: Leo H. Beckley
Commercial, Sales: Bud Clark
Program Dir.: Paul Herbold
Production Manager: Gwendolyn Rucker
Publicity Director: Farm Editor
Marolin Anderson
Chief Engineer: Walter Stewart

KGY
OLYMPIA—EST. 1921
MBS—DON LEE—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Tom Olsen
Business-Studio Address: Rockway Leland Bldg.
Phone Number: 6636
Transmitter Location: Rockway Leland Bldg.
Air Time: 17 1/2 hrs.
News Service: World
Transcription Service: NAB
Membership: NAB
Pres., General: Tom Olsen
Commercial Manager: J. Harris Dorr
Sales Promotion Manager: Elmer Holmberg
Program Director: Eve Knutsen
Chief Announcer, Chief Engineer: C. A. Roark

KOMW
OMAK—EST. 1947
Owned-Operated By: Miller Publishing Co.
Business Address: Box 151
Phone Number: Omak 00
News Service: UP
Transcription Service: Lang-Worth
President: Don T. Miller
General Manager: Erin W. Thomas
Commercial Manager: C. Nat Harris
Program Director: Nancy Reeves
Chief Engineer: William Weiss

KPKW
PASCO—EST. 1945
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Western Radio Corp.

KONP
PORT ANGELES—EST. 1945
KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Radio Pacific, Inc.
Business Address: Port Angeles, Wash.
News Service: UP
Phone Number: 1700
Representative: Keating
Membership: NAB, BMB
Pres.-Treas. Berth Webster
General Manager: C. N. Webster
Station Manager: Frank Adams

KXRN
RENTON—EST. 1947
Owned-Operated By: Interlake Bcstg. Corp.
Business Address: N. Park St. & 7th Ave.
Phone Number: 6262
Transcription Service: Capitol
Pres.-Gen. Mgr.: Robert S. McCaw
Comm.-Prom. Mgr.: Dudley K. Randal
Program Director: Wm. Shela

KING
SEATTLE—EST. 1927
Frequency: 1090 Kc. Power: 10,000 Watts
Owned-Operated By: King Bcstg. Co.
Business-Studio Address: 2101 Smith Tower
Phone Number: MAin 1090
Air Time: 18 hrs., daily
News Service: AP, UP
Transcription Service: Lang-Worth, Associated
Representative: Weed
Membership: NAB
President: Mrs. A. Scott Bullitt
General Manager: Henry B. Owen
Commercial Manager: John H. Eichhorn
Production Manager: Curt Roberts

KIRO
SEATTLE—EST. 1927
CBS
Frequency: 710 Kc. Power: 50,000 Watts
Owned-Operated By: Queen City Bcstg. Co.
Business-Studio Address: 66 Cobb Bldg., and
Olympic Hotel
Phone Number: Seneca 1500
Air Time: 18 hrs.
News Service: AP
Transcription Service: Standard, Associated
Representatives: Free, Peters
Membership: NAB, BMB
President: Saul Haas
Vice Pres.-Manager: Loren B. Stone
Commercial Manager: William F. Tucker
Sales Promotion Manager: C. A. Bond
Production Manager: William R. Corcoran
KJR
SEATTLE—EST. 1923
ABC
Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By: James W. Fisher
Business-Studio Address: Skinner Bldg.
Phone Number: MA 6164
Transmitter Location: 2500-26th Ave., S. W.
Air Time: 6 a.m.-2 a.m. daily
News Service: AP
Transcription Service: Associated, Cole
Representative: W. S. Grant
Membership: NAB
President: P. K. Leberman
General, Station Mgr.: Robt. E. Priebre
Commercial Manager: Romig C. Fuller
Publicity Director: Lyle Burt
Chief Engineer: George A. Freeman
Program Director: Roland Bradley

KOL
SEATTLE—EST. 1922
Frequency: 1300 Kc. Power: 5,000 Watts
Owned-Operated By: Seattle Bcast. Co.
Business-Studio Address: Northern Life Tower
Phone Number: MA 2312
Transmitter Location: Harbor Island
Air Time: 6 a.m.-12 p.m.
News Service: AP, UP
Representative: Headley-Reed Co.
Membership: BMB
President, General Mgr.: Archie Taft, Jr.
Station Manager: O. A. Runchey
Program Dir., Production Mgr.: Johnie Forrest
Publicity Director: Sharon Kane
Chief Engineer: Perry Lind

KOMO
SEATTLE—EST. 1926
Frequency: 1,000 Kc. Power: 5,000 Watts.
CP 55,000 Watts
Owned-Operated By: Fisher's Blend Station, Inc.
Business-Studio Address: 100-4th Ave., N.
Phone Number: MA 1401
Transmitter Location: Vashon Island, Wash.
Air Time: 18 hrs. daily
News Service: AP, UP
Transcription Service: Lang-Worth, Associated
Capitol Representative: Edward Petry
Membership: NAB, BMB
President, General Manager: O. W. Fisher
Vice President: R. D. McCormack
Commercial Manager: Ray Baker
Manager, National Sales and Sales Service:
Merchandising and Promotion Manager:
Richard E. Green
Program Manager: W. W. Warren
Production Manager: Frederick J. Patterson
Chief Engineers: F. J. Brott, S. D. Bennett

KRSC
SEATTLE—EST. 1926
Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By: Radio Sales Corp.
Business-Studio Address: 2399 4th South
Phone Number: Elliott 2480
Air Time: 6 a.m.-2 a.m.
News Service: AP
Transcription Service: Associated, Cole
Representative: W. S. Grant
Membership: NAB
President: P. K. Leberman
General, Station Mgr.: Robt. E. Priebre
Commercial Manager: Romig C. Fuller
Publicity Director: Lyle Burt
Chief Engineer: George A. Freeman
Program Director: Roland Bradley

KTXA
SEATTLE—EST. 1924
Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By: KXA, Inc.
Address: 312 Bigelow Bldg.
Phone Number: Seneca 1000
Air Time: Limited—Local Sunup-Local Sundown
News Service: AP
Transcription Service: Standard
Representative: Nab, BMB
President: W. I. Dumm
General Manager: Rodney G. Acradle
Commercial Manager: Robert A. Kilpatrick
Promotion Manager: James D. Neidigh Jr.
Chief Engineer: John DuBuque

KFIO
SPOKANE—EST. 1922
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Spokane Bcast. Corp.
Address: 526 Riverside Ave.
Phone Number: Riverside 8033
Transmitter Location: 526 Riverside Ave.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Cole
Representative: Joseph Hershey McGillvra
Membership: NAB
President: Arthur L. Smith
General Manager: R. G. McBroom

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**KGA**
SPOKANE—EST. 1933
ABC
Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By: Louis Wasmer
Business-Studio Address: Radio Central Bldg.
Phone Number: MAin 5383
Transmitter Location: 4102 S. Regal
News Service: UP
Transcription Service: Capitol, Associated
Representative: Edward Petry
Membership: NAB
President: Louis Wasmer
General, Station Manager: Harvey Wixon
Program Director: Robert E. Plummer
Chief Engineer: A. G. Sparling

**KREM**
SPOKANE—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Cole E. Wylie
Business-Studio Address: 242 Riverside Ave.
Phone Number: MAin 3333
Transmitter Location: 242 Riverside Ave.
Air Time: 6:30 a.m.-1 a.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: W. S. Grant
President-Owner, General, Station Manager: Cole E. Wylie
Commercial Manager: Robert H. Temple

**KXL**
SPOKANE—EST. 1922
CBS
PACIFIC NORTHWEST BCSTRS.
Frequency: 920 Kc. Power: 5,000 Watts
Owned-Operated By: Symons Bcstg Co.
Business-Studio Address: Symons Bldg.
Phone Number: MAin 1218
Transmitter Location: Rt. 3, Spokane Wash.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, MacGregor
Representative: Walker, Tracy Moore
Membership: NAB
President: E. B. Craney
General Manager: R. B. Wheeler
Commercial Manager: B. W. Woolston
Sales Promotion Manager: John Funk
Program Director: George McGowan
Chief Engineer: George Langford

**KNEW**
SPOKANE—EST. 1947
MBS
DON LEE
Frequency: 1430 Kc. Power: 5,000 Watts
Owned By: Coeur d'Alene Bcstg. Co.
Operated By: Radio Station KNEW
Business-Studio Address: Sprague & Wall
Phone Number: Riverside 8035
Transmitter Location: Old Palouse Highway, Spokane, Wash.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Gilman, Micoll & Ruthman
Membership: NAB
President: Burl C. Haagadone
General, Station Manager: Harry Lantry
Commercial Manager: Wm. C. Rhodes
Program Director: Paul Crain
Musical Director: Anthony Pinski
Chief Engineer: C. W. Evans

**KMO**
TACOMA—EST. 1926
Frequency: 1360 Kc. Power: 5,000 Watts
Owned-Operated By: Carl E. Haymond
Business-Studio Address: 914½ Broadway
Phone Number: MAin 4144
Transmitter Location: Highway 99, Colonial Garden area
Air Time: 6 a.m.-12 M., 7 a.m.-11 p.m. Sun.
News Service: UP
Transcription Service: Standard, Capitol
Representatives: John Keating, Duncan Scott, Joseph Hershey McGillvra
Membership: NAB
President-Owner: Carl E. Haymond
Dir. of Operations: James Murphy
Station Manager: Jerry Geenhan
Sales Promotion Manager, Publicity Director: Raymond McKenzie
Program Director: Ted Knightlinger
Musical Director: Janet Ferris
Chief Engineer: Max Bice
KTBI
TACOMA—EST. 1941
KBS
Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Operated By: Tacoma Bcstgs. Inc.
Address: 2715 Center St.
Phone Number: 2715, NW.
Air Time: 6:00 A.M.-6:00 P.M.
Transcription Service: Associated.
Membership: NAB, BMB
President: J. Quilliam
Gen. Mgr.-Prog. Dir.: Ormsby
Commercial Manager: Mitchell
Chief Engineer: Harold Dillon

KV I
TACOMA—EST. 1927
MBS—DON LEE
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Puget Sound Bcstg. Inc.
Business Address: Rust Bldg., Tacoma
Phone Number: Broadway 4211
Studio Addresses: Camlin Hotel, Seattle;
Rust Bldg., Tacoma
Transmitter Location: Point Heyer, Vashon Island, Wash.
Air Time: 5:30 A.M.-7:00 P.M.
News Service: AP
Transcription Service: Associated, Lang-Worth
Representative: George P. Hollenberg Co.
Membership: NAB
Pres.-Gen. Sta. Mgr.: Vernice Irwin
Commercial Manager: Earl T. Irwin
Sales Promotion Manager: Robert Hayward
Program Director: Dorothy D. Butler
Chief Engineer: D. M. MacDonough

KVAN
VANCOUVER—EST. 1939
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Vancouver Radio Corp.
Business-Studio Address: 707 ½ Main St.
Phone Numbers: Vancouver 150, Portland.
Ore. Becon 4927
Transmitter Location: Shore Smith Lake.
Portland, Oregon
Air Time: 6 A.M.-1 A.M.; 7 A.M.-12 P.M.
News Service: UP
Transcription Service: World, Standard
Representative: John Keating
Membership: NAB
President: Sheldon F. Sackett
General Manager: Fred F. Chitty
Asst. Manager, Commercial Manager: Marcus F. DeLaunay
Sales Promotion Manager: Alan Torbett
Program Director, Production Mgr.: Robert Deihl
Publicity Director, Farm Editor: George Conner
Chief Engineer: Edgar Means

KUJ
WALLA WALLA—EST. 1931
MBS—DON LEE
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By: KUJ Inc.
Business-Studio Address: 55 E. Main St.
Phone Number: 1230
Transmitter Location: U. S. Highway 410—3 mi. West Walla Walla City Center
Air Time: Unlimited
News Service: UP
Transcription Service: Langworth
Representative: Gilman, Nicol, John Keating
Membership: NAB, BMB
President-Gen. Sta. Mgr.: H. E. Studebaker
National Sales Manager: Don Wike
Local Sales Manager: Norval Armes
Program Director: Howard Rhoads
Public Relations: Don Keith Van Velzer
Chief Engineer: Milton MacLaflerry

KWBB
WALA WALA—EST. 1946
KBS
Frequency: 1490 Kc. Power: 250 Watts
Address: Book Nook Bldg.
Phone Number: 4103
Transcription Service: Thesaurus, Standard
News Service: AP
Representative: Grant
President: John W. Kendall
V.P.—Gen. Mgr.: Arthur W. Lindsay
Commercial Manager: Kenneth K. Williams
Program Director: Orville Claire Banks
Promotion Manager: Adaline Bussard
Chief Engineer: John L. Kelley

KPY
WENATCHEE—EST. 1929
ABC
Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By: Wescoast Bcstg. Co. Inc.
Business-Studio Address: 2nd & Columbia
Phone Number: 2757
Transmitter Location: Junction of Wenatchee & Columbia Rivers
Air Time: 6:00 A.M. to 12:05 P.M.
News Service: UP
Transcription Service: World, MM COLE
Representative: J. H. McGillvra, Keating Co.
Membership: NAB, BMB
President-Owner: R. Jones
General Sales Manager: J. W. Wallace
Commercial Sales Promotion Mgr.: Pat O’Halloran
Commercial Sales Promotion Manager: Pat O’Halloran
Production Manager: W. M. Green
Publicity Director: Dorothy E. Maus
Chief Engineer: Geo. Frese
KIMA
YAKIMA—EST. 1945
CBS
Frequency: 1460 Kc.  Power: 500 Watts
Business-Studio Address . Terrace Heights Rd.
Phone Number . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
WHIS
BLUEFIELD—EST. 1929
NBC
Frequency: 1440 Kc. 1000 Watts D., 500 Watts N. (CP 5000 Watts)
Owned-Operated By: Daily Telegraph Ptg. Co.
Business-Studio Address: 823 Commerce St.
Phone Number: 7114
Transmitter Location: Harry Heights
Air Time: 5 a.m.-12:30 a.m.
News Service: AP
Transcription Service: World Representative
President-Owner: H. I. Shott
General Mgr., Chief Engr.: P. T. Flammagan
Commercial Manager: C. H. Murphey
Program Director: Melvin Barnett

WCAS
CHARLESTON—EST. 1946
Frequency: 1400 Kc. 250 Watts
Owned-Operated By: Capitol Bcstg Corp.
Business Address: 1630 McCorkle Ave., SE
Phone Number: Capitol 37-503
Transmitter Location: 1600 McCorkle Ave., SE
Air Time: Unlimited
News Service: AP
Transcription Service: Langworth; Capitol Representatives; Gilman, Nicol & Ruthman
President: Garland F. Wilkinson
General-Station Manager: Joseph J. Herget
Commercial Manager: Robert E. Bell
Program Director: James M. Flenniken
Publicity Director: Robert E. Bell
Chief Engineer: William D. Stone

WCHS
CHARLESTON—EST. 1927
CBS—W. VA. NETWORK
Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By: Charleston Bcstg. Co.
Business-Studio Address: 1016 Lee St.
Phone Number: 28-131
Transmitter Location: Kanawha Country Club Rd.
Air Time: 5:30 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Standard Representative
President: John A. Kennedy
General Station Commercial Manager: Howard L. Chernoff
Sales Promotion Manager: Jack Hermon
Program Director: Berton Sonis
Chief Engineer: Odes E. Robinson

WGKV
CHARLESTON—EST. 1939
NBC
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kanawha Valley Bcstg. Co., Inc.
Business-Studio Address: 208 Dickinson St.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus Representative
President: Richard M. Venables
General-Station Manager: John S. Phillips
Promotion Manager: Raymond R. Rebhann
Program Director: C. P. Vogel, Jr.
Publicity Director: Raymond R. Rebhann
Chief Engineer: George Whiteman

WKNA
CHARLESTON—EST. 1946
ABC
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Joe L. Smith, Jr.
Business-Studio Address: 804 Kanawha Blvd.
Phone Number: 39-971
Transmitter Location: Tyler Mountain Rd.
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Standard Representative
President: Joe L. Smith, Jr.
General Station Commercial Manager: John T. Gelder
Sales Promotion Manager, Program Director: Frank E. Shaffer
Chief Engineer: Taylor Marcum
Farm Editor: Bill Gentry

WTIP
CHARLESTON—EST. 1946
MBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gus Zaharis
Business-Studio Address: Capitol & Fife
Phone Number: 20-136
Transmitter Location: Oakwood Road
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated Representative
President-General Manager: Gus Zaharis
Station Manager, Program-Publicity Director: Richard Glaser
Commercial Manager: Ernie Thomas
WPLH
HUNTINGTON—EST. 1946
MBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Huntington Bestg. Corp.
Business-Studio Address: 1105 Fourth Ave.
Phone Number: 33421
Transmitter Location: 16th St. & Jackson Ave.
News Service: AP
Transcription Service: Capitol & Standard Radio
Representative: Joseph Hershey McGillvra
Membership: NAB
President-General Manager: F. J. Evans
Commercial Manager: Bernard Sammons
Sales Promotion Manager: Lillian P. Swann
Program Director: Jay Caldwell
Publicity Director: Lucille Theen
Chief Engineer: William H. Hansher, Jr.

WSAZ
HUNTINGTON—EST. 1926
ABC—W. VA. NETWORK
Frequency: 930 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: WSAZ, Inc.
Business-Studio Address: 912½ Third Ave.
Phone Number: 4106
Transmitter Location: 28th St. W. & C. & O. R. R.
Air Time: 6 a.m-1 a.m.
News Service: AP
Transcription Service: Lang-Worth, SESAC
Representative: Branham
Membership: NAB, BMB
President: John A. Kennedy
General Manager: Howard L. Chernoff
Station-Commercial Manager: Marshall Rosene
Sales Promotion Manager:
Publicity Director: Lawrence Rogers
Program Director-Farm Editor: Ted Eiland
Production Manager-Chief Announcer:
Musical Director: Bert Shimp
Chief Engineer: Leroy Kilpatrick

WEPM
MARTINSBURG—EST. 1946
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Martinsburg Bestg. Co.
Business-Studio Address: W. King St., P. O. Box 874
Phone Number: 1146
Transmitter Location: W. King St.
Air Time: 16½ hrs. daily
News Service: AP
Transcription Service: World Membership: NAB, BMB
Partnership: C. M. Zinn & C. Leslie Golliday
General Manager: C. Leslie Golliday
Commercial Manager: E. W. Dockeney
Program Director: Amos Harper
Publicity Director: Ruby Ware
Chief Engineer: James Coale

WMON
MONTGOMERY—EST. 1946
MBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Fayette Associates, Inc.
Business-Studio Address: 1028 First Ave.
Phone Number: 620-821
Transmitter Location: 1028 First Ave.
Air Time: 6 a.m-12 M
News Service: AP
Transcription Service: World Membership: NAB
President, Commercial-Sales:
Promotion Manager: Andrew W. Vickers
Program Director: James M. Holmes
Production Manager: Sydney Henry
Chief Announcer: Paul Rhone
Musical Director: Jack Clement
Chief Engineer: Campbell Craver

WAJR
MORGANTOWN—EST. 1940
MBS—KBS
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: W. Va. Radio Corp.
Business-Studio Address: 446 Spruce St.
Phone Number: 9488-9489
Transmitter Location: 100 Charleston Ave.
Air Time: 7 a.m-12 M
News Service: AP
Transcription Service: World Representative: Homer Griffith Co.
Membership: NAB
President: H. C. Greer
General Manager: Numa Fabre, Jr.
Commercial Manager: John W. Johns
Sales Promotion Manager: F. G. Raese
Program Director: George Kapel
Publicity Director: Rosemary Pearson
Musical Director: Eleanor Negri
Chief Engineer: Ray Spence
WOAY
OAK HILL—EST. 1947
Frequency: 860 Kc. . . . Power: 1000 Watts d.
Owned-Operated By........ Robert R. Thomas, Jr.
Business-Studio Address... Oak Hill, W. Va.
Phone Number.................. 651
Air Time ......................... Local sunrise-sunset
News Service .................... AP
Transcription Service........... Capitol
Representative ................... Harry Friedenberg
Membership ..................... NAB, BMB
President-Owner, General-Manager,
Chief Engineer.................. Robert R. Thomas, Jr.
Station-Sales Promotion Manager, Program-
Publicity Director............. Harold B. Shaw
Chief Announcer............... Dennis Hollandsworth
Musical Director.............. Vincent W. Moon, Jr.
Farm Editor .................... Hugh McPherson

WCOM
PARKERSBURG—EST. 1947
ABC
Frequency: 1230 Kc. . . . Power: 250 Watts
Owned-Operated By........ Parkersburg Bcstg. Co.
Business-Studio Address... 317 Ninth St.
Phone Number............... 6800-1
Transmitter Location ...... 2801 New York Ave.
Air Time ....................... 6:55 a.m.—12:05 a.m.
News Service ................. UP
Transcription Service ...... World
Representative ................ Donald Cooke
Membership .................... NAB
General Manager ............. Carl L. Loose
Ass’t. Manager, Program
Director ....................... Paula M. Carr
Commercial Manager ........ Laurence V. Murphy
Publicity Director............ Mrs. Margaret Stern
Chief Announcer............. Michael Olds
Chief Engineer.............. Bulerid P. Barickman
Farm Editor .................. Dorothy Chadwick Rapp

WBWR
PARKERSBURG—EST. 1935
CBS
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By........ Ohio Valley Bcstg. Corp.
Business-Studio Address... 211 5th St.
Phone Number............... 2530
Transmitter Location ...... Route 2, Parkersburg,
W. Va., Box 109
Air Time ....................... 6:30 a.m.—1:05 a.m.
Transcription Service...... Standard, SESAC
Representative ................ Branham
President ...................... Austin V. Wood
Ex Vice-President, General
Manager ....................... Geo. H. Clinton
Educational Director, Sales
Promotion Manager .......... John W. Evans
Program Director........... Sherman Grimm
Chief Engineer .............. Vilah Brooks

WLOH
PRINCETON
MBS
Frequency: 1490 Kc. . . . Power: 250 Watts
Owned-Operated By........ Mountain Bcstg.
Business Address.......... Princeton
Phone Number ................. 587
News Service .................. UP
Transcription Service ...... Thesaurus
President ..................... Frank G. McKenzie
Gen.-Comm.-Prom. Mgr. .... Robert C. Woffenden

WRON
RONCEVERTE—EST. 1947
MBS
Frequency: 1400 Kc. . . . Power: 250 Watts
Owned-Operated By........ William E. Blake
Phone Number............... 300
Studio Address .......... Shanklin Building
Transmitter Location ...... Charlotte Heights
Air Time ....................... 5 a.m.—12 p.m.—8 a.m.—12 p.m., Sun.
News Service ................. AP
Transcription Service ...... Thesaurus
Representative .............. Joseph Hershey McGillvra
Membership .................. NAB
President, General-Station
Manager ....................... William E. Blake
Commercial Manager ........ Clyde Porterfield
Program Director........... Arch Holsten
Publicity Director, Chief Announcer, Art Kellar
Chief Engineer............... S. Herbert Jackson
Farm Editor .................. Arch Holsten

WBFW
WELCH—EST. 1940
MBS—KBS
Frequency: 1340 Kc. . . . Power: 250 Watts
Owned-Operated By........ MacDowell Service Co.
Business-Studio Address... Riverside Drive
Phone Number............... 818
Transmitter Location ...... Riverside Drive
Air Time ....................... 6 a.m.—12 M
News Service ................. AP
Transcription Service ...... Standard
Representative ................ Forjoe & Co.
Membership .................. NAB, BMB
President ..................... J. G. Hunt
General Manager ............ John P. Sinclair
Program Director........... John J. Villani
Chief Engineer .............. Howard R. King

WHAW
WESTON (CP)
Frequency: 1450 Kc. . . . Power: 250 Watts
Owned-Operated By........ Lewis Service Corp.
Business Address .......... 238 Main St.

684
W KW K
WHEELING—EST. 1941
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Community Bcastg. Inc.
Operated By: Radio Station WKW
Business-Studio Address: Pythian Building, 16th & Market Sts.
Phone Number: 5320
Transmitter Location: Pythian Building, 16th & Market Sts.
Air Time: 18 hours
News Service: UP
Transcription Service: NAB, BMB
President: Joe L. Smith, Jr.
General-Station-Commercial Manager: John B. Reynolds
Program Director, Production Manager: Albert H. Stewart
Publicity Director: Nancy A. Hilmes
Chief Announcer: Ray Vingt
Chief Engineer: Fred A. Baker

W W V A
WHEELING—EST. 1926
CBS
Estimated Population 3,283,000—% Increase 4.6—Radio Homes 829,246
Farms with Radios 156,442—Stations in State 41
Frequency: 1170 Kc. Power: 50000 Watts
Address: Hawley Bldg.
Phone Number: Wheeling 5383
Transmitter Location: St. Clairsville, Ohio
Air Time: 4:30 a.m.-1 a.m.; 7 a.m.-11 a.m. Sun.
News Service: AP
Transcription Service: Lang-Worth, Cole
Representative: Petry
Membership: NAB, BMB
President: George B. Storer
V.P. in chg. of Operations: Wm. E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Ass't Mgr.-Dir.: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Keim

W B T H
WILLIAMSON—EST. 1939
MBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Williamson Bcastg. Corp.
Business Address: 2nd Ave. at Court St.
Phone Number: 1241-2
Transmitter Location: 2nd Ave. at Court St.
Air Time: Unlimited
News Service: UP
Transcription Service: World Bcastg. System
Membership: NAB, BMB
President: Mrs. Lewis C. Tierney
General-Station-Commercial Manager: Alice Shein
Sales Promotion-Production Manager: Robert E. Spiros
Chief Engineer: Robert W. Bullio

W H B Y
APPLETON—EST. 1925
MBS—KBS
WISCONSIN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Address: 600 S. Lawe St.
Phone Number: 1161
Transmitter Location: 600 S. Lawe St.
Air Time: 6 a.m.-11 p.m.
News Service: AP
Representative: Griffith
Transcription Service: Lang-Worth
Membership: NAB, BMB
General Manager: Earl H. Huth
Commercial Manager: W. O. Forsow
Program Dir.-Prod. Mgr.: Rodger Mueller
Promotion Manager: F. Douglas Chingo
Chief Engineer: George Merkl

W A T W
ASHLAND—EST. 1940
MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Business-Studio Address: Northern State Bank
Phone Number: 1420
Transmitter Location: Ellis Ave.
Air Time: 6:25 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard Representative: The Walker Co.
Membership: BMB
President: William L. Johnson
General Manager & Vice-President: J. W. Huss
Assistant Station Manager: T. G. Hogan
Commercial Manager: J. A. Marta
Program-Musical Director: Mary Jean Anno
Production Manager: Arnold Peterson
Chief Engineer: Otto Link
W B I Z
EAU CLAIRE—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc.
Business Address 609 Cameron
Phone Number 2-1969
News Service UP
Transcription Service World
Commercial Manager Ray L. Waton
Program Director Fred Riddell
Traffic Manager Alvina Britz
Chief Engineer Claude Thomas

W E A U
EAU CLAIRE—EST. 1937
NBC—ARROWHEAD—NORTHWEST NETWORK
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By Central Bcstg. Co.
Address 203 S. Barstow St.
Phone Number 6149
Transmitter Location Symour Road
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth, Thesaurus
Representative George P. Hollingbery
Membership NAB, BMB
Pres.-Gen. Mgr. Walter C. Bridges
Commercial Manager James Clyde Riddle
Program Director Jack Kelly
Chief Engineer Thorwald O. Jorgenson

W R F W
EAU CLAIRE—EST. 1948
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By Chippewa Valley Radiio & Television Corp.
Business-Studio Address 21 1/2 S. Barstow St.
Phone Number 4170
Air Time Local sunrise-local sunset
President T. K. Werner
Station Manager Jack Kelly

K F I Z
FOND-DU-LAC—EST. 1922
MBS—WISCONSIN NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KFIZ Bcstg. Co.
Address 18 W. First St.
Phone Number 356
Transmitter Location 18 W. First St.
Air Time Unlimited
News Service UP
Membership NAB, BMB
Exec. V.P.-Prom. Mgr. Emery W. Martin
Gen.-Comm. Mgr. Lynn N. Fairbanks
Commercial Director Emery W. Martin
Program Director Lucille A. Fairbanks
Chief Engineer Wendall Meyers

W D U Z
GREEN BAY—EST. 1947
ABC
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Green Bay Bcstg. Co.
Business Address Nicolet Bldg.
Phone Number Howard 6300
News Service UP
Transcription Service SESAC, Lang-Worth
Representative Taylor-Howe-Enowden
Commercial Manager F. M. Cooper
Program Director Robert C. Nelson
Chief Engineer Paul C. Tyrrell

W J P G
GREEN BAY—EST. 1947
WISCONSIN NETWORK
Frequency: 810 Kc. Power: 1 Kw.
Owned-Operated By Green Bay Newspaper Company
Business Address Green Bay, Wisc.
Phone Number Howard 6400
Studio Address 428 Cherry St.
Transmitter Location Bellevue Rd., S. of Green Bay, Wisc.
Air Time Local sunrise-Local sunset
News Service AP
Transcription Service Thesaurus & Standard
Representative McGeehan & O’Mara
Membership NAB, FMA
General Manager A. B. Turnbull
Station Manager John W. Seller
Commercial Manager Glen Holmnecht
Program Director Russell Wido
Production Manager Bob Smith
Chief Engineer Elmo W. Reed

W T A Q
GREEN BAY—EST. 1922
CBS
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WHBY Inc.
Business-Studio Address Bellin Building
Phone Number Adams 1
Air Time 24 hours daily
News Service AP
Transcription Service World, SESAC
Representative Weed & Co.
Membership BMB
Managing-Director Rev. M. J. Beemster
General-Station Manager Haydn R. Evans
Commercial Manager Al Michel
Sales Promotion Manager, Publicity Director Lee Stinson
Program Director Clair Stone
Chief Announcer Don Arthur
Musical Director Clarence Edges
Chief Engineer Wallace E. Stangel
Farm Editor Eddy Jason
**W C L O**  
JANESVILLE—EST. 1930  
MBS—WISC. NETWORK—KBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Southern Wisconsin Radio, Inc.  
Business-Studio Address: 200 E. Milwaukee St.  
Phone Number: 2550  
Transmitter Location: 1436 Oakhill Ave.  
Air Time: Unlimited  
News Service: AP  
Transcription Service, Lang-Worth & Thessaurus  
Representative: Rambeau  
Membership: NAB, BMB  
Chief Executive: Sidney H. Bliss  
General-Commercial Manager: Vern W. Willliams  
Promotion Manager: Joseph G. Urban  
Chief Engineer: Wayne Clay  
Farm Editor: Grant H. Ritter  

**W L I P**  
KENOSHA—EST. 1947  
Frequency: 1050 Kc. Power: 250 Watts  
Owned By: Kenosha Bcstg. Co.  
Operated By: Wm. L. Lipman  
Business-Studio Address: 625-57th St.  
Phone Number: 6162  
Transmitter Location: 625-57th St.  
Air Time: Day  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: J. P. McKinney & Son  
Membership: NAB  
Chief Executive, General-Station Manager: Wm. L. Lipman  
Commercial Manager: John Livingston  
Program-Publicity Director: Richard V. Driscoll  
Chief Engineer: Willard L. Thiel  
Farm Editor: Lee Edwards  

**W K B H**  
LA CROSSE—EST. 1923  
NBC  
Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: WKBH Incorporated  
Business-Studio Address: 409 Main St.  
Phone Number: 450  
Transmitter Location: Gillette St. near Highway 16, La Crosse  
Air Time: 6 a.m.-12 p.m.  
News Service: AP  
Transcription Service: Lang-Worth & World  
Representative: Taylor-Howe-Snowden  
Membership: NAB, BMB  
General Manager: Howard Dahl  
Program Director: Berneice Callaway  
Production Manager: Ray Plamadore  
Musical Director: Beverly Dittman  
Chief Engineer: Alvin Leeman  

**W K T Y (CP)**  
LA CROSSE—EST. 1947  
ABC  
Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Bermac Radio, Inc.  
Business-Studio Address: State Bank Bldg.  
Phone Number: 4379  
Transmitter Location: Lang Drive  
Air Time: 6 a.m.-12 M & 8 a.m.-12 M. Sun.  
News Service: UP  
Transcription Service, Standard: Margaret B. Mac Lennan  
General-Station Manager: E. W. Berg  
Commercial Manager: Millard Berg  
Sales Promotion Manager: Robert A. Gaumer  
Program Director, Production Manager: Joe N. Snyder  
Chief Announcer: Carlton Beaudette  
Chief Engineer: Albert L. Rauscher  

**W L D Y (CP)**  
LADYSMITH  
Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By: O. I. Falge  
Business Address: Highway 8  
News Service: UP  
President: O. I. Falge  
Gen.-Comm.-Prom. Mgr.-Prog. Dir.: Loren F. Bridges  
Chief Engineer: Darrell H. Holbrook  

**W I B A**  
MADISON—EST. 1925  
NBC  
Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Operated By: Badger Bcstg. Co.  
Business-Studio Address: 110 E. Main St.  
Phone Number: Fairchild 8800  
Transmitter Location: Town of Fitchburg, Dane County, Wisc.  
Air Time: 6 a.m.-12M  
News Service: AP, UP  
Transcription Service: Standard  
Representative: Avery-Knodel  
Membership: NAB, BMB  
President: William T. Evjue  
General Manager: Kenneth F. Schmitt  
Business Manager: Howard A. Johnson  
Program Director: Robert N. Dick  
Publicity Director: Peg Bolger  
Musical Director: Virginia Hodell  
Chief Engineer: Norman Hahn  
Farm Editor: Chuck Mittlestadt
WKOW
MADISON—EST. 1945
MBS
Frequency: 1070 Kc. Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By: Monona Bcstg. Co.
Address: 215 W. Washington Ave.
Phone Number: Gifford 7100
Transmitter Location: McFarland, Wisc.
Air Time: 18½ hrs. daily
News Service: UP
Representative: Headley-Reed Co.
Membership: NAB
President: Stewart Watson
Gen.-Comm.-Sales Prom. Mgr.-Dir.: Harry H. Packard
Prog. Supervisor-Prod. Mgr.-Mus. Mgr.: Kenneth W. Dillon
Chief Announcer: R. B. Streeter
Chief Engineer: V. A. Vanderheiden
Farm Editor: Buck Leverton

WOMT
MANITOWOC—EST. 1926
MBS—WISCONSIN—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Francis M. Kadow
Business-Studio Address: Radio Building
Phone Number: 5015-6015-7015-8015
Transmitter Location: Mikadow Theater Bldg.
Air Time: 6:57 a.m.-6:00 p.m.
News Service: UP
Transcription Service: World
Representative: McGeehan & O'Mara
Membership: NAB
President, General-Station-Commercial Manager, Publicity:
Director: Francis M. Kadow
Sales Promotion Manager: Robert Churchill
Program Director, Production:
Manager: George H. Erdman
Chief Announcer: Jack Leon
Musical Director: El. Roy
Chief Engineer: W. F. Duben
Farm Editor: A. E. Reedy

WMAM
MARINETTE—EST. 1939
NBC
Owned-Operated By: M & M Bcstg. Co.
Business-Studio Address: Radio Park, foot of Wells St.
Phone Number: 570

WISCONSIN'S newest and MOST POWERFUL RADIO STATION
WKOW
AFFILIATED M. B. S.
MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY
WISCONSIN

WDLB
MARSHFIELD—EST. 1947
KBS
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Dairyland's Bestg. Service, Inc.
Business-Studio Address: 1710 N. Central Ave.
Phone Number: 1212
Transmitter Location: 1710 N. Central Ave.
Air Time: 6:30 a.m.-12 p.m.; 7 a.m.-10 p.m., Sun.
News Service: UP
Transmission Service: World-SESAC-Keyseion
Representative: Homer Griffith
President: Lloyd L. Felker
General-Station Manager: George F. Myer
Commercial-Sales Promotion Manager: Robert W. Behling
Program Director: Roy LaMere
Chief Engineer: Gerald J. Boos

WIGM
MEDFORD—EST. 1941
KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Dairyland's Bestg. Service, Inc.
Business-Studio Address: Medford
Phone Number: 5147
Transmitter Location: Highway 13
Air Time: 7:30 a.m.-10 p.m., 8-6, Sun.
News Service: UP
Transmission Service: SESAC
President: Lloyd L. Felker
General-Station Manager: George F. Myer
Commercial-Sales Promotion Manager: Irma Meyer
Program Director: Dick Johnson
Chief Engineer: Raymond Bohnert
Farm Editor: Homer Porter

WEMP
MILWAUKEE—EST. 1935
ABC
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Milwaukee Bestg. Co.

Wisconsin-Studio Address: 710 N. Plankinton Ave.
Phone Number: Marquette 772.
Transmitter Location: 5335 W. McKinley Blvd.
Air Time: 6 a.m.-1 a.m.
News Service: UP
Transmission Service: Capitol Library
Representative: Avery-Knodel
President: Robert M. LaFollette
General-Station Manager: Hugh K. Boice, Jr.
Commercial Manager: John Gagliano
Sales Promotion Manager, Publicity Director: Karl Gierhahn
Program Director, Production Manager: Bert Mulroy
Chief Announcer: Tom Shanahan
Musical Director: Elmer Ihke
Chief Engineer: Rolland Paske

WEXT
MILWAUKEE—EST. 1947
Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By: WEXT, Inc.
Business Address: Century Bldg.
Phone Number: Marquette 6542
News Service: INS, UP
Transmission Service: SESAC, Capitol
Representative: Young
President: Gerald A. Bartell
Gen.-Comm. Mgr.: John M. Printup
Station Manager: Albert B. Gale
Promotion Manager: Lee K. Beznor
Program Director: Roso B. Evans
Chief Engineer: Ralph E. Evans

WFOX
MILWAUKEE—EST. 1946
Frequency: 860 Kc. Power: 250 Watts
Business-Studio Address: 739 North Broadway
Phone Number: Broadway 1272-3-4
Transmitter Location: 208 East Wisconsin
Air Time: Local sunrise-local sunset
News Service: AP
Transmission Service: Standard
Representative: Joseph Hershey McGillivray
President, General-Station Manager: Charles J. Lanphier
Program Director, Production Manager: Carl Zimmermann
Publicity Director: Grace Landre
Chief Announcer: Paul Bartell
Musical Director: Walter Behl
Chief Engineer: George A. Dodge
Farm Editor: John Van Osch
Address............. 123 W. Michigan St.
Phone Number...........Daly 6474
Transmitter Location... Town of Greenfield
Air Time.............. 6 a.m.-M.
News Service.......... UP, INS
Transcription Service... World, Standard
Representative........ The Katz Agency
Membership............ NAB, BMB
General Manager....... G. W. Grignon
Local Commercial Mgr... R. E. Shireman
Program Director...... Jack Raymond
Promotion Manager..... Ellis Saxton
Chief Engineer........ Donald A. Weller

WMAW
MILWAUKEE—EST. 1948

Frequency: 1250 Kc.  Power: 5000 Watts
Owned By............. Midwest Bcstg. Co.
Business-Studio Address: 723 N. Third St.
Phone Number...........Daly 2154
Transmitter Location... S 118th & West Grange,
Hales Corners, Wisconsin
Air Time.............. Unlimited
News Service.......... UP
Transcription Service... Associated, Lang-Worth
Representative........ Free & Peters
V. P., Gen. Mgr........ George E. Ingham
Asst. General Manager... Woods O. Dreyfus
Commercial Mgr......... James G. Sandison
Program Director...... Charles G. Chan
Production Manager..... Hal Walker
Promotion Mgr........... Paul Miles
Chief Engineer........ R. H. Host

WMLO
MILWAUKEE—EST. 1947

Frequency: 1290 Kc.  Power: 1000 Watts
Owned-Operated By..... Cream City Bcstg. Co.
Business-Studio Address: 2625 W. Vicus Ave.
Phone Number........... West 1290
Transmitter Location... Whitefish Bay
Air Time.............. 6 a.m.-local sunset
News Service.......... UP
Transcription Service... Cole, Lang-Worth
Representative........ For Joe & Co.
Membership............ NAB
Chief Exec., V. P., Gen. Mgr...... Jerome Sill
Commercial Manager.... Dale F. Darr
Sales Promotion Manager.. Richard E. White
Program Director....... Lan Singer
Chief Engineer.......... Paul Mueller

WTMJ
MILWAUKEE—EST. 1927

Frequency: 620 Kc.  Power: 5000 Watts
Owned-Operated By..... The Journal Co.
Business Address........ 335 W. State St.
Phone Number........... Marquette 6000
Studio Address........ 720 E. Capitol Dr.

Wosh
OSHKOSH—EST. 1941

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By..... Oshkosh Bcstg. Co.
Business-Studio Address: 1512 Main St.
Phone Number........... Stanley 4580
Transmitter Location... County Trunk A, Bowen St. Rd.
Air Time.............. 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.
Sun.
News Service.......... UP
Transcription Service... World
Representative........ Donald Cooke
Membership............ NAB, BMB
Senior Partner & Executive
Director............. Myles H. Johns
General Manager....... George Greeley
Commercial Manager.... Allen Embury
Program Director....... Sherwood Lorenz
Chief Engineer.......... Glen Wheeler

WNAM
NEENAH—EST. 1947

Frequency: 1280 Kc.  Power: 1000 Watts
Owned-Operated By..... Neenah-Menasha Bcstg. Co.
Phone Number........... 4615
Transmitter Location... Rt. 1, Neenah
Air Time.............. 6 a.m.-local sunset
News Service.......... UP
Transcription Service... World
Representative........ Rambeau
Membership............ NAB, BMB
V. P., Gen. Mgr........ Don C. Wirth
Commercial-Sales Promotion Manager........... Karl Gorsche
Program-Publicity Director, Farm
Editor.............. Howard Hanson
Production Manager, Chief
Announcer............ Don Cavitt
Musical Director....... Marion Maves
Chief Engineer.......... E. W. Fliegel
WOBT
PELICAN—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Oneida Bstg. Co.
Business Address: 29 Frederick St., Rhinelander, Wisc.

WIBU
POYNETTE—EST. 1925
MBS—WISC. NETWORK—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Wm. C. Forrest
Business Address: 29 Frederick St., Rhinelander, Wisc.
Phone Number: 97
Transmitter Location: RFD No. 2, Poynette
Air Time: 6:30 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard, SESAC
Representative: Burn-Smith
President, General-Station Manager, Farm Editor: Wm. C. Forrest
Commercial-Sales Promotion-Production Mgr.: Ralph O'Connor
Publicity Director: Sarah Forrest
Chief Announcer: Lee Wesner
Musical Director: George Gross
Chief Engineer: L. Stanley Sadler

WRJN
RACINE—EST. 1928
ABC—WISCONSIN NETWORK—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Racine Bstg. Corp.
Business Address: 441 Main St.
Phone Number: 290-121
Transmitter Location: Mi. Pleasant
Air Time: 6:15 a.m.-10:15 p.m.
News Service: AP
Representative: Walker Co.
Membership: NAB, BMB, FMA
President: Frank R. Starbuck
General Manager: Harry R. LePoidevin
Station-Commercial Mgr.: Harold J. Newcomb
Program Director: Lyman Menes
Publicity Director: Amelia A. French
Chief Engineer: Francis Lee Dechant

WOBT
RHINELANDER—EST. 1947
MBS—KBS
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Oneida Bstg. Co.
Business-Studio Address: 1240
Phone Number: 1240
Transmitter Location: Route 8 East
Air Time: 6:45 a.m.-11 p.m.
News Service: UP

Transcription Service: Lang-Worth
Membership: NAB
President: John R. Tomek
General Manager: Geo. A. Richards
Sales Promotion Manager: Gregory McElrone
Program Director: Clyde D. Lake
Chief Engineer: Chas. Bresette

WJMC
RICE LAKE—EST. 1939
MBS—ARROWHEAD NORTHWEST
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WJMC, Inc.
Business-Studio Address: 1615 S. Main St.
Phone Number: 550
Air Time: 6:25 a.m.-11 p.m.
Transcription Service: Associated
Representative: Geo. P. Hollingberry
Membership: BMB
President: Walter C. Bridges
Station Manager: Greg Rouleau
Program Director, Farm Editor: Harry Wills
Publicity Director: Betty Gregory
Chief Engineer: Robert Kolsky

WHBL
SHEBOYGAN—EST. 1924
ABC—WISC.
Owned-Operated By: WHBL, Inc.
Business-Studio Address: Press Bldg.
Phone Number: 4844
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Membership: NAB, BMB
President: A. Matt Werner
General-Commercial Mgr.: G. F. Richards
Program Director: Glen James
Publicity Director: Doris Domnie
Chief Engineer: Herbert J. Mayer

WDSM
SUPERIOR—EST. 1937
ABC—NORTHLAND NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Ridson, Inc.
Business-Studio Address: Nation Bldg.
Phone Number: 4451
Air Time: 6:25 a.m.-11:30 p.m.
News Service: AP
Transcription Service: Lang-Worth, SESAC
Representative: Free & Peters
Membership: NAB
President: Robert Ridder
General-Station Mgr.: Carl Bloomquist
Commercial Manager: Clifford Lue
Program Director: Lewis Martin
Chief Engineer: Melvin Losky

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**WISCONSIN— WYOMING**

**WSBR**
SUPERIOR—EST. 1946  
KBS

Frequency: 1490 Kc.  .  .  .  .  .  .  .  .  .  Power: 250 Watts  
Owned-Operated By: WSBR, Inc.  
Address: 1st & Baker Ave.  
Phone Number: Melrose 4794  
News Service: AP  
Transcription Service: Standard  
President: Ford S. Campbell  
General Manager: James J. Conroy  
Comm. Mgr.-Prog. Dir.: Arthur C. Robinson  
Promotion Manager: Laurie E. Carlson  
Chief Engineer: Olaf N. Gabrielson

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**WAUX**
WAUKESHA—EST. 1946

Frequency: 1510 Kc.  .  .  .  .  .  .  .  .  Power: 250 Watts d.  
Owned-Operated By: Waukesha Bcstg. Co.  
Business Address: 319 W. Main St.  
Phone Number: 6619  
Transmitter Location: Highway 18  
Air Time: 6:30 a.m.-sunset  
Transcription Service: Cole  
News Service: AP  
President: Carl Taylor  
Vice President: Lloyd Berlingham  
Seyc.-Treas.: Russ Salter  
General Manager: Mig Figi  
Program Director: Ralph Andrews  
Chief Engineer: Charles Kaetel

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**WFHR**
WISCONSIN RAPIDS—EST. 1940  
MBS—WISC. NETWORK

Frequency: 1340 Kc.  .  .  .  .  .  .  .  .  Power: 250 Watts  
Owned-Operated By: William F. Huffman  
Business Address: 141 W. Grand Ave.  
Phone Number: 1340  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol  
Membership: NAB, BMB  
President: William F. Huffman  
General Mgr.: Geo. T. Frechet  
Commercial Manager: Bruce G. Belch  
Production Manager: Arnie Strape  
Chief Engineer: Victor W. Nickel

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**WSAU**
WAUSAU—EST. 1937  
CBS

Frequency: 1400 Kc.  .  .  .  .  .  .  .  .  Power: 250 Watts  
Owned-Operated By: The Journal Co.  
Business-Studio Address: 125 3rd Street  
Phone Number: 6521  
Air Time: 6:30 a.m.-11:05 p.m.  
News Service: AP  
Transcription Service: World  
Representative: Edward Petry  
V. P., Gen. Mgr.: Walter J. Damm  
Station Manager: Ben F. Hovel  
Commercial Manager: J. W. Killeen  
Chief Engineer: R. W. Richardson

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**Wyoming**

Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626  
Farms with Radios 11,332—Stations in State 9

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**KDFN**
CASPER—EST. 1930  
MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1470 Kc.  .  .  .  .  .  .  .  .  Power: 1000 Watts  
Owned-Operated By: Donald L. Hathaway  
Business-Studio Address: Box 930  
Phone Number: 407  
Transmitter Location: Box 930  
Air Time: 6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m., Sun.  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Sears & Ayer; Avery-Knodel  
Membership: NAB, BMB  
Owner, General Mgr.: Donald L. Hathaway  
Commercial Manager: Frederic Husmith  
Program Director: Marcus R. Nichols  
Production Manager: William Shults  
Publicity Director: John McEvedy  
Chief Engineer: Donald L. Hathaway

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**KVOC**
CASPER—EST. 1946  
ABC

Frequency: 1230 Kc.  .  .  .  .  .  .  .  .  Power: 250 Watts  
Owned-Operated By: KVOC Bcstg. Co.  
Business Address: 1540 So. Wolcott St.  
P. O. Box 2090  
Phone Number: 130  
Transmitter Location: 1540 So. Wolcott St.  
P. O. Box 2090  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Standard  
Membership: NAB, BMB  
President: E. E. Hanway  
Gen.-Sta. Mgr.: John R. Bailey, Jr.  
Comm.-Sales Prom. Mgr.: D. R. Christopher  
Program Director: E. L. Rock  
Publicity Director: Kathryn L. Warner  
Chief Engineer: G. L. Schmehl

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K F B C
CHEYENNE—EST. 1940
ABC—PURPLE SAGE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bstg. Co.
Business-Studio Address: Plains Hotel
Phone Number: 4461
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: Thesaurus
Membership: NAB, BMB
President: Tracy S. McCracken
Treasurer: General-Station Mgr.: Wm. C. Grove
Sales Promotion Manager: Robert True
Program Director: Dale Sunderland
Production Manager: Chuck Maxwell
Chief Engineer: Harold Roberts

K O D I
CODY—EST. 1947
MBS—WYOMING NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Absaroka Bstg. Co.
Business-Studio Address: Cody
Phone Number: 444
Transmitter Location: 1/2 mi. S. of Cody, Wyo.
Air Time: 6:30 a.m.-10 p.m.
News Service: AP
Transcription Service: World, Cole
Membership: NAB
President: General Mgr.: Breck Moran
Program Director: Louise G. Metz
Chief Engineer: Phillip H. Barnhart

K P O W
POWELL—EST. 1941
MBS—INTERMOUNTAIN—KBS
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By: Albert J. Meyer
Business Address: 243 E. 2nd St.
Phone Number: 222
Transmitter-Studio Location: 2 mi. S. of Powell
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: Cole, SESAC
Representative: Avery-Knodel
Membership: NAB, BMB
President: General Mgr.: A. I. Meyer
Commercial Manager: Del Brandt
Chief Engineer: Del Brandt

K R A L
RAWLINS—EST. 1947
ABC—PURPLE SAGE NETWORK—KBS
Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Rawlins Bstg. Co.
Business-Studio Address: Rawlins
Phone Number: 1015
Air Time: 6:30 a.m.-10:30 p.m.
Transcription Service: Thesaurus
President: Tracy S. McCracken
General-Station Mgr.: Max M. Young
Program Director: Clark Grove
Chief Engineer: Clark Grove

K V R S
ROCK SPRINGS—EST. 1938
MBS—INTERMOUNTAIN—KBS
Business-Studio Address: 1307 Wyo. St.
Phone Number: 93-4
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
Pres.: Program Dir.: Archie L. McCracken
General-Commercial Mgr.: H. L. McCracken
Production Manager: Michael Reid
Chief Engineer: Archie W. Buchanan

K W Y O
SHERIDAN—EST. 1934
MBS—INTERMOUNTAIN—KBS
Owned-Operated By: Big Horn Bstg. Co., Inc.
Business Address: Box 727
Phone Number: 601-2
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: R. E. Carroll
General-Station Manager: J. W. Carroll
Commercial Manager: R. C. Epperson
Program Director: Nova Spracklen
Chief Engineer: Robert Crossthwaite

K W O R
WORLAND—EST. 1946
KBS
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Joseph P. Ernst
Address: Box 92
Phone Number: 308
News Service: AP
Air Time: 7 a.m.-11 p.m.
Owner-General Manager: Joseph P. Ernst
Commercial Manager: Mildred V. Ernst
Chief Engineer: Joseph P. Ernst
ALASKA'S TWO GREAT STATIONS

F A R-
FAIRBANKS, ALASKA
10,000 Watts—660 Kc.
Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Mantanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's BOOMING civilian population.

ANCHORAGE, ALASKA
5,000 Watts — 550 Kc.

KENI-

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.
Alaska

K B Y R (CP)
ANCHORAGE
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Keith Capper
Business Address: Box 1296

KENI*
ANCHORAGE—EST. 1948
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Transmitter Location: Chester Creek
Air Time: 6:30 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus Representative: Gilbert Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Manager: Alvin O. Bramstedt
Program Director: Allan B. Walker
Chief Engineer: Jack M. Walden

KFRB
FAIRBANKS—EST. 1924
ALASKA BCSTG. SYSTEM—KBS
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle 1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Engineer: Robert Nichols

KINY
JUNEAU—EST. 1936
ALASKA BCSTG. SYSTEM—KBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Fox 1040, Anchorage
Phone Number: Main 143
Studio Address: Decker Bldg, Juneau
Transmitter Location: Rock Fill, South Juneau
Air Time: 8 a.m.-10:17 p.m.
News Service: AP
Transcription Service: Keystone Representative: Pan American
Membership: NAB
Owner: William J. Wagner
Station Mgr., Pgm. Dir.: Richard Peter
Chief Announcer: John Quilico
Chief Engineer: O. A. Thorgaard

* Scheduled to go on air May 1, 1948
Alaska

KTKN
KETCHIKAN—EST. 1942
CBS
Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By: Wm. J. Wagner
Manager: Jim Fletcher
Program Director: Jim Kemp
Chief Engineer: Al Frazee

KIBH (CP)
SEWARD
Frequency: 1340 Kc. Power: 250 Watts
Business Address: Box 1040, 412 4th Ave.,
Owned-Operated By: Wm. J. Wagner
Anchorage, Alaska
Owner: Wm. J. Wagner

Hawaii

KHBC
HILO—EST. 1936
CBS—HAWAIIAN BCSTG. SYSTEM, LTD.
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Bcstg. System, Ltd.
Business Address: P. O. Box 1476
Phone Number: 3877; 2216
Transmitter-Studio Location: 1283 Kalanianaelo Ave.
Air Time: 6 a.m.-11 p.m.; 6:30 a.m.-11 p.m., Sun.
News Service: AP, INS
Transcription Service: Standard, World
Representative: Free & Peters
President, General Mgr.: J. H. Worrall
Station Manager: C. T. Thurston
Commercial Manager: Rex Wills, II
Program Director: Marion Stutes
Chief Engineer: Charles Lynn Rhoads

KIPA
HILO—EST. 1947
MBS—DON LEE
Frequency: 1110 Kc. Power: 1000 Watts
Owned-Operated By: Big Island Bcstg. Co., Ltd.
Business-Studio Address: 140 Haili St., P. O. Box 1602
Phone Number: 2177-8; 3858
Transmitter Location: 4.5 mi. W. of Hilo
Air Time: 6 a.m.-11:05 p.m.
News Service: UP
Transcription Service: Thesaurus, Lang-Worth
Representative: John Blair
General-Station Manager: A. H. Green
Commercial-Sales Promotion Manager: R. B. Groesbeck
Program-Musical Director: Ethyl Green
Publicity Director: Tom O’Brien
Chief Engineer: H. L. Marques

KGMB
HONOLULU—EST. 1936
CBS
Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Hawaiian Bcstg. System, Ltd.
Business-Studio Address: 1534 Kapiolani Blvd.
Phone Number: Honolulu 2323
Transmitter Location: 1534 Kapiolani Blvd.
Air Time: 5:45 a.m.-12:30 a.m.
News Service: UP
Transcription Service: Standard, AMP, World
Representative: Free & Peters
President, General-Station-Commercial Manager: J. Howard Worrall
Sales Promotion Manager, Program Director: E. Fitz Donnell, Jr.
Production Manager: Joe Lawrence Worthy
Publicity Director: Louis T. Dwyer
Chief Announcer: Leo Rumsey
Chief Engineer: Ernest G. Lindemann

KGU
HONOLULU—EST. 1922
NBC
Frequency: 760 Kc. Power: 2500 Watts
Owned-Operated By: Marion A. Mulrony
Address: P. O. Box 3110
Phone Number: 2311
News Service: UP
Transcription Service: Thesaurus
Air Time: 6 a.m.-11 p.m.
Representative: The Katz Agency
Pres.-Exec.-Gen. Mgr.: Lorrin P. Thurston
Comm.-Ass’t Mgr.: George T. Plummer
Program Director: Linton Latimer
Sales & Prom. Mgr.: Bernard E. Cooney
Station Manager-Chief Engr.: M. A. Mulrony
**K H O N**

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc.  Power: 5000 Watts
Owned-Operated By: Aloha Bcastg. Co., Ltd.
Business Address: P. O. Box 1380
Phone Number: 95295
Transmitter-Studio Location: 1810 Makanoe Lane
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Lang-Worth, Capitol
Membership: Standard, MacGregor
Representative: John Blair
Membership: NAB
President, Board of Directors: Harold T. Kay
General-Station Manager: Frank V. Webb, Jr.
Program Director: Robert F. Shield
Musical Librarian: Patricia Rivas

**K P O A**

HONOLULU—EST. 1946

Frequency: 630 Kc.  Power: 5000 Watts
Owned-Operated By: Island Bcastg. Co.
Business-Studio Address: 1330 Beretania St., P. O. Box 3439
Phone Number: 95281
Transmitter Location: Kapolei & Date Sts.
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President, General-Station Mgr.: John Keating
Commercial Manager: Richard Downie
Sales Promotion Manager: R. J. McCollum
Program-Publicity Director: Don Klein
Production Manager: Hal Lewis
Chief Announcer: Larry Grant
Musical Director: Wm. Silva
Chief Engineer: Robt. Bird

**K L O H**

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCASTG. SYSTEM

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Garden Island Publishing Co.
Business-Studio Address: Box 1748
Phone Number: 261. 361
Transmitter Location: 1 mi. N.E. of Lihue, Kauai
Air Time: 18½ hrs. daily
News Service: UP
Transcription Service: Standard, Capitol
Membership: NAB
General Manager: Charles J. Fern
Commercial Manager: Dwight Mossman
Program Director: Raymond K. Sasaki
Chief Engineer: Katashi Nose

**K M V I**

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc.  Power: 1000 Watts
Owned-Operated By: Maui Publishing Co., Ltd.
Business Address: P. O. Box 374
Phone Number: 996
Transmitter-Studio Location: Waahumanu Ave.
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard, MacGregor
Location: Lang-Worth, Cole
Representative: John Blair
Membership: NAB
President: J. Walter Cameron
General Manager: Ezra J. Crane
Commercial Manager: Charles C. Young
Program Director: Richard E. Mawson
Chief Announcer: Martin Sebastian
Musical Director: Robert Cooke
Chief Engineer: Robert Jones
The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

5000 Watts — Full Time — 860 Kc

DIRECTIONAL ANTENNA

N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office: 470 Park Avenue

ELdorado 5-6788
Puerto Rico

WCMN
ARECIBO—EST. 1947
Frequency: 1280 Kc.  Power: 1000 Watts
Owned-Operated By: Caribbean Bcstg. Co.
Business Address: Box 755
Phone Number: 589
Program Director: Grimaldi Grau
Chief Engineer: Jose Soler

WKVM
ARECIBO—EST. 1946
Frequency: 1230 Kc.  Power: 250 Watts
Owned By: American Colonial Bcstg. Co.

WRIA
CAGUAS—EST. 1947
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Inter-American Radio
Business Address: Aguilera & Corchado Sts.
Phone Number: 678
Pres.-Gen. Mgr.: Eduardo Biascoechea
Commercial Manager: Jorge L. Arzuaga
Prom. Mgr.-Prog. Dir.: Fermín F. Bonnin
Chief Engineer: Eduardo Biascoechea

WMDD
FAJARDO—EST. 1947
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Madrazo & Diaz Atiles
Business Address: Bunoz Rivera esq. Barcelo
Phone Number: 132
Transcription Service: SESAC
 Owners: Madrazo Atiles, Diaz Atiles
Gen.-Comm. Mgr.: Agustin R. Camunas
Program Director: Ruben Diaz Atiles
Chief Engineer: George Schellhas

WECW
MAYAGUEZ—EST. 1946
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Electronics Corp. of P.R.
Business Address: P. O. Box 791
Phone Number: 990
Studio Address: Post & Palmer Sts.
Transmitter Location: Guanajibo Rd.
Air Time: 6:30 a.m.-10:30 p.m.
Membership: P. R. Assn. of Broadcasters
President, General Mgr.: Santiago E. Caino
Program Director: Osvaldo Domenech
Chief Announcer: Aníbal Irizarry
Musical Director: Harold Rivera
Chief Engineer: Jesús M. Avilés

WKJB
MAYAGUEZ—EST. 1946
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Jose’ Bechara Jr.
Business Address: Box 1293
Phone Number: 983
Studio Address: Minerva St. No. 8
Transmitter Location: Guanajibo Ave.
Air Time: 16½ hrs. daily
Sta.-Comm. Sales Prom Mgr.: Rafael Izquierdo
Prog.-Musical Director: Arturo Cortes
Production Manager: Dieguita Rivera
Publ. Dir. Chief Announcer: Gilbert Mamary
Chief Engineer: Henry Fishbach

WORA
MAYAGUEZ—EST. 1944
Frequency: 1150 Kc.  Power: 1000 Watts
Owned-Operated By: Radio Americas Corp.
Business Address: Box 43
Phone Number: 1150
News Service: AP
President: Maj. Alfred R. de Arellano Jr.
General Manager: David Brown
Commercial Manager: Plinio Gonzalez
Promotion Manager: Reinaldo M. Dupont
Program Director: Juan Libre
Chief Engineer: Rafael Perez

WPBP
MAYAGUEZ—EST. 1946
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Paradise Bcstg. Co.
Phone Number: 24
Partners: Jose M. Sepulveda, Jose M. Rodriguez Quinones

WPRA
MAYAGUEZ—EST. 1937
BBC
Frequency: 990 Kc.  Power: 10,000 Watts
Business Address: P. O. Box 869
Phone Number: 269, 869
Studio Address: Rio Street corner of Mackinley St.
Transmitter Location: Barrio Sabanetos
Air Time: 16½ hrs. daily
Representative: Cox & Tanz
Membership: NAB
President, General Manager: Andres Camara
Station Manager: Luis E. Freyre
Commercial Manager: Virginia Di Cristina
Program Director: Esteban Rosado Baez
Production Manager: Natividad Lopez
Chief Engineer: Luis E. Freyre

699
2,000,000 AMERICAN CITIZENS IN PUERTO RICO

Their yearly purchases from the United States amount to the impressive figures of $225,000,000. And more impressive is the fact that their preferred dial is WIAC. Here indeed is a market that should not be overlooked. WIAC offers you full coverage of Puerto Rico, the Virgin Islands as well as partial coverage of all the West Indies.

WIAC
5000 WATTS
580 K C

Write for further details
Radio Station WIAC, Inc.
P. O. Box 4504
San Juan, Puerto Rico
"THE VOICE OF THE CARIBBEAN"
680 kc — San Juan, Puerto Rico — 10,000 watts

WAPA

FIRST in POWER—PROGRAMS—PERFORMANCE

Represented by
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Puerto Rico has more radios per 1,000 people than any country in the Caribbean.
RADIO STATION WIBS
VOICE OF THE TROPICS
SAN JUAN, PUERTO RICO
BOX 4809 — TELEPHONE 2-1558
STUDIOS AND OFFICES:
1105 FDEZ. JUNCOS AVE. — STOP 17
10,000 WATTS — 740 KILOCYCLES
FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942
Musical America—WNEL—1943 and 1944
International Highlights—WNEL—1943 and 1944
Melody Time—WIAC—1944
Associated Press News—WIAC—1944 and 1945
Musical America—WIAC—1945 and 1946
Preludio—WIAC—1946
Starlight—WIAC—1947
Unity Viewpoint—WAPA—1947
Sunset—WIBS—1947

WARNER AULL, announcer in English, Spanish and Portuguese.
Warner Aull has appeared as guest announcer on WKAQ
P. O. Box 4528
SAN JUAN, PUERTO RICO
<table>
<thead>
<tr>
<th><strong>WPAB</strong></th>
<th><strong>SAN JUAN—EST. 1939</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1370 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Porto Rican American Business</td>
<td>Phone Number: 783, 1177</td>
</tr>
<tr>
<td>Studio Address: 17, León St.</td>
<td>Air Time: Unlimited</td>
</tr>
<tr>
<td>News Service: AP</td>
<td>Membership: NAB</td>
</tr>
<tr>
<td>Treasurer-Manager: A. Giménez Aguayo</td>
<td>Commercial Manager: Antonio Miró</td>
</tr>
<tr>
<td>Chief Engineer: Fernando Zapater, Jr.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WPRP</strong></th>
<th><strong>SAN JUAN—EST. 1936</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1420 Kc.</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Voice of Puerto Rico, Inc.</td>
<td>Phone Number: 2-1448; 2-4271</td>
</tr>
<tr>
<td>Studio Address: 357 Ponce de León Ave.</td>
<td>Air Time: 6 a.m.-11 p.m.</td>
</tr>
<tr>
<td>Transcription Service: Thesaurus</td>
<td></td>
</tr>
<tr>
<td>Representative: Paul H. Raymer</td>
<td></td>
</tr>
<tr>
<td>President: José Ramón Quírones</td>
<td></td>
</tr>
<tr>
<td>General-Commercial Mgr.: Harwood Hull, Jr.</td>
<td></td>
</tr>
<tr>
<td>Program Director: Santiago García</td>
<td></td>
</tr>
<tr>
<td>Musical Director: Alicia Moreda</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: José A. Fernández</td>
<td></td>
</tr>
<tr>
<td>Farm Editor: Guillermo Atiles</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WAPA</strong></th>
<th><strong>SAN JUAN—EST. 1947</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 680 Kc.</td>
<td>Power: 10,000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: José Ramón Quírones Business</td>
<td>Phone Number: 2-4563</td>
</tr>
<tr>
<td>Address: Box 4563</td>
<td>Phone Numbers: 2-1300, 2-1309</td>
</tr>
<tr>
<td>Transmitter Location: Guaynabo, P. R.</td>
<td>Green Island</td>
</tr>
<tr>
<td>Air Time: 6 a.m.-12 M.</td>
<td></td>
</tr>
<tr>
<td>Transcription Service</td>
<td></td>
</tr>
<tr>
<td>Representative</td>
<td></td>
</tr>
<tr>
<td>General Mgr.</td>
<td></td>
</tr>
<tr>
<td>Program Director: Santiago García</td>
<td></td>
</tr>
<tr>
<td>Musical Director: Alicia Moreda</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: José A. Fernández</td>
<td></td>
</tr>
<tr>
<td>Farm Editor: Guillermo Atiles</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WITC</strong></th>
<th><strong>SAN JUAN—EST. 1947</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc.</td>
<td>Power: 500 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Electronic Enterprises Business Address: Box 3726, Santurce P. R.</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: SESAC</td>
<td></td>
</tr>
<tr>
<td>President: V. H. Meador</td>
<td></td>
</tr>
<tr>
<td>General Manager: Antonio Alfonso</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: George Mayer</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WNEL</strong></th>
<th><strong>SAN JUAN—EST. 1935</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 860 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Juan Piza Business Address: 258 Brau St.</td>
<td></td>
</tr>
<tr>
<td>Phone Numbers: 2-1300, 2-1309</td>
<td></td>
</tr>
<tr>
<td>Air Time: 6 a.m.-12 M.</td>
<td></td>
</tr>
<tr>
<td>Membership: NAB</td>
<td></td>
</tr>
<tr>
<td>Owner: Juan Piza</td>
<td></td>
</tr>
<tr>
<td>General Mgr.: Eli B. Canel</td>
<td></td>
</tr>
<tr>
<td>Commercial Mgr.: Rodolfo Blanco</td>
<td></td>
</tr>
<tr>
<td>Adv. &amp; Sales Promotion Mgr.: Camilo Fraticelli</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Robert Marye</td>
<td></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>WKBQ</strong></th>
<th><strong>SAN JUAN—EST. 1922</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 620 Kc.</td>
<td>Power: 5000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Radio Corp. of P. R. Business Address: WKBQ Bldg.</td>
<td></td>
</tr>
<tr>
<td>Phone Number: 2-2021</td>
<td></td>
</tr>
<tr>
<td>News Service: AP</td>
<td></td>
</tr>
<tr>
<td>Transcription Service: Associated Representative</td>
<td></td>
</tr>
<tr>
<td>General-Station Manager: A. P. del Valle</td>
<td></td>
</tr>
<tr>
<td>Commercial Manager: J. C. Irizarry</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Paul A. Girard</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WIBS</strong></th>
<th><strong>SANTURCE—EST. 1947</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 740 Kc.</td>
<td>Power: 10,000 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Jose E. del Valle Business Address: 52 Wilson St.</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Sabana Seca</td>
<td>Air Time: 6 a.m.-11 p.m.</td>
</tr>
<tr>
<td>Owner: Jose E. del Valle</td>
<td></td>
</tr>
<tr>
<td>General Mgr.: Adolfo Garcia Veve</td>
<td></td>
</tr>
<tr>
<td>Office Mgr.: Joséfa Llobet</td>
<td></td>
</tr>
<tr>
<td>Program Dir.: Herdy Yumar</td>
<td></td>
</tr>
<tr>
<td>Chief Engineer: Rafael Sánchez</td>
<td></td>
</tr>
</tbody>
</table>

(See Page 701)
Serving...

ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- intensive regional coverage
- ON THREE NETWORKS
- IN TWO LANGUAGES

Yours through the facilities of the CBC whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS all the best from the national and international fields assure a sponsor on a CBC network of a large, interested and responsive audience.

CBC DOMINION NETWORK
30 basic and 14 supplementary stations.
Intensive coverage of all major markets in all regions.

CBC TRANS-CANADA NETWORK
24 basic and 9 supplementary stations.
Comprehensive coverage coast to coast.

CBC FRENCH NETWORK
13 stations. Thorough coverage of Quebec and contiguous French speaking areas. Available in conjunction with either Trans-Canada or Dominion network.

COMMERCIAL DIVISION
CANADIAN BROADCASTING CORPORATION
354 Jarvis St., Toronto, Ont. 1231 St. Catherine St. W., Montreal, P.Q.
Stations

Alphabetical Index
By Call Letters

Networks
C A N A D I A N
Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.
National Program Office—354 Jarvis St., Toronto 5, Ont.
Engineering Division—Keefer Bldg., 1440 St. Catherine St., W.,
Montreal, Que.
1231 St. Catherine St., W., Montreal, Que.
1236 Crescent St., Montreal, Que.

EXECUTIVES and STAFF

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Dean Adrien Pouliot, Laval University, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
John J. Bowlen, Calgary, Alta.
(H. M. Palmer, secretary, 140 Wellington St.,
Ottawa, Ont.)
(one vacancy)

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
Dr. Augustin Frigon, General Manager
(also Keefer Bldg., 1440 St. Catherine St. W.,
Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Admin-
istrative Services
G. W. Richardson, Assistant Director of Per-
sonnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Wel-
fare
Marcel Carter, Supervisor of Administrative
Services
A. E. Tetu, Chief of Records
V. F. Segee, Editor, “RADIO” (CBC Staff Maga-
zine)
(354 Jarvis Street, Toronto 5, Ont.)
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Executive Assistant and Secre-
tary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.
E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager

W. R. Johnston, Supervisor of Acceptance and
Production
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.
Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Pro-
grams
Harry J. Boyle, Program Director Trans-Canada
Network
H. G. Walker, Manager, Dominion Network
Andrew Allan, Supervisor of Drama
W. H. Brodie, Supervisor of Broadcast Lan-
guage
D. Claringbull, Manager, Personnel and Ad-
ministrative Services
W. J. Dunlop, Special Assistant, Religious and
Institutional Broadcasts
Mary Grannan, Children’s Broadcasts
H. E. S. Hamilton, Technical Liaison Officer
(Engineering Division)
H. Hilliard, Supervising Engineer (Toronto Area)
E. W. Jackson, Traffic Manager
J. M. Kannawin, Supervisor of Presentation
R. S. Lambert, Supervisor of School Broadcasts
Elizabeth D. Long, Women’s Interests
J. N. Mogridge, Supervisor of Program Clear-
ance
D. C. McArthur, Chief News Editor
Neil M. Morrison, Supervisor of Talks and
Public Affairs
Fergus Mutrie, Supervisor of Farm Broadcasts
H. Z. Palmer, Program Administrative Officer
A. E. Powley, News Features Editor
J. Frank Willis, Supervisor of Feature Broad-
casts

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STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBA</td>
<td>Sackville, N. B.</td>
<td>714</td>
</tr>
<tr>
<td>CBF</td>
<td>Montreal, Que.</td>
<td>725</td>
</tr>
<tr>
<td>CBH</td>
<td>Halifax, N. S.</td>
<td>715</td>
</tr>
<tr>
<td>CBJ</td>
<td>Chicoutimi, Que.</td>
<td>725</td>
</tr>
<tr>
<td>CBK</td>
<td>Watrous, Sask.</td>
<td>730</td>
</tr>
<tr>
<td>CBL</td>
<td>Toronto, Ont.</td>
<td>721</td>
</tr>
<tr>
<td>CBM</td>
<td>Montreal, Que.</td>
<td>725</td>
</tr>
<tr>
<td>CBO</td>
<td>Ottawa, Ont.</td>
<td>719</td>
</tr>
<tr>
<td>CBK</td>
<td>Vancouver, B. C.</td>
<td>711</td>
</tr>
<tr>
<td>CBV</td>
<td>Quebec City, Que.</td>
<td>727</td>
</tr>
<tr>
<td>CFAB</td>
<td>Windsor, N. S.</td>
<td>716</td>
</tr>
<tr>
<td>CFAC</td>
<td>Calgary, Alta.</td>
<td>708</td>
</tr>
<tr>
<td>CFAR</td>
<td>Ft McLennan, Man.</td>
<td>712</td>
</tr>
<tr>
<td>CFBC</td>
<td>Saint John, N. B.</td>
<td>714</td>
</tr>
<tr>
<td>CFCF</td>
<td>Montreal, Que.</td>
<td>726</td>
</tr>
<tr>
<td>CFCH</td>
<td>North Bay, Ont.</td>
<td>719</td>
</tr>
<tr>
<td>CFCN</td>
<td>Calgary, Alta.</td>
<td>708</td>
</tr>
<tr>
<td>CFCO</td>
<td>Chatham, Ont.</td>
<td>717</td>
</tr>
<tr>
<td>CFCH</td>
<td>Charlottetown, P. E. I.</td>
<td>724</td>
</tr>
<tr>
<td>CFGP</td>
<td>Grande Prairie, Alta.</td>
<td>708</td>
</tr>
<tr>
<td>CFIC</td>
<td>Kamloops, B. C.</td>
<td>709</td>
</tr>
<tr>
<td>CFJM</td>
<td>Brockville, Ont.</td>
<td>716</td>
</tr>
<tr>
<td>CFJP</td>
<td>Riviere-Du-Loup, Que.</td>
<td>727</td>
</tr>
<tr>
<td>CFNB</td>
<td>Fredericton, N. B.</td>
<td>713</td>
</tr>
<tr>
<td>CFOR</td>
<td>Orilla, Ont.</td>
<td>719</td>
</tr>
<tr>
<td>CFOS</td>
<td>Owen Sound, Ont.</td>
<td>720</td>
</tr>
<tr>
<td>CFPA</td>
<td>Port Arthur, Ont.</td>
<td>720</td>
</tr>
<tr>
<td>CFPL</td>
<td>London, Ont.</td>
<td>718</td>
</tr>
<tr>
<td>CFPR</td>
<td>Prince Rupert, B. C.</td>
<td>710</td>
</tr>
<tr>
<td>CFQC</td>
<td>Saskatoon, Sask.</td>
<td>730</td>
</tr>
<tr>
<td>CFRA</td>
<td>Ottawa, Ont.</td>
<td>719</td>
</tr>
<tr>
<td>CFRB</td>
<td>Toronto, Ont.</td>
<td>723</td>
</tr>
<tr>
<td>CFRN</td>
<td>Edmonton, Alta.</td>
<td>708</td>
</tr>
<tr>
<td>CHAB</td>
<td>Moose Jaw, Sask.</td>
<td>729</td>
</tr>
<tr>
<td>CHAD</td>
<td>Amos, Que.</td>
<td>724</td>
</tr>
<tr>
<td>CHAT</td>
<td>Medicine Hat, Alta.</td>
<td>709</td>
</tr>
<tr>
<td>CHEF</td>
<td>Granby, Que.</td>
<td>725</td>
</tr>
<tr>
<td>CHEX</td>
<td>Peterborough, Ont.</td>
<td>720</td>
</tr>
<tr>
<td>CHGS</td>
<td>Summerside, P. E. I.</td>
<td>724</td>
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<tr>
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<td>Truro, N. S.</td>
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<td>CKGB</td>
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</table>
ALBERTA

CFAC
CALGARY—EST. 1922
CBC TRANS-CANADA-FOOTHILLS NETWORK
Frequency: 960 Kc...........Power: 5000 Watts
Business-Studio Address.....1000 Southam Bldg.
Phone Number ..............R-1036
Transmitter Location.......Midnapore, Alta
Air Time..................6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service..............Press News; BUP
Transcription Service......Thesaurus, World.
Associated
Representative...............All-Canada; Weed
Membership..................CAB-BBM
President....................H. R. Carson
Station Manager.............A. M. Cairns
Commercial Manager..........F. R. Shaw
Production Manager..........P. Freeman
Publicity Director..........W. Sutton
Chief Announcer...............A. Barker
Chief Engineer..............E. C. Connor

CFRN
EDMONTON—EST. 1934
CBC—DOMINION NETWORK
Frequency: 1260 Kc...........Power: 5000 Watts
Owned-Operated By...........Sunwapta Bcstg. Co.
Business-Studio Address.....109 CPR Bldg.
Phone Number ..............22101
Transmitter Location.......Jasper Highway—6 mi.
W. of Edmonton
Air Time..................6:30 a.m.-12 M.
News Service..............BUP
Transcription Service......Lang-Worth, Standard.
Cole, UTS
Representative...............Radio Representatives
Membership..................CAB
President, General-Station Mgr.....G. R. A. Rice
Assistant Mgr................A. J. Hopps
Commercial Manager..........C. R. Holmes
Program Director.............G. A. Duffield
Publicity Director..........T. A. Graham
Musical Director.............J. Forbes
Chief Engineer...............F. G. A. Makepeace

CJCA
EDMONTON—EST. 1922
TRANS-CANADA NETWORK—CBC
Frequency: 930 Kc...........Power: 5000 Watts
Owned-Operated By...........Taylor & Pearson Bcstg.
Co.
Business-Studio Address.....810 Bldg.
Phone Number ..............26131
Transmitter Location.......Ellerslie
Air Time..................6:15 a.m.-12 M.
News Service..............CP
Transcription Service......World, Thesaurus, Standard
Representative...............All-Canada, Weed
Manager......................G. S. Henry
Assistant Manager..........J. R. L. Barnes
Commercial Manager..........A. H. Nicholl
Sales Promotion Manager.....T. A. Shandro
Production Manager..........Dalt Elton
Chief Engineer...............Frank Hollingworth

CJCF
GRANDE PRAIRIE—EST. 1937
CBC—TRANS-CANADA—FOOTHILLS NET.
Frequency: 1050 Kc...........Power: 1000 Watts
Owned By....................Northern Bcstg. Corp., Ltd.
Operated By.................Taylor, Pearson & Carson, Ltd.

708
Business-Studio Address... Richmond Ave. 6
99th St.
Phone Number... Private Exchange No. 109
Transmitter Location... Clairmont Highway
Air Time... 6:55 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Thesaurus, Cole
Representative... All-Canada, Weed
Membership... CAB, WAB, CAB.
President... J. Thomson
General-Station Mgr... Arthur J. Balfour
Commercial-Sales Promotion Manager... John Soars
Program Director... Gordon Cockburn
Production Manager... Frank Thompson
Publicity Director... Kay Anderson
Chief Announcer... John Wilson
Musical Director... Gordon Pearcy
Chief Engineer... R. H. Williams

C J O C
LETHBRIDGE—EST. 1926
TRANS-CANADA
Frequency: 1220 Kc.  Power: 5000 Watts
Owned-Operated By... Lethbridge Bcstr. Ltd.
Address... Marquis Hotel Bldg.
Phone Number... 3161
Transmitter Location... Broxburn, Alberta
Air Time... 18 hours daily
News Service... PN
Transcription Service... NBC, Thesaurus.
Lang-Worth
Representative... Weed, All-Canada
General Manager... W. William Guild
Commercial Manager... Cameron A. Perry
Prog. Manager... George A. Brown
Promotion Director... Norman V. Fisher
Chief Engineer... Robert E. Reagh

C H W K
CHILLIWACK—EST. 1927
CBC—DOMINION NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By... Fraser Valley Bcstrs. Ltd.
Business-Studio Address... 50 Yale Rd. East
Phone Number... 7511-21
Transmitter Location... Prest Rd.
Air Time... 7 a.m.-10:30 p.m.
Transcription Service... UTS, Cole
Representative... All-Canada, Weed
President... C. Casey Walls
General Manager... Jack Pilling
Commercial Manager... W. G. Teetzel
Production Manager... J. M. Maclachlan
Chief Engineer... Jack Pilling

C J D C
DAWSON CREEK—EST. 1947
Frequency: 1350 Kc.  Power: 1000 Watts
Owned-Operated By... Wilma Moore
Business Address... Dawson Creek
Station Manager... Gordon H. Cummings
News Service... PN
Transcription Service... NBC, Thesaurus.
Lang-Worth
Representative... Weed, All-Canada
General Manager... W. William Guild
Commercial Manager... Cameron A. Perry
Prog. Manager... George A. Brown
Promotion Director... Norman V. Fisher
Chief Engineer... Robert E. Reagh

C H A T
MEDICINE HAT—EST. 1946
DOMINION SUPPLEMENTARY
Frequency: 1270 Kc.  Power: 1000 Watts
Owned-Operated By... Monarch Bcstr. Co. Ltd.
Business-Studio Address... 520 First St.
Phone Number... 2821-2-3
Transmitter Location... Roytal, Alberta
Air Time... 6:30 a.m.-11:30 p.m.
News Service... UP
Transcription Service... Standard
Representative... All-Canada, Weed
Membership... CAB
President... J. H. Yuill
Station-Commercial Mgr... R. J. Buss
Program Director... Bart Brown
Publicity Director... Bette Kreller
Chief Engineer... J. M. Ellis

C F J C
KAMLOOPS—EST. 1926
TRANS-CANADA
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Operated By... Sentinel Publ. Ltd.
Operated By... Radio Station CFJC
Address... 310 St. Paul St.
Phone Number... 1021
Transmitter Location... North Kamloops
Air Time... 16 hours daily
Representative... All-Canada Radio Facilities.
Ltd.; Weed & Co.
News Service... PN
Membership... CAB, BBM
General Manager... Ian G. Clark
Director... Walter Harwood
Commercial Manager... R. J. Innes

C K O V
KELOWNA—EST. 1931
CBC
Frequency: 630 Kc.  Power: 1000 Watts
Owned-Operated By... Okanagan Bcstrs. Ltd.
Business-Studio Address... Radio Bldg.
Phone Number... 200-496
Transmitter Location: Okanagan Mission, B. C.
Air Time: 16 hrs. daily
News Service: Press News
Transcription Service: World. Thesaurus.

CBC—Power: Tom Lang

Power: Hugh Power
PN Canadian
3rd Dr.

Power: CAB
Joan Power
Wm. Lloyd
Sheila Telford
Al 3000

CAB—Power: Powell

Power: Cecil Powell

BMB AP. Art
140 J. World CJAV G. Frank
Bill Watts
Wm. J.

Membership
Transcription
News Representative.
Sales Representative.
General Manager.
Business Studio.
Frequency:

Canadian

News Station Representative.
Air Chief
Ownership

Frequency:

Air

News Studio.
Frequency:

News

Phone

Frequency:

Business

Membership

General

News

Announce.

Air

Location

News

President,

Sales

By.

Manager,

3rd

By.

Hotel

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CKAT
TRAIL—EST. 1932
CBC
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Kootenay Bcstg. Co.
Business-Studio Address: 815 Victoria St.
Phone Number: 737, 1243
Transmitter Location: Warfield, B. C.
Air Time: Unlimited
News Service: Press News
Transcription Service: Thesaurus
Representative: All-Canada, Weed
President: E. W. Hazlewood
Station Manager: Eric C. Aylen
Commercial Manager: Norman A. Harrod
Prog'am Director: Joseph P. Kobuk
Chief Announcer, Musical Dir.: Peter Barker
Chief Engineer: Gordon L. Fairweather

CBR
VANCOUVER—EST. 1925
CBC TRANS-CANADA—CBC PACIFIC
Frequency: 1130 Kc. Power: 5000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business-Studio Address: 701 Hornby St.
Phone Number: Marine 6121
Transmitter Location: Lulu Island, B. C.
Air Time: 17 hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC): Dr. Augustin Frigon
Regional Representative: Kenneth Caple
Commercial Manager (CBC): E. A. Weir
Program Director: Kenneth P. Caple
Publicity Director: Patrick C. Keatley
Chief Engineer: A. B. Ellis
Farm Editor: T. A. L. Leach

CKMO
VANCOUVER—EST. 1922
Frequency: 1400 Kc. Power: 1000 Watts
Owned-Operated By: British Columbia Broadcasting System, Ltd.
Address: 812 Robson St.
Phone Number: Marine 1271-2
News Service: British United Press, PN
Representative: Nat'l Bcstg. Sales
Transcription Service: Standard, Associated
Membership: CAB
President: Mrs. R. J. Sprott
Manager: R. T. Bowman
Promotion Manager: Phil J. Baldy
Chief Engineer: R. Whiteside

CKWX
VANCOUVER—EST. 1923
MBS—DON LEE
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Western Bcstg. Co. Ltd.
Business-Studio Address: 543 Seymour St.
Phone Number: Marine 3344
News Service: PN, BUP
Transcription Service: Lang-Worth, World
Representative: All-Canada, Weed
Membership: CAB, BBM
President: Arthur Holstead
Manager, Station Mgr.: Frank H. Elphicke
Sales Manager: Jack Sayers
Promotion Manager: Don McKinnon
Chief Engineer: Jack Gordon

CJIB
VERNON—EST. 1947
Frequency: 940 Kc. Power: 1000 Watts
Owned-Operated By: Interior Bcstg. Ltd.
Business Address: Bagnall Block
News Service: PN
Phone Number: 834
Representative: Stovin
General Manager: John Ferguson
Production Manager: Don McGibbon

CJVI
VICTORIA—EST. 1941
DOMINION
Owned-Operated By: Island Bcstg. Co., Ltd.
Phone Number: Garden 2014, Beacon 1111
News Service: PN
Transcription Service: NBC, World, Cole
Representative: Weed, All-Canada
President: H. R. Carson
General Manager: M. V. Chesnut
Commercial Manager: L. Hallberg
Program Director: R. T. Batey
Promotion Manager: A. H. Worthington
Chief Engineer: J. Sommers
CKX
BRANDON—EST. 1923
DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Manitoba Tel. Sys.
Address: 8th Street & Princess Ave.
Phone Number: 4532
Air Time: 7:30 a.m.-11:30 p.m.
Transcription Service: Thesaurus, World, Lang-Worth
Representative: Stovin, Young
News Service: BUP
General Manager: W. F. Seller
Commercial Manager: W. T. Grigg
Chief Engineer: Claude Snider

CFAR
FLIN FLON—EST. 1937
TRANS-CANADA
Frequency: 590 Kc. Power: 1000 Watts
Owned-Operated By: Arctic Radio Corp., Ltd.
Address: 75 Hill St.
Phone Number: 590
Air Time: Shares Time
News Service: BUP
Transcription Service: Associated Membership: CAB
Representative: C. W. Wright, Young
President: Dr. Henri Guyot
Vice President: R. Couture
Gen.-Comm. Mgr.: Louis E. Leprohon
Prog. Dir.-Prom. Mgr.: Rene Dussault
Chief Engineer: D. R. Thomson

CKSB
ST. BONIFACE—EST. 1946
Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By: Radio St. Boniface, Ltd.
Address: 607 College St.
Phone Number: 204, 865-6
Air Time: 18 hours daily
News Service: BUP
Transcription Service: Associated Membership: CAB
Representative: C. W. Wright, Young
President: Dr. Henri Guyot
Vice President: R. Couture
Gen.-Comm. Mgr.: Louis E. Leprohon
Prog. Dir.-Prom. Mgr.: Rene Dussault
Chief Engineer: D. R. Thomson

CJOB
WINNIPEG—EST. 1946
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Blick Bcstg. Ltd.

You Control Time and Audience With Spot-Broadcasting!

'Spot-Broadcasting' means simply putting on your radio show at desirable times over individual stations.

It is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or listening habits.

When you spot-broadcast, you are really building your own network...tailor-made to suit your time, coverage and budget needs. You select the stations that cover your markets, choosing from twenty-nine All-Canada stations across the country. You select the peak local times you want for best effect, unhampered by time-zone troubles.

Whatever the nature of your radio problem: timing, coverage, budget or all of these—ask the All-Canada man to help you with spot-broadcasting!

ALL-CANADA RADIO FACILITIES
Limited
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

WINNIPEG—EST. 1946
Frequency: 1340 Kc. Power: 250 Watts
Owned By: Blick Bcstg. Ltd.

President: J. G. Mundie
Manager: G. B. Quinney
Chief Engineer: Gordon Woodward
MANITOBA-NEW BRUNSWICK

Operated By: Radio Station CJOB
Business-Studio Address: Lindsay Bldg.
Phone Number: 96, 374
Transmitter Location: St. Boniface, Man.
Air Time: 24 hrs. daily
News Service: CP, BUP
Standard: Exclusive
Representative: A. J. Messner, Broadcast Representatives Ltd.
Membership: BMI
President, General Manager: J. O. Blick
Commercial Manager: A. J. Messner
Program Director: C. E. Farey
Chief Announcer: Geo. Davies
Chief Engineer: R. V. Durie

CKRC
WINNIPEG—EST. 1934
CBC—DOMINION
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Transcanada Communications Ltd.
Business-Studio Address: 300 Carlton St., Free Press Bldg.
Phone Number: 92266
Transmitter Location: St. Vital
Air Time: Unlimited
News Service: BUP, CP
Transmission Service: Lang-Worth, Standard, World
Representative: Weed: All-Canada

NEW BRUNSWICK

CKNB
CAMPBELLTON—EST. 1939
Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Restigouche Bcstg. Co.
Business Address: P. O. Box 840
Phone Number: 8
Transmitter Location: Maple Green, N. B.
Air Time: Unlimited
Transmission Service: All-Canada
Representative: All-Canada, Weed
Membership: CAB, BM
President: J. Wesley MacDonald
Managing Director: Dr. Charles H. Houde
Station Manager: Stan Chapman
Program Director: Jim Woods
Chief Engineer: L. P. Paquet

CJEM
EDMUNDSTON—EST. 1944
FRENCH NET. (SUPPLEMENTARY)
Frequency: 1230 Kc. Power: 250 Watts

CFNB
FREDERICTON—EST. 1923
CBC TRANS-CANADA
Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Jas. S. Neil & Sons Ltd.
Business-Studio Address: York St.
Phone Number: 1955
NEW BRUNSWICK

Transmitter Location: New Maryland, York Co., N. B.
Air Time: Fulltime
News Service: PN, BUP
Transcription Service: NBC, Standard, Cole
Representative: ACRF, Weed
Membership: CAB, BBM
President: J. Gordon Neill
Vice Pres. Station Mgr.: D. Malcolm Neill
Program-Publicity Director: C. Austin Moore
Chief Announcer: J. Everett Palmer
Chief Engineer: Glenn D. Love

CKCW
MONCTON—EST. 1934

Frequency: 1220 Kc...Power: 5000 Watts
Owned-Operated By: Moncton Bcstg., Ltd.
Business-Studio Address: K. of P. Bldg., Corner Bonaccord & Gordon Sts.
Phone Number: 9111-2-3
Transmitter Location: Cherryfield, N. B.
Air Time: 7 a.m.-12:15 a.m.
News Service: BUP
Transcription Service: Lang-Worth, World, UTS
Representative: Joseph Hershey McGillivra, Horace N. Stovin
Membership: CAB, BBM
President-Owner, Manager: F. A. Lynds
Commercial Manager: Clair Chambers
Program Director: Thomas Rafferty
Chief Engineer: A. J. White

CBA
SACKVILLE—EST. 1939

CBC TRANS-CANADA—CBC MARITIME
Frequency: 1070 Kc...Power: 50,000 Watts
Owned-Operated By: Canadian Bcstg. Corp.
Business-Studio Address: 100 Sackville St., Halifax, N. S.
Phone Number: 3-6188
Transmitter Location: Sackville, N. B.
Air Time: 16½ hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC): Dr. Augustin Frigon
Regional Program Director, Station Manager, Program Director: W. E. S. Briggs
Regional Engineer: H. M. Smith
Farm Editor: A. K. Morrow

CFBC
SAINT JOHN—EST. 1946

CBC DOMINION
Frequency: 930 Kc...Power: 5000 Watts
Owned-Operated By: Fundy Bcstg. Co. Ltd.
Business-Studio Address: 4 Carellon St.
Phone Number: 3-2421
Transmitter Location: Sheldon Pt.
Air Time: 17½ hrs. daily
News Service: BUP
Transcription Service: Thesaurus, Cole
Representative: Weed; All-Canada
General Manager: Norman Botterill

CHSJ
SAINT JOHN—EST. 1934

CBC—TRANS-CANADA

Owned-Operated By: New Brunswick Bcstg. Co. Ltd.
Business-Studio Address: 14 Church St.
Phone Number: 3-3304
Transmitter Location: Coldbrook, N. B.
Air Time: 6 a.m.-12:15 a.m.
News Service: PN
Transcription Service: World, Lang-Worth, Associated, Standard, UTS
Representative: Horace N. Stovin; Adam J. Young, Jr.
Membership: CAB
Station Manager: George A. Cromwell
Program Director: Cleve G. Stillwell
Production Manager: Earl McCarron
Publicity Director: Agnes M. Glennie
Chief Engineer: J. G. Bishop
Farm Editor: L. C. Rudolf

Keep your eye on CHSJ on your way to Saint John, Canada
Reaching a vital Market Day and Night with 5000 Watts

CHSJ SAINT JOHN, N. B., CANADA
Also operating on Frequency Modulation 250 watts
Representatives
H. N. Stovin & Co.—Canada
Adam J. Young, Jr., Inc.—U. S. A.
CJFX
ANTIGONISH—EST. 1943
DOMINION
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Atlantic Bcstrs, Ltd.
Address: Broadcasting Bldg.
Phone Number: 66
Transmitter Location: New Glasgow Rd.
Air Time: 7:25 a.m.-12:15 a.m.
News Service: PN
Transcription Service: United, Lang-Worth
Representative: James L. Alexander (Canada);
Adam J. Young, Jr., Inc. (U.S.A.)
President-General Mgr.: J. Clyde Nunn
Commercial Manager: R. J. Ricketts
Promotion Manager: James Burroughs
Chief Engineer: Gordon C. MacDougall

CKBW
BRIDGEWATER—EST. 1947
Frequency: 1000 Kc. Power: 1000 Watts
Owned-Operated By: Acadia Bcstrg, Co. Ltd.
Business Address: King St. News Service
Phone Number: PN
Transcription Service: Associated Representative
President: C. J. Morrow
Vice President: W. P. Bickle
Secy-Treas.: Charles Lamb
General Manager: J. F. Hirtle
Chief Engineer: J. W. Essex

CBH
HALIFAX—EST. 1944
CBC TRANS-CANADA—CBC MARITIMES
Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Canadian Bcstrg. Corp.
Business-Studio Address: 100 Sackville St.
Phone Number: 3-6188
Transmitter Location: Sackville, N. B.
Air Time: 16½ hrs. daily
News Service: CP, BUP, UP, Reuters
National Sales Office: CBC Commercial Div.
Membership: BMB
President (CBC): General Manager:
Dr. Augustin Frigon
Regional Program Director: W. E. S. Briggs
Regional Engineer: H. M. Smith
Farm Editor: A. K. Morrow

CHNS
HALIFAX—EST. 1925
CBC—DOMINION NETWORK
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: Maritime Bcstrg. Co. Ltd.
Business-Studio Address: Broadcasting House.
10 Tobin St., P. O. Box 400
Phone Number: 3-8318
Transmitter Location: Rockingham, Halifax
County, N. S.
Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-11:15
p.m., Sun.
News Service: CP, BUP
Transcription Service: Thesaurus, Lang-Worth,
World, UTS
Representative: All-Canada
Membership: CAB, BBM
President: Andrew W. Robb
Managing Director: Wm. Coates Berrett
Station Manager: Gerald Redmond
Commercial-Sales Promotion
Manager: Harry A. L. Stephen
Program Director, Production Manager, Chief
Announcer: John Funston
Publicity Director: Donald LeBlanc
Musical Director: Richard L. Fry
Chief Engineer: Arthur W. Greig

CJCB
SYDNEY—EST. 1929
CBC TRANS-CANADA
Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By: Eastern Bcstrs, Ltd.
Business-Studio Address: Radio Bldg.
Phone Number: 209-1145
Transmitter Location: South Bar, Cape
Breton, N. S.
Air Time: 7:40 a.m.-12 M.
News Service: PN
Transcription Service: Thesaurus, UTS
Representative: All-Canada, Weed
Membership: CAB
President: Station Manager: N. Nathanson
Commercial Manager: R. M. Burchell
NOVA SCOTIA-ONTARIO

Sales Promotion Manager. Publicity
Director ............................................ C. J. McDougall
Program-Musical Director .................... T. C. Robertson
Chief Announcer ................................ O. W. Loeb
Chief Engineer ................................ A. Vernon

CKCL
TRURO—EST. 1947
Frequency: 1400 Kc  Power: 250 Watts
Owned-Operated By .............................. John A. Manning
Business Address ............................. 7 Pleasant St.
Executive ................................. John A. Manning

CFAB
WINDSOR—EST. 1946
Frequency: 1450 Kc  Power: 250 Watts
Owned-Operated By ............................. Aard M. Bishop
Address ........................................ Pulsifer Bldg.
Phone Number .................................. 496
Transmitter Location ..................... Falmouth
Air Time ............................... 6:55 a.m. to 9 p.m.
News Service ................................. PN
Transcription Service ........................ United, Cole
Representative .............................. James L. Alexander
(Canada); Adam J. Young, Jr., Inc. (U.S.A.)

CBC-DOMINION

CJBQ
BELLEVILLE—EST. 1946
Frequency: 1230 Kc  Power: 250 Watts
Owned-Operated By .............................. Quinte Bcstg. Co. Ltd.
Business-Studio Address ........................ 11 Victoria Ave.
Phone Number .................................. 1230
Transmitter Location ..................... Belleville 3200
Hastings County ............................. Thurlow Township.
Air Time ................................... 7 a.m.-11 p.m.; 8:30 a.m.-11 p.m.,
Sun.
News Service ................................. PN
Transcription Service ........................ World, Thesaurus
Representative ................................ H. N. Stovin, Adam J. Young, Jr.
Membership ......................................... CAB
President ......................................... A. McLean Haig
Station Manager ............................... W. H. Stovin
Commercial Manager ........................ J. H. MacDonald
Program Director ............................. W. E. Arnold
Publicity Director ............................. D. Whelan
Chief Engineer ................................. J. E. Buchanan
Farm Editor ....................................... P. Flagler

Pres.-Gen. Mgr. ................................. Aavard M. Bishop
Program Director .............................. Willard A. Bishop
Comm.-Prom. Mgr. .............................. Gene Alton
Chief Engineer ................................. A. M. Bishop

CJLS
YARMOUTH—EST. 1934
CBC-DOMINION NET.-MARITIME REGIONAL
Frequency: 1340 Kc  Power: 250 Watts
Owned By ................................. Gateway Bcstg. Co. Ltd.
Operating By ................................. Laurie L. Smith
Business Address ................................ Drawer 440
Phone Number .................................. 500
Studio Address ................................ 222 Main St.
Transmitter Location ..................... Brooklyn, Yarmouth
County, N. S.
Air Time ................................ 18½ hours daily
News Service ................................. BUP
Transcription Service ........................ UTS, Lang-Worth, All-Canada
Manager ....................................... Laurie L. Smith
Program Director, Chief .......................... Donald L. Smith
Announcer ...................................... Kenneth Dougan
Chief Engineer ................................... C. Anguish

ONTARIO

CFJM
BROCKVILLE—EST. 1943
CBC-DOMINION NETWORK
Frequency: 1450 Kc  Power: 250 Watts
Owned By ................................. Eastern Ontario Bcstg. Co. Ltd.
Business-Studio Address ...................... Revere Hotel
Phone Number .................................. 4628
Transmitter Location ..................... Prescott Highway
Air Time ................................ 7 a.m.-11:15 p.m.
News Service ................................. BUP
Transcription Service ........................ UTS, Trans-Canada
Representative ................................ H. N. Stovin, Adam J.
Young, Jr.
Membership ......................................... NAB, CAB
Owner, General-Station-Commercial
Manager ....................................... Jack. R. Radford
Program Director ............................. Fred J. Ball
Chief Engineer ................................... Fred J. Ball

CKPC
BRANTFORD—EST. 1923
DOMINION
Frequency: 1380 Kc  Power: 1000 Watts

716
**ONTARIO**

**CFCO**

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: John Beardall
Business Address: P. O. Box 275
Phone Number: 2826
Studio Address: William Pitt Hotel
Transmitter Location: William Pitt Hotel
Air Time: 7:15 a.m. to 12:30 p.m.
News Service: 8UP
Transcription Service: Cole
Owner-Gen. Manager: John Beardall
Comm.-Prom. Manager: Peter Kirkey
Program Director: George Sulman
Chief Engineer: Gordon Brooks

**CKSF**

CORNWALL—EST. 1945

CBC DOMINION (SUPPLEMENTARY)

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Standard-Freeholder
Business-Studio Address: 36 Pitt St.
Phone Number: 1703
Transmitter Location: Toll Gate Rd.
Air Time: 6:45 a.m.-11:15 p.m.
News Service: CP, PN
Transcription Service: World, All-Canada
Representative: Horace N. Stovin
Membership: CAB, BBM
General Manager: H. Duncan Wightman
Station-Commercial Mgr.: H. Harrison Flint
Sales Promotion Manager: Burton Heward
Program Director: E. Norman Bailey
Publicity Director: Richard Hynes
Chief Engineer: Mahlon Clark

**CKFI**

FORT FRANCES—EST. 1944

CBC DOMINION (SUPPLEMENTARY)

Frequency: 1340 Kc. Power: 250 Watts
Owned By: Radio Station CKFI
Business Address: Ft. Frances, Ont., or International Falls, Minn.
Phone Number: Ft. Frances 200
Studio Address: Ft. Wells Bldg.
Transmitter Location: Pither's Point Pk.
Air Time: Unlimited
News Service: BUP
Representative: The Walker Co.
President: J. G. McLaren
General Manager: W. H. McLeLLan
Commercial Manager: R. S. Mitchner
Program Director: Fred Sear
Musical Director: Norman Fagerdahl
Chief Engineer: R. Martin

**CKPR**

FORT WILLIAM-PORT ARTHUR

EST. 1931

TRANS-CANADA NETWORK—CBC

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Dougall Motor Car Co.
Business-Studio Address: 106 South May St.
Phone Number: S. 315
Transmitter Location: Memorial Ave., Port Arthur, Ont.
Air Time: 7:30 a.m.-11:30 p.m.
News Service: PN
Transcription Service: Thesaurus, UTS
Representative: H. N. Stovin, Radio Representatives, Adam Young, All-Canada
Membership: CAB, BBM
President: H. F. Dougall
Station Manager: George Jeffrey
Production Manager: Robert Baker
Chief Engineer: W. T. Ross

**CHML**

HAMILTON—EST. 1927

CBC

Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By: Maple Leaf Bcstg. Co.
Business-Studio Address: 36 James St. S.
Phone Number: 7-1595
Transmitter Location: Vinemount, Ont.
Air Time: 5:55 a.m.-1:10 a.m.; 7:45 a.m.-1:10 a.m., Sun.
News Service: UP
Transcription Service: Standard, Associated, UTS
Representative: Metropolitan: Horace N. Stovin, Adam J. Young, Jr.
President, General Manager: Kenneth D. Soble
Station Manager: Tom Darling
Commercial Manager: W. D. Whitaker
Sales Promotion Manager: Publicity
Director: E. S. Stock
Program Director, Production Manager: Spencer Gordon
Chief Announcer: Paul Hanover
Musical Director: Roy Mire
Chief Engineer: O. R. Smith
Farm Editor: Wallace Ford

**CKOC**

HAMILTON—EST. 1922

TRANS-CANADA (SUPPLEMENTARY)—CBC

Frequency: 1150 Kc. Power: 5000 Watts
Business-Studio Address: King William & John Sts.
Phone Number: 7-4484
Transmitter Location: Elfrida, Ont.
Air Time .................................. Unlimited
News Service ................................ AP, PN
Transmission Service ....................... Thesaurus, World, Lang-Worth
Representative ....................... All-Canada; Weed & Co.
Membership ............................. CAB, BBM
President ............................... Harold R. Carson
Station Manager ......................... W. T. Cranston
Commercial Manager ................. L. A. Westmoreland
Asst. Manager ......................... J. Lyman Potts
Production Manager, Farm Editor ... R. Amos
Chief Engineer ......................... Leslie Horton

CJRL
KENORA—EST. 1938
DOMINION
Frequency: 1220 Kc.  Power: 1000 Watts
Owned By ................................... James Richardson & Sons, Ltd.
Operated By ............................... Kenora Bcstg. Co., Ltd.
Address .................................... Brydon Block, Main St.
Phone Number .............................. 717
Transmitter Location ..................... Jaffray Township
Air Time .................................. 7:30 a.m. to 11 p.m.
News Service ................................ PN
Transmission Service ..................... Thesaurus
Representative ............................. H. N. Stovin & Co.
Membership ................................ CAB
Supervisor ................................. A. L. Garside
Commercial Manager ..................... G. A. McLean
Program Manager ........................ M. C. Cooke
Promotion Manager ...................... G. Walberg
Chief Engineer ............................. Douglas Jones

CKWS
KINGSTON—EST. 1942
TRANS CANADA
Frequency: 560 Kc.  Power: 5000 Watts
Owned-Operated By ....................... Brookland Co., Ltd.
Address .................................... 304 King St.
Phone Number ............................. 4405
Transmitter Location ..................... Wolfe Island
Air Time .................................. 6:30 a.m. to 12:10 a.m.
News Service ................................ CPN
Transmission Service ..................... Thesaurus, Standard, Lang-Worth
Representative .............................. National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)
Membership ................................ CAB
President .................................... Senator W. R. Davies
Station Manager ........................... Roy W. Hofstetter
Commercial Manager ..................... Russell Baer
Program Director ........................ J. Kirkpatrick
Chief Engineer ............................. Burt Coy

CJFL
KIRKLAND LAKE—EST. 1934
TRANS CANADA
Frequency: 560 Kc.  Power: 5000 Watts
Owned-Operated By ................. Northern Bcstg. Co., Ltd.
Address ................................. Canadian Bank of Commerce Bldg., Toronto
Phone Number ............................. 27
Transmitter Location ........................ Dane, Ontario
Air Time .................................. 6 a.m. to 12 midnight;
Sunday: 8:45 a.m. to 12 midnight
News Service ................................ PN
Transmission Service ..................... Thesaurus, Lang-Worth
Representative ....................... National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)
Membership ................................ CAB
President .................................... Roy H. Thomson
Manager ..................................... Brian G. Shellen
Commercial Manager ..................... Thomas J. Warner
Program Director ........................ Neil J. Weatherwax
Chief Engineer ............................. Thomas G. Watson

CKCR
KITCHENER—EST. 1929
CBC (SUBSIDIARY)
Frequency: 1490 Kc.  Power: 250 Watts
Owned By ................................ K. W. Bcstg. Co.
Operated By ............................... W. C. Mitchell, G. Liddle
Business-Studio Address ............ 125 King St. W.
Phone Number ............................. 3-3628
Transmitter Location ..................... Guelph St.
Air Time .................................. 16 hrs. daily
News Service ................................ CPN
Transmission Service ..................... UTS
Representative .............................. William Wright
Owners ..................................... W. C. Mitchell; G. Liddle
General-Station Manager .............. W. C. Mitchell
Commercial Manager ..................... G. Liddle
Promotion Manager ...................... G. Shaw
Program Director ........................ Ed. Manning
Chief Announcer ........................... Roy Sterling
Chief Engineer ............................. Ion Hartman
Farm Editor ................................. Bob Trotter

CFPL
LONDON—EST. 1933
DOMINION
Frequency: 1570 Kc.  Power: 5000 Watts
Owned-Operated By ................. The Free Press Printing Co.
Address .................................... 442 Richmond St.
Phone Number ............................. Metcalfe 5200
Transmitter Location ..................... Wellington Rd.
Air Time .................................. 7 a.m. to midnight
News Service ................................ PN
Transmitted Service ..................... World, Standard, Lang-Worth
Representative .............................. Weed & Co. (U.S.A.);
Horace N. Stovin & Co. (Canada)
Membership ................................ CAB
President .................................... Walter J. Blackburn
General Manager ......................... Donald J. A. Wright
Commercial Manager ..................... Murray T. Brown
Program Director ........................ Bob Reinhart
Chief Engineer ............................. Percy A. Field
CHVC
NIAGARA FALLS—EST. 1947
Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By: B. H. Bedford
Business-Studio Address: Rainbow Bridge
Phone Number: Niagara Falls, Ont. 4110;
Transmitter Location: Queen Elizabeth Way
Air Time: 7 a.m.-1 a.m.
News Service: UP, BUP
Transcription Service: World
Representative: J. P. McKinley, J. L. Alexander
Membership: CAB
President, General-Station Mgr.: B. H. Bedford
Commercial Manager: R. J. Cleland
Program Director: Jim Sullivan
Chief Engineer: George Slinn

CFCH
NORTH BAY—EST. 1931
TRANS-CANADA
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: Northern Bscstg. Co., Ltd.
Address: Front St.
Phone Number: 2400
Transmitter Location: Callander Highway
Air Time: 7:45 a.m. to 12:15 p.m.
News Service: PN
Transcription Service: Thesaurus, United, Lang-Worth
Representative: National Broadcast Sales
President: Roy H. Thomson
General Manager: Jack M. Davidson
Station Manager: Cliff Pickrem
Commercial Manager: Keith Packer
Prog. Dir.-Prom. Mgr.: Phil Clayton

CFOR
ORILLIA—EST. 1945
DOMINION NETWORK, CBC
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Gordon E. Smith
Business-Studio Address: 32 Mississaga St.
Phone Number: 187, 2126
Transmitter Location: Orillia Township
Air Time: 7:25 a.m.-12:15 a.m.
News Service: BUP
Transcription Service: Thesaurus, UTS
Representative: H. N. Stovin, Adam J. Young, Jr.
Membership: CAB, BM
President, General Mgr.: Gordon E. Smith
Commercial Manager: Gordon Garrison
Program Director: Francis R. Kirton
Chief Announcer: Richard Mungham
Musical Director: Russ Waters
Chief Engineer: James Nash
Farm Editor: James McGarvey

CKDO
OSHAWA—EST. 1946
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Tom W. Elliott
Address: 70 King St. E.
Phone Number: 4481
Studio Address: c/o Genesia Hotel
Transmitter Location: E. Whitby Township
Air Time: 8:30 a.m. to 11 p.m.
News Service: PN
Transcription Service: Thesaurus, World
Representative: James L. Alexander
Membership: CAB
President-Managing Dir.: Tom W. Elliott
Commercial Manager: Willard F. King
Program Director: Ross W. Rowlands
Promotion Manager: Gordon Sinclair, Jr.
Chief Engineer: George Blanchett

CBO
OTTAWA—EST. 1924
CBC TRANS-CANADA—CBC MIDEASt
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bscstg. Corp.
Business-Studio Address: Chateau Laurier Hotel
Phone Number: 2-1151
Transmitter Location: Hurdman's Bridge P. O., Ont.
Air Time: 17 hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC): Dr. Augustin Frigon
General-Station Manager, Program Director: Charles P. Wright
Chief Operator: Maxted Gilbert
Farm Editor: W. J. McPherson

CFRA
OTTAWA—EST. 1947
Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By: Frank Ryan
Business Address: Auditorium
Phone Number: 3-6241
News Service: BUP
Transcription Service: Standard, World
Representative: All-Canada, Weed
President-General Manager: Frank Ryan
Commercial Manager: George M. Gowling
Program Director: Brian Hodgkinson
Chief Engineer: Chester Beachell

CKCO
OTTAWA—EST. 1924
DOMINION
Frequency: 1310 Kc. Power: 5000 d; 1000 n
Owned-Operated By: Dr. G. M. Geldert
Address: 272 Somerset St., West
C F O S

OWEN SOUND—EST. 1940

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1470 Kc........Power: 1000 Watts
Owned-Operated By......Grey & Bruce Bcstg.
Co., Ltd.
Business-Studio Address..904 Second Ave. E.
Phone Number.............1940
Transmitter Location......Sydenham Township.
Highways 6 & 10
Air Time..................7 a.m.-11:15 p.m.
News Service..............PN
Transcription Service....World Representative..Horace N. Stovin; Adam J.
Young, Jr.
Membership...............CAB, BBM
President................Howard Fleming
General-Station Mgr.......Ralph T. Snegleove
Commercial Manager.......William N. Hawkins
Sales Promotion Manager...Russell Thomson
Program Director..........Denys Ferry
Production Manager........Eve-ett Smith
Publicity Director........Vera Loney
Chief Engineer............William Vallins

C H E X

PETERBOROUGH—EST. 1942

CBC DOMINION NETWORK

Frequency: 1430 Kc........Power: 1000 Watts
Owned By..................Brookland Co. Ltd.
Operated By..............Northern Bcstg. Co. Ltd.
Business-Studio Address..400 Water St.
Phone Number.............4464-5
Transmitter Location....R. R. No. 8, Peterborough
Air Time..................8 a.m.-12:05 a.m.
News Service..............UTS, Thesaurus.
Transcription Service....Lang-Worth Representative..National Broadcast Sales
President................Sen. Rupert Davies
Vice President...........Roy H. Thomson
Station Manager...........Harold Burley
Commercial Manager........El Jones
Program Director..........Karl E. Monk
Publicity Director.........Ruth Panter
Chief Engineer............Bert Crump
Farm Editor................Ron Grant

C H O V

PEMBROKE—EST. 1942

DOMINION

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........Ottawa Valley
Broadcasting Co., Ltd.
Address...................97 Albert St.
Phone Number...............430
Transmitter Location......East of Pembroke
Air Time..................7 a.m. to 11:30 p.m.
News Service..............BUP
Transcription Service.....Thesaurus
Representatives...........H. N. Stovin Co. (Canada);
Joseph Hershey McGillivra (U.S.A.)
Chief Owner-Gen. Mgr......E. G. Archibald
Commercial Manager......W. Montaigne
Promotion Manager.........Marg. Miller

C F P A

PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By.........Ralph H. Parker
Business-Studio Address..Public Utilities Bldg.
Phone Number...............North 315
Transmitter Location......Memorial Ave.
Air Time..................7:30 a.m.-11:15 p.m.
Transcription Service.....Lang-Worth, Associated
Representative...............National Broadcast Sales,
Broadcast Representatives, Radio Selling,
Weed & Co.
Membership................CAB, BBM
Owner, General-Station Mgr...Ralph H. Parker
Commercial Manager........R. F. MacGowan
Program Director..........Edison Gunn

C K T B

ST. CATHARINES—1930

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1550 Kc........Power: 1000 Watts
Owned-Operated By.........The Niagara District
Bcstg. Co. Ltd.
Business-Studio Address..12 Yates St.
Phone Number...............5-7351
Transmitter Location......Lakeshore Rd., Port
Dalhousie, Ont.
Air Time..................8 a.m.-12 M., 8 a.m.-12 M., Sun.
News Service..............PN
Transcription Service.....Thesaurus, UTS
Representative...............National Broadcast Sales.
J. H. McGillivra Inc.
Membership................CAB, BBM
President, Station Manager...W. B. C. Burgoyne
Managing Director..........H. B. Burgoyne
Commercial Manager........V. A. Lococo
Sales Promotion Manager...W. C. Wingrove
Production Manager.........W. C. Wheeler
Chief Engineer............W. H. Allen
CHOK  
SARNIA—EST. 1946  
TRANS-CANADA  
Frequency: 1070 Kc.  Power: 5000 d.; 1000 n.  
Owned-Operated By:  Sarnia Bcostg. Co. Ltd.  
Address:  148½ Front St. N.  
Phone Number:  4000  
Air Time:  6 a.m. to 2 a.m.  
News Service:  PN  
Transcription Service:  Thesaurus, Standard  
Representative:  National Broadcast Sales  
(Canada);  Donald Cooke, Inc. (U.S.A.)  
President:  H. M. Houston  
General Manager:  Claude R. Irvine  
Commercial Manager:  H. M. Edgar  
Promotion Manager:  Grant Webber  
Chief Engineer:  Robert F. Cooke  

CKSO  
SUDBURY—EST. 1937  
CBC  
Frequency: 790 Kc.  Power: 5000 Watts  
Owned-Operated By:  W. E. Mason  
Business-Studio Address:  21 Elgin St.  
Phone Number:  77505  
Transmitter Location:  6 mi. from Sudbury at McFarlane Lake  
Air Time:  7 a.m.-12:05 a.m.; 9 a.m.-12:05, Sun.  
News Service:  PN  
Transcription Service:  Thesaurus, World  
Representative:  All-Canada, Weed & Co.  
President-Owner:  W. E. Mason  
General Manager:  W. J. Woodill  
Salesman:  Bill Knapp  
Program Director:  Ken Dobson  
Traffic Manager:  Leila Deegan  
Librarian:  Jean Macgregor  

CJIC  
SAULT STE. MARIE—EST. 1934  
TRANS-CANADA  
Frequency: 1490 Kc.  Power: 250 Watts  
Address:  Box 504  
Phone Number:  3500  
News Service:  PN  
Transcription Service:  United, Thesaurus  
Representative:  J. L. Alexander, McGillvra  
Chief Exec.-General Mgr.:  J. G. Hyland  
Chief Engineer:  Italo Marinelli  

CKGB  
TIMMINS—EST. 1934  
TRANS-CANADA NETWORK—CBC  
Frequency: 680 Kc.  Power: 5000 Watts  
Owned-Operated By:  Northern Bcostg. Co. Ltd.  
Business-Studio Address:  Corner of Cedar St. S. & Second Ave.  
Phone Number:  1500  
Transmitter Location:  Mountjoy Township  
Air Time:  6:45 a.m.-12:30 a.m.; 8:15 a.m.-12:10 a.m., Sun.  
News Service:  PN  
Transcription Service:  Thesaurus, Lang-Worth, Standard  
Representative:  Canada-National Broadcast Sales;  Donald Cooke  
Membership:  CAB  
President:  R. H. Thomson  
General Manager:  J. M. Davidson  
Station Manager:  H. C. Freeman  
Commercial Manager:  H. McLay  
Program-Publicity Director:  E. Courtney  
Chief Announcer:  Doug Burrows  
Musical Director:  Bill Nadeau  
Chief Engineer:  Ernie Mott  

CJCS  
STRATFORD—EST. 1927  
DOMINION  
Frequency: 1240 Kc.  Power: 250 Watts  
Owned-Operated By:  Central Broadcasting Co.  
Address:  Reynolds Bldg.  
Phone Number:  1675  
Air Time:  7 a.m. to 11 p.m.  
News Service:  BUP  
Transcription Service:  World  
Representative:  All-Canada Radio Facilities  
(Canada);  Weed & Co. (U.S.A.)  
Membership:  CAB  
President-General Mgr.:  R. M. Squires  
Commercial Manager:  K. S. Lott  
Program Dir.-Promotion Mgr.:  J. E. Phillips  
Chief Engineer:  John Crigg  

CHNO  
SUDBURY—EST. 1947  
DOMINON  
Frequency: 1440 Kc.  Power: 1000 Watts  
Owned-Operated By:  Sudbury Bcostg. Co. Ltd.  
Business Address:  166 Elm St.  
News Service:  PN  
Transcription Service:  Associated  
Representative:  Alexander  
Manager:  A. J. Robinson  

CBL  
TORONTO—EST. 1927  
CBC TRANS-CANADA—CBC MIDEAST  
Frequency: 740 Kc.  Power: 50,000 Watts  
Owned-Operated By:  Canadian Bcostg. Corp.  
Business-Studio Address:  354 Jarvis St.  
Phone Number:  5481  
Transmitter Location:  Hornby, Ont.  
Air Time:  17 hrs. daily  
News Service:  CP, BUP, Reuters  
Membership:  BMB  
President (CBC):  Dr. Augustin Frigon
YOUR
ADVERTISING
DOLLAR...

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than on any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product . . . selling an audience that's been growing for twenty years!

CFRB
TORONTO

Ontario's Favourite Radio Station!

REPRESENTATIVES:
UNITED STATES
Adam J. Young Jr., Incorporated
CANADA
All-Canada Radio Facilities Ltd.
ONTARIO

Director-General of Programs
Ernest L. Bushnell
Program Director
Harry J. Boyle
Commercial Manager
E. A. Weir
Program Director
Josephine Aurora
Supervisor of Presentation
John Kannawin
Supervising Engineer (Toronto Area)
Howard Hilliard
Farm Editor
W. J. McPherson

CFRB
TORONTO—EST. 1927
CBS
Frequency: 860 Kc. Power: 10,000 Watts
Owned-Operated By... Rogers Radio Bcstg. Co. Ltd.
Business-Studio Address... 37 Bloor St. W.
Phone Number... Midway 3515
Transmitter Location... Aurora, Ont.
Air Time... 6 a.m.-12:35 a.m.; 9 a.m.-12:35 a.m., Sun.
News Service... BUP, PN
Transcription Service... Lang-Worth, Thesaurus, World, Associated
Representative... Adam J. Young, Jr.; All-Canada
Membership
President
Harry Sedgwick
Vice-President
J. Ellsworth Rogers
Station Manager
Lloyd Moore
Commercial Manager
Waldo Holden
Program Director
Wes McKnight
Publicity Director
Ken Maraden
Musical Director
Wishart Campbell
Chief Engineer
Jack Sharpe
Farm Editor
Rex Frost

CHUM
TORONTO—EST. 1945
Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By... York Broadcasters, Ltd.
Address... 225 Mutual St.
Phone Number... Elgin 4271
Transmitter Location... Lawrence Ave. & Don Mills Road
Air Time... Sup-up to Sun-down
Transcription Service... Lang-Worth, Cole, Associated, United
News Service
Representative
James L. Alexander
President
John H. Part
General-Commercial Mgr.
Roland E. Ford
Program Director
Verne Hill
Promotion Manager
Denis Olerenshaw
Chief Engineer
Aurele Boisvert

CKLW
WINDSOR—EST. 1922
CBS—MBS (See Detroit, Mich. Listing)

CKNX
WINGLE—EST. 1926
CBC DOMINION (SUPPLEMENTARY)
Frequency: 920 Kc. Power: 1000 Watts
Owned By... Radio Station CKNX Ltd.
Business Address
Wingham, Ont.
Phone Number... 158
Studio Address... Josephine St.
Transmitter Location
Belgrave, Ont.
Air Time... 7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service... UP

723
C K O X
WOODSTOCK—EST. 1947
Frequency: 1340 Kc. Power: 250 Watts

PRINCE EDWARD ISLAND—

C F C Y
CHARLOTTETOWN—EST. 1924
CBC—MARITIME
Owned-Operated By: Island Radio Bcstg. Co. Ltd.
Business-Studio Address: 85 Kent St.
Phone Number: 741
Transmitter Location: West Royalty, P.E.I.
Air Time: 7:25 a.m.-12:10 a.m.
News Service: UP
Transcription Service: Associated, Standard, Lang-Worth
Representative: All-Canada, Weed & Co.
Membership: CAB
President, Managing Dir., General-Station Manager: Lt. Col. K. S. Rogers
Commercial-Program Manager: R. F. Large
Publicity Director: A. Duffy

CH S
SUMMERSIDE—EST. 1925
TRANS-CANADA
Frequency: 1480 Kc. Power: 100 Watts
Owned-Operated By: R. T. Holman, Ltd.
Address: 180 Water Street
Phone Number: 133
Transmitter Location: Summerside
Air Time: 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location: Holman Building
Representative: Canadian Broadcast Service
President: H. T. Holman, Sr.
General Manager: R. L. Mollison
Program Director: Albert A. Nicholson
Chief Engineer: Angus McKie

QUEBEC

C H A D
AMOS—EST. 1939
CBC (FRENCH SUPPLEMENTARY)
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Rouyn Abitibi Ltd.
Business Address: 5225 DeGaspe St., Montreal, Que.
Phone Number: TA 7245
Studio Address: Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location: Amos

Owned-Operated By: Oxford Bcstg. Co. Ltd.
Business Address: P. O. Box 55
Phone Number: 2400
Studio Address: 380 Hunter St.
Transmitter Location: Sweaburg Rd., Township of West Oxford
Air Time: 7 a.m.-11 p.m.
News Service: CPN
Transcription Service: World
Membership: CAB
President, General-Station Manager: Monty J. Werry
Commercial-Sales Promotion Manager: W. Stanley Smith
Program Director, Production Manager: John B. Starke
Chief Announcer: C. E. MacArthur
Musical Director: Mrs. K. S. Rogers
Acting Chief Engineer: A. L. Finley

Air Time: 7 a.m.-12 M.
News Service: CP
Transcription Service: World
Representative: National Broadcast Sales; Weed & Co.
Membership: CAB, BMB
President: Hector Authier
General Administrator: Roger Charbonneau
Station Manager: Jos. DeGuay
Commercial-Sales Promotion Manager:
Publicity Director: John R. Fox
Program Director: Jack Linklater
Production Manager: Maurice Dubois
Chief Engineer: John J. McGrall
CB J
CHICOUTIMI—EST. 1933
CBC TRANS-CANADA—CBC FRENCH
Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bestg. Corp.
Business-Studio Address: 286A Racine St.
Phone Number: 814; 155
Transmitter Location: 4 Larouche Ave.
Air Time: 15 1/2 hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC), General Manager: J. Marcel
Manager, Program: Dr. Aurele Gratton
Commercial Manager: M. Valiquette
Director: Vilmond Fortin
Supervisor of Press & Information Service: Leopold Houle
Supervising Broadcast Operator: J. E. Roberts
Farm Editor: Armand Berube

CHEF
GRANBY—EST. 1945
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: The Granby Bestg. Co. Ltd.
Business-Studio Address: 7 Johnson St.
Phone Number: 353: 392
Transmitter Location: Abbotsford Rd.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World, UTS
Representative: Radio Representatives
Membership: CAB, BMB
President: J. A. Bourgault
General-Station Manager, Chief Engineer: Gerard Laliberte
Commercial Manager: L. Lajoie
Program Director: Al D'Eon
Chief Announcer: J. Blondeau
Musical Director: J. P. Comeau
Farm Editor: G. Boutet

CK CH
HULL—EST. 1933
CBC FRENCH
Frequency: 1240 Kc. Power: 250 Watts
Owned By: La Cie de Radiodiffusion de Hull CKCH Ltée.
Operated By: Le Droit
Business Address: 121 Notre-Dame St.
Phone Number: 2-1701
Studio Address: Hull, Que.
Transmitter Location: Chelsea Rd.
Air Time: 15 hrs. daily
News Service: PN
Transcription Service: Thesaurus
Representative: Radio Representatives: Adam J. Young
Membership: CAB, BMB
President: L. J. Billy
General Manager: Aurele Gratton
Station-Commercial Mgr.: Raymond Benoît
Sales Promotion Manager: Ernest Lalonde
Program Director, Production Manager: Georges Francon
Publicity Director: Paul DeGrandpre
Chief Announcer: Georges Huurd
Musical Director: Aurele Groulx
Chief Engineer: Max Gebhardt
Farm Editor: Lucien Michaud

CK RS
JONQUIERE—EST. 1947
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Henri Lepage
Business Address: 223 St. Dominique St.
News Service: PN

CB F
MONTREAL—EST. 1936
CBC TRANS-CANADA—CBC FRENCH
Frequency: 680 Kc. Power: 50,000 Watts
Owned-Operated By: Canadian Bestg. Corp.
Business-Studio Address: 1231 St. Catherine St. W.
Phone Number: PLateau 7161
Transmitter Location: Vercheres, Que.
Air Time: 17 hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC), General Manager: Dr. Augustin Frigon
Director of CBC French Network: Marcel Ouimet
Commercial Manager: M. Valiquette
Program Director: Marcel Ouimet
Supervisor of Production: Rupert Caplan
Supervisor of Press & Information Service: Leopold Houle
Chief Operator: E. D. Roberts
Farm Editor: A. A. Berube

CB M
MONTREAL—EST. 1937
CBC TRANS-CANADA—CBC MID EAST
Frequency: 940 Kc. Power: 5000 Watts
Owned-Operated By: Canadian Bestg. Corp.
Business-Studio Address: 1231 St. Catherine St. W.
Phone Number: PLateau 7161
Transmitter Location: Marieville, Que.
Air Time: 17 hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC), General Manager: Dr. Augustin Frigon
Director of CBC French Network: Marcel Ouimet
QUEBEC

Commercial Manager...........M. Valiquette
Program Director.............W. J. O'Reilly
Supervisor of Production.....R. Caplan
Supervisor of Press & Information.............Leopold Houle
Chief Operator.............E. D. Roberts
Farm Editor..................Lamont Tilden

CFCF
MONTREAL—EST. 1919
ABC—DOMINION NETWORK
Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Canadian Marconi Co.
Business-Studio Address. 1231 St. Catherine St. W.
Phone Number...............PLateau 2577
Transmitter Location........Senneville, Que.
Air Time...........7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service...............BUP, PN
Transcription Service........Thesaurus
Representative...............Weed & Co., All-Canada
Membership................CAB, BBM
General Manager...............S. M. Finlayson
Station Manager...............J. A. Shaw
Commercial Director..........P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Program Director, Production Manager........H. H. Hewetson
Publicity Director...........E. H. Smith
Chief Engineer.............J. G. Gettenby

CHLP
MONTREAL—EST. 1933
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By: La Patrie Publishing Co., Ltd.
Address............Sun Life Bldg., Dominion Square
Phone Number...............Plateau 5225
Transmitter Location......St. Michel Rd., Ville St. Michel, P. Q.
Air Time...........7 a.m. to Midnight
News Service..............PN
Transcription Service........Standard, PN
Representative: J. A. Alexander (Canada); Joseph Hershey McGillivra (U.S.A.)
Membership...............CAB
President-Gen. Mgr............Sen. P. R. DuTremblay
Station Mgr.-Dir..............C. A. Berthiaume
Asst. Mgr.-Dir.............Fernand Bergevin
Commercial Manager........Simon Gendron
Program Director............Andre Chabot
Production Director..........Marcel Marineau
Chief Engineer.............Alphonse Cloutier

CJAD
MONTREAL—EST. 1945
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CJAD Ltd.
Business-Studio Address. 1191 Mountain St.
Phone Number...............Marquette 1805
Transmitter Location.......MacKayville, Que.
Air Time...........6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service...............CP, BUP
Transcription Service........Lang-Worth, Standard, World, Associated
Representative: Adam J. Young, Jr.; National Broadcast Sales
President, General-Station-Commercial Manager...............J. Art. Dupont
Program Director...............Ron Morrier
Traffic Manager...............Robert Laurion
News Editor................Hamilton Grant
Chief Announcer.............Hollis MacCurdy
Librarian..................Anna Watt
Chief Engineer...............A. K. Taylor

CKAC
MONTREAL—EST. 1922
CBS
Frequency: 730 Kc. Power: 5000 Watts
Owned By: La Cie De Publication, La Presse, Ltee.
Operated By: La Compagnie De Publication, La Presse, Ltee.

EQUATION for Sales

X + Y = Z

X = your sales message
Y = CKAC coverage
Z = Your share of French Canada's billion-dollar market

* 285,789 radio families in areas where 80% of Quebec's retail sales are made.

CKAC
La Presse
Montreal
CBS Affiliate

1922
1948

Representatives: C. W. Wright, Toronto
Adam J. Young Jr. Inc., U.S.A.

10,000 WATTS SOON
CHNC
NEW CARLISLE—EST. 1933
CBC—QUEBEC NETWORK
Frequency: 610 Kc. Power: 5000 Watts
Owned By: Gaspesia Radio Bstg. Co.
Operated By: Radio Station CHNC
Business-Studio Address: Main St.
Phone Number: 64
Transmitter Location: Barachois dePaseblac
Air Time: 6:30 a.m.-10:30 p.m.
Representative: Jos. A. Hardy & Co.; Adam J. Young, Jr.
Membership: BBML CAB
President, General Mgr.: Dr. Charles Houde
Station Manager: Viateur Bernard
Chief Engineer: Gordon S. Coleman

CBV
QUEBEC CITY—EST. 1934
CBC TRANS-CANADA—CBC FRENCH
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Canadian Bstg. Corp.
Business-Studio Address: Palais Montcalm
Phone Number: 8155
Transmitter Location: Charlesbourg, Que.
Air Time: 17½ hrs. daily
News Service: CP, BUP, Reuters
Membership: BMB
President (CBC) Manager: Dr. Augustin Frigon
Acting Station Manager, Program: Guy Dumais
Director: M. Valiquette
Commercial Manager: Supervisor of Press & Information
Service: Leopold Houle
Farm Editor: Armand Berube

CHRC
QUEBEC—EST. 1926
Frequency: 800 Kc. Power: 5000 Watts
Owned-Operated By: CHRC, Ltd.
Address: 39 St. Jean, Que. City
Phone Number: 28177
Transmitter Location: Charny, Que.
Air Time: 7:00 a.m. to midnight
News Service: BUP
Transcription Service: Lang-Worth, Thesaurus
Representative: Adam J. Young, Jr., Inc.
(U.S.A.); Jos. A. Hardy & Co. Ltd. (Canada)
President: Herve Baribeau
General Manager: Henri Lepage
Commercial Manager: Aurele Pelliotier
Program Director: Magella Alain
Chief Engineer: Arsen Nadeau

CKCV
QUEBEC—EST. 1926
CBC
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By: CKCV Ltd.
Business-Studio Address: 142 St. John St.
Phone Number: 2-1585
Transmitter Location: St. Louis Rd., Ste. Foye
Air Time: 17½ hrs. daily
News Service: PN
Transcription Service: World, UTS
Representative: Radio Representatives, Weed & Co.
President: Gaston Pratte
General-Station Manager: Paul Lepage
Commercial Manager: Lucien A. Bernier
Production Manager: Jean Bender
Chief Engineer: Albert DuBerger

CJBR
RIMOISKI—EST. 1937
Owned-Operated By The Central Public Service Corp., Ltd.
Address: Cathedral St.
Phone Number: 396
Transmitter Location: Notre-Dame du Sacre Coeur
Air Time: Unlimited
News Service: AP, PN
Transcription Service: United, Standard
Representatives: H. N. Stovin & Co. (Canada)
Adam J. Young, Jr. (U.S.A.)
Membership: BBML
President: J. A. Brillant
Manager: Guy Caron
Commercial Manager: C. Chardonnean
Chief Engineer: F. C. Daok

CFJP
RIVIERE-DU-LOUP—EST. 1947
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Radio Temiscouata Lee.
Business Address: 203 Lafontaine St.
Phone Number: 536
News Service: PN
Transcription Service: Thesaurus
Representative: Renaud, Young
President: Armand Belle
General Manager: T. Gareau
Promotion Manager: George Grant
Chief Engineer: Raymond Lavoie
CKRN
ROUYN—EST. 1939
CBC (FRENCH SUPPLEMENTARY)
Frequency: 1400 Kc. Power: 1000 Watts
Owned-Operated By: Radio Rouyn Abitibi Ltd.
Business Address: 5225 DeGaspé St.
Phone Number: 7A-EM 7245
Studio Address: Reilly Block Bldg., Main St.,
Capitol Theatre Bldg.
Transmitter Location: Rouyn
Air Time: 7 a.m.-12 M.
News Service: CP
Transcription Service: World
Representative: National Broadcast Sales.
Weed & Co.
Membership: CAB, BMB (Pending)
President: Hector Authier
General Administrator: Roger Charbonneau
Station Manager, Program:
Director: Jack Linklater
Commercial-Sales Promotion Manager, Publicity:
Director: John R. Fox
Production Manager: Maurice Dubois
Chief Engineer: John J. McGrail
Station Manager, Program-Publicity:
Director: J. L. Gauthier
Commercial Manager: E. Rozand
Sales Promotion Manager: M. Ferguson
Chief Announcer: Bert Paquette
Musical Director: F. M. Robidoux
Chief Engineer: S. Cusack
Farm Editor: Alex Simms

CJSO
SOREL—EST. 1945
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Radio Richelieu, Ltd.
Business Address: 72 rue Du Roi
Phone Number: 318
Transmitter Location: National Highway
Air Time: 7 a.m. to 11 p.m.
News Service: AP, PN, Reuters
Transcription Service: World, SESAC
Representative: Renaud
Membership: BBM
President: J. Arthur Villeneuve
General Manager: Gerard Boulay
Commercial Manager: Alphonse Provost
Program Director: Wilfrid Monsoux
Sales Manager: Henri Provost
Chief Engineer: Joseph Cardin

CHLT
SHERBROOKE—EST. 1937
Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By: La Tribune Ltd.
Business-Studio Address: 3 Marquette St.
Phone Number: 2071-2
Transmitter Location: King St., East Sherbrooke
Air Time: 5:55 a.m.-12 M.
Transcription Service: World, UTS
Representative: Jos. A. Hardy & Co.
President: Hon. Jacob Nicol
General Manager: A. Gauthier
Station Manager: J. L. Gauthier
Commercial Manager: E. Rozand
Sales Promotion Manager: G. Ferguson
Chief Announcer: J. P. La Sconde
Musical Director: P. M. Robidoux
Chief Engineer: S. Cusack
Farm Editor: Alex Simms

CHLN
THREE RIVERS—EST. 1937
Frequency: 550 Kc. Power: 1000 Watts
Owned By: CHLN "Le Nouvelliste" Ltée.
Operated By: "Le Nouvelliste"
Business Address: Batisse Municipale, rue Ste, Marguerite
Phone Number: 3000
Transmitter Location: Montreal Highway
Air Time: 15 hrs. daily
News Service: PN
Transcription Service: World, UTS
Representative: Jos. Hardy & Co.; Allan J. Young
Membership: CAB
President: Hon. Jacob Nicol
General Manager: Emile Jean
Station-Production Mgr.: Léon Trépanier
Commercial-Sales Promotion Manager: C. E. Couture
Program-Publicity Director: Paul Richard
Chief Announcer: Claude Séguin
Musical Director: Mrs. M. Tardif Séguin
Chief Engineer: François Comtois

CKTV
VAL D’OR—EST. 1939
CBC (FRENCH SUPPLEMENTARY)
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Radio Rouyn Abitibi
QUEBEC-SASKATCHEWAN

Business Address.......................... 5225 DeGaspe St., Montreal, Que.
Phone Number.............................. TA 7245
Studio Address.............................. Reilly Block Bldg., Main St.,
President Theatre Bldg.
Transmitter Location........................ Val d'Or
Air Time...................................... 7 a.m.-12 M.
News Service................................ CP
Transcription Service...................... World
Representative.............................. National Broadcast Sales;
Weed & Co.
Membership.................................. CAB, BMB (Pending)
President.................................... Hector Authier
General Administrator..................... Roger Charbonneau
Station Manager............................ Jacques Demers
Commercial-Sales Promotion Manager....
Publicity Director.......................... John R. Fox
Program Director.......................... Jack Linklater

Power: Jacques CHAB, AP, Central J.
17 Regina, CKBI
211 Gordon Ave.
Phone Number.............................. York 3696
News Service................................ PN, BUP
Transcription Service...................... Lang-Worth, United
Representative.............................. Stovin. Cooke
President.................................... J. Teitolman
General Manager........................... Corray Thomson
Program Director (English).............. Hal Stubbs
Program Director (French)................. Omer Duranceau
Chief Engineer............................. Charles Charlebois

SASKATCHEWAN

MOOSE JAW—EST. 1922
CAB DOMINION
Frequency: 800 Kc. ...................... Power: 5000 Watts
Owne-operated By.......................... CHAB, Ltd.
Business-Studio Address.................. Grant Hall Hotel
Phone Number.............................. 2334-5-6
Transmitter Location..................... Boharm, Sask.
Air Time..................................... 17 hrs., 20 min. daily
News Service................................ AP, PN
Transcription Service..................... Lang-Worth. UTFS Cole
Representative.............................. Horace N. Stovin
Membership.................................. CAB
General Manager............................ J. S. Boyling
Commercial Manager...................... Lloyd Crittendon
Sales Promotion Manager................ C. H. Witney
Production Manager...................... R. D. Giles
Chief Announcer......................... R. Horley
Musical Director.......................... J. Purvis
Chief Engineer............................. M. Pickford

PRINCE ALBERT—EST. 1927
CKBI CBC-DOMINION
Frequency: 900 Kc. ...................... Power: 5000 Watts
Owne-operated By.......................... Central Bcstg. Co.
Business Address......................... Prince Albert, Sask.
Phone Number.............................. 2821
Studio Address.............................. Sanderson Block
Transmitter Location.............. 7 mi. S. of Prince Albert
Air Time..................................... 6 a.m.-12 M.
News Service................................ BUP
Transcription Service..................... Thesaurus
Representative.............................. All-Canada. Weed & Co.
Membership.................................. CAB, BMM
General-Station Manager................. E. A. Rawlinson
Commercial-Sales Promotion
Manager.............................. Gerald Prest
Program Director......................... George Kergan
Production Manager...................... Ken Davey
Chief Announcer......................... Wm. Hart
Chief Engineer............................. Tom Van Ns

NORTH BATTLEFORD—EST. 1946
CJNB TRANS-CANADA (SUPPLEMENTAL)
Frequency: 1240 Kc. ...................... Power: 250 Watts
Business Address......................... Sallows & Boyd Bldg.
Phone Number.............................. 2373
Studio Address.............................. 1st Ave.
Transmitter Location.............. North Battleford
Air Time..................................... 7 a.m.-11 p.m.
News Service................................ BUP
Transcription Service..................... World. All-Canada
Representative.............................. Horace N. Stovin
Membership.................................. CAB
Manager................................. Jack H. Coalston
Program Director......................... Fred L. Paterson
Chief Engineer............................. Ian K. Carson

Regina—EST. 1922
CKCK
Frequency: 620 Kc. ...................... Power: 5000 Watts
Owne-operated By.......................... Leader-Post Ltd.
Operated By................................. All-Canada Mutually Operated
Business Address......................... Regina, Sask.
Phone Number.............................. 8525
Studio Address.............................. Leader-Post Bldg.
Transmitter Location.............. 8 mi. S. of city
Air Time..................................... 17½ hrs. daily
News Service................................ AP, UP
Transcription Service..................... Thesaurus. Cole
Representative.............................. All-Canada Radio Facilities
Weed & Co.
Membership................................. CAB, BMM

729
SASKATCHEWAN

Station Manager...........Harold A. Crittenden
Commercial Manager.........Gil Seabrook
Sales Promotion Manager....Bob Weir
Program Director...........Wilf Collier
Production Manager.........Vern Huggins
Chief Engineer...............E. A. Strong

CKRM
REGINA—EST. 1926
DOMINION NETWORK, CBC

Frequency: 980 Kc........Power: 5000 Watts
Owned By........Trans-Canada Communications Ltd.
Operated By........All-Canada Radio Facilities
Business-Studio Address: Fidelity Life Bldg.,
1819 Cornwall St., Regina
Phone Number...............7631
Transmitter Location......Rowatt, Sask.
Air Time ..............Unlimited
News Service ......AP
Transcription Service...World, Lang-Worth
Representative........All-Canada Radio Facilities,
                   Weed & Co.
Membership ............BBM
Station Manager...........W. A. Speers
Commercial Manager........B. M. Pirle
Director, Special Broadcast Services,
   Publicity Director........F. Laight
Production Manager.......W. L. Walker
Chief Engineer...........Wm. MacDonald

CFQC
SASKATOON—EST. 1923
CBC DOMINION

Frequency: 600 Kc........Power: 5000 Watts
Owned-Operated By........A. A. Murphy & Sons Ltd.
Business-Studio Address.....216 — 1st Ave., N.
Phone Number...............7917
Transmitter Location......3 mi. W. of Saskatoon,
   Highway No. 11
Air Time ............6:30 a.m.-12 M.; 7:50 a.m.-11:30
   p.m., Sun.
News Service ............BUP
Transcription Service.....Thesaurus, Standard,
   Lang-Wo:th, Cole
Representative ............Radio Representatives
President, General Manager....A. A. Murphy
Station Manager...........Vernon Dallin
Commercial Manager..........G. B. Nelson
Program Director...........Wilfred Gilbey
Production Manager..........George Dawes
Publicity Director..........Godfrey Hudson
Chief Announcer...........Harry Dekker
Chief Engineer............Lyn Hoskins

CBK
WATROUS—EST. 1939
CBC TRANS-CANADA—CBC PRAIRIE

Frequency: 540 Kc........Power: 5000 Watts
Owned-Operated By........Canadian Bcastg. Corp.
Business-Studio Address....300 Manitoba Telephone Bldg.
Phone Number...............97261
Transmitter Location......Watrous, Sask.
Air Time .............17 hrs. daily
News Service ..........CP, BUP, Reuters
Membership ............BMB
President (CBC)........Dr. Augustin Frigon
Regional Representative...James R. Finlay
Commercial Manager.........E. A. Weir
Program Director........James R. Finlay
Publicity Director.........C. E. L'Ami
Acting Chief Engineer.....V. J. Roe
Farm Editor...............Peter B. Whitall

CJGX
YORKTON—EST. 1927
CBC—DOMINION NETWORK

Frequency: 940 Kc........Power: 1000 Watts
Owned-Operated By........Yorkton Bcastg. Co. Ltd.
Business-Studio Address....Smith-Mckay Bldg.
Phone Number...............324
Transmitter Location......1/4 mi. E. of Yorkton
   on Highway No. 14
Air Time .............6:30 a.m.-11:30 p.m.; 8:30 a.m.-11
   p.m., Sun.
News Service ............AP, CP
Transcription Service.....World, UTS, Cole,
   SESAC
Representative............H. N. Stovin, Adam Young
Membership ............CAB, BMB
President ............Dawson Richardson
Managing Director.........A. L. Garside
Assistant Manager.........K. S. Parton
Commercial Manager.........J. M. Shortreed
Assistant Manager.........K. S. Parton
Production Manager.........Wm. Liska
Chief Announcer...........J. C. Goodman
Musical Director..........Norman Runtz
Chief Engineer...........Arthur Mills
Farm Editor...............E. C. Deering
PRESENTING THE INCOMPARABLE MUSIC OF

Wayne King

THE WALTZ KING

IN THE

"Wayne King Show"

with • WAYNE KING AND HIS ORCHESTRA
• NANCY EVANS • LARRY DOUGLAS
• FRANKLYN MACCORMACK

PRODUCED BY

FREDERIC W. ZIV COMPANY

1529 MADISON ROAD • CINCINNATI, OHIO

NEW YORK • CHICAGO • HOLLYWOOD
THREE LITTLE WORDS

"All In One"

Every broadcasting station strives to capture a larger share of its potential audience. Experience proves the importance of selecting your library service with great care ... if it is to produce the results you want.

- More and more stations have found after careful comparative analysis that Associated is THE basic-plus service—a service which can do a full time programming job ... broad in scope, skillfully balanced, flexible for programming and strong in commercial utility.

- The Associated family of subscribers has more than tripled in size during the last two years alone!

- Associated produces only one transcribed radio program service ... no “partial” libraries ... a complete service for every station budget ... ALL IN ONE.

- We invite you to write for complete details.

ASSOCIATED
THE BASIC plus RADIO LIBRARY

ASSOCIATED PROGRAM SERVICE—A Division of Muzak Corporation
151 WEST 46th STREET, NEW YORK 19, N. Y.

732
Production

Program Producers

Transcription Companies

Music

Radio Annual—1948
TO THE RADIO INDUSTRY—

We are submitting outstanding Radio and Television packaged programs.

The following contribute to the high standard of these productions:

DR. FRANK BLACK
Music Adviser

MARGARET WEBSTER
Drama

ERNEST M. WALKER
Comedy Program Analyst

FRANK PAPP

HU CHAIN

ALBERT N. WILLIAMS
Radio and Television Directors

JOHN BRYAN
Technician

SAUL KRIEG ASSOCIATES
Public Relations
Productions

"Building America"
"Adventures of Horace Jenks"
"Tribute to Women"
"Knocking On Your Door"

and

"American Repertory Theatre On the Air"

Supervised by
MARGARET WEBSTER
EVA LE GALLIENNE

Featuring

Eva Le Gallienne
Fannie Hurst
Edward Everett Horton
Otto Kruger
Cobina Wright, Sr.
Lisa Sergio
Ben Grauer

Sincerely yours,

WRAY DAVIS
Hollywood Manager
1600 Summit Ridge Drive
Beverly Hills, Cal.

Blanche Davis
Blanche Stuart Lee
THIS IS YOUR FBI"
Paul F. Adler Associates
535 Fifth Ave., New York 17, N. Y.
Phone, Murray Hill 6-3487. SERVICES OFFERED: Sales and production of live and transcribed programs. Representatives for Mayfair Transcription Co. vehicles including The Alan Ladd program, "Box 13." Act in advisory capacity for ad agencies.

Advance Television Picture Service, Inc.
729 Seventh Ave., New York 19, N. Y.
Phone Columbus 5-5400. President, Chas. A. Alicote; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Producers and distributors of films, features, and shorts and package films for television.

Advertisers Recordings Limited
624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.
113 West 57th St., New York 19, N. Y.
Phone, Circle 6-0141-2. President, James A. Miller; Secretary, E. E. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Air Features, Inc.
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-2700. SERVICES OFFERED: Radio Program Producers.

Alton Alexander Radio Production
825 W. 187th St., New York 33, N. Y.
Phone, Lorainne 8-3100. Manager Lottie Ritter; Director, Alton G. Alexander. SERVICES OFFERED: Complete production service for the advertising agency—Scripts, commercials, direction, program ideas submitted, also spot campaigns. Specialists in Network Musicals.

American Institute of Food Products, Inc.
509 Madison Ave., New York 22, N. Y.

American-Jewish Broadcasting Co., Inc.
86 Chambers St., New York 7, N. Y.
Phones, Worth 2-3322, Rector 2-5841. President, Herman Younglieb. SERVICES OFFERED: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions
7928 Michigan Ave., Oakland 5, Calif.
Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

Arts Recording Studios
29 West 57th St., New York 19, N. Y.
Phone, Plaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

Associated Broadcast Advertising Co.
5918 Melrose Ave., Los Angeles 38, Calif. Irwin T. Porter, Partner & Adver-
SYNDICATED SHOWS NOW AVAILABLE

<table>
<thead>
<tr>
<th>SHOW NAME</th>
<th>SHOW INFORMATION</th>
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<tbody>
<tr>
<td>&quot;THE SPICE OF LIFE&quot;</td>
<td>Musical variety show, big cast, completely in rhyme! Terrific!</td>
</tr>
<tr>
<td>&quot;THE FAMILY ALBUM&quot;</td>
<td>Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede</td>
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<tr>
<td>&quot;GLORIA CARROLL ENTERTAINS&quot;</td>
<td>Starring Gloria Carroll, and Frank Bell and &quot;The Belltones&quot;</td>
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<tr>
<td>&quot;THE BAND CONCERT&quot;</td>
<td>England's greatest concert bands, superbly recorded</td>
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<tr>
<td>&quot;EAT-ITORIALLY SPEAKING&quot;</td>
<td>Starring Dick Stone in the most unusual food program in the country</td>
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<td>&quot;ADVENTURES OF BUDDY BEAR&quot;</td>
<td>The most lovable, adventurous playmate a child ever had!</td>
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<td>&quot;SONGS OF CHEER &amp; COMFORT&quot;</td>
<td>Starring Richard Maxwell, famous Gospel singer</td>
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<tr>
<td>&quot;THE VAGABOND ADVENTURER&quot;</td>
<td>Starring Tom Terriss, internationally known adventurer</td>
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<tr>
<td>&quot;UN SOLVED MYSTERIES&quot;</td>
<td>Dramatizations of true mysteries as yet unsolved</td>
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<tr>
<td>&quot;ONE I'LL NEVER FORGET&quot;</td>
<td>Unusual sports stories, starring Jack Stevens</td>
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<tr>
<td>&quot;TWILIGHT TALES&quot;</td>
<td>Fairy tales for children, unusually told by Elinor Gene</td>
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<tr>
<td>&quot;DAN DUNN, SECRET OPERATIVE No. 48&quot;</td>
<td>Juvenile series based on famous newspaper cartoon strip</td>
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<tr>
<td>&quot;FUN WITH MUSIC&quot;</td>
<td>Starring Sigmund Spaeth, The Tune Detective</td>
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<tr>
<td>&quot;UNCLE JIMMY&quot;</td>
<td>Daytime family serial, starring William Farnum</td>
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<tr>
<td>&quot;FAMOUS MOTHERS&quot;</td>
<td>Starring Jane Dillon. All parts taken by Miss Dillon</td>
</tr>
<tr>
<td>&quot;HISTORY IN THE MAKING&quot;</td>
<td>Dramatizations of outstanding historical events</td>
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<tr>
<td>&quot;FURS ON PARADE&quot;</td>
<td>Sponsored successfully by hundreds of fur retailers</td>
</tr>
<tr>
<td>&quot;A CHRISTMAS CAROL&quot;</td>
<td>Original one-half hour adaptation starring Tom Terriss</td>
</tr>
<tr>
<td>&quot;ADVENTURES IN CHRISTMASTREE GROVE&quot;</td>
<td>Sponsored annually by more than 200 department stores</td>
</tr>
<tr>
<td>&quot;SANTA'S MAGIC CHRISTMAS TREE&quot;</td>
<td>Another outstanding Christmas holiday promotion</td>
</tr>
</tbody>
</table>

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

The Oldest—and One of the Country's Largest Transcribed Program Producers
Manufacturers of Transcription Playback Machines
tising Manager, Publicity Director; Ger- trude T. Porter, Partner & Program Man-ager, Research Dept. SERVICES OFF-ERED: Scripts, from miniature 5-min-ute programs to half hour shows; also spot announcements. Promotion, pro-gramming, production, and merchandising. Several participation shows avail-able.

**Associated Broadcasting Co., Ltd.**

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Cana-da. Phone, Belair 3325. President, M. Maxwell; Sec.-Treas., Frances Maxwell; Sales Director, Arthur Burns. SER-VICES OFFERED: Production of live-talent shows in English and French, re-cordings of programs and spots, scripts.

**Associated Program Service (Div. of Muzak Corp.)**

(For detailed listing see Transcription Section.)

**Associated Radio-Television Productions**

Empire State Bldg., New York 18, New York. Phone, Longacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agen-cies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announce-ments, singing commercials, also live and transcribed programs. Production of television film.

**Ann Barbinel**


**Basch Radio Productions**

17 East 45th St., New York 17, N. Y. Phone, Murray Hill 2-8877. Sales Man-ager, Charles J. Basch, Jr. BRANCH OFFICE: 64 E. Jackson Blvd., Chicago 4, Ill., Phone, Webster 4687; Ed Meltzner; Citizen Bldg., Cleveland, O., Phone, Superior 3850; Louis M. Bloch, Jr.; 216 Tremont St., Boston, Mass., Liberty 9161; Michael Pesanelli. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television pro-

grams and commercial spots, live and film.

**Bass & Co., Inc.**

2 Stone St., New York 4, N. Y. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: For-eign and domestic market research and analysis, advertising placement, adver-tising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

**Walter Batchelor Agency, Inc.**

30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4224-5-6-7-8. Pres-ident, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. SERVICES OFFERED: Package radio shows.

**Zach Baym**

114 Grafton St., Brooklyn 12, N. Y. Phone, Dickens 2-0243. SERVICES OF-FERED: A television film rental library, serving television stations, advertising sponsors, and independent television produc-ers with features, westerns, news, comedies, cartoons, musicals, travel, edu-ca-tional, and sports films.

**Beck Recording Studios**

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Main 8751. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical re-cordings and transcriptions for radio broadcast; program building; scripts, tal-ent; production; audition service; off-the-air recordings.

**V. S. Becker Advertising Service**


**The Bentel Agency**

Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, Johnsville Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.

Rockhill Radio, Inc.

18 East 50th
ELdorado 5-1860
Walter Biddick Company
(Radio Programs Division)
1151 South Broadway, Los Angeles 15, Calif. Phone, Richmond 6184. Guy M. Biddick, President; Mildred V. Biddick, Vice-President; George E. Link, Sec.-Treas.; Lela J. C. Hill, Office Assistant; Dorothy M. Arnold, Traveling Representative; Doris M. Biddick, Office Assistant. SERVICES OFFERED: Preparing scripts, recording, selling transcribed one-half min. spot announcements for various type businesses, also quarter hour programs.

G. C. Bird & Associates

Joseph Bloom
19 West 44th St., New York 18, N. Y. Phone, VANDerbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

Ford Bond Radio Productions, Inc.

Richard Bradley & Associates
188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. Advertising Mgr., Talent Sponsor, Leo Rabens; Program Executive and Dir. of Radio Sales, Merrill W. Fugit; Purchasing Agent, Leo Rabens. SERVICES OFFERED: Transcribed radio productions, script service, program production, air checks, recording, film projection service, radio advertising.

Ruth & Gilbert Braun
130 E. 40th St., New York 16, N. Y. Phone, MURray Hill 3-9580. Gilbert Braun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

Broadcast Productions

Allyn Butterfield Prod.
6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Pres., Allyn Butterfield. SERVICES OFFERED: Complete production facilities, including studios, recording-scripts, film editing, printing and dev. lab. cameramen, directors, etc., specializing in documentaries, short subjects, news, etc.

Byron Productions Co.
730 Fifth Ave., New York 19, N. Y. Phone, Circle 6-2677. Owner-President, Edward A. Byron; Production Mgr., Daniel C. Sutter. SERVICES OFFERED: Package producers.

The Caples Company
535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 2-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Arthur Gleitz, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

The Cardinal Co.

Garry J. Carter of Canada, Ltd.
394 Bay St., Toronto, Ont., Can. Phone, Waverley 4655. Garry J. Carter, President; Bob Howe, Asst. to President. BRANCH OFFICE: 67 W. 44th St., New York 18, N. Y. Phone, MURray Hill
Kermit-Raymond Radio Productions presents

RAY GREEN'S
PRODUCTION OF

"HOLLYWOOD'S OPEN HOUSE"
(A Thirty Minute Transcribed Program)
The Greatest Stars of Hollywood
in Radio Adaptations of Hit Pictures
plus
The Greatest Comedians of Stage-Screen and Radio

RAY BLOCH and ENRIC MADRIGUERA
(second series of 26 shows)
(first series of 26 shows)

And the Program's Genial Host
JIM AMECHE

On Each Show From Three To Five Big Name Stars
A NAME HOLLYWOOD STAR—A NAME COMEDIAN—A NAME VOCALIST

A PARTIAL LIST OF GUESTS TO DATE IN ORDER OF THEIR APPEARANCE

Marlene Dietrich
Luise Rainer
Allan Jones
Ruth Chatterton
Hildegarde
Ann Rutherford
Henny Youngman
Harry Cool
Margo
Glenda Farrell
Jan Murray
Constance Bennett
Harrington & Hyers
Fay Wray
Joseph Calleia
Block & Sully
Mischa Auer
Walter Abel
Jean Parker
John Carradine
Edith Fellows
Jack Carter

Peter Lorre
Peter Donald
Wendy Barrie
Jerry Cooper
Morey Amsterdam
Joseph Schildkraut
George Givot
Skip Homeier
Neil Hamilton
Jane Withers
Gregory Ratoff
Elsa Maxwell
Guy Kibbee
Richard Arlen
Nan Wynn
Phil Regan
Adele Astaire
Bea Wain
Jackie Gleason
Romo Vincent
Milton Berle
Joy Hodges

Pat O'Brien
Diana Lewis
Bonita Granville
Jack Pearl
Lucille Ball
Dessie Arnaz
Basil Rathbone
Virginia Weidler
Phil Brito
John Loder
Dick Powell
Dinah Shore
Wesson Brothers
Stuart Erwin
Frances Faye
Danny O'Neil
Stroud Twins
Francis Lederer
Bert Lahr
Roger Pryor
Zasu Pitts
Joey Adams

Jack Benny
Mary Livingston
Phil Harris
"Rochester"
Don Wilson
Martha Scott
Lee Sullivan
Zero Mostel
Kay Francis
Faye Emerson
Ralph Morgan
Helmut Dantine
Buddy Lester
Diana Barrymore
Lew Parker
Roland Young
Monica Lewis
Johnny Morgan
Roddy McDowall
Yvette
Dean Jagger
Anita Louise

WIRE—WRITE—PHONE
KERMIT-RAYMOND CORP.
11 East 52nd Street, New York 22, N. Y. ELdorado 5-5511
2-5168. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

**Champs-Elysées Radio and Television Production**

Paris Office: Théâtre des Champs-Élysées, 15 Avenue Montaigne, Paris 8me. Phone, Balzac 29-64, Elysées 35-25; General Manager, Hilda Jolivet; New York Office: 49 West 46th St., New York 18, N. Y. Phone, BRyant 9-2674; Executive Director, Robert Franc. SERVICES OFFERED: Complete program building and recording service in French, Spanish and English languages. Electrical, magnetic and film transcription for radio and television, international sales organization for European and American commercial radio and television stations, scripts, research, suggestions and package shows with participation of all outstanding French talents.

**The Bruce Chapman Co.**

145 West 41st St., New York 18, N. Y. Phone, Wisconsin 7-9244. President, Bruce Chapman; Vice-Prev., and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Cecil Secrest; Research Director, Edythe Roberts; Office Manager, Anna Levy. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800; John Hooley, 111 E. Ave., Rochester 4, N. Y., Phone Stone 162. SERVICES OFFERED: Program production, commercial scripts, package shows.

**Mary D. Chase Productions**

875 Fifth Ave., New York 21, N. Y. Phone REGent 7-1120, REGent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

**Cineffects, Inc.**

1600 Broadway, New York 19, N. Y. Phone, Circle 6-0951-2-3-4-5. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

**Leslie Clucas**

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OF-


**Ted Collins Corporation**

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

**Russell C. Comer Co.**

15 West 10th St., Kansas City 5, Mo. Phone, Harrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel E. Martin; Mgr., Transcription Dept., Bill L. Golden. SERVICES OFFERED: Production of syndicated programs and serials.

**Commodore Productions and Artists**


**Jack L. Cooper Radio Advertising Service**

2400 W. Madison St., Chicago 12, Ill. Phone, Monroe 9060. Managing Director, Jack L. Cooper; Assistant Mgr., Bob Roberts. SERVICES OFFERED: Recorded and transcribed musical programs.

**Louis G. Cowan, Inc.**

485 Madison Ave., New York 22, N. Y. Phone, Plaza 9-3700. Louis G. Cowan, President; John B. Lewellen, Vice-President; Robert R. Michels, Vice-President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Treasurer-General Manager; Florence M. Muller, Production; Marijean Isaac, Publicity; Rachel Stevenson, Research. BRANCH OFFICES: 8 So. Michigan Ave., Chicago 3, Ill., Phone, RANDolph 2222, John B. Lewellen, Robert D. Michels, 6331 Holly-
These Outstanding Shows Produced by
MORTON RADIO PRODUCTIONS
Are Now Available

THE HOMETOWNERS...
156 fifteen minute episodes
NBC Stars — American Music
JUST COMPLETED

JOE EMERSON'S
HYMNTIME...
Star of "Hymns of all churches"
156 fifteen minute episodes
America’s top hymn show

LOUISE MASSEY and the
WESTERNERS...
Network Stars
156 fifteen minute episodes
Radio’s finest western musical
starring Curt Massey

SO THE STORY GOES ...
260 fifteen minute episodes
The greatest story telling series in
the history of radio

THIS IS THE STORY ...
Featuring Ed Prentiss, network star.
Producing another 260 fifteen minute
episodes . . . making these two series
the largest collection of story mate-
rial ever offered.

MORTON RADIO PRODUCTIONS, Inc.
360 N. MICHIGAN AVE. CHICAGO 1, ILL.

**Damon Recording Studios, Inc.**

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Victor Damon, President & General Manager. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased.

**Charles Davis Radio & Television Productions**

147 Raymond St., Hasbrouck Heights, N. J. SERVICES OFFERED: Creation of live and transcribed radio and television shows.

**Gordon M. Day Adv. Service**


**Roy De Groot Consultants, Inc.**


**Jerry Devine Productions**

6331 Hollywood Blvd. Phone, GRanite 7675 or HEmpstead 8163. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; Lee Meyers, Publicity. SERVICES OFFERED: Packaged radio programs.

**Virginia Doak Agency, Inc.**


**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3333. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spots, announcements, custom and syndicated recordings, complete recording and transcription plant.

**Harry S. Dube**

1270 Avenue of the Americas, New York 20, N. Y. Phone, COlumbus 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

**Ed East Creative Recorded Spots**

910 Taft Bldg., 1680 N. Vine St., Hollywood 28, Calif. Phone, Gladstone 3352. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

**W. M. Ellsworth**

75 East Wacker Drive, Chicago 1, III. Phone, Central 0942. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

**Empire Broadcasting Corporation**

480 Lexington Ave., New York 17, N. Y. Phone, PLazA 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaager, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

**Entertainment Enterprises, Inc.**

38 Central Park South, New York 19, N. Y. Phone, PLazA 9-1120. Brent O. Gunts, President; Denes Agay, Vice-President; George G. Herz, Sec.-Treas. SERVICES OFFERED: Radio production, artists representatives, packages.
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225 Mutual St., Toronto, Ont., Canada. Phone, Waverly 9419. President, A. J. Lewis. SERVICES OFFERED: Tailor made, live or transcribed shows.

**Fadiman Associates, Ltd.**

1501 Broadway, New York 18, N. Y. Phone, LAckawanna 4-3844. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

**Fanchon & Marco (F & M Stageshows, Inc.)**

1501 Broadway, New York 18, N. Y. Phone, CHickering 4-3956. SERVICES OFFERED: Production, talent, package shows.

**Fenton Productions**


**Films Associates, Inc.**

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs. SERVICES OFFERED: Transcription producers. No library. No scripts sold. Producers of Industrial motion pictures and slide films. Complete recording facilities all media.

**Maggy Fisher**


**Five-Minute Features**

822 South Park View, Los Angeles, Calif. Phone, Federal 1936. Director, Cal Frederick (Services, Script).

**Edward H. Ford**

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach, Ethel Dillon. SERVICES OFFERED: "Can You Top This?"

**Harry E. Foster Agencies Limited**


**Allen A. Funt Radio Productions**


**Gainsborough Associates**

507 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 2-8288-9-8290. Jack D. Gaines, Mgr.; Nathan M. Rudich, Radio Dir.; Mike Jablons, Public Relations Dir.; Arlene Shelly Gaines, Talent Supervisor. SERVICES OFFERED: Produce radio and television package shows. Provide talent for radio series, special broadcasts, etc. Publicity and public relations consultants to radio stations, advertisers, radio and television programs, radio personalities, and fund raising organizations using radio. Writers and directors offered for existing or proposed radio and television program series. Transcribed program series produced and distributed to radio stations for advertisers in 13, 26, and 52 week contracts.

**Gale, Inc.**

48 W. 48th St., New York 19, N. Y. Phone, LONgacre 3-0350. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete package program service.
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- **William Gernannt**

**John E. Gibbs & Co.**
9 Rockefeller Plaza, New York 20, N. Y. Phone, COLumbus 5-4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

- **Harry S. Goodman Radio Productions**

- **Gotham Radio Productions, Inc.**
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It happened in San Francisco, where the first Hooper on "Box 13" was taken. The time—10-10:30 P.M. The station—ABC's KGO. The Hooperating (and get this) — 8.0 — That's 33 1/3% of the total audience. And this was only the seventh show of the series! There's proof that given a great name motion picture star in the right vehicle with superb acting, direction, music and stories, you can get hordes of people to listen—it's happening in dozens of markets.

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**John Guedel Radio Productions**

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Ned Crawford; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Walter Schmidt, Hy Freedman, Ed Tyler, Harry Stapf. SERVICES OFFERED: Producers of network package radio programs.

**Leland Hayward, Inc.**

(MCA Management, Ltd.)


**George Heid Productions**

1005 Century Blvd., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for mechanical displays.

**Arthur Henley**

88-04 63rd Drive, Forest Hills, N. Y. Phone ILlinois 9-6729. SERVICES OFFERED: Radio programs written to order, on-the-air shows analyzed and repaired, packages prepared and produced on option. Comedy a specialty, analyzed by mathematics.

**Hoffberg Productions, Inc.**

620 Ninth Ave., New York 18, N. Y. Phone, CIRCLE 6-9031-2. J. H. Hoffberg, President. SERVICES OFFERED: 35 mm. and 16mm. of features and short subjects for television broadcasts.

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39 E. 36th St., New York 16, N. Y. Phone, Murray Hill 9-2440-2473, Boulevard 8-3065. Ted Hudes, Owner. SERVICES OFFERED: Produce public service transcribed programs, distribution over 400 stations from coast-to-coast, handle radio accounts for commercial and non-commercial institutions.

Hummert Radio Features

Inter-California Broadcasting System
253 So. Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Mgr., Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Julia R. Ballesteros. SERVICES OFFERED: Production of Spanish Language Programs, over Station XEGM, Tijuana, B. C.

International 16mm Corporation
165 W. 46th St., New York 19, N. Y. Phone, Plaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Norman- din. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm.

WILLIAM GERNANNT
International Prods., Ltd.
King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; T. J. Quigley, Radio Time Buyer; Wm. Orrett, Chief Engineer; Gordon E. Howard, Script and Commercial Copy Writer; Irene Fisher, Script Production. SERVICES OFFERED: Complete radio programs, live and transcribed; recording facilities and public address systems.

International Radio & Television Features
322 E. 55th St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Complete production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm. films for television, custom-built audition scripts for talent, foreign language programs and commercials, program ideas and consultation.

Harry Jacobs Productions
6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: Producer of radio shows, also sales representative for other producers.

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49 West 45th St., New York, N. Y. Phone, VAsburt 6-3800. SERVICES OFFERED: Program production.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston 16, Mass. Phone, Devonshire 8-7357. President and Production Mgr., Edwin H. Kasper; Treas. & Dir. Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Chief Engineer, Forrest L. Bishop; Secy., Theresa Fahey; Special Events Recordings, Edward Richards; Sales & Production, Kenn Schaffer; Sales, Robert A. Arnold. SERVICES OFFERED: Oldest syndicated transcription producer in the U. S.; recordings; program production; originators of transcribed musical spots; talent; scripts; live & transcribed custom-built programs; air checks; remote recordings; phonograph records; musical library; manufacturer of transcription playback machines (portable).

Kermit-Raymond Corporation
11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. President-
Program Producers


Services Offered: Production of live and transcribed programs, spot announcements, scripts and program consultants.

Sam Kerner Productions
20 West Burbank Blvd., Burbank, Calif. Phone, Charleston 0-2111. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Manager, Murial Gail. Services Offered: Program production, syndicated transcriptions, talent, custom built spot announcements.

Landau Broadcasting Service

Lang-Worth Feature Programs, Inc.
113 West 57th St., New York 19, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. O’Keefe; Secretary, Walter Socolow; Representatives, John D. Langlois, John Mayo, Pierre Wels; Staff Script Writers, Louis Tappe, Doris Kaye, Ira Knaster; Office Manager, C. O. Langlois, Jr. Services offered: Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed, syndicated shows.

C. O. Langlois, Inc.
Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O’Keefe. Services Offered: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

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"Stan" Freeman

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radio programs, also sales representatives of other producers.

**Don Lee Productions**
1313 N. Vine St., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Eddie Delapina. SERVICES OFFERED: Recording, program production.

**The W. E. Long Co.**
155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; Harold Gingrich, Director of Radio; Jessica Petrie, Office Manager; Eugenia Minetz, Chief of Copy; Paul Quan, Hollywood Producer; Betty Russell, Chicago Producer. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone money shows, transcribed spot announcements for wholesale bakery accounts and radio stations.

**Phillips H. Lord, Inc.**
501 Madison Ave., New York 22, N. Y. Phone, Wickersham 2-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

**Mac Davis Sports Features**
1 Montgomery Place, Brooklyn 15, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Syndicated sport-scripts service. Also sport programs and features created, built and produced for live and transcribed shows for national, regional or local use. Ideas and scripts supplied for all types of sport programs. Also sport programs for television.

**C. P. MacGregor**
729 So. Western Ave., Los Angeles 5, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Sales Manager, F. J. Rudolph; Manager, George R. Jones. BRANCH OFFICE: 342 Madison Ave., Room 804, New York, N. Y. Phone, VAnderbilt 6-0492-3. Nat V. Donato. SERVICES OFFERED: Complete transcription service, recording, processing and pressing. All types of production for various clients, spots, etc., drama and music library service.

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**Byron Productions, Inc.**

**PRESIDENT**
Edward A. Byron

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**George W. Allen**
Producer - Director

**"THE WHISTLER"**
C.B.S.
**Program Producers**

**Haven MacQuarrie Ideas**
3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

**Alexander McQueen & Associates**

**The Ted Mack Co.**
4 E. 53rd St., New York 22, N. Y. Phone, MURray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, research and commercial copy service, producers of Kaiser-Frazer Sunday evening tele show now on the air.

**Management Corp. of America**
745 Fifth Ave., New York 19, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, David Werblin; Vice-President, Harold Hackett; Vice-President, Bart McHugh. SERVICES OFFERED: Program production, package shows.

**Harvey Marlowe Television Associates, Inc.**

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946 S. Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, Fred C. Mertens; Sales Manager, G. L. Price. SERVICES OFFERED: Program Productions, Transcriptions, Commercial Copy Service, Scripts, etc.

Charles Michelson, Inc.

Michelson & Sternberg, Inc.
23 W. 47th St., New York 19, N. Y. Phone, CH 4-5060. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Ex-
porters of transcription programs and sound effect records.

Allan H. Miller Agency
2029 Riverview Court, Toledo 2, Ohio. Phone, WAbridge 6611. Arthur S. Vernon, President; A. S. Vernon, Jr., Vice-President; Mrs. Mary Miller, Secretary-Treasurer & General Manager. SERVICES OFFERED: Program production, scripts, talent and station promotion (through Animated Movie-Sign display).

Les Mitchel Productions, Inc.
8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275 and BRadshaw 2-4616. Les Mitchel, President-Producer-Director; G. Madelon Mitchel, Secretary-Treasurer & Sales Manager; Gery Day, Script Editor; June Hanson, Talent & Production Manager. SERVICES OFFERED: Production for Radio & Screen & Package Shows.

Mole, Davis, Inc.
105 W. 55th St., New York 19, N. Y. Phone, Circle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. BRANCH OFFICE: 1600 Summit

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For Credits
See Radio Directors Section

758
PROGRAM PRODUCERS

Ridge, Beverly Hills, Calif. Phone, Crestview 1-7566. Wray Davis, Cobina Wright, Sr. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

Raymond R. Morgan Co.

William Morris Agency, Inc.

Carlton E. Morse Productions
1500 Vine St., Hollywood 28, Calif. Phone, Hollywood 6161. Carlton E. Morse, President; Clinton E. Twiss, Vice-President; Clifford Anderson, Secretary.

Morton Radio Productions, Inc.
360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

Music Corporation of America
(MCA Management Ltd.)
(MCA Artists Ltd.)
598 Madison Ave., New York 19, N. Y. Phone, Wickersham 2-8900. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. MCA Square, Beverly Hills, Calif. Phone, Bradshaw 2211. 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. SERVICES OFFERED:

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NBC Radio-Recording Division
30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, H. P. Hayes; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; Sunset and Vine Sts., Hollywood, Calif. Phone Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William Andrews. SERVICES OFFERED: NBC Thesaurus (musical program service); NBC Syndicated Programs (recorded dramatic, variety, musical shows, etc.); NBC Custom-Built Programs (for regional and national spot advertisers); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

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Four half hour transcribed programs on the growth of America, with Cardinal Spellman. Dr. Samuel McCrea Covent. Joshua Loth Liebman. Earl G. Harrison. Edna Ferber and others.

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(sponsored by ClipperCraft Clothes)
National Radio Features
100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice-Pres. & Gen. Mgr.; Don Williams, District Mgr.; Martha Furman, District Mgr.; Ruth Pearl, Publicity Mgr. SERVICES OFFERED: Special radio transcribed and live programs for use as campaigns with radio stations. Using constructive material furnished to enhance radio stations call letters and position on dial. The house of specialized campaigns presenting three specialized features, “Veterans of Victory,” “Boost and Buy” and the sensational new program “Radio on Call.” Brings added mail, listening audience and station prestige. Free weekly $25 U. S. Savings bonds. Carries talks by heads of Legion and veteran administration commanders. Coast to coast as “Good Will Ambassadors” for Radio Stations.

Nebblett Radio Productions
360 North Michigan Ave., Chicago 1, Ill. Phone Central 4144. President, Morton Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

Lilian Okun, Inc.
2 West 67th St., New York 23, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Specialize in women’s and children’s programs, television programs; complete programs prepared.

Johnny Olsen’s American Productions

Original Radio Productions, Inc.
130 E. 40th St., New York, N. Y. Phone, Murray Hill 3-9580. Harmon Yaffa, Pres.; Anthony Gablik, Vice-Pres.; H. Lawrence Laupheimer, Sec.-Treas. SERVICES OFFERED: Creators and producers of radio and television programs.

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"Presenting Sonja Henie” Transcribed
"Fact and Fallacy” Transcribed

In association with Gordon M. Day Productions, New York and Boston
Phone MUrrey Hill 2-0810-1. President, Eugene Bernald; Manager, Arthur Gordon. REPRESENTATIVES: F. R. Jones, Chicago, Ill.; F. R. Jones, Homer Griffith Co., Hollywood, Calif.; Homer Griffith. Homer Griffith Co., San Francisco, Calif., Theo. B. Hall. SERVICES OFFERED: Recorded programs of 15 minute and half-hour duration, for English language export markets such as Panama, British Guiana, Trinidad, Barbados as well as Alaska. Programs available to sponsors, agencies.

Jack Parker & Associates


Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349-9325. Pres. Leo J. Paulin; Vice-President, Vera Cas-sidy Ash. SERVICES OFFERED: Ideas, scripts, production, direction for advertising agencies, Stations and Sponsors.

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, MUrrey Hill 6-5609. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Bickes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 6-4111. Kent Cooper, President; Oliver Gramling, Vice-President. BRANCH OFFICES: Located in 100 principal cities throughout the U. S. SERVICES OFFERED: Personality Time,” a 15-minute transcription dramatizing personalities of stage, screen and radio —of special interest to women, 78 episo-des available; “Sports Star Special,” a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; “Special Assignment,” a 15-minute transcription dramatizing the unusual experience of news reporters throughout the country, 78 episodes available.

Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, Delaware 4375. Owner, Eugenia Price. Represented by MCA Artists Ltd., 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. SERVICES OFFERED: Producers of The Addison Pelletier Show available on open-end transcriptions, custom built live and transcribed shows and commercial spots.

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FAederal 7372. President, G. L. Price. SERVICES OFFERED: Packaged transcribed shows, 15 and 30 minutes. Shows built or scripts written to order. Singing transcribed shows, comedy, and other transcribed commercials to order.

Prockter Radio Productions, Inc.

1270 Avenue of the Americas, New York 20, N. Y. Phone Circle 6-4091. President Bernard J. Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Lowe- than; Director of Public Relations, Clement J. Wyle. SERVICES OFFERED: Live network programs.
Program Productions
551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6320. Wilbur B. Stark, President; Jerry Layton, Secretary-Treasurer. SERVICES OFFERED: Package and produce musical and dramatic shows for radio and television. Talent representation of radio personalities, performers and writers.

Progressive Radio Advertising Co., Inc.
260 E. 161st St., New York 51, N. Y. Phone, MErose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

Quality Radio Productions

Radio Events, Inc.
535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Julienne Dupuy. SERVICES OFFERED: Production, scripts, casting for radio and television.

Radio Features of America
37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. REPRESENTATIVE: Towers of London, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service.

Radio Producers of Hollywood
1651 Cosmo, Hollywood 28, Calif. Phone, Hollywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Mary Staggis. SERVICES OFFERED: Open and transcribed feature programs. Syndicated and package programs.

Radio Production Service

Radio Program Management
4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. SERVICES OFFERED: Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

Religious News Service
381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

Richmond Productions

Robinson Recording Laboratories

Rockhill Radio
18 East 50th St., New York 22, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. SERVICES OFFERED: Live and transcribed shows.

E. J. Rosenberg
50 E. 77th St., New York 21, N. Y. Phone, REgent 4-7567. SERVICES OFFERED: Live and transcribed programs.

Jack Rourke Productions
PROGRAM PRODUCERS

3-3460, and 120 Boylston Street, Boston 16, Massachusetts, Hancock 9343. SERVICES OFFERED: live and transcribed radio programs, spots and jingles.

James L. Saphier Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President; Bert D. Prager, Vice-President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

Schramm Studios

4000 Canal St., New Orleans 19, La. Phone, Galvez 5914. Director, Joseph C. Schramm; SERVICES OFFERED: Off air checks for out of town advertisers.

Bernard L. Schubert, Inc.


Screencraft Pictures, Inc.

341 W. 44th St., New York 18, N. Y. Phone, Circle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OFFERED: Distributors of 16 and 35 mm. features and shorts.

Script Associates

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, President. BRANCH OFFICE: 1635 Sargent's Court, Los Angeles 26, Calif. Phone, MA 6-6476, Larry Purdin. SERVICES OFFERED: Promotion of show written by Larry Purdin, "Lines for Living." Now in third year of five day a week broadcast. In areas covered by Conlan survey it is highest rated daytime broadcast local or network. Available in weekly packages for five fifteen minute broadcasts.

Selected Radio Features


SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone MIrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, Plaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible, Promotion. A. Alan Levin. SERVICES OFFERED: Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

Fletcher Smith Studios, Inc.

1585 Broadway, New York 19, N. Y. Phone, Circle 6-5280-1. Fletcher Smith, President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. SERVICES OFFERED: Film production for television, specialty animation, complete art and photographic staff and equipment.

Sound Studios, Incorporated


The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203 Producer-Director, Robert E. Grey; Casting, J. R. Lorenz; Sound, R. W. McPhail; Chief Engineer O. J. Vital. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

Soundscript Radio Productions


Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Circle 7-5666. Henry Souvaine, President; Russell E Dill, Vice-President; A. U. Braunfeld, Secretary. SERVICES OFFERED: Package production for radio.
Spot Radio Service
161 East 48th St., New York 17, N. Y.
Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green.
SERVICES OFFERED: Creative writing and production service for advertising agencies. All types of spot announcements including jingles.

Spot Specialists
6000 Sunset Blvd., Hollywood 28, California.
Phone, Granite 9583. Harry R. Jacobs, Robert L. Schaus, Partners.
SERVICES OFFERED: Transcribed radio spot announcements created for every retail industry or business.

Charles Stark Productions Corp.
366 Madison Ave., New York 17, N. Y.
Phone, MURray Hill 2-2636. Charles Stark, President.
SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Now on the air with the “Stanback For Peter Donald Show,” 15-minute transcribed show for Stanback Headache Powders. Package producers of 15 and 30-minute live shows as well.

Richard Stark & Company
30 Rockefeller Plaza, New York 20, N. Y.
Phone, CIRCLE 6-7337-8.
SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

Starr Radio Productions, Inc.
360 N. Michigan Ave., Chicago 1, Ill.
Phone, Dearborn 5164. Jack Starr, Pres.
SERVICES OFFERED: Temperatures and spot jingles, transcribed and live shows.

Telecast Productions, Inc.
101 Fifth Avenue, New York 3, N. Y.
Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman.
SERVICES OFFERED: Packaged productions.

Telecarted Cartoons
70 E. 45th St., New York 17, N. Y.
Phone, MURray Hill 6-8933. Pro-Dir., Saul S. Taffet.
SERVICES OFFERED: Production of television-animated commercials through animated cartoons on motion picture film, in 35 mm. or 16 mm. or in still cartoon form, Musical jingles and spots written and produced to meet individual requirements for television presentation.

Television Films of America
Box 2222, Hollywood 28, Calif. Temp.
SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order.

Television-Radio Enterprises, Inc.
22 Beekman Place, New York 22, N. Y.
Phone, Plaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kirl B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development.
SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

Teleways Radio Productions, Inc.
8949 Sunset Blvd., Hollywood 46, Calif.
Phone, BRadshaw 2-1457; CRESTview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Dir. of Sales.
SERVICES OFFERED: Transcribed and live radio shows available for local, regional or national sponsorship. Type of shows available: musical, dramatic, mystery, western and hillbilly. Length: 5-minute, 15-minute and 30-minute.

Three Minute Sermons, Inc.
Box 2222, Hollywood 28, Calif. Temp.
SERVICES OFFERED: Religious programs produced to order, religious scripts to order, and producers of “three- minute sermons” for five-minute spots, public and radio relations for religious radio programs, live or transcribed.

Towers of London, Ltd.
37 West 46th St., New York 19, N. Y.
Phone BRyant 9-9622. Harry Alan Towers, President; Oliver W. Nicoll, Vice-

**Transamerican Broadcasting & Television Corp.**

1 East 54th St., New York 22, N. Y. Phone, PLa 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

**Transcribed Radio Shows**

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. President & General Manager, M. E. Moore. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

**Transcription Sales, Inc.**


**Transfilm, Inc.**

35 W. 45th St., New York 19, N. Y. Phone BRyan 9-6540. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Vice-President Chg. Sales, Charles T. Merritt; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities and personnel for production of motion pictures for Television, commercial and industrial clients, in black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, artists, cameramen, film editors.

**Trendle-Campbell**

1800 Stroh Bldg., Detroit 26, Mich. Phone, RANDolph 9184. Owners, George W. Trendle; H. Allen Campbell. SERVICES OFFERED: Owners and producers of dramatic serials; The Lone Ranger; The Green Hornet; Challenge of the Yukon, etc.

**Twin City Television Lab.**


**United Press Association**

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Dir. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news service, news scripts, news research.

**United States Recording Co.**

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, District 1640. President & General Manager, Joseph Tait; Business Manager, Harry J. Penn; Sales Manager, Bill Ross; Chief Recording Engineer, H. P. Meisinger; Manufacturing Manager, Irving Linkow; Chief Research Engineer, Carl Mayfield. BRANCH OFFICE: 3700 Jefferson-Davis Highway, Alexandria, Va. Phone, Di. 1640. Irving Linkow. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and short wave broadcasts. Specializing in complete recording and transcription installations. Manufacturers of Speech input equipment, sound effects consoles, portable transcription equipment and special equipment.

**Unitel, Incorporated**


**Thomas J. Valentino, Inc.**

1600 Broadway, New York 19, N. Y. Phone, Circle 6-4675-6. President, Thomas J. Valentino. SERVICES OFFERED: Major sound effects records. Major chime and organ recordings, transcriptions, pressings, recording service.
Video Associates, Inc.

Chick Vincent & Company
509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

J. Franklyn Viola
152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. & Pres. Owner Franklyn Viola. SERVICES OFFERED: Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

Von Baumann Studios
331 E. 71st. St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and recorded custom-built shows and package shows, writing and production of spot and musical commercials in any language. Program consultant.

Carl Wester & Company

Roger White Productions
Hotel Beverly, 125 E. 50th St., New York 22, N. Y. Phone, PLaza 5-3560. Roger White, Prod.-Dir.; Kermit Schaefer, Prod. Mgr.; Miss Marion Whitley, Sec.-& Casting; Steva Hunt White, Announcer and Dir. SERVICES OFFERED: Complete package shows, live and open end E. T. S., spot announcements, jingles, television, radio consultant.

Wolf Associates, Inc.

World Broadcasting System, Inc.
(Subsidiary of Decca Records, Inc.)

Carter Wright Radio-Television Productions

Wynn Wright Associates
4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Helen Wright, Casting Dir. SERVICES OFFERED: Building and producing of radio shows including drama, variety and audience participation, spot ads and singing commercials.

Frederic W. Ziv Company
FOR "FM" FIDELITY and Prompt SERVICE

AND HERE'S WHY!

1. Most advanced Studio Recording Equipment.


3. "FM" Clarity—utmost fidelity.

4. Flexible—safer to ship—less breakage.

5. Undivided Responsibility—Columbia Transcriptions—records—manufactures—ships—promptly!

Columbia Transcriptions
A Division of Columbia Records Inc.
799 Seventh Avenue, New York 18, N. Y.
Circle 5-7300
Chicago (Zone 11): Wrigley Building,
410 North Michigan Ave. Whitehall 6000
Hollywood (Zone 28): 6624 Romaine Street.
Granite 4134

Transcription Companies

Advertisers Recordings Ltd.
624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368.
President-General Manager, Walter P. Downs. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.
113 West 57th St., New York 19, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

Allentown Record Co., Inc.
10th and Walnut Streets, Allentown, Pa. Phone, 37405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary; Harry Archer, Chairman of the Board. SERVICES OFFERED: Press 10” and 12” records of Vinylite and Vinyl Plastics exclusively. Capacity exceeding 300,000 records per month.

Allied Record Mfg. Co., Inc.

American Royal Productions

Arizona Recording Productions
834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

Associated Program Service (Div. of Muzak Corp.)
151 W. 46th St., New York 19, N. Y. Phone, Plaza 7-7712. President, Harry E. Houghton; Vice-President & General Manager, Richard S. Testut; Vice-President & Treasurer, John R. Andrus; Director of Station Relations, Bert Lown; Commercial Manager, Clifford E. Greenlund. SERVICES OFFERED: Transcription library of radio music and basic program scripts.

Associated Radio-Television Productions
Empire State Bldg., New York 18, N. Y. Phone, LO 3-7040. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

Atlantic & Pacific Broadcasting System
Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 2,4873. Jack Parker, Vice-Pres. & General Manager; Gene Noel
TOPS
in transcriptions

Our hat size is only normal but we've got the BIGGEST QUALITY STORY in the transcription and record business.

Right from the microphone to the final pressing, our label stands for:

• Superior craftsmanship • High speed service
• Top quality reproduction • Finest of materials (including 100% pure Vinylite)

We are equipped to make vertical or lateral recordings....use only gold spattering....high speed plating....with the most modern facilities controlled to Muzak high standards throughout.

Muzak
TRANSCRIPTION DIVISION
Licensed under U.S. Patents of Western Electric Co., Inc.

STUDIO & RECORDING FACILITIES
NEW YORK
151 West 46th St.
PLaza 7-7710

CHICAGO REPRESENTATION
221 North LaSalle St.
Central 5275

RECORDING & PRESSING PLANT
NEW YORK
250 West 54th St.
PLaza 7-7700
Clarke, Program Manager; Don Masters, Executive Producer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Public Relations Manager. SERVICES OFFERED: Transcription network; transcriptions programs made to order associated with Television Films of America. Scripts to order.

**Beltone Recording Corp.**
2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. SERVICE OFFERED: Instantaneous recordings, masters and pressings, transcribed programs.

**G. C. Bird & Associates**
311 S. New Hampshire Ave., Los Angeles 5, Calif. Phone, FAirfax 8603. G. C. Bird, Manager. SERVICES OFFERED: Syndicated open-end dramatic transcriptions, mystery, comedy, quiz, etc. All 1/4 hour, 39 programs with tax free music.

**Ford Bond Radio Productions**
810 RCA Bldg., W., New York 20, N. Y. Phone, Circle 7-2256. (For complete listing see Program Producers Section).

**Brinkley Recording Co.**
232 E. Erie St., Chicago 11, Ill. Phone, Delaware 4786. Jack Brinkley, General Manager; Maxine Merchant, Program Manager; E. E. Schroeder, Chief Engineer. SERVICES OFFERED: Transcribed radio program, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots.

**The Cardinal Co.**
6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. (For complete listing see Program Producers Section).

**Cinemart, Inc.**
101 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562-3-4. President, Harold Kovner; Vice-Pres. & Gen Mgr., Varian Fry. SERVICES OFFERED: Complete sound recording services, including auditions, air and line checks, phonographs masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, location recording on disc, tape and 16mm. film. Production of 16 mm. films for industry and television.

**Columbia Transcriptions**
*(A division of the Columbia Records, Inc.)*

**Consolidated Sound Laboratories**

**Gordon M. Day Advertising Service**

**Decca Records, Inc.**
50 W. 57th St., New York 19, N. Y. Phone, COLUMbus 5-2300. President, Jack Kapp; Vice-President Charge Recording, Dave Kapp. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCAST-
Allentown Record Co., Inc.

Fabricators of high fidelity

VINYLITE

records and transcriptions

10", 12" PRESSINGS IN BLACK
TRANSPARENT RED AND LIGHT

Plant capacity 300,000 per month

S. L. WARTELL
President and General Manager

OFFICE AND PLANT:
10th and Walnut Streets, Allentown, Pennsylvania
Tel. Allentown 37405
ING SYSTEM, INC., transcription services, radio library, wired music service, custom-made transcriptions, 50 W. 57th St., New York 19, N. Y.

Disc Company of America

Eccles Recordings, Inc. and Eccles Transcription Service
6233 Hollywood Blvd., Hollywood 28, Calif. Phone, GLADstone 2189. Managed by Robert P. Newman; Business Mgr., Polkard Garrison; Chief Consulting Engineer, C. R. Douglass. SERVICES OFFERED: Complete program building and recording service. Studio, talent file facilities, sound effect library, piano, electric organ, processing and pressing service for agency producers, including packing, shipping, through final program distribution to outlets, remote and location facilities. Studio line connection to all Southern California Stations.

Electro-Vox Recording Studios

Empire Broadcasting Corporation

Essex Broadcasters, Inc.
3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. President, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Co., Ltd.
225 Mutual St., Toronto Ont., Canada. Phone, Waverly 9419. President, Alfred J. Lewis. SERVICES OFFERED: Supply the U.S. Library Service to Canadian radio stations. Library has basic of 3,500 tunes, with monthly release of 60 selections. Name bands; vocalists and combos. Distributing open-end E.T.'s. to Canadian stations. Recording, processing and pressings for tailormade Fashes, Spots and Programs. Orthothone recording, high fidelity.

Carl Fischer Recording Studios
119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Robert E. Scheuing, Sales Promotion Manager; Thomas Dowd, Edward Flaherty, Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Oregon, Package Show Production, Master and Commerical Record Production, NAB Standard Transcriptions; Reference, Audition, Off-the-Air and Off-the-Line recording. Complete Sound Library. Remote location facilities. Twenty-four hour service by appointment.

Frankay & Jackson Recording Studios, Inc.
48 West 48th St., New York 19, N. Y. Phone, LONgacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treats., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

Fulton Enterprises
6340 Fountain Ave., Hollywood 28, Calif. Phone, GRanite 2244 Grace Fulton, Owner-Manager; Ralph Power, Scripts. SERVICES OFFERED: Transcribed series, custom-built transcribed programs. United States rights to "Klondike," transcribed serial. 39 quarter hours offered for regional and local release to stations, agencies or sponsors.

Mitchell Gertz
8533 Sunset Blvd., Los Angeles 46, Calif. Phone, CR. 5-7152 Mitchell Gertz, President. SERVICES OFFERED: Producer of "Adventures of Zorro"—for transcription, etc.

Harry S. Goodman Radio Productions
19 East 53rd St., New York 22, N. Y. Phone, Wickersham 2-3338-9. (For detailed information see listing under Program Producers.)
Ready to go to work for you, that nationally known network star Tommy Riggs and his lovable Betty Lu in a new series of open end fifteen minute transcriptions for five-a-week spotting. You can program this series day or night. They will sell for you, they will get and hold an audience for you. Each program a show in itself with typical Tommy and Betty Lu comedy situations along with favorite songs by both of them. National accounts that have used these two on the networks know their pulling power. Now you can use them for local or national accounts, and here's the pay off, arrangements can be made to have Tommy & Betty Lu transcribe personal commercial messages that will do a real selling job for your client.

ATTENTION ADVERTISING AGENCIES!

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.

NOW READY!

A BRAND NEW SERIES

15 Minute Programs
5 Times Weekly

COMEDY!

SONG!

At a price you won't turn down

Wire or Write

Pete Wasser
COMPANY

KEENAN BUILDING
PITTSBURGH 22, PA.
George Heid Productions
Phone, GRant 3896. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

Hollywood Recorded Features, Inc.
75 East Wacker Drive, Chicago 1, Ill.
Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

Mary Howard Recordings
37 E. 49th St., New York 17, N. Y.
Phone, PLaza 3-4800. Ext. 47-55. Owner-Manager, Mary Howard; Assistant, Donald Plunkett; Secretary, Joyce Fraser. SERVICES OFFERED: Off-the-line and off-the-air recordings and transcriptions for artists or agencies. Studio for auditions; facilities for dubbings.

International Artists Recording Studios, Inc.
6700 Sunset Blvd., Hollywood 28, Calif.
Phone, HO 6344. H. Dixon McCoy, Pres.; Stuart Venn, Gen. Mgr.; Ronnie Ames, Sales Mgr. SERVICES OFFERED: Electrical transcriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, phonograph records, television stage facilities, 16 mm. projection room, RCA equipment throughout.

Harry Jacobs Productions
6000 Sunset Blvd., Hollywood 28, Calif.

Kasper-Gordon, Inc.
140 Boylston St., Boston 16, Mass.
Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Forrest L. Bishop, Chief Engineer; Theresa Fahey, Secretary; Edward Richards, Special Events Recordings; Kenn Schaffer, Sales and Production; Robert A. Arnold, Sales. SERVICES OFFERED: Recordings of all kinds, air checks, custom-built and syndicated programs, live and transcribed, jingles, script service, phonograph recordings, air checks, originators of musical jingles, manufacturers of portable transcription playback machines.

Kermit-Raymond Corporation
11 East 52nd St., New York 22, N. Y.
Phone, ELDorado 5-5511. (For detailed information see listing under Program Producers.)

Keystone Broadcasting System, Inc.
580 Fifth Avenue
New York 19, N. Y.
Phone, LONGacre 3-2221

Officers & Directors
President ................ Michael M. Sillerman
Vice-President ............ Naylor Rogers
Vice-President ............ Joseph Bayer
Vice-President ............ Arthur Wolf
Accountant-Treasurer ...... Sidney J. Wolf
Secretary ................ William Bayer

580 Fifth Ave., New York 19, N. Y.
Phone, LONGacre 3-2221

General Manager .......... Michael M. Sillerman
Director of Station Relations
Arthur H. Clement
Mgr. of Sta. Relations . James P. Lappin
Director ............. Melvin G. Marden
Office Manager ........ Selma Andrews
Account Executive ... Noel A. Rhys
134 North La Salle St.
Chicago 2, Ill.
Phone, State 4590
Secretary-Treasurer ....... Sidney J. Wolf
Accountant and Office
Manager ............ Elizabeth M. Mueller
Western Sales Manager . Naylor Rogers
6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone, Hollywood 5338
Program Director ......... Elaine N. Gonda
Pacific Coast Sales .... Ralph W. Harker
310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales... Louis M. Bloch, Jr.
SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per

775
week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

**Don Lee Productions**
1313 N. Vine St., Los Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio Producers.)

**The W. E. Long Company**
155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. Harold Gingrich, Dir. of Radio; Jessica Petrie, Office Mgr.; Eugenia Minetz, Copy Chief; Betty Russell and Paul Quan, Producers of Syndicated Transcriptions. SERVICES OFFERED: Transcribed spot campaigns for Bakers.

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**C. P. MacGregor**
729 S. Western Ave., Los Angeles 5, Calif. Phone, Fitzroy 4191. C. P. MacGregor, President; George R. Jones, Manager; F. J. Rudolph, Sales Manager; (For detailed information see listing under Program Producers.)

**The Ted Mack Company**
4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. (For complete listing see Program Producers Section).

**Mayfair Transcription Company**

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**Transcriptions**
A select list of the finest in transcribed programs:

**MYSTERIES:**
THE AVENGER
BLACKSTONE-MAGIC DETECTIVE

**MUSICALS:**
A DATE WITH MUSIC starring PHIL BRITO
THE HAPPY GANG
SMILIN' ED McCONNELL

Write for details and complete list of programs

CHARLES MICHELSON, INC.
Pioneer Program Producers Since 1934
23 WEST 47th ST., N.Y. 19 • CH 4-5058
**Fred C. Mertens and Associates**

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEDeral 7372. Fred C. Mertens, President; George Logan Price, Sales Manager. SERVICES OFFERED: Transcribed 5-minute spots.

**Les Mitchel Productions, Inc.**

8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice President, Arthur B. Hogan; Talent and Production Manager, June E. Hanson. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

**Morton Radio Productions, Inc.**


**Muzak Corporation**


(Transcription Division)

Recording Studios, 151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. Processing and Pressing Plant, 250 W. 54th St., New York 19, N. Y. Phone, PLaza 7-7700. President, Harry E. Houghton; Vice-President and General Manager, Richard A. Wilson; Vice-President and Treasurer, John R. Andrus; Director of Sales, Helen S. Wallace; SERVICES OFFERED: Studio, of the line and off-the-air vertical and lateral recordings, complete recording service for radio sponsors and advertising agencies...
TRANSCRIPTIONS—RECORDINGS

and processing and pressing of original recordings.

(Wired Music Division)

229 Fourth Ave., New York 3, N. Y.
Phone, ORichard 4-7400. President, Harry E. Houghton; Vice-President and General Manager, Ethel W. Maclean; Vice-President and Treasurer, John R. Andruss; Vice-President in charge of sales, Curt H. Pfenniger; SERVICES OFFERED: Wired music and transcribed library for spot installations.

NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y.
Phone, CCircle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Sales Manager, Willis B. Parsons; Recording Sales, Charles G. Hicks, Jr.; Program Manager, Herbert H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; Sunset and Vine Streets, Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William J. Andrews. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

National Radio Features

100 State Street, Albany 7, N. Y.
Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Don Williams, Martha Furman, District Managers; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special radio productions, used for campaigns and promotions for radio stations in selling un-

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

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SESAC, Inc.
475 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary - Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcribed library-program service, syndicated transcribed tailor-made programs for advertisers.

Shaffer-Waible, Inc.
270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible; Promotion, A. Alan Levin. SERVICES OFFERED: (For detailed information, see listing under Program Producers).

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366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

Studio & Artists Recorders
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Teleways Radio Productions, Inc.
8949 Sunset Blvd., Hollywood 46, Calif.
Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy. REPRESENTATIVES IN 19 key cities. SERVICES OFFERED: Creation and production of live talent programs or transcribed programs. Sons of the Pioneers, Strange Wills, Moon Dreams, The Frank Parker Show, Raft, "Mr. Ace," Barnyard Jamboree, This Amazing World, Strange Adventure.

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Box 2222, Hollywood 28, Calif. Phone, HI 7124—Ext. 20. Executive Producer (radio), Jack Parker; Phonograph Record Dept. Mgr., Ray Bond. SERVICES OFFERED: Transcribed radio programs, phonograph records (Tip-Top Records), special commercial recordings for radio and public address systems.

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Phone, CEntral 5275. Owner, L. S. Toogood. SERVICES OFFERED: Recording service.

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United Recording Laboratories
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Thomas J. Valentino, Inc.

Webber Radio Programs
401 Shops Bldg., Des Moines 9, Ia. Phone, Des Moines 2-0225-6. Owner-

Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service. Recording Studios.

Hal Wilson Radio Productions

World Broadcasting System, Inc.
(Subsidiary of Decca Records, Inc.) 50 W. 57th St., New York 19, N. Y. Phone, COLUMBUS 5-2300. (For detailed information see listing under Program Producers.)

Carter Wright Radio Television Productions

Frederic W. Ziv Co., Inc.

The Karl Zomar Library
P. O. Box 417, 546 Emerson St., Denver 1, and Denver 10, Colo. Phone, PEarl 4811. General Mgr., Karl Zomar; Station Contact Secty., Robert Nordberg; Musical Dir., Vera Burdette; Script Editor, Karl Zomar; Recording Technician, Paul Pinkerton. SERVICES OFFERED: ET Library of programs on "The Friendly Philosopher." Special order transcriptions, off-the-air transcriptions, air checks, studio recordings with live organ background. Scripts on "The Friendly Philosopher" for local station production, special order scripts, quiz shows.
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List of Publisher Members
THE American Society of Composers, Authors and Publishers now is in its 35th year of service to commercial users of music and to its members. It begins the year 1948 with a writer membership (composer and author) of 1888, and a publisher membership of 306. When Victor Herbert and eight associates formed the Society in 1914 the entire membership was a little more than 100. Its licensees number more than 37,000. Its chief purpose is the protection of its members' music performing rights. This is done through a system of licensing commercial enterprises making use of music.

Perhaps the most significant trend of the Society in recent years has been its amplified service to the symphonic, concert and recital field. In the early years the Society’s licensees were chiefly in the popular music field, with its membership largely men and women creating music of the popular type. The Society now follows the pattern of similar Societies in other countries, including in its repertoire music of the standard or serious type as well as popular music. The trend is reflected in the increasing proportion of standard composers within ASCAP’s membership. The ratio of the standard to popular members is one to two.

The users of serious music in steadily increasing numbers are finding the ASCAP repertoire a valuable source of important program items, and the simple machinery of the ASCAP license a highly desirable asset.

In radio's increasing use of serious music the enlarged ASCAP repertoire has been found particularly helpful. ASCAP, including the creators of every conceivable type of music for every conceivable use, has grown to be truly a national institution, its membership representing every state and territory of the U. S., as well as other lands whose creative talent has found a home in America.

There are 159 women members of ASCAP, the proportion of women in the serious field being larger than that of men. Whereas there is one serious music composer for every two in the popular field, the division of women is about equal in the two fields.

In January 1948 the Thomas Y. Crowell Co. published the ASCAP BIOGRAPHICAL DICTIONARY which includes data covering every member of the Society.

ASCAP has headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Deems Taylor is President. A Board of 24 directors through its revolving Executive Committee of three members exercises supervision of the affairs of the Society. Administrative executives include Herman Greenberg, Sales Manager, in charge of all licensing activities; George A. Hoffman, Comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, Manager of Foreign Relations, in charge of foreign matters, all internal statistical departments and publicity department; Herman Finkelstein, Resident Counsel. Schwartz & Frohlich are general counsel.
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Stephens, Bob, Inc.
Stepht, Inc.
Stone Music Corp.
Summy, Clayton F., Co.
Sun Music Co., Inc.
Weil, Milton Music Co., Inc.
Sunet Music Publishers
Superior Music, Inc.
Tempo Music, Inc.
Tempo Pub. Co., The
Thomas, John, Music Corp.
Tin Pan Alley
Tobias & Lewis, Music Publs.
Tone Music Co.
Transcontinental Music Corp.
Triangle Music Corp.
Tropical Music Publishers
United Music Corp.
University Music Corp.
(Formerly: Brown & Henderson, Inc.)
Urban Music Publications
Variety Music
Victor Publishing Co.
Victoria Publishing Co.
Viking Music Corp.
Villa Moret, Inc.
Vogel, Jerry, Music Co., Inc.
Crump, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo., & Co.
Volkwein Bros., Inc.
Agnew, J. E., Publications
(Band & Orchestra Catalog
Only)
Bellefield Pub. Co.
Caton Pub. Co.
Crist, D. W.
Dabey, W. R., Music Co.
Volkwein Bros., Inc. (cont'd)
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
White House Publications, The
Warock Music, Inc.
Warock Music Co.
Warren, Harry, Music, Inc.
Waverly, Jack
West'n Music Pub. Co.
Williams, Clarence, Music Pub.
Co., Inc.
Ahleim, Walter C., Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.
Williamson Music, Inc.
Willis Music Co.
Windsor Music Corp.
Witmark, M., & Sons
Wood, B. F., Music Co.
Woodward Music, Inc.
Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.
World Music, Inc.
Yankee Music Pub. Corp.
Italian Book Co.
IN EXISTENCE but seven years, BMI is a symbol of an industry's initiative in creating the competition which freed it from a monopoly that once threatened its very economic life. During this time, broadcasters have not only carried out their original competitive plan but have brought into being an organization of international musical importance.

Today all but four of the broadcasting stations of the United States and Canada, as well as national and regional networks are BMI licensees. In addition, there are close to 2,000 hotels, night clubs and other establishments where music is performed, licensed by BMI.

Apart from its affiliations with established societies and music publishers, BMI as a matter of policy has opened and developed new sources of music by American composers, creating a vast repertoire that otherwise might never have seen the light of day. BMI has stimulated and encouraged in this way, hundreds of talented young writers and new publishers, thus building up its reservoir of music in all fields—popular, folk, educational and standard. The acquisition of new properties is a continuing process in the realm of American music. Available for BMI licensees are nearly 50,000 recorded and transcribed compositions of every description.

In August of 1947, Associated Music Publishers, Inc., became a wholly owned subsidiary of BMI, making its vast store of music of the world available to BMI licensees. Early this year seven leading Italian publishers assigned their U. S. performing rights to BMI, the deal involving some 5,000 compositions and copyrights, adding to the BMI store of Italian popular, operatic and other serious music.

BMI's foreign reservoir of music has been built on a practical foundation. The house of Breitkopf for instance, is not only the greatest music publishing firm in Germany but the oldest known publishers of music, dating back to the days of Bach. Apart from Continental affiliations, BMI has the largest catalogue of Latin-American music-rights extant, including that of the societies of Cuba, Chile, Colombia, Mexico and Brazil. These foreign rights are supplementary to the catalogues of more than 1,000 American and Canadian firms affiliated with BMI, a well rounded repertory.

OFFICERS of BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Charles A. Wall, vice-president in charge of finance; Robert J. Burton, vice-president in charge of publisher relations, and Claude C. Boydston, controller.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; John Elmer, WCBM; William S. Hedges, NBC; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc.; Robert D. Swezey, MBS, and Herbert V. Akerberg, CBS.
A-B Company Song Productions  
A. M. S. Music Collaborators  
A-1 Music Publishers of Amer.  
Academy Music Co.  
Ace Music Co.  
Acme Music Corporation.  
Acul-Faire Publications  
Adams-Vee & Abbott, Inc.  
Adams-Mueller Company  
Adelphi Press, The  
Ahlefeld-Daniels Publications  
Airline Music, Inc.  
Airwaves Music Publishing Co.  
Aladdin Music Publications  
Albin Tunes Publishers  
Alexander, Perry  
Algonquin Music, Inc.  
All American Publications  
Allen and Klink Music  
Allen, Bud Publications  
Allen Intercollegiate Music, Inc.  
Allen, Rick Publications  
Allied Music, Inc.  
Altschuler, Joe  
Alva Music Publishing Company  
Alvin Music Corporation  
Ambrose, Adaline C.  
American Composers, Alliance  
American Music, Inc.  
American Performing Rights Society, Inc.  
American Song Publishing Co.  
Amigo Music Publishing Co.  
Anchorage Music Publishers  
Apex Music, Inc.  
Appleton-Century, D. Co., Inc.  
Aragon Music Company  
Arberne Music Co.  
Arcadia Valley Music Publishing  
Art Melody Studios  
Art Music Company  
Ascolt Publishing House  
Associated Composers, Inc.  
Atomic Music  
Aurora Music Publishers  
Autry, Gene Music Publishing  
Avery Music Company  
Avon Music, Inc.  
Azteca Music Company  
B. & B. Music Co.  
B-K Publishing Company  
B. M. S. Music Company  
Bach Music Publishers  
Baker Brothers  
Ball Music Publishing Company  
Balling, Fred C.  
Ball, Matthew Music Pub.  
Baltimore Music Publishers, Inc.  
Banbury Music, Inc.  
Bar Music Publishing Company  
Barclay Music Company  
Barnes, Samuel D.  
Barnett, John W.  
Barnhart Music Corporation  
Barrol, Jack  
Barrol Music Company  
Barry, Bessie  
Barthel, Inc.  
Bartlett & Hartmann Music  
Baskin, Sidney  
Beacon Music Company  
Bebe Music Company  
Becker-Williams Publications  
Bell Music Co.  
Bell-Tone Music Publishing Co.  
Bellassai, Nino  
Belmont Music Company (Cole)  
Benal Music Publications  
Benatzky, Ralph Dr.  
Benson Music Company  
Berbert, E. M.  
Berger Publishing Company  
Berwick Music Corp.  
Beverly Music Company  
Biehl, Rose  
Billboard Music Publishing Co.  
Biltmore Music, Inc.  
Bison Music Publishing Co.  
Blattel Music Company  
Blazon Music Company  
Block, Martin Music Inc.  
Blount, Burley  
Blue Bell Music Publishing Co.  
Bluebird Music Company  
Blue Jay Publishing Co.  
Blue Note Records  
Blue Ridge Publishing Corp.  
Boozey Music Publishers  
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Bouma, G. H.  
Branders Music Company  
Brent, Stanford F.  
Brightlights Music Publishing  
Broadcast Music, Inc.  
Burns & Crowe Publications  
Calumet Music Co. (Cole)  
Campbell-Porrie, Inc.  
Cardinal Music Company, The  
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Cascales, Joe, Music Publisher  
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Cherio Music Publishers, Inc.  
Clover Publishing Company  
Coast to Coast Music Corp.  
Cole Corporation, M. M.  
Colonial Music Publishing Co., Columbia Music Publishers  
Continental Music Company  
Continental Music Publications  
Continental Record Co.  
Cornell Music Company  
Cosmopolitan Music Publ., Inc. (Colonial Music Pub. Co.)  
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Courtney Music Publications  
Crocker, Al  
Crosby, Everett N., Ltd.  
Cross & Winge (American Music, Inc.)  
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Crossroads Music Co.  
Crown Music Co., Inc., Ltd.  
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Cundy-Betoney Company, Inc.,  
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Davis, Jimmy Music Corp. (A.P.R.S.)  
Dawn Music Co.  
De Santis, Frances  
Dexter, Al and Paris, James  
Dexter, Al, Music Publishing  
Dial Music Corporation  
Diamond Music Company  
Dinehart Music Company, The  
Dixie Music Publishing Co.  
Domino Music Corporation  
Doraine Music Publishing Co.  
Doraine, Peter, Inc.  
Doray, T., Music Publishing  
Dot Music Publishers  
Douglas Publishing Company  
Dream Music  
Dreamo Music Publications  
Du Val Music Publishing Co.  
Duchess Music Corporation  
Dulcet Tunes  
Dunray Music Company  
Duo Music Publishing Corp.  
Dynamic Music Company  
Eagle Music Company  
East Coast Music Publications  
Eastern Publications  
Eberle-M dated Music Co.  
Eccma Music Company  
Echoes of Victory Music Pub.  
Editions Internationale Basart, Inc., Les  
Editions Musicales Victoria Music, Sical Editions  
Editora Dominicana De Musica, C. Por A.  
Edwards, Norman, Music Pub.  
Elite Music, Inc.  
Elkane Music Company  
Elmore, C. M. Publisher  
Elsmo Bros. Publishers  
Embassy Music Corp.  
Emcee Publishing Company  
Emco Music Company  
Emerson Music Pub., Inc.  
Emorey Music Company  
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Encore Music Publications, Inc.
Englewood Music House
Enos, Clyde
Esquire Music Co.
Essay Music Company
Essex Music Publishing Co.
Essgee Music Publishing Corp.
Excelsior Music Publishing Co.
Executive Music Corporation
F & J Publishing Company
Fairfax Music Company
Fairway Music Company
Fantasia Music Publishing Co.
Fashion Music Publishing Co.
Fassio, A. (Marks)
*Favorite Music Company
Fillerdelphia Music Company
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Fine Arts Music Publishers Co.
Fine Songs
Flamingo Music
Fletcher Publishing Company
Florida Music Company
Folk Songs
Ford Music, Inc.
Forest Glen Music Publishers
Foster, Robert E.
Four-Star Music Company
Fowler, Wallace Publications
Fox Music Company
Fragos-Moore Incorporated
France Music Company
Francisca Song Publications
Francis & Wilmore Music Pub.
Franco-American Publications
Frederic, Will Music Publishers
Freed & Hall Music Publishers
Freeman, Albert Edward
Freeman Music Company
Friedly, Lowell G. & Company

G & W Music Publications, The
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G. V. C. Music Publishing Co.
Gala Music Publishing Corp.
*Gala Record Corporation
Gamma Music, Inc.
Gardner, J. C.
General Music Publications
Gift Haven Publishing Co.
Gilbert, Dick
Gil-Rod Music Publishing Co.
Glen Publishers
Glick Music Company
Globe Music Publishing Co.
Globe Publications
Golden, Jo, Music Publisher
Golden Melody Music Company
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gollatz Music Publisher

Goode Music, Inc.
*Gordon Music Company
Gordon Music Publisher
Graham Music Company
Grand Central Music Company
Great Western Music Company
Greater New York Corp.
Greenwood, Livingston
Grimes Music Publishers
Guy Publishing Company, The
H. M. Banner Publications
Haims, P. L.
Hall, William
Hampton Publications, Inc.
(Marks)
*Happy Songs, Inc.
Harmony House
Harmony Music Publishers
Harris & Lane Publications
Hawaii Conservatory Pub. Co.
Hill and Range Songs, Inc.
*Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hinds, Hayden & Eldredge, Inc.
(B.M.I.)
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Hoosier Music Publications
Horvath, Joseph
Howard, Jack, Publications, Inc.
Humphries, Bruce, Inc.
Hynnes Music Company
Imco Music Publishing Co.
Imperial Music Publishing Co.
Indigo Music, Inc.
Irma Music Company
Jo-Ann Music Company
*Johnstone Music, Inc.
Kammen, J. & J., Music Co.
*Koelene Corp.
Kaymusic Publishers
Kelly Music Publications
Kelton-Romm Music Company
Keystone Music Co.
King-Del Music Publishers
Kit Music Company
Krygier, Joseph

La Casa Del Rio Music Pub.
Lambotte, O. J., Music Pub.
Lang-Worth Publications, Inc.
Latin American Publishing Corp.
Lanier Music Company
Laural Music Publishers, Inc.
Lee, Rosemary
*Lee Music
*Lester, J. L., Music Company
Liberty Music Publishers
Little Jazz Music Pub., Inc.
Livingston & Evans Music Co.
*Lois Music Publishing Co.
Lomax, Carl, Music Publishing

London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Lucky Music Publishers
Lynch, Edward J.
Lyric Music Co.

Mac Gregor, Grant
Mack Music Company
Mack-Nell Publications
Maestro Music Company
Magneto Music, Inc.
Magnolia Music Corp.
Main Street Songs, Inc.
Major Music Company
Mayhem Music Company
Medallion Music Corp.
*Melben Music
*Mellin Music, Inc.
Mellow Music Publishing Co.
Melo Music Co.
Melo-Song Publishers
Melody Hall Music Publishers
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Music Company
Melody Music Publications
Melody Song Bureau
Memphis Music Publishers, The
Mercury Music
Merico Music Company
Merit Music, Inc.
Merit Music Publishing Co.
Meritt Publications
Merry Melodies Song Co.
*Merrymount Music Press
Merrywood Publishers
Metro-Marr Publishers
*Metro-Music
Metropolitan Music Company
Metropolitan Music Publishers
Meyers, Midgey
Miami Music Publishers
Micor Publishing Company
*Midget Music, Inc.
Midland Music Company
Midwestern Publishers
Mike-Tunes
Millbrooke Music
Millburn Music Publishers, Inc.
Miller, Charles
Miller-Grau
Miller Music Company
Milliegene Music Publishing
Mipa Productions, Inc.
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Mitchell, Margaret Smythe
Mode Music Publishing Co.
Modern Jazz Publishers, Inc.
Modern Melo Melody Publications
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Modern Standard Music Co.
Moderne Editions (Cole)
Moderne Publications (Cole)
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Mongiello, Cosmo Andreotti
Monmouth Publishing Company
*Mono-Music
Monroe Publications
Moon Ray Music Publishers
Moorhead, Paul G.
Moreland Music Publishing
Morris Music Publications
Morrison & Ewing
Morrison Music Company
Morrissey Music Company
Morse, Dave Studio Publishing
Moss, Albert W.
Motley Music Publishing Co.
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Pub.
Movieland Music Publishers
Murray Music Company
Murray Music Publishers
Musart, L. C. Publications
Music Art Publications
Music Bar Publishers
Music Box Melodies
Music City Copyrights
*Music Counter, The
Music Enterprises
Music for Frets
Music For young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musical Melody Publishers
Musicana, Inc.
Musin, Ovid (Marks)

Nash Chain Song Service, The
National Association For Blind Composers, Inc.
National Association of Broadcasters
National Broadcasting Co., Inc.
National Music Corp.
National Tuneearfers
Nationwide Songs, Inc.

Neff, George H.
Nelrod Music Publishers
Nelsen Music Publications
Nelson Music Publications
Nelson, Overson Publications
Neptune Music Publishers
New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
New York Music Publishing
Newton, Nischel, Dolorosa
Niksch, Donald E.
Mississippi Music Company
Nolan Music Co.
Nolton, Frances Stuart
Nordyke Publishing Company
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company
Northern Bell Music Pub. Co.
Nosnaws Music Company
Noteworthy Music, Inc.

Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Olson, Nils
Olympian Agencies
Onyx Publishers
Orange Music Publishers
Original Music Publishing Co.
Oriole Tunes
Orlowski, John R.
Otten & Kemp
Out West Music Publisher, The
Ozark Mountain Music Pub.

P. M. Music Publishing Co.
Pacific Coast Music Publishers
Pacific Music Publications
*Palladium Music Publishing Co.
Palmer Music Company
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Publishers
Paris, James B.
Parmelee, Gilbert
Pastor Music Co.
Paterson, James A.
*Patmar Music Company, Inc.
Patriotic Music Publishing Co.
Patton, Jack
Paty Publishing Company, The
Paxton, Maragaret O.
Pearl Music Company, Inc.
Peck, Leah
Peer International Corporation
Peerless Music Publishing Co.
Pekkonen, Matt, Music Co.
Peloubet, William Spalding
Pemora Music Company, Inc.
Penn, Julius, Jr.
Penn, Richard T.
Penn-Sylvan Publications
Personal Publications
Peskin Music Publishing Co.
Petrie, H. W. (Marks)
Pettet, L. J.
Petyak Publishers
Phono-Tunes Music Company
Pielh, Hilda
Fittman, Pete, Publications
Pitts, P. S., Publications
Flamor Music Company
*Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie, Debin & Friedman, Inc.
Portland Music Company, The
Prelude Music Co. (Marks)
Premiere Music Publishing Co.
Prechtel Music Company
Pre-View Publications
Princess Publications
Pritchett Publications
Pro Musica Publishing Co.
Propaggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Putman Publications

Quaker Music Company
*Quality Music Company, Inc.
Quincy Music Publishers

R. R. Publishers
R. S. Rose Publishing Co.
Radio & Video Music Pub.
Radio Music Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rainier Music Publishers
*Rancho Music
Randolph, Al, Publications
Ray Music Publishing Company
Raybert Music Company
Raymore - McColler Music Publishers
Rayven Music Co., Inc.
Real Music Company
Recker, Robert, Music Co. (Marks)

Record Music Publishing Company
Recordo Music Publishers
Redskin Publishing Co.
Redwood Music Co., Inc.
Reed, Harold Jobe
Reeny Rhythms
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.
Reid & Singer Music Publishing Co.
Reis & Taylor, Inc.
Remarque Music Publishing Co.
Renown Music, Inc.
Republic Music Corporation
Retter, Louis, Music Company
Revelle Music Co.
Revi Music Co.
Rex Music Publishers
Reynolds-Bickel
Rhapsody Publications
Rhodes, David W.
Rhythm Publishing Company
Rhythms Of The West
Richardson Songs
Richmond Melodies
Richter, Dr. William B.
Ricordi, G. & Co.
Rinehart, Marion W., Music Enterprise
Ringwald Publications
Rinker, Charles, Music Pub.
Rion, Johnny
Riverdale Music, Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Roe, Gilbert
Romance Music Publications
Romaut Music Publications
Romay Music, Inc.
Romeo Twin Publishing Co.
Rogue, Julio
Rork, Ernest A., & Son
Rosen, Raymond
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Ross, Hugh K.
Ross Music Company
Rossi, Edward and Louis
RosSongs Music Publishers
Roth, Elizabeth
Roth, Howard H. & Co., Inc.
Rousseau Publishing Co.
Roy, Mary
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
Ruby Music Co.
Rudell Music Publishing Co.
Rudy Vallee Music Publications
Rujanart Music Publications
Russell, Willard
Russian-American Music Pub.
Ruth, Barbara
S. B. G. Music Publishers
Salamanca Music Publishers
Salvatori Music Company
San Juan Music Publishing Co.
Sanders, Zeb V.
Sapphire Music Publisher
Savoy Music Company
Sawaya Publications, Inc., The
Saxonette Music Company
Scala Music Publishers
Schael, August, Company
Schell, William D.
Scheuerle Bros. Music Publishers
Schilling, Arthur E.
Schirmer, E. C., Music Co.
Schofer, Kitty James
Scholl Publishing Company
Schumann Music Company
Scripter’s
Seattle Music Publishing Co.
Seidel, Emil, Music Pub’g Co.
Sentinel Music Publications
Serac Publishing Co.
Sgambellone, G., Music Publishers
Sharkey Music Publishing Co.
Shaw, Herman
Shelby Music Publishing Co.
Sheldon – Mitchell Publishing
Shelhamer, Ben, Jr.
Shelton, Bertha
Shermack Company
Sherwood Music
Shields Music Corporation
Shopa Music Publications
Show-Biz Music Co.
Shutt, Albert, Music Publisher
Singer, Murray, Music Pub.
Singmore Music Publishers
Siravo Music Company
Skrivanek Music
Skylark Publications
Skylark Songs
Skyline Music Publishers
Slate Enterprises, Inc.
Smart Songs Publishing Co.
Smith, Bob
Smith, Earl
Smith, Jerry, Publications
Smith Publications
Snyder, Fenton Publications
Sobek, Rosina
Society of Jewish Composers, Publishers and Songwriters
Soergel, Oscar
Solo Music
Sommers, Henry J.
Song Hit Publishing Company
Song-Ranch Publications
Song Shop, The
Song-Tex Music Company
Songcraft Publications
Sonnette Publishing Co.
Sonorous Music Co., Inc.
Southeastern Music Publisher
Spanish Music Center
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Standard Publications
Stanow Publications
Star Music Co.
Starglow Publications
Stark Music Printing Company
Starlight Music Company
Stavin, Milt, Music Company
Steele, Ted, Publishing Co.
Stein, Rose Yvonne
Stern, Jos. W. & Co. (Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stewart, Larry
Stone, Irving
Stone, Jack & Associates
Stover Music Company
Sunray Music Publishers
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Stuart Music, Inc.
Studio Staff Productions
Success Music Company
Sudlik & Siegel
Sultan Associates
Sun Ray Music Publishers
Sundial Songs
Sunnyside Music Publications
Sunrise Music Company
Sunshine Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swager Song Studios
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.
Tait-Douglas, Frederick
Tamson Music Co.
Tele-Mus Publishing Company, Inc.

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<tr>
<td>Televise Music Company</td>
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<td>The M. M. Hoffman Co.</td>
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<td>Thomas-Cole Publishing Co.</td>
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<td>Three Boys Music Company</td>
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<td>Tichenor, W. C.</td>
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<td>Times Square Music Co.</td>
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<td>Trans-American Music Pub.</td>
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<td>Tingor Music, Inc.</td>
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<td>Tinker, Bill</td>
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<td>Tobby Music Publishers</td>
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<td>Tonerlin, Lysle</td>
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<td>Tompkins, Clarence F.</td>
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<td>Tompkins, Clarence &amp; Cuff, Paul</td>
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<td>Topaz Music Publications</td>
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<td>Tourjee, Leo Eben</td>
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<td>Tracy Music Company, Inc.</td>
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<td>Turner Tunes, The</td>
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<td>20th Century Music Publishers</td>
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<td>Typemusic</td>
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<td>Tyrone Publications</td>
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<td>U. S. and International Music Publishers</td>
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<td>U. S. Music, Inc.</td>
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<td>Uhl &amp; Ware</td>
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<td>*Ultra Music Company</td>
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<td>United Music, Inc.</td>
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<td>Universal Music Sales</td>
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<td>Van Dorn, Catherine</td>
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<tr>
<td>Van Russ Music</td>
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<td>Vance Music Company</td>
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<td>*Vander Music Company</td>
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<td>Vanguard Songs</td>
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<td>Van's Music Company</td>
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<td>Variety Music Company</td>
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<td>Vavrin &amp; King</td>
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<td>Van Bee Music Company</td>
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<tr>
<td>Vellecà Publishing Company</td>
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<td>Vernon Music Publishers</td>
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<tr>
<td>Versailles Music Co., Inc.</td>
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<td>Vicca's Music Co.</td>
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<td>Victory Music Company</td>
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<tr>
<td>*Vogue Music Corporation</td>
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<td>*Vogue Music Publishing Co.</td>
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<td>*Von Hallberg Music Company</td>
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<td>Wabash Music Company</td>
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<tr>
<td>Wade Franklin, Publications</td>
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<tr>
<td>Wahl, J. Frederick</td>
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<tr>
<td>Wald Music Company</td>
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<td>Walden, Orville C.</td>
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<tr>
<td>Waldman, Irving, Music Publishing Company</td>
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<tr>
<td>Walker, Arthur L.</td>
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<tr>
<td>Wallace Publishing Company</td>
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<tr>
<td>Ward, Allan W., Music Pub.</td>
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<tr>
<td>Warner Studio</td>
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<td>Washington Music Bazaar</td>
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<tr>
<td>Waters Music Publishing Co.</td>
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<td>Watson, W. A.</td>
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<td>Weaver, Jesse E.</td>
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<td>Webster Music Company</td>
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<td>Weeks, Publisher</td>
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<td>Wellman, Eugene</td>
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<td>Wells, Maurice O.</td>
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<td>Wemar Music Corporation</td>
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<td>Wentworth, Martha</td>
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<td>Wessjay Music Corp.</td>
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<td>West Coast Music Publishers</td>
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<td>West Philadelphia Music Centre</td>
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<td>*Westchester Music Co.</td>
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<tr>
<td>Westmore Music Corporation</td>
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<tr>
<td>(American Music, Inc.)</td>
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<tr>
<td>*Whimsy, Ltd.</td>
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<tr>
<td>White Mountain Music</td>
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<td>White Way Music Company</td>
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<td>Whitney, F. E., Publications</td>
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<td>Wilcox Music Publishing Co.</td>
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<td>Willard Herring, Ltd.</td>
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<td>Williams, Albert</td>
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<td>Williams &amp; Williams</td>
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<td>Williams, Bud, Publisher</td>
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<tr>
<td>Willis-Woodward Music Co.</td>
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<tr>
<td>(Marks)</td>
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<td>Wilson Publishing Co.</td>
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<td>Winfield Music, Inc.</td>
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<td>Winner Music</td>
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<td>Winters, Leo, Inc.</td>
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<td>Winthrop, G. &amp; Company</td>
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<td>Wise Music Publications</td>
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<td>Withers, Mike</td>
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<td>Witro Music Publishing Co.</td>
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<td>Witt, Claude H.</td>
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<td>Wizell, Murray, Music Co.</td>
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<td>Wolfe, Hugh J.</td>
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<td>Wood Song and Record Co.</td>
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<td>Woodland Music Company</td>
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<td>Woods Music Co.</td>
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<td>World Wide American Classics</td>
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<td>Worldwide Music Publishers</td>
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<td>Worthy, James H.</td>
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<td>Wright Publishing Company</td>
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<td>Wrightman, Neale Publishers</td>
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<td>Wyner Music Publishers</td>
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<tr>
<td>*Wyoming Music Company</td>
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<tr>
<td>&quot;X-L&quot; (Excell) Music Publications</td>
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<tr>
<td>*Yale Record Company</td>
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<td>Zaboy-Landino Music Company</td>
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<td>Zenith Music Publications</td>
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<td>Zoeller Music Company</td>
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</tbody>
</table>

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

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ON August 1, 1947, Broadcast Music, Inc. purchased the capital stock of Associated Music Publishers, Inc. The purchase involved only the music publishing and foreign affiliated publisher relations. The purchase did not include Associated Transcription Library Service or the wire service to hotels, restaurants, etc., known as Muzak.

Associated Music Publishers, Inc. as of August 1, 1947 became the sole selling agent of fine standard and serious music catalogs which were built up by BMI throughout its publishing life. Those catalogs are now merged with the excellent catalogs of AMP, and all activity, promotion and distribution of these catalogs will take place from Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Broadcast Music, Inc., 580 Fifth Avenue, will continue in the popular music publishing business, popular music not being involved in the merger.

All broadcasting station licensees of BMI may now use all of the materials, the performance rights of which are vested in Associated under the license they enjoy with BMI without payment of any fee to AMP, and without additional fee to BMI.

AMP Board of Directors: Carl Haverlin, President, BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President, BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Co.; M. E. Tompkins, President, AMP.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President & Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles E. Lawrence, Treasurer.

Publishers

Aibl Verlag (See Universal Edition)  
Alpha Music  
Congress Music Co.  
Latin American Bureau  
Leader Music Co.  
Associated Music Publishers, Inc.  
Bote & Bock  
Lauterbach & Kuhn  
Breitkopf Publications  
Breitkopf & Haertel  
Carl Simon  
Broussan (See Editions Eschig)  
Congress Music Co. (See Alpha Music)  
Demets (See Editions Eschig)  
"Doblinger Verlag  
Dupont (See Editions Eschig)  
Eos Verlag (See Simrock)  
Editions Eschig  
Broussan  
Demets  
Dupont  
Ondet  
Pion Honoré  
Société Nouvelle Vieu  
Filmunion (See B. Schott's Soehne)  
Julius Hainauer  
Wilhelm Hansen Forlag  
Kahnts' Schering Edition  
Latin American Bureau (See Alpha Music)  
Lauterbach & Kuhn (See Alpha Music)  
Leader Music Co. (See Alpha Music)  
F. E. C. Leuckart  
Luckardt (see Simrock)  
Otto Maass (See Universal Edition)  
Nagel Musical Archives  
Ondet (See Editions Eschig)  
Philharmonischer Verlag (See B. Schott's Soehne)  
Pion Honoré (See Editions Eschig)  
Pro Art Publications  
Schott & Co., Ltd.  
B. Schott's Soehne  
Filmsik Union  
Grosch Verlag  
Philharmonischer Verlag  
Schuberthaus Verlag (See Universal Edition)  
Senff (See Simrock)  
Carl Simon (See Breitkopf & Haertel)  
N. Simrock  
Eos Verlag  
Luckardt  
Raabe & Pllothow  
Senff  
Société Nouvelle (See Editions Eschig)  
Universal Edition  
Aibl Verlag  
Albert Gutman  
Schuberthaus Verlag  
Otto Maass  
Vieu (See Editions Eschig)  
*Symphonic Works only, as per a special list.
SESAC is pleased to announce that 1948 marks the 18th year of service to the broadcasting industry and all allied fields in the entertainment business. We are grateful, too, in having been able to grow with the industry and that mutual experiences have made it possible for us to meet each individual broadcaster’s specific music requirements; simplify his music licensing problems; and prepare to assist him, as in the past, through any music copyright crisis which may arise.

As radio has expanded, so has SESAC, with many new publishers whose large catalogs have been added to our repertory, embracing well over 120,000 copyrighted compositions of every type of music—music needed daily, never dated, but of lasting value and appeal.

Such prominent American composers as Victor Herbert, Rudolf Friml, Edward MacDowell, Charles Wakefield Cadman, Bruno Huhn, Mrs. H. H. A. Beach, Cuthbert Harris, Virgil Thomson, Frank Grey and many others, through their compositions, enrich the SESAC music enjoyed by millions.

SESAC, in keeping with its long range plans for the future, began years ago to obtain for the broadcasters’ use, a wide diversification in the music catalogs of its imposing list of American and foreign publishers. SESAC went further, in a realization that the spoken word, with or without music background, would play an important role in radio in the form of dramas, plays, sketches, musical comedies, operas, operettas. The SESAC catalogs contain hundreds of dramatic and comedy vehicles, now ready to serve our licensed stations in AM and FM, but more importantly, in greater measure, in television.

SESAC is further expanding its full co-operation to FM and TV stations by making available its complete repertory under a gratis performance license valid until further notice. Meanwhile, special consideration is being given to the particular production and programming requirements of television.

Another important phase of SESAC’s service is a high quality, modestly priced transcribed library-program service, which, at the end of 1947, only two and a half years after its inception, is being used effectively by over 300 AM, FM and TV stations. This unique library, containing only SESAC compositions, is recorded with an expertly-balanced one-quarter hour musical program made up of separate cuts on every vinylite record face. As a time-saver and a money-maker, the service has far exceeded every expectation of our subscribers.

All of our facilities, our services and the catalogs of our affiliated publishers are geared to meet the current music needs of the entire industry as well as keep pace with every programming and production requirement which may develop in the future. Whether your broadcasting medium is audio or video, SESAC is ready to serve you with The Best Music In America.
SESAC PUBLISHERS

PUBLISHERS

Accordion Music Publishing Co., New York
including:
  Deiro, Pietro
Adamus, A. (See "P.W.P.")
Adamus, Zenobiusz (See "P.W.P.")
Albright Music Company (See National Music Company, Inc.)
Alford, Harry L., Chicago
Altschuler, J. (See "P.W.P.")
Arct, M., Warsaw, Poland
Ashmall, Wm. E., Company (See McLaurhin & Reilly Co.)
Augsburg Publishing House, Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Babwin Publications (See Palm Music Products)
Barnhouse, C. L., Company, Oskaloosa, Ia.
Bartlett, E. M. (See Brumley, Albert E.)
Barwicki, K. T. (See "P.W.P.")
Beazley, Samuel W., & Son (See Stamps-Baxter Music & Printing Co.)
Beirly Company (See Chart Music Publishing House, Inc.)
Bendix Publishing Corp. (See National Music Company, Inc.)
Berge Music Co. (See McLaurhin & Reilly Co.)
Braun, Hubert J., Chicago.
  including:
  Braun Music Co.
  Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E., Powell, Mo.
  including:
  E. M. Bartlett
Bryant Music Company, New York
Capitol Music Co. (See National Music Company, Inc.)
Catholic Music Co. (See McLaurhin & Reilly Co.)
Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
Chart Music Publishing House, Inc., Chicago
  including:
  Beirly Company, Alfred
  Coonacher, B.
  Huffer, Fred K.
  Littig, Frank, Music Publishing Co.
  Wayde, Harry
  Warner, F. Eugene
Western Accordian Music Company

Church Music Co., The, Fullerton, Calif.
Clef Music Co., New York
Coonacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The, New York
Cummings, M. Homer, Coalwood, W. Va.
Daniel, John, Nashville, Tenn.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
  (See Firm Foundation Publishing House)
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Deiro, Pietro (See Accordian Music Publishing Co.)
Denison, T. S., & Company, Chicago
Di Bella, O., New York
Edition "Jastrzab" (See "P.W.P.")
  including:
  Rudnicki, Walery
  "W.J.R."
  Rzepecki, J.
Editions "Olympia" (See "P.W.P.")
Editions Pro Arte (See "P.W.P.")
Eulenburg, Ernst, Ltd., London, England
Fairbank, H. W., Company (See National Music Co., Inc.)
Ferrill, J. W. (See Quartet Music Company)
Firm Foundation Publishing House, Austin, Tex.
  including:
  Dean, Emmet S.
  Dean & Edmiaston
  Dean & Evridge
  Dean & Franklin
  Dean & Hensley
  Dean & Morgan
  Dean & Sebren
  Ramsey & Parker
  Trio Music Co.
Gebethner & Wolff, Warsaw, Poland
Georgi & Vitak Music Co. (See Vitak-Elson Co.)
Gilbert Music Company (See McLaurhin & Reilly Co.)
Goddard Music Company, Chicago
Gornston, David, New York
Gospel Music Publications (See Hatha-way, Franklin Earl)
Grabczewski, F., Warsaw, Poland
Hall Music Co., The, Maryville, Tenn.
Hall & McGreary Co., Chicago
Hansen, Eddy (See National Music Company, Inc.)
  including:
  Harmonic Publications
  Rondo Publications
Harper & Brothers, New York
SESAC PUBLISHERS

Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The, Hartford, Ark.
Hathaway, Franklin Earl
Music Publisher, Chicago
including:
Gospel Music Publications
Henson, J. M., Music Publisher, Atlanta Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman, Raymond A., Company, Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon, Warsaw, Poland
Idzikowski, M. (See "P.W.P.")
Jastrzab (See "P.W.P.")
Jeffers Music Co., Crossett, Ark.
Jewell, Fred, Music Co., Worthington, Ind.
Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Hank, Inc., South Coventry, Conn.
Kelman Music Corp., New York
King, K. L., Music House, Inc., Fort Dodge, la.
Kjos, Neil A., Music Co., Chicago
including:
Max and Beatrice Krone
Krachtus, John, Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Maciejowski, ZB. (See "P.W.P.")
McLaughlin & Reilly Co., Boston
including:
Liturgical Music Company
Catholic Music Co.
Also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
including:
Josef Holbrooke
Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
Music Products Corporation (See Pallma Music Products)
National Music Co., Fort Worth, Tex.
National Music Company, Inc., Chicago
including:
Albright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers (See Eddy Hanson)
Capitol Music Co.
Fairbank, H. W., Company
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company (See Eddy Hanson)
Standard Songs (See Eddy Hanson)
Windsor Music Company
also including published copyrighted compositions taken over from:
Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Northwestern Press, The, Minneapolis, Minn.
Nowa Scena, Warsaw, Poland
Nowacki, Henryk X. (See "P.W.P.")
Oak Ridge Quartet Music Co., Nashville Tenn.
Olympia (See Editions "Olympia")
Pagani, O., & Bro., New York
Pallma Music Products Corp., Chicago
including:
Palma, Frank, Music Publisher
Music Products Corporation
Babwin Publications
Quincke, Walter A. (Compositions as per list issued)
Paragon Music Publishers, New York
Panella, Frank A.; Pittsburgh, Pa.
Parks, J. A., Company, Chicago
Parris Music Co., Jasper, Ala.
Perry's Sons, A. W., Sedalia, Mo.
Pioneer Music Press, Salt Lake City
including:
Wheelwright, Lorin F.
Polskie Towarzystwo Muzykii Wspolczesnej; Warsaw, Poland (See "P.W.P.")
Poltawski, Aleksander (See "P.W.P.")
Pomaranski, Zygmunt (See "P.W.P.")
Popular Music Publications (See National Music Company, Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland
Affiliates:
Adamus, A.
Adamus, Zenobiusz
Altschuler, J.
Barwicki, K. T.
Edition "Jastrzab"
including:
Radnicki, Walery
"W. J. R."
Rzepecki, J.
Editions "Olympia"
Editions Pro Arte
Idzikowski, M.
Jastrzab
Maciepowksi, Z.B.
Nowacki, Hendryk X.
Polskie Towarzystwo Muzyki Wspolczesnej
Paltowski, Aleksander
Pomarański, Zygmunt
Seyfarth, G.
Slaski, H.
Towarzystwo Wydawnicze Muzyki Polskiej
Wiehler, Z.
Witczuk, Stanislaw
"Zaiks" Związku Autorów, Kompozytorów I Wydawców
Zak, Czesław
Zaremba, Alojzy
Quartet Music Co., Fort Worth, Tex.
including:
J. E. Thomas
J. W. Ferrill
Alvis O. Thomas
Quincke, Walter A. (See Pallma Music Products)
Radio City Guitar Studio, Jackson Heights, New York
Ramsey, Will M. (See Central Music Co.)
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Co., The, Searcy, Ark.
including:
Walls, W. M.
Ricart & Cia. Luis
S. L., Via Layetana, Barcelona, Spain
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See "P.W.P.")
Rzepecki (See "P.W.P.")
Sacred Music Foundation, The, Los Angeles
including:
Herbert G. Tovey
Sajewski, W. H., Chicago
Schmidt Co., The Arthur P., Boston 16
Schmitt, Paul A., Music Company, Minneapolis, Minn.
Schuberth, Edward, & Co., Inc., N. Y.
Select Music Company (See National Music Company, Inc.)
Seyfarth, G. (See "P.W.P.")
Simon, Frank, Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Slaski, H. (See "P.W.P.")
Smith, Wm. J., Music Co., Inc., New York
Southern Music Plate Co. (See Henson, J. M., Music Publisher)
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
Samuel W. Beazley & Son
V. O. Stamps Music Company
Stamps Quartet Music Co., Dallas, Tex.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., New York
including:
Avalon Music Publishing Co.
Teddie Lillit S., Greenville, Texas
Tennessee Music and Printing Co., Cleveland, Tenn.
Thomas, Alvis O. (See Quartet Music Co.)
Thomas, J. E. (See Quartet Music Company)
including:
Kanner Music Publishing Co.
Network Music Publishers
Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw, Poland (See "P.W.P.")
Treasure Chest Publications, Inc., N. Y.
Trio Music Co. (See Firm Foundation Publishing House)
Vaughan, James D., Lawrenceburg, Tenn.
Vitak-Elsnic Co., Chicago
including:
Georgi and Vitak Music Co.
Walls, W. M. (See Revival Music Co.)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw, Poland
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York
including:
Weaner, Maxwell
Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers, N. Y.
Wiehler, Z. (See "P.W.P.")
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
Witczuk, Stanislaw (See "P.W.P.")
"W.J.R." (See "P.W.P.")
"Zaiks" Związku Autorów, Kompozytorów I Wydawców; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zak, Czesław (See "P.W.P.")
Zalewski, B. J., Chicago
Zaremba, Alojzy (See "P.W.P.")
Work of

Artists
Vocalists
Sports Commentators
News Commentators
Disc Jockeys
Orchestra Leaders
Musical Conductors
Organists
Radio Writers
Announcers
Directors-Producers
Radio Directors
Home Economics Directors
Managers and Agents

For . . . 1947
Radio Artists
— their work during 1947 —

A

ABBOTT, BUD

ABBOTT, GREGORY
NBC—Believe It or Not

ABBOTT, JUDITH
NBC—Aldrich Family

ABBOTT, LEITH
KGW, Portland Ore. Driver of the Month

ACE, GOODMAN
Easy Aces

ACE, JANE
Easy Aces

ACREE, CHUCK
CBS—Hint Hunt

ADAMS, FRANKLIN P.
MBS—Information Please

ADAMS, INGE
NBC—Light of the World

ADAMS, LEE
CBS—Lee Adams

ADAMS, MASON
NBC—Pepper Young's Family

ADLER, LUTHER
NBC—Mystery without Murder

ALBERTSON, JACK
NBC—Milton Berle Show

ALEXANDER, A. L.
MBS—Mediation Board

ALEXANDER, REN
MBS—Heart's Desire

ALEXANDER, JOAN
CBS—Rosemary, Perry Mason

ALLEN, CHARME
CBS—David Harum

ALLEN, FRED
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

ALLEN, GRACIE
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif., Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

ALLEN, PATRICK
NBC—Curtain Time

ALLEN, MINNETTA
NBC—One Man's Family

ALLISON, FRAN
NBC—Meet the Meeks

ALLMAN, ELVIA
NBC—Abbott and Costello Life of Riley

ANDREWS, CAMERON
ABC—My True Story

ANDREWS, DAVID
KMBC, Kansas City, Mo. Reminiscence Time

ANSON, BILL
MC, disc jockey; b. Chicago, Ill., Nov. 15, 1909; Chicago Art Inst.; Hollywood Bandstand (KFWB)

AVAILABLE!
EDGAR BERGEN
Character Actor
Has Tuxedo—Will Travel
Meaty Characterizations a Specialty
Now appearing
(Without Charlie McCarthy) in R.K.O.'s "I REMEMBER MAMA"
★
Sunday Evenings For

Tender Leaf Tea
& Royal Pudding

NBC
ANTHONY, ALLEN C.  
NBC—Dr. I.Q. program
ARDEN, EVE  
NBC—Seallest Village Store
ARNALL, CURTIS  
ABC—My True Story
ARNOLD, EDDIE  
MBS—The Eddie Arnold Show
ARNOLD, EDITH  
CBS—Crime Doctor
ARNOLD, EDWARD  
ABC—Mr. President
ARQUETTE, CLIFF  
CBS—Dick Haymes Show
ASCOT, RITA  
NBC—Ma Perkins
AUDLEY, ELEANOR  
ABC—My True Story
AUERBACH, ARTHIE  
NBC—Jack Benny Show
Mr. Kettel
AYERBECK, HY  
NBC—Jack Paar Show
Seallest Village Store. Starring Jack Carson with Eve Arden
Bob Burns Show
AVERY, TOL  
NBC—Mad Masters
BACKUS, GEORGIA  
NBC—Story of Holly Sloan
BACKUS, JIM  
NBC—Alan Young Show
Bob Burns Show
MBS—The Jim Backus Show
BAILEY, BOB  
NBC—Story of Holly Sloan
A Day in the Life of Dennis Day
BAILEY, JACK  
MBS—Queen For A Day
BAIN, DONALD  
ABC—Theater Guild, My True Story, Ladies Be Seated
BAKER, KENNY  
The Kenny Baker Show
BAKER, PHIL  
CBS, NBC—Take It Or Leave It
BANGHART, KENNETH  
NBC—Author Meets Critic Ford Theater
BANKS, JOAN  
NBC—Today's Children
BARCLAY, LOUISE  
Riight to Happiness
BARI, LYNN  
NBC—Rexall Summer Theater
BARKER, BRAD  
ABC—The Theater Guild, My True Story
BARNEY, MARION  
NBC—Pepper Young's Family
When a Girl Marries
BARRY, JACK  
MBS—Juvenile Jury
BARRYMORE, LIONEL  
ABC—Mayor of the Town
BARTLETT, TOMMY  
ABC—Welcome Travelers Tommy Bartlett Time
BARTON, FRANK  
NBC—The Time, the Place, & the Tune
A Day in the Life of Dennis Day
BASQUETTE, JIM  
NBC—Amos 'n' Andy
BATCHLEDER, JOHNNY  
NBC—Consumer Time
BAUER, CHARITA  
ABC—My True Story
CBS—Rose of My Dreams
BAYAN, ADRIENNE  
MBS—True Detective Mysteries
BEASLEY, IRENE  
CBS—Grand Slam
BECK, JACKSON  
MBS—Superman, Philip Morris (NBC CBS)
BECCKER SANDY  
BEGLEY, ED  
(Begley, Edward J.): Actor; b. Hartford, Conn., March 25, 1901; St. Patrick Parochial Sch.; Will Brown on Aldrich Family; Sgt. O'Hara on Fat Man; Pete Stone on Big Sister; Francis Hayfield on Myrt & Marge; Dr. Mildermaul on Joyce Jordan; Charlie Chan on Adventures of Charlie Chan; Behind the Front Page (MBS)
BEGLEY, MARTIN  
ABC—Fishing & Hunting Club of the Air
My True Story
BEHRENS, FRANK  
NBC—Lorenzo Jones
BELASCO, LEON  
CBS—Man Called X
BELL, RALPH  
ABC—My True Story

--- B ---

CHARLES McCarthy

STAR of the 
Tender Leaf Tea and 
Royal Pudding show

Comedian Extraordinaire, 
dramatic Star and
Romantic Idol

Now available for suitably 
important motion picture 
starring roles

Broadminded 

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but dogs and ventriloquists 

Money no object 
(no objection to it either)
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On the Air for
Maxwell House Coffee

GEORGE and GRACIE

with

BILL GOODWIN and MEREDITH WILLSON

Written by KEITH FOWLER and PAUL HENNING

THURSDAY NIGHTS — NBC
ARTHUR GODFREY

IRENE BEASLEY

Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C.    PL. 3-8940
BRADLEY, CURLEY
MBS—Tom Mix
BRENNER, MEADE
KDKA, Pittsburgh, Pa.
KDKA School of the Air
BRENNER, MURIEL
NBC—Grand Marquee
BRENNEMAN, TOM
Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Bolaban & Katz vaud. circuits; KFW3, Hollywood; Managed San Francisco CBS station; KFAC, KFVD, Los Angeles; Feminine Fancies; The Sports Huddle, What's On Your Mind, Launched Breakfast at Sardi's, Tom Breneman's Breakfast In Hollywood, ABC, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates. Located on Vine near Sunset.
BRENNSTER, JOHN
NBC—Stella Dallas
BROOKS, DONALD
CBS—Perry Mason
BROOKSHIRE, NORMAN
ABC
BROWN, DICK
(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guests—RCA Victor Show; Dave Elman's Orchestra. 
BROWN, H. AL
NBC—Just Plain Bill
BROWN, JOHN
Actor; b. Hull, England; Life of Riley; My Friend Irma; A Date with Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks; Duffy's Tavern (NBC)
BRYAN, ARTHUR
NBC—Fibber McGee and Molly
The Great Gildersleeve
Adventures of Archie Andrews
Milton Berle Show
BRYANT, WILLIE
MBS—Harlem Hospitality Club
BUCKLEY, FLOYD
NBC—The Aldrich Family
BUKA, DONALD
ABC—Theater Guild
BUNCE, ALAN
ABC—Ethel and Albert
BURKE, GEORGIA
NBC—When a Girl Marries
BURNETTE, JACK
WALT, Tampa, Fla.
BURNS, BOB
NBC—Bob Burns Show
BURNS, GEORGE
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)
BURROWS, ABE
Radio actor; Writer; b. New York City, N. Y., 1910; ed. City College of New York and N. Y. C. Writer; Dinah Shore Program; Jean Davis, Abe Burrows Show; (CBS)
BURTON, MATT
WFRC, Reidsville, N. C.
BUSKER, ANITA
KWSC, Pullman, Wash.
The Story Lady
BUSHMAN, FRANCIS X.
NBC—Rexall Summer Theater
Fitch Bandwagon, Starring Alice Faye and Phil Harris
BUTTRAM, PAT
NBC—Saturday Night Round-up, Starring Roy Rogers
Fitch Bandwagon, Starring Alice Faye and Phil Harris

CAGNEY, JEANNE
ABC—My True Story
CAIN, ALDINE
KSGM, St. Genevieve, Mo.
Movieland
CAMARGO, RALPH
ABC—To Live in Peace
My True Story

Ed and Pegeen Fitzgerald
VOX POP
PARKS JOHNSON & WARREN HULL
(Since 1932)

VINCENT PRICE
starring as
The Saint
for
Trim—CBS—Wednesdays
RADIO ARTISTS

CAMPBELL, PATSY
Aldrich Family
Calling All Girls
Molle Mystery
CHASE, CASEY
NBC—Sealtest Village Store
Jimmy Durante Show
CANNON, ERWIN D.
ABC—The Christian Science Monitor Views The News
CANNOVA, JUDY
NBC—Judy Canova Show
CANTOR, CHARLIE
NBC—Alan Young Show
Duffy's Tavern
CANTOR, EDDIE
Comedian; b. New York, N. Y., Jan. 31, 1893; Pabst Blue Ribbon Show
CARLON, FRAN
CBS—Our Gal Sunday
Big Town
CARLTON, DEAN
ABC—This Is Your FBI
Carpenter, Cliff
Terry & the Pirates
My True Story
Carpenter, Ken
ABC—Bing Crosby Show
CARSON, JACK E.
Actor; b. Carmen, Manitoba, Canada, Oct. 27, 1910; St. John's Mil. Acad.; Carleton College—star of NBC's "The New Sealtest Village Store".
Case, Nelson
CBS—Lone Journey
CASEY, ANGEL
NBC—The Baxters
Cates, Opie
ABC—The Opie Cates Show
Cesar, George
NBC—Ourtain Time
Chalmers, Tom
NBC—Pepper Young's Family
Chambers, Norma
ABC—My True Story
Chance, Ray
KMB, Kansas City, Mo.; Appointment with Joanne Taylor
Chapman, Patti
ABC—My True Story
CBS—Aunt Jenny
Chappell, Ernest
MBS—Quiet Please
Chevignon, Hector
NBC—Plays by Ear
Chittison, Herman
CBS—Casey
Christy, Ken
NBC—Meet Me at Parky's Life of Riley
Clara, Helen
ABC—The Sheriff
Clark, Cottonseed
CBS—Hollywood Barn Dance
Clark, Lon Claude
Actor, narrator, announcer; b. Bricelyn, Minn.; MacPhail Sch. of Music; Univ. of Cinn.; New Sch. for Social Research; Nick Carter; MBS, Exploring the Unknown; Flashgun Casey; Aldrich Family; Boston Blackie; Gangbusters
Clarke, Phil
(Clarke, Philip Norman); Actor; b. London, Eng., Aug. 4, 1904; Cathedral of St. John the Divine; Peekskill Mil. Acad.; Clapham College; London; Helen Hayes Show; Light of the World; Chase & Sanborn Hour (Tele); Superman; Dick Tracy; Nick Carter.
Clayton, Patti
Conway, Julie
Singer, Actress; b. Granite City, Ill.; ed. Northwestern U.; Sparkle Girl; CBS, NBC, Armstrong Quaker Girl; CBS, The Blu-White Kid CBS, NBC
Costello, Lou
(Cristillo, Lou); Actor; b. Patterson, N. J., Mar. 6, 1908; Abbott & Costello Show (ABC).
Lee, Peggy
Cotsworth, Staats
Actor, stage, radio; b. Oak Park, Ill., Feb. 17, 1908; Penn. Sch of Industrial Art; N. Y. Civic Rep. Theater Apprentice Group; Lone Journey (CBS); Front Page Farrell (NBC); Casey, Crime Photographer (CBS); Harvest of Stars; The Sheriff; This Is Your FBI.
Courteney, Alan
Craig, Don
NBC—Fred Waring Show
Crenna, Dick
NBC—Date With Judy

Jean Hersholt

"Dr. Christian"

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BOB SHERRY
NBC ANOUNCER — M.C. NARRATOR

JULIE CONWAY
Oxydol's Sparkle Girl
Armstrong Quaker Girl
The Blu-White Kid
Radio Registry
RADIO ARTISTS

CREORE, PHYLLIS
CBS—Aunt Jenny
CROCKETT, BETTY
NBC—Betty Crocker Magazine of the Air
CROFT, MARY JANE
NBC—Abbott and Costello Sealtest Village Store
CROSBY, BING
ABC—Phillco Radio Time
CROWDER, CONSTANCE
MBS—Those Websters
CULLEN, BILL
CBS—Winner Take All
Give and Take
Missus Goes A-Shoppin

CLARKE, PHIL
Superman
Dick Tracy
Nick Carter

COLLINS, FRED
CBS—FBI In Peace & War
COLLINS, TED
MBS—Kate Smith
COLLINS, TOM
NBC—One Man's Family
COLONNA, JERRY
NBC—Bob Hope Show

COLE, PINTO
NBC—Frank Morgan Show

CROIG, HANS
NBC—Mystery in the Air

Bob Burns Show
Jack Paar Show
Maxwell House Coffee Time

COOK, TOMMY
NBC—Life of Riley
Date With Judy

COOPER, BEN
ABC—My True Story

COPPIN, GRACE
NBC—Kate's Daughter

CORDELL, KATHLEEN
CBS—Second Mrs. Burton

COST, SUSAN
CBS—Mary Lee Taylor

COSTELLO, LOU
NBC, ABC—Abbott and Costello

CULLEN, BILL
CBS—Winner Take All

CURTIN, JOSEPH
CBS—Mr. & Mrs. North

D—

DAMON, LES
CBS—Adventures of the Thin Man

DANCY, NINA
WSIV, Pekin, Ill.
It Happened Here

DANDRIDGE, RUBY
NBC—Judy Canova Show

DARAY, TONI
CBS—Strange Romance of Evelyn Winters

DAVIS, DIX
NBC—Date With Judy

DAVIS, JOAN
(Williams, Josephine Madonna);
Radio—Screen actress; b. St.
Paul, Minn., June 29, 1912; Joan
Davis Show (CBS)

CULLEN, WILLIAM L.
DAY, DENNIS
NBC—A Day in the Life of Dennis Day

CROcker, BETTY
AT5C—Betty Crocker
Magazine of the Air

CROFT, MARY JANE
NBC—Abbott and Costello

CROSBY, BING
ABC—Phillco Radio Time

CROWDER, CONSTANCE
MBS—Those Websters

CULLEN, BILL
CBS—Winner Take All
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Nick Carter

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CBS—FBI In Peace & War
COLLINS, TED
MBS—Kate Smith
COLLINS, TOM
NBC—One Man's Family
COLONNA, JERRY
NBC—Bob Hope Show

COLE, PINTO
NBC—Frank Morgan Show

CROIG, HANS
NBC—Mystery in the Air

Bob Burns Show
Jack Paar Show
Maxwell House Coffee Time

COOK, TOMMY
NBC—Life of Riley
Date With Judy

COOPER, BEN
ABC—My True Story

COPPIN, GRACE
NBC—Kate's Daughter

CORDELL, KATHLEEN
CBS—Second Mrs. Burton

COST, SUSAN
CBS—Mary Lee Taylor

COSTELLO, LOU
NBC, ABC—Abbott and Costello

CULLEN, BILL
CBS—Winner Take All

CURTIN, JOSEPH
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Nick Carter

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MBS—Kate Smith
COLLINS, TOM
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NBC—Bob Hope Show

COLE, PINTO
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CBS—Second Mrs. Burton

COST, SUSAN
CBS—Mary Lee Taylor

COSTELLO, LOU
NBC, ABC—Abbott and Costello

CULLEN, BILL
CBS—Winner Take All

CURTIN, JOSEPH
CBS—Mr. & Mrs. North

D—

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COLLINS, FRED
CBS—FBI In Peace & War
COLLINS, TED
MBS—Kate Smith
COLLINS, TOM
NBC—One Man's Family
COLONNA, JERRY
NBC—Bob Hope Show

COLE, PINTO
NBC—Frank Morgan Show

CROIG, HANS
NBC—Mystery in the Air

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and Olan Soule

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KDKA, Pittsburgh, Pa.
KDKA School of the Air

DOLPH, JACK
NBC—Fred Waring Show

DONALD, PETER C.
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele MC, Bell Telephone & Cimbic Bros.; Warriors of Peace (ABC); Fred Allen Show

DONEY, JIM
WSBS, Cleveland Heights, O.

DONZE, AILEEN
KSGM, Ste. Genevieve, Mo.

DOUGLAS, DON
MBS—High Adventure

DOUGLAS, SHARON
NBC—Soulest Village Store

DOUGLAS, SUSAN
MBS—Official Detective

DOUGLASS, DON
ABC—Fishing & Hunting Club

DOUGLASS, NANCY
ABC—My True Story

DOWLING, EDDIE
NBC—The Big Break

DOWLING, JANET
NBC—When a Girl Marries

DOYLE, LEN
NBC—Mr. District Attorney

DRAKE, BOB
KENT, Shreveport, La.

DUBOV, PAUL
True Detective

DUDLEY, BERNARD
This is Hollywood

BUFF, HOWARD
CBS—Adventures of Sam Spade

DUMAS, HELENE
NBC—Rich to Happiness

DUNBAR, CED
WSRS, Cleveland, Heights, O.

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.

DUNN, EDDIE
MBS—True or False

DURANTE, JIMMY
(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show.

Dwyer, Ruth
WOOK, Silver Spring, Md.

EDWARDS, RALPH
MC, comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences (NBC)

EDWARDS, SAM
CBS—Meet Corliss Archer

EDWARDS, SAMMY
NBC—Fabulous Dr. Tweedy

EGGLESTON, CHARLES
NBC—Ma Perkins

EHLER, BARBARA
NBC—Masquerade

Ellen’s, Harry
CBS—The Baxters

ELLERS, HARRY
ABC—The Baxters

ELLIOTT, BILL
WSRS—Country Fair

ELLION, WINN
CBS—County Fair

ELLIS, ROY
WSRS, Cleveland Heights, O.

ELSTER, ANN
NBC—Stella Dallas

EDWARDS, JACK, JR.
NBC—Today’s Children

ELSTON, JAY

JAY JOSTYN

“MR. DISTRICT ATTORNEY”

Mgt. — MARTIN GOODMAN

CHARLOTTE MANSON

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WINNER TAKE ALL!
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FIVE HALF HOURS A WEEK
MONDAY THROUGH FRIDAY

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MARGARET
McBRIDE
WNBC

"For my money, Mary Margaret is the greatest impresario radio has ever developed."

BENNETT CERF
The Saturday Review of Literature

49 West 45th St. N. Y. C.
EMERY, BOB
WOR; Small Fry Club; WABD; Rainbow House; WABD Dumont Television

EMIL, ALICE
KOL, Seattle, Wash.; Broadway on the Air

ENGEL, ROY
ABC—Sky King

ERIC, ELISBETH
CBS—Big Sister

ERICKSON, LOUISE
NBC—Date With Judy

EVANS, BILL
NBC—Manor House Party

EVANS, DALE
Saturday Night Round-Up

EVERETT, ETHEL
ABC—My True Story

FABIAN, CLIFTON
CBS—Information Please

FALKENBURG, JINX
NBC—The Tex & Jinx Show

FAWCETT, GILBERT
KDAL, Duluth, Minn.; Diary of Duluth

FAYE, ALICE
NBC—Fitch Bondwagon

FELTON, HAPPY
MBS—Guess Who

FELTON, Verna
NBC—Red Stenton

FENNELLY, PARKER
NBC—Fred Allen Show

FENWICK, ELLEN
Exploring the Unknown; ABC

FIDLER, JIMMY
ABC—Jimmy Fidler

FIRESTONE, BILLY, JR.
MBS—Thoe Webster

FIRESTONE, EDDIE
NBC—Life of Riley

FISCHMAN, HARVE
ABC—Junior Junction

FITZGERALD, ED
Radio commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele—WABD)

FITZGERALD, PEGEEN
Radio commentator; b. Norcatur, Kans.; College of St. Theres; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele—WABD)

FITZMAURICE, MICHAEL
ABC—The O'Neills

MY TRUE STORY

FLIPPEN, JAY C.
NBC—Meet Me at Parky's

FLYNN, CHARLES
ABC—Jack Armstrong

FOLEY, RED
NBC—Grand Ole Opry

FORBES, MURRAY
NBC—Ma Perkins

FORD, SENATOR
(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, N. Y., June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby guest appearances

FORD, WHITEY
(Duke of Pancha)

FOY, EDDIE
NBC—Kraft Music Hall

FRANCIS, ARLENE
ABC—The Affairs of Ann Scotland

FRANK, CARL
NBC—Woman in White

FREEMAN, FLORENE
CBS—Wendy Warren and the News

FREYMAN, EVELYN
NBC—Consumer Time

FROST, ALICE
CBS—Mr. and Mrs. North

FULLER, BARBARA
NBC—One Man's Family

FUSSELL, SARAH
NBC—Just Plain Bill

GALLOP, FRANK
ABC—Philip Morris Presents

LON CLARK
Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of Children Albums
Actor—Announcer—Narrator
LA 4-1200

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DORIS McWHIRT
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MERRILL E. JOELS
ACTOR
L.A. 4-1200

LES TREMAYNE
Emcee—Readers Digest Program—CBS
Starring—The Falcon—Mutual
Announcer—Drew Pearson’s News—ABC
Romantic Lead—Joyce Jordan—NBC
Romantic Lead—Wendy Warren & the News, CBS
Commentator—Hollywood Headlines—ABC

ANN THOMAS
STAGE — SCREEN — RADIO
TELEVISION — SLIDE FILMS
"BURLESQUE"
and NEWSREEL COMMENTARY
PL. 7-0700
the Milton Berle Show
GANEL, NORENE
CBS—Bill Goodwin Show
GARDE, BETTE
NBC—Aldrich Family Home Is What You Make It The Big Story
GARDNER, ED (ARCHIE)
(Poggenburg, Eddie): Actor, producer, director; b. Astoria, N. Y. June 29, 1904; Duffy's Tavern (NBC).
GARGAN, WILLIAM
ABC—I Deal in Crime
GAROWAY, DAVE
NBC—Dave Garroway Show
GAYER, ANNE MARIE
NBC—Katie's Daughter
GIBNEY, HAL
NBC—Front and Center Names of Tomorrow
GIBSON, JOHNNY
NBC—Philip Morris Presents the Milton Berle Show CBS—Casey Crime Photographer
GILBERT, JANICE
ABC—The O'Neills My True Story The Big Story
GILBERT, RUTH
CBS—Perry Mason
GILFORD, JACK
NBC—Philip Morris Presents the Milton Berle Show
GILLESPIE, JEAN
NBC—Adventures of Frank Merriwell
GILMAN, PAGE
NBC—One Man's Family
GILMORE, ART
NBC—Meet Me at Parky's
GOLD, MITZI
NBC—Date With Judy
GOLDS, SANDRA
NBC—Life of Riley Duffy's Tavern
GRANIK, THEODORE
MBS—American Forum Of The Air
GRAUER, BEN
NBC—Home Is What You Make It Chesterfield Supper Club NBC—Symphony
GREEN, DON
KGW, Portland, Ore. Horizons of Tomorrow
GREEN, DOROTHY
WCBS, N. Y., WNBC, N. Y., KHJ, Los Angeles, Calif.
GRIFFINS, BILL
NBC—Believe It or Not (Robert Ripley)
GRIGGS, JOHN
MBS—House Of Mystery Adventure Parade
GRIMES, JACK
CBS—Let's Pretend
HAGG, BOB
ABC—The Sheriff My True Story
HAYNES, LARRY
CBS—Young Dr. Malone

SIDNEY PAUL
LE 2-1100

LURENE TUTTLE
LAWSON ZERBE
Schuyler 4-5700

BEST WISHES,
WISHES THAT IS
KENNY DELMAR

PETER DONALD

Sandy Bickart
Actor, Narrator, Announcer
SC 4-5700
Haley, Jack  
NBC—Sealtiest Village Store  
HALOP, FLORENCE (Flo)  
NBC—Jack Paar Show  
Duffy's Tavern  
HARRINGTON, MARY LOU  
NBC—One Man's Family  
HARRIS, ARLENE  
CBS—Baby Snooks  
HARRIS, PHIL  
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).  
HARRIS, STACY  
ABC—My True Story  
HART, CAROLYN  
WRNS, Columbus, Ohio  
HAYAK, BOB  
NBC—Bob Hawk Show  
HAYES, GEORGE (Gabby)  
NBC—Saturday Night Round-up Starring Roy Rogers  
HAYES, PETER LIND  
CBS—Ford Show Starring Dinah Shore  
HAYS, HARVEY  
WMAQ, Chicago, Ill.  
Words and Music  
HAYMES, DICK  
CBS—Dick Haymes Show  
HAYWARD, JOYCE  
NBC—Mystery without Murder  
HEFFLIN, VAN  
NBC—Adventures of Philip Marlowe  
HEIDEN, MARION  
WHRL, Sheboygan, Wis.  
Once Upon A Time  
HELM, FRANCES  
WBAI, Fort Worth, Tex.  
Fruit Express  
HERBERT, WILMS  
NBC—Today's Children  
HERSCHLER, BURTON  
NBC—Nature Sketches  
HERSHFIELD, HARRY  
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, la., Oct. 13, 1895; Can You Top This?  
Kate Smith; Hobby Lobby; Hildegard  
HERSHOLT, JEAN  
Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1886; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdoin College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Star of “Dr. Christian” CBS show for past 11 years.  
HERSON, BILL  
NBC—Coffee with Congress  
HEWITT, ALLAN  
NBC—This Is Nora Drake  
HEYDE, BUD  
NBC—Mad Masters  
HICKEY, NANCY  
WCYB, Bristol, Bristol, Va.-Tenn.  
Story Lady  
HIBBY, MARY JANE  
NBC—When a Girl Marries  
HOBBY, HIRAM  
KMBC, Kansas City, Mo.  
Early Bird Jamboree  
Brush Creek Follies  
HILDEGARDE  
NBC—Raleigh Room with Hildegarde  
Penguin Room with Hildegarde  
HILLIARD, HARRIET  
CBS—Adventures of Ozzie and Harriet  
HOFFA, PORTLAND  
NBC—Fred Allen Show  
HOLBROOK, JOHN  
NBC—Life Can Be Beautiful  
HOLMENBECK, WILLIAM  
NBC—Young Widder Brown  
HOLMES, THURSTON  
WBAP, Fort Worth, Tex.  
TICK of Clock  
HOLMES, WENDELL  
NBC—Colonel Humphrey Flack  
HOPE, BOB  
(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1905; The Bob Hope Show (NBC)  
HOPPER, HEDDA  
CBS—This Is Hollywood  
HORSFALL, DOT  
RPQ, Jacksonville, Fla.  
Story Time Lady  
HORTON, EDWARD EVERETT  
NBC—Kraft Music Hall  
HUSTON, JANE  
NBC—Stella Dallas  
HOWARD, EUNICE  
NBC—Pepper Young’s Family  

JOHN BROWN  

MY FRIEND IRMA  
THE LIFE OF RILEY  
A DATE WITH JUDY  
OZZIE AND HARriet  
THE DENNIS DAY SHOW  

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from

TED MALONE

WESTINGHOUSE
American Broadcasting Co.
RADIO ARTISTS

HOWARD, JOE
NBC—Kay Kyser's College of Musical Knowledge
HOWARD, TOM
CBS—It Pays To Be Ignorant
HOWELL, WAYNE
NBC—Honeymoon in New York
HUBBARD, IRENE
CBS—Mr. Keen, Tracer of Lost Persons
HUDER, HAROLD
Mystery of the Week
HUGHES, ARTHUR
NBC—Just Plain Bill
HULL, JOHN WARREN
Actor, singer, MC, stage, screen, radio; b. Casport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); in Town Today (NBC Tele); Radio City Musicale (NBC Tele)
HULL, MARY
ABC—The Fat Man
Courtesay
Eternal Light
Molle Mystery
Up to Youth
My True Story
HUSING TED
WHN—Ted Husing's Bandstand
HUSTON, WALTER
ABC—The Fitzgeralds
Opportunity Knocks
Theater Guild on the Air

I
IDEELSON, BILLY
MBS—Those Websters
IRVING, CHARLES
CBS—Young Dr. Malone
NBC—Milton Berle Show

J
JACKSON, JOAN
NBC—Aldrich Family
JAMESON HOUSE
NBC—Aldrich Family
JANNEY, LEON
MBS—Charlie Chan
JARVIS, AL
Kiac, Hollywood, Calif.
Make Believe Ballroom
JENKS, HARRY
KMBC, Kansas City, Mo.
The Eternal Light, The Clock
JOHNS, JOHN
EDRA, Pittsburgh, Pa.
Adventures in Research
JOHNSON, BESS
ABC—Ted Malone, Break the Bank
JOHNSON, BILL
MBS—Adventures of Michael Shayne, Detective
JOHNSON, CLIFF
MBS—Heart's Desire

JOHNSON, GEORGIANNE
KWLC, Decorah, Iowa
Chan-a-Day

JOHNSON, PARKS
Radio actor; b. Sheffield, Ala., Mar. 22, 1891; Univ. of Ga.; Emory College; Vox Pop CBS, ABC

JOHNSON, RAYMOND EDWARD
NBC—Adventures of Archie Andrews

JOHNSON, BILL
NBC—Today's Children

JOLSON, AL

JONES, GINGER
ABC—Joyce Jordan

JONES, HELEN
WLVA, Lynchburg, Va.
High Time for Teens

JORDAN, JIM (Fibber McGee)
NBC—Fibber McGee and Molly
JORDAN, MARIAN (Molly McGee)
NBC—Fibber McGee and Molly

JORDAN, OWEN
ABC—Terry and the Pirates
My True Story

JOSLIN, JO ANN
KDSJ, Deadwood, S. Dak.
KDSJ Theatre

JOSTYN, JAY
Radio actor; b. Milwaukee, Wisc.; Marquette Univ.; Wisc. Conservatory of Music; Mr. District Attorney (NBC)

JOYCE, ARLENE
NBC—Ma Perkins

JULIAN, JOSEPH
NBC—Call the Police

STAATS COTSWORTH
LEX. 2-1100

ED BEGLEY
Will Brown—"Aldrich Family"—NBC
Sgt. O'Hara — "Fat Man"— ABC
Pete Stone — "Big Sister"— CBS
Francis Hayfield—"Myrt & Marge"—Mutual

823
BRET MORRISON
Title Role—"The Shadow"—MBS
Starring—"Song of the Stranger"—MBS
Narrator—"Light of the World"—NBC

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KADELL, CARLTON
   NBC—Masquerade
   Amos 'n' Andy

KALSON, ALBERT
   KDRA, Pittsburgh, Pa.
   KDRA School of the Air

KAUFMAN, IRVING
   NBC, CBS, MBS

KAY, BEATRICE
   MBS—Beatrice Kay Show

KAYE, SAMMY
   ABC—So You Want To Lead A Band
   Sunday Serenade

KEANE, CHARLOTTE
   NBC—Adventures of Ellery Queen

KEARNS, JOSEPH
   Actor, radio, stage; b. Salt Lake City, Utah, Feb. 12, 1907; Suspense (CBS); Sam Spade (CBS); Whistler (CBS); Judy Canova (NBC); Ozzie and Harriet (CBS); Jack Benny (NBC)

KEIGHTLEY, WILLIAM
   CBS—Lax Radio Theatre

KEITH, RICHARD
   MBS—True Detective Mysteries

KELK, JACKIE
   Radio actor; b. Brooklyn, N.Y., Aug. 6, 1923; Professional Children's Sch.; Aldrich Family (NBC); Superman (MBS)

KELLY, AL
   NBC—Milton Berle Show

KELLY, JOE
   NBC—Quiz Kids

KELTON, PERT
   NBC—Milton Berle Show
   Kraft Music Hall

KENT, ELAINE
   NBC—Young Widder Brown

KETTLES, SALLY
   KDRA, Pittsburgh, Pa.
   KDKA School of the Air

KIERAN, JOHN
   MBS—Information Please

KIERNAN, WALTER
   WJ

KILGALLEN, DOROTHY
   ABC—Star Time with Dorothy Kilgallen

KILPACK, BENNETT
   Mr. Keen, Tracer of Lost Persons

KING, JOHN REED
   CBS—Give and Take
   Missus Goes A-Shoppin

KISSELLA, WALTER
   ABC—Theater Guild on the Air

KIRBY, DURWARD
   NBC—Honeymoon in New York

KIRBY, KLYVE
   NBC—Revelle Round-Up
   Sheaffer Parade

KIRKWOOD, JACK
   CBS—Arthur Place

KLEIN, ADELAIDE
   ABC—My True Story

KLEIB, HELEN
   NBC—Mad Masters

KLINE, EUGENE
   KDRA, Pittsburgh, Pa.
   KDKA School of the Air

KLODZEN, NINA
   NBC—Rexall Summer Theater

KNIGHT, RAY
   ABC—Good Morning, It's Knight

KNUDSEN, PEGGY
   CBS—Bill Goodwin Show
   NBC—Sealtast Village Store

KOELMAR, RICHARD
   ABC—Boston Blackie

KOOPS, EDWARD
   KDRA, Pittsburgh, Pa.
   Branch With Bill
   King for a Minute

KORDIC, REGIS
   KDRA, Pittsburgh, Pa.
   KDKA School of the Air

KRAMER, MANDELL
   ABC—Counterspy

KRAMER, PHIL
   NBC—Adventures of Archie Andrews
   Jimmy Edmondson Show
   Chesterfield Supper Club

KRENN, OTTO
   KDRA, Pittsburgh, Pa.
   KDKA School of the Air

KROEGER, HENRY
   NBC—The Big Story
   Mo'le Mystery Theater
   CBS—Big Sister

KYSER, KAY

LADD, HANK
   NBC—Kraft Music Hall

LAKE, ARTHUR
   CBS—Blondie

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WIBC, Indianapolis, Ind.
Annie's Almanac

LAKE, FLORENCE
CBS—That's Fennegan

LANDER, ROSALEE
WLBB, Carrollton, Ga.
Story Book of the Air

LANK, DICK
NBC—Alan Young Show

LANG, HARRY
NBC—Abbott and Costello

LARKIN, JOHN
NBC—Colonel Humphrey

LATIMER, ED
NBC—Adventures of Ellery Queen

LATTING, ROBERT
NBC—Woman in White

LAUGHTER, CHET
CBS—Lam 'n' Abner

LAWRENCE, CHARLOTTE
CBS—Christopher Wells

LEAGUE, MORT
ABC—Gangbusters

LEAVEL, JOHN
CBS—Great Adventures of the Falcon

LEAVES, BOB
WMT, Cedar Rapids, Iowa

LEGRE,Y, NED
NBC—Masquerade

LEGALLIENNE, EVA
ABC—Barnes

LEHMAN, LEW
One Woman's Opinion

LEROY, LEW
Stop Me If You Have Heard

LENNROW, BERNARD
NBC—Moible Mystery Theater

LEONARD, JIMMY
NBC—Circle Arrow Show

LEONARD, SHELDON
CBS—Maisy

LEVENE, SAM
NBC—Meet Me at Parky's

LAWTON, FLORENCE
WACO—The Theatre of the Stars

LEWIS, ABBEY
NBC—A Day in the Life of Dennis Day

LEWIS, ELLIOTT
NBC—Meet the Meeks

LEWIS, JACK
KGO, San Francisco, Calif

LEWIS, ROBERT Q.
CBS—Robert Q. Lewis Show

LIPTON, BILLY
ABC—My True Story

LIPSTEIN, ROY
MBS—Robin—Superman

LIVIUS, MARGIE
NBC—Abbott and Costello

LIVINGSTONE, MARY
KDKA, Pittsburgh, Pa.

LOCKE, RALPH
NBC—Life Can Be Beautiful

LORE, ATHENA
CBS—Reader's Digest

LOVEJOY, FREDRIC W.
ZIV COMPANY
Cincinnati, Ohio

FRANK LOVEJOY
"MURDER AND MR. MALONE"

ABC

EASY ACES

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Spot Announcements

Singing Commercials

Television

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SChuyler 4-5700

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RADIO ARTISTS

Linda's First Love
Nick Carter

LORE, PETER
NBC—Mystery in the Air

LOVEJOY, FRANK
Radio actor; b. N. Y. C., N. Y., March 28; Murder and Mr. Malone (ABC); coast to coast; Sound Off (CBS).

LOVETT, DOROTHY
NBC—Today's Children

LUBIN, LOU
NBC—Amos 'n' Andy

LUDIY, BARBARA
Le Fèvre, Barbara Mrs.; b. Helena, Mont.; First Nighter (CBS)

LUNT, ALFRED
ABC—Theater Guild on the Air

LYNN, PEG
ABC—Ethel and Albert

LYONS, RUTH
WLW, Cincinnati, Ohio

LYTELL, BERT
ABC—Warriors of Peace

MacELHONE, ELOISE
MBS—Leave It to the Girls

MacQUARRIE, HAVEN
Actor; b. Boston, 1894; Noah Webster Says (NBC)

McBRIDE, JACK
ABC—My True Story

McBRIDE, MARY
WNBC

McCAFFERY, JOHN K. M.
NBC—Author Meets the Critic

McCANN, ROBERT
NBC—This Is Nora Drake

McCANN, ROY
NBC—Joyce Jordan

McCASKILL, BEN
WFBA, Dallas, Texas

McCONNELL, LULU
CBS—It Pays To Be Ignorant

McCONNELL, SMILIN' ED
Story teller, MC; singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga.

McCURDY, MARGARET
WFAA, Dallas, Texas

McCORMICK, MYRON
CBS—Christopher Wells

McCORMICK, RUSSELL
KVEC, San Luis Obispo, Calif.

McDANIEL, HATTIE
NBC—Amos 'n' Andy

McDONELL, CRAIG
NBC—Gramps

McGREGOR, PATRICK
WNBC

McGOVERN, JOHNNY
NBC—Bob Burns Show

McKERR, PAUL
CBS—Inner Sanctum

McKUSICK, JOE
MBS—Twenty Questions

McNESS, BERT
WFAA, Dallas, Texas

McQUEEN, JOHNNY
ABC—One Man's Family

McKEE, BOB
Doctors Then and Now

MeLEO, BOB
KDKA, Pittsburgh, Pa.

McGUIRE, BOBBY
MBS—Twenty Questions

McINTYRE, JOHN
ABC—One Man's Family

McKEE, BOB
Doctors Then and Now

McLAIN, BOB
KDKA, Pittsburgh, Pa.

McMAHON, DON
CBS—It Pays To Be Ignorant

McMILLAN, HOWARD
AB—The Adventures of Bill Lance

McSOMER, DON
ABC—Breakfast Club

McKELL, MAGGIE
ABC—Luncheton at the Latin Quarter

McKEE, TYLER
NBC—Today's Children

McWHIRTY, DORIS
Mutual

Jack Lawson

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HOLLYWOOD 28, CALIFORNIA

Gladstone 0650

Jack Lawson

TOMMY BERNARD and PHILIP BERNARD

829
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<th>Name</th>
<th>Radio Shows</th>
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<tr>
<td>MACK, GILBERT</td>
<td>Actor, director; b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Mole Mystery Theater; Harvest of Stars</td>
</tr>
<tr>
<td>MALONE, TED</td>
<td>(Russell, Alden F.); Radio story teller, poetry editor, commentator, MC: b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, Leave It to the Girls (MBS); MC, The Prudential Family Hour (CBS); Tele Series (WRBC, ABC)</td>
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<tr>
<td>MACY, JERRY</td>
<td>NBC—McGarry and His Mouse Mole Mystery Theater Bernie West's Carnival</td>
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<td>MAHER, WALLY</td>
<td>NBC—One Man's Family</td>
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<td>MALTZ, JOHN</td>
<td>NBC—Adventures of Archie Andrews</td>
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<td>MALKIN, DAVID</td>
<td>ABC—My True Story</td>
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<td>MANN, GLORIA</td>
<td>Andrew's RCA—Victor Show</td>
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<td>MANNING, JACK</td>
<td>NBC—Light of the World</td>
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<td>MASSEY, RAYMOND</td>
<td>WIBO, Indianapolis, Ind. Hoosier Traveler</td>
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<td>MATHENY, PAUL</td>
<td>WMON, Montgomery, W. Va. Magic Valley</td>
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<td>MAYHOFF, EDDIE</td>
<td>NBC—The Charlie McCarthy Show</td>
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<td>MEIGHAM, JAMES</td>
<td>NBC—Backstage Wife</td>
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<td>MENKEN, HELEN</td>
<td>ABC—Woman's Exchange Theater Guild of the Air</td>
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<td>MERRILL, KEN</td>
<td>NBC—Right to Happiness</td>
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<td>MEYER, MARSHALL</td>
<td>WNOC, Norwich, Conn. Great Moments in Music</td>
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<td>MILEWICZ, HELENA</td>
<td>WWOL, Lackawanna, N. Y. Polish Hr.</td>
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<td>MAL, BOYD</td>
<td>Radio and Motion Pictures Relations</td>
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RADIO ARTISTS

MILLER, SUSAN
ABC—Abbott and Costello
WHAP, Fort Worth, Tex.
Fruit Express

MINTER, JAN
CBS—Casey, Crime Photographer
NBC—Lora Lawton

MITCHELL, EVERETT
NBC—National Farm and Home Hour

MITCHELL, LES
Theater of Famous Radio People
Masquerade

MILLS, FRANK
WBAP, Fort Worth, Tex.
Fruit Express

MINER, JAN
CBS—Casey, Crime Photographer
NBC—Lora Lawton

MILLS, FRANK
WBAP, Fort Worth, Tex.
Fruit Express

MINER, JAN
CBS—Casey, Crime Photographer
NBC—Lora Lawton

MITCHELL, EVERETT
NBC—National Farm and Home Hour

MORGAN, HENRY
NBC—Mystery in the Air
MORGAN, HENRY
ABC—Henry Morgan Show
MORGAN, JANE
NBC—One Man’s Family
NBC—Life of Riley
MORGAN, JOHNNY
ABC—Johnny Morgan Show
MORGAN, ELYSE

MORRISON, BRET
Actor, singer, radio artist; b. May 5, 1912, Chicago, Ill.; Art Inst., Chicago; The Shadow (MBS); Light of the World (NBC); Thin Man; True Story; The Falcon; Superman; Song of the Stranger (MBS).

MOSS, ARNOLD
ABC—Warriors of Peace
Meet Me In Manhattan

MOTHERAL, JAMES
WKTM, Mayfield, Ky.
Friendly Philosopher

NAGEL, CONRAD
CBS—Silver Theater

NEISE, GEORGE
NBC—Judy Canova Show

NELSON, FRANK
NBC—Maxwell House Coffee Time
Jack Benny Show
Day in the Life of Dennis Day

NISEN, CLARE
ABC—Backstage Wife

NORTH, ROBERT
NBC—Fitch Bandwagon

O’BRIEN, PAT
ABC—Rexall Summer Theater

O’BRIEN, VINCENT
KDKA, Pittsburgh, Pa.
KDKA School of the Air

OCKO, DANNY
ABC—My True Story

ODONNELL, GENE
NBC—Light of the World

O’HARA, SHIRLEY
ABC—My True Story

831

EDDIE "The Waiter" GREEN
DUFFY’S TAVERN
Since the very first day
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<th>Name</th>
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<td>Oakley, Leslie</td>
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<td>Oakley, Leslie</td>
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<td>RAND, Dick</td>
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<tr>
<td>RANDOLPH, AMANDA</td>
<td>NBC</td>
<td>—</td>
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<tr>
<td>Randy, Isabel</td>
<td>NBC</td>
<td>—</td>
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<tr>
<td>Rathborne, Basil</td>
<td>MBS</td>
<td>—</td>
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<tr>
<td>Rauh, Helen Wayne</td>
<td>KDKA</td>
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<tr>
<td>Rausch, Ben</td>
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<tr>
<td>Ream, David</td>
<td>NBC</td>
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<tr>
<td>Readick, Frank</td>
<td>ABC</td>
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<tr>
<td>Redfield, Billy</td>
<td>ABC</td>
<td>Tales of Willie Piper</td>
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<td>Redmond, KEN</td>
<td>NBC</td>
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<td>Reed, Alan</td>
<td>NBC</td>
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<tr>
<td>Reed, Carol</td>
<td>KKYW</td>
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<td>REED,スタンリー</td>
<td>KDSJ, KDKA</td>
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<td>REESE, ELLA</td>
<td>NBC</td>
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<td>Rickey, Sheriff</td>
<td>ABC</td>
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<tr>
<td>Rice, Rosemary</td>
<td>ABC</td>
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<tr>
<td>Rick, Gregory</td>
<td>NBC</td>
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<tr>
<td>RIGGS, Tommy</td>
<td>ABC</td>
<td>Tommy Riggs Show</td>
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<tr>
<td>Ripley, Robert L. (Bob)</td>
<td>ABC</td>
<td>Believe It Or Not</td>
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<tr>
<td>Rivers, Anthony</td>
<td>NBC</td>
<td>—</td>
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<tr>
<td>Robbins, Fredrici</td>
<td>NBC</td>
<td>—</td>
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<td>Roberts, Bob</td>
<td>ABC</td>
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<td>Robertson, Arnold</td>
<td>NBC</td>
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<tr>
<td>Robinson, Bartlett (Bart)</td>
<td>NBC</td>
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<tr>
<td>Robinson, Elmer</td>
<td>NBC</td>
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<tr>
<td>Rodman, Victor</td>
<td>NBC</td>
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<tr>
<td>Roehl, Ann</td>
<td>KDKA, KOSK</td>
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<tr>
<td>Rock, Everett</td>
<td>NBC</td>
<td>—</td>
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<tr>
<td>Roesler, Elmer</td>
<td>NBC</td>
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<tr>
<td>Rogers, Roy</td>
<td>Dick Run, O.</td>
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</tbody>
</table>
RADIO ARTISTS

SHEA, JOAN
NBC—Adventures of Archie Andrews

SHEEN, FULTON, J. (Monsignor)
NBC—Catholic Hour

SHELTON, GEORGE
CBS—It Pays To Be Ignorant

SHERIFF, ANN
CBS—Big Sister

SHERIFF, FRED
CBS—Meet Corliss Archer

SHIELDS, HELEN
ABC—Theater Guild

SHIPP, MARY
NBC—The Milton Berle Show

SKELETON, RED
NBC—Red Skelton Show

SKINNER, CORNELIA OTIS
NBC—Johnny Presents the Philip Morris Program

SLATER, BILL
MBS—Twenty Questions Fishing and Hunting Club

SLOANE, EVERETT
MBS—Mole Mystery Theater

SLOANE, ROBERT
NBC—The Big Story

SMART, J. SCOTT
ABC—The Fat Man

SMITH, BILL
NBC—Adventures of Ellery Queen

SMITH, SYDNEY
MBS—Real Stories From Real Life

SMITH, "WONDERFUL"
NBC—Red Skelton Show

SMOLEN, VIVIAN
CBS—Our Gal Sunday

SMYTHE, J. ANTHONY
NBC—One Man's Family

SNOOK, HARRY (Mr. & Mrs)
NBC—Charlotte North Carolina Breakfast with Patsy and Harry

SNIDER, LOUISE
MBS—Adventures Of The Falcon

O'CMAN, RALPH DR.
NBS—National Radio Pulpit Minister

SUNDERGAARD, HUSTER
ABC—My True Story

SOUHER, CLIFF
NBC—Meet the Meeks

SOULE, OLAN E.
E. Lo Harpe, Ill. Feb. 28: First Night (CBS); Grand Marquee (NBC)

SPINNER, EUGENE
WBS, Canton, Ohio Twice Told Tales

STAFFORD, HANLEY
CBS—Baby Snooks

STAMM, FREDERICK, K. Dr.
Minister

STANLEY, JOHN
MBS—Sherlock Holmes

STARK, JUD
KMBG, Kansas City, Mo Dinner Bell Roundup

STARK, BONNIE
KSDS, Des Moines, S. Dak.

STEVENS, JULIE
MBS—Romance of Helen Trent

STEWART, NICODEMUS
ABC—The Fabulous Dr. Tweedy

STITT, JESSE WILLIAM
MBS—Art of Living

STODDARD, ENSOR
WRAP, Allentown, Pa. Interlude from Reality

STONE, EZRA
Aldrich Family

STONE, HARLAN
NBC—Adventures of Archie Andrews

STONE, PAULA
MBS—Leaves It To The Girls

STOOPNAGLE, COLONEL
MBS—Man from the Moon Show

STRATTON, CHESTER
ABC—Theater Guild

STRAHST, GIL
MBS—Life of Riley

STICKLAND, ANZIE
NBC—Light of the World

STROCK, GLORIA
MBS—Crimes of Carelessness

STUDER, HAROLD (Hal)
NBC—The Adventures of Frank Merriwell

STUDERBAKER, HUGH
CBS—Guiding Light

STYLES, HAL
KFWE—Talks It Over So You'd Like To Be In Radio

SULLIVAN, ELLIOTT
ABC—My True Story

SULLIVAN, INGRID
NBC—Lee Sullivan's Vest Pocket Varities

SUTTON, CLARK
KREK, Pittsburgh, Pa. Youth Looks at the News

SWEENEY, BOB
CBS—Sweeter & March
### RADIO ARTISTS

**WINSLOW, PAULA**  
NBC—Life of Riley  
A Day in the Life of Dennis Day

**WINTERS, ROLAND**  
NBC—Milton Berle Show

**WOLFE, MARY**  
CBS—Rose Of My Dreams

**WOLFE, SHIRLEY**  
Celebrity Night  
Allen Prescott’s Party  
Meet Me in Manhattan

**WOLFE, WINIFRED**  
NBC—Pepper Young’s Family  
Home Is What You Make It

**WRAGGE, BETTY**  
NBC—Pepper Young’s Family  
Home Is What You Make It

**WRAGGE, EDWARD**  
ABC—My True Story

**WRIGHT, BEN**  
NBC—Woman in White

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**YARBOURGH, BARTON**  
CBS—Hawk Larabee  
NBC—One Man’s Family

**YORK, DICK**  
ABC—Junior Junction  
Jack Armstrong

**YORKE, RUTH**  
NBC—The Third Horseman

**YOUNG, ALAN**  
Radio & Movie Comedian; b. Northumberland, England, Nov. 19, 19; The Alan Young Show (NBC); Tony Martin Show (CBS)

**YOUNG, ARTHUR, (Art)**  
NBC—Curtain Time  
The Baxters  
The Baxter’s Daughter  
Young Widder Brown  
Adventures of Archie Andrews

**YOUNGMAN, HENNY**  
Comedian; b. London, Eng. Mar. 16, 1906; Kate Smith Show; Raleigh Cigarettes; Hildegarde; Philco.

**YOUTH PRESENTS GROUP**  
WIBX, Utica, N. Y.  
Youth Presents

---

**ZARLEY, LOIS**  
WJOL, Joliet, Ill.  
Storytime  
Morning Matinee

**ZERBE, LAWSON**  
Adventures of Frank Merriwell (NBC); Road of Life (NBC; CBS; ABC); MB5—High Adventure

**ZIMMERMAN, DAVE**  
NBC—Percolator Party

**ZINKAND, PHILLIP**  
KDKA, Pittsburgh, Pa.

**ZUCHERO, BILL** (Zuckert, William F.)  
actor; b. N. Y. C., N. Y., Dec. 18, 15;  
Gangbusters; Mr. District Attorney; Boston Blackie; Big Town;  
Mr. & Mrs. North; Mollie Mystery Theater; Counterspy; The Fat Man; Mr. Keen.

**ZUIKEE, PEGGY**  
ABC—My True Story

---

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Radio members of The AP don’t buy news! They share the news of the largest news-gathering organization in the world on a cost basis.
Vocal Artists
— their work during 1947

— A —

ABEL, PATRICIA
KWKW, Pasadena, Calif.

AGA, BOB & (LEE BABCOCK)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade

AIKEN, RICHARD
WTRR, Sanford, Fla.

JEFF ALEXANDER CHORUS
CBS—Tony Martin Show

ALEXANDER, DURELLE
WBAP, Fort Worth, Tex.

ALEXANDER, TED
WARL, Arlington, Va.
Time Out With Ted

ALLEN, ROSALIE
WOY, New York City

ALLEN, TOMMY
WKY, Oklahoma City, Okla.
Anthony Avenue

ALTENDORF, BOB
KVGB, Great Bend, Kaus.
Range Riders

AMSTERDAM CHORUS
NBC—Waltz Time

ANDERSON, BOB
WDAY, Fargo, N. Dak.
Tell-O-Test Time

ANDERSON, PAUL
WJTN, Jamestown, N. Y.
Breakfast With Bigelow's

ANDREWS SISTERS
CBS—Club 15

ANDREWS, ALICE
KDKA, Pittsburgh, Pa.
Home Forum

ANDREWS, SISTERS

ARCHER, GENE
WRC, Washington, D. C.
Look To This Day
Matchless Service Time

ARRES, DON
WHN, New York, N. Y.

ASHTON, SYLVIA
NBC—Design for Listening

ASTON, BUZZ
KDKA, Pittsburgh, Pa.
Buzz & Bill
Memory Time

ATKINS, JIMMY
NBC — Fred Waring Show.
Jack Berch Show

AUTRY, GENE
CBS—Gene Autry Show

— B —

BABBITT, HARRY
NBC—Kay Kyser’s College of Music & Knowledge

BABCOCK, LEE & (BOB AGA)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade

BACK, GLADYS
WWBZ, Vineland, N. J.
Gladys Back Blues Singer

BAKER, KENNY
Kenny Baker Show

BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin’s Music Shop & Tea
Time Serenade

What’s that . . . you say you’re
Waitin’ For Clayton?
well — here she is!

WORLD TRANSCRIPTIONS
BULLET RECORDS
PARAMOUNT PICTURES

PATTI CLAYTON

Mgt. MCA Artists Ltd.
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MUSICRAFT RECORDS

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"Saturday Night Serenade"

over CBS

and

Mercury Records

Public Relations
Sidney Ascher

Personal Management
Lou Capone

Bookings
William Morris Agency, Inc.
VOCAL ARTISTS

BALDWIN, WALT
WDVA, Danville, Va.
Songs of the Day, Walt Baldwin, Songs

BARBOUR, DAVE
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

BARRFIELD, WARREN
WPTF, Raleigh, N. C.
Barfield and Scott

BARROWS, JOHNNY
KWTC, Barstow, Calif.
Barrington, Serenade

BARRY SISTERS
WHN, New York, N. Y.

BARTON, EILEEN
NBC — Eileen Barton Show; Teen Timers Club, Angel In The Wings

BAXTER, JEANNE (Guest)
KDKA, Pittsburgh, Pa.
Home Forum, Duquesne Show

BEARDSLEY, ALICE
KUSD, Vermillion, S. Dak.
Star on the Campus

BEASLEY, FRANCES
WFAA, Dallas, Tex.

BEASLEY, IRENE
Beasley, Elizabeth Irene; Producer, MC, Singer; Whitehaven, Tenn.; Sweet Briar Coll.; MC Raising A Husband MBS; MC, Singer, Producer — Grand Slam

BEASLEY, JACK
KOMA, Oklahoma City, Okla.
Okla. Roundup

BEAUDETTE, VICKIE
KDAL, Duluth, Minn.
Royal Trio

BECKER, MARGARET
KGW, Portland, Ore.
String Serenade

BENCE, BLAIR
WDAD, Indiana, Pa.
Blue Ridge Pioneers

BELL, KEN
WPQ, Jacksonville, Fla.
A Date With Ken

BENNETT, BETTY
NBC — Reveille Roundup

BENSON, BETTY
WKMO, Kokomo, Indiana

BERCH, JACK
NBC — Jack Berch Show

BERG, FLORENCE
KDKA, Pittsburgh, Pa.
Memory Time

BERNIER, DAISY
NBC — Fred Waring Show

BERRY, BOB
WTCH, Baltimore, Md.
Laff With Lunch

BETMARIK, AL
WMOX, Meridian, Miss.
Lonesome Ben

BETTY AND HER BOYFRIENDS
CBS — Here’s To You

BEVERLY
NBC — Music of the Moment

BEVERLEY, ELAINE
KDKA, Pittsburgh, Pa.
Brunch With Bill, Memory Time

BLACK, JUNE
WRIC, Cincinnati, Ohio
Amber Room, Ga.

BLAKE, CECE
KUSO, Siloam Springs, Ark.
Grass Valley Boys

BLOCHSTEIN, EVELYN
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BLUE, GINNY
WAAT, Newark, N. J.
Broadwayites

BOBBITT, HAPPY
WBOB, Galax, Va.
Galax Roundup

BODKINS, ROBERT
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BOND, JOHNNY
CBS-NBC

BORDENAIRES QUARTET
CBS — County Fair

BOWEN, LILLIAN
WRQM, Rome, Ga.
Hymns of Inspiration

ANITA ELLIS

RED SKELTON SHOW
N.B.C.
7:30 to 8:00 P.M., P.T.
10:30 to 11:00 P.M., E.T.

COLUMBIA PICTURES

839
BOYD, BILL
WRR, Dallas, Tex.
Cowboy Ramblers

BOYD, JIM
WRR, Dallas, Tex.
Cowboy Ramblers

BRADLEY, BILL
WOMA, Corinth, Miss.
Farmer's Frolic

BRANNUM, LUMFY (HUGH)
NBC—Fred Waring Show

BRAZKELL, JIMMY
WISC, Hartsville, S. C.
Uncle Raya Kiddle Klub

BRINEY, M. M.
KDKA, Pittsburgh, Pa.
Tap Time

BRINKLEY, J. B.
WABP, Fort Worth, Tex.
Chuck Wagon Gang

BRITO, PHIL
(Colombrito, Philip T.) Singer;
b. Boomer, W. Va.; Sept. 15,
1918; Kreml Radio Show (MBS);
Rahiel Cigarette Show (NBC);
Contented Hour (NRC); Hilde-
garde (NBC); Kraft Music Hall
(NBC); Hollywood Open House
(CBS); Monogram Pictures As-
sociated Transcriptions Musciart
Records.

BRITTON, JIMMY
WHBC, Rochester, N. Y.
To the Ladies

BRODIE, ROBERT
WHOOP, Hopkinsville, Ky.
Clean-up Serenade

BROOKS, KIRBY
WIOD, Miami, Fla.
Studio A

BROWN, AUDREY
KOWL, Santa Monica, Calif.
Audrey Brown Sings

BROWN, BOB
KCTX, Childress, Tex.
Song Stenographers

BROWN, BUDDY
KTIM, San Rafael, Calif.
Maison Marin Show

BROWN, CLIFF
WSBA, York, Pa.
Ranch Boys

BROWN, DICK
(Brown, Herbert Richards) Sing-
er, MC, Actor, b. Youngstown,
O.; Cincinnati Coll. of Music;
Calling All Girls; Hearts In Har-
mony; Pleasure Parade; Dick
Brown Show (WNEW); Guest-
RCA Victor Show; Dave Elmon's
Auction.

BROWN, ED
WMGY, Montgomery, Ala.
Ed Brown Sings

BROWN, JACK
NBC—Circle Arrow Show

BROWN, JIMMIE
(Brown, James R.) Singer; b.
Pittsburgh, Pa. ed. Carnegie In-
inute of Technology; Angostura
Time, WOR.

BROWN, NELLIE
WREN, Topeka, Kans.
The Keynoters

BRUNO, JACK
WOV, New York City

BRYAN, CHARLES
WMMT, McMinnville, Tenn.
Supper Serenade

BUCANEERS
NBC—Circle Arrow Show

BUCK AND SHORTY
KSVP, Artesia, N. Mex.
Western Request

BUCE, BETTY
WGA, Cedartown, Ga.
Hymn Time

BUCE, WALLACE
WGA, Cedartown, Ga.
Hymn Time

BUNCH, ELVA
WRRF, Washington, N. C.
Songs by Elva

BURDETTE, JAMES
WFAA, Dallas, Tex.

BUTLER, WARDE
WRBC, Cincinnati, Ohio
Amber Room

BYRD, F. (MRS.)
WXGM, Mayfield Ky.
Perfect Hearts Quartet

BYRD GORDON
KSEO Durant, Okla.
Gordon Byrd

BYRD, MILDRED
WAYS, Charlotte, N. C.
Young Americans' Club

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& HIS CACTUS COWBOYS

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"Make Mine Manhattan"
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DICK BROWN
Singing Star
OF
"Calling All Girls"
"Pleasure Parade"
"Hearts in Harmony"
"Dick Brown Show"

MARTHA TILTON
Dick Haymes Show
C.B.S.
VOCAL ARTISTS

BYRD, PAUL
WCBD, Dunn, N. C.
Paul Byrd & Radio Pals

BYRNES, PAULINE
NBC — Chesterfield Supper Club

CAMP MEETIN' CHOIR
NBC — Camp Meetin' Choir

CAMPBELL, DICK
WDVA, Danville, Va.
Shoppers' Serenade, Dick Campbell Sings

CAMPUS KIDS
NBC — Kay Kyser's College of Music & Knowledge

CANNON, NADIA
KGO, San Francisco, Calif.
Musical Etchings

CARL, MAHR
KDKA, Pittsburgh, Pa.
Tap Time, Sunday Suppertime

CARMICHAEL, HOAGY
CBS — Hoagy Carmichael Sings

CARROLL, BETTY JO
KABC — San Antonio, Tex.
Hearts Delighters

CARROLL, GEORGE
NBC — Circle Arrow Show

CARROLL, HELEN
NBC — Chesterfield Supper Club

CARLUCCI, JOSEPH
For Those Who Prefer Music

CARPENTER, THELMA
CARSON, KEN
NBC — Presenting Ken Carson, Summerfield Bandstand, The Time, the Place & the Tune, Henry Russell's Music

CARTER, BUDDY
WWRL, Woodside, N. Y.
Sons by Rickie Carter

CASEY, CLAUDE
WBT, Charlotte, N. C.
The Briarhoppers, Carolina Hayride

CASS, COUNTY BOYS
CBS — Gene Autry Show

CHATWIN, CLAIR
NBC — Chesterfield Supper Club

CHURCHILL, STEWART
NBC — Fred Waring Show

CLARK, BOB
KMAC, San Antonio, Tex.
Stars Over San Antonio

CLARK, BUDDY
NBC — Carnation Contended Hour

CLARK SISTERS
NBC — The Drene Show

CLARKE, JEFF
WNEW, New York, N. Y.

CLAYTON, PATTI
vocalist, actress; b. Detroit, Mich., Feb. 28, 1924; Waitin' For Clayton (CBS); Club Fifteen (CBS); World Transcriptions; Bullet Records; Paramount Pictures.

CLITES, MINOR
KRES, St. Joseph, Mo.

COHENOUR, SUSAN
KOB, Albuquerque, New Mexico
Sweetheart Time

JIMMIE BROWN
Dick Rubin — M.C.A.

CAVANAUGH, PAGE (With Page Cavanaugh Trio)
NBC — Jack Paar Show

CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Smile for Supper

CHARIOTEERS
ABC — Bing Crosby

CHAPLIN, CLILE
NBC — Fred Waring Show

CLAYTON, PATTI
vocalist, actress; b. Detroit, Mich., Feb. 28, 1924; Waitin' For Clayton (CBS); Club Fifteen (CBS); World Transcriptions; Bullet Records; Paramount Pictures.

CLITES, MINOR
KRES, St. Joseph, Mo.

COHENOUR, SUSAN
KOB, Albuquerque, New Mexico
Sweetheart Time

MONICA LEWIS
Singing Star—
Jan August Show
52 weeks

Exclusive
Decca Recording Artist

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Personal Mgr.: Eddie Greene

Press:
East — Gary Stevens
Midwest — Sam Honigberg
COHENOUR, WILLIAM
KOB, Albuquerque, New Mexico
Sweethearts Time

COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919.
Kraft Music Hall, King Cole Trio Time (NBC).

COLE, RICHARD (DICK)
WFBA, Dallas, Tex.
Early Birds

COLEMAN, FRANK

COMO, PERRY
Vocal artist, radio & screen; b. Cannonsburg, Pa.; Supper Club (NBC).

COLLYER, LYNNE
NBC—Linger Awhile With Lynne Collyer, Honeymoon in New York, Lynne Collyer Sings

CONIFF, JIMMY
WJBO, Baton Rouge, La. Songs by Jimmy Coniff

CONNOR, NADINE
NBC—Kraft Music Hall

CONTE, JOHN
NBC—TeenTimers Club

CONWAY, JULIE
NBC—The Drene Show

CONWAY SISTERS
WBYS, Canton, Ill.

COOPER, JERRY
MBS—Diamond Records

COOPER, GENEVA
WINN, Louisville, Ky.
Geneva Cooper

COULTEN, DIANE
NBC—Honeymoon in New York.

COX, BETTY
WOW, Omaha, Nebr.
WOW Calling

COYLE, JERRY
WSNY, Schenectady, N.Y.

COZZI, SAM
KCIL, Houma, La.
Sam Cozzi Sings

CRANE, JOHN
NBC—Voices Down the Wind

CRAWFORD, KITTY
NBC—Ted Strayer Orchestra

CREW CHIEFS
NBC—Names of Tomorrow, Front & Center, Henry Russell's Music

CRIST, JAMES
WTHH, Baltimore, Md.

CROSS, GLENN
WJBO, Baton Rouge, La.

CROSBY, BOB
ABC—Philco

CROSBY, DICK
KTSM, El Paso, Tex.

CRUMP, GLORIE 
NBC—Manhattan Merry-Go-Round

CRUTCHFIELD, EMILY
WCCP, Savannah, Ga.

CUMMINGS, MARY J.
WRVA, Richmond, Va.
Quiet Corner

DAILEY, MAXINE
KTSW, Emporia, Kans.
Kansas Soya Products

DAMONE, VIC
(Farinola, Vic) Singer, b. B'klyn, N. Y., June 12, 1928. Saturday Night Serenade (CBS); Jack Smith Show; Hit Parade; Hi Jinx Program; National Guard Programs.

DANIELS, JACK
WCOU, Montgomery, Ala.

DARWIN, GLENN
CBS—Sound Off

D弑M, MARGARET
NBC—American Album of Familiar Music
VOCAL ARTISTS

DAVIS, ART
KABC, Tulsa, Okla.
Rhythm Riders

DAVIS, BERYL
CBS—Vaughn Monroe Show
NBC—Your Hit Parade

DAVIS, JACK
WLAR, Athens, Tenn.
Jack Davis and Tennessee Pals

DAVIS, JEANETTE
CBS—Arthur Godfrey Show

DAWN, MARIAN
WBRR, Baltimore, Md.
Club 1300

DAWSON, GLORIA
KNOW, Austin, Tex.

DAY, CLARK
KOMA, Oklahoma City, Okla.
Okla. Roundup

DEBORD, JEROME
WIBW, Topeka, Kans.

DEBOS, GEORGE
WBNR, Columbus, Ohio
Song Shop

Della Francesca, John
WGNY, Newburg, N. Y.
Postman’s Serenade

DE LA SANTOS, BILL & HIS ORCHESTRA
KSPR, Santa Rosa, Calif.

DE LIMA, HENRY
WKBW, Buffalo, N. Y.

DEMETRIUS, ALVA
WABC, New York City

DEMARCA SISTERS
NBC—Fred Allen Show

DENNIS, CLARK
CBS—Welcome to Clark Dennis, Forever Tops

DENNY, DAVE
KOMA, Oklahoma City, Okla.

DENTON, JOE
KBBE, San Antonio, Tex.

D.forms, CLIFFORD
KIVJ, Huron, S. Dak.

DEWEY, MILDRED
KDKA, Pittsburgh, Pa.
Mildred Don & the Men About Town

DONALDSON, ELAINE
Kall, Salt Lake City, Utah
This Is Elaine

DONNA JEAN
WBAY—Circle Arrow Show

DORAN, CARL
KABC, San Antonio, Tex.

DORAN, HARDY
WMAQ, Chicago, Ill.

DOUGLAS, CLIFFORD
Podunk, Pa.

DOWNS, CLARENCE
WOR, Newark, N. J.

DUNCAN, EDUARDO
WABC, New York City

DUNN, BILLY
KCMO, Kansas City, Mo.

DUNN, DON
KANZ, Topeka, Kans.

DUNN, HILDA
W date

DUNN, JEAN
WQNO, New York City

DUNN, SANDY
KSGR, San Antonio, Tex.

DUNN, WILLIAM
WRAI, Atlanta, Ga.

DUNN, THE LITTLE WOMEN
KQRS, Galveston, Tex.

DUNN, VERN
KSL, Salt Lake City, Utah

DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILMA
DKY, Salt Lake City, Utah

DUNN, YVONNE
WRGB, New York City

DURBAN, LARRY
WOR, Newark, N. J.

DUNDEE, STUDY
KJAZ, San Diego, Calif.

DUNGEY, BARNEY
WABC, New York City

DUNN, BILL
KSL, Salt Lake City, Utah

DUNN, DON
WLS, Chicago, Ill.

DUNN, SANDO
WVL, Dallas, Tex.

DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILMA
KSL, Salt Lake City, Utah

DUNN, YVONNE
WRGB, New York City

DUNN, BILLY
KCMO, Kansas City, Mo.

DUNN, DON
WLS, Chicago, Ill.

DUNN, WILLIAM
WLS, Chicago, Ill.

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WLS, Chicago, Ill.

DUNN, WILMA
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DUNN, YVONNE
WRGB, New York City

DUNN, BILLY
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DUNN, WILMA
KSL, Salt Lake City, Utah

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WRGB, New York City

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KCMO, Kansas City, Mo.

DUNN, DON
WLS, Chicago, Ill.

DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILMA
KSL, Salt Lake City, Utah

DUNN, YVONNE
WRGB, New York City

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WRGB, New York City

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DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILLIAM
WLS, Chicago, Ill.

DUNN, WILMA
KSL, Salt Lake City, Utah

DUNN, YVONNE
WRGB, New York City

DUNN, BILLY
KCMO, Kansas City, Mo.
DUNN, ARTY
NBC—Three Suns Trio, Three Suns Shine

EDDY, NELSON
NBC—Kraft Music Hall

EDWARDS, JOHNNY
WJW, Cleveland, Ohio
Songs by J. Edwards

EDWARDS, JOAN
NBC—Hit Parade
Republic Pictures

EDWARDS, LEE
NBC—Percolator Party

EESE-SEEGE, HUGO
KNAF, Fredericksburg, Tex.

Texas Drifter

EIBBECK, WALTER
KDKA, Pittsburgh, Pa.

KDKA Home Forum, Duquesne Show

ELLINGTON, RUTH
KSD, St. Paul, Minn.

Ruth Ellington Sings

ELLIOTT, BILL
WHEB, Portsmouth, N. H.

The Singing Cop

ELLIS, ANITA KERT
(Anita Ellis) b. Montreal, Canada;

ed. College of Music, Cinn., Ohio; Los Angeles City College,

U.C.L.A., Calif.; KTLA Tele; Columbia Pictures; Mercury Recording

Red Skelton Show (NBC).

EMERI, BILL DUC & ESTE
WIBW, Topeka, Kans.

Hymn Time

EMORY, RUSS
KDKA, Pittsburgh, Pa.

News, New York, N. Y.

ERNIE, TRUDY
NBC—Jack Paar Show

ESQUIRE CHOIRS
CBS—It Pays To Be Ignorant

ETTING, RUTH
WHN, New York, N. Y.

EVANS, BETTE

KAKC, Tulsa, Okla.

Bette Sings

EVANS, DALE
Saturday Night Round-up Starring Roy Rogers, NBC; Breakfast Club (ABC)

EWAN, TRUDY (Poor Miriam)
NBC—Bob Hope Show

FARNEY, DICK
NBC—Philip Morris Presents the Milton Berle Show

FARRELL, EILEEN
CBS—Eileen Farrell-Invitation to Music

FARRELL, SKIP

NBC—Manor House Party

FAY, LEW

KONO, San Antonio, Tex.

Laxy Ivoryes

FAYE, ALICE

NBC—Fitch Bandwagon.

FERGUS, JANET

KOA, Denver, Colo.

As You Like It; Rhapsody of the Rockies

FIDLER, JOAN

WKAL, Rome-Utica, N. Y.

Joan Comes Calling

FISCHER, DICK

KDKA, Pittsburgh, Pa.

Duquesne Show: Men About Town

FLAK, JUSTIN

KLWC, Decorah, Iowa

Hymns We Love

FORD, MAC and (SANDY)

WNAM, Neenah, Wis.

Mac and Sandy Show

FORD, SANDY and (MAC)

WNAM, Neenah, Wis.

Mac and Sandy Show

FOREMAN, DAVE

NBC—Ruby Newman Orchestra

FORTIER, ROOSEVELT COURY

WCOU, Lewiston, Maine

Songs by Billie Rose

FOUNTAINAires

NBC—Sealtest Village Store

FOUR HILLS AND A MISS

CBS—Dick Haymes Show

FOWLER, WALLY

NBC—Grand Ole Opry

FOX, MARJEAN

KTUL, Tulsa, Okla.

Ring the Bell

FREAR, JAMES

KDKA, Pittsburgh, Pa.

KDKA Home Forum

FREY, HARRY E.

WBOW, Terre Haute, Ind.

From Me to You

FROMAN, JANE

CBS—Pustom That Refreshes

FULTON, DICK

KAKA, Pittsburgh, Pa.

Duquesne Show, Men About Town

GALLAGHER, FRANK

NBC—Sheaffer Parade Starring Carmen Cavallero

GARCIA, LUCIS

NBC—Echoes from the Tropics; Tropicana

GARDNER, JUNE

WFBL, Syracuse, N. Y.

Musical Clock

GARY, ERNIE

WCCO, Minneapolis, Minn.

Darragh Aldrich Show

GARVIN, HALL

WCCO, Minneapolis, Minn.

Red River Valley Gang

GATES, NANCY

WKB, Oklahoma City, Okla.

Songs of Nancy Gates

GAYLORD, CHET

WBZ-WJAZ, Boston, Mass.

Chet Gaylord

GIBBS, GEORGIA

NBC—Blue Ribbon Music

GIBSON, GEORGETTE

WCOU, Lewiston, Maine

Two on the Aisle

GIBSON, DONALD

WOHS, Shelby, N. C.

The Hi-Lighters

GILBERT, CAROLYN

NBC—Carolyn Gilbert, Design for Listening

GIPSON, JACK

WWJ, Fort Worth, Tex.

Golden Couple

GLENN, MARY

KDKA, Pittsburgh, Pa.

KDKA Home Forum

GOOD, DOLLY

NBC—Circle Arrow Show

GORDON, ANITA

NBC—Charlie McCarthy Show

GRAYCE, MARY

WIOD, Miami, Fla.

Studio A

GREGORY, BOBBY

(Gregory, Robert C.); Musician, singer; Songwriter; b. St. Paul, Minn., Apr., 24, 1900; On 127 Keytone Transcriptions to Apollo records, Piloteen records, Checkered records, Benick records. First accordion player on a network program, 1925; TV and radio shows.

GRENIER, ANN
WATR, Waterbury, Conn.

Listen to Ann Grenier

GRIFFIN, MERRY

KFRC, San Francisco, Calif.

Pictesweet Show, Merv Griffin Show

GRUBBAUGH, MERLE

WLS, Lansing, Mich.

GRUBER, JOHN

KFRS, San Francisco, Calif.

Pictesweet Show

HAGAMAN, CHARLES

WNOX, Knoxville, Tenn.

Merry-Go-Round

HALL, GALE

NBC—Gale Hall

HALL, JANE

WLY, Oklahoma City, Okla.

Call for Jane Hal

HAMILTON, DAVE

WIBC, Indianapolis, Ind.

Hamilton Songs, WIBC Coffee Shop

HAMMOND, HEAVY

WALT, Tampa, Fla.

HANK & THEMLA

WDAY, Fargo, N. Dak.

Morning Round-up

HANNA, PHIL

KBOE, Salt Lake City

CBS—Here's to You

HANNON, BOB

NBC—Waltz Time

HARRISON, BURT

WCCO, Minneapolis, Minn.

HAPPY RAMBLERS

WRPS, Alexander, Calif.

Happy Ramblers

HAPPY JOHNNY and The HIGGIN 3 BOYS

KXEL, Waterloo, Iowa

HARGROVE, HOMER

KTXM, Tucumcari, N. Mexico

Timekeepers of the Airwaves

HARMONIERS

NBC—Circle Arrow Show

The HARMONIERS

WPM, Potsville, Pa.

The Harmonettes

HARRINGTON, BILL

(Harrington, William O.); Vocalist, pianist, accordionist; b. Indianapolis, Ind., Apr., 5, 1918; Arthur Jordan Conservatory; Cincinnati Conservatory; Mill Harrington Singers (MMS); Cast on Stairway to the Stars, Harry Savoy Show, 300 Party, Vera Hall Show, Song Machine (WOR)

HARRIS, BETTY

NBC—The Three Suns Shine, Betty Harris Show
HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; TheITCH Bondwagon (NBC).
HARRIS, WILMA
KDKA, Pittsburgh, Pa.
HASKELL, JACK
NBC—Dave Garaway Show. Design for Listening. Mutual. Townsend Tips
HAYES, HERBERT
WWKL, Woodside, N. Y. Songs by Herbert Hayes
HAYMES, DICK
CBS—Dick Haymes Show
HEART, PEGGY
WHO, Orlando, Fla. Cinderella
HESS, ORLAND
KPYK, Birmingham, N. Dak. Twilight Time
HENRY, MARY
WBBC, Jackson, Miss. Sunday Music
HENZIE, MARTHA
KDKA, Pittsburgh, Pa. Dinnershow. Home Forum
HICKMAN, EMILY
WOAY, Oak Hill, W. Va. The Emily Hicken Show
HILDEGARDE
CBS
HILL, LOLA
WNO—Design for Listening. Lola Hill
HINES, BILL
KDKA, Pittsburgh, Pa. Brunch With Bill, Buzz & Bill. Tap Time
HOLTEN, BRICK
KWWJ, Portland, Ore. Hammond Harmonies
HOUSTON, BOB
WHNY, New York NBC—Bob Houston Sings, Solitaire Time
HOWARD, MARY LOU
KDYW, Philadelphia, Pa.
HUGHES, BOB
KDKA, Pittsburgh, Pa. Dinnershow
HUGHES, FRANCES
WCON, Atlanta, Ga. Sweetheart Serenade
HUGHS, MARJorie
NBC—Chesterfield Supper Club
HUXLEY, JOHN WARREN
NBC—Bob Houston Sings, Solitaire Time
Huss, Joan
WNAM, Neenah, Wisc. Music for Moderns
I
IKE & HAP
KVNU, Logan, Utah Western Singers
IRBY, JERRY
KATL, Houston, Tex. Texas Ranchers
J
JACKSON, ROY & HIS NORTHWESTERNERS
KEEK, Portland, Ore. Neath Western Skies, North-westerners
JAMISON, ANNE
KDKA—An Evening with Rumbert
JAVNYES, DOC
RFFY, Bismarck, N. Dak. Northwest Farm Front
JENKINS, PEE WEE
WJHP, Jacksonville, Fla. Jennings, JOANNE Song of Charm
JOHNS, ROGER
KSYL, Alexandria, La. Songs by Roger Johns
JOHNS, VIVIEN
KDKA, Pittsburgh, Pa. KDKA Home Forum
JOHNSON, BETTY
WBT, Charlotte, N. C. Betty Johnson Sings
JOHNSON FAMILY
WBT, Charlotte, N. C. Johnson Family Singers, Johnson Family Singers and Larry Walker
JOHNSON, JOHNNY
KDSH, Boise, Idaho
JOHNSON, ROME
NBC—Circle Arrow Show
JOHNSON, SHIRLEE
WWJ, Peoria, Ill. Stardust Serenade
JOHNSON, GRANDMARINE
BBC—Rhapsody in Rhythm
JOLSON, AL
(Young, Ace; Actor: Singer: b. St. Petersburg, Russia, May 28, 1888. Star on Kraft Music Hall (NBC)
JONES, GENE
WBZ-WBZA, Boston, Mass. Gene Jones
JONES, LINWOOD
WKGJ, Richmond, Va. Mountain Pals
JORDAN, JIMMY
WARZ, Albemarle, N. C. Jimmy Jordan Sings
JUBILARES
WB—“Amos ’n Andy Jubilee Singers, The
JUBILEE SINGERS, THE
KXEL, Waterloo, Iowa
JUN, ROSE MARIE
WMT, Cedar Rapids, Iowa
K
KALLEN, KITTY
ABC—Saturday Senior Swing
KAY, BEATRICE
MBS—Beatrice Kay Show.
KELLUM, KAY
WBBC, Jackson, Miss. Dixie Rambler
KELLY, DONNA JANE
KDKA, Pittsburgh, Pa. KDKA Home Forum
KELSO, MARIE
KGM, Stockton, Calif. Melodies
KELLAND, FRANCES
NBC—Voices Down the Wind
KEN CHRISTY CHORUS
NBC—Cities Service Highway in Melody
KEN LANE CHORUS
NBC—Your Hit Parade
KENDALL, FRED
WJR, Detroit, Mich.
KENNEDY, NOREEN
WJAS, Pittsburgh, Pa. Lee Keen Orchestra
KENNY, JACK
WHUM, Reading, Pa. Jack Kenny Serenade
KILTY, JACk
Once Upon Our Time (NBC); Vest Pocket Varieties (NBC); Jack Kilty Show (WNBT); Make Mine Manhattan, Broadway Musical.
KINCHEN, JOE
WCMC, Corinth, Miss. Farmer’s Frolic
KINDERS, BARBARA
KDKA, Pittsburgh, Pa. Tap Time
KINDERS, ELAINE
KDKA, Pittsburgh, Pa. Tap Time
KINDERS, SHIRLEY
KDKA, Pittsburgh, Pa. Tap Time
KING COLE TRIO
Kraft Music (CBS-MBS); Wildroot Show (NBC).
KING, LOUISE
CBS—Music For You
KING, W. O.
WTOC, Savannah, Ga. Hymns of the People
KING’S JESTERS
CBS—Music For You
KING’S MEN
NBC—Pibber McGee & Molly
KIRBY, FRED
WBT, Charlotte, N. C.
KIRBY, JOHN
Cowboy Roundup Time
KDKA, Pittsburgh, Pa. Singing Strings, Songs You Love
KNIGHT, EVELYN
CBS—Tony Martin Show
KREISMAN, BERNICE
WAPX, Montgomery, Ala. Songs of Bernice
L
LA DUKE, BILL
WDBC, Hartford, Conn. Shoppers Special, Shopping By Radio
LAMB, BOB
NBC—Francis Craig Orchestra
LAMOUR, DOROTHY
NBC—Front & Center Starring Dorothy Lamour
LANE, LILLIAN
NBC—Front & Center Starring Dorothy Lamour
LANGFORD, FRANCES
NBC—The Drone Show, Maxwell House Coffee Time
LANGSTON, SALLY
WJMX, Florence, S. C. Memory Time
LANHAM, ROY
NBC—Circle Arrow Show
LANSON, SNOOKY
NBC—Songs by Snooky, Snooky Lanson Show
LARSON, NORMAN
NBC—Sing Out of Music
LAWRENCE, GREGG
NBC—Chesterfield Supper Club
LAWRENCE, LEONARD
KDKA, Pittsburgh, Pa. KDKA Home Forum
LEACH, BILLY
CBS—Music For You
LEEAR, ROY
WBT, Charlotte, N. C. CBS—Dixie Jamboree, Carolina Calling
LEE, ERNIE
WLD, Cincinnati, Ohio Ernie Lee Show
LEE, JERRY
KDSJ, Deadwood, S. Dak. Songs of Yesteryear
LEE, PEGGY
(Egstrom, Normal); Singer, Songwriter, Actress; b. Jamestown, North Dakota, May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show.

LEE, TERRY
WFAT, Dallas, Tex.

LEONHARDT, ELIZABETH
KDKA, Pittsburgh, Pa.

LEWIS, MONICA
Singer; Chicago, Ill., May 5, 1925, Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp - Schick; Jack Smith - Ivan August Show.

LEWIS, WELCOME
KOWL, Santa Monica, Calif. Sing O

LILLARD, ANNIE LAURIE
WFRC, Reidsville, N. C.

LILLIE & MARIE
WATS, Canton, Ill.

Tune Toppers

LINDBLAD, ELLIOTT
WFL, Wren, Ga.

Songs of Praise

LINDSAY, MERRIL
KOMA, Oklahoma City, Okla.

Night Riders

LINDSLEY, L. A. (MRS.)
WEBC, Jackson, Miss.

Relto Revival

LINK, BOB
WCCO, Minneapolis, Minn. Songs with Bob Link

LINK, DICK
WCCO, Minneapolis, Minn. Melody Morning

LISTER, BILL
KABC, San Antonio, Tex.

Songs by Bill Lister

LOYD, DAVID

LONG, ALICE
KDKA, Pittsburgh, Pa.

KDKA Home Forum

LONG, GEORGE
WSBA, York, Pa.

Ranch Boys

LOVE, IVA
WHRG, Greensboro, N. C.

Restful Music

LUDRICK, NORMA
WJMO, Ft. Wayne, S. C.

Songs by Norma

LYNCH, CAROLYN SMITH
WLSAQ, Rome, Ga.

Elusive Youth

LYNCH, CHRISTOPHER
NBC—Voice of Firestone

LYONS, DOLORES
KQPH, Pueblo, Colo.

Dolesres Lyons

M-

MacARTHUR, BILL
KOWL, Santa Monica, Calif.
The Throb

MACCULLUM, JOHN
KDKA, Pittsburgh, Pa.
Men About Town, Duquesne Show

MACGregor, Evelyn
NBC—Wall Time

MACGREGOR, PHIL
NBC—Clevelandaires

MAEAE, GORDON
CBS-Gordon MaEae Troubadours

NBC—Teentimers

McCLELLAN, STANLEY
NBC—D & H Miners

McCONNELL, SMILIN' ED
NBC—Smilin' Ed McEachern

McCUNE, DON
KSCR, Seattle, Wash.

McCURDY, TED
KDKA, Pittsburgh, Pa.

KDKA Home Forum

McDOwELl, JAMES
WHFB, Benton Harbor, Mich.

McGUIRE, PAT
WICY, Indianapolis, Ind.

Welsh Tierney Show

McIntyre, Dolena
WCOU, Lewiston, Maine

Time for Music

McIntyre, Frances
WSTP, Salisbury, N. C.

WSTP, Salisbury, N. C.

Sonetris

McKennea, Jean
NBC—A Miss & A Male. Design for Listening, Musican., Patterns in Melody

McKeON, JEANNIE
(Brabazon, Mrs. Paul); Vocalist; b. Fall River, Mass.; Univ. of Maine Green Light Review; Borges-Georgia Show; NBC; Black & White Records Yester-
days (Album).

MeANUS, MARIAN
NBC—Manhattan Merry-Go-Round

McMullen, Eddie
NBC-ABC-MSB

Penguin Dana Records

MAE, GEORGIA
WBZ-WBZA, Boston, Mass.

Georgia Mae & Her Buckaroos

Malarin, Elaine
NBC—Tapestry Musical, Music for Today, Serenade to America

Maxx, peggy
NBC—RCA Show

Mardell, Rick
WAAT, Newark, N. J.

Broadwayites

Maresca, Rosalia
WHOM, New York City

Sundays, Serenades

Marine, Joe
NBC—Fred Waring Show

Mariners

CBS—Arthur Godfrey Show

Marsh, Audrey
N.B.—Achskill Family

Martin, Tony
CBS—Tony Martin Show

Martin, Vivian
WMAQ, Chicago, Ill.

Daves Garroways—Musicalana

Martin, Vivian
NBC—Dave Garroway Show, Design for Listening, Musicalana

Massey, Curt
ABC—Curt Massey Show

Massey, Vera
ABC—Vera Massey, Jack Berch

Mauriello, Cappy
WNHC, New Haven, Conn.

Mauriello Program

Martin, Zeke
WCMA, Corinth, Miss.

Farm House Home Hour

Mason, Betty Rose
WSAY, Savannah, Ga.

There's Music in the Air

Maxwell, Marilyn
NBC—Abbott & Costello

Mayo, Larry
WABC, Hackensack, N. J.

Rudy Martin & His Music

Means, Sam
KDKA, Pittsburgh, Pa.

KDKA Home Forum

Meiers, Marvin
KCOL, Fort Collins, Colo.

Martin State Shows

Melton, Elizabeth
KSEO, Durant, Okla.

Elizabeth Melton

Melton, John
NBC—Harvest of Stars

Men of the West Quartet

KOAS, Denver, Colo.

Bekins Moving & Storage Pgm.

Merrill, Jack
WFMY, Youngstown, Ohio

Melodies by Merrill

Merrill, Robert
Singer; b. Brooklyn, N. Y., June 4, 1918, Kostelanetz Hour, Serenade to America; RCA-Battle of Music; RCA Music of America loves Best; NBC - Symphony; RCA - Television Show.

Merseruey, Norman
WOLF, Syracuse, N. Y.

Notes with Norm.

Mifflin Sisters

WLP, Kenmore, Wis.

Songs You Love to Hear

Milewicz, Stach
WWOL, Lackawanna, N. Y.

Polish Nr.

Miller, Betty Lou
WSTP, Salisbury, N. C.

Star Time

Miller, Milena
NBC—Kraft Music Hall

Miltie & Sue
KMBZ, Kansas City, Mo.

Early Bird Jambooree, Brush Creek Polka's

Miller, Yes
KJUF, Huron, S. Dak.

Songs to Remember

Mills Brothers
NBC—Kraft Music Hall

Mitchell, Russ
KDKA, Pittsburgh, Pa.

Men About Town, Duquesne Show

Moderaires
CBS—Club 15

Moffatt, Viola
KSEO, Durant, Okla.

Viola Moffatt

Monroe, Vaughn
CBS—Vauclain Monroe Show

Moon Maids
CBS—Vauclain Monroe Show

Mooney, Joe
ABC—Joe Mooney's Quartet, Paul Whiteman Hour.

Moore, Juanita & (Lee)
WCHS, Charleston, W. Va.

Lee & Juanita Moore

Moore, Lee & Juanita
WCHS, Charleston, W. Va.

Lee & Juanita Moore

Morgan, Lee

Morgan, Mac
NBC—Cities Service Highways in Melody

Morrison, Burt

Mullins, John
WXIL, Mayfield, Ky.

Winona Quartet

Murtah Sisters
ABC—Patt Barnes

848
NASH, HELEN  
WOW, Omaha, Nebr.  
WOW Calling

NEGRO QUARTET  
WETU, Gainesville, Fla.  
Emblem Singers, Veterans of Harmony

NASH, JOEY  
Transcriptions

NELMS, NANCY  
WDBJ, Roanoke, Va.  
Ethelle & Nelly

NESBIT, FRED  
KOA, Denver, Colo.  
Treasure Trails of Melody

NOBLE, ROGER  
WSLI, Jackson, Miss.  
Old and New

NOLAN, BOB  
NBC—Saturday Night Round-Up  
Starring Roy Rogers

NORMAN, LOUILE JEAN  
NBC—Kay Kyser’s College of Music & Knowledge

NORMAN, LUCILLE  
NBC—Names of Tomorrow,  
Lucille Norman Show, The Time, the Place & the Tune

NOTTON, LILIAN  
NBC—Percolator Party

NYDEGGER, VERNE  
KFBI, Wichita, Kans.  
Madame & the Nydegger Sextet

NYGARD, MARION  
WMQ, Iron Mountain, Mich.  
Sunday Evening Serenade

OAKRIDGE QUARTET  
NBC—Grand Ole Opry

O’CONNOR, DICK  
NBC—Manhattan Merry-Go-Round

O’CONNOR, JIMMY  
WDBJ, Roanoke, Va.  
Songs for You

OLSSEN, JOHNNY  
WJZ—Rumpus Room

O’NEILL, JULIE  
NBC—St. Louis Serenade

O’CONNOR, WM.  
WLS, Chicago, Ill.  
Morning Devotions

ODSON, JUANITA  
KVER, Albuquerque, N. Mex.  
Minutes of Melody

O’HEREN, DICK  
WKI, Cleveland, Ohio  
Best the Boys, Say It with Music. Irish Program

O’NEIL, DANNY  
ABC—Mary Small Revue.  
Echoes of N. Y.

O’ROURKE, KEN  
WWRL, Woodside, N. Y.  
Ken O’Rourke Show

OSTROM, BERNARD  
KVOX, Moorhead, Minn.  
Minnesota Woodchopper

OWENS, BARBARA  
KDKA, Pittsburgh, Pa.  
Songs You Love To Hear

OWENS, JACK  
ABC—Breakfast Club, Stairway to the Stars

PAIGE, RICHARD  
NBC—Design for Listening, Musica, Patterns in Melody

PARKER, EVELYN  
NBC—Signed, Beasley Smith

PARKER, FAYE  
KDDA, Pittsburgh, Pa.  
Fat Time

PARKER, PAUL  
WMBL, Morehead City, N. C.  
Songs by Paul Parker

PARISH, FRANK  
WIRE, Indianapolis, Ind.  
Frank Parrish Show

PARVIN, CATHERINE E.  
WWBZ, Vineland, N. J.  
Catherine E. Parvin

PATTERSON, CREAT  
WGO, Hartford, Conn.  
Patter by Patterson

PATTON, PEGGY  
WWNR, Beckley, W. Va.  
Songs by Peggy Patton

PAYNE, FERN  
KCTX, Childress, Tex.  
Favorite Gospel Songs

PERRIN, RAY  
KFEL, Denver, Colo.  
The Ray Perkins Show

PERRIN, MAC  
NBC—Fred Warlin Show

PERRY, BILL  
CBS—Saturday Night Serenade

PETE, COLORADO  
KMBX, Kansas City, Mo.  
Early Bird Jamboree, Dinner Bell Roundup, Brush Creek Follies

PETTERS, HENRY  
WIBW, Topeka, Kans.  
Henry and Jerome

PICKENS, JANE  
ABC—Echoes of New York

PICKLE, KAY AND HIS RANGE RIDERS  
KSSR, Santa Rosa, Calif.

THE PIED PIPERS  
ABC—Johnny Olsen’s Rumpus Room

PIEPER, GERALD  
KDDA, Pittsburgh, Pa.  
KDDA Home Forum

PINAPLINES  
CBS—Gene Antry Show

PLANE, ROBERT  
WWDV, Syracuse, N. Y.  
House-Warming Serenade

PLEA, RAYMOND  
WWBZ, Vineland, N. J.  
Golden Melodies

PORTNOY, JOSEPH  
KDDA, Pittsburgh, Pa.  
KDDA Home Forum

POST, BILL  
KALL, Salt Lake City, Utah  
Post Box

POWELL, ORVILLE  
KCVR. Lodi, Calif.  
Old Music Box

PRICE, DEWEY  
WBT, Charlotte, N. C.  
Briarhoppers

PRICE, HOWARD  
KDKA, Pittsburgh, Pa.  
Dunquese Jack

PRICE, NORMAN  
NBC—$2 & H Miners

PUTTERMAN, DAVID  
NBC—Eternal Light

QUINN, BRYAN  
WWAA, West Lafayette, Ind.  
Songs by Bryan Quinn

RABORN, SAM  
WWNR, Beckley, W. Va.  
Singin’ Sam

RADIO CHORISTERS  
NBC—Horizons of the Bible, National Radio Pulpit

RAGLAND, HENRY  
WCON, Atlanta, Ga.  
Sweetheart Serenade

RAINE, LORRY  
(Gayle (Mrs.) Tim); b. Detroit, Mich., June 13, 1926; Mark War- now’s Sound-Off (ABC); Califor- nia Melodies (MBS); Summerfield Band Concert (NBC); Coast Rec- ords with Mark Warnow.

RANOMA  
WLW, Cincinnati, Ohio  
Rendezvous with Ramona

RAND, WILL & MILLIE  
WNOE, Norwalk, Conn.  
Rand Review

RANDALL, EARL  
WJZ—Revelion Roundup

RANDOLPH, AMANDA  
RANGERS, THE  
WBT, Charlotte, N. C.  
Rangers Quartet

RAWLEY’S TRIO, AL  
WEWI, Boston, Mass.  
Al Rawley’s Trio

REDABAUGH, HAROLD  
KGHH, Pueblo, Colo.  
Harold Redabaugh

REED, BOB  
WOR, New York, N. Y.  
Your Time

REED, CAROL  
Open House

REED, PENNY  

REGAL JEAN  
NBC—Your Host Is Buffalo

REID, BOB  
Robert Q. Lewis Show, Bob Reid Sings

REVERE, ADRIAN  
NBC—$2 & H Miners

REYNOLDS, ANDY  
WSBA, York, Pa.  
Ranch Boys

RYTHM RIDERS  
KMBX, Kansas City, Mo.  
Ray Judenz & His Rhythm, Howard Smith, Joe Manning. Western Echoes, Brush Creek Follies

RISLING, ROBERT  
WBZ-WBZA, Boston, Mass.  
Robert Rissling Sings, Concert Centennial

RIZZI, GLORIA  
WPAM, Pottsville, Pa.  
Treasury of Song

ROBERTS, DOROTHY  
WIRE, Indianapolis, Ind.  
Tune Up Time

ROBB, MURIEL  
KDKA, Pittsburgh, Pa.  
KDKA Home Forum

ROBERTS, BARRY  
NBC—Manhattan Merry-Go-Round

ROBERTSON, TEXAS JIM  
ABC—Texas Jim Robertson

ROBINSON, AL  
KPBX, Beaumont, Tex.  
Down on the Farm

ROBOSKY, ABRASHA (Sgt.)  
NBC—U. S. Army Air Force Band
RODGERS, BOB
KIUL, Garden City, Kans.

RODGERS, SLIM
RSGM, Ste. Genevieve, Mo.

ROGERS, ROY
NBC—Saturday Night Roundup starring Roy Rogers

ROLLAND, RUSSELL
KMBK, Kansas City, Mo.

ROMAY, LINA
CBS—Dick Haymes Show

ROSS, BETSY
WPG, Bristol, Va.
Betsy Ross Sings

ROSS, SHIRLEY
NBC—Bob Burns Show

ROUSCH, MYRA SUE
WJLS, Beckley, W. Va.

ROYCE, GENEVIEVE
NBC—Harvest of Stars

ROY, CECIL H.
RUDOLPH, JACK
WPAM, Pottsville, Pa.
Jack Rudolph Sings

RUSSELL, CONNIE
NBC—Manhattan House Party

SANDS, LITA
NBC—Clevelandaires, Do You Remember

SATISFYERS, THE
NBC—Chesterfield Supper Club

SAUNDERS, FRANK
CBS—Arthur Godfrey

SAUNDERS, GEORGE
KGW, Portland, Ore.

SAVAILER, CLARENCE
WEIM, Fitchburg, Mass.
Memories in Song

SAVECKA, ROSALYN
KDKA, Pittsburgh, Pa.
KDKA Home Forum

SAYLES, FRED
WAAF, Newark, N. J.

SCHAEFER, ANNE
WKY, Oklahoma City, Okla.
Anthony Avenue

SCHIFFF, STEWART
KUG, Springfield, Ark.
Gospel Singer

SCHIEFT, REINHOLD
NBC—An Evening with Romberg

SCHN, KENNETH
NBC—D & H Miners

SCHOOLEY, IVAN
ROA, Denver, Colo.

SCHWARTZ, TINY
NBC—Your Host Is Buffalo

SCOTT, ROMAINE
WPPA, Pottsville, Pa.

SCOTT, TOM
CBS—Tom Scott, American Troubadour

SEAGLE, JOHN
NBC—Voices Down the Wind

SEAGLE, ROBERT
NBC—Eternal Light

SENNETT, BOB
WMAZ, Macon, Ga.

SERENADERS
CBS—Saturday Night Serenade

SHANNON, BOB

SHAW, SHIRLENE
KENT, Shreveport, La.

SHAY, DOLORETH
CBS—Blind Review

SHAW, HOLLACE
WFAA, Dallas, Tex.

SHEDFORD, RILEY
NBC—CBS, WBT, WSM

SHEPHERD, JOAN
KWBK, Oakland, Calif.
Joan Sings

SHERIDAN, PHIL
WIP, KYW, Philadelphia, Pa.

SHELTON, ROBERT
WFAA, Dallas, Tex.

SHORE, DINAH
(Montgomery, Mrs. George); singer, actress; b. Winchester, Tenn., Mar. 1, 1917; ed. Vorderbril Univ., BA Degree; Columbia Records; Call for Music (CBS); Ford Show (CBS)

SIEDEL, FLO
WCCO, Minneapolis, Minn.

SILVER SAPES RIDERS
KCVR, Lodi, Calif.
Western Music

SIMPSONS SINGERS
WSAV, Savannah, Ga.
Simmons Singers

SIMS, EVARDYN
WTOC, Savannah, Ga.

SINATRA, FRANK
NBC—Songs by Sinatra

SIZEMORE, GORDON WITH
LITTLE BETTY & DOC
WBFT, Charlotte, N. C.

SLEANEY, RUTH
KDKA, Pittsburgh, Pa.
KDKA Home Forum

SMITH, ARTHUR
WBFT, Charlotte, N. C.

SMITH, BILLIE
KPRC, Houston, Texas

SMITH, FRED
WCCO, Minneapolis, Minn.

SMITH, GENE
WROM, Rome, Ga.

SMITH, JACIE
CBS; Jack Smith Show

SMITH, KATE
May 9, 1909; b. Greenville, Va., Kathryne Elizabeth Smith; Kate Smith Sings (CBS); Kate Smith Speaks (MBS)

SMITH, PETE
WBAA, West Lafayette, Ind.

SMITH, RALPH
WBT, Charlotte, N. C.

SMITH, ROBERT
WITN, Newark, N. Y.

SONS OF THE PIONEERS
NBC—Saturday Night Roundup starring Roy Rogers

SOUTHERN AIRES
AIB—The Southerners

SPAN, HELEN
NBC—Voices Down the Wind

SPEAFLY, PHIL ALL GIRL CHOIR
CBS—Hour of Charm

SPORTSMEN QUARTET
NBC—Jack Benny Show, Fitch Bandwagon, Judy Canova Show

STAFFORD, JO
NBC—Chesterfield Supper Club

STANTON, BOB
NBC—The Time, the Place & the Tune, Sealtest Village Store

STARLIGHTERS
NBC—Chesterfield Supper Club, Sealtest Village Store, Bob Hope Show

STEED, EL NOBOR
NC— Voice of Firestone

STEEL, HARRY
KALE, Portland, Ore.

STEFFAN, ART
NBC—Music of the Moment. Your Host Is Buffalo

STEFENS, HAROLD
WASL, Annapolis, Md.

STETLER, ROBERT
WLAN, Lancaster, Pa.

STEVENS, GARRY
NBC—Chesterfield Supper Club

STEVENS, ROSE
CBS—Family Hour

STUART, MICKEY
WVII, Woodside, N. Y.

STUTZ, CARMEN
KONO, San Antonio, Tex.

SULLIVAN, DON
KMBC, Kansas City, Mo.

850
SULLIVAN, LEE
NBC—Vest Pocket Varieties, Serenade to America

SUMMERS, GEGE
KWM, Mayfield, Ky.
Ky. Play Boys

SUNRISE SERENADERS
WRFS, Alexander City, Ala.
Sunrise Serenaders

SUNSET QUARTET
WSAV, Savannah, Ga.
Souvenirs of the Old South

SWALLOW, DUANE
NBC—Revellie Roundup

SWAMIS QUARTET
NBC—Camp Meetin' Choir

SWELTAND, LEE
NBC—Harvest of Stars

SYLVIA
WLV, Cincinnati, Ohio
Sylvia Show

SYLVA, LEVI
WLM, Ironwood, Mich.
Bashful Joe

T—

TAYLOR, BOBBIE
WWOD, Lynchburg, Va.
Bobbie Taylor Sings

TEXAS MELODY BOYS
WWNR, Beckley, W. Va.
Songs of the Buckeroos

THOMAS, PAUL
WRUF, Gainesville, Fla.
Autumn Serenade

THOMAS, THOMAS L.
NBC—Manhattan Merry-Go-Round

THREE NOTES
WDAY, Farro, N. Dak.
Keep-Step Time

TILTON, MARTHA
Vocalist; b. Corpus Christi; Dick Haymes Show (CBS); Meet Me At Parky's (NBC); Your Hit Parade (NBC)

TMM, ALLEN
WEMP, Milwaukee, Wis.
Ladies' Choice

TINNEY, FRANK
WGW, Asheboro, N. C.
Familiar Hymns

TOME, MEL
(Tormé, Mel H.): Actor, Composer, Arranger; b. Chicago, Ill., Sept. 13, 1925; Singing with the Meltones; Tormé Time (NBC)

TREADWELL, KENNY
KOWL, Santa Monica, Calif.
Kenny Treadwell

TREVATHAN, SKIPPER
KPRC, Houston, Texas

TRICKEY, NANCY
WIBZ-WBZA, Boston, Mass.
Nancy Trickey Sings

TUMA, C.
KVOD, Tulsa, Okla.
Sons of the Range

TUNE CHASERS
KMEC, Kansas City, Mo.
The Tune Chasers, Brush 'Em Poppies

TURNER, DALLAS (Cowboy)
KALE, Portland, Ore.

VALLEE, RUDY
NBC—Philip Morris Presents Rudy Vallee Show

VARNEY SISTERS
The Varney Sisters

WAGAMAN, JOHN
WDAF, Kansas City, Mo.

WAGNER, ANN
WIBC, Indianapolis, Ind.
WIBC Coffee Shop, Annie's Awards

WAIN, BEA
ABC—Arthur Murray Show

WALS, MARY JANE
WHN, New York, N. Y.

WALTERS, FRANCIS
WDFB, Roanoke, Va.
Boquet of Melodies

WALT, PAUL
NBC—Mad Masters

WARD, KEN
WTAM, Cleveland, Ohio

WATER, OZIE CAPT.
KMYR, Denver, Colo.
Sagebrush Serenade

WATERS, "SMILIN' BILL"
WHEB, Portsmouth, N. H.
Smilin' Bill Waters

WILLING, FRANK
WCHS, Charleston, W. Va.
Uncle Sr.

WILLINGTON, LARRY
NBC—Revellie Roundup

WILLS, J. B.
WXGI, Richmond, Va.
Mountain Pals

WILSHIRE, IRVY
WJR, Detroit, Mich.

WIND, NADINE
KFBP, Wichita, Kans.
Nadine & the Nydegger Quartet

WING, TED
WEN, Topeka, Kans.
The Keynotes

WILSON, KRIS
NBC—Luncheon with Lopez

WHALEN, CLYDE
WACE, Chocopee, Mass.

WHITING, MARGARET
CBS—Club 15

WHITWOOD, DICK
WOR, New York, N. Y.
Time for Remembrance

WILDE, EMIL
KFWO, St. Louis, Mo.
Songs of Praise

WILLIAMS, MARVIN
WRB, Dallas, Tex.
Creek Who's On Radio

WILLIAM, BILL
WDD, Chattanooga, Tenn.
Vicks Dixie Swingsters

WILSON, GRACE
WIC, Chicago, Ill.
National Barn Dance

WILSON, J. NEAL
NBC—Fred Waring Show

WILSON, J. GARFIELD
NBC—Camp Meetin' Choir

WILTSCHING, BILL
WXGI, Richmond, Va.
Cornbread Matinee

WINTERS, JERRY
KVPD, Fort Dodge, Ia.
Mary and Jerry

WIS HILLBILLIES
WIS, Columbus, S. C.
Wis Hillbilles

WOLF, REINALD S.
WOK, Sunbury, Pa.
Memory Songs

WOOD, BARRY
NBC—Johnny Presents the Metropolitan Program

WOOD, TRUDY
KPRC, Houston, Texas

WOODS, B. L.
KRTFs, Texarkana, Texas

WOOD, GLORIA
NBC—Kay Kyser's College of Music and Knowledge

WOODS, ILENE
ABC—Johnny Thompson and Ione Woods, Breakfast Club

WOODY, PAULA
KOLN, Lincoln, Nebr.
The Paula Woody Show

WORKMAN, DICK
WBFL, Syracuse, N. Y.
Musical Clock

WRIGHT, HANK
WFFP, Herrin, Ill.
Hillbilly

WRIGHT, WILLIAM
NBC Voices Down the Wind

Y—

YOUNG, DALE
WAOV, Vincennes, Indiana
Teen Time

YOUNG, EVE
NBC—Story Shop, Honey-moon in New York

YOUNG, HENRIETTE
KDKA, Pittsburgh, Pa.
KDKA Home Forum

YOUNG, NATALIE
KDKA, Pittsburgh, Pa.
KDKA Home Forum

YOUNG, NORMAN
NBC—Once Upon Our Time

YOUNG, WILLARD
NBC—D & H Miners

Yvette
ABC—Stairway to the Stars

Z—

ZIMMERMAN, MARGARET
KORE, Eugene, Ore.
The Kaufman Show
HARRY WISMER

Broadcasting the Nation’s Top Sporting Events

Sports Director of American Broadcasting Company
Sports Commentators
— their work during 1947

— A —

ADAMS, BILL
Ice Hockey
KWJJ, Portland, Ore.

ADAMS, FREX
Sports Roundup
KGAR, Long Beach, Calif.

ADAMS, JOHNNY
WGQW, Washington, D. C.

ADAMS, NOREY
Sports Ann.
EGY, Olympia, Wash.

ADAMS, TONY
Tony Adams’ Roundup
WWMUR, Manchester, N. H.

AHEARN, JACK
Scholastic Sports
WITH, Baltimore, Md.

ALEX AND JERRY
Sports Roundup
WSNJ, Bridgeton, N. J.

ALLAIN, ORREN
WRAN, Kankakee, Ill.

ALLEN, MEL

ALLEN, WAYNE
Sports Cast
KSEL, Lubbock, Tex.

ALLINGER, RALPH
Today in Sports
WFAA, White Plains, N. Y.

ALLMAN, BOB
On the Sports Horizon
KFW, Philadelphia, Pa.

ALTMAN, DICK
KTHT, Houston, Tex.

ALVES, BOB
Spotlight on Sports
KPRK, Livinston, Mont.

ANDERSON, BOB
Day’s News
KWBR, Oakland, Calif.

ANDERSON, DICK
WEOA, Evansville, Ind.

ARMSTRONG, FRANK
Sports Parade
WDGS, Byersburg, Tenn.

ARNOLD, FULTON
Arnold Sports
WTTM, Trenton, N. J.

ARTHUR, HARRY
WSMH, New Orleans, La.

ATLAS, DON
Sports Tabloid
KLOK, San Jose, Calif.

ATWOOD, BRAD
Sports Roundup
KWIK, Burbank, Calif.

AUSTIN, COLEMAN
Roanoke Boxing Bouts
WROV, Roanoke, Va.

— B —

BACHMAN, CHARLIE
Football Predictions
WLDs, Lansing, Mich.

BAILEY, BLAIN
Resume of the sports of Day
KVNU, Logan, Utah

BAILEY, CHARLES
WFBF, Buffalo, N. Y.

BAILEY, DON
KWLK, Longview, Wash.

BAKER, DICK
Sports Caster
KRDJ, Dinuba, Calif.

BAKER, DICK
Sports Whirl
WFKY, Frankfurt, Kentucky

BAKER, NELSON
Hamburger’s
WFBR, Baltimore, Md.

BANKE, HAL
S. W. Football Preview
Sports Parade
WBAP, Fort Worth, Tex.

BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.

BALDICA, MERV
Sports from the Sidelines
WOLJ, Snow Mountain, Mich.

BALL, ROGER
WALT, Tampa, Fla.

BARNETT, JOE
Top of the Sports
WXAB, Bridgeport, Conn.

BARRER, RED
CBS Barber, Sports
WNJ, N. Y.

BARKER, EDDIE
Team Editor
KMAC, San Antonio, Tex.

BARLOW, JAY
Special Events
WHLN, Harlan, Ky.

BARTETT, WILLIAM R.
Quarterback Club
WJLS, Beckley, W. Va.

BARRUS, G. A.
KOI, Cody, Wyoming

BARTON, KEN
KWKW, Pasadena, Calif.

BASIL, MEL
WEBF, New York, N. Y.

BEARDSLEY, PAUL
Sports Parade
KRMJ, Shreveport, La.

BEATTY, ROSS
Sports Parade
Sports Pages of the Air
WELM, Elmira, N. Y.

BEECK, AL
Sports Announcer
WDIA, Memphis, Tenn.

BECKENDORF, JOHN
Sports Parade
WGAI, Athens, Ga.

BECKER, RAY
Sports Roundup
KRLN, Canon City, Colo.

BELCHER, ROD
Echoes from the Grandstand
(Welsh, Basketball)
KOMO, Tacoma, Wash.

BELL, GEORGE
Let’s Look ’em Over
WJRD, Tuscaloosa, Ala.

BELL, TED
Football
KRSC, Seattle, Wash.

BENNETT, KEN
Baseball games
KGER, Boise, Idaho

BENNETT, THURSTON
Baseball Announcer
WBQQ, Augusta, Ga.

BERG, LEE
Speaking of Sports
KOLN, Lincoln, Nebr.

BERGER, HAY
Sports Review
KMP, Los Angeles, Calif.

BERGMAN, DUTCH
WRC, Washington, D. C.

BERNARD, MEL
The Sportsman
WHSC, Hartsville, S. C.

BERRY, RICHARD
The Sports Review
KKO, El Centro, Calif.

BETTINSON, WINSTON
Sports Billboard
WHIB, Portsmouth, N. H.

BILLICH, GEORGE
Sportscoop
WMUR, Scarce, N. Y.

BIRLEFTI, LARRY
Daily Sportscast
KFBC, Cheyenne, Wyoming

BIESEKE, KEN
Play x play remotes
KWLC, Decorah, Iowa

BLACK, ELBERT L.
Baseball
KVOU, Uvalde, Tex.

BLACKBURN, ROBERT
KFRF, Fresno, Calif.

BLASHERKI, PETE
Carnival of Sports
KWBW, Hutchinson, Kans.

BLOSSFIELD, CHARLIE
In the Sports Light
WONS, Hartford, Conn.

BLUE, EARL
Sports With Earl Blue
WKIX, Columbia, S. C.

BLUE, IRA
Adventures in Sports
KGO, San Francisco, Calif.

BOARDMAN, FRANK
Sports Roundup
KSWO, Lawton, Okla.

BOCHMAN, BILL
Sportspace
WCOS, Columbia, S. C.

BOGGESS, JOHN
WLAG, LaGrange, Georgia

BOOFS, OTIS
WFAA, Dallas, Tex.

BOLAND, CHARLIE
Sportscast
KWTX, Waco, Tex.

BOLAND, JOE
Joe Boland on Sports
WSBT, South Bend, Ind.

BOLTON, BILL
Tendrbranch Sports Review
Football Play by Play
KSTL, Alexandria, La.

BOOSE, JOE
Sports Spotlight
WTSP, St. Petersburg, Fla.

BOROM, BILL
Sports Scrapbook
KABC, San Antonio, Tex.
three of a kind—

Ward WILSON

Bert LEE

Marty GLICKMAN

"Winners" on WHN

HOCKEY • "TODAY'S BASEBALL" • BASKETBALL • "TAKE A TIP FROM ME"
"SPORTS EXTRA" • "SPORTS GOSSIP FROM GALLAGHER'S" • "WARM-UP TIME"
BOSTIC, TOM
Sports Extra
KMA, Yakima, Wash.

BOUDREAU, DON
Sou Ill Sports Roundup
WCIL, Carbondale, Ill.

BOYER, JOHN
World of Sports
WCLO, Janesville, Wisc.

BOYD, DON
Sports Extra
KIMA, Yakima, Wash.

BOUDREAU, DON
Sou Ill Sports Roundup
WCIL, Carbondale, Ill.

BOYER, JOHN
Sports Program
KDKA, Pittsburgh, Pa.

BRADLEY, LYLE C.
Sportsman
WSSV, Pittsburgh, Pa.

BRADLEY, WILLIAM V.
College Cheer
Pigskin Review
WHEB, Portsmouth, N. H.

BRANDT, BILL
Inside Of Sports

BRANDT, JOSEPH A.
Sports Roundup
WTPR, Paris, Tenn.

BRAZELLE, ART
The Sportsman
WHSC, Hartsville, S. C.

BREITENMOSER, DON
Sports Report
KPDR, Alexandria, La.

 BREMSEER, LYLEL, BREMSEER
Sports Director
KFAB, Omaha, Nebr.

BRENNARD, GEO.
Sports Lineup
WLIP, Ketcham, Wisc.

BREWER, HUGH
Local Baseball Games
Local Football Games
Sports Round-Up
WKSR, Pulaski, Lawrenceburg, Tenn.

BRITT, JIM
WBDH, Boston, Mass.

BROCK, ART
Sports Ramble
KAFY, Bakersfield, Calif.

BROOKS, NORMAN
Pigskin Preview
Sports Highlights
WGFG, Steel Pier, Atlantic City, N. J.

BROWN, DENNIS
Sports Arena
WMLT, Rubia, Ga.

BROWN, ANDERSON B.
Sports Review
WGWR, Asheboro, N. C.

BROWN, BILL
Sports Journal
WSBP, Salisbury, N. C.

BROWN, ED
Sports Hi-Lights
MGY, Montgomery, Ala.

BROWNSLOW, JOE
Cascate Sports
KFQ, Wenatchee, Wash.

BROYLES, MARVIN
Morning Sports
KCOR, San Antonio, Texas

BRuckNER, Skip
Sports Final
WAGU, Athens, Ga.

BUNCHIE, BILL
Sports Parade
WOL, Washington, D. C.

BRYANT, CHARLES
Sports Roundup
KVI, Tacoma, Wash.

BUCCHANAN, BRUCE
Sports Review
WOLS, Florence, S. C.

BULLER, DICK
Front Page of Sports
WKMH, Dearborn, Mich.

BULow, HARRY
WJPR, Greenville, Miss.

BURGESS, JACk
WATN, Scoreboard
The Sportsman
WATN, Watertown, N. Y.

BURick, SI
Si Burick
WHIO, Dayton, Ohio

BURKE, JIM
Sports Highlights
Sports Final
WJEO, Sioux Falls, S. Dak.

BURTON, DON
Gen Manager
WLBC, Muncie, Indiana

BUSH, HERB
The Sportsman
Sports Roundup
KIXD, Dickinson, N. Dak.

BYER, HAL (Football-bask- 
ball)
KWIL, Albany, Ore.

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DON DUNPHY

GILLETTE'S "CAVALCADE
OF SPORTS" — ABC

BLOW BY BLOW
BROADCASTER
OF
FRIDAY NIGHT
FIGHTS FROM
MADISON SQUARE
GARDEN WITH
RADIO'S TOP RATINGS
2nd LOUIS-CONN ....68.2
1st LOUIS-CONN ....58.2
LOUIS-WOLCOTT ....43.2

"DON DUNPHY SHOW"

TELENEWS

855
SPORTS COMMENTATORS

BYRNE, HARRY
Spotlight on Sports
KCSJ, Pueblo, Colo.

BYRUM, HOWARD
Sports Spotlight
WGNS, Murfreesboro, Tenn.

CALLAHAN, CHRIS
Sportlight
WNOC, Norwich, Conn.

CALVIN, JACK
Sports Reporter
KSON, San Diego, Calif.

CAMPBELL, BILL
Sports
WCAU, Philadelphia, Pa.

CAMPBELL, CHARLES
Sportscaster
KGEZ, Kalispell, Mont.

CAMPBELL, "NEENIE"
Caravan of Sports
WMCK, McKeesport, Pa.

CARAVAN, ROBERT
Sports Round-Up
KROD, El Paso, Tex.

CAPP, GORDON
Sports Reporter
KSVY, Ontario, Ore.

CARAY, HARRY
Harry Caray Sports Review
KXOK, St. Louis, Mo.

CARLSON, ADE
Your Sports Round-Up
WEBG, Duluth, Minn.

CARLYLE, HUGH
Sports Album
KSWI, Council Bluffs, Iowa

CARMICHAEL, H.
Football, Baseball
KUIN, Grants Pass, Ore.

CARNEAL, HERB
Herb Carneal
WSYR, Syracuse, N. Y.

CARNEGIA, TOM
The Sportscaster
Sportswire
WIRE, Indianapolis, Ind.

CARPENTER, BILL
WNY, Schenectady, N. Y.

CARROLL, BROOKE
All Sports
KGVL, Greenville, Tex.

CARROLL, FRANK
Football Games
KLOU, Lake Charles, La.

CARROLL, TIM
Sport Page of the Air
KELP, El Paso, Tex.

CARSON, TOM
Play by Play
WKBZ, Muskegon, Mich.

CARTER, CAL
The Sportlight
KAMD, Camden, Ark.

CASE, JACK
Morning Sports
WWNY, Watertown, N. Y.

CASE, J.
Sports Round-Up
WCHA, Chambersburg, Pa.

CAVAUGH, J.
Sports Scene
WARD, Johnstown, Pa.

CAVE, WALTER H.
Sports Parlor
Football Scoreboard
KMJ, Fresno, Calif.

CHADD, DON
Sports Roundup
KSPORTS, Kansas City, Mo.

CHALMERS, JIM
Speaking of Sports
WEIM, Peoria, III.

CHAMBERLAIN, CARL
Sports
WSAY, Rochester, N. Y.

CHAMBERLIN, GEORGE
Sportscast
WHIM, Miami Beach, Fla.

CHARLES, BERT
WAKR, Akron, Ohio

CHRISTIE, GEO.
Christie's Sports Page
WFEA, Manchester, N. H.

CLARK, J. B.
Sports Final
WAYS, Charlotte, N. C.

CLARK, JOHN
Durham in Sports
WHHT, Durham, N. C.

CLARK, LARRY
Sports Parade
Play by Play reports
WBEA, Madison, Wis.

CLARK, Lowell
Today in Sports
KGFY, Shawnee, Okla.

CLAUSSEN, GENE
Football
KMIX, St. Louis, Mo.

CLAYTON, TOM

CLEMENTS, JOE
Sports Announcer
KVY, Twin Falls, Idaho

CLOVER, CARLOS
Evening Sportscast
KRRG, Odessa, Tex.

STAN LOMAX
SPORTCASTS
6:45 p.m. WOR

for

Krueger Beer—Mon. - Wed. - Fri.

for

Kopper Co.—Tues. - Thurs. - Sat.

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SPORTS COMMENTATORS

CLUNES, JOHN A.
Speaking of Sports
WBYR, Waterbury, Conn.

COCHRAN, BILL
Bill Cochran, Sports News
WIOO, Miami, Fla.

COLE, JOHN
Sports Final
KFRU, Columbia, Mo.

COLEMAN, JIM
Speaking of Sports
KLPV, Minot, N. Dak.

COLTON, LAVERN
World of Sports
WCOU, Lewiston, Maine

COLEMAN, JIM
Speaking of Sports
KFRU, Columbia, Mo.

COLWELL, TERRY
The Sports Page
WACE, Chicopee, Mass.

CONLIN, CLEM
Sportlites
KBCX, Sidney, Mont.

CONNER, BILL
Standard-Oil Sports News
Football Review Preview
WEBG, Duluth, Minn.

CONNORS, JOE
Sports Review
WKRZ, Oil City, Pa.

CONROY, BILL
IGA Sportsshow
WRUF, Gainesville, Fla.

CORNISH, WORTHEN C.
(Bud) Cornish
WGAN, Portland, Maine

COSTELLO, ED
The World of Sports
KOSA, Odessa, Tex.

COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.

COZZI, SAM
Sports
KCDL, Houma, La.

CRAGO, RICHARD L.
Speaking of Sports
WRUP, Gainesville, Fla.

CRAIN, PAUL
KNEW, Spokane, Wash.

CREAGER, MACK
Sportsman
Sports Parade
Hockey, wrestling and football (live)
KAAC, Tulsa, Okla.

CROGHAN, JOE
Sports Special
WANN, Annapolis, Md.

CROSBY, CHUCK
Sports Scrapbook
WCOF, Boston, Mass.

CROSBY, FRANK
Sports
WHOT, South Bend, Ind.

CROW, NORMAN
WHFB, Benton Harbor, Mich.

CRUMP, GEORGE
Speaking of Sports
WCRO, Johnstown, Pa.

CUMMINS, RAY
Strictly Sports
WMBL, Morehead City, N. C.

CUMMINS, TAIT
WMT, Cedar Rapids, Iowa

CUMMINS, KIM
Football Scores
Pigskin Predictions
WPDR, Jacksonville, Fla.

CUMMINS, JOE
MBS—Inside Of Sports

CUNNINGHAM, R. S.
Sports general
KVSP, Artesia, N. Mex.

CUSHING, KERRY
WHDH, Boston, Mass.

DANIEL, DAN
Sports Journal
WHOG, Orlando, Fla.

D’ACCARDO, GENE
Sports Events
KETR, Modesto, Calif.

DAGG, BILL
Sports Spotlight etc.
KBOW, Butte, Mont.

DAIN, ROLAND
Play by Play remote
KWLC, Decorah, Iowa

DALE, HAROLD
Sports In Review
WARZ, Albermarle, N. C.

DANIEL, LARK O.
Sports Summary

STEVE ELLIS

BASEBALL
PLAY-BY-PLAY
NEW YORK GIANTS
for
CHESTERFIELD CIGARETTES
Via NBC TELE

BOXING
WJZ - WHN
For GILLETTE

FOOTBALL
COLLEGE
WMCA

NEW YORK GIANTS
SPORTS RESUME 6:45 to 7:00 P.M.
Monday thru Saturday
SPORTS DIRECTOR — Station WMCA

MEL ALLEN

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DENNIS, DEYANNES, DESMOND, DENGLER, DIER, DENTON, DECKER, DECKER, DEVICTOR, DAVY, DEPPE, DESILET, LEROY, DESMOND, FRANK, DER, BEL, DEYANNE, DEYANNES, DEYANNIS, DILLON, LENNY, DILLY, DON

SPORTS COMMENTATORS

DANIELSON, PAUL
KWIL, Albany, Ore.
DAPPLE, DOUG
KREO, Indio, Calif.
DARIAN, FRANK
Operator
SRDU, Dinuba, Calif.
DAYS, RHEE
Spotlight on Sports
WAYX, Waycross, Ga.
DAS, CHALAS, A.
Sports Review & Football Predictions
WWNC, Asheville, N. C.
DAY, GEOFF
Geoff Davis
WINS, New York, N. Y.
DAWSON, BUD
Sports Director
WQUA, Moline, Ill.
DAWSON, LYNN
Sports Review
WGNH, Gadsden, Ala.
DEARY, JACK
Head of Local News Dept.
WKKM, Columbus, Tenn.
DEAN, BILL
Spotlight on Sports
KRMJ, Muskogee, Okla.
DE CAMP, JOHN
Sportsman
WLAL, West Lafayette, Ind.
DECKER, TOM
Sports Journal
WFBL, Syracuse, N. Y.
DECKER, VIC
Clean Sports for Good Sports
WCMW, Canton, Ohio
de PEER, ED
Ed de Forest's Inside of Sports
KRXJ, Phoenix & Glendale, Arizona.
DELAYE, BOB
Alfar Sports Review
WJNO, West Palm Beach, Fla.
DENGLER, BOB
Headpin Headlines
KSYL, Alexandria, La.
DENISON, SPENCER
Sportscoast
WHLS, Port Huron, Mich.
DENNIS, DINTY
Sports Squot
WKAT, Miami Beach, Fla.
DENTON, GLENN
Tip-off on Sports
KNJF, Miles City, Mont.
DEPEE, DAVE
WNN, Statesboro, Ga.
DESILET, LEROY
Sports Quips
KRKC, Lewiston, Idaho
DESMOND, CONNIE
WHN, New York, N. Y.
DESMOND, FRANK
Sports Reporter
KSEO, Durant, Okla.
DETER, BUD
Sporting Events
KWWB, Hutchinson, Kans.
DEVICTOR, MARTY
Play-by-play
WBNM, Columbus, Ohio
DEYANNES, A. M.
Play by Plays
WHLB, Virginia, Minn.
DIEMANN, HANK
Sports Editor
Parade of Sports
KROS, Clinton, Iowa.
DIEH, BILL
Sports Parade
WGH, Newport News, Va.
DI LEO, LEW
WAGT, Utica, N. Y.

DILLON, LENNY
Sports Review
WWBZ, Vineland, N. J.
DIMMERLING, WM.
Play-by-Play
WPAM, Potteville, Pa.
DIXON, RANDY
Toast to Sports
WTEL, Philadelphia, Pa.
DOGGETT, JERRY
Baseball Football
WRR, Dallas, Tex.
DOMINA, CHAPPY
WKNE, Keene, N. H.
DONAHOO, BOB
Sports Director
KBIZ, Ottumwa, Iowa
DOPP, CLAY
Play-by-Play
WKBK, Detroit, Mich.
DOUGHERTY, WILL
Sports Page
WJMJ, Lansing, Mich.
DOUGLAS, HAROLD
Sports Page of the Air
KFRU, Columbus, Mo.
DOUGLAS, STEVE
WRC, Washington, D. C.
DOUGLAS, WES
Sports Spotlight
WCMC, Corinith, Miss.
DOWTY, BOB
Football Finals
WDYO, New Orleans, La.
DOWTY, KENNETH M.
World of Sports
KWJL, Natchitoches, La.
DOYLE, DICK
Sports Parade
WHBQ, Memphis, Tenn.
DRILLING, JOE C. JR.
Sports Parade
Play by Play
KOKC, Tulare, Calif.
DUCETT, CARL E.
Sports Parade
WWOB, Galax, Va.
DUDLEY, JIMMY
Shell Digest
Sports Page
WJW, Cleveland, Ohio
Duffy, Bob
Sportsfolio
WJML, Laconia, N. H.
DUGGAN, TOM
Sports World
KEEN, San Jose, Calif.
DUMAS, ROLAND
Sport Highlights
WMAS, Springfield, Mass.
DUNBAR, STU
Sports Round-up
KTOP, Topkea, Kans.
DUNCAN, CARL
KYM, Yuma, Ariz.
DUNHAM, GLEN
KROP, Bradley, Calif.
DUNPHY, DON
WHN, New York, N. Y.; Cavol-
code of Sports (ABC); Don Run-
phy Show.
DUER, BILL
Sports Special
WITH, Baltimore, Md.
DUER, HAROLD F.
Sports Journal
WCHL, Portland, Me.
EAKINS, PHIL
Sports Broadcast
KSL, Silver City, New Mex.
EDWARDS, CHARLES D.
Highlights of Sports
WWBBZ, Ponca City, Okla.
EGAN, LEO
WHDH, Boston, Mass.
ELDER, DON
Final Sports
WMAQ, Chicago, Ill.
ELKINS, FRANK
WHN, New York, N. Y.
ELLIOTT, DOYCE
Tomites Sports Review
KKOX, Sweetwater, Tex.
ELLIO, "WIN"
ELLI, PHIL
WPTF, Raleigh, N. C.
ELLIS, STEVE
WHN, New York, N. Y.
ELLIS, WALTER
Sports Roundup
WLRH, Maitland, Ill.
ELSNER, HAI
Major & Minor Sports
WWRL, Woodside, N. Y.
ELSON, BILL
WJJD, Chicago, Ill.
EMBURY, ALLEN
Spokesman
KTRC, Laconia, N. H.
ENGRE, TOM
Tome English Sports Review
WRLC, Toccoa, Ga.
ERDICK, DICK
WLZL, Minneapolis, Minn.
ERWIN, TOMMY
Sports Highlights
KVLF, Alpine, Tex.
ESKE, JOE
Sports Review
WGNI, Wilmington, N. C.
EUBANKS, BLAIR
Coca Cola Sports Revue
WTAR, Norfolk, Va.
EUGENE, LES
KTPS, Texarkana, Texas
EVANS, JONES
Football (Atlantic)
WSCR, Springton, Pa.
EVANS, ROBERT R.
Sports Roundup
WSPD, Toledo, Ohio
EVANS, W. J.
Top of the Sports
WBAO, Wilkes-Barre, Pa.

FADLONER, J. B.
Sports Page
WLAP, Lexington, Ky.
FAGAN, FRANK
Sports Parade
WGTG, Greenville, N. C.
FAIR, JIM
Play by Play
WLEE, Richmond, Va.
FALKENSTEIN, MAX
Sports Roundup
WREN, Topkea, Kans.
FALKENSTEIN, MAX
TREN, Topkea, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FARMER, JUN
Speaking of Sports
WHIM, Providence, R. I.
FARMER, JIM
Jim Farmer's Sportscast
WWKB, Richmond, Ind.
FARRELL, MAURY
Speaking of Sports
WAPI, Birmingham, Ala.
FARRINGTON, FRANK
Sports
KFAM, St. Cloud, Minn.

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**SPORTS COMMENTATORS**

- **FARRIS, JOE**
  - Today's Luck in Sports
  - WKJY, Charleston, W. Va.

- **FAY, JOE**
  - Joe Fay's Sportslants
  - WGRO, Providence, R. I.

- **FAZZAN, ART**
  - Sports Spotlight
  - WDUR, Durham, N. C.

- **FELTON, DON**
  - WHLD, Niagara Falls, N. Y.

- **FENNO, RALPH**
  - Spotlight on Sports
  - WWXL, Concord, New Hampshire

- **FENTON, EDDIE**
  - All Sports Special
  - WCBM, Baltimore, Md.

- **FERGUSON, A. B.**
  - Sports Desk
  - WBOY, Terre Haute, Ind.

- **FERGUSON, BERT**
  - Sports Announcer
  - WDLA, Memphis, Tenn.

- **FERGUSON, JOHN**
  - Football Games
  - WJBO, Baton Rouge, La.

- **FERGUSON, MAURY**
  - Football Idiot
  - Radio Town Mirror Sports-page
  - KIXL, Dallas, Tex.

- **FIELD, BILL**
  - (All Football & Sports)
  - KBWD, Brownwood, Tex.

- **FIELD, BOB**
  - Hockey
  - KMO, Tacoma, Wash.

- **FIELD, BRYAN**
  - MBS

- **FIELDER, JOHN**
  - Play-by-Play
  - WBTB, Harriman, Tenn.

- **FINCH, HOWARD K.**
  - Football Broadcaster
  - WJMI, Lansing, Mich.

- **FINNEGAN, BOB**
  - Aas't Sports Dr.
  - WRLB, Columbus, Ga.

- **FINNERTY, HUGH**
  - Time out for Sports
  - KCRC, Enid, Okla.

- **FISHELL, DICK**
  - Sports reporter
  - KFWB, Hollywood, Calif.

- **FISHER, "HANK"**
  - Sports Review
  - WRLW, Cincinnati, Ohio

- **FITZPATRICK, JACK**
  - KEEL, Sportscast
  - KEEL, Denver, Colo.

- **FLEISHMAN, SOL J.**
  - Thrills for Sportsmen
  - WDAE, Tampa, Fla.

- **FLEMING, JACK**
  - Sports Final
  - WJAR, Morgantown, W. Va.

- **FLIEGEL, CRES**
  - Sportsgraph
  - WWXL, Peoria, Ill.

- **FLYNN, FAHEY**
  - WBBM, Chicago, Ill.

- **FLYNN, ROBERT**
  - Sports Final
  - WQKB, Flint, Mich.

- **FOSTER, BUD**
  - Sports News
  - KROW, Oakland, Calif.

- **FOOTS, BOB**
  - Bob Fouts' Sports
  - KYA, San Francisco, Calif.

- **FRANKLIN, ORVIN**
  - Sports Headlines
  - KRRV, Sherman-Denison, Tex.

- **FRAZIER, HAL**
  - Sports Parade
  - WMVA, Martinsville, Va.

- **FREED, ALAN**
  - WAKR, Akron, Ohio

- **FRENCH, JACK**
  - The 10:20 Sports Club
  - KILO, Grand Forks, N. D.

- **FRENKLE, MILT**
  - Athletic Events
  - WTAW, College Station, Tex.

- **FRISCH, FRANKIE**
  - WJWA—Guest Baseball

- **FROST, BILL**
  - KGFL, Grass Valley, Calif.

- **FULTON, BOB**
  - Sports with Bob Fulton
  - KXLR, North Little Rock, Ark.

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**G**

- **GADZIOLE, JOE**
  - Sports Director
  - WMVA, Sports
  - KFEL, Baltimore, Md.

- **GALLAHER, EDDIE**
  - WTOP, Washington, D. C.

- **GANON, MIKE**
  - Sports Final
  - WIS, Columbia, S. C.

- **GAREEL, DON**
  - WKBN, Youngstown, Ohio

- **GARRICK, GEORGE**
  - Sports Around Town
  - WWRL, Woodside, N. Y.

- **GARY, RAY**
  - The Sportsman
  - WOHS, Shelby, N. C.

- **GATES, HILLARD**
  - Gateway to Sports
  - WJG, Fort Wayne, Ind.

- **GIBBONS, JIM**
  - Arroyo Sports Review
  - WMAL, Washington, D. C.

- **GIBBS, ROWLAND**
  - WFW, Pasadena, Calif.

- **GILLESPIE, EARL**
  - WPFG, Green Bay, Wisc.

- **GISONDINI, JAMES**
  - Sportslights
  - WMBS, Uniontown, Pa.

- **GLENN, JAMES F.**
  - Sports Review
  - KDRD, Sedalia, Mo.

- **GLICKMAN, MARTY**
  - WHN, New York, N. Y.

- **GOBER, BOB**
  - Sports Scrapbook
  - WSOY, Decatur, Ill.

- **GOBER, JIM**
  - Sports
  - KNX, Austin, Tex.

- **GODON, RICHARD**
  - Sports Slants
  - KHQ, Spokane, Wash.

- **GOODWIN, AL W.**
  - Spotlight on Sports
  - WODR, Syracuse, N. Y.

- **GOETZ, JACK**
  - Sports on Parade
  - KRPL, Moscow, Idaho

- **GOLLIDAY, C. LESLIE**
  - Sports Special
  - WEPM, Martinsburg, W. Va.

- **GOODDING, KEN**
  - Reports from the World of Sports
  - KVSK, Atchison, Kan.

- **GOODWIN, LLOYD A.**
  - 7:30 AM Final

- **KENT, Shreveport, La.

- **GOODRICH, BILL**
  - Let's Look at Sports
  - WRBC, Jackson, Miss.

- **GOODWIN, CARL S.**
  - WCHV, Charlottesville, Va.

- **GORDON, LARRY**
  - Let's Talk Sports
  - KAVE, Havre, Mont.

- **GORDON, RED**
  - Play-by-play of various sporting events
  - KELD, El Dorado, Ark.

- **GORMAN, BILL**
  - Football announcer
  - KLIZ, Brainerd, Minn.

- **GOTTLEB, RICHARD**
  - The Sports Parade
  - WTAW, College Station, Tex.

- **GOWDY, CURT**
  - Sports by Gowdy
  - KOMA, Oklahoma City, Okla.

- **GRAMER, BILL**
  - KUSN, San Diego, Calif.

- **GILET, PHIL**
  - World of Sports
  - WWJX, Jackson, Miss.

- **GILBERT, WALTER**
  - Today in Sports
  - KOVC, Valley City, N. Dak.

- **GINTZ, GENE**
  - Sports Parade
  - WELO, Tupelo, Miss.

- **GRAVENMIEER, HARRY**
  - Sports Special
  - KFKA, Helena, Ark.

- **GRAYSON, BOBBY**
  - Bobby Grayson, Jr., Sports
  - KGW, Portland, Ore.

- **GREEN, HOWARD**
  - Sportspage
  - KBBC, Abilene, Tex.

- **GREENSPAN, BUD**
  - WHN, New York, N. Y.

- **GREGORY, JIMMY**
  - The Sports Mike
  - WHBS, Huntsville, Ala.

- **GREISHAM, TOM**
  - Sports Roundup
  - KLOU, Lake Charles, La.

- **GRIENER, FRED**
  - Sports Final
  - KWSC, Pullman, Wash.

- **GRIFFITHS, BILL**
  - WADE, Akron, Ohio

- **GRIFFITHS, DAVE**
  - Sportscaster of the Air
  - WARM, Scranton, Pa.

- **GRISWOLD, HERM**
  - The Sportscaster
  - WKTU, Mayfield, Ky.

- **GUERTLER, ALL**
  - Sports Round-up
  - WSPM, Pottsville, Pa.

- **GUINIAN, JACK**
  - Reports on Sports
  - WJTN, Jamestown, N. Y.

- **GUNDAKER, ED**
  - Spotlight on Sports
  - WHP, Harrisburg, Pa.

- **GUZMAN, BILL**
  - Football Warmup
  - KSFO, San Francisco, Calif.

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**H**

- **HAAS, CLARE**
  - Sports Spotlight
  - WMAN, Mansfield, Ohio

- **HADLEY, DON**
  - Parade of Sports
  - WJPF, Herrin, Ill.

- **HADLEY, IRVING "Bump"**
  - Sports
  - WDBW-WZBA, Boston, Mass.

- **HAGERMAN, JOE**
  - KRMJ, Santa Maria, Calif.
HAGGERTY, LARRY
Football Games
KPRL, Paso Robles, Calif.

HARLIE, BILL
Local Baseball Games
Local Football Games
Sports Round-Up
WBEJ, Elizabethton-Johnson City, Tenn.

HARDING, ED
World of Sports
WPRF, Reidsville, N. C.

HALL, HALSEY
Time out for Sports
WCCO, Minneapolis, Minn.

HALLECK, BILL
Sports Director
WLEX, Lexington, Ky.

HALLOCK, BILL
Looking 'Em Over
KQW, San Jose, Calif.

HALL, DON
Football
KWSF, Santa Fe, N. M.

HAMELY, CHUCK
Sportscope
WGNY, Newburgh, N. Y.

HANEY, CHICK
Football games
WFSB, Aurora, Ill.

HARD, TED
Sports
WQPA, Bethlehem, Pa.

HARDIN, BILL
World of Sports
WDLB, Marshfield, Wisc.

HAYGOOD, ART
Sportlight
KPRL, Paso Robles, Calif.

HARLING, JOHN
5:30 PM Sportscast
KTAR, Phoenix, Arizona

HARRIS, ROBERT
Sports Special
WAOV, Vincennes, Indiana

HARRIS, WILL
Football Roundup
KFRC, San Francisco, Calif.

HARRISON, BOB
WTHN, Sports Parade
WHNC, Henderson, N. C.

HARRISON, JACK
Sportlight
WLAV, Grand Rapids, Mich.

HARVEY, HENRY
Along the Sports Trail
KFBP, Wichita, Kans.

HARVILLE, CHARLIE E.
Sports Director
WCNO, Youngs Goldsboro, N. C.

HARWELL, DICK
Spot Sports
KRGV, Weslaco, Tex.

HARWELL, ERNIE
WBGE, Atlanta, Ga.

HARWELL, ERNIE
Sports Show
WGST, Ga., Tech Station, Atlanta, Ga.

HASEL, JOE

HASSSETT, BUZZ
Sports Editor
KCRG, Cedar Rapids, Iowa

HATCH, JACK
Sportlight
KVII, Coeur d'Alene, Idaho

HAWKINS, JACK
KIJN, Pecos, Texas

HAYS, JIM
Puntformation Please
KVOA, Tucson, Arizona

HEAD, IVAN R.
Football Games
KFSY, Santa Fe, N. M.

HEANEY, IRA
Spotlighting the Sport-lite
WHAL, Greenfield, Mass.

HICKS, FRANK
Hicks Predicts
KYSM, Miami, Okla.

HILL, BILL
World of Sports
WQFA, Philadelphia, Pa.

HILL, DON
Sports
KQW, Davenport, Iowa

HERRETT, ARTHUR
WMFG, Hobbub, Minn.

HOGG, ED
Sports
KQII, Rapid City, S. D.

HUSING, TED
Sports
WOSU, Columbus, Ohio

HUSTON, HARRY
Sports Roundup
KFWH, Hutchinson, Kans.

HUNDLEY, EARL
Sports Editor
WPM, Suffok, Va.

HUNTING, JAEGER
The Sportscaster
WMVG, Milledgeville, Ga.

HUNTER, FRANK
Sports
KHUB, Watsonville, Calif.

HUSING, TED
Ted Hunter Bandstand, WHN; Sports NBC, CBS, ABC

HUSSEY, TOM
WHDH, Boston, Mass.

HUTTON, E. M.
Results With Tiny
WHYU, Newport News, Va.

IVRY, CAMPBELL
Pipefitter
WGPC, Albany, Ga.

JACKSON, BILL
Speaking of Sports
WDSG, Dillon, S. C.

JAEGGER, JOE
Sports Final
KWSC, Pullman, Wash.

JAMES, DENNIS
Announcer, Emcee, Sportscaster
b. Jersey City, N. J., Apr. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B.S.; Bob Hawk Show (CBS); This Thing; Song of the Stranger; Lawyer Q; Television —Cash & Carry; Sportscaster (Boxing, Wrestling)
KABER, RUSSELL V.
Sports Headlines
KABR, Aberdeen, S. Dak.
KALBER, FLOYD
KGFW, Kearney, Nebr.
KALLAY, ED
Latest in Sports
WINN, Louisville, Ky.
KANE, JACK
Today's Sports
WHER, Portsmouth, N. H.
KEATING, WILLIAM
Sports Review
WJBC, Bloomington, Ill.
KEENE, BILL
Time out for Sports
KBOI, Boise, Colo.
KEEP, BARNERY
Keeping Up With Sports
WEX, Portland, Ore.
KEHL, TONY
The World of Sports
KOIT, Scarsdale, N. Y.
KELLEY, LES
Sports Roundup
KELA, Centralia & Chehalis, Wash.
KEITH, DON
Public Relations Director
KUJ, Waddell, Wash.
KILLER, ROD
Rod and Reel Club
KSIG, Frontenac, La.
KILEY, BOB
Sports Edition
KFDA, Amarillo, Tex.
KILPATRICK, BOB
Parade of Sports
KMPC, Los Angeles, Calif.
KELLY, GENE
WIBC, Indianapolis, Ind.
KELLY, RUSH
World In Sports
KWBC, Fort Worth, Tex.
KENDALL, STEWART
WFBR, Baltimore, Md.
KENNEDY, KEVIN
Sports Panel
WNC, New York, N. Y.
KENNEY, PAUL
Sports Highlights
WMOA, Marietta, Ohio
KENT, CARL
Sports Roundup
KTAR, Phoenix, Arizona
KROWN, JOE
Sport Highlights
WPUP, Huntsville, Ala.
KERN'S, JERRY
Football Preview
WOXO, Meridian, Miss.
KETNER, WILL
Sports Roundup
WFBG, Altoona, Pa.
KILLIAN, JIM
Football (Atlantic)
WSCN, Scranton, Pa.
KEYES, HUGH
Sports Round Up
KSUN, Beebe, Ariz.
KINCAID, FRED
Football, Hockey, Basketball
WRAL, Dallas, Tex.
KINDER, DICK
Sports Director
WWR, Newberry, S. C.
KING, ARTHUR
Art King Sports Show
WEEL, Boston, Mass.
KING, BILL
Sports Roundup
WSIV, Pekin, Ill.
KINSEY, ED
EGEN, Grass Valley, Calif.
KING, WALLY
Sports of the Day
WTTR, Waterbury, Conn.
KINSEY, JOE
Clocking World of Sports
KLIL, San Francisco, Calif.
KIRBY, BILL
Tips from the Gridiron
WFIL, Dallas, Tex.
KIRBY, DOROTHY
Sports Show
WGST, Ga. Tech Station, Atlanta, Ga.
KIRBY, JERRY
Sport Flash
WHO, Dubuque, Iowa
KIRBY, LEE
Sports Spotlight
WET, Charlotte, N. C.
KLEY, HERB
WHBL, Sheboygan, Wis.
KOFSKY, MICHAEL
Sports Book
KVOR, Colorado Springs, Colo.
KORKH, FRANK
WFAN, Chicago, Ill.
KOSELUS, GENE
WBAY, Buffalo, N. Y.
KOCHMANN, MARTIN
Sports Editor
KXLE, Elensburg, Wash.
KRUSE, ED
KTRC, Visalia, Calif.
KROEN, ED
WKPA, New Kensington, Pa.
KROGER, BILL
WCNC, Elizabeth City, N. C.
KURTZ, PAUL
District Sports
WPIT, Pittsburgh, Pa.
SPORTS COMMENTATORS

LITCHMAN, ART
Sports Copy
WKNX, Eugene, Ore.

LLOYD, VINCE
(Sports Director)
WMBD, Peoria, Ill.

LOCHMAN, LLOYD
(Sports Director)
KCMO, Kansas City, Mo.

LONGE, ROBERT C.
Sports Roundup
WRNR, Warren, Ohio

LOFFIELD, KIETH
Sports Roundup
KOPO, Tucson, Arizona

LOMAX, STAN
Stan Lomax—Sports; WOR, WHN.
New York, N. Y.

LONGE, JAMES
Sports Extra
KRG, Stockton, Calif.

LUCHE, VERN
Sports Interviews
KROW, Oakland, Calif.

LOWE, WALTER
Sports Lowdown, Sightings
In With Walt Lowe
KGEK, Boise, Idaho

LOWELL, THOM
Sports Roundup
KOBO, Albuquerque, New Mex.

LOWERY, BILL
Local Baseball Games, Local Football Games, Sports Round-up
KROG, Greenville, Tenn.

LUNDQUIST, ELDON
WTRC, Elkhart, Ind.

LUCAS, MARTIN
Sports Round-up
KBWU, Corpus Christi, Tex.

LYNN, MAC
Brewer's Box Scores
WLAY, Muscle Shoals, Ala.

MACKENZIE, JOCK
Sports Parade
WANA, Columbus, Ohio

MacLEAN, JOHN
Sports Whirl
WKRM, Rome, Ga.

MacNEIL, JIM
Jim MacNeil on Sports
WTSB, Lumberton, N. C.

MacRAE, JOHN
Highlights on Sports
WABI, Bangor, Me.

McCALL, L. C.
World of Sports
WWPF, Palatka, Fla.

MccANDLESS, PAUL
Sports Parade
WJAD, Indianapolis, Ind.

MccANN, BOB
Sports Week
KMBY, Billings, Mont.

MccARTHY, DICK
In the Grandstand
WKLY, Kingston, N. Y.

MccARTHY, JIM
On the Sports Scene
WBRE, Wilkes Barre, Pa.

MccORMACK, JIMMIE
WHAR, Charleston, W. Va.

MccRACKEN, JARRELL
May's Sports Cast
KGNU, Dodie City, Kans.

MccONALD, ARCH
WTOP, Washington, D. C.

MccULLEN, BILL
Today in Sports
WMOH, Hamilton, Ohio

MccINNIS, PAT
Sports Special
WLIZ, Brainerd, Minn.

MccONEGLE, JOE
Sports Roundup
WHIS, Bluefield, W. Va.

MccRATH, ED
Duke's Sport Show, Pigskin Highlights
WSPA, Spartanburg, S. C.

MccRATH, NED
Sports Page
WHDL, Olean, N. Y.

MccUIRE, RAY
Sports 5:30 P. M.
WNOE, New Orleans, La.

MccHALE, BILLY
WPKA, Chester, Pa.

MccINTIRE, J. CHAS.
WMZH, Joplin, Mo.

MccKEE, BURT, JR.
WAPI, Birmingham, Ala.

MccKINNEN, JAMES
Leaders in Sports
WENE, Endicott, N. Y.

MccKINNON, BILL
Sports Digest
WBNS, Columbus, Ohio

MccKINNON, BOB
Sports Round-up
WRPS, Alexander City, Ala.

MccLENDON, GORDON
(Managing Director)
OKNET, Oklahoma City, Okla.

MccLESKEY, JOE
Spotlight on Sports
WMAF, Monroe, N. C.

MccLNN, STONEY
Sport Shots
WIP, Philadelphia, Pa.

MccNALLY, JACK
KANS, Wichita, Kans.

MccNAMARA, LARRY
Sports Round-up
WNEC, New Haven, Conn.

MACK, JOHNNY
Sports Summary
WMID, Atlantic City, N. J.

MaiEhofer, Lou
Sports Announcer
WRTA, Altoona, Pa.

MANN, STU
In the Bleachers
WLLO, Minneapolis, Minn.

MANNING, TOM
Sports
WTAM, Cleveland, Ohio.

MANSFIELD, BOB
WGVS, Valdosta, Ga.

MARGET, MANNY
Sports Shorts
KXOV, Fort Worth, Minn.

MARKS, GARNETT
KGFN, Grass Valley, Calif.

MARSHALL, R. E.
Time out for Sports
WPAY, Portsmouth, Ohio

MARSHALL, R. H.
In the Sportheads
WORZ, Orlando, Fla.

MARTIN, ALLY
Good Morning Sports
WLIZ, Bridgeport, Conn.

MARTIN, BOB
Sports Editor
WPOR, Portland, Maine

MARTIN, AL
WHHM, Memphis, Tenn.

MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.

MARTIN, GLEN
KLP, Denver, Colo.

MARTIN, JACOBY
Sports Spotlite
WOPI, Bristol, Tenn.

MARTIN, TINY
Highlights in Sports
WFNC, Fayetteville, N. C.

MARTIN, BILL
Play by Play
KSON, San Diego, Calif.

MASON, LUTHER
WHA, Madison, Wisc.

MASSE, AL
Sports Scope
WETA, Batavia, N. Y.

MASON, FRANK
Sports Round-up
WLSB, Ozdenburg, N. Y.

MATTHEWS, TOM
WFLA, Tampa, Fla.

MAXWELL, BOB
Sports Revue
WINX, Saginaw, Mich.

MAXWELL, JOCKO
WWRL, Sports Club
WWRL, Woodside, N. Y.

MAYER, JACK
Football Prophet
WALB, Albany, Ga.

MAYNARD, BILL
Sports Round-up
KTTS, Springfield, Mo.

MENTON, BILL
Sports on Toast
WGBK, Mobile, Ala.

MERRIMAN, DON
Sports Jamboree
WIRE, Newark, N. Y.

Meskill, Bob
(Sports Director)
Sports Special
WBBG, Augusta, Ga.

Meyer, A. J.
All Sports
WAGM, Youngstown, Ohio

Miller, Don
Sports Director
WTOL, Toledo, Ohio

Miller, Jack
KWDT, Stamford, Texas

Miller, Fred
WGE, Atlanta, Ga.

Miller, Harvey
Sportscaster
WJSW, Altoona, Pa.

Miller, Jack
WGY, Sports Record
WGY, Schenectady, N. Y.

Miller, Linwood
Sports’cast
WSAR, Fall River, Mass.

Mills, Glenn
Sports in Review
KRAL, Rawlings, Wyoming

Mills, Pelham, Jr.
Mills Views Sports
KPLC, Lake Charles, La.

Mills, Russ
Sports
WFM, Marietta, Ga.

Milne, James
Play by Play of Basketball
Hockey, Football
WNHC, New Haven, Conn.

Millard, Art
The Sports Special
WMIX, Mt. Vernon, Ill.

Mitchell, Harold (Red)
Seeing Red with Mitchell
KSIG, Crowley, La.

Mitchell, J. W.
Sports Page
WCVS, Springfield, Ill.

Mitchell, Paul
Football Color & Baseball
KSYY, Alexandria, La.

Molen, Sam
KMB, Kansas City, Mo.

Mooney, George
Sports Director KWEM, and Razorback Network
KWEM, West Memphis, Ark.
MOORE, BERN
Football Games, Basketball Games, Baseball Games
WCTA, Andalusia, Ala.

MOORE, BILL
WPLH, Huntington, W. Va.

MOORHEAD, TOM
Tom Moorhead
WFLY, Philadelphia, Pa.

MORGAN, DICK
Speaking of Sports
KTUC, Tucson, Arizona

MORGAN, HANK
World of Sports
WFNS, Burlington, N. C.

MORGAN, RAY
Sports, Baseball, Basketball, Baseball, Hockey, College Football
WWDC, Washington, D. C.

MORGAN, ROBERT B.
Sports Round-up
WBNW, Boblingen, N. Y.

MORRISON, GARETT
WLOS, Fancy, Asheville, N. C.

MOSENA, RICHARD
KUBK, Burlington, Iowa.

MUMFORD, ALEX
Reports on Sports

MURPHY, BILL
KFOY, Bismarck, N. Dak.

NAGLER, AL
Al Nagler Sports
WBKB, Detroit, Mich.

NAZI, JAC
Sports Mirror
KWKI, Burbank, Calif.

NAZI, HARRY
WNJE, Newark, N. J.

NATALE, JOE di
Sportstime

NAUMAN, DICK
Football, Sports Resume
WQCR, Dallas, Texas

NEAL, BILL
The Sports Final
WJMJ, Florence, S. C.

NEAL, DON
Sports Lineup
KFWL, Klamath Falls, Ore.

NEAL, BOB
WGAR, Cleveland, Ohio

NEAL, BOB
Sports Special

NEALS, FRANCIS
Sports Special

NEALS, WALTER
Sports Final

NEILSON, DAVE
Play by Play Bres.

WENZ, Whiteville, N. C.

NELSON, RED
Sportscast

NEMET, Billings, Mont.

NELSON, JAMES
Springing the Sports
KOAC, Corvallis, Ore.

NELSON, JOHNNY
Sports Corner

NELSON, LINDSEY
WJGN, Knoxville, Tenn.

NELSON, DICK
Dick Nesbitt

NELSON, BING
Sports Preview

NELSON, JAMES
Sports Special

NEAL, DON
Sports Director

O'BRIEN, DON
Sports Director

OBREN, GEORGE
KIST, Sports-reel

OBRIEN, JOE

O'CONNOR, HARRY
H&L Sportcast

OKUN, PAUL

WITT, Sanford, Fla.

O'NEILL, LOU
Sports Club of the Air

O'NEAL, MARY

Moorhead, Dallas, Final

Special

Sports Extra-

Sports Highlights

PARKER, KEN

WWOL, Lackawanna, N. Y.

PARKER, VIRGIN
Sports Parade, Gridiron Guesses

KOE, Eugene, Ore.

PARKES, HAL
Sports Special

PORTON, RED
Sports Special

PEARSE, ROY
6:45 Sports

KDKM, Carthage, Mo.

PICK, C. W.
WAGB, Cleveland, Ohio

PENFIELD, ADD
World of Sports

KSTM, Rapid City, S. Dak.

PENNER, RAY
Sports Parade of the Air

WLW, Rochester, N. Y.

PETNER, RAY
Play by Play

WBLF, Alpine, Tex.

PETERS, BOB
Highlights

KSLX, Corpus Christi, Tex.

PERRY, KEN
Spotlight on Sports

KPEK, Grecley, Colo.

PETERS, GEORGE
Play by Play

WYLF, Alpine, Tex.

PETERS, KEN
Play by Play Broadcasts

WMMS, Santa Barbara, Calif.

PETERSON, DON
Sports Review

KBUW, Bemidji, Minn.

PETERSON, EDDIE
Sports Review

KSUB, Cedar City, Utah.

PETRENS, HARVEY
Grainbelt Scoreboard

KOTA, Rapid City, S. Dak.

PETRONELLA, TONY
Sports Special

WRIP, Providence, R. I.

PETTEGREW, C. W.
Football Announcer

WOSU, Columbus, Ohio

PEFFER, BOB

WJRS, Ironwood, Mich.

PHelan, Joan
Sports Highlights

KTSU, El Paso, Tex.
PHILLIP, BOB
WJOL, Joliet, Ill.

PHILLIP, JORDAN
Football Play by Play, Roanoke Boxing Bouts
WROK, Roanoke, Va.

PIERCE, DON
Adams Sports Parade
WRKF, Washington, D. C.

PIERCE, JOHN
Sports
WTCB, Flint, Mich.

PIERSON, BILL
Sports Corner
WHKK, Akron, Ohio

PIERSON, DICK
The Sportsman
WHSC, Hartville, S. C.

PLATT, BILL
Bill Platt's Sports
KOY, Oklahoma City, Okla.

POINTEL, HANK
Play by Play
WFIG, Sumter, S. C.

POPE, BILL
WGY Sports Record
WGY, Schenectady, N. Y.

PORTER, RICK
Sports Special
KOJM, Havre, Montana

PORTER, WINSLOW
Be of Sports Headliners
WINC, Winchester, Va.

POUCHER, WAYNE
Sports Newsletter
WSCE, Charleston, S. C.

PRATT, RICK
Sports Review
WELL, New Haven, Conn.

PRICKETT, ART
Sports Parade
KTUC, Tucson, Ariz.

PRICE, CLINT
Sizing Up Football
KVSM, San Mateo, Calif.

PRICE, DAN
Sports Round-up
WALB, Albany, Ga.

PRINCE, BOB
Bob Prince Sports
WJAS, Pittsburgh, Pa.

PROVENCE, BOB
Kckstone Sports Review
WJLH, Charleston, W. Va.

PROVOST, ERIC
Sports Special
WSPB, Sarasota, Fla.

PULTZ, BILL
Spotlight on Sports
WNBF, Binghamton, N. Y.

PULFER, JACK
Sports Round-up
KFXJ, Grand Junction, Colo.

QUIGLEY, E. C.
Ernie Quigley's Sports
WBW, Topeka, Kans.

RANGERS, JIM
Sports Editor
KVSM, San Mateo, Calif.

RATHFORD, BOB
Baseball
KFAM, St. Cloud, Minn.

RAYMOND, STAN
Sports Scoope
WATL, Atlanta, Ga.

READ, BROOKS
Sports Memories
KPRK, Livingston, Mont.

READON, DAN
Speaking of Sports
WBC, Glen Falls, N. Y.

REECE, SANFORD
Sports Review
WGET, South Bend, Ind.

REED, ART
Sports Final
WMON, Montgomery, W. Va.

REED, ROY
Sports
KNEB, Brady, Tex.

REED, HAROLD
(Sportscaster)
KSFT, Trinidad, Colo.

REEVES, RAY
Sports Parade
WRAI, Raleigh, N. C.

REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.

REID, MICHAEL
Sports Review
KVRS, Rock Springs, Wyo.

REID, RICHARD S.
Previews in Sports, Sports Round-up
WTWL, Waterville, Maine.

REIDY, PAUL
The Sportsman
WSFI, Sumter, S. C.

REILLY, R. EDWARD
Sports Parade
WGAA, Cedar Town, Ga.

REILLY, SPEED
Sports Review
KXL, Oakland, Calif.

REINHOLDT, ROBERT
Play by Play
WRIN, Ashland, Ore.

REITNER, KURT
YFLA, Tampa, Fla.

REYNOLDS, LEO
Sports Review
KRBC, Abilene, Tex.

RHEA, LARRY
Sports with Larry Ray
KCKN, Kansas City, Kans.

RHODES, DICK
Sports Edition
WAYE, Waynesboro, Va.

RHODES, HOWARD
Program Director
KUJ, Walla Walla, Wash.

RHONE, PAUL
World of Sports
WMON, Montgomery, W. Va.

RICH, MIKE
Five Star Final
WTRY, Troy, N. Y.

RICH, VANCE
Sports Parade
WENC, Whiteville, N. C.

DICHARDS, ROYCE
Speaking of Sports
WMTT, McMiniville, Tenn.

RIDGE, JACK
Sports Circus
WGAY, Silver Spring, Md.

RIKER, JAMES
Sports Parade
WJEJ, Hagerstown, Md.

ROBERT, HENRY
Harry Roberts Sports

ROBERTS, MERLE
Football Games
WBAY, Coral Gables, Fla.

ROBINSON, BOB
Speaking of Sports
WFOS, Hattiesburg, Miss.

ROBINSON, HARRY
Play by Play Sports
KDJS, Deadwood, S. Dak.

ROBINSON, WAYNE
KVOW, Littlefield, Tex.

ROBINSCHON, TOM
Special Features
KXLQ, Bozeman, Mont.

RODSTROM, LLOYD
Sports Round-up
KKRO, Everett, Wash.

ROGERS, RALPH
Sports Director
KJFO, San Jose, Calif.

ROGERS, ROBERT
Sports Whirl
KWTO, Barstow, Calif.

ROMANCE, ED
Sports Parade
WPPA, Pottsville, Pa.

ROSE, HERM
Sports News
WFGH, Bristol, Va.

ROSS, KAL
Sports Extra
WDNR, Syracuse, N. Y.

ROSS, WAYNE
Sports Diary
RTTI, Sioux City, Ia.

ROTHRUM, BILL
Bill Rothrum
WSYR, Syracuse, N. Y.

ROWLAND, W. L., SR.
Along the Sports Trail
WGWC, Selma, Ala.

ROYALL, PAUL
KSL, Salt Lake City, Utah.

RUE, JIM
Sports Final
KSG, Pullman, Wash.

RUSSELL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Tex.

RUSSELL, EARLE
Ports' Baseball, Pigskin Parade
KXOB, Stockton, Calif.

RYAN, PAT
Football Broadcasts
Pat Ryan, Sports, Spotlight
Sports
WKY, Oklahoma City, Okla.

SAUNDER, JOHN, JR.
Sports Review
Pigskin Parade, High School Football Games
WIR, Ft. Pierce, Fla.

SANGER, JIM
Sports Whirl
KOJX, Havre, Mont.

SAAGU, TIP
Sports Parade
WOW, Omaha, Nebr.

SAIDT, BUS
Sports Shows
WBUD, Morrisville, Pa.

SAKRY, CLIFF
Football, Basketball
KFAM, St. Cloud, Minn.

SALSBURY, JOE
Baseball Games, Football
WARM, Saratoga, Pa.

SANDERS, GERALD
Football Broadcasts
KSEO, Durant, Okla.

SANDER, CHRIS
Sports Review & Sportscast
KOVO, Provo, Utah.

SANDER, JACK
The Sports Trail
KOWH, Omaha, Nebr.

SANDER, JACK
Sports Trail
KSAF, Ogden, Nebr.

SANDY, MICHAEL
WIBX Sports
WIBX, Utica, N. Y.

SAUNDERS, ERNIE
Sports Review
KFXJ, Grand Junction, Colo.

SAUNDERS, ERNIE
Sports Page of the Air
WOCH, Charleston, W. Va.
SPORTS COMMENTATORS

Pittsburgh's First Favorites
Mildred Don & the Men about Town
KDKA, Pittsburgh, Pa.
Sports Reel
WCAE, Pittsburgh, Pa.

SUTHERLAND, JIMMY
Sports On Review
KGOU, Mandon, N. D.

SWANSEY, WILSON
Sports Parade
WPBA, Batavia, N. Y.

Sweeney, B. J.
Hudepohl Brewing
Sports by Sweeney
WHRC, Columbus, Ohio

SWINGLE, CY
KNOE, Monroe, La.

— T —

TAUB, SAM
WHN, New York, N. Y.

TEMPLETON, DINK
Sport Page of the Air
KFWC, San Francisco, Calif.

TERRY, BILL
Shell Panorama
WAGA, Atlanta, Ga.

THOMPSON, CHUCK
Speaking of Sports
Sports-A-Tune
WIBG, Philadelphia, Pa.

THOMPSON, DON
KLOO, Reno, Nevada

THOMSON, HALL
Hall on Sports
WFAA, Dallas, Tex.

TOBE, JAMES
March of Sports
KSGM, St. Genevieve, Mo.

TRABAR, JIMMIE
KIOX, Bay City, Tex.

TRAYNOR, HAROLD J. (Pie)
Baseball
KQV, Pittsburgh, Pa.

TRUH, ROLLIE
Baseball games
KWJQ, Portland, Ore.

TSCHUDI, LOU
Lon Tschudi
WING, Dayton, Ohio

TUCKER, JINX
WACO, Waco, Texas

TUCKER, JOE
Sports Slants
Sports Shorts
WWWW, Pittsburgh, Pa.

TURNER, BOB
Bob Turner, Sports
WHAM, Rochester, N. Y.

TYSON, "TV" E. L.
Sports Review
WWJ, Detroit, Mich.

— U —

UFER, BOB
Along the Sports Sidelines
WPAG, Ann Arbor, Mich.

UNFERTH, DON
Sports Highlights
WIPR, Wisconsin Rapids, Wis.

— V —

VANCE, HENRY
WAPI, Birmingham, Ala.

VANCE, ROY
Tishman Football Games
WPAD, Paducah, Ky.

VAUGHAN, BOB
Sports Parade
KIDO, Boise, Idaho

VESTRO, AL
WWCO, Waterbury, Conn.

VIA, RICHARD
Sports News
WLOE, Littleville, N. C.

VILLANI, JOHNIE
Sports Editor
WRRB, Welch, W. Va.

VINGL, RAY
Wheeling, W. Va.

VOCALIS, JAMES C.
The Sports Roundup
KSGM, March, Wheelington, Ga.

VRATIS, SOCS
Inside Information
ROLE, Port Arthur, Tex.

W —

WADDELL, BILL
WEAT, Lake Worth, Fla.

WAKEMAN, PAUL, NY
All Sports Parade
WWDC, Washington, D. C.

WALDEN, MYRON
Sports Column of the Air
WTXA, Springfield, Ill.

WALDEN, PAUL E.
KODL, The Dallas, Ore.

WALDEN, W. W.
Everybody's Sport
WEAN, Providence, R. I.

WALL, FRED
Fred Wall
WOOK, Silver Spring, Md.

WALLER, EDMUND
Sports of the Day
WATR, Waterbury, Conn.

WALTON, EARL
Sports Parade
WLAB, Athens, Tenn.

WANKE, HUGH
Sports Final
WTHH, Baltimore, Md.

WALTON, LEW
Old Gold Sports Round-Up
WISH, Indianapolis, Ind.

WANN, PAUL
WCCO, Minneapolis, Minn.
Sideline Slants

WARD, BILL
WXCA, Asheville, N. C.

WATTRICK, DON
Sports Director
WJR, Detroit, Mich.

WEAVER, BILL
Scrapbook of Sports
WDAY, Fargo, N. Dak.

WEAVER, HANK
KECA, Los Angeles, Calif.

WEDDELL, WRAY
C & S Sportscast
KSTC, Austin, Tex.

WEGENER, RICHARD A.
RCKO, Tulare, Calif.

WELLS, JIM
Jim Wells—Sports
WBNF, Buffalo, N. Y.

WESTER, ALLAN
Sports Roundup
WPAK, Charleston, S. C.

WHEELER, ALVIN F.
Sports Broadcast
KSLI, Silver City, N. M.

WHEELER, JOSEPH
Sports Spot
WBIR, Knoxville, Tenn.

WIGGINS, JIM
Sportscast
KABC, San Antonio, Tex.

WHITTIER, CHUCK
Spotlight on Sports
WILK, Wilkes Barre, Pa.

WIKE, DON
North States Mgr.
KUJ, Walla Walla, Wash.

WILLIAMS, BEN
Old Salt
WTOC, Savannah, Ga.

WILLIAMS, BILL
Live Sports
WFRB, Madisonville, N. C.

WILLIAMS, DALE
Sports Parade
WOI, Ames, Iowa

WILLIAMS, ADAM
Sports Parade
WSIC, Statesville, N. C.

WILLIAMS, JERRY
Sports News
WKAP, Allentown, Pa.

WILLIS, JOHN
Football
KCOY, Santa Maria, Calif.

WILSON, WAR
WHN, New York, N. Y.

WILMER, BOB
Razorbuck of the Air
KUAO, Solom Springs, Ark.

WILMER, JOE
Sports
KOSC, Ontario, Calif.

WINDSOR, WALTER
Walter Windsor, Sports
Sports Parade
WDYA, Danville, Va.

WISMER, HARRY
Sports Director ABC network; b Port Huron, Mich., June 30, 1912; Fla. Univ.; All Army football games; Professional Football Championships; Army-Navy Golf Tournament; Exclusive Army-Navy game; Deadline Edition; N.A. Tennis Championships; Champion Roll Call (ABC).

WOLF, HAL
Sports Desk
KNBC, San Francisco, Calif.

WYNNE, JIM
Play by Play
WAIR, Winston-Salem, N. C.

Y —

YACK, GEORGE
WMRF, Lewiston, Pa.

YOKAMA, DICK
Standard Melody Parade
WHO, Des Moines, Ia.

YOUNG, JAY
Sports Review
WEBR, Erie, Pa.

— Z —

ZENAH, CHARLES
Sports Column Of Air
Sports Mirror
WSPA, Montgomery, Ala.
News Commentators
— their work during 1947

— A —
ABBE, JAMES
KGO, San Francisco, Calif.
James Abbe Observes
ACKERLY, GENE
KFRE, Fresno, Calif.
ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
Newscaster
ALLEN, CHUCK
WJPR, Greenville, Miss.
News from Here
ADAMS, CHARLES F.
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CBS
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KFKU, Lawrence, Kans.
Roundup of Editorial Opinion
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ALLEN, ROBERT S.
WOR, New York, N. Y.
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WHAR, Clarksburg, W. Va.
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— B —
BACH, ALWYN
BADGER, BOB
WEDO, McKeesport, Pa.
Editor Speaks
BAKER, ART
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Notebook, (KFI); On The Air Ten Years.
BALLINGER, KENNETH
WTAL, Tallahassee, Fla.
Home News
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Early Edition News, Overnight News Final, News With B. Barrington

Gabriel Heatter

LOUELLA PARSONS

ABC Network
EVERY SUNDAY
9:15 P. M. EST

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**GORDON FRASER**

Eleventh year as featured News Commentator—WHN.
NEWS COMMENTATORS

PUTNAM, GEORGE CARSON
News reporter, MC, Narrator; b. Wapeton, N. Dak., July 14, 1914; Macclesfield Coll., Univ. of Minn.; MC, Spotlight on America; Up - to - the - Minute News; In Today Town (Tele-RCA); Movietone news and travelogues; Castle Films.

PYLE, J. HOWARD
KFAR, Phoenix, Arizona
Arizona Hi-Lights

QULL, JOSEPH
WHBT, Brockton, Mass.

RABELL, FRED

RANSOM, RALPH
KFDM, Beaumont, Texas
While You Slept

RANALD, JAMES
WWCO, Waterbury, Conn.

RANALD, WILLIAM
(News Editor)
WMOO, Kokomo, Indiana
RAPPET, A. O.
KCIL, Houma, La.

RAYMOND, FRANK
KWSM, San Mateo, Calif. Just Evesdropping

REDMIOND, DICK
WWRP, Harrisburg, Pa.

REDFERN, BOB
WOC, Davenport, Ia.

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KNEL, Brady Tex. News

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WNYC, New York, N. Y.
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WOL, Washington, D. C.

REID, WILLIE (DUKE)
KROB, Albuquerque, New Mexico

REED, PAUL
WFIG, Sumter, S. C.

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WJFF, Herrin, Ill.

REITER, FRED
WFLA, Tampa, Fla.

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WLOS, Asheville, N. C.

RHODY, JAMES B.
WFYK, Frankfort, Ky. This 'N That

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WELM, Elmuir, N. Y.
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ROBERTS, DONALD
KZPL, Santa Barbara, Calif.
12:00 News

ROBINSON, PRESCOTT
WOR, New York, N. Y.

ROBY, MAX
(News Reporter)
KSL, Salt Lake City, Utah

ROGERS, BILL
CBS

ROGERS, JAMES A.
WJMN, Florence, S. C.
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KROP, Brawley, Calif.

ROLLS, BILLY
KTBX, San Antonio, Tex.

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WOR, Youngstown, Ohio

ROBBINS, GROVE
WIBB, Rock Island, Ill.

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ROSENBURG, DAVID
CBS

ROSENTHAL, DICK
KZTV, El Paso, Tex.

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ROSS, BILLY
KSL, Salt Lake City, Utah

ROSSETTE, GEORGE
WEVD, New York, N. Y.

ROYLE, BOB
WJZ, Detroit, Mich.

ROYAL, PAUL
(News Reporter)
KSL, Salt Lake City, Utah

RUNDUN, GUY
KXJ, St. Louis, Mo.

RUSK, CLAY
WHO, Des Moines, Ia.

RUSSELL, DAVE
KFDM, Beaumont, Tex.

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WOC, Montgomery, Ala.

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WCOS, Columbia, S. C.

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PINA, Los Angeles, Calif.

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KFAM, St. Cloud, Minn.

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WHO, Dayton, Ohio

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WGAN, Portland, Maine

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SHAPIRO, WILLIAM
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SHAPIRO, LIONEL
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WNEW, New York, N. Y.

SHEILL, TED
CBS

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WBC, Columbus, Ohio

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KXIV, Twin Falls, Idaho

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CBS

SHIRLEY, JAMES
WAFS, Dallas, Texas

SHIRLEY, RALPH
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SHARP, BILL
WAFS, Dallas, Texas

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SHERIDAN, TED
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SHULZ, JOHN W.
WVME, Martinsville, Va.

SHUMATE, HALL
KGBS, Harlingen, Tex.

SILVER, LEON
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SINGE, FRANK
KSEE, San Diego, Calif.

SINGLIS, OTTO
WDAF, Omaha, Neb.

SIMMONS, JAMES
KLPX, Beaumont, Tex.

SIMPSON, CHUCK
WOC, Charleston, S. C.

SINGER, LAN
WFIL, Milwaukee, Wis.

SINGER, FRANK
WGY, Schenectady, N. Y.

SHERMAN, ROBERT
(Chief News Editor)
AVNW, New Haven, Conn.

SKORNIA, HARRY J.
WSAU, Bloomington, Ind.

SLATE, CHARLES
WLOE, Leakesville, N. C.

SMITH, BRAD
KROG, Wabasso, Tex.

SMITH, COURTNEY
WEOA, Evansville, Ind.

SMITH, DICK
KMAC, San Antonio, Tex.

SMITH, EARLE
(Producer)
KMBZ, Kansas City, Mo.

SMITH, HOWARD K.
CBS

SMITH, KATE
WABS, Kansas City, Mo.

SMITH, LEON
CBS

SMITH, ROY
WJZ, New York, N. Y.

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WAFS, Dallas, Texas

SNOOK, BILL
WAFS, Dallas, Texas

SNYDER, J. W.
WAFS, Dallas, Texas

SNYDER, J. W.
WAFS, Dallas, Texas

SNETZEL, JOHN
KXIV, Twin Falls, Idaho

SOK, CLAY
WHO, Des Moines, Ia.

SORENSON, JOHN
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SORENSON, JOHN
WIBB, Rock Island, Ill.

SORENSON, JOHN
WIBB, Rock Island, Ill.

SORENSON, JOHN
WIBB, Rock Island, Ill.

SORENSON, JOHN
WIBB, Rock Island, Ill.
## Disc Jockeys
### —their work during 1947—

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<td>ALLEN, NORM &amp; (Jimmy Lowe)</td>
<td>KXOL, Fort Worth, Tex.</td>
<td>Juke Box</td>
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<tr>
<td>ALEXANDER, LES</td>
<td>WIP, Philadelphia, Pa.</td>
<td>Dawn Patrol</td>
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<td>ALEXANDER, PAUL</td>
<td>KSL, Salt Lake City, Utah</td>
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<tr>
<td>ALLAN, FRANK</td>
<td>KTOP, Topeka, Kans.</td>
<td>Disk Derby</td>
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<td>ALLAND, FRED</td>
<td>Requestfully Yours</td>
<td>WINK, Ft Myers, Fla.</td>
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<tr>
<td>ALLRAUGH, BOB</td>
<td>WOI, Ames, Iowa</td>
<td>Saturday Serenade</td>
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<td>ALLEN, BOB</td>
<td>KWIN, Ashland, Ore.</td>
<td>Music Box Review</td>
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<td>ALLEN, DAVE</td>
<td>KFRU, Columbia, Mo.</td>
<td>Musical Clock</td>
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<tr>
<td>ALLEN, ED</td>
<td>WMAQ, Chicago, Ill.</td>
<td>The Early Bird</td>
<td></td>
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<tr>
<td>ALLEN, FRANKLIN</td>
<td>KAKC, Tulsa, Okla.</td>
<td>Cozy Corner</td>
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<td>ALLEN, GARRETT</td>
<td>WPRC, Reidsville, N. C.</td>
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<td>ALLEN, MEL</td>
<td>WINS, New York, N. Y.</td>
<td>Mel Allen Show</td>
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<tr>
<td>ALLEN, ROSALIE</td>
<td>WOV, New York City</td>
<td>Prairie Stars</td>
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<tr>
<td>ALLEN, TOMMY</td>
<td>WKY, Oklahoma City, Okla.</td>
<td>2315 Club</td>
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<tr>
<td>ALLEN, WAYNE</td>
<td>KSEL, Lubbock, Tex.</td>
<td>950 Club</td>
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<tr>
<td>ALLEY, LEN</td>
<td>1450 Club</td>
<td>KLO, Ogden, Utah</td>
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<tr>
<td>ALLISON, HUGH</td>
<td>WGAC, Augusta, Ga.</td>
<td>Homefolks Frolics</td>
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<tr>
<td>ALLYN, KEN</td>
<td>WRNL, Richmond, Va.</td>
<td>Mailbag Programs</td>
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<tr>
<td>AMOLE, GENE</td>
<td>KMR, Denver, Colo.</td>
<td>Off the Record</td>
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<td>TED HUSING</td>
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**“bandstand”**

whn—1050
AMSTERDAM, MOREY
WHN, New York, N. Y.
For People Only
ANDERLY, B. H.
KJIZ, Brainerd, Minn.
Concert Miniature
ANDERSON, AXEL
WDEV, Waterbury, Vt.
Record Rendezvous
ANDERSON, BOB
KWKL, Lansing, Wash.
ANDERSON, DON
KTFM, Texarkana, Texas
Record Party
ANDERSON, JIM
WIRK, West Palm Beach, Fla.
Platter Party
ANDERSON, LEONARD
KTRB, Modesto, Calif.
Rog-er Roundup
ANDERSON, WARREN
KBIZ, Ottumwa, Iowa
Anything Goes
1240 Club
ANDREW, BOB
WDUK, Durham, N. C.
Holiday For Strings
ANGEL, BILL
KSVG, Artesia, N. Mex.
1450 Club
ANSON, BILL
KFWM, Hollywood, Calif.
Hollywood, Bandstand
ARDRE, BOB
WNR, Norristown, Pa.
Jukebox Jamboree
ARMER, ALAN
KEEN, San Jose, Calif.
Hits for Mrs.
ARMSTRONG, BUD
KOWH, Omaha, Nebr.
Mr. Music
ARNOLD, ED
KDEM, Eureka, Calif.
ARTHUR
WHAM, Rochester, N. Y.
This is Arthur
ARTHUR, BOB
WOMT, Manitowoc, Wisc.
The Wax Museum
ARTHUR, DOUG
Danceland
ARTMAN, PAUL
WJPR, Hattiesburg, Miss.
Rural Roundup
ASHLEY, ART
WONS, Hartford, Conn.
Club Midnight
ATKINSON, J. C.
WBBQ, Augusta, Ga.
Wake up with J. C.
ATKINSON, WAYNE
KVKM, Monahans, Tex.
KVKM Record Party
AUSTIN, COLEMAN
WROV, Roanoke, Va.
Rub-Scrub Music Club

BARCOCK, SAM
KWEM, West Memphis, Ark.
Teen Town
BACKMAN, JOHN
KWAL, Wallace, Idaho
All Star Dance Parade
BACON, BOB
WBBE, Wilkes-Barre, Pa.
Bacon For Breakfast
BAILEY, CARL
KKLA, Los Angeles, Calif.
Juke Box
BAILEY, DON
KWKL, Longview, Wash.
BAILEY, NORMAN
WXAL, Concord, New Hampshire
Smile Awhile
BAKER, JACk
WFKY, Frankfort, Kentucky
Musical Clock
BALDWIN, BILL
KSFO, San Francisco, Calif.
Baldwin Show
BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin’s Music Shop & Tea Time Serenade
BALDWIN, BUD
WHIO, Dayton, Ohio
Breakfast in Bedlam
BALL, JACK C.
KROP, Brawley, Calif.
Jack The Ball Boy
BALL, ROGER
WALT, Tampa, Fla.
Roger
Baltimore, ED
WIZE, Ashville, N. C.
BANNER, ANDY
KIUP, Durango, Colo.
BANNON, DICK
KJIL, Shelby, Mont.
BARBER, DON
WAGA, Atlanta, Ga.
Jive at Five

DUKE ELLINGTON and His Orchestra
Composer, Arranger and Interpreter of America’s Swing Classics
COLUMBIA RECORDING ARTIST
HEARD COAST-TO-COAST AS THE HOST AND RECORD ROTATOR OF THE DUKE ELLINGTON SHOW
Direction: WM. MORRIS AGENCY

Double Winner of ESQUIRE’S GOLD AWARD
1945, 1946
and again in 1947

878
BARBER, DON
WGN, Wilmington, N. C.
Record Review
BARBER, MARY
KOPP, Ogden, Utah
BARCLAY, AL
WHAT, Phila, Pa.
Sunday Serenade
BARG, MYRON
WJBC, Bloomington, Ill.
1280 Club
BARKER, SAM
KVOU, Uvalde, Tex.
In the Mood
BARKER, PAT
WJS
BARR, FRED
WWRL, Woodside, N. Y.
1600 Club
BARNETT, BILL
KVOP, Plainview, Tex.
Alarm Clock
BARBER, ANDRE & (Bea Wahn)
WMCA, New York, N. Y.
Mr. and Mrs. Music
BASSO, NICK
WAKR, Morgantown, W. Va.
Rise & Shine
BATCHelor, RICHARD
WTR, Sanford, Fla.
BEARD, PAT
WSTP, Salisbury, N. C.
BEATTY, ROSS
WELM, Elmira, N. Y.
Coffee & Crumpets Club
BEAUMONDE, CARLTON
WLCK, La Crosse, Wis.
1490 Club
BECKERS, NARB
WDSG, Dyersburg, Tenn.
Open House Party
BECKTEL, EARL
WSNJ, Bridgeton, N. J.
BEECHAM, WALLY
WBRC, Birmingham, Ala.
Anything Goes
BEECHINOR, BOB
KEEN, San Jose, Calif.
Campus Serenade
BEDFORD, PAUL
WFMJ, Youngstown, Ohio
BELANGER, BILL
WCOL, Columbus, Ohio
Home Songs
BELCHER, ROD
KMO, Tacoma, Wash.
The Jazz Show
BELL, BOB
WHOT, South Bend, Ind.
Club Sterling
BELL, CHARLIE
WIS, Columbia, S. C.
In the Groove
BELL, DON
WGHN, Newport News, Va.
Off The Record
BELL, KEN
WDBQ, Jacksonville, Fla.
Music 'Til Midnight
BELLAH, MILTON
WDAR, Savannah, Ga.
The Bandstand
BENAC, HENRY
WGLN, Glens Falls, N. Y.
Rhapsodies In Rhythm
BENDER, BOB
KWBU, Corpus Christi, Tex.
Cowboy Roundup
BENGSTON, CHARLES
WATR, Waterbury, Conn.
Melody Time
BENNETT, RING
WAYS, Charlotte, N. C.
Ways Ballroom
BENNETT, FRED
KTSA, San Antonio, Tex.
Merry-Go-Round
BANDSTAND
KFWB
BILL ANSON
“HOLLYWOOD BANDSTAND”
KFWB
879
BENEM, ARNOLD
KMO, Tacoma, Wash.
The Music Room
BERG, HAL
WILK, Wilkes-Barre Pa.
Club Swingtime
BERG, LEE
KOLN, Lincoln, Nebr.
Curfew Club
BERGERON, JOLLY
WSLB, Ogdensburg, N. Y.
Sweet Music Time
BERGERON, PETE
WJOI, Florence, Ala.
Requestfully Yours
BILLING, GEORGE
WOLF, Syracuse, N. Y.
Campus Clambake
BILLINGSLEY, WM.
WADE, Wadesboro, N. C.
BINGHAM, PETE
WJOI, Florence, Ala.
Atomic Boogie
BISHOP, DON
KGEM, Boise, Idaho
Alarm Klock Klub
BISHOP, FORREST
KWLK, Longview, Wash.
BISHOP, J. DIGE
WCTA, Andalusia, Ala.
All Request Hour
BLACK, ALAN
Polka Party
BLAINE, LEE
WGAD, Gadsden, Ala.
Requestfully Yours
BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
Musical Clock
BLASE, BOB
Houston, Tex.
BLOOM, MARTIN
Make Believe Ballroom, WNEW;
Chesterfield Supper Club, NBC;
The Martin Block Show, MBS;
Martin Block's Musical Merry-
Go-Round Series at M-G-M;
Martin Block Music Corp. (Holly-
wood, Calif.), Martin Block Studio at Encino, Calif.
BLUE, DAVE
WTFL, Philadelphia, Pa.
Twin Tune Hits
BLUETT, SPOTS
WWCO, Waterbury, Conn.
BOBVIN, HAPPY
WBOB, Galax, Va.
Coffee Time
BODSICD, WALT
KEKR, Baker, Ore.
BODKIN, RAY
WITAL, Tallahassee, Fla.
Light Flash
BOELTER, ERWIN
KJAM, Vernal, Utah
Concert Miniature
BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
Come 7—Parade of Stars
BOGER, EUGENE
KWWO, Sheridan, Wyoming
Geeze's House Party
BOHANNON, RAY
KATO, Reno, Nevada
BOLEN, JIM
WCL, Carbondale, Ill.
1020 Club
BOLENDEK, RICHARD
WBRK, Pittsfield, Mass
Concert Hall
BOLIN, ART
WARM, Scranton, Pa.
Uncle Art's Almanac
BOLTON, BILL
KSYL, Alexandria, La.
Number Please
BONAR, LEON
KAWT, Douglas, Arizona
Morning Music Hall

GEORGE
MONAGHAN

"Monaghan's Morning Watch"
every morning
6:30-7:00 WOR
<table>
<thead>
<tr>
<th>DISC JOCKEYS</th>
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<tbody>
<tr>
<td>BOND, BERNARD</td>
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<tr>
<td>KCHS, Hot Springs, New Mexico</td>
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<td>Platter Chatter</td>
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<td><strong>BONGIORNO, MICHAEL</strong></td>
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<td>WHOM, New York City</td>
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<td>Alarm Clock Club</td>
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<td><strong>BOONE, ROBERT</strong></td>
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<td>WBYS, Canton, Ill.</td>
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<td><strong>BOOSE, DANA</strong></td>
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<td>WTSP, St Petersburg, Fla.</td>
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<td>The 1280 Local</td>
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<td><strong>BORTHY, JOHN</strong></td>
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<td>WEBS, Buffalo, N. Y.</td>
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<td><strong>BOOSE, DANA</strong></td>
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<td>WPDQ, Jacksonville, Fla.</td>
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<td><strong>BOOTHBY, JOHN</strong></td>
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<td>WTSP, St Petersburg, Fla.</td>
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<td><strong>BOOTHBY, JOHN</strong></td>
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<td><strong>WOR-Mutual</strong></td>
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<td><strong>BOOMER, BILL</strong></td>
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<td><strong>BRADSHAW, DICK</strong></td>
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<td><strong>WCEC, Rocky Mount, N. C.</strong></td>
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<td><strong>BRAZELL, JIMMY</strong></td>
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<td><strong>WHSC, Hartsville</strong></td>
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<td><strong>WJMR, New Orleans, La.</strong></td>
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<td><strong>BOWERS, BILL</strong></td>
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<td><strong>KAKC, Tulsa, Okla.</strong></td>
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<td><strong>WJMR, New Orleans, La.</strong></td>
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<td><strong>BOWERS, BILL</strong></td>
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<td><strong>KAKC, Tulsa, Okla.</strong></td>
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<td><strong>Coffee Time</strong></td>
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<td><strong>BOWERS, CHARLES</strong></td>
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<td><strong>WKKR, Newberry, S. C.</strong></td>
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<td><strong>WJMR, New Orleans, La.</strong></td>
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<td><strong>WJMR, New Orleans, La.</strong></td>
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<td><strong>BOWMAN, MAURY</strong></td>
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<td><strong>WDIA, Memphis, Tenn.</strong></td>
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**JACK LESCOULIE**

**WOR-Mutual**

---

**FRED ROBBINS**
MAURICE HART

"START THE DAY RIGHT"
6 to 7 A.M.

"THE HOLLYWOOD BANDSTAND"
10 A.M. to 1 P.M.

DEAR ANYBODY (and that means you!):

In case anybody cares who reads this,
I'd like to go on record as reminding you
that I am CREDITED with having brought
more "FIRSTS" to radio than any other
guy.

So?—so nothing!—While the others
CASH IN ON MY BRAINSTORMS AND
TALENTS, I don't even get the chance
to swipe back my own ideas!

But I don't care. TELEVISION IS
COMING IN . . . AND THAT'S WHEN
I'LL BRING BACK RADIO!

ALAN COURTNEY
WNEW—12 NOON DAILY
P. S.—CALL ME ANYTIME.

MU. 2-7001

Write or wire
415 Lexington Ave., N. Y. C.
BULLINGTON, WILLIAM
KSGM, Ste. Genevieve, Mo.
Music Madness

BULOW, HARRY
WJPB, Greenville, Miss.
Musical Clock

BULLINGTON, WILLIAM
WJPR, Greenville, Miss.
Music Madness

BURGESS, HARRY C.
WISE, Asheville, N. C.

BURKE, JACK
WICY, Malone, N. Y.

BURKE, RAY
WAIR, Winston-Salem, N. C.

BURNETTE, JACK
WALT, Tampa, Fla.

BURNS, ED
WGNY, Newburgh, N. Y.
On the Bandstand

BURNS, STAN
WINS, New York

BURT, GARLAND
WJOI, Florence, Ala.

BURT, RICHARD
WSAY, Rochester, N. Y.
Timekeeper

BUTLER, DON
WGBS, Miami, Fla.

BYRD, HERB
KKLR, North Little Rock Ark.
After Hours

BYRNE, SYD
WCPS, Terre Haute, N. C.

BURTON, LINN
WAAY, Chicago, Ill.

BUTLER, DON
WWVA, Bluefield, W. Va.

BURKE, RAY
WAIR, Winston-Salem, N. C.

BURKE, DON
WTOD, Toledo, Ohio

BURKETTE, DON
1490 Club

BURKETTE, JIM
WJOI, Florence, Ala.

BURKETTE, JIM
WJOI, Florence, Ala.

BURBULL, WALTER
KGL, Bakersfield, Calif.

CALIFORNIA, WALTER
KSHY, San Diego, Calif.

CAMPBELL, BILLY
KTRC, Waco, Tex.

CAMPBELL, BILL
KZAJ, San Diego, Calif.

CAMPBELL, BILL
WJMO, Cleveland, Ohio

CAMPBELL, BILL
WJMO, Cleveland, Ohio

CAMPBELL, BILL
WJMO, Cleveland, Ohio

CAMPBELL, BILL
WJMO, Cleveland, Ohio

CARRIGAN, BILL
WQAM, Nashville, Tenn.

CARRISON, ED
WMAM, Marinette, Wis.

CARTER, BILL
KKG, Springfield, Ill.

CARTER, BILL
KKG, Springfield, Ill.

CARTER, BILL
KKG, Springfield, Ill.

CARTER, BILL
KKG, Springfield, Ill.

CARTER, BILL
KKG, Springfield, Ill.

CARMELA, LARRY
KYJC, Medford, Ore

CARD, CLELLAN
WCCO, Minneapolis, Minn.

CARLSON, WILL
WTOD, Toledo, Ohio

CARMAN, JOHN
WHLS, Port Huron, Mich.

CARTER, BILL
WSNY, Schenectady, N. Y.

CARRIGAN, BILL
WKRM, Columbia, Tenn.

CARRIGAN, BILL
WKRM, Columbia, Tenn.

CARRIGAN, BILL
WKRM, Columbia, Tenn.

CARRELL, BROOKE
EGVL, Greenville, Tex.

CARRISON, ED
WMAM, Marinette, Wis.

CARTER, CAL
KAMC, Camarillo, Calif.

CARTER, CAL
KAMC, Camarillo, Calif.

CARTER, CAL
KAMC, Camarillo, Calif.

JOHNNY CLARKE
and his Alter Ego
(one on the right is Clarke)
La 4-1200

TED STEELE

883
CARTER, JACK
KSEO, Durant, Okla.
Radio Juke Box
CARTER, LEROY
KCTX, Childress, Tex.
Carters Clambake
CASE, KEN
KBON, Omaha Nebraska
1490 Swing Club
CATE, LOU
WENY, Elmira, N. Y.
CATER, VERNON
WRRF, Washington, N. C.
Early Bird Program
CAUDILL, CARL
WGTL, Kannapolis, N. C.
870 Club
CAUSEY, DONALD H.
KHOZ, Harrison, Ark.
Rise and Shine
CAVANAUGH, J.
WAVE, Johnstown, Pa.
Hiah Neighbor
CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.
Jr. Disc Jockeys
CECIL, CHUCK
KPLW, Klamath Falls, Ore.
Requestfully Yours
CHADDICK, ROBERT N.
KLPR, Oklahoma City, Okla.
Jamboree
CHANNEY, BILL
KXO, El Centro, Calif.
3:30 Club
CHANNEY, CHARLES
KMYC, Marysville, Calif.
Moonlight Ballroom
CHAPEAC, TED
WMAR, Jacksonville, Fla.
Lazy Bones
CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Whistling in the Dark
CHARLES, ROBERT
KWTX, Waco, Tex.
Request Club
CHARLES, DOSS
WHMA, Anniston, Ala.
CHASE, EDDIE
KFVD, Los Angeles, Calif.
Eddie Chase Show
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
Off the Record
CHASTAIN, TONY
WGBS, Miami, Fla.
The Nightwatch
CHRISTENSON, FRED
WMPS, Memphis, Tenn.
It's the Tones
CHURCHES, GLENN
KCKA, Sacramento, Calif
CLARK, DOUGLAS
KWEM, West Memphis, Ark.
Western Tralls
CLARK GORDON
KRAL, Rawlins, Wyoming
Moods in Melody
CLARK, GORDON L.
KPEX, Beaumont, Tex.
Revolving Bandstand
CLARK, HENRY
WMFF, Plattsburg, N. Y.
Discs & Data
CLARK, LOWELL
KFGF, Shawnee, Okla.
Dinner Dance
CLARK, WARREN
KBOL, Boulder, Colo.
Musical Clock
CLARKE, JIMMY
WAZL, Hazleton, Pa.
Melody Hour
CLARKE, JOHNNY
Announcer, Narrator, b. Kingston, Ohio, May 10, 13 ed. U. of Cinn. Cinn. Conservatory of Music, Miami U. (Ohio). Going to Town; Three Corner Club, WINS; Rittenhouse Chimes Show (Tel). CLARKE, PAUL
WMT, Cedar Rapids, Iowa
Borden's Ballroom
CLAY, SKETES
KOSA, Odessa, Tex.
Melody Shop
CLAYTON, BOB
WHDH, Boston, Mass
Boston Ballroom
CLEAVER, MARSHALL
WKAP, Allentown, Pa.
Down on the Farm
Polka Dots
Clown Patrol
CLEVELAND, BILL
KMYC, Marysville, Calif.
Bill Cleveland's Bandstand
CLEVELAND, CARLTON
WCW, Chicago, Ill.
Evening Serenade

TEDD LAWRENCE
"Swingtime"
"Hall Of Fame"
WHN

JACK LACY
"Listen To Lacy"
WINS
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<th>DISC JOCKEYS</th>
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<td><strong>CLIFFER, MAURI</strong></td>
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<td>KMPG, Los Angeles, Calif.</td>
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<td><strong>CLIFFTON, JACK</strong></td>
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<tr>
<td>KPRP, Paso Robles, Calif.</td>
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<tr>
<td>Music Hour</td>
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<td><strong>CLIFFTON, JACK</strong></td>
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<td>WAKR, Akron, Ohio</td>
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<td><strong>CLINE, CLAY</strong></td>
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<td>WJZM, Clarksville, Tenn.</td>
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<td>Midnight Masquerade</td>
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<td><strong>CLOSE, VIVIAN</strong></td>
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<tr>
<td>KPDR, Alexandria, La.</td>
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<td>Close to You</td>
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<td><strong>COCHRAN, PAUL</strong></td>
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<td>KWHK, Hutchinson, Kans.</td>
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<td>1100 Club</td>
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<td><strong>COODON HAL</strong></td>
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<td>KFMB, San Diego, Calif.</td>
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<tr>
<td>Cheatin' on The Sandman</td>
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<td><strong>COLE, FRED B.</strong></td>
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<td>WHDH, Boston, Mass.</td>
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<tr>
<td>Carnival of Music</td>
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<td><strong>COLE, DONN RAMON</strong></td>
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<tr>
<td>WLBF, Leesburg, Fla.</td>
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<tr>
<td>Platter Party</td>
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<td><strong>COLEMAN, PAUL</strong></td>
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<td>WNR, Binghamton, N. Y.</td>
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<tr>
<td>Timekeeper</td>
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<tr>
<td><strong>COLLIE, BIFF</strong></td>
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<tr>
<td>KSIX, Corpus Christi, Tex.</td>
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<tr>
<td>Mailman's Matinee</td>
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<tr>
<td><strong>COLLINS, JOHN S.</strong></td>
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<tr>
<td>KBR, Knoxville, Tenn.</td>
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<tr>
<td>1240 Club</td>
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<tr>
<td><strong>COLVIN, BILL</strong></td>
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<tr>
<td>WPAX, Thomasville, Ga.</td>
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<tr>
<td>Musical Clock</td>
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<td><strong>COMBES, JACK</strong></td>
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<td>WFUN, Huntsville, Ala.</td>
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<tr>
<td>Insomniac Serenade</td>
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<td><strong>COMBS, MORRISON</strong></td>
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<td>WSMC, Statesville, N. C.</td>
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<td>Musical Clock</td>
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<tr>
<td><strong>CONDIT, BUD</strong></td>
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<tr>
<td>WCAX, Burlington, Vt.</td>
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<tr>
<td>Turntable Terrace</td>
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<tr>
<td><strong>CONGER, FRED</strong></td>
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<td><strong>CONNORS, TED</strong></td>
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<td>Mountain Jamboree</td>
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<td>WHTN, Huntington, W. Va.</td>
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<tr>
<td><strong>COOK, CARL</strong></td>
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<td>KTMS, Santa Barbara, Calif.</td>
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<td><strong>COOK, IRA</strong></td>
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<td><strong>COOK, JOE</strong></td>
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<td>WKBR, Detroit, Mich.</td>
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</table>

**BILL LEYDEN**

Hollywood
CRAIG, ROB
WGRV, Greenville, Tenn.
1340 Club

CORNELL, CURLY
WADC, Akron, Ohio

CORNWELL, BLAINE
KXKL, St. Louis, Mo.
Record Time

CORWIN, HAL
KSRV, Ontario, Ore.
The Corwin Show

COSTLEY, JAN
WINS, Binghamton, N. Y.
You Name It

COURTNEY, ALAN
Radio broadcaster, disc jockey, MIA, New York, N. Y., Nov. 29, 1912; NYU; Fordham Univ.; Courtney's Record Carnival (BSS); MC for Kern Kobbler's (Recorded); Calling All Girls; Courtney's Campus Club; WNEW Varieties.

CRAPPLE, BILL
WCAO, Pensacola, Fla.
Lullaby in Rhyme

CRAIG, EDDIE
WBLI, Dalton, Ga.
Tea Time Tunes

CRAIG, FRANCIS
Featuring with Francis Craig
WSM, Nashville, Tenn.

CRAIG, GLENN
KCLE, Cleburne, Tex.
All Hillbilly Shows

CRAIN, MARVIN
KNET, Palestine, Tex.

CAMEL, BILL
KKOM, Pittsburg, Kans.
Star Preview

CRAMER, TED
WXY, Okotoks City, Okla.
Time & Tune Parade

CRANDALL, PAUL
WBLJ, Dalton, Ga.
Plainview Express

CRANNA, JIM
WSLB, Ogdensburg, N. Y.
1400 Club

CRAVEN, HAROLD
WMFR, High Point, N. C.
Off the Record

CRESWELL, DICK
KELO, Sioux Falls, S. Dak.
Requestfully Yours

CRIST, JIM
WTHJ, Baltimore, Md.
Telo-Test

CROCKER, LEE
KDMO, Carthage, Mo.
Needlework

CROCKER, ROY
WMMF, Miminville, Tenn.
1230 Club

CUETARA, RICK
KCOY, Santa Maria, Calif.
June Box Revue

CULVER, CAL
KFYR, Bismarck, N. Dak.
Saturday Swing Session

CUMMINGS, ALL
WARL, Arlington, Va.
Cummings Corner

CUMMINS, RAY
WWRB, Morehead City, N. C.
Hillbilly Hit Parade

CUNNINGHAM, BOB
KSPV, Artesia, N. Mex.
Tom for Supper

CURD, LARUE
KRSO, Seattle, Wash.
Top O' The Morning

CURTIS, DAVID
WRNY, Rochester, N. Y.
Clock Watcher

CUSHICK, FRED
WRET, Brockton, Mass.
Platter Patter

CUTRICK, TOMMY
WSSL, Jackson, Miss.
930 Club

DAILEY, TOM
KWK, St. Louis, Mo.
The Tonne Dalle Show

DAILY, DICK
WFOY, St. Augustine, Fla.
1210 Club

DALTON, BOB
WRNL, Richmond, Va.
Requestfully Yours

DALE, AL
WSPD, Toledo, Ohio
Show Time

DANIELS, ED
WGRY, Greenville, Tenn.
Unleaven Melodies

DANIELS, MERRILL
WFRE, Washington, N. C.
Tunes, Time and Shopping Tips

DARLEY, LARRY
KVOP, Plainview, Tex.
All-Request

DAUGHERTY, BERT
KWAL, Wallace, Idaho
Tours for the Asking

DAVID, ART
KGYW, Vallejo, Calif.
Early Warm

DAVID, TOBY
WJR, Detroit, Mich.

DAVIDSON, BRYAN
WSON, Henderson, Ky.
Melody Time

DAVIDSON, BYRON
WAOV, Vincennes, Indiana
1460 Club

DAVIES, LAWSON S. C.
KCSU, Prowo, Utah
Digin' the Disc with Davies

DAVIS, CLYDE C.
WAYX, Waycross, Ga.
Morning Rise'n Shine

DAVIS, DON
KFRC, San Francisco, Calif.
Flying Discs

DAVIS, ED
WFPG, Steel Pier, Atlantic City, N. J.
Midnite Platter Party

DAVIS, EDDIE
WTOC, Savannah, Ga.
Alarm Clock Club

DAVIS, HAIL
KCMJ, Palm Springs, Calif.
Music for the Party

DAVIS, JOHN LEE
KKWEY, Covington, Va.

DAVIS, OVIDE
KCLL, Houma, La.
1490 Club

DAWSON, BILL
WPAY, Portsmouth, Ohio
Housewives Requests 1400 Club

DEAL, JOHN H.
WHCU, Ithaca, N. Y.
Time Service

DEAN, BILL
KEIX, Muskogee, Okla.
Turntable Terrace

DECANE, JOE
WHEC, Rochester, N. Y.
Open House

DEERING, HAVY
KSRV, Ontario, Ore.
10 O'Clock Special

DEBIE, DICK
KSG, Crowley, La.
The Tock Tunes

DECKER, VIC
WCWW, Canton, Ohio
Timken Time

DEE, TOMMY
WBST, South Bend, Ind.
Rise and Shine

DEMARSE, WILLARD
WRNY, Rochester, N. Y.
Melody of Love

DEMILLE, STAN
KSUB, Cedar City, Utah
Columbia Record Shop

DENNY, STAN
KBIX, Provo, Utah
Luncheon Delight

DEVIN, ANDREW
WBBZ, Vineland, N. J.
Platter Parade

DEVONCHIK, JOE
WMBL, Morehead City, N. C.
Musical Revue

DEVORE, TOY
KVOO, Tulsa, Okla.
Music Room

DEWALT, DON
KHEB, Santa Monica, Calif.
Music Box Revue

DICKENS, JIMMY
WKNX, Saginaw, Mich.
Melody Ranch

DICKLER, SID
WMCK, McKeensport, Pa.
Meet the Maestro

DICKSON, DICK
WARS, Wilmington, Dela.
Today's Top Tunes

DIERICH, RAY
KIST, Santa Barbara, Calif.
Sun-KIST Show

DIGUES, FRED
WJJO, Opelika, Ala.
All-College Review

DILL, GLEN
WTSP, St. Petersburg, Fla.
The Sundial

DILLINGHAM, ALEX
WFLS, Lansing, Mich.
Record Time

DILLNER, BILL
WEDC, Chicago, Ill.
Midnight Flyers

DINSMORE, ED
WOOP, Boston, Mass.
Ed Dinsmore Show

DISS, JACK
WHQ, Memphis, Tenn.
Mr. Beehive's Waxworks

DIXON, BILL
WTCB, Flint, Mich.
Record Lounge

DIXON, PAUL
WPOC, Cincinnati, Ohio
The Paul Dixon Show

DOBBINS, JOE
WBCN, Columbus, Ohio
Yawn Patrol

DODD, SAM
WAOV, Vincennes, Ind.
Sad Sam—The Record Man
DODGE, OTIS
WZTB, Talladega, Ala.
Yawnbusters

DOLAN, EDDIE
KLOK, San Jose, Calif.
Platter Party

DON, UNCLE
WGR, New York, N. Y.
Uncle Don's Record Party

DONALDSON, BOB
WMBY, Montgomery, Ala.
Wax-Works

DONALDSON, CHRIS
WOI, Ames, Iowa
Today's Music

DONALDSON, EARN
KALL, Salt Lake City, Utah
Melody Mac & Vern

DOOLEY, PETER
WFKY, Frankfort, Ky.
Dance with Dooley

DOREY, RAY
WIZ, West, Boston, Mass.
Turntable Terrace

DOREY, BILL
WSKY, Asheville, N. C.
Rhythm Ranch & Sunny Terrace

DOREY, JOE
WEMP, Milwaukee, Wis.
Wire Request

DOSEY, TOMMY
WMA, New York, N. Y.
WHEE, Boston, Mass.
WMMJ, Peoria, III.
The Tommy Dorsey Show

DOUGLAS, VAN
WGBK, Detroit, Mich.
Harlem on Parade

DOYLE, JOHN
KRIT, Yakima, Wash.
Johnny Come Early

DREPPEER, BOB
WLOW, Norfolk, Va.
Morning in Norfolk

DREYFUSS, DICK
WAGM, Presque Isle, Me.
Pop Melody Time

DRILLING, JOE C. JR.
KOKO, Tulare, Calif.
Date With A Disc

DU BOIS, CHUCK
KMBY, Billings, Mont.
1240 Club

DUFFY, BOB
WLHN, Laconia, N. H.
At Your Request

DUGDALE, CHARLES
WOL, Omaha, Nebr.
Melody-Go-Round

DUGGAN, TOM
KEEN, San Jose, Calif.
KEEN Kapers

DUGGERS, MELVIN
WKRK, Columbus, Tenn.
Hibbly Melodies

DUKE, TOMMY
WMLT, Dublin, Ga.
WMLT Dancing Party

DUANE, JIM
WEBQ, Harrisburg, Ill.
Requestfully Yours

DUNDAS, BOB
KFLY, Houston, Tex.

DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
Dial Dunlap

DUPUY, MONTY
WNCN, Asheville, N. C.
Requestfully Yours

DURST, LAVADA
KXET, Austin, Tex.
Rosewood Ramble

DYER, DONN
KPFN, Shenandoah, Iowa
Watching the Grooves

DYER, DON
WAYB, Waynesboro, Va.
Your choice — F —

EARLE, BOB
WKOW, Madison, Wisc.
Midnight In Madison

EARLE, BOB
WROK, Rockford, Ill.
1440 Club

EAST, HARRY
WDAY, Columbus, Ga.
Talk of the Town

EATON, E.

EDWARDS, GORDON
WCCO, Minneapolis, Minn.
Music Made in USA

ECKERT, ED
WKNY, Kingston, N. Y.
Musical Clock

EKLES, DAMON
WTSU, St. Petersburg, Fla.
Junior D J Club

ELLIS, POP
WBGE, Atlanta, Ga.

EDDELL, BOB
WBIC, Bloomington, Ill.
Talk To Me

EDGAR, BILL
WBEJ, Elizabeth-Johnson City, Tenn.
Breakfast Club

EDNEY, GRADY
WLOS, Asheville, N. C.
Skylark Ballroom

EDWARDS, FRED
KRLD, Dallas, Tex.

EDWARDS, JOHNNY
KATL, Houston, Tex.
Chuckwagon Call

EDWARDS, LEE
WLIF, Kenoosa, Wisc.
Chocolate

EDWARDS, MARTIN
WANN, Annapolis, Md.
Matinee Music

EIGEN, JACK
WINS, New York, N. Y.
Meet Me at the Copa

EILERS, BILL
KEEN, San Jose, Calif.
Paddle

EISSL, GERALD
KBOI, Burley, Idaho
Saturday Afternoon Swing Session

ELLIN, MARVIN
WCAO, Baltimore, Md.
Varieties

ELLINGTON, DUKE
NEC—CBS—MBS—WMA

ELLINGTON, STEVE
KOAC, Corvallis, Ore.
Ride 'Em Cowboy

ELLIOTT, BOB
WHDH, Boston, Mass.
Back Day Matinee

ELLIOTT, DON
WEAS, Decatur, Ga.
Mike Fright

ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
Coffee Cup Review

ELLIOTT, JAY
WCIC, Flint, Mich.
Tommy Dorsey Show

ELLIOTT, PERRY
WRLD, West Point, Ga.
Rosewood Ramble

ELLSWORTH, JACK
WHIM, Phoenix, R. I.
Record Review

ELSNER, ROY
KECK, Odessa, Tex.
Melody Matinee

ENGLE, HOLLAND
WGN, Chicago, Ill.

ENGLISH, JIMMY
WAYB, Pasadena, Ky.
Saturday Session

ENTERLINE, BERNE
WMJF, Peoria, Ill.
1020 Club

ERWIN, TOMMY
KVLF, Alpine, Tex.
Platter Party

ESKIN, BOB
WGAI, Athens, Ga.
Good Morning Circle

EVANS, BILL
WGW, Chicago, Ill.

EYERSON, CHRIS
WMOX, Meridian, Miss.
Solid Senders

EVANS, DON
WGRV, Charleston, W. Va.
Ham 'N Eggs

EVANS, JEFF
KRUL, Corvallis Ore.
Early Worm Club

EYCK, SID
KJSN, San Francisco, Calif.
Sid Ten Eyck Show

FACEMEYER, ROY
WSNJ, Bridgeton, N. J.
Jersey Jamoree

FAGAN, FRANK
WGTK, Greenville, N. C.
Block Party

FAIR, JIM
WLKE, Richmond, Va.
Spotlite on Music

FARBER, BURT
WSAI, Cincinnati, Ohio
Burt Farber Show

FARKAS, BILL
WQRK, New York, N. Y.
Record Rarities

FARMER, JON
WAGA, Atlanta, Ga.
Early Worm

FAUST, BOB
KVOW, Littlefield, Texas

FAVE, LEO
KONO, San Antonio, Tex.
10 O'clock Tunes

FETHERSTONE, CHARLIE
WWSC, Glen Falls, N. Y.
Charley Featherstone

FELLER, SHERMAN
WKEI, Boston, Mass.
Club Midnight

FELTON, BILL
WNAM, Neenah, Wisc.
Valley Varieties

FERGUSON, BILL
WHIT, Durham, N. C.
Midnight Serenade
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<td>Fort Worth, Tex.</td>
<td>WRAL</td>
<td>Morning Round-Up</td>
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<td>Syracuse, N. Y.</td>
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<td>Club 570</td>
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<tr>
<td>Hall, Bill</td>
<td>Elizabeth-Johnson City, Tenn.</td>
<td>WJJE</td>
<td>Melody Hour</td>
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<tr>
<td>Hall, Bill</td>
<td>Rome, Ga.</td>
<td>WROM</td>
<td>Records at Random</td>
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<tr>
<td>Hall, Charles</td>
<td>Charleston, S. C.</td>
<td>WCAC</td>
<td>Strictly Informal</td>
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<tr>
<td>Hall, Russell</td>
<td>Owensboro, Ky.</td>
<td>WMON</td>
<td>Once Over Weekly</td>
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<tr>
<td>Hall, William</td>
<td>Twin Falls, Idaho</td>
<td>KXLY</td>
<td>Mile of Smiles</td>
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<tr>
<td>Hamilton, Joe</td>
<td>Bowling Green, Ky.</td>
<td>WLJL</td>
<td>Get Up &amp; Grin</td>
</tr>
</tbody>
</table>
HAMILTON, JOHN
KPRL, Paso Robles, Calif. 
Nedie Johnson's Bandbox

HALLWOOD, DICK
WBBC, Flint, Mich. 
After Hours Club 
BBC Ballroom

HAMMOND, CHARLES
WMBO, Auburn, N. Y. 
Musical Clock

HACK, JOHN
WFRP, Savannah, Ga. 
Danceland

HANNAH, BOB
WGIG, Sunter, S. C. 
Musical Clock

HANNAH, LLOYD
KELA, Centralia & Chehalis, Washington 
Insomnia Club

HANRAHAN, ED 
WITH, Baltimore, Md. 

HANSEN, ROY
WONS, Hartford, Conn. 
Roy Hansen Show

HARWOOD, ART
KPRL, Paso Robles, Calif. 
Platter Parade

HARRISON, BOB
KWC, Vernon, Tex. 
Variety Time

HARE, BOB
KDIR, Alexandria, La. 
Bfast Cabaret

HARGREAVES, BERNIE
WENT, Elmiara, N. Y. 

HARRISON, CHUCK
KSRY, Ontario, Ore. 
Slumber Busters

HARMES, FRANK 
WITH, Baltimore, Md. 
Swing Class

HARRER, JOHNNY
WWL, Woodsie, N. Y. 
Kitchen Kapers

HARRER BILL
KVOP, Plainview, Tex. 
Wellington Request

HARRRILL, NELSON
WGWR, Ashboro, N. C. 
Good Neighbor Time

HARRINGTON, BILL 
WESX, Salem, Mass. 
Tea Time Ballroom

HARRIS, BILL
WHMA, Anniston, Ala. 
All-Request Hour

HARRIS, CRAIG
KXL, Oakland, Calif. 
Craig Harris Matinee

HARRIS, DEAN
WAGE, Syracuse, N. Y. 
Request Time

HARRIS, DICK
WUF, Madisonville, Ky. 

HARRISON, CHARLIE
WTAW, College Station, Tex. 
Record Rack

HARRISON, J ack
WLAV, Grand Rapids, Mich. 
Late Risers

HART, MAURICE 
Announcer, Disc Jockey, b. N. Y. C. N. Y. Jan. 6, '09. 
Start the Day Right; The Hollywood Bandstand; KFWB, Holly- 
wood, Calif.

HASKINS, BILL
WGGA, Gainesville, Ga. 
1240 Club 
Hillbilly Hit Parade

HARTMAN, ROM E
WTRK, West Palm Beach, Fla. 
Morning Toast

HARVEY, BOB
KDBO, Sedalia, Mo. 
Swing Serenade

HARWELL, DICK
KRGV, Weslaco, Tex. 
Dreamland Ballroom

HARWELL, ERNIE
WBGE, Atlanta, Ga. 

HARWOOD, CHRIS
WBDU, Morrisville, Pa. 
Chris Harwood Showcase

HASELTINE, FRED
WDNC, Durham, N. C. 
Alarm Clock Club

HASKINS, RALPH
WKTM, Mayfield, Ky. 
Wake Up and Live

HASSING, DOUG
WTOC, Savannah, Ga. 
Flavor Rangers

HAUG, WKBG, Ala. 
Dixie Platter Party

HAU TE, JIM
KLMP, Monot, N. Dak. 
Revolving Bandstands

HAYWORTH, JAY
KWOC, Poplar Bluff, Mo. 
1340 Klam worms

HAYS, JIM
KVOA, Tucson, Arizona 
Music by Request

HEAD, BYRON L.
KOIL, Omaha, Neb. 
Alarm Clock Club

HEALEY, GARY 
KBUN, Bemidji, Minn. 
Mid-day Matinee

HEGARD, KEN
WPOX, Milwaukee, Wis. 
Pancake Parade

HEGEN, HAROLD
KFW, Seattle, Wash. 
Just Music

HEMINGWAY, J ACK
KXLE, Elensburg, Wash. 
Yawn Patrol

HEM RICK, JOHN
WBHF, Cartersville, Ga. 
Morning Jamboree

HENDRICKSON, SCOTT 
KTGC, Tucson, Arizona 
Juke Box Jamboree

HENKE, CHAS.
WPET, Wisconsin Rapids, Wis. 
Music Til sign-off

HENNESSY, FRANK 
WSYR, Syracuse, N. Y. 
Timekeeper

HENNESY, TOM
WFAK, Charleston, S. C. 
Requestul Yours

HENRY, GIL
KOPP, Ogden, Utah 
Call A Cop

HENSON, DOUG
WMVG, Milledgeville, Ga. 
Jive til Five

HERMAN, CHARLIE
WLAV, Grand Rapids, Mich. 
Music for Milady

HERNAN, PAT
WKOW, Madison, Wisc. 
Harmony House

HERRING, WARREN
WAGC, Chattanooga, Tenn. 
Moonlight Melodies

HERRINGTON, HUBERT
KPBX, Beaumont, Tex. 
U-Name-It!

HERIOTT, RICHARD
KYSF, Santa Fe, N. M. 
15-00 Club

HERSON, BILL
WRC, Washington, D. C.

HESTEK, ART 
KSEE, Pittsburg, Kans. 
Five-Five Show

HEWHEY, D 
WBV, Belleville, III. 
Downey Hewey Show

HICKOK, BILL
WCON, Atlanta, Ga. 
Harmony House

HILDAHL, HENRY 
KORE, Eugene, Ore. 
Night Owl Bandwagon

HILDEBRAND, BERNADO
WKNO, Oreganburg, S. C.

HILEY, JOE
KGY, Olympia, Wash.

HILLE, DALTON
WHIZ, Zanesville, Ohio 
Breakfast in Bedlam

HICKE, GLENN
WPAX, Thomasville, Ga. 
As You Like It

HICKOK, BILL 
WCP, Boston, Mass. 
Harmony House 
Bill Hickok Show

HOCKETT, CHARLES 
KOCA, Kilgore, Tex. 
Eye Opener

HOFF, GRANT
KGME, Boise, Idaho 
Spinder's Delight

HOFMAN, WAYNE 
WKMO, Kokomo, Indiana.

HOTPFAUL, JAY 
KSIG, Crowley, La. 
Coffee Time

HOGAN, ED 
KWBQ, Fort Worth, Tex. 
Jogans Alley

HOGAN, GEO.
WOR, N. Y.

HOGGATT, JACK 
KJK, Yakima, Wash. 
Destination Midnight

HOGUE, DICK 
WKNA, Charleston, W. Va. 
Midnight Music

HOKANS, ARNE
WKLA, Ludington, Mich. 
Morning Varieties

Let's Dance

HOLLANDSWORTH, DENNIS 
WOAY, Oak Hill, W. Va. 
Juke Box Revue

HOLMAN, PHIL 
KMKJ, Fresno, Calif. 
Tops in Pops

HOLMES, CHARLIE 
WDVA, Danville, Va. 
Holmes Hayloft

HOLMES, JOHN 
KWLX, Longview, Wash.

HOLT, BOB 
KGFW, Kearney, Nebr.

HOPPS, HIRAM 
WOLF, Syracuse, N. Y. 
WOLF Buckaroos

HORN, ROB 
Midnight Bandwagon

HORTON, HUBERT 
KRLD, Dallas, Texas

HOTCHKISS, BOB 
KGER, Long Beach, Calif. 
Housewives' Music Hall

HOULIHAN, BILL 
WWL, Peoria, Ill. 
Dawntwister
HOUSTON, HAROLD
KELLS, Red Bluff, Calif.
Old Club

HOWARD, DALE
KVOX, Moorhead, Minn.

HOWARD, DON
WEBC, Duluth, Minn.

HOWARD, HUNK
WATR, Waterbury, Conn.

HUNGER, TONY
WFIR, Alexandria, Va.

HUNTER, JOHN
WHN, Richmond, Va.

HUNTINGTON, Howard
HUSING, Elmgrove, III.

HURST, ED
WPEN, Phila., Pa.

HUSING, Ted
KWIC, Vernon, Tex.

HUTCHISON, DICK
WHIN, Huntington, Pa.

HUTCHISON, FRED
WHIN, Huntington, Pa.

IKE

IDE, CARL
KDKA, Pittsburgh, Pa.

IRVING, BOB
WLAP, Lexington, Ky.

IRVING, GEORGE
WCMR, Covington, Miss.

IRVING, JIM
WEXI, Salem, Mass.

IRVING, PAUL
WEDC, Chicago, Ill.

JACK, CHEROKEE
KMO, Tacoma, Wash.

JACKSON, HAY
WOOR, Silver Spring, Md.

JACKSON, PAUL
WSNY, Schenectady, N. Y.

JACKSON, SANDY
KRON, Omaha, Nebraska
Rhythm Inn

JACKSON, TOM
WKB, Mobile, Ala.

JACOBSEN, HANK
WKDK, Newberry, S. C.

JAMES, A. M.
WFR, Savannah, Ga.

JAMES, ANDY
WCLA, Ellensburg, Ill.

JAMERSON, PETER
WAVX, New Haven, Conn.

JEKES, FRED
WAGE, Syracuse, N. Y.

JOHNSON, BOB
WGB, Greensburg, Pa.

JOHNSON, DICK
WIGM, Medford, Wisc.

JOHNSON, DUANE
KCOY, Santa Maria, Calif.

JOHNSON, HARRY
KGNO, Dodge City, Kans.

JOHNSON, IRWIN
WNB, Columbus, Ohio

JOHNSON, JIM
KOFN, Grass Valley, Calif.

JOHNSON, JOE
WMYA, Martinsville, Va.

JOHNSON, VERN
KRS, Seattle, Wash.

JOHNSTON, JOHNNY
WGAD, Gadsden, Ala.

JONES, BOB
WBIG, Greensboro, N. C.

JONES, CHUNCY
KWIT, Hutchinson, Kans.

JONES, DANA
WBEH, Pittsfield, Mass.

JONES, BORRY
WSGC, Elberton, Ga.

JONES, J. D.
KIAM, Vernal, Utah

JONES, JIMMY
KGVL, Greenville, Tex.

JONES, TOM
WRF, Alexander City, Ala.

JORDAN, FRANK
WRNY, Rochester, N. Y.

JORDAN, MARK
EGO, San Francisco, Calif.

JOYCE, HOWARD
WLV, Grand Rapids, Mich.
Melody Merchant

KALBERGER, GEORGE
KDAL, Duluth, Minn.

KALAY, ED
WINN, Louisville, Ky.

KALMUS, BEA
WHN, New York, N. Y.

KAMMAN, LEIGH
WLLO, Minneapolis, Minn.

KANE, DAVID
WLAU, Laurel, Miss.

KANE, JOHNNY
WINS, Wom., N. Y.

KARRENBAR, BILL
WHBC, Canton, Ohio

KAYE, RICHARD
WMRN, Marion, Ohio

KAUFFMAN, BUD JR.
WJLS, Lansing, Mich.

KAY, WALTER
WJW, Cleveland, Ohio

KEANE, JACK
KGBS Harlingen Tex.

KEATL, ED
KFRU, Columbia, Mo.

KEEN, JEFF
KYY, Philadelphia, Pa.

KEITH, JOE
KLIP, Dallas, Tex.

KELLAR, ART
WBN, Bellevue, W. Va.

KELLER, O. J. JR.
WTAX, Springfield, Ill.

KELLY, GEN
WNB, Syracuse, N. Y.

KELLY, TOM
WOOD, Grand Rapids, Mich.

KELLY, WARREN
WJR, Detroit, Mich.

KEMP, ED
WSPD, Toledo, Ohio

KENNEDY, MICHAEL
WFM, Martinsburg, W. Va.

SPORTS AND JIVE

JUKEBOX

JUKE-BOX

JUKE-BOX

JUKE-BOX
LES Coulie, Jack
Disc Jockey, Announcer: WOR-
Mutual all night show.

L eslie, Jack
KTP, Porterville, Calif.
Tip Top Spot

L ester, Bill
KOF, Phoenix, Arizona
Off the Record

L esters, Gary
WRB, Providence, R. I.
Breakfast with the Record Man

L ewison, Bud
KOLN, Lincoln, Nebr.
Goom Busters

L ewis, Bill
WKXO, Framingham, Mass.
Red's Club

L ewis, Bill
KLMF, Minot, N. Dak.
Midnight in Minot

L ewis, Ed
KKDO, Colorado Springs, Colo.
1240 Club
Turntable Talk

L ewis, Gene
KTHT, Houston, Tex.

L ewis, Lyle
WABZ, Albemarle, N. C.
Ramchond Dance Time

L ewis, Mark
WWOD, Lynchburg, Va.
Spin & Chin

L ewn, Kermit
WKWF, Key West, Fla.
1600 Club

L eyden, Bill
KMPX, Los Angeles, Calif.
Music Hall

L indsay, Jack
WGEC, Rocky Mount, N. C.
Platter Plant

L ipez, Harris
WBZ, Lack Haven, Pa.
Platter Chatter

Lippincott, Elwood
KELA, Centralia & Chehalis, Wash.

L ister, Bill
KABC, San Antonio, Tex.
Hillbilly Hit Parade

L ittle, Bill
KADA, Ada, Okla.
Songs of Range Capers

L ittlejohn, Johnny
WXJX, Jackson, Miss.
Record Rendezvous

L ittLeToN, Buck
WKLF, Clanton, Ala.
Musical Clock

Lochman, Walt
KCMO, Kansas City, Mo.
Walt's Wax Works

Locke, Gene
WMMT, McMinnville, Tenn.
Mailbag Show

Logan, Jim
WGPA, Bethlehem, Pa.
For You By Request

London, Rex
KHOU, Harrison, Ark.
1240 Club

Long, Johnny
KXWP, Starmont, Texas
1400 Club

Loren, Wm. H.
WLVA, Lynchburg, Va.
Turntable Windup
It's The Tops

Lowe, Jackson
WWDC, Washington, D. C.
1450 Club

Lowe, Jim
KFFF, Columbus, Mo.
Disc Derby

Lowe, Jimmy & (Norm Alden)
KXOL, Fort Worth, Tex.
Juke Box

Lowery, Bill
WGRV, Greenville, Tenn.
Let's Have Fun

Lucas, Ben
WLOK, Lima, Ohio
Hart Beats

Lucas, Clyde
WBAY, Coral Gables, Fla.

Lucas, Harry
WLOK, Lima, Ohio

Lucas, Martin
KWBX, Corpus Christi, Tex.
Hi Neighbor

Lucens, Ned
WEAS, Decatur, Ga.
Jumpin' With Jack

Lund, Ed
WGOL, Valdosta, Ga.
1450 Club
Wax Works

Lund, Howie
WJMO, Cleveland, Ohio
Here's Howie

Lund, Jack
KFJX, Grand Junction, Colo.
920 Club

Lundquist, Vernon
WGEN, Knoxville, Tenn.
Readin' With

Lupton, John
WLAN, Lancaster, Pa.
Remote Control

Lynch, Charles T.
WGFS, Kalamazoo, Mich.
Platter Party

Lyon, Len
KWCQ, Chickasha, Okla.
Hillbilly Request

Lyons, Bob
WGBS, Miami, Fla.
Florida Special

Lyons, Jimmy
KSDM, San Diego, Calif.
Escapades

Lyons, Robert
WHIZ, Zanesville, Ohio
1240 Club

Me

MacKelvie, Arthur
KQK, Spokane, Wash.
Music Shop

MacKie, Johnny
WABI, Bangor, Me.
Rise and Shine

McAdoo, Dick
WGBG, Greensboro, N. C.
Yawn Patrol

McAllister, Don
WDBO, Orlando, Fla.
Rise and Shine

McAndrew, Bill
WARM, Scranton, Pa.
Swing Session

McBride, Bob
WPNI, Alexandria, Va.
Early Birds

McCall, L. C.
WWVF, Palatka, Fla.
800 Club

McCandless, Mac
WDAD, Indianapolis, Pa.
Music with Mac

McCann, Bob
KJMY, Billings, Mont.
Matinee Melodies

McCarthy, Red
WHGR, Harrisburg, Pa.
Platter, Chatter

McCarthy, Burl
WDAE, Tampa, Fla.
Wake Up Tampa

McCarty, Donald E.
WBOW, Terre Haute, Ind.
Off the Record

McCaulley, Joe
WIP, Philadelphia, Pa.
Dawn Patrol

McClanahan, STEELE
KGJS, Harlingen, Tex.
Musical Clothes

McClure, Al
KOAM, Pittsburg, Kans.
Dance Time

McConnell, Byron
WKST, New Castle, Pa.
We Congratulate

McConnell, Jim
KLOU, Lake Charles, La.
Music For Moderns

McCreaey, MACK
KEBE, Jacksonville, Tex.
1400 Club

McCutcheon, Don
KASH, Eugene, Ore.
Sunday Musicale

McDaniel, Carl
KOCY, Oklahoma City, Okla.
Martins Music Shop

McDevitt, Leo
Accent on Rhythm

McElroy, Mac
WERC, Erie, Pa.
1230 Club
The Timekeeper

McDonald, GARF
KWSL, Lake Charles, La.
Music As You Like It

McEcher, Lee
WHBQ, Memphis, Tenn.
The Clock Watchers

McElwee, Russ
WKDF, Newberry, S. C.
Dance Time

McGary, Jones, Dana
WBRE, Pittsfield, Mass.
Requestfully Yours

McGill, Morrey
WCWW, Canton, Ohio
Tip Top Patrol

McIlhain, Don
WHWL, Nanticoke, Pa.
Juke Box Review

McIntyre, Frank
KXIX, Twin Falls, Idaho
Mid-Morning Melody Matinee

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MAC KAY, RAY
WATL, Atlanta, Ga.
Radio Rodeo

MCKAYE, KEN
KSVF, N. Mex.
Morning Matinee

MCKELLAR, DOUG
KECA, Los Angeles, Calif.
That Feller McKellar

MCKENNA, BOB
WEDO, McKeesport, Pa.
Spook Club

MCKENZIE, ED
WKBX, Detroit, Mich.
Jack the Bellboy

MCKINNON, BOB
WQFS, Alexandria City, Ala.
1050 Club

MCLAIN, DONALD
WABG, Albermarle, N. C.
Platter Parade

MCLELLAN, CHUCK
KYAK, Atchison, Kan.
Musical Clock

MCELLEN, CHUCK
KNOW, Austin, Tex.
Requestfully Yours

MCLESKY, JOE
WMAP, Monroe, N. C.
Club 1060

MCLEONARD, NORWOOD
KNOW, Austin, Tex.
Requestfully Yours

MCLENNON, JIM
WFNS, Burlington, N. C.
Moonlight Capers

MCLENNON, MARYLIN JEAN
WMCK, McKeesport, Pa.
Number One Place

MCLENNON, MARY
WMBS, Uniontown, Pa.
Request Express

MCNALL, MARTY
WBSO, Cleveland, Ohio
Noon Timeclock

MCNEW, DAN
WBAC, Cleveland, Tenn.
Let's Have Fun

MAASS, BILL
WBAJ, West Lafayette, Ind.
Tea Time Tunes

MABRY, BOB
KUSN, San Diego, Calif.
All Hit Request Program

MABRY, DICK
WIBG, Philadelphia, Pa.
A Man & His Music

MACK, BERNIE
WMUR, Manchester, N. H.
Radio Juke Box
Grovin at the Grove

MACK, BILL
WDGC, Chicago, Ill.
Hot and Bothered

MACK, BRUCE
KOSA, Odessa, Tex.
Night Owl Club

MACK, JIM
WHFB, Benton Harbor, Mich.
Yawnin' in the Mawmaw

MACK, RUSSELL
KRKD, El Paso, Tex.
Musical Clock

MacLEAN, JEAN
KBIO, Burley, Idaho
Mystery Music Shoppe

MACRIL, JIM
WIRA, Ft. Pierce, Fla.
Musical Clock
Indian River Ranch

MADISON, BOB
KWFB, Hutchinson, Kansas
Request Club

MAFFIE, AL
WFRA, Manchester, N. H.
Coffee Time

MAGGIO, JOE
KIDO, Boise, Idaho
Musical Merry Go Round
Six to Seven Club
Little Show

MAGRUDER, PHIL
WKBV, Paducah, Ky.
800 Club

MAGUIRE, DICK
KFJN, Klamath Falls, Ore.
Rick's Request

MAHONEY, ED
WCVS, Springfield, Ill.

MALLOV, LES
KGO, San Francisco, Calif.
Les Malloy

MALONE, LEE
WMFT, Florence, Ala.
Let's Dance

MANCEL, DISNEY
WKAN, Kankakee, Ill.

MANN, ALAN
KFVB, Hollywood, Calif.

MANN, EARL
KDIX, Dickinson, N. Dak.
Farm Service Hour

MANNING, RAY
WL, St. Louis, Mo.
Platter Parade

MANNING, STEVE
WFNC, Fayetteville, N. C.
20th Century Serenade

MANSFIELD, ANDY
KWKM, Pasadena, Calif.
Notes to you

MANSFIELD, BOB
WGGO, Valdosta, Ga.
Coffee Club

MARCELLE, LOU
KFBW, Hollywood, Calif.
All Star Western Jamboree

MARCOE, VERN
KSBW, Salinas, Calif.
Saddle Rock & Rhythm

MARIAN, RUSS
WDTC, Danville, Va.

MARKEY, PAUL
WIZE, Springfield, Ohio
Music Scoreboard

MARS, PETER A.
WKLA, Ludington, Mich.
Musical Clock

MARTIN, ALLYN
WLIZ, Bridgeport, Conn.
Platter Party

MARTIN, DICK
WGWR, Asheboro, N. C.
Request Time

MARTIN, JOE
KXNA, Yakima, Wash.

MARTIN, KRIS
WACE, Chicopee, Mass.
Musical Grab Bag

MARTIN, LEW
WDSM, Superior, Wis.
1250 Club

MARVIN, BILL
KSON, San Diego, Calif.
Pigskin Parade

MASON, BILL
Off the Record

MASON, CHARLES
WEAT, Lake Worth, Fla.
Swing Shootin' Sista

MATEL, CHET
WOOD, Grand Rapids, Mich.
Off the Record

MATHERS, DON
KDAL, Duluth, Minn.
Music Shop

MATTHEWS, JAMES
WBBB, Carrollton, Ga.
Readin' Rittn Rhythm

MATTISON, BILL
WGLN, Glens Falls, N. Y.
Musical Souvenirs

MATTSON, BOB
WHEL, Virginia, Minn.
Saturday Swing Shift

MAXWELL, BOB
WKNX, Saugus, Mich.
Hall of Records
Coffee Time

MAXWELL, CHUCK
KFBC, Cheyenne, Wyoming
Requestfully Yours

MAXY, JACk
WLAP, Albany, Ga.
Melody Time

MAYNARD, JACk
KTSN, El Paso, Tex.
Gold Coast Express

MAYO, TED
WFFA, Dallas, Tex.
The Mayo Show

MECKHAM, LLOYD
KIFI, Idaho Falls, Idaho
Melody Matinee

MEEHAN, BOB
Discomaster
WEAN, Providence, R. I.

MEERS, CARL
WRLC, Toccoa, Ga.
Tiny's Platter Party

MEHAN, BOB
KWBQ, Oakland, Calif.
Around the Bay After Midnight

MEISTER, BOB
WWMN, Marietta, Wisc.
Hitchin' Post

MENDez, RAFAEL
KWWK, Pasadena, Calif.
Rafael Mendez Program

MENTOR, ART
(News Editor)
KNET, Palestine, Tex.

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<td>MULLHOLLAND, ROSS</td>
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</table>
MULLINAX, WALLACE  
WFBC, Greenville, S. C.  
Top o’ the Morning

MUNN, MELVIN  
KRLD, Dallas, Tex.

MUNZELL, ADRIAN  
WLOS, Asheville, N. C.  
Cover Puller

MURPHY, DENNIS  
WLIX, LaCrosse, Wis.  
Masterworks

MURPHY, ED  
WSYR, Syracuse, N. Y.  
The Ed Murphy Show  
Platter Party

MURPHY, WM.  
KBLE, Red Bluff, Calif.  
Mid-Morning Melodies  
Hehama Farmer

MURRAY, BUDDY  
WHTB, Talladega, Ala.  
Hits and Encores

MURRAY, HAL  
WKAT, Miami Beach, Fla.  
Murray-Go-Round

MURRAY, JOHNNY  
WDSO, New Orleans, La.  
Dancing Party

MURRY, JIM  
WGAT, Athens, Ga.  
Dancing in the Dark

MYERS, HUBERT  
WDAN, Danville, Ill.

— N —

NAGLE, DAVE  
WCHV, Charlottesville, Va.  
The Record Man

NASH, BOB  
KSEL, Lubbock, Tex.  
Club 800

NAUGHTON, RUSSELL  
WDBC, Hartford, Conn.  
Music off the Record

NAYLON, LARRY  
KPHC, Houston, Texas  
Sunrise Serenade

NEARN, JOE  
KFFA, Helena, Ark.  
1480 Club

NEATHERY, JOHN W.  
KSAM, Huntsville, Tex.  
Swing Shift

NEHRLING, WALLACE  
WIRE, Indianapolis, Ind.  
Dawn Patrol  
Platter Chatter

NEILSEN, JAY  
WTWH, Baltimore, Md.

NELSON, BOB  
KOVC, Valley City, N. Dak.  
Coffee Cup Club

NESCOTT, PHIL  
WTWH, Baltimore, Md.

NEWMAN, ED  
WEVD, N. Y.

NEWSOME, GIL  
KWK, St. Louis, Mo.  
Bandstand Revue

NIMMO, BILL  
WLW, Cincinnati, Ohio  
Platter Time

NORIEGA, EDDIE  
KWTC, Barstow, Calif.  
1230 Club (Spanish)  
Eddie Spins ‘Em

NORMAN, GENE  
KFWB, Hollywood, Calif.  
Eastside Show  
(Mild and Mellow — KMPC, Los Angeles, Calif.)

NORMAN, STANLEY  
WPIT, Pittsburgh, Pa.  
Stanley Norman Show

NOVELLO, MIKE  
WRNL, Richmond, Va.  
Alarm Clock Club

NYDEDEKER, VERNE  
KFWL, Wichita, Kans.  
Carnival of Music

O’CONNELL, BILL  
WMBL, Morehead City, N. C.  
Song Shop

O’DONNELL, BOB  
WJTN, Jamestown, N. Y.  
Music off the Record

O’HARA, DON  
KJL, Fresno, Calif.  
Portable Bandstand

OHRT, EV.  
KMHK, Mitchell, S. Dak.  
Alarm Clock Club

OLIVER, CLIFF  
WHBC, Canton, Ohio  
Owl’s Club

OLSEN, JOHNNY  
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windsor, Minn., May 22, 1910; South Dakota Business College; Ladies be Seated (ABC); Johnny Olsen’s Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OSBORNE, OZZIE  
WISH, Indianapolis, Ind.  
Ten Thirty Time

O’SULLIVAN, BOB  
KWIK, Burbank, Calif.

OTIS, DON  
OPT, BEN  
KTKC, Visalia, Calif.  
940 Nightcap

OWENSBY, BILL  
WEWO, Laurinburg, N. C.  
Matinee Melodies

PACKARD, LOU  
WJOR, Bangor, Me.  
Varsity Hour

PADDILLA, ELVA  
RPAB, Laredo, Tex.  
Rio Grande Serenade

PAGE, FRANK  
KWEM, West Memphis, Ark.  
Yours for Asking

PAGE, NORM  
WMIN, St. Paul, Minn.  
Mr. Music  
Columbia Masterworks  
Requestfully Yours

PAIGE, ERIK  
WWNR, Beckley, W. Va.  
Mixing It Up

PALEN, DAN  
WLAU, Laurel, Miss.  
Wax Works

PALLAN, ART  
WWSW, Pittsburgh, Pa.  
Record Hits

PALMER, CHARLES  
KFXM, San Bernardino, Calif.  
Open House

PANTAGES, JIMMIE  
KJJ, Dallas, Texas.  
Yours for the Asking

PAQUIN, MARGE  
Musical Jamboree

PARKER, GENE  
WCOU, Lewiston, Me.  
Spin It & Win It

PARKER, PAUL  
WMBL, Morehead City, N. C.  
740 Club

PARKES, HIL  
KOLE, Porter Arthur, Tex.  
Request Performance

PARKINS, BOB  
KOLN, Lincoln, Nebr.  
Dunkers Club

PARRY, GRANT  
KJAM, Vernal, Utah  
Ring Strfs

PERKINS, RAY  
KFEL, Denver, Colo.  
The Ray Perkins Show

PERRIN, KEYES  
WOR, New York, N. Y.  
Record Riddles

PERRY, GEORGE  
WARM, Scranton, Pa.  
Swing Session

PERRY, RUSSELL  
WTOL, Toledo, Ohio  
Record MC

PERRY, WIB  
WACX, Burlington, Vt.  
Wib Perry Show

PETTAY, FRANK  
WHK, Cleveland, Ohio  
Disc Digger

POSKA, AL  
KFI, Los Angeles, Calif.  
Midnight Flyer
SAUNDERS, JOHN
WTOD, Toledo, Ohio
Serenade to Ted Cat

SAUER, LEW
WRBI, Providence, R. I.
Matters of Melody

SAVAGE, JOHN
WAAB, Sherborn, Mass.
Chasing the Clock

SAVINSKI, WALT
WJMS, Ironwood, Mich

SAWYER, BILL
WKJJ, Portland, Ore.
Make Believe Ballroom

SCANTON, BILL
WJIZ, Bridgeport, Conn.
Platter Party

SCHAUENBERG, ED
KDKA, Pittsburgh, Pa.
Clearfield Sunday Serenade

SCHMIDT, DICK
KMYR, Denver, Colo.
Meet the Boys in the Band

SCOTT, JEFF
WFEN, Phila., Pa.

SELLERS, HARRY
WELD, West Point, Ga.

SANDING, WILLIAM
KFAM, St. Cloud, Minn.
Birthday & Anniversary Club

RYAN, DAVE
WICA, Ashtabula, Ohio
Memory Lane

RYE, JACK
KTSU, El Paso, Tex.
Rye's Record Room

RYEL, FLOYD
WDSC, Dillon, S. C.
Juke Box Review

SADLER, JOHN
WIBA, Ft. Pierce, Fla.
Juke Box Record Party

SAENGER, JIM
KJOM, Harve, Montana
K-O-J-M-boree

ST. JOHN, CHARLES
ROY, Phoenix, Arizona
Out of the Night

SALINAS, TOMAS
WMEM, Miami Beach, Fla.
Rhumba Time

SALTSMAN, DAYTON
WDAE, Tampa, Fla.
Wake up Taupna

SALVO, PAUL
KCOK, Tulear, Calif.
Off the Record

SAMPSON, GEORGE
WSAR, Fall River, Mass.
Happy Birthday

SANDLER, BERNIE
WTIA, Batavia, N. Y.
1490 Club

SANDS, LES
WWDC, Washington, D. C.
Yawn Patrol

SANTORO, BILL
WARD, Johnstown, Pa.
Calling it Bettter

SANTORO, CHARLES
WNYJ, Savannah, Ga.

SMITH, BILL
WHAT, Phila., Pa.
All Through The Night

SMITH, CLAYTON
WAGM, Presque Isle, Me.
Schooltime

SMITH, DEAN
WROW, Albany, N. Y.
Disc Jockey Jamboree

SMITH, ROBERT E.
WTIC, Hartford, Conn.
Theatre of Melody
Your Box at the Opera

SMITH, ROY
WJZM, Clarksville, Tenn.
1400 Club

SMITH, WALLY
WKIX, Columbia, S. C.
Mail Bag

SNYDER, BILL
WMMJ, Peoria, Ill.
Breakfast Frolic

SPRO, WALTER
WRLD, West Point, Ga.
Especially For You

SQUIRES, ALONZO G.
WATS, Charlotte, N. C.
Breakfast With Squires

SQUIRES, DAVID
WSY, Rochester, N. Y.
Sandman

STAMPER, WARREN
WIL, St. Louis, Mo.
Spins and Needles

STANTON, ED
KEX, Portland, Ore.
Parade of Hits

STANTON, WILLIAM
Grandstand & Bandstand

STEELE, LOU
WPAT, Pateros, N. C.
Club 93

STEELE, TED
NBC; CBS; KMP; WMCA

STEVENS, AL
WGGA, Cedartown, Ga.
Jive Time

STEWART, HAROLD
WASL, Annapolis, Md.
The Record Shop

STERLING, LUD
WLEE, Richmond, Va.
Request Club

STEVENS, DICK
WMIN, St. Paul, Minn.
Party Time

STEVENSON, CHARLES JOHN
WGY, Schenectady, N. Y.
Jolly Judge

STEVENS, STEVE
WGG, Stockton, Calif.
Juke Box Review

STEWARD, ALAN
WTEL, Philadelphia, Pa.
Tunes With Your Toast

STEWARD, BOB
WBBY, Waterbury, Conn.

STEWARD, LEE
WROW, Albany, N. Y.
590 Club
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<tr>
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<tr>
<td>Sutherland, Jimmy</td>
<td>KGCU, Mandan, N. D.</td>
<td>Midnight Matinee</td>
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<td>Swanson, Ralph</td>
<td>WJMR, New Orleans, La.</td>
<td>Early Risers</td>
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<td>Taberner, Doug</td>
<td>WTOD, Toledo, Ohio</td>
<td>Serenade to Hep Cat</td>
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<td>Toggart, Byron</td>
<td>WKRC, Cincinnati, Ohio</td>
<td>Tag along with Tag</td>
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<td>Taylor, Bill</td>
<td>WOR, New York, N. Y.</td>
<td>Sunrise Serenade</td>
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<td>Taylor, Roger</td>
<td>KXCR, Santa Fe, N. Mex.</td>
<td>Music of the Americas</td>
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<td>Taylor, Will</td>
<td>WSB, Baltimore, Md.</td>
<td>The Ladies Man</td>
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<td>Thomas, Garrett</td>
<td>WOLS, Florence, S. C.</td>
<td>Make Believe Ballroom</td>
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<td>Thomas, Glenn</td>
<td>WJZJ, Hagerstown, Md.</td>
<td>Band Stand</td>
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<td>Thompson, Campbell</td>
<td>WGNY, Newburgh, N. Y.</td>
<td>Souvenir Time</td>
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<td>Toledo, Kent</td>
<td>KOVO, Provo, Utah</td>
<td>Music Mart Jamboree</td>
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<td>WCAW, Charlestown, W. Va.</td>
<td>Sports Carnival</td>
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<td>Mid-Morning Varieties</td>
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<td>Please Play</td>
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<td>Trent, George</td>
<td>WAGA, Atlanta, Ga.</td>
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<td>WSAY, Savannah, Ga.</td>
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<td>WBSA, York, Pa.</td>
<td>America Sings</td>
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<td>WFUN, Huntsville, Ala.</td>
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<td>WEIM, Fitchburg, Mass.</td>
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<td>WPY, Portsmouth, Ohio</td>
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<td>WLCB, Buffalo, N. Y.</td>
<td>Noonday Revue</td>
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<td>WAEF, Newark, N. J.</td>
<td>Band Review</td>
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<td>WRAL, Salisbury, N. C.</td>
<td>Hillbilly Jamboree</td>
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<td>Tutweiller, C.</td>
<td>WHNC, Henderson, N. C.</td>
<td>Welcome to Carolina</td>
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<td>Tyson, Dave</td>
<td>WCAE, Pittsburgh, Pa.</td>
<td>Wake Up</td>
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<td>WMOA, Marietta, Ohio</td>
<td>Rock Review</td>
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<td>Underhill, G. C.</td>
<td>KRLN, Canon City, Colo.</td>
<td>Around the Mill with Underhill</td>
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<td>Upson, Dave</td>
<td>WKRC, Cincinnati, Ohio</td>
<td>Song Shop</td>
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<td>Vandiver, Bob</td>
<td>WBFM, Savannah, Ga.</td>
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<td>Vann, Frank</td>
<td>WTAG, Norfolk, Va.</td>
<td>Mail Order Music</td>
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<td>Vargo, Andy</td>
<td>KLOK, Lake Charles, La.</td>
<td>Roundup</td>
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<td>Vese, Bob</td>
<td>WHVL, Nanticoke, Pa.</td>
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<td>Venable, Bill</td>
<td>WHO, Des Moines, Ia.</td>
<td>Carousel</td>
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<td>Vila, Richard</td>
<td>WLOE, Leakesville, N. C.</td>
<td>1490 Club</td>
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<td>Victor, Ervin</td>
<td>WNBG, Buffalo, N. Y.</td>
<td>Howdy, Neighbor</td>
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<td>Vielman, Ed</td>
<td>WMN, Minneapolis, Minn.</td>
<td>Music of the Masters</td>
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<td>Vink, Floyd</td>
<td>ROAE, Eugene, Ore.</td>
<td>Early Bird</td>
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<td>Vinson, Jimmy</td>
<td>WHML, Macon, Ga.</td>
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<td>Wagner, Jack</td>
<td>KLO, Ogden, Utah</td>
<td>Musical Train</td>
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<td>Wain &amp; (Andre Baruch)</td>
<td>WMCA, New York, N. Y.</td>
<td>Mr. and Mrs. Music</td>
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<td>Walker, Bob</td>
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<td>WRBC, Jackson, Miss.</td>
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<td>Wallace, Dave</td>
<td>WOOD, Grand Rapids, Mich.</td>
<td>Platter Chatter</td>
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<td>WIZE, Springfield, Ohio</td>
<td>Rize with Wize</td>
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<td>Walters, Gene</td>
<td>WATL, Atlanta, Ga.</td>
<td>Swing Session</td>
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<td>Walton, Mal</td>
<td>RKU, Yakima, Wash.</td>
<td>Your Pal, Mal</td>
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<td>Walton, Eldon</td>
<td>KELO, Pocatello, Idaho</td>
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<td>Walton, Sidney</td>
<td>WINS, N. Y.</td>
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<td>Ward, Bill</td>
<td>WNGA, Asheville, N. C.</td>
<td>Discord at Daybreak</td>
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<td>KRSC, Seattle, Wash.</td>
<td>Daily Double</td>
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<td>Warner, Bob</td>
<td>KIDO, Boise, Idaho</td>
<td>Album of Stars</td>
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<td>Wayne, Bob</td>
<td>WKBW, Buffalo, N. Y.</td>
<td>One Night Stand</td>
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<td>WBAT, Atlanta, Ga.</td>
<td>Platter Party</td>
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<td>Watson, Earl</td>
<td>kfma, Amarillo, Tex.</td>
<td>Disc Party</td>
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<td>Wayne, Bert</td>
<td>WNEW, New York, N. Y.</td>
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<td>Wane, Larry</td>
<td>WCOA, Pensacola, Fla.</td>
<td>Dancing Party</td>
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<td>Wayman, Stu</td>
<td>KYW, Philadelphia, Pa.</td>
<td>Musical Clock</td>
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<td>Webster, Kurt</td>
<td>WBTI, Charlotte, N. C.</td>
<td>Midnight Dancing Party</td>
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<tr>
<td>Weaver, Dick</td>
<td>KROD, El Paso, Tex.</td>
<td>Matinee at Radio Center</td>
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<td>Wegener, Ed W.</td>
<td>WOL, Ames Iowa.</td>
<td>Music Shop</td>
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<td>Weinman, Lou</td>
<td>WNAB, Bridgeport, Conn.</td>
<td>Club</td>
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<td>Welles, Jacques</td>
<td>WTHI, Baltimore, Md.</td>
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<td>Hi Teen</td>
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<td>Wesson, Dick</td>
<td>WLW, Cincinnati, Ohio</td>
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<td>West, Kelly</td>
<td>KLPR, Oklahoma City, Okla.</td>
<td>Hillbilly Hit Parade</td>
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<td>KMAQ, San Antonio, Tex.</td>
<td>Harlem Serenade</td>
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<td>ABC-5WE, N. Y.</td>
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<tr>
<td>Williams, Bill</td>
<td>WVOV, New York City</td>
<td>Wake Up New York</td>
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<tbody>
<tr>
<td>Zimmer, Graeme</td>
<td>WCSI, Columbus, Indiana</td>
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</tr>
</tbody>
</table>
"THE GOLDEN TOUCH"

Frankie Carle
His Piano and His Orchestra

COLUMBIA RECORDS

Direction—
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON
<table>
<thead>
<tr>
<th>Orchestra Leaders of Musical Conductors and Organists —their work during 1947</th>
</tr>
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<tbody>
<tr>
<td><strong>A</strong></td>
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<tr>
<td>AANENSON, QUINTIN</td>
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<td>ABBOTT, WILLIAM N.</td>
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<td>ACKLEY, WAYNE</td>
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<td>ADAMS, FRANCIS</td>
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<td>ADLAM, BASIL</td>
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<td>ARMI, THOMAS</td>
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<td>ARLO</td>
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<td>ARMBRUSTER, ROBERT</td>
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<td>ALBERT, H. T. (Trigger)</td>
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<td>ASHTON, Bob</td>
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<td>BAUM, PEARL (Mrs.)</td>
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<td>BERNOIT, ALFRED</td>
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<td>BERCOVITZ, ABE</td>
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<td>BERG, H. M., JR.</td>
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<td>BERNSTEIN, LEONARD</td>
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<td>BERNSTHAL, MURRAY</td>
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<td>BERQUIS, BERNARD (Whitey)</td>
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<td>BIESKI, CASS</td>
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<td>BILEY, DAVE</td>
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<td>BIRD, CHUCK</td>
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KAY KYSER
and His
COLLEGE OF MUSICAL KNOWLEDGE
Featuring THE COMEDY OF ERRORS

10 P.M., E.S.T.
Saturday — NBC

"ARTISTRY IN RHYTHM"
Stan Kenton
and his orchestra

CAPITOL RECORDS

Management — CARLOS GASTEL
HILLINGSLEY, WM. WADE, Dadesboro, N. C.
BISHOP, DONALD C. KGEM, Boise, Idaho
BLACK, FRANK (Dr.) NBC—Story of Music
Bodden, BLAIDEN, BLEYER, BLAND, BLAKE, BLACKBURN, BLACK, BLACK, BISHOP, BLAIDEN, BILLINGSLEY, BOBBITT, BLOKER, BLOCH.

CRIME TINENTAL COMPANY
By Miss "Talent (NBC).

KATTj, KTB5, WBHP, (NBC); Crime CBS
WHKK, WHBQ, KGEM, WBOB, NBC—Serenade to America
KROS, WFIL, NBC—Harvest NBC—Stars of America
WJRI, WFIL, NBC—Serenade to America

— — — — —

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STEPHEN GRAHAM (Family Doctor)

ROSEMARY TRAVELER • TRUE DETECTIVE • ADVENTURES OF FRANK MERRIWELL • MYSTERIOUS

Musical Commercials and Jingles for
P&G’S IVORY SNOW

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ORGANIST
COMPOSER
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903
BROWN, MAURICE  
CBS—Let’s Pretend

BROWN, WALTER  
NBC—Do You Remember Clevelandaires

BRUCE, DWIGHT J.  
WTOC, Savannah, Ga.

BRUNO, WALTER  
ABC—Detroit Symphony

BRUNS, GEORGE  
KEX, Portland, Ore.

BRUNSON, LILLIAN  
WJMX, Florence, S. C.

BRYON, DONALD  
NBC—Cavalcade of America

BRUCE, DWIGHT J.  
WTOC, Savannah, Ga.

BRUNSON, LILLIAN  
WJMX, Florence, S. C.

BUCHANAN, DEAN  
KEYY, Pocatello, Idaho

BUHRMAN, BURT  
NBC—Joyce Jordan

BULLIS, LEE S.  
KYJC, Medford, Ore.

BURGESS, HARLOW  
NBC—Harlow Burgess & Orchestra

BURGESS, PAUL  
KWSC, Pullman, Wash.

BURKETT, KATHLEEN  
KLRK, Oklahoma City, Okla.

BUTTON, HUBERT  
CKRW, Moncton, N. B. Canada

CADDELL, RAYMOND  
WHSW, Hartsville, S. C.

CAIN, BEN  
KAFY, Bakersfield, Calif.

CAIN, OLLIE  
WAPX, Montgomery, Ala.

Caldwell, June  
WMU, Cedar Rapids, Iowa

CAMERON, CLIFF  
WATL, Atlanta, Ga.

CAMPBELL, A. H.  
WCKB, Dunn, N. C.

CAPEL, BARBARA  
KFAC, Los Angeles, Calif.

CARLE, FRANKIE  
NBC, CBS, MBS — Columbia Records

CARLING, TOMMY  
NBC—Tommy Carling’s Orchestra

CARLSON, MAUDE  
WIBW, Topeka, Kan.

CARLTON, HOLLIS  
WOOV, Montgomery, Ala.

CARMICHAEL, LOIS  
KLOU, Lake Charles, La.

CARPENTER, HOWARD  
KXIN, Coeur d’Alene, Idaho

CARR, JAY  
KTRK, Houston, Tex.

CARR, MARVIN  
KZTV, Tulsa, Okla.

CARTER, CAL  
KAMD, Camden, Ark.

CARTER, GAYLOR  
ABC—Bride and Groom

CASE, RUS  
NBC—Kraft Music Hall

CASTILLO, DEL  
CBS—Stars Over Hollywood

CATES, JOAN  
KTMQ, McAlester, Okla.

CAVANAUGH, JOSEPH  
WENE, Endicott, N. Y.

CATES, OPIE  
NBC—Meet Me at Purky’s

CAVALLARO, CARMEN  
NBC—Sheafler Parade

CHADWICK, ERMA  
KOLE, Port Arthur, Tex.

CHAMBERLIN, GEORGE  
WMH, Miami Beach, Fla.

CHAPMAN, JACK B.  
KTSF, El Paso, Tex.

CHASINS, ABRAM  
WQXR, New York N. Y.

CHASTANG, SYBIL  
KABC, San Antonio, Tex.

CHESKIN, DAVID  
WBGL, Buffalo, N. Y.

CHEZEM, CURTIS  
KASH, Eugene, Ore.

CHITTISON, HERMAN  
NBC—Herman Chittison Trio

CHRISTIAN, BOBBY  
NBC—A Miss and a Male

CLARE, BOB  
KTFM, Porterville, Calif.

CLARK, ALLAN  
WKY, Oklahoma City, Okla.

CLARK, HARPER L.  
KALB, Alexandria, La.

CLARK, ELIZABETH  
WHPE, High Point, N. C.

CLARKE, NOVA  
KHBG, Oklahoma City, Okla.

CLARY, CHARLES  
KQOS, Odessa, Tex.

CLINTON, PAUL  
WPDQ, Jacksonville, Fla.
COLE, BUDDY
NBC—Truth or Consequences

COLE, DAVID H.
KCRS, Midland, Tex.

COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919; Kraft Music Hall, King Cole Trio

COLLINS, JERRY
WNOK, Knoxville, Tenn.

COLTER, BERTRAM
WMUR, Manchester, N. H.

COLWELL, VIRGINIA
WLDS, Jacksonville, 111.

COMEAU, J. P.
CHEF, Granby, Que. Canada

COMISKEY, LILLIE
KCRS, Midland, Tex.

COOKE, ROBERT
KMVI, Waikuku, Maui T H

COURTNEY, CARL
CBS—Gene Autry Show

COZSI, SAM
KCAL, Houma, La.

CRAIG, FRANCIS
NHC—Francis Craig Orchestra

CRAIG, MARTHA
KELD, El Dorado, Ark.

CRAVEN, HAROLD
WMFR, High Point, N. C.

CRAWFORD, JESSE
ABC—David Harding—Countertery

CREW, CARROLL G.
KWCI, Natchitoches, La.

CRIPPEN, BLANCHE
WXXL, Concord, N. H.

CROMWELL, VIRGINIA
KMMD, Shreveport, La.

CROOK, GEORGE
NBC—George Crook, Organist

CROSSON, ARTHUR
KUJ, Walla Walla, Wash.

CUMMINGS, BOB
KUSF, San Francisco, Calif.

DALE, TED
Conductor; b. North Platte, Neb., July 25, 1910; Carnival Con- tented Show (NHC)

DAVID, BELLE
WWAC, Wheeling, W. Va.

DAVID, EDWARD
WBCN, Boston, Mass.

DAVID, GEORGE D., JR.
WRAL, Columbus, Ga.

DAVID, JOHN LEE
WKEY, Covington, Va.

DAVIS, BOB
WASL, Annapolis, Md.

DAVIS, JULIUS
KJIT, Kingsport, Tenn.

DAVIS, PHIL
CBS—Here's To You

DEBERRY, HERBERT
WPIR, Alexandria, Va.

DE CESARE, ALICE
WNYW, Newburgh, N. Y.

DE LO, GIORGIO
WHOM, New York City

DON VOORHEES

1947
Bell "Telephone Hour"

VICTOR YOUNG

905
HARRY SALTER
Musical Director of
"It Pays To Be Ignorant"—CBS
"This Is Adventure"—ABC (U. S. Coast Guard)
CBS Documentaries

E A R L
S H E L D O N
Conductor

"JACK SMITH SHOW"
CBS

R A Y B L O C H
ENTERPRISES

H A N K S Y L V E R N
STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW
DENNY, FRANCES
WAIR, Winston-Salem, N. C.

DENT, KENNETH
KRUX, Phoenix-Glendale, Ariz.

DENTON, JAMES
KID, Idaho Falls, Idaho

DeKEMER, LIONEL H.
WBCM, Bay City, Mich.

DeVOL, FRANK
NBC—Sealtest Village Store

DIAMOND, LEO
NBC—The Time, the Place, and the Tune

DICKENS, JIMMY
WKX, Saginaw, Mich.

DILLEY, ERMAL
KFNF, Shenandoah, Iowa

DILLER, ERNEST D.
WBNR, Bogota, N. J.

DILLON, KENNETH W.
WKBH, LaCrosse, Wis.

DOERR, J. HUBERT
WDZ, Tuscaloosa, Ala.

DOGGETT, MARJORIE
KNOW, Austin, Tex.

DOLAN, BOB
CBS—Ford Show

DOLIN, MAX
KIRO, Seattle, Wash.

DONALDSON, EARL
KALL, Salt Lake City

DORR, HAROLD
WARI, Bangor, Me.

DORITY, DOROTHY
WTOL, Toledo, Ohio

DORSEY, JIMMY
NBC, CBS, MBS

DOSS, J. R., JR.
WJR, Tuscaloosa, Ala.

DOUGLAS, JACK
KELO, Sioux Falls, S. D.

DRAGON, CARMEN
CBS—Baby Snooks

DREHER, TURNER
KWAL, Wallace, Idaho

DUCHEL, EDDIE
NBC—Kraft Music Hall

DUFFY, JOHNNY
ABC—Murder and Mr. Malone

DUNCAN, JAMES
WXOC, Norwich, Conn.

DUNFORD, JR., B. C.
WSJS, Winston-Salem, N. C.

DUNN, GREGG
KSTT, Davenport, Iowa

DUNNING, OWEN
KON, Portland, Ore.

DURHAM, LOWELL
KSL, Salt Lake City, Utah

DUZER, ROGER VAN
WMBR, Jacksonvile, Fla.

EADIE, ROBERT
CKSP, Cornwall, Ontario, Canada

EASTCOTT, ELMITT
KGEJ, Hollywood, Calif.

EDGERS, CLARENCE
WTAQ, Green Bay, Wis.

EDSON, EDWARD
NBC—First Piano Quartette

EDWARDS, HELEN
WRUF, Gainesville, Fla.

EDWARDS, LLEW
WPPA, Pottsville, Pa.

ELLINGTON, DUKE
NBC, CBS, WMCA, MBS

ELLIOTT, BARON
WCAE, Pittsburgh, Pa.

ENNIS, SKINNAY
NBC—Abbott & Costello

ENOS, JOE
ABC—Lonelia Parsons Show

EPPEL, R. V.
KMKH, Mitchell, S. D.

ERTLE, RITA, A
WIC, Bridgeport, Conn.

ERVIN, VERA
WHTT, Durham, N. C.

ETTERS, CLARENCE
WBT, Charlotte, N. C.

EUCINER, WAYNE
KFI, Wichita, Kan.

EVANS, BOB
KRG, Odessa, Tex.

EVANS, DON
WGKV, Charleston, S. C.

EVANS, JEFF
KRL, Corvallis, Ore.

EVANS, SAL
WDMG, Douglas, Ga.

EVELYN & HER MAGIC VIOLIN
NB—Hour of Charm

EWING, BERNICE
KSCJ, Sioux City, Ia.

FACENDA, FRANK
WGM, Newport News, Va.

LLOYD SHAFFER

PAUL LAVALLE

Cities Service “Highways In Melody”
CARL HOFF

LENNY HERMAN
and
His Orchestra

JACK MILLER'S ORCHESTRA
Featured on
"Kate Smith Sings"
CBS
"Radio Readers Digest"
CBS
"The Aldrich Family"
NBC
"Molle Mystery"
NBC
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<tr>
<th>Name</th>
<th>Station</th>
<th>City</th>
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<tr>
<td>FAGERDAHL, NORMAN</td>
<td>CKFJ, Fort Frances, Ont., Canada</td>
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<tr>
<td>FAIRCHILD, COOKIE</td>
<td>NBC—Eddie Cantor Show</td>
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<td>FAITH, PERCY</td>
<td>Musical Conductor: b. Toronto, Canada, April 7, 1908; ed Jarvis Collegiate (ND); Pouse That Refreshes on the Air (CBS); Carnation Contented Hour (NBC)</td>
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<td>FALBER, BEN</td>
<td>WTHI, Terre Haute, Ind.</td>
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<td>FAY, LEWIS C.</td>
<td>KONO, San Antonio, Tex.</td>
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<td>FEITEL, FRED</td>
<td>CBS—David Harum</td>
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<td>FRAUDBERG, LEO</td>
<td>WNJR, Newark, N. J.</td>
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<td>FRAUTHERG, HUGH</td>
<td>WJMR, New Orleans, La.</td>
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<td>FRAZIER, J.</td>
<td>WNBC, New York, N. Y.</td>
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<td>FREDERICK, BEN</td>
<td>WKUD, Columbus, Ohio</td>
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<td>FREEMAN, ADAM</td>
<td>NBC—First Piano Quartette</td>
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<td>FRIEDMAN, ALAN</td>
<td>WRAL, Raleigh, N. C.</td>
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<td>GALE, WILLIAM</td>
<td>CBS—County Fair</td>
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<td>GALLICCHIO, JOSEPH</td>
<td>NBC—Grand Marquee</td>
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<td>GANTT, RAYMOND</td>
<td>WEFL, Syracuse, N. Y.</td>
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<td>GARNER, ADAM</td>
<td>NBC—First Piano Quartette</td>
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<td>GART, JOHN</td>
<td>Composer, conductor: b. Poland, June 6, 1905; Kiev Imperial Conservatory of Music; Columbia Workshop (WCBS), Richard Lowless (WCBS), Gabriel Heatter’s A Brighter Tomorrow (WOR), Carrington Playhouse (WQR), A House In The Country (WOR); MGM, Columbia, RKO picture spots.</td>
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<td>GEARHART, LYNN</td>
<td>WALT, Tampa, Fla.</td>
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<td>GEMMER, CARLYLE</td>
<td>KITD, Spencer, Iowa</td>
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<td>GILBERT, NOEL</td>
<td>WMC, Memphis, Tenn.</td>
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**ARLO and The PLAYBOYS**

**GEORGE WRIGHT**

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909
Orchestra Leaders — Conductors — Organists

GILMORE, CHARLES
WCTA, Andalusia, Ala.

GILRONAN, ANNA
KVAL, Vancouver, Wash.

GIMPEL, BRONSILAW
ABC—Saturday Concert

GINGERY, LOUDEN
KVAK, Atchison, Kan.

GIZZ, JEAN
KRDO, Colorado Springs, Colo.

GLUSKIN, LUD
CBS—Suspense

GODEL, DOLPH
Johnny Thompson

GEHL, HERBERT
Herbert Kaeser

GIDDINGS, BILL
KWHX, Santa Fe, N. M.

GOLDSTERN, MURIEL
KCHB, Miami, Fla.

GOODWIN, OLLIE
KQSD-R, San Diego, Calif.

GOODWIN, ROBERT
KQOY, St. George, Utah

GOODWIN, TOM
KLOF, Pembroke Pines, Fla.

GOODWIN, WESLEY
WYAI, Des Moines, Iowa

GOODWIN, WILLIAM
KTRH, Houston, Texas

GOODWIN, WILLIAM
KHAN, Kansas City, Mo.

GOODWIN, WOODELL
WRC, Washington, D.C.

GOEDEL, FRED
KCAK, Midland, Texas

GOEDEKE, MARGARET
KTOH, St. Louis, Mo.

GOERING, RALPH
KOLR-R, Springfield, Mo.

GOETCHEK, JOHN
WTVT, Tallahassee, Fla.

GOETZ, STEPHEN
KBCO, Boulder, Colo.

GOETZ, THOMAS
KSHM, Kearney, Neb.

GOETZEL, GEORGE
WFGD, Pocomoke City, Md.

GOETZ, WILLIAM
KDOC, Houston, Texas

GOETZ, WILLIAM
KXKE, Kingman, Ariz.

GOETZ, WILLIAM
KXPO, Corpus Christi, Tex.

GOETZ, WILLIAM
KBEH, Bakersfield, Calif.

GOETZ, WILLIAM
KJKO, San Antonio, Tex.

GOETZ, WILLIAM
KMKX, McKinney, Tex.

GOETZ, WILLIAM
KEMA, El Paso, Tex.

GOETZ, WILLIAM
KSHK, Shreveport, La.

GOETZ, WILLIAM
KFJW, Bel Air, Md.

GOETZ, WILLIAM
KFWG, Louisville, Ky.

GOETZ, WILLIAM
KDOC, Neenah, Wis.

GOETZ, WILLIAM
KXAV, Tuscaloosa, Ala.

GOETZ, WILLIAM
KROL, Kansas City, Mo.

GOETZ, WILLIAM
KQJC, Joplin, Mo.

GOETZ, WILLIAM
KQCA, Lincoln, Neb.

GOETZ, WILLIAM
KMBI, Minneapolis, Minn.

GOETZ, WILLIAM
KQKU, Missoula, Mont.

GOETZ, WILLIAM
KVOE, Dodge City, Kan.

GOETZ, WILLIAM
KBBC, Buffal...
CHARLES PAUL
Conductor—Composer
MR. & MRS. NORTH
NBC
THEATRE OF ROMANCE
CBS

WALTER SCHARF
Musical Director—Composer

ALICE FAYE—PHIL HARRIS
Fitch Bandwagon
MERRICK, MAHLO
NBC—Musical Arrangements
The Jack Benny Show
MILLER, ARCHIE
GLAD, Newark, N. J.
MILLER, IRVING
CBS—The Jack Kirkwood Show

MILLER, JACK
(Miller, John J.;) Musician; b. Dorchester, Mass., Sept. 4, 1899; Kate Smith Sings, Aldrich Family, Mollie Mystery Theater, Reader’s Digest Show, CBS.
MILLER, JEAN
WGTL, Kannapolis, N. C.
MILLER, JOHNNY
NBC—King Cole Trio Time
MILLER, MAX
Your Host Is Buffalo
MILLER, TERRY
Your Host Is Buffalo
MILLS, BILLY
NBC—Fibber McGee & Molly
MILLS, VERLYE
NBC—The Tex and Jinx Show
MILTON, CHARLES
Meet the Mason Dr. Christian Melody Trail Money On the Line What Makes a Song California Caravan
MITTLEL, FRANK
NBC—First Piano Quartette

MONROE, VAUGHN
Band leader; b. Akron, Ohio, Oct. 7, 1911. Camel Show, CBS.
MOORE, OSCAR
NBC—King Cole Trio
MORROW, HELEN
NBC—Words and Music
MURPHY, JOHN P.
KQV, Pittsburgh, Pa.

MURRAY, LYN
Music Director, Sunday Night Ford Theatre; Harvest of Stars; Your Hit Parade; Adventures of Philip Marlow (NBC).
MUSCHERA, SYLVI0
WGAT, Utica, N. Y.

— N —
Nelson, Ozzie
Adventures of Ozzie & Harriet
nevins, al
NBC—Three Suns Trio
The Three Suns Shine
nevins, morty
NBC—Three Suns Trio
The Three Suns Shine
newman, ruby
NBC—Ruby Newman Orchestra
Noble, Ray
(NBC—Charlie McCarthy Show
Norma, RALPH
ABC—The Tales of Willie Piper
Novak, Frank
CBS, NBC—Take it Easy
Nydegger, Verne
KPHI, Wichita, Kans.

— O —
OHMAN, PHIL
NBC—The Time, the Place, the Tune
Olsen, George
NBC—George Olsen and Orchestra

O’Neill, Joseph
KV00, Tulsa, Okla.
Osborne, Will
NBC—Abbott & Costello
Ostertag, NBC—The Clock
Owen, Elwyn
NBC—Meet the Meeks

— P —
Padwa, Vladimir
NBC—First Piano Quartette
PAGE, CAVANAUGH TRIO
NBC—Jack Paar Show
PAGE, DOROTHY
WPAY, Portsmouth, Ohio
PAIGE, RAYMOND
NBC—R/A Show
Paquette, Arthur
WFCL, Pawtucket, R. I.
Pate, Harry
NBC—Mystery Without Murder
PAUL, CHARLES F.
Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, 1902; ed. N. Y. College of Music; Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC); Lora Lawton (NBC).
Paul, Eddie
NBC—Sealtest Village Store
Pelletier, Wilfred
NBC—Metropolitan Auditions of the Air
Pennario, Leonard
Kraft Music Hall
Perazzo, Gene
NBC—Mystery Without Murder
Colonel Humphrey Flack
PETRILLO, CAESAR
WBBM, Chicago, Ill.
Poole, Valter
ABC—Saturday ConcertDetroit Symphony
Pratt, Lloyd
(member of Page Cavanaugh Trio)
NBC—Jack Paar Show
Prather, Kenneth
KDFN, Casper, Wyo.

— R —
Reepine, Burt T.
WRYA, Richmond, Va.
Rhay, Kingston
Rice, Ed
NBC—Voices Down the Wind
Rickey, Al
Mr. Keen, CBS.
RIO, ROSE
ABC—Ted Malone My True Story
Robbins, Bernard
NBC—NBC String Quartette
Robinson, Marcia
WNAB, Bridgport, Conn.
Romberg, Sigmund
NBC—An Evening with Romberg
Romeo, Paul
WOW, New York City
Roose, David
NBC—Blue Ribbon Music Time
Ross, Tony
Robbie Skelton Show
Ross, roy
WNEW, New York, N. Y.

Rostal, Leo
NY—Cameos of Music
Musical Cameos
Roth, Al
NBC—Schafer Star Revue
Russell, Henry
NBC—Lucille Norman Show
Names of Tomorrow
Pacific Story
Front and Center
Ryan, Tommy
NBC—Tommy Ryan’s Orchestra

— S —
Saatkamp, Jack
NBC—Circle Arrow Show
Sack, Al
NBC—Take It or Leave It
Saidenberg, Daniel
NBC—Chase & Sanborn Presents Abe Templeton
Salter, Harry
Musical Conductor; It Pays to be Ignorant (CBS); This Is Adventure (ABC); Top the Music (CBS); Documentaries.
Santelmann, William F.
Major
NBC—U. S. Marine Band
Saputo, Frank
NBC—Bob Burns Show
Chesterfield Supper Club
Savitt, Jan
CBS—Rhapsody in Rhythm

Scharf, Walter
Musical Director; b. New York, N. Y., Aug. 3, 1910; The Fitch Bandwagon (NBC).
Schoen, Vic
CBS—The Andrew Sisters Show
Schramm, Joseph
WDSU, New Orleans, La.
Schuster, Emmett
KXOK, St. Louis, Mo.
Scott, Edie
CBS—Adventurer’s Club
Sechnoe, Maurice
WONS, Hartford, Conn.
Seckler Quartette
NBC—Abbott and Costello
Selinsky, Vladimir
CBS—Hill House & War NBC—The Big Story
Semmler, Alexander
CBS—Studio One NBC—Mole Mystery Theater
Sexton, Edith
WSUN, St. Petersburg, Fl.
Shackleley, George
NBC—The Art of Living Highlights of the Bible National Radio Pulpit

Shaffer, Lloyd M.
Musical Director; b. Ridgway, Pa., Sept. 21, 1901; Allegheny College Univ. of Cincinnati; College of Music Cinn.; Chesterfield Supper Club.
Sharpe, Ike
WTRV, Troy, N. Y.
Sheldon, Earl
(Shenker, Irving) Conductor, Arranger; b. N. Y. C., N. Y., Jan. 1, ’15; Jack Smith Show (CBS); Drene Shamrock Show (NBC).
Sherman, Gretchen
WSAY, Rochester, N. Y.
Shields, Roy
NBC—RCA Victor Show Serenade to America

913
SHOREY, LAWRENCE
NBC—Borden Program
Sound Off
NBC—Your Hit Parade
WASHBURN, COUNTRY
NBC—Saturday Night Round-up
WEBB, LOUIS
NBC—Words and Music
Lou Webb
WEBER, HENRY
WGN, Chicago, Ill.
WEELANS, LESTER
KZL, Denver, Colo.
WEINER, MILTON
WLW, Cincinnati, Ohio
WESTLIE, O. A.
WLS, Chicago, Ill.
WESTON, PAUL
NBC—'Tavernfield Supper Club
WHITTLE, DOC
NBC—Ma Perkins
Honeymoon in New York
Light of the World
WHITE, LEW
NBC—Portia Faces Life

WHITE, PAUL
KUIN, Grants Pass, Ore.
WHITEMAN, PAUL
On Stage America, ABC
WICKIE, WADE
NBC—Club Norma Orchestra
WILKINSON, ERIC
WILSON, MEREDITH
NBC—Maxwell House Coffee
Time
WINN, JOHN H.
WIRE, Indianapolis, Ind.
WINTERS, JOHN
NBC—The Adventures of Frank Merriwell
Backstage Wife
Young Widower Brown
WIRGES, WILLIAM
ABC—Gangbusters
MBS—Richard Maxwell
Hymus You Love
WORTH, FRANK
CBS—First Nighter

WRIGHT, GEORGE
Organist-Composer; b. Orland, Calif., 1920; ed. College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC's Thesaurus.

WYLE, GEORGE
NBC—Alan Young Show

Y

YOUNG, VICTOR
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

Z

ZACHER, GENE
NBC—Music of the Moment
Writers for Radio
Advertising Agency—Network
Station—Free Lance

--- A ---

ABBOTT, HARRY
Vera Croft Show
KTUL, Tulsa, Okla.

ABBOTT, V. R.
Thytm & Riddles
KGFF, Shawnee, Okla.

ADKINS, MARYALICE
The Serenaders
KHQ, Spokane, Wash.

ALAND, HAZEL
Your American Music
KVNU, Logan, Utah

ALEXANDER, MARTHA
CBS—Second Mr. Burton
ALLEY, HELEN
Horizons of Tomorrow
KGW, Portland, Ore.

ALLAND, WILLIAM S.
CBS—Doorway to Life

ALLEN, VIRGINIA PAXTON
WHFB, Benton Harbor, Mich.

ALT. DON
Continuity Head
WMT, Cedar Rapids, Iowa

ANDERSON, B. F.
Name Game
KWYO, Sheridan, Wyoming

ANDERSON, FLORENCE
WOC, Davenport, Iowa.

ANDERSON, HELEN
WKBK, Detroit, Mich.

ANDRES, BOYNTON
WKY, Oklahoma City, Okla.

ANDREWS, ALICE
KCNA, Tucson, Arizona

ANGELOS, BETTY BEALS
Varsity Variety

ARDOLI, CAROL
WQXR, New York, N. Y.

ARTHUR, ROBERT
Mysterious Traveler

--- B ---

BAER, GRACE
KBKR, Baker, Ore.

BALCOM, FRANCES
WJTN, Jamestown, N. Y.

BALE, NORMAN
RTFS, Texarkana, Texas

BARTER, GEORGE
NBC—The Jack Benny Show

BANNER, MARIE
CBS—Romance of Helen Trent

BARLOW, MYRA
KVCN, Vancouver, Wash.

BEAUPRE, WALTER
Two on the Aisle

BERMAN, LEONARD
WANN, Annapolis, Maryland

IRNA PHILLIPS
Originator of Five Daily Serial Dramas currently being broadcast
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"Masquerade"
"Challenge to Spring"

Half-Hour Daily Episode
"Whom God Hath Joined"

Audience Participation
"Time Out for Life"

915

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**MILTON J. KRAMER**

**WRITER:**

**Mystery**

Counterspy (ABC)

Nick Carter (MBS)

Crime Photographer (CBS)

**Comedy**

Phil Leeds Show (NBC)

McGarry and the Mouse (MBS)

Glenda Farrell Show

Candy Jones, Harry Conover

Colonel Stoopnaggle Show (NBC)

**Dramatic**

Famous Jury Trials (ABC)

Real Stories (MBS)

**WRITER-PRODUCER:**

Professor Broadway and Boitram (MBS)

Roger Allen, Criminal Lawyer (MBS)

Formerly magazine writer and editor

---

**JERRY Mc Gill**

Writer - Producer

"Big Town" . . . CBS

Available

"Appointment—Tonight"
RADIO WRITERS

CHARLES, MILTON
Organist, singer, composer, conductor
CHILDs, HOPE
WGSt. Ga. Tech Station, Atlanta, Ga.
CHOWN, DONN
Script Editor
WJR, Detroit, Mich.
CLARk, BOB
KTP, Porterville, Calif.
CLARK, ANN
For the Women
KVsf, Santa Fe, N. M.
CLARK, MARILYN
KIMA, Yakima, Wash.
CLEMONS, RUBY
WJR, Detroit, Mich.
CLOSE, VIVIAN
Talk of the Town
KPDR, Alexandria, La.
CLUNE, ROBERT
Breakfast Bingo
WJIM, Lansing, Mich.
COE, BETTY
Market Basket
WTAX, Springfield, Ill.
COE, MAizIE
KCKN, Kansas City, Kans.
COLE, ALONZO, DEAN
CBS — Casey Crime Photographer
COLEY, LEM
Club Quiz
WRFS, Alexander City, Ala.
COLLINS, FRED
CBS — FBI In Peace and War

CONKEY, FRANK JR.
Chamber of Commerce Forum
WAIR, Winston-Salem, N. C.
CONLAN, PAUL
ABC — Abbott and Costello
Woonbr, Jack
WNOC, Norwich, Conn.
CORSEy, ALEX
Time Out
WMFF, Plattsburg, New York
COSTELLO, PAT
ABC — Abbott & Costello

COTT, TED
Writer, director producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MB) ; Program Manager, (WNEW); Producer; Rumplstilskin, Aesop’s Fables, Children’s Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.
COURTNEY, GENE
Johnny Jayhawk
KFRU, Lawrence, Kans.
CRADDOCK, HARRIs
Hoe and Fireside
KWSL, Lake Charles, La.
CRANDALL, BRAD
WBS, Atlanta, Ga.
CULKIN, ANNE
WSCR, Scranton, Pa.

DALZELL, MABGKE
Tune Up Time
WIRE, Indianapolis, Ind.
DANIEL, PRESTON C.
WHPE, High Point, N. C.

DANIELS, ELIZABETH
The Last Word
KDAL, Duluth, Minn.
BANNENBAUM, ALEXA
WQxr, New York, N. Y.
DARBY, JUNE
Children’s Album
KXLW, St. Louis, Mo.
DAVlS, GORDON
DAWES, EDMUND "Skipper"
Tima Age Time
Marcie Lady Supper Club
DAWsoN, RONALD
BEAVER, KAY
Favorite Story
KTSN, El Paso, Tex.
DE FELICIE, GLORIA
WRIE, Providence, R. I.
DENKER, HENRY
ABC — The Greatest Story Ever Told
DEERRYSHIRE, JOSEPH
DEVINE, JERRY
ABC — This Is Your FBI
DEVCRK, TOM
KVOO, Tulsa, Okla.
DIFANT, MARY
Market Basket
WNNH, N. Haven, Conn.
DORRINS, SHELLEY
WNEW, New York, N. Y.
DONAHUE, BARBARA
Breakfast Bingo
WGFG, Kalamazoo, Mich.

Ruth and Gilbert Braun

Writers — Directors — Producers

"Let The Brauns Build It For You"

CARL BIXBY

Sturges Highway
Southport, Conn.
FLYNN, NORMAN
This Is Your Community Reflections
WEML, Elmira, N. Y.
FARMAN, EDDIE
AB—Scott & Costello
FOWLER, KEITH
ABC—Burns & Allen
FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director; MC: b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n Find Me, Break the Bank, Glamour Menor.
FRANKLIN, MARTHA
WMQA, Moultrie, Ga.
FREEMAN, HIL
ABC—You Bet Your Life
FREES, MARJORIE
WCBY, Bristol, Va.-Tenn.
FREVY, HELEN
School of the Air
WHA, Madison, Wis.
FROST, HARRIS, B.
Continuity Editor
WBCM, Bay City, Mich.
FUGATE, JACK
Reflections
WCBY, Bristol, Va.-Tenn.

G

GAINES, JACK D.
GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).
GARLAND, MARY
WCHA, Chambersburg, Pa.
GATES, STUART M.
Date for Tonight
WSV, Petersburg, Va.
GERSON, NOEL
CBS—David Harum
GESLERS, DAVID
WCHA, Chambersburg, Pa.
GIBBONS, FRANCIS
WMT, Cedar Rapids, Iowa
GILMORE, JOANN
KJBS, San Francisco, Calif.
GODFREY, VIRGIL
KWPX, Muscatine, Iowa
GOELLER, LEE
Continuity Director
WPTF, Raleigh, N. C.
GOODMANN, DOM
KDEC, Decrah, Ia.
GOTWALT, HELEN
One White Rose
WSBA, Youngstown, Pa.
GRAY, RALPH
The Town Crier
KVOA, Tucson, Arizona
GRAYLING, SALLY
Announcements
WHBC, Columbus, Ohio
GRAYSON, BOB
ABC—The Lone Ranger
GREENE, JOHN L.
CBS—Blondie
GREENFIELD, MANNY
ABC—So You Want To Lead A Band
GREENE, JOHNNY
Neighbors
KPRK, Livingston, Mont.

GROOM, MARTHA
WLAC, Nashville, Tenn.
GUTHRIE, PHILLIS
KFBK, Cheyenne, Wyoming
Let's KATL, ABC—Tom Bergin Show

FRENCH, DON

WORF, Washington, N. C.

In Remembrance

Powers, Margaret

KRSC, Seattle, Wash.

Serendipity

PLivOvo, Frank

CBS—Wendy Warren and the News

Raffael, Bill

ABC—Buddy Weed Trio, Cavalcade of Bands, The Four Vagabonds, Museum of Modern Music, Sunday Morning Concert Hall, Johnny Thompson, Vera Massey Sings

Ragaway, Martin A.

ABC—Milerton Bele Show, Pitch Bandwagon, Guess Who Show, Phil Baker, Dinah Shore-Ford Show, Abbott and Costello

Regan, Mary J.

WNLC, New London, Conn. Top Hat Revue

Rice, Craig

ABC—Murder and Mr. Malone

Richards, J. K.

KWAR, East Lansing, Mich. Adventures in Music

Roberts, Wesley E.

KIMA, Yakima, Wash.

Robinson, Eleanor

KFII, Wichita, Kans.

This 'N That

Rodda, Walt

WKAT, Miami Beach, Fla. Problem Child

Rodgers, Rosewell

ABC—The Ope Cates Show

Rubin, Jack

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neill; Break The Book; Try and Find Me; By Popular Demand; Pick & Pot Show

ST. CLAIR, LEONARD

ABC—Mayor of the Town

SangenT, Margaret

ABC—My True Story

Schneider, Jane

WJR, Detroit, Mich.

Seldon, Jeff

WNDE, New York, N. Y.

Sharp, Jack A.

CBS—Adventurer's Club

Shaw, Robert

CBS—(Christopher Wells

Shayon, Robert Lewis

CBS

Sherrill, David

WQXR, New York, N. Y.

Smith, Bernie

ABC—You Bet Your Life

Spencer, Jane

CBS—Mary Lee Taylor

Stern, Len

ABC—Abbot and Costello

Striker, Fran

ABC—The Lone Ranger

Tackberry, John

WWIZ, The Benny Show

Tallman, Bob

CBS—Adventures of Sam Spade

Taylor, Samuel

ABC—The Tales of Willie Piper

TazeWelL, Charles

ABC—Mayor of the Town

Thomas, Gil

KGO, San Francisco, Calif. Are These Our Children

Thomas, Ruth Ann

KMBC, Kansas City, Mo. Texas Rangers, Western Eccentrics

TomDAN, William Selden

Toomey, Sarah

WGLF, Glen Falls, N. Y. Barn Theatre

Totten, Bill

KRDQ, Colorado Springs, Colo.

TovoRy, Carl

CBS—Ma Perkins

Tucker, Maggie

ABC—Coast to Coast on a Bus

Van Wickle, Dick

KREO, Indio, Calif.

Vernon, Bob

WWRL, Woodsie, N. Y. Fringle, Family

Wade, Dorothy A.

KXYZ, Houston, Tex.

Walchli, John

WOLF, Syracuse, N. Y. Model "T" Melodies

Walrod, Faith

KDSJ, Deadwood, S. Dak.

Wheaton, Glenn

CBS—Tony Martin Show

White, Jerry

WJHP, Jacksonville, Fla. Comedy Director

Whitely, Bob

KUGN, Eugene, Ore. Open House

Whitfield, Betty

WINK, Ft. Myers, Fla. Continuity Dir.

Williams, Zeb

KXOX, Sweetwater, Tex. Moonlight & Roses

Willson, Jim

KCON, Tucson, Arizona

Witty, Don

ABC—Treasury Band Shows. Ralph Norman, American Sports Panel's "World of Sports"

Y

Yager, Murray

KELP, El Paso, Tex. Concert Curtain Time

Zimmerman, Josephine

KMBZ, Kansas City, Mo. Rhymetime, Tune Chasers

Zomar, Karl

KFX, Grand Junction, Colo. Memory's Garden
Announcers

-their work during 1947

—A—

AAROE, ALDEN
WRVA, Richmond, Va.

ABBOTT, BUD
WBSA, Lenoirville, Ky.

ACKERMAN, KEN
KQW, San Jose, Calif.

ADAMS, BILL
CBS—Let's Pretend

ADAMS, ROBERT

AGNEW, JOHN K.
WIBC, Columbus, Ohio

Alden, George
KWWB, Hutchinson, Kans.

Alden, Norm
KXOL, Fort Worth, Tex.

ALDERMAN, Jim
WRR, Dallas, Tex.

ALDERSON, JOHN
WFBR, Baltimore, Md.

ALEXANDER, PAUL
KSL, Salt Lake City, Utah

ALLEN, FRED
WINK, Ft. Myers, Fla.

ALLEN, ED
WFLA, Chicago, Ill.

ALLEN, EMORY
WBBL, Columbus, Ga.

ALLEN, FRANK
KOMA, Oklahoma City, Okla.

ALLEN, GARRETT
WFRC, Reidsville, N. C.

ALLEN, JOHN W.
WFBA, Dallas, Texas.

ALLEN, MEL
NBC—Chesterfield Supper Club

ALLEN, REGINALD
WTOP, Washington, D. C.

ALLEN, TOM
KWC, Fort Worth, Tex.

ALLEN, WAYNE
KXEL, Lubbock, Tex.

ALLISON, GENE
WISH, Indianapolis, Ind.

ALLYN, KEN
WBNL, Richmond, Va.

AMADOR, ARTHUR
WBZ-WBZA, Boston, Mass.

AMECHE, JIM
ABC—Welcome Travellers

AMES, FRANK
WBHC, Canton Ohio

ANDERSON, CHARLES
KFI, Los Angeles, Calif.

ANDERSON, ED
WTIC, Hartford, Conn.

ANDERSON, HERBERT
WROK, Rockford, Ill.

ANDERSON, J. LLOYD
K'MOX, St. Louis, Mo.

ANDRE, PIERRE
ABC

ANDREWS, RUSSELL
WBFR, Baltimore, Md.

ANDREWS, BILL
KSVF, Artesia, N. Mex.

ANKENY, EUGENE
WRC, Johnstown, Pa.

ANTOINE, JON
NBC

ANTOINE, TEX
WNYC, New York, N. Y.

ARCHER GRAHAM
KGW, Portland, Ore.

ARIM, THOMAS
WSTY, Steubenville, Ohio

ARLEN, JAY
ABC—Club Time

ARMSTRONG, TOM
W GAR, Cleveland, Ohio

ARNOLD, Cecil, Jr.
WQUT, Bangor, Maine

ARNOLD, WALTER
KECA, Los Angeles, Calif.

ARRINGTON, BILL
WMRC, Greenville, S. C.

ARTHER, HARRY
WSMB, New Orleans, La.

ASHER, JOE
SAL, Lexington, Ky.

AUSTAD, MARK
WWDC, Washington, D. C.

——B——

BAILEY, CARL
KCLA, Los Angeles, Calif.

BAIRD, JOHN
KMPC, Los Angeles, Calif.

BAKER, A. C.
WB, Birmingham, Ala.

BAKER, RUSSELL
WOW, Omaha, Nebr.

BASKET, BILL
WEAP, Fort Worth, Tex.

Baldwin, BUCK
KDALL, Duluth, Minn.

BARNES, WALTER
WDVA, Danville, Va.

BALL, GEORGE
WHJR, Hempstead, L. I., N. Y.

BALLARD, DAVID
KGFI, Hollywood, Calif.

BAMBRICK, GORDON
WFM, Portland, Ore.

BANGHART, KENNETH
WNBC, New York, N. Y.

BANNER, BILL
WSFA, Spartanburg, S. C.

BANTA, DEANE
KIX, Oakland, Calif.

BANYARD, FRANK
KWEW, Hutchinson, Kans.

BARANGER, ROBERT
WSAY, Rochester, N. Y.

BARRER, DON
WAGA, Atlanta, Ga.

BARTLEY, GEORGE
KFI, Los Angeles, Calif.

BARENTS, G. H.
WLEE, Richmond, Va.

BARRY, LOUIS A.
WXB, Utica, N. Y.

BARNASE, BILL
KRIS, Corpus Christi, Tex.

BARR, FRED
WWRL, Woodside, N. Y.

BARRETT, RAY
NLS, WNBC, New York, N. Y.

BARRINGTON, CHARLES
KDYI, Salt Lake City, Utah

BARRY, JACK
WOR, New York, N. Y.

BARRY, NORMAN
WMAG, Chicago, Ill.

BASH, JIM
WCHV, Charlottesville, Va.

BATCHELDER, JOHN
WRC, Washington, D. C.

BATES, EARL
WOL, Washington, D. C.

BAUHN, TED
KIRO, Seattle, Wash.

BAXTER, ROY
WBNX, New York, N. Y.

BAYLISS, ED
WSAY, Rochester, N. Y.

BEAL, KINGLAS
KXEL, Waterloo, Iowa

BEARD, SAM
WPTF, Raleigh, N. C.

BEATTIE, JACK
WCAE, Pittsburgh, Pa.

BEATTY, JIM
WBRY, Waterbury, Conn.

BECHEL, JAY
WTBO, Cumberland, Md.

BECKER, PHIL
WTIC, Hartford, Conn.

BECKER, SANDY
(Becker, Sanford George); Announcer—Actor; b. New York, N. Y., Feb. 19, 1922; Jack Smith; Once Upon A Tune; Roosters of the City; CBS Workshop; Give & Take; Second Mrs. Burton.

BECHOLD, KENNETH
WBGH, Scranton, Pa.

BELCHER, TOM
KFBH, Wichita, Kans.

BELFLOWER, DEL
KFDA, Amarillo, Tex.

BELLL, DOUGLAS
WQNC, Gastonia, N. C.

BELLAH, MILTON
WDAR, Savannah, Ga.

BELLMAN, BILL
WPAG, Ann Arbor, Mich.

BENJAMIN, CHARLES
WAFR, Waterbury, Conn.

BENNETT, RAY
KGA, Spokane, Wash.

BENSON, ROBERT
KTYW, Philadelphia, Pa.

BENTLEY, RAY
WROV, Roanoke, Va.

BENWARE, ROBERT
WQXK, New York, N. Y.

BERNARD, MEL
WHSC, Hartville, S. C.

BERNIE, BEN
WKMO, Kokomo, Indiana

BERRY, BOB
WTH, Baltimore, Md.

BEST, VICTOR
WCH, Portland, Me.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BETZ, CARL
WCAE, Pittsburgh, Pa.

BICKART, SANFORD
RINGMAN, FRANK

NBC—Cavalcade of America

921
GARNETT MARKS

ANNOUNCER

STATION KQW

STATION
SAN JOSE
CAL.

OFFICE
SAN
FRANCISCO
CAL.
ANNOUNCERS

BIRR, PHYL
WHB, Kansas City, Mo.

BISHOP, J. DIDGE
WCTA, Andalusia, Ala.

BIVENS, BILL
NBC—Fred Waring Show

BLACK, HOWARD
KOTV, Phoenix, Arizona

BLACK, JOSEPH
WHK, Cleveland, Ohio

BLAINE, GENE
WGAD, Gadsden, Ala.

BLAIR, TED
WLII, Lowell, Mass.

BLAKE, JOEL
WPAT, Paterson, N. J.

BLANTON, WALTON
K. FJZ, Fort Worth, Tex.

BLASHKIW, PETE
KWBW, Hutchinson, Kans.

BLENHEIM, LARRY
WHN, New York, N. Y.

BLOCK, MARTIN
NBC—Chesterfield Supper Club

BLUM, LAWRENCE
WSIX, Nashville, Tenn.

BOGARTE, H. E.
ELIF, Dallas, Tex.

BOGGS, MURRAY
EFAC, Los Angeles, Calif.

BOGGS, OTIS
WFAA, Dallas, Tex.

BOHACK, BILL
WPAT, Paterson, N. J.

BOLIN, ART
WARM, Scranton, Pa.

BOLTON, GALE
WMFF, Plattsburg, N. Y.

BOLTIN, LES
KARK, Little Rock, Ark.

BOND, FORD
CBS—David Harum

BOND, LYLE
KFI, Los Angeles, Calif.

BOWER, BOB
WTIP, Charleston, W. Va.

BOWER, RICHARD
WRAK, Williamsport, Pa.

HOWMAN, ROGER
NBC—Lorenzo Jones Young Widder Brown American Album Fam. Music General Foods Shows

CGS Television Documentary Shows

BOYD, LEX
KROW, Oakland, Calif.

BOYER, JOHN F.
KDKA, Pittsburgh, Pa.

BOYERMAN, GUY
WKBK, Detroit, Mich.

BRADFORD, JOHN
WINS, New York, N. Y.

BRADLEY, DICK
WNEW, New York, N. Y.

BRADLEY, GEORGE
RTA, Rapid City, S. Dak.

BRADLEY, WILLIAM Y.
WHEB, Portsmouth, N. H.

BRADLEY, PETER
WSBC, Chicago, Ill.

BRADLEY, TRUMAN
CBS—Suspense

BRANCH, TAYLOR
WRR, Dallas, Tex.

BRANDT, JOSEPH A.
WTPR, Paris, Tenn.

BRANT, BILL
KDKA, Pittsburgh, Pa.

BRAY, JACK
WADC, Akron, Ohio

BRAZIELL, JIMMY
WHSC, Hartsville, S. C.

BREMMER, LYELL
KPAB, Omaha, Nebr.

BRENNAN, JOS.
KXOK, St. Louis, Mo.

BRENNER, BOB
WCOP, Boston, Mass.

BRENTSON, PAUL
CBS—Hour of Charm

BREVIK, ERNIE
WDAY, Fargo, No. Dak.

BRICE, JAMES
WTIP, Paris, Tenn.

BRINK, CHARLES
WHAM, Rochester, N. Y.

BRINK, TED
WKEAR, East Lansing Mich.

BRISENDINE, BOB
WATL, Atlanta, Ga.

BRITTON, JACK
WREG, Knoxville, Tenn.

BRODE, BUDDY
WLK, Wilkes Barre, Pa.

BROOKS, BOB
WPOR, Portland, Maine

BROOKS, BOB
KTRI, Houston, Tex.

HARRY VON ZELL

10th Year

EDDIE CANTOR SHOW

NBC Network—Thursdays

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(Transcribed)

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BROOKS, DEEN
WKNA, Charleston, W. Va.

BROOKS, KIRBY
WIOD, Miami, Fla.

BROOKS, LOU
WONS, Hartford, Conn.

BROOKS, MIKE
WBIG, Greensboro, N. C.

BROOKS, NORMAN
WFGP, Steel Pier, Atlantic City, N. J.

BROOKS, ROBERT
KTRH, Houston, Texas

BROPHY, BILL
WKNY, Kingston, N. Y.

BROPHY, FRED
WHIG, Dayton, Ohio

BROTHERS, BILL
WHNC, Henderson, N. C.

BROWN, BILL
WERC, Erie, Pa.

BROWN, BILL
WLW, Cincinnati, Ohio

BROWN, FREDD
WNCA, Asheville, N. C.

BROWN, HOWARD

BROWN, KEW
WTMC, Ocala, Fla.

BROWN, LARRY

BROWN, PAUL
WAZL, Hazelton, Pa.

BROWN, RUSSELL
WMFG, Hibbing, Minn.

BROWN, TED
WOR, New York, N. Y.

BROWN, W. PENDLETON

BROWNING, DOUG
ABC—Paul Whiteman Club
On Stage America

BROWNING, REED
KECA, Los Angeles, Calif.

BRUCE, AL
WLBR, Lebanon, Pa.

BRUCKER, SKIP
WGAU, Athens, Ga.

BRYAN, GEORGE
CBS—Talent Scouts

BRUNSWICK, HARVEY
KTOP, Topeka, Kans.

BRYER, BOB
WHN, New York, N. Y.

BRY'S, GENE
WSIR, Butler, Pa.

Buchanan, Paul
WSUA, Bloomington, Indiana

BURGER, GEORGE
WSAU, Wausau, Wis.

BUNNING, JOHN
WSPI, Sarasota, Fla.

BURNS, DICK
WTTM, Trenton, N. J.

Burt, Jim
KELO, Sioux Falls, S. Dak.

Bussard, Dennis
WELM, Elmlra, N. Y.

BUTHERUS, ED
KGW, Portland, Ore.

Butler, Frank
WCW, Minneapolis, Minn.

Butler, Harry
WHIO, Dayton, Ohio

Butler, Jay
KMBC, Kansas City, Mo.

Butters, Jim
KECA, Los Angeles, Calif.

Buzzard, Richard
WJTN, Jamestown, N. Y.

Byars, Joe
WDAK, Columbus, O.

Byrd, Herbert
KXLR, N. Little Rock, Ark.

Caddell, Raymond
WHSC, Hartsville, S. C.

Cade, Marvin
WJW, Cleveland, O.

Caddell, Robert
WPRO, Rochester, Ill.

Cahan, George

Callahan, Chris
WNOC, Norwich, Conn.

Callan, Robert
WMCA, New York, N. Y.

Callison, George
WRNY, Rochester, N. Y.

Calvert, William
WIBX, Utica, N. Y.

Gene Hamilton
Music Commentator—everything from "Lower Basin Street" to the Boston Symphony.

Announcer—"Professor Quiz," American Oil Company

A.B.C.
ANNOUNCERS

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, REX
KSL, Salt Lake City, Utah

CAMPBELL, SPENCER W.
WGAN, Portland, Maine

CAMPBELL, TED
WMCA, New York, N. Y.

CAMPHERO, BOB
WSNY, Schenectady, N. Y.

CANDLER, PETE
WFVA, Fredericksburg, Va.

CAPMAN, DON

CAPPS, BOB
KGBJ, Hollywood, Calif.

CARDELL, GEORGE W.
WGNH, Gadsden, Ala.

CAREY, KENNETH R
WNYC, New York, N. Y.

CARLSON, BILL
WTMJ, Milwaukee, Wis.

CARLTON, BOB
Carr, Jerry

KBOO, Portland, Ore.

CARMONA, AL
KGFJ, Hollywood, Calif.

CARMONA, AL
KGFJ, Hollywood, Calif.

CAREY, KENNETH R
WNYC, New York, N. Y.

CAMPBELL, DAVE
WBT, Charlotte, N. C.

CAMPBELL, DICK
WDVA, Danville, Va.

CAMPBELL, REX
KSL, Salt Lake City, Utah

CAMPBELL, SPENCER W.
WGAN, Portland, Maine

CAMPBELL, TED
WMCA, New York, N. Y.

CAMPHERO, BOB
WSNY, Schenectady, N. Y.

CANDLER, PETE
WFVA, Fredericksburg, Va.

CAPMAN, DON

CAPPS, BOB
KGBJ, Hollywood, Calif.

CARDELL, GEORGE W.
WGNH, Gadsden, Ala.

CAREY, KENNETH R
WNYC, New York, N. Y.

CARLSON, BILL
WTMJ, Milwaukee, Wis.

CARLTON, BOB
Carr, Jerry

KBOO, Portland, Ore.

CARMONA, AL
KGFJ, Hollywood, Calif.

CARMONA, AL
KGFJ, Hollywood, Calif.

CAREY, KENNETH R
WNYC, New York, N. Y.
ANNOUNCERS

CLARK, RICHARD M.
KERN, Bakersfield, Calif.

CLARKE, BRUCE
WEFL, Syracuse, N. Y.

CLARKE, EDDIE
KCKN, Kansas City, Kan.

CLARKE, JAMES
WAZL, Hazleton, Pa.

CLARKE, JOHN H.
Narrator, Disc Jockey; b. King- 
ston, Ohio, May 10, 1913; ed. 
U. of Cinn Conservatory of 
Music, Miami U. (Ohio); Going 
to Town; Three Corners Club; 
Rittenhouse Chimes Show (Tele) 
Staff Announcer WIN.

CLARKE, PAUL
WMT, Cedar Rapids, Iowa

CLEAR, WILLIAM
WRTA, Altoona, Pa.

CLEARY, JAMES
WSGN, Birmingham, Ala.

CLEMENS, LOU
KLIX, Twin Falls, Idaho

CLIFTON, JACK
WAKR, Akron, Ohio

CLINTON, PAUL
WPDK, Jacksonville, Fla.

CLOSE, BILL
KOY, Phoenix, Arizona

CLUTE, JOHN
WMFF, Plattsburg, N. Y.

COCHRAN, PAUL
KHJK, Hutchinson, Kans.

CODDING, HALL
KFMB, San Diego, Calif.

CODY, DEL
KGA, Spokane, Wash.

COHN, MORT
WCBS, Charleston, W. Va.

COLE, DAVID H.
KCKS, Midland, Tex.

COLE, JOHN
KFRU, Columbia, Mo.

COLE, LOU
WWRL, Woodside, N. Y.

COLLEY, STEWART
WINO, W. Palm Beach, Fla.

COLLIER, RALPH
WHAM, Rochester, N. Y.

COLLINS, BEVERLY
WAGE, Syracuse, N. Y.

COLLINS, PAUL
WIBG, Philadelphia, Pa.

COLLYER, BUD
(Collier Clayton); Quiz of Two 
Cities; Superman; Break The 
Bank (ABC); Life Can Be Beaut-
tiful (NBC); Molloy Mystery 
Theater (NBC).

COLTON, LAVERN
WCOU, Lewiston, Maine

COMBS, MORRISON
WSIC, Statesville, N. C.

COMO, HUNTER
WHLE, Virginia, Minn.

CONCIE, BOB
KWSC, Pullman, Wash.

CONGER, BOB
WKBK, Detroit, Mich.

CONNELLY, JOHN
WHN, New York, N. Y.

CONNER, BILL
WEBE, Duluth, Minn.

CONOVER, HUGH
CBS—Big Sister

CONOVER, WILLIS
WWDC, Washington, D. C.

CONRAD, JOHN
WMAQ, Chicago, Ill.

CONSIDINE, BOB
NBC—Fred Waring Show

CONWAY, JIM
CBS—Lee Adams

COOK, ALLAN W.
WKZO, Kalamazoo, Mich.

COOK, JIM
KFDA, Amarillo, Tex.

COOK, LOU
ABC—The Opie Cates Snow

COOK, RICHARD
WMRN, Marion, Ohio

COOK, WALTER
KVER, Albuquerque, N. Mex.

COOKE, HENRY
WMAQ, Chicago, Ill.

COONEY, JIM
WBEN, Buffalo, N. Y.

COOPER, JIM
WFNC, Fayetteville, N. C.

CORBETT, JACK
WSTK, Syracuse, N. Y.

CORBIN, LOUIS
WFR, Baltimore, Md.

CORMAY, DON
WAKR, Akron, Ohio

CORNEILL, BOB
AFAC, Los Angeles, Calif.

ALUN WILLIAMS
ANNOUNCING 
NARRATION 
NEWS

LE. 2-1100

KEYES PERRIN
“Record Riddles”—WOR
“Al Schacht Show”—WOR
Announcers

CORUM, BILL
ABC—Gillette Cavalcade of Sports

CORY, JOHN
WLBC, Muncie, Ind.

COSLETT, FRANKLIN D.
WBRE, Wilkes Barre, Pa.

COSTELLO, JOHN

PATRICK (JACK)
Announcer, Narrator, Commentator; b. May 31, 1908, Sauk Centre, Minn.; St. Bonaventure College, U. of Minn., Honorary Degree, Litt. D., Music America Loves Best; RCA Victor Kraft Music Hall; Hildegardé Raleigh Room; Story of Music; Vacation With Music; Catholic Hour (NBC).

COVEY, DICK
KRNT, Des Moines, Iowa

COWLING, TERRY
WCOP, Boston, Mass.

COX, BILL
WWDC, Washington, D. C.

CRAGO, RICHARD L.
WRUF, Gainesville, Fla.

CRAIG, NANCY
ABC

CRAIG, GEORGE
KCBS, Ontario, Calif.

CROFT, MIKE
WHUN, Huntingdon, Pa.

CRONICAN, LEE
WHF, Harrisburg, Pa.

CROSATTO, DAVE
KJBS, San Francisco, Calif.

CROSBY, LOU
CBS—Gene Autry Show

CROSS, PHILIP
KDKA, Pittsburgh, Pa.

CROWELL, GEORGE
KSFQ, San Francisco, Calif.

CRUMP, GEORGE
WCRO, Johnstown, Pa.

CULLEN, WILLIAM L.
Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Missus Goes A Shoppin; Winner Take All (CBS); Hollywood Jackpot; Danny Kaye Show.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.

CUNO, EUGENE
WSYR, Syracuse, N. Y.

CURRIN, DONALD K.
KOW, San Jose, Calif.

CURTIS, DAVID
WRNY, Rochester, N. Y.

CURTIS, E. H.
WIBD, Topeka, Kans.

CURTIS, GEORGE E., JR.
WGAM, Portland, aine

CURTIS, RON
WPBL, Syracuse, N. Y.

DALE, ALEX
WFBL, Syracuse, N. Y.

DALE, ALLAN
KURY, Edinburg, Tex.

DALE, JOHN
WNEW, New York, N. Y.

DALTON, ROBERT
WRNL, Richmond, Va.

DANIELS, MERRILL
WRFN, Washington, D. C.

DANIS, MEL
WSYR, Syracuse, N. Y.

DARGO, ROBERT
WCSH, Portland, Me.

DARWIN, FRED
WINS, New York, N. Y.

DAVIDSON, BOB
WFAS, White Plains, N. Y.

DAVIS, BOB
KAKC, Tulsa, Okla.

DAVIS, ED.
WFPG, Steel Pier, Atlantic City, N. J.

DAVIS, EDDIE
WTOC, Savannah, Ga.

DAVIS, GEOFF
WINS, New York, N. Y.

DAVIS, GEORGE
WRBL, Columbus, Ga.

DAVITT, WILLIAM
KFBI, Wichita, Kans.

DAWES, BILL
WCKY, Cincinnati, Ohio

DAY, BILL
WACOO, Waco, Tex.

DAYTON, LEE
WMAL, Washington, D. C.

CROSS, PHILIP
KDKA, Pittsburgh, Pa.

CROWELL, GEORGE
KSFQ, San Francisco, Calif.

CRUMP, GEORGE
WCRO, Johnstown, Pa.

CULLEN, WILLIAM L.
Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Missus Goes A Shoppin; Winner Take All (CBS); Hollywood Jackpot; Danny Kaye Show.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.

CUNO, EUGENE
WSYR, Syracuse, N. Y.

CURRIN, DONALD K.
KOW, San Jose, Calif.

CURTIS, DAVID
WRNY, Rochester, N. Y.

CURTIS, E. H.
WIBD, Topeka, Kans.

CURTIS, GEORGE E., JR.
WGAM, Portland, aine

CURTIS, RON
WPBL, Syracuse, N. Y.

FRANK GALLOP

BEN GRAUER

928
ANNOUNCERS

DEAL, JOHN H.  WBCU, Ithaca, N. Y.
DEAN, JOHN  WDNQ, Durham, N. C.
DeFREITAS, DICK  WHN, New York, N. Y.
DELANEY, BOB  WJNO, West Palm Beach, Fla.
DELINE, JIM  WFL, Syracuse, N. Y.
DeFREITAS, DICK  WHN, New York, N. Y.
DELANEY, BOB  WJNO, West Palm Beach, Fla.
DELINE, JIM  WFL, Syracuse, N. Y.

DUDLEY, DICK  NBC
DULANE, CHUCK  WGBY, Silver Spring, Md.
DUNBAR, ROSS  WOR, New York, N. Y.

DUNN, MIKE  WLI, Indianapolis, Ind.
DUNN, RONALD  WFAA, Dallas, Tex.
DUNPHY, DON  Gillette Cavalcade of Sports, ABC
DUPUY, MONTY  WNGA, Asheville, N. C.
DVORAK, GEORGE  KFI, Los Angeles, Calif.

DENISON, HUGH  WMAQ, Chicago, Ill.
DOWNEY, GEORGE  WEAN, Providence, R. I.
DOWNS, HUGH  WMAQ, Chicago, Ill.
DRAKE, MYRON  KAJ, Phoenix, Ariz.
DRAKE, RONALD  WHP, Harrisburg, Pa.
DROMLEY, JACK  WBGE, Atlanta, Ga.
DUDLEY, DICK  NBC

The Adventures of the Falcon, MBS; Policewoman, ABC; CBS World News; One Man's Family, WOR; Strange Romance of Evelyn Winters; Rose of My Dreams.

DUNHAM, RICHARD H.

b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (CBS); Mollo's Mystery (CBS); Policewoman (ABC).

DUNHILL, JACK

KIRO, Seattle, Wash.

DUNLAP, TED

WMAL, Washington, D. C.

DUNN, EDDIE

Jack Benny Show, NBC

DUNN, MIKE

WIBC, Indianapolis, Ind.

DUNN, RONALD

WFAA, Dallas, Tex.

DUNPHY, DON

Gillette Cavalcade of Sports, ABC

DENNIS, BETSY

WJOR, Bangor, Me.

DENTON, ROBERT

WJW, Cleveland, Ohio

DINSMORE, CHARLES

WOR, Boston, Mass.

DEVINE, OTTIS

WMAM, Nashville, Tenn.

DICKSON, DICK

WMAL, Washington, D. C.

DICK, WARS

WILMINGTON, Del.

DIERDORFF, ELLIE

WCOP, Boston, Mass.

DILSON, BURT

WJW, Cleveland, Ohio

DINSMORE, CHARLES

WOR, Boston, Mass.

DOUGGETT, JERRY

WRH, Dallas, Tex.

DONALDSON, ED.

WSyr, Syracuse, N. Y.

DONALDSON, TED

Ma Perkins, CBS

DONELLY, BOB

WMID, Atlantic City, N. J.

DONOVAN, GREG

WMAC, Chicago, Ill.

DORSEY, HOWARD

KMOX, St. Louis, Mo.

DORSEY, JOE

WEMP, Milwaukee, Wis.

DOUGLAS, HARRY

KMBC, Kansas City, Mo.

DOWD, DON

Breakfast Club, Club Time, ABC

DOWELL, JOHN C.


DOWNEY, GEORGE

WEAN, Providence, R. I.

DOWNS, HUGH

WMAQ, Chicago, Ill.

DRAKE, MYRON

KAV, Phoenix, Ariz.

DRAKE, RONALD

WHB, Harrisburg, Pa.

DROMLEY, JACK

WBGE, Atlanta, Ga.

DUDLEY, DICK

NBC

DULANE, CHUCK

WGBY, Silver Spring, Md.

DUNBAR, ROSS

WOR, New York, N. Y.

DUNN, MIKE

WIBC, Indianapolis, Ind.

DUNN, RONALD

WFAA, Dallas, Tex.

DUNPHY, DON

Gillette Cavalcade of Sports, ABC

DUPUY, MONTY

WNGA, Asheville, N. C.

DVORAK, GEORGE

KFI, Los Angeles, Calif.

DENNIS, BETSY

WJOR, Bangor, Me.

DENNIS, BETSY

WJOK, Bangor, Me.

DENNIS, BETSY

WJOK, Bangor, Me.

DENNING, FRANK

WTVC, Stamford, Conn.

DONALDSON, ED.

WSyr, Syracuse, N. Y.

DONALDSON, TED

Ma Perkins, CBS

DONELLY, BOB

WMID, Atlantic City, N. J.

DONOVAN, GREG

WMAC, Chicago, Ill.

DORSEY, HOWARD

KMOX, St. Louis, Mo.

DORSEY, JOE

WEMP, Milwaukee, Wis.

DOUGLAS, HARRY

KMBC, Kansas City, Mo.

DOWD, DON

Breakfast Club, Club Time, ABC

DOWELL, JOHN C.


DOWNEY, GEORGE

WEAN, Providence, R. I.

DOWNS, HUGH

WMAQ, Chicago, Ill.

DRAKE, MYRON

KAV, Phoenix, Ariz.

DRAKE, RONALD

WHB, Harrisburg, Pa.

DROMLEY, JACK

WBGE, Atlanta, Ga.

DUDLEY, DICK

NBC

DULANE, CHUCK

WGBY, Silver Spring, Md.

DUNBAR, ROSS

WOR, New York, N. Y.

DUNN, MIKE

WIBC, Indianapolis, Ind.

DUNN, RONALD

WFAA, Dallas, Tex.

DUNPHY, DON

Gillette Cavalcade of Sports, ABC

DUPUY, MONTY

WNGA, Asheville, N. C.

DVORAK, GEORGE

KFI, Los Angeles, Calif.

DENNIS, BETSY

WJOK, Bangor, Me.

DENNIS, BETSY

WJOK, Bangor, Me.

DENNIS, BETSY

WJOK, Bangor, Me.
ANNOUNCERS

EAGON, BRUCE
KVQQ, Tulsa, Okla.

EATON, GORDON
WCCO, Minneapolis, Minn.

ECKERT, ED
WENY, Kingston, N. Y.

EDDELL, HILLARD
WSTC, Stamford, Conn.

EDMONDS, BILL
WHN, New York, N. Y.

EDWARDS, FRANK
WFBG, Altoona, Pa.

EDWARDS, JOHN
WIP, Philadelphia, Pa.

EDWARDS, RAY
WHAS, Louisville, Ky.

EDWARDS, ROSS
WJCT, Peoria, Ill.

EGAN, JOHN
WCAU, Philadelphia, Pa.

EGGERT, GEORGE
WFBG, Altoona, Pa.

ELDER, DON
WMAQ, Chicago, Ill.

ELLIS, PHIL
WPTF, Raleigh, N. C.

ELLIS, STEVE
Nightly Sports Resume, WMCA, Music Box, WMCA

ELSTON, GENE
WMT, Cedar Rapids, Iowa

EMERICK, BOB
WOR, New York, N. Y.

EMMANUEL, MICHAEL G.
WRUF, Gainesville, Fla.

EMSLIE, CARL
WTOL, Toledo, Ohio

ENGLISH, RANDY
WTRY, Troy, N. Y.

ERICKSON, C.
WWJ, Detroit, Mich.

ERWIN, GEORGE
KFJZ, Fort Worth, Tex.

FACENDA FRANK
WGH, Newport News, Va.

FACENDA, JOHN
WIP, Philadelphia, Pa.

FARRINGDON, FIELDEN
Romance of Helen Trent, CBS

FELIX, JIM

FENNEMAN, GEORGE
Sound Off, Ross Dolan-Detective, ABC

FERGUSON, HUGH

FERREY, ERNEST
WHLS, Port Huron, Mich.

FARLEY, BILL
WELL, New Haven, Conn.

FAULK, RALPH
WCAE, Pittsburgh, Pa.

FARRELL, MAURY
WAPI, Birmingham, Ala.

ELLIS, BILL
WWJ, Detroit, Mich.

ELLIS, BONNIE
WCAU, Philadelphia, Pa.
ANNOUNCERS

FIELD, TOM
WTAM, Cleveland, Ohio
FINCH, BUD
WELL, New Haven, Conn.
FINCH, DEE
WNEW, New York, N. Y.
FINLEY, STUART
The Veteran’s Advisor, NBC, WRC, Washington, D. C.
FINN, LEO
WWCO, Waterbury, Conn.
FINN, MIHAEL
WEOA, Evansville, Ind.
FINNEGAN, BOB
WRRL, Columbus, Ga.
FISHER, LOU
WINS, New York, N. Y.
FISHER, STEVE
WPDQ, Jacksonville, Fla.
FLEISCHMAN, SOL J.
WDAE, Tampa, Fla.
FLEMING, DOUG
KGPJ, Hollywood, Calif.
FLEMING, ED
Our Gal Sunday, CBS
FLEMING, TOM
WSPA, Spartanburg, S. C.
FLOUENOY, BOB
WHAS, Louisville, Ky.
FLYNN, HOWARD
KMPC, Los Angeles, Calif.
FLYNN, NORMA
WELM, Elmhurst, N. Y.
FORD, MILTON
WWDC, Washington, D. C.
FORMAN, WIN
WARM, Scranton, Pa.
FOSTER, JOHN
WBAX, Wilkes Barre, Pa.
FRANK, BERT
KQYL, Salt Lake City, Utah
FRANK, BOB
WOC, Davenport, Iowa
FRANK, DON
FRANKLIN, BOB
KGW, Portland, Ore.
FREED, ALAN
WAKR, Akron, Ohio
FREMAULT, LEON
WBZ-WBZA, Boston, Mass.
FRENCH, CHARLES
WWNR, Beckley, W. Va.
FRENCH, PETE
WHAS, Louisville, Ky.
FRITZ, DONALD
WHKC, Columbus, Ohio
FROST, BILL
KGFN, Grass Valley, Calif.
FULLERTON, JERRY
KRS, Corpus Christi, Tex.
GAHR, RAL
WENT, Gloversville, N. Y.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GALLOP, FRANK
CBS—Family Hour
NBC—Milton Berle
NBC—Stella Dallas
GAMBLE, RON
WJR, Detroit, Mich.
GANS, ALAN
GARDNER, DON
ABC
GARDNER, JOHN
Land of the Lost, ABC
GARTHET, JIM
WJR, Detroit, Mich.
GARY, ARTHUR
NBC
GASTON, O. T.
WEZO, Kalamazoo, Mich.
GATES, PHELPS
The Christian Science Monitor Views The News, ABC
GAYLINS, AINE
WHN, New York, N. Y.

SANDY BECKER
ACTOR - ANNOUNCER

WIN ELLIOT
Emcee “County Fair”
Borden Company—CBS
Emcee “Betty Crocker”
General Mills—ABC
Emcee “Quick As A Flash”
Helbros Watches—MBS
Narrator-Announcer
“Willie Piper”
General Electric—ABC

Television
Sports and Special Events
Ford Motors—CBS-TV
Maxwell House Coffee
Knox Hats
ANNOUNCERS

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa

GEE, STAN
WGAR, Cleveland, Ohio

GEORGE, NELSON
WDBO, Orlando, Fla.

GERAGHTY, LARRY
WOL, Washington, D. C.

GERO, NORMAN
WWSC, Glens Falls, N. Y.

GIBBONS, JACK
WILM, Wilmington, Del.

GIBBS, JOHN
KQV, Pittsburgh, Pa.

GIBBINGS, JIM
KFEL, Denver, Colo.

GIFFORD, ROBERT
WWSC, Glens Falls, N. Y.

GILLEN, BOB
KGFJ, Hollywood, Calif.

GILMORE, ART
WFVA, Fredericksburg, Va.

GILPATRICK, DON
KMOX, St. Louis, Mo.

GOODWIN, BILL
NBC, Maxwell House Coffee
Time, Burns & Allen

GOODWIN, GLEN
KSO, Des Moines, Iowa

GORDON, BILL
WHIM, Memphis, Tenn.

GORDON, DON
Hunt Hunt, CBS

GRADY, JOE

GRANT, RUSSELL
KCLI, Cody, Wyo.

GROVER, BILL
WFNC, Fayetteville, N. C.

GROVER, ROBERT
WJTN, Jamestown, N. Y.

GRISWOLD, JACK
WEON, Reidsville, N. C.

GROVER, BILL
WEBS, Fairfield, Conn.

GUNN, GEORGE
Dick Tracy, ABC

GRAVER, BEN
Announcer, radio, newsreels; b. Staten Island, N. Y.; CCNY, B.S. Degree; Home Is What You Make It (NBC); NBC Symphony of the Air; Jergens Journal with Walter Winchell (ABC); Chesterfield Supper Club (NBC); America United (NBC); News (NBC).

GREGORY, GREG
KVER, Las Cruces, N. Mex.

GREEN, JOHN
WPXI, Pittsburgh, Pa.

GREEN, WILLIAM
WWOR, Newark, N. J.

GRIFFIN, WALTER
KTRH, Houston, Tex.

GRIFFIN, BILL
WQUB, Scranton, Pa.

GRIMM, JOHN
KQV, Dallas, Tex.

GRIMM, HAROLD
KTSN, San Angelo, Tex.

GROBB, JOE
WEDO, McKeesport, Pa.

GUEST, JOHN
WGAR, Cleveland, Ohio

GUNDERSON, ED
WHJ, Harrisburg, Pa.

GUNN, BEN
WATL, Atlanta, Ga.

GUNN, GEORGE
Dick Tracy, ABC

ART HANNE
CBS Announcer-Commentator
LA 4-1200

LEN STERLING

- Announcer
- M.C.
- Narrator

free-lance

LA 4-1200
HAMILTON, ROGER  
WEBR, Buffalo, N. Y.

HAFNER, GEORGE  
WHAM, Rochester, N. Y.

HAGAN, STAN  
WMAN, Mansfield, Ohio

HAGER, DON  
KHUM, Eureka, Calif.

HAINES, J. H.  
WTRC, Elkhart, Ind.

HALL, BILL  
WLAV, Grand Rapids, Mich.

HALL, HARRY  
KFWB, Hollywood, Calif.

HALL, LEN  
WNAR, Norristown, Pa.

HALLADYFE  
WNBC, New York, N. Y. (NBC).

HAMILTON, BILL  
Cavalcade of America, NBC

HAMILTON, GENE  
Concert commentator, announcer, director; b. Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor — Professor Quiz (ABC); Announcer — Break Beautiful Music Concerts; Announcer — News & Sports for Bethlehem Steel; News Reporter.

HAMILTON, WARD  
WNWN, Watertown, N. Y.

HAMPTON, RAWLS  
WFAS, White Plains, N. Y.

HAMRICK, HOWARD  
WRNL, Richmond, Va.

HANCOCK, DON  
(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., Ab. Harvest of Stars (NBC); Jack Smith Show (CBS); Famous Jury Trials (AB); Vox Pop (ABC); Perry Mason (CBS); Life Can Be Beautiful (NBC).

HANCOCK, HAL  
WENY, Elmira, N. Y.

HANCOCK, HUNTER  
KPVD, Los Angeles, Calif.

HANDLEY, LORRAINE  
WROK, Rockford, Ill.

HANEY, FRED  
WNYC, New York, N. Y.

HANNES, ARTHUR R.  

HANRAHAN, ED  
WITH, Baltimore, Md.

HANSEN, CLIFFORD H.  
KOMO, Seattle, Wash.

HANSEN, BOB  
KTVI, Sioux City, Ia.

HANSON, VERN  
WTOP, Washington, D. C.

HAYDN, ROBERT  
KROY, Sacramento, Calif.

HARWOOD, BARBARA  
WMVA, Martinsville, Va.

HARMES, FRANK  
WITH, Baltimore, Md.

HARPEL, BILL  
KGFJ, Hollywood, Calif.

HARPER, HUGH  
WKZO, Kalamazoo, Mich.

HARRIS, JOHNNY  
WWRL, Woodside, N. Y.

HARRICE, CY  
b. Chicago, Ill., March 1, 1915; ed. Northwestern Univ., B.S.; School of Commerce; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.

HARRIS, BOB  
WMCA, New York, N. Y.

HARRIS, DAVID K.  
WNBC, New Haven, Conn.

HARRIS, DEAN  
WAGE, Syracuse, N. Y.

HARRIS, LLOYD  
WMAM, Macon, Ga.

HARRISON, BRAD  
KMOX, St. Louis, Mo.

HARRISON, CHUCK  
WHBF, Rock Island, Ill.

HART, BILL  
WCAC, Philadelphia, Pa.

HART, MAURICE  
HRBON, JOHN  
WSPB, Sarasota, Fla.

HARVEY, NEIL  

HARVELL, CHARLIE  
WGR, Goldsboro, N. C.

HASELTINE, FRED  
WDNC, Durham, N. C.

HASSING, DOUG  
WTOC, Savannah, Ga.

JOE O'BRIEN
Announcer, Emcee, Sports Announcer
Shows: Rosemary (CBS)
Quid达成 Class (ABC)
It's in the Family (ABC)
Brooklyn Dodger Football (WMCA)
Tommy Dorsey Show (WMCA)
News of the Day (Newsreel)

ROD O'CONNOR
RED SKELETON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW
HATTON, DICK
WJW, Cleveland, Ohio
HAWTHORNE, JIM
KXLA, Los Angeles, Calif.
HAYES, DON
KTBS, Shreveport, La.
HAYES, EARL
WKIR, Detroit, Mich.
HAYES, GEORGE
Coffee Concert, Gems for Thought, ABC
HAYES, PAT
KIRO, Seattle, Wash.
HEAD, BYRON, L.
KOIL, Omaha, Nebr.
HEISS, BOB
WTMJ, Milwaukee, Wis.
HEIZER, JIMMY
WROV, Roanoke, Va.
HELLYER, WALTER
Guy Lombardo, ABC
HERLIGHY, WALTER
Gty Lombardo, ABC
HERLIHY, ED (Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator—Universal Newsreels; Honeymoon in N. Y.
HILL, JR., FRED
WMAZ, Macon, Ga.
HILL, Z.
WWJ, Detroit, Mich.
HINDS, WILLIAM W.
WCOL, Columbus, Ohio
HINKLEY, HARRY
WHP, Harrisburg, Pa.
HODGE, RUSSELL
WMC, Memphis, Tenn.
HOGAN, GEORGE
WOR, New York, N. Y.
HOGAN, JOE
KRLD, Dallas, Texas
HOGAN, MARTY
WJJD, Chicago, Ill.
HOFENSEE, BUD
WLNL, Laconia, N. H.
HOKANS, ARNE
WKLA, Ludington, Mich.
HOLLANDER, LEWIS
KXRO, Aberdeen, Wash.
HOLDEN, JACK
WLS, Chicago, Ill.
HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.
HOLMES, DICK
WILM, Wilmington, Delaware
HOLMES, WALTER
WBNX, New York, N. Y.
HOLSTEN, ARNE
WKLA, Ludington, Mich.
HOLLANDER, LEWIS
KXRO, Aberdeen, Wash.
HOLMAN JOHN
WMAQ, Chicago, Ill.
HOLTEN, OLLIE
WINK, Ft. Myers, Fla.
HOOKER, KEN
KTYL, Mesa, Ariz.
HOORNBEEK, HAL
WKNY, Kingston, N. Y.
HOOVER, CHUCK
WHKQ, Akron, Ohio
HOPE, WINSTON
WTAR, Norfolk, Va.
HOPKINS, JOHN
KFRZ, Fort Worth, Tex.
HOPPE, HENRY
WENC, Whiteville, N. C.
HORAN, ARTHUR
WIBX, Utica, N. Y.
HOWARD, HANK
WATR, Waterbury, Conn.
HOWARD, LLOYD
KGW, Portland, Ore.
HOWARD, WELDON B.
WFAA, Dallas, Tex.
HOLLOWAY, DON
WSMB, New Orleans, La.
HOLLOWAY, WAYNE
NBC
HUTCH, DICK
KSO, Des Moines, Iowa

Announcer — M. C. — Narrator

PRODUCER — DIRECTOR
LA. 4-1200

HUGH JAMES

“Lowell Thomas Show” ....... NBC
“Second Mrs. Burton” ....... CBS
“Voice Of Firestone” ....... NBC
“True Detective Stories” ....... MBS
“House In The Country” ....... NBC

20th Century-Fox News
ANNOUNCERS

HUEBNER, PAUL
KWG, Stockton, Calif.
HUFNSMITH, FREDERIC
KDFN, Casper, Wyo.
HUGGINS, HANK
WENK, Union City, Tenn.
HULL, H. C.
KJLP, Dallas, Tex.
HULL, IRA
WRVA, Richmond, Va.
HURST, ED
WPEN, Phila., Pa.
HUTCHINSON, BILL
WMAN, Mansfield, Ohio
HUTCHINSON, FRED
WHUN, Huntingdon, Pa.

IDE, CARLTON C.
KDKA, Pittsburgh, Pa.
IKISH, JACK
WOR, New York, N. Y.
IRVING, CHARLIE
ABC—David Harding—Countercry
The Fat Man
The Henry Morgan Show
IRVING, PAUL
WEDC, Chicago, Ill.
IRWIN, PHIL
KGW, Portland, Ore.

IVES, ROBERT
WFBL, Syracuse, N. Y.
IVEY, HUGH
WAGA, Atlanta, Ga.

JACKSON, JAY
ABC—Star Time with Dorothy Keaton
JACKSON, TOM
WKAB, Mobile, Ala.
JACOBS, TOM
KTRH, Houston, Texas
JAEGER, JOHN
WNEW, New York, N. Y.

JAMES, DENNIS
Announcer, Emcee, Sportscaster; b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B.S.; Bob Hawk Show (CBS); Can You Hop This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster (Boxing, Wrestling).
JAMES, HERB
KXEL, Waterloo, Iowa

JAMES, OWEN
ABC—The Adventures of Bill Lance

JAMOND, WALTER
KVSM, San Mateo, Calif.
JARRETT, SCOTT
WRVA, Richmond, Va.
JENKINS, L. B.
WFBC, Greenville, S. C.
JENSEN, ALAN
KSL, Salt Lake City, Utah
JENSEN, LEIF
WDRC, Hartford, Conn.
JENSEN, ROBERT
WOLS, Florence, S. C.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, CLIFF
JOHNSON, GEORGE
WCCO, Minneapolis, Minn.
JOHNSON, HERB
WMAZ, Macon, Ga.
JOHNSON, JIM
KGFN, Grass Valley, Calif.
JOHNSON, JOE
WMVA, Martinsville, Va.
JOHNSON, MARTIN
WTOC, Savannah, Ga.
JOHNSON, RODNEY
KPDQ, Portland, Ore.
JOHNSON, TED
ENAK, Akron, Ohio
JOHNSTON, ALLAN
KTSM, El Paso, Tex.
JOHNSTON, ED
WBAX, Wilkes-Barre, Pa.
JOHNSTON, MELVYN
WRNL, Richmond, Va.

Richard Stark

DON HANCOCK
JONES, AL
WRR, Dallas, Texas
JONES, BILL
WJPG, Green Bay, Wisc.
JONES, CHAUNCY
KWEB, Hutchinson, Kans.
JONES, HOWARD
WIP, Philadelphia, Pa.
JONES, ROBERT L.
WSPR, Springfield, Mass.
JORDAN, FRANK
WRNY, Rochester, N. Y.
JOY, DICK
CBS — Adventures of Sam Spade

KADELL, CARLTON
Amos 'n' Andy
KAHIL, LARRY
KWBC, Muscatine, Iowa
KAIMAN, LAMBERT
KMOX, St. Louis, Mo.
KARRENBAR, BILL
WHBC, Canton, Ohio
KASPER, FRED
ABC — Breakfast Club
KATHE, RICHARD
WMRN, Marion, Ohio
KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.
KAY, BOB
WAVE, Louisville, Ky.
KEARCE, CECEL
WRGA, Rome, Ga.
KEATING, LARRY
CBS — First Nighter
ABC — This Is Your FBI

KEENAN, EUGENE
WSAY, Rochester, N. Y.
KEITH, LARRY
WTNB, Birmingham, Ala.
KELLER, ART
WRN, Roncoevere, W. Va.
KELLER, ERNIE
WSM, Nashville, Tenn.
KELLER, FRED
WGEN, Buffalo, N. Y.
KEMPER, LOU
WHB, Kansas City, Mo.
KENNEDY, BOB
WHB, Kansas City, Mo.
KENNEDY, JOHN MILTON
CBS — Lux Radio Theater
KENNEDY, KAY
WRVA, Richmond, Va.
KENT, FRANK
WPEN, Phila., Pa.
KENWARD, JACK
WMID, Atlantic City, N. J.
KERN, BRUCE
WTIC, Hartford, Conn.
KERN'S, ROY
WKY, Oklahoma City, Okla.
KERR, DON
WHA, Newark, N. J.
KIDDER, FRED
WTOP, Boston, Mass.
KILLIAN, JIM
WACK, Scranton, Pa.
KILMER, KEN
KFJB, Marshalltown, Iowa
KINCAID, FRED
WGEN, Dallas, Texas
KING, A. C.
WEB, Boston, Mass.
KING, DAVE
WBPZ, Lock Haven, Pa.

DICK SCHOFIELD
Announcer — Actor — Newscaster
KXLA — Pasadena

DICK DUNHAM
Management: Bernard L. Schubert
Radio Registry: PL 7-0700
LAURENCE, JACK
WSAP, Portsmouth, Va.

LAURENCE, DAN
KNT, Des Moines, Iowa

LAURENCE, KEN
WTOL, Toledo, Ohio

LAURENCE, LARRY
WAGE, Syracuse, N. Y.

LAWRENCE, TEDD
Announcer, Disc-Jockey, Sports Announcer. b. Miami, Florida, April 9, 1914; Swingtime Session; Robert Hall of Fame; WHN, N. Y.

LEARY, TOM
KANS, Wichita, Kans.

LEE, BOB
KVER, Albuquerque, N. Mex.

LEE, JACK
WGDR, Goldsboro, N. C.

LEE, VINCENT
WCAU, Philadelphia, Pa.

LEEDS, DAVID
WMCA, New York, N. Y.

LEEFERS, BOB
WMT, Cedar Rapids, Iowa

LEEPER, TED
WPTF, Raleigh, N. C.

LEFEVRE, WILLIAM
WFBR, Bismarck, Md.

LENAY, WILL
WLW, Cincinnati, Ohio

LEONARD, ARCHIE
KFMB, San Diego, Calif.

LEONARD, H. H.
WERC, Erie, Pa.

LEONARD, MAC
KIUZ, Borger, Texas

LEONARD, VINCE
WISH, Indianapolis, Ind.

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ANNOUNCERS

MURRAY, BOB
KENT, Steepleport, La.
MURRAY, HAROLD
WTNC, Thomasville, N. C.
MURRAY, TOM FITZGIBBON
WSON, Henderson, Ky.

NAKEL, PAUL
WJMO, Cleve’and, Ohio
NASH, R. J.
KSS, Des Moines, Iowa
NASH, ROGER
WGBK, Detroit, Mich.
NAUGHTON, RUSSELL
WBCR, Hartford, Conn.
NAUGLE, DAVID K.
WFAA, Dallas, Texas
NAUMAN, DICK
WRR, Dallas, Texas

NEAL, ROY
WIBO, Philadelphia, Pa.
NEFF, ERNIE
WCAE, Pittsburgh, Pa.
NEHRING, WALLY
WIRE, Indianapolis, Ind.
NELSON, CARL
WTMJ, Milwaukee, Wis.
NELSON, DAVE
WSPA, Portland, Wash.
NELSON, ROBERT
WNAD, Norman, Okla.
NELSON, VERL
KTRI, Sioux City, Iowa
NEXNO, BOB
WHDL, Olean, N. Y.
NEBTIT, PHIL
WITH, Baltimore, Md.
NEWMAN, JIM
WJMO, Kokomo, Ind.
NICHOLS, MARCUS R.
KDFN, Casper, Wyo.
NICHOLS, ROY
KIXQ, Rex City, Tex.
NICHOLSON, NICK
KROW, Oskaloosa, Calif.
NIELSON, JAY
WITH, Baltimore, Md.
NIEKE, CHARLES
KTRK, Visalia, Calif.
NIEMEYER, EARL
K Tar, Phoenix, Ariz.
NILES, KEN
Jimmie Fuller Show, ABC
NILES, WENDELL
The Man Called X, CBS
NOAH, BOB
WENY, New York, N. Y.
NOBEL, AL
KQV, Pittsburgh, Pa.
NOBLE, DICK
WMAQ, Chicago, Ill.
NORTON, PAUL
WHDF, Houughton, Mich.
NORDINE, KEN
Adventurer’s Club, CBS
NORMAN, BOB
WESB, Bradford, Pa.
NORMAN, JOHN
KTRH, Houston, Texas
NORMAN, PHIL
KEFJ, Hollywood, Calif.
NORTON, IVERS
WHDL, Olean, N. Y.
NORTON, JAY
WORL, Boston, Mass.
NORTON, PAUL
WHDL, Olean, N. Y.
NOVIL, WALTER
KFRE, Fresno, Calif.
NOVELLO, MIKE
WRNL, Richmond, Va.
NOVENS, JOE
NURMI, CHARLES
WCAE, Pittsburgh, Pa.

OBERG, A. L.
WRXL, Richmond, Va.
O’BRIEN, ANGELA
WHRL, Sheboygan, Wis.
O’BRIEN, ELLIS
WRLH, Portland, Me.
O’BRIEN, JOE (O’Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Youngers, N. Y., July 17, 1915; ed. Fordham College; Rosemary Joyce Jordan (CBS); Quizdom Class (NBC); Brooklyn Dodger Football (ABC); Tommy Dorsey Show (WJMA); Amateur Hour, Du Mont Tele.
O’BRIEN, TOM

O’CONNOR, ROD
Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NCS); People Are Funny (NBC); Duffy’s Tavern (NBC).

ODOOM, HOMER
WFDM, Beaumont, Texas
O’DONNELL, BOB
WJTN, Jamestown, N. Y.
O’GILVIE, H.
WJTN, Jamestown, N. Y.
O’HALORAN, HALL
WHSL, Sheboygan, Wis.
O’HARA, W. W.
WEI, Boston, Mass.
OLIVER, CLIFF
WHBC, Canton, Ohio
OLIVER, JIM
WBCN, Boston, Mass.
OLMSDELD, GEORGE
WSOT, Decatur, Ill.
ONNEIL, CHARLES
WFEA, Manchester, N. H.
OLSON, CHUCK
WNAX, Yankton, S. Dak.
OLSON, PHIL
WHLB, Virginia, Minn.
O’REILLY, JACK
WOR, New York, N. Y.
O’RILL, BILL
WICY, Malone, N. Y.
O’SHEANE, TIMOTHY C.
WTVL, Watervile, Me.
OSTBERG, WILLIAM
OTIS, DAN
Arthur’s Place, CBS
OTT, WOODROW W.
WENY, Binghamton, N. Y.
OTTOWAY, FLOYD
WSyr, Syracuse, N. Y.
OYENDEN, K. K.
NEE, Boston, Mass.
OVERTON, DAVE
WBRC, Birmingham, Ala.
OWEN, ALAN
WMID, Atlantic City, N. J.
OWEN, CLIFFORD
WKOW, Madison, Wis.
OWEN, EDMUND
WLBZ, Bennington, Me.
OZMENT, HOWARD
WTMA, Charleston, S. C.

PAGE, NORM
WIMN, St. Paul, Minn.
PAGE, SAM
WNBN, Birmingham, N. Y.
PALMER, TOM
WMOC, Covington, Ga.
PAIGE, ERIK
WWXR, Rockley, W. Va.
PALMER, ED
WABI, Bangor, Me.
PARKIN, DON
NBC

PAREDES, FRANCISCO
KCOR, San Antonio, Texas
PARK, FRANK JR.
WTBC, Tuscaloosa, Ala.
PARK, CHARLES L.
WJR, Detroit, Mich.
PARKER, CARL
WLHL, Lowell, Mass.
PARKER, EUGENE
WCOU, Lewiston, Me.
PARKER, LEE
WGMT, Meadville, N. C.
PARKER, PAUL
WMBL, Morehead City, N. C.
PARKS, BECK
WBAI, Vaughn Monroe Show, CBS
PARKS, DEL
WILM, Wilmington, Del.
PARKS, DARYL E.
WRJN, Racine, Wis.
PASSE, LOEL
WNTN, Birmingham, Ala.
PATRICK, LARRY
WAIL, Winston-Salem, N. C.
PATTERSON, CREAN
WONS, Hartford, Conn.
PARCH, FRED
WTAR, Norfolk, Va.
PAUL, NICK
WFBF, Benton Harbor, Mich.
PAUL, RALPH
WOR, New York, N. Y.
PAUL, SIDNEY
PAULSON, NORM
KXEL, Waterloo, Iowa
PAXTON, TOM
KGO, San Francisco, Calif.
PATTERSON, JAMES
WJSM, Superior, Wis.
PAXCH, FRED
WXDR, Syracuse, N. Y.
PAFE, HUBERT
WHAN, Charlotte, S. C.
PETERS, FORT
PEARSON, WALTER L.
KRR, Cedar Rapids, Iowa
PEK, VIC
KTSW, Emporia, Kans.
PEDIEN, TOM
WIRE, Indianapolis, Ind.
PENHERTHY, JOE
WJR, Detroit, Mich.
PENFIELD, ADD
WENY, Rochester, N. Y.
PENNY, ED
WFAA, White Plains, N. Y.
PERRIN, KEYES W.
Announcer, Director; b. Albany, N. Y.; Freshman, Vinzention Academy; Let’s Have a Party—WRCB Television, Record Rid- dles, Fulton Lewis, Jr., American FB Conference Out of the Dark, Mutual Music Show.
PERRIN, LLOYD
KOMA, Oklahoma City, Okla.
PERRIN, CHUCK
WFRC, Reidsville, N. C.
PERRY, DAVE
WPPAT, Paterson, N. J.
PERRY, GEORGE
WARM, Scranton, Pa.
PERRY, KEN
KFEA, Greeley, Colo.
PERRY, ROBERT
WORL, Boston, Mass.
PERRY, RY
WTOI, Toledo, Ohio
PETERS, BOB
WFAA, White Plains, N. Y.
PETERS, JAMES
KSL, Salt Lake City, Utah
PETERSON, DON
KRBH, Bendini, Minn.
PETERSON, PETE
WNAX, Yankton, S. Dak.
AYLES, FRED
WAAT, Newark, N. J.
SCAL, ED
WNEF, Binghamton, N. Y.

SCHOFIELD, DICK
Announcer, Actor, Newscaster; Theater and Radio Actor, N. Y.

SCHREINER, RAY
WBTM, Danville, Va.

SCHREINER, DAVE
WGAY, Silver Spring, Md.

SCHULZ, JOHN
WSAU, Wausau, Wisc.

SCHWARB, BOB
WGGA, Gainesville, Ga.

SCOFIELD, CARTER
WDBO, Orlando, Fla.

SCOFIELD, DICK
KXXA, Los Angeles, Calif.

SCOTT, DAVE
KQV, Pittsburgh, Pa.

SCOTT, FRED
WKNA, Charleston, W. Va.

SCOTT, HENRY
WWGS, Titon, Ga.

SCOTT, JAMES
KNEW, Spokane, Wash.

SCOTT, JERRY

SELLERS, JACK
WNOX, Knoxville, Tenn.

SELLEY, ART
Program Director

SELZER, EV
WONS, Hartford, Conn.

SENFT, HENRY
WHLI, Hempstead, L. I., N. Y.

SEWALL, GRANT
KBMB, San Diego, Calif.

SEYMOUR, ROY
Aunt Jenny, CBS

SHADDOX, LEON
KHOZ, Harrison, Ariz.

SHAFFER, FRED
WSBA, York, Pa.

SHAFFER, MAX
WDAN, Danville, Ill.

SHANAHAN, DON
KDYL, Salt Lake City, Utah

SHANNON, JIM
KQV, Pittsburgh, Pa.

SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.

SHARBRUTT, DON
Meet Corliss Archer, Club, 15 CBS

SHARP, JAMES J.
WRUF, Gainesville, Fla.

SHAW, GORDON
WMAL, Washington, D. C.

SHAW, JOE
WAPO, Chattanooga, Tenn.

SHIEHAN, BILL
WDRC, Hartford, Conn.

SHELDON, HERB
NBC, Honeywood in N. Y., Maggie's Private Wire, Eileen Barton Show, Fred Waring Show

SHELLER, WILSON
KRLD, Dallas, Texas

SHEPARD, DICK
WQXR, New York, N. Y.

SHEPARD, ED
WTAB, Norfolk, Va.

SHERPE, BOB
WTMC, Ocala, Fla.

SHERMAN, PAUL
WINS, New York, N. Y.

SHERMAN, RAY
KFDM, Beaumont, Tex.

SHERRY, ROBERT
WNBC, New York, N. Y.

SHERRY, ROBERT
WCWH, Shreveport, La.

SHIRLEY, TOM
CWBS — Reader's Digest, Armstrong Theater of Today

SHORE, HAL
WNOC, Norwich, Conn.

SHREVE, MARION
WTCB, Flint, Mich.

SHUMWAY, JAMES
WTSP, St. Petersburg, Fla.

SIMMONS, MARSHALL
WIOD, Miami, Fla.

SIMPKINS, PAUL
WXIX, Nashville, Tenn.

SIMPSON, JOHN
NBC

SIMPSON, JOHN
WCOM, Worthington, Va. W

SIMS, FRANK
KVPD, Fort Dodge, Ia.

SIMS, JAY
WTAE, Manchester, N. H.

SKILTON, DAN
WAPO, Chattanooga, Tenn.

SKINNER, GEORGE
WTOL, Cincinnati, Ohio

SKINNER, GEORGE
NBC — Circle Arrow Show

SKINNER, PAUL
WTMJ, Milwaukee, Wis.

SLATER, CHARLES
WLOE, Leesville, N. C.

SLATER, NOEL E.
WFAA, Dallas, Tex.

SLATTERY, JACK
— The Bob McCaskill Show

SMALLWOOD, JAMES
WFOO, Pittsburgh, Pa.

SMITH, ROY
KOCO, Salem, Ore.

SMITH, RURLEY
KWIK, Burbank, Calif.

SMITH, DAVID, L.
RTBC, Austin, Tex.
SMITH, DICK
WIB, Kansas City, Mo.
SMITH, JOHN
WERC, Milwaukee, Wis.
SMITH, W. R.
WNC, Thomasville, N. C.
SMITH, FRANK
WMPR, High Point, N. C.
SMITH, FREDD
WKJG, Fort Wayne, Ind.
SMITH, MARVIN
WMIC, Scranton, Pa.
SMITH, HUGH
KFAA, Heleena, Ark.
SMITH, IAN
ABC—Sunday Evening Hour
SMITH, JAMES PAUL
WSIX, Nashville, Tenn.
SMITH, JANE
WIBQ, Forest City, N. C.
SMITH, LEE
WACE, Chicopec, Mass.
SMITH, PHIL
WKPA, New Kensington, Pa.
SMITH, ROBERT, JR.
WTGC, Thomasville, N. C.
SMITH, ROY
WJZM, Clarksville, Tenn.
SMITH, VERNE
CBS—Adventures of Ozzie and Harriet
SMITH, WALLY
WKXJ, Columbia, S. C.
SMOLKA, JOHNNY
WDEG, Americus, Ga.
SMOOT, WALTER
WMNM, Fairmont, W. Va.
SMYTH, BLEWERT
KTSA, San Antonio, Tex.
SNEED, BILL
WROB, West Point, Miss.
SNELLGROVE, TOMMY
WMML, Macon, Ga.
SNIPES, EUNICE
WEED, Rocky Mount, N. C.
SNYDER, ED
WDAC, Columbus, Ga.
SNIDER, JERRY
WMHM, Dearborn, Mich.
SNIDER, PAUL
KFVQ, Los Angeles, Calif.
SNYDER, FRED
KCON, Tucson, Arizona
SORELL, BILL
WILS, Lansing, Mich.
SPENCE, ARTHUR
WEOA, Evansville, Ind.
SPENCER, MILT
WFLA, Tampa, Fla.
SPENGLER, KEN
WCVS, Springfield, Ill.
SPERR, CHARLES
RAQ, Covinning, Ore.
SPIES, FRED
WJMR, New Orleans, La.
SPONGER, ROLAND
WKOR, Rockford, Ill.
SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
STACK, IMogene
WLAY, Muscle Shoals, Ala.
STAHL, PHILIP
WQXR, New York, N. Y.
STAMBAUGH, HENRY
WGST, Ga Tech Station, Atlanta, Ga.
STANGLAND, RED
KRID, Vermillion, S. Dak.
STANTON, PAT
STANTON, WELCOME
WCP, Tarboro, N. C.
STAPLES, LLOYD
WKXQ, Framingham, Mass.
STARBUCK, BERYL
WMT, Cedar Rapids, Iowa
STARKE, CHARLES
CBS—The Guiding Light
STARK, RICHARD S.
Announcer, Writer, Producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young; Family; Joyce Jordan; MD; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week (CBS); Christopher Webb
STARGEL, DAVE
KFI, Los Angeles, Calif.
STEADMAN, W. L.
WTC, Hartford, Conn.
STEEL, ROBERT
WEEC, Earlston, Va.
STEISS, BILL
WCLE, Clearwater, Fla.
STEWART, C. G.
KVOE, Santa Ana, Calif.
STERLING, LEN
FBI in Peace and War (CBS); Sammy Kaye's Sunday Serenade (ABC)
STEVEN, DICK
WTMJ, Milwaukee, W. Va.
STEVEN, CHARLES
STEVENS, GEORGE A.
WFAA, Dallas, Tex.
STEVENS, LEM
WNLX, New London, Conn.
STEWART, JAY
NBC—Truth or Consequences. Who's a Deitchmond? CSA
STEWART, PAUL
KFWB, Hollywood, Calif.
STEFFERT, ROBERT
WTOH, Staunton, Va.
STEVENS, BERT
WGWS, Tifton, Ga.
STEVENS, AL
WGAA, Cedarown, Ga.
STEVENS, CHARLES
STEVENS, GEORGE A.
WFAA, Dallas, Tex.
STEVENS, JEN
WTAG, Staunton, Va.
STEWART, BOB
WIBG, Philadelphia, Pa.
STEWART, EDWARD
WJBD, Chicago, Ill.
STEWART, JOHN
WKJG, Johnson City, Tenn.
STEWART, WILLIAM
WBC, Scranton, Pa.
STEWART, WALTER
KUSL, Steubenville, Ohio
STEWART, WILLIAM
WLMR, Altoona, Pa.
STEWART, WILLIAM
WGAC, Columbus, Ohio
STEWART, JOHN
WBTM, Atlanta, Ga.
STEWART, WILLIAM
WLMR, Altoona, Pa.
STEWART, WILLIAM
WGAC, Columbus, Ohio
STEWART, WILLIAM
WBTM, Atlanta, Ga.
Backstage ★

people in network radio production—1947

— A —

AARON, ALDEN
WBYA, Richmond, Va.

ACHOR, DAVID
WBLJ, Dalton, Ga.

ACRE, CHUCK
ABC—Ladies Be Seated

ADAMS, W.
WHFC, Rochester, N. Y.

ADAMS, WYLIE
ABC—Ted Malone

ADELMAN, MORLEY
WCW-M, Canton, Ohio

ALDRIDGE, WILLIAM
WHAS, Louisville, Ky.

ALEXANDER, MARTIN
WHBC, Canton, Ohio

ALKIRE, JOHN
KZOA, Sacramento, Calif.

ALLEN, CLIFF
WXEL, Knoxville, Tenn.

ALLEN, GEORGE W.
The Whistler, Free For All, Meet the Missus

ALLISON, ROBERT
CBS—People's Platform

ALT, DON
WMT, Cedar Rapids, Iowa

ALTER, BENNE
WHRF, Rock Island, Ill.

ALYN, WILLIAMS
ANDERSEN, J. RICHARD
KALL, Salt Lake City, Utah

ANDERSON, DON D.
KSFO, San Francisco, Calif.

ANDREWS, CLARK
ABC—The Clock

ANDREWS, DON
WWX, Saginaw, Mich.

ANDREWS, MARTIN
ABC—My True Story

ARMBRUSTER, RUSS
WINS, New York, N. Y.

ARRINGTON, BILL
WMET, Greenville, S. C.

ARTHUR, HARRY
WSMB, New Orleans, La.

ASPINWALL, HUGH
KMZ, Shenandoah, Iowa

AUTMAN, CARL
KWIK, Burbank, Calif.

AZINE, HAROLD
WTOP, Washington, D. C.

— B —

BABBITT, GIL
WPEN, Phila., Pa.

BAKER, GEORGE A.
WRC, Washington, D. C.

BAKER, RUSSELL
WOW, Omaha, Nebr.

BARRY, LES
WBN, Buffalo, N. Y.

BARTON, CRAIG
WFBA, Dallas, Tex.

BAUTZER, ALAN
WBLR, Lebanon, Pa.

BEASLEY, IRENE

BEAUPRE, WALTER
WCOU, Lewiston, Maine

BECKMAN, LARRY
WTOP, Washington, D. C.

BELDING, LEE
KXLO, Lewiston, Mont.

BELL, ORTH
KPH, Victoria, Kans.

BELL, TED
KRSC, Seattle, Wash.

BENDER, EDWARD
WINS, New York, N. Y.

BENUM, ARNOLD
KMO, Tacoma, Wash.

BERING, CONRAD
KPD, Beaumont, Tex.

BERMAN, LEONARD
WANN, Annapolis, Md.

BICKFORD, DON
CBS—Screen Guild Players

BETTINGTON, WINSLOW
WHEB, Portsmouth, N. H.

BINKIN, SYL
WEW, St. Louis, Mo.

BLACK, EDWARD G.
KRTA, Salt Lake City, Utah

BLACK, JACK
WGH, Newport News, Va.

BLACK, LOU
KWTO, Springfield, Mo.

BLAIR, LEONARD
AB—America's Town Meeting

BLAKE, BILL
WOR, Roneverte, W. Va.

BLAKESLY, EARL
KXNP, Shenandoah, Iowa

BORG, PAUL
KWLC, Decorah, Iowa

BOTTOMRY, GERRY
WHAS, Louisville, Ky.

BOURBON, DIANA
CBS—Club 15

BOWEN, GEORGE
WTIC, Hartford, Conn.

BOGGER, ROGER
WORK, New York, N. Y.

BOWMAN, CHARLES
WGBK, Newberry, S. C.

BOWMAN, GUY
WMMC, Detroit, Mich.

BOZARLI, RENE
KWJJ, Portland, Ore.

BRACE, CLAYTON
KIZ, Denver, Colo.

BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.

BRADFORD, J. B.
KFWB, Wichita, Kans.

BRANNON, TODD
KENT, Shreveport, La.

BREN, SHELDON
KCMJ, Palm Springs, Calif.

BUDGE, J. GORDON
WBTA, Batavia, N. Y.

BRYLL, DICK
KQW, San Jose, Calif.

BRITISH, WENCES
WCOU, Montgomery, Ala.

BROCK, ART
KAFY, Bakersfield, Calif.

BROOKS, DEAN
WKNA, Charleston, W. Va.

BROOKS, GEORGE L.
KDIX, Dickinson, N. Dak.

BROWN, HAMAN
CBS—Inner Sanctum

BROWN, RALPH
WLW, Cincinnati, Ohio

BRUGGEMAN, VERN
KALL, Salt Lake City, Utah

BRYANT, NATHAN H., JR.
WJEF, Grand Rapids, Mich.

BUCKLEY, SCOTT
WNRC, New York, N. Y.

BUENNING, PAUL
KOCY, Oklahoma City, Okla.

BULECHEK, ANNELLE H.
KLOU, Lake Charles, La.

BULLIS, LEE S.
KYJC, Medford, Ore.

BURGIN, RALPH
WRC, Washington, D. C.

BURRE, STEPHEN
WBZ-WBZA, Boston, Mass.

BURT, LYLE
KZRC, Seattle, Wash.

BYRON, EDWARD
ARMOUR
Producer, Director, Writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney; Christopher Wells (CBS).

— C —

CALHOUN, T. H.
WEEI, Boston, Mass.

CANON, CRYSTAL
KEBE, Jacksonville, Tex.

CARLESCO, GEORGE
WWRL, Woodside, N. Y.

CARLSON, J. RALPH
WJTN, Jamestown, N. Y.

CARNEY, JOHN
CBS—Look Your Best

CARR, HAROLD

CARTER, MARY LUCILLE
WMEM, Miami Beach, Fl.

CARTER, VAL
WJOY, Burlington, Vt.

CASHMAN, EDMUND
CBS—Tony Martin Show

CAYAXAUGH, JOSEPH
WENE, Endicott, N. Y.

CEIL, CHUCK
KFLW, Klamath Falls, Ore.

CENTOLA, GREGORY
WM-A, New York, N. Y.

CHADD, DON
KSOJ, Kansas City, Kans.

CHADBURY, BILL
WMOW, Convoy, Ga.

CHAMBERS, BILL
KECK, Odessa, Tex.

CHANCE, AL
CBS—Max Lee Taylor

CHARLES, DICK
ABC—Paul Whiteman Club

CLARE, GEORGE
WMGO, St. Louis, Mo.

CLEARY, JOHN
ABC—Sunday Kaye's Sunday Serenade, So You Want To Lead A Band

CODY, DEL
KGA, Spokane, Wash.
COFFIN, TED  WAGM, Presque Isle, Me.
COHN, MORT  WCHS, Charleston, W. Va.
CONLEY, ALBERT R.  KNAK, Salt Lake City, Utah
CONLEE, LADE  WIBQ, Memphis, Tenn.
COOK, MADIKLIN  WHA, Madison, Wis.
COONEY, MARKJ ORIE  WNSM, Nashville, Tenn.
CORBERT, EARL  WCPO, Cincinnati, Ohio

COTT, TED  Writer, Director, Producer; b. Providence, R. I., Jan. 31, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (NEW); Producer; Rumplestiltskin, Ascop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merri-Co-Sound Record.

COTTON, BOB  ABC—Ethel and Albert

CRAG, ROBERT L.  WDBO, Orlando, Fla.

CRAWFORD, PAUL  RKMD, Camden, Ark.

CRAWFORD, W.  WHP, Harrisburg, Pa.

CROTHERS, GEORGE  CBS—In My Opinion

CUNY, GENE  KLOU, Lake Charles, La.

D —

DANIELS, ED  WNGV, Greenville, Tenn.

DANSON, NORTHEP  W-NAC, Sunecapolis, Minn.

DANSON, PAUL  KYTM, Yuma, Ariz.

DEANGELO, CARLO  Perry Mason, Scotland Yard

DEAN, BILL  WIRE, Indianapolis, Ind.

DEAN, KOMO, Seattle, Wash.

DeBERRY, HERBERT  WIPK, Alexandria, Va.

DeBIE, DICK  KSIG, Crowley, La.

DEEM, WARREN  KOWL, Santa Monica, Calif.

DENKEM, EDDIE  KNAK, Salt Lake City, Utah

DENS, LLOYD  WTOP, Washington, D. C.

DEBAUM, LILLIAN  KTCU, Tucson, Arizona

DEVINE, JERRY  Writer, Producer, Director; b. Boston, Mass., Nov. 11, 1908, ed. Professional Children's School. This is Your FBI (ABC).

DeVORE, TAM BEUREN  WAML, Washington, D. C.

DIERKES, SHIELDS  WBJ, Detroit, Mich.

DIEL, BOB  CBS—Crime Photographer

DILLON, KENNETH W.  WHK, Madison, Wis.

DOAN, BOB  WTMJ, Milwaukee, Wis.

DOLAN, CHARLES  WMJQ, Cleveland, Ohio

DRAIN, ROBERT J.  WSJT, South Bend, Ind.

DREIER, ROBERT E.  WLIZ, Bridgeport, Conn.

DREIGLE, JOE C., JR.  KCKO, Tulare, Calif.

DREICOLL, RICHARD V.  WLIP, Kenosha, Wis.

DUFOUR, BOB  WTIC, Hartford, Conn.

DUNCAN, CARL  KYUM, Yuma, Ariz.

DUNN, WALLACE  WLIZ, Bridgeport, Conn.

—

EASTMAN, BOB  KOMA, Oklahoma City, Okla.

EDGAR, BILL  WBEJ, Elizabethtown-Johnson City, Tenn.

EDWARDS, EDDIE  KNBC, Kansas City, Mo.

EDWARDS, JOHN  Youth Asks the Government, ABC

ELLIS, BILL  WLIZ, Bridgeport, Conn.

ELLIS, FRANK  WCNC, Elizabeth City, N. C.

ELLIS, PERRY  WRLD, West Point, Ga.

—

FASSETT, JAMES  Invitation to Music, CBS

FEERCOCK, PARKMAN R.  WTIP, Parie, Tenn.


FELTON, NORMAN  WMQA, Chicago, Ill.

FERGUSON, EARLE C.  KOA, Denver, Colo.

FERRIS, RAY  WLS, Chicago, Ill.

FIELDER, JOHN  WBRT, Harriton, Tenn.

FINGERER, HALL  Spotlight Review, CBS

FINCH, HOWARD K.  WJLM, Lansing, Mich.

FINLEY, KEW.  KEX, Portland, Ore.

FINNING, FRANK  WPEA, Manchester, N. H.

FISHER, MAGGY  NBC—Finder's Keepers

FITZGerald, EDWARD  Professor Quiz, ABC

FITZGERALD, HAROLD  WIZQ, Kalamazoo, Mich.

FLEMING, JOEL  WPAM, Potteville, Pa.

FLENNIKEN, ANN  WAKR, Newbury, S. C.

FLENNIKEN, JAMES M.  WCAW, Charleston, W. Va.

FOLKERS, NORMAN  KFUS, St. Louis, Mo.

FORTNER, BOB  WJMX, Florence, S. C.

FORSYTHE, LAWRENCE  WHOL, Omiha, Nebr.

FOSTER, JACK  KSIX, Corpus Christie, Tex.

FOWLER, CLINTON  KBAO, Minn Springs, Ark.


FRAMER, MADISON  WTMJ, Milwaukee, Wis.

FRANKLIN, ALLEN  KACC, Tulsa, Okla.

FRECH, ED J.  KFRE, Fresno, Calif.

FREELAND, FRED  WOWO, Fort Wayne, Ind.

FREIMAN, ROBERT  KCKO, Tulare, Calif.

FRENCH, KENNETH  WRC, Washington, D. C.

FROMMER, N.  WOL, Washington, D. C.

FULTON, DAVID K.  WALB, Albany, Ga.

GAINEY, JACK  WJXM, Florence, S. C.

GANTTER, RAYMOND  WFBF, Syracuse, N. Y.

GARDNER, PAUL  Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele.

GARDNER, ED (ARCMIE)  GATES, JERRY  WFAA, Dallas, Tex.

GECHERT, GEORGE  WLAW, Tacoma, Wash.

GEEGER, GEORGE  WBB, Flint, Mich.

GERING, WALTER  KMPC, Los Angeles, Calif.

GIBBS, PARKER  WMAQ, Chicago, Ill.

GIFFORD, JACK  WADK, Newbury, S. C.

GIVENS, HELEN  WLB, Bowling Green, Ky.

GOODFREY, V.  WPLC, Muscatine, Iowa.

GODT, PAUL  WELD, Denver, Colo.

GOODSON, MARK  Radio Director, Producer; b. Sacramento, Calif.; Jan. 24, 1915; Univ. of Calif.; A. B. Portia Faces Life, Treasury Salute, Winner Take All.

GORDON, KEITH  KXO, El Centro, Calif.

GORDON, LARKY  KAVR, Havre, Mont.

GOTTIEB, JOSEPH  WMCA, New York, N. Y.

GRABER, KOW  San Jose, Calif.

GRANT, DOUG  WMT, Cedar Rapids, Iowa

GRALICH, JERRY  WBAY, Coral Gables, Fla.

GRAY, FRED  WQVR, Asheboro, N. C.

GRAY, ROBERT  KVOO, Wakita, Okla.

GREEN, GEORGE  WJNO, Enid, Okla.

GREENE, NELL  WWX, New Orleans, La.

GREY, ALLEN  WPEN, Philadelphia, Pa.

GREFFIN, TAM  WBX, Utica, N. Y.

GRIFFITHS, MARY  WLCR, Torrington, Conn.

GROBE, RICK  WQXR, New York, N. Y.

GROGAN, JACk  WNEW, New York, N. Y.

GROVER, ROSE E.  KSUB, Cedar City, Utah
PIERCE, SAM
Dick Haymes Show, CBS

PINTO, JOHN
WDII, Boston, Mass.

PIVEL, JOHN
WXYZ, Detroit, Mich.

PINE, JIM
WMXJ, Florence, S. C.

PLUMSTEAD, EUGENE M.
WSGN, Birmingham, Ala.

POFF, WILLARD
WBpz, Lock Haven, Pa.

POHAN, JOHN M.
KRDJ, Dubuca, Calif.

POINTEL, CHARLES
WFIG, Chicago, Ill.

POULTON, LIONEL
KDDA, Pittsburgh, Pa.

PRICE, JOHN
WHP, Harrisburg, Pa.

PUCK, LARRY
Strike It Rich, CBS

RAINERY, BRUCE
KSYL, Alexandria, La.

RAINGER, DAN
KXYT, Salt Lake City, Utah

RANDOLPH, F. M.
KVVO, Tulsa, Okla.

RENNOND, DICK
WHP, Harrisburg, Pa.

REYNOLDS, HUNTER
Tom Bartlett Time, ABC

ROBBSON, WILLIAM
Escape, Doorway to Life, Hawk Larabee, CBS

ROLFE, MARY BETH
WOL, Washington, D. C.

ROMINE, DOUGLAS J.
KARK, Little Rock, Ark.

ROSA, FRANK, JR.
KFOX, New York, N. Y.

RUFUEL, ALBERT J.
(Continuity Chief)
WSPD, Toledo, Ohio

ROBERTSON, ELLIOTT
WFAA, Dallas, Tex.

ROSENBerg, E. J.
The Fat Man, ABC

ROSYTH, ERNEST W.
WROW, Albany, N. Y.

RUBIN, JACK
Radio Writer, Director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neils; Break the Bank; Try and Find Me; By Popular Demand; Pick & Pot Show

RUNNERSTROM, R. O.
WCO, Columbus, Ohio

RUPEL, LARRY
WEBK, Detroit, Mich.

RUSHWORTH, J. E.
WEBI, Boston, Mass.

RUSSELL, MARK
WJJD, Chicago, Ill.

SADLER, JOHN
WIRA, Ft. Pierce, Fla.

SAGES, SULLIVAN
WMBS, Uniontown, Pa.

SATER, HARTLEY
KGA, Spokane, Wash.

SCEFFELS, PAUL
Jergens Journal with Walter Winchell

SCHLESINGER, DR. ROBERT
WPIT, Pittsburgh, Pa.

SCHWEIKER, FREDERICK
WPMB, Washington, D. C.

SCOFIELD, DAVID
KPRC, San Francisco, Calif.

SCOTT, ARTHUR
WRAA, Richmond, Va.

SEAVY, HOLLIS
WOL, Washington, D. C.

SINGER, HENRY
Club Time, ABC

SIMPSON JACK
Adventurer's Club, CBS

SMITH, KENNETH
Sunday Evening Hour, ABC

SMITTY, ROBERT
WLW, Cincinnati, Ohio

SNOW, HARRY
WBT, Charlotte, N. C.

Snyder, Ross
KJBS, San Francisco, Calif.

SOMERVILLE, WARREN
Nancy Cream, ABC

SONIS, BERTON
WHS, Charleston, W. Va.

SOUSAYNE, HENRY
KMOU, Salt Lake City, ABC

SPATZ, H. DONALD
WQBT, Baltimore, Md.

SPRIGGS, C. O.
Wense, CBS

STAMMER, NEWT
WHN, New York, N. Y.

STEPHENSON, ANN
WENG, Flint, Mich.

STEWART, TOM
WSM, Nashville, Tenn.

STILL, JOHN G., JR.
KFW, Philadelphia, Pa.

SUSAN, VIOLET
KSFQ, San Francisco, Calif.

SUTTON, MAURICE
WCCO, Minneapolis, Minn.

SWAFFORD, TOM
KGW, Portland, Ore.

SWIZER, MAX
KIZ, Denver, Colo.

TAYLOR, GLENHALL
The Opie Gates Show, ABC

TENANT, DON
WMAQ, Chicago, Ill.

THALL, BILL
WLW, Cincinnati, Ohio

THOMAS, GIL
KOQ, San Francisco, Calif.

TODD, HELEN F.
WTAL, Tallahassee, Fla.

TODMAN, WILLIAM SEDDEN
Radio Writer, Producer, Director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ.; B.S.; NYU; A.B.; Winner Take All, (CBS); Treasury Salute, Quiz of Two Cities.

TOLLE, TED
Bride & Groom, ABC

ULMER, JAMES G., JR.
KGKB, Tyler, Tex.

URRY, FRANCIS
RSL, Salt Lake City, Utah

V

VAN DZER, ROGER
WMMR, Jacksonville, Fla.

VANDERHOOF, BRUCE
KEM, Boise, Idaho

VASCOCU, E. A.
KGB, Tyler, Tex.

VEILZ, DICK
WRNL, Richmond, Va.

VENEK, BILL
WHO, Des Moines, Ia.

VINSON, ROBERT C.
Last Affair, Meet the Morans. The First, The Hard Way, Smile Time. The ABC, One World or None. NBC

VIRTS, SAM
WMIX, Mt. Vernon, Ill.

W

WADE, FRED
WTIC, Hartford, Conn.

WALKER, WILLIAM G.
KOA, Denver, Colo.

WALL, BCB
WMOX, Meridian, Miss.

WALLER, MAURIE
WDAY, Faro, N. Dak.

WALLACH, GEORGE
WNEW, New York, N. Y.

WALLIS, EDWARD
WIP, Philadelphia, Pa.

WALTZ, GORDON
WKTAT, Miami Beach, Fla.

WARBURTON, CHARLES
My True Story, ABC

WARD, PERRY
KOMA, Oklahoma City, Okla.

WEEDEN HARTFIELD
Mayor of the Town, Jimmie Fidler, You Bet Your Life, ABC

WEGENER, EDWARD
WOL, Ames, Iowa

WEILING, RUPE
WIBG, Philadelphia, Pa.

WHALEY, BERT
WMAQ, Chicago, Ill.

WILLIAMS, ALON
Radio Producer, Announcer Commentator; b. Ferndale, Wales, Great Britain, Univ. of Washington B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Time-Life (NBC); Tele; Serving thru Science (WABD).

WILLIS, BUZZ
On Stage America, Vox Pop, ABC

WILLS, JOHN B.
WILK, Wilkes Barre, Pa.

WINSOR, ROY
Sky King, ABC

WOOLEN, DICK
Muder and Mr. Malone, ABC

Y

YOUNG, DOUGLAS
WFIG, Sumter, S. C.

YOUNG, EDWARD P.
KDKA, Pittsburgh, Pa.

Z

ZAPEL, ARTHUR L.
WOWO, Fort Wayne, Ind.

ZIMMERMAN, JOSEPH
KFOX, Bay City, Tex.
Radio Directors
—and their work during 1947

A

ADAMS, TED
CBS—We the People

ADAMS, WYLIE
ABC—Ted Malone

ALLEN, GEORGE
CBS—Whistler

ALLEN, HOYT
NBC—Portia Faces Life

AMBRISTER, CYRIL
ABC—Land of the Lost

ANDREW, MACK
ABC—Galen Drake

ANDREWS, CLARK
ABC—Clock, Fat Man

ASHLEY, EARL
CBS—Grand Central Station

ATWELL, MARTHA
NBC—Young Widdie Brown

BUNKER, MARTHA
ABC—Tales of Willie Piper

BARNES, HOWARD
CBS—Joe Powers of Oakville

BARBOUR, OLIVER
NBC—Life Can Be Beautiful

BATES, JOHN
ABC—Vox Pop.

BENNETT, TOM
NBC—Fred Waring Show

BENSON, MISTY
MBS—Stop Me If You’ve Heard This One

BERNARD, DON
ABC—Abbott & Costello

BERNS, LARRY
CBS—Arthur Show

BLAIR, LEONARD
ABC—U. N. Headlights, American Sport Page, America’s Town Meeting of the Air

BLISS, TED
CBS—Adventures of Ozzie and Harriet

BODROW, BILL
ABC—Philco Radio Time

BOWER, ROGER
MBS—Broadway Talks Back

BRATTAINE, JOE
NBC—Carnation Contended Hr.

BRENNAN, WILLIAM
MBS—Jan Augusta Show

BROWN, HIMAN
CBS—Adventures of the Thin Man, Inner Sanctum

BRYAN, EDWARD A.
CBS—Christopher Wells

BUCK, HARRY
NBC—Words and Music

BULOTTI, JR., CHAS.
MBS—California Melodies

BUNKER, WALTER
CBS—Baby Snooks Show

BURL, BILL
CBS—Gene Autry Show

BURNETT, MURRAY
MBS—True Detective

BURROWS, ARN
CBS—Abe Burrows Show

BUTRON, JAMES
MBS—Scarlet Queen

BURTON, KENNETH
CBS—Prudential Family Hr.

BUTCHER, JESSIE
ABC—Breakfast in H’wd

BYRNE, JACK
MBS—Better Half

BYRON, EDWARD
NBC—Mr. District Attorney

BYRON, WARD
NBC—Chesterfield Supper Club

CALLAHAN, JACK
MBS—Quiz Kids

CARLTON, LEONARD
CBS—County Fair

CARNY, JACK
CBS—Arthur Godfrey’s Talent Scouts, Give and Take

CARSON, MILTON
MBS—Voice of Prophecy

CASHMAN, EDMUND L.
CBS—Tony Martin Show

CHARLES, DICK
ABC—Southernaire, Museum of Modern Music, Lee Sweetland Show

CLEARY, JOHN
ABC—Sammy Kaye’s Sunday Serenade, So You Want to Lead a Band

COHAN, PHIL
NBC—Jimmy Durante

COLE, JOHN
MBS—Shadow, Charlie Chan

COLLINS, TED
MBS—Kato Smith Speaks

CONDON, MAURICE
MBS—Victor H. Lindlahr

COOPER, WYLLIS
MBS—Quiet Please

CORDAY, TED
MBS—A Brighter Tomorrow, ABC—Betty Crocker

COTTON, BOB
MBS—Ethel and Albert

COUGHLIN, BUNNY
NBC—Your Hit Parade

CREWS, ALBERT
NBC—Echoes from Tropics

DALY, JOSEPH
NBC—Waltz Time, D. & H. Miners

DANIEL, OLIVER
CBS—American School of Air

DANIEL, OLIVER
CBS—Eileen Farrell

DAVIS, LUCIAN
CBS—Abe Burrows Show

DE ANGELO, CARLO
MBS—Scotland Yard

DE HUff, TOM
ABC—Walter Kienan, Coast to Coast on a Bus

DEITZ, JOHN
CBS—American School of the Air, Crime Photographer

DEVINE, JERRY
ABC—This Is Your FBI

DINGWALL, ALAN
NBC—Can You Top This?

DOUGAN, FRANK
CBS—Arthur Godfrey, Winner Take All

DONOVAN, HOBIE
NBC—Dean Ed McConnell

DORN, LARRY
MBS—Emily Post, Quiz

DREU, OLGA
MBS—Hour of Mystery

DYER, SHERMAN
ABC—Exploring the Unknown

DUCOVNY, ALLEN
MBS—Melody Theater

DUERR, ED
ABC—Adriatic Youth

DUMONT, PAUL
NBC—Dr. I. Q., Manhattan Merry-Go-Round

DUNHAM, EDWIN
NBC—Voice of Firestone

Dwan, ROB
ABC—You Bet Your Life

E

EASTMAN, CARL
CBS—Mystery of the Week

EBL, EARL
NBC—Charlie McCarthy Show

EIHREICH, DAN
MBS—Junior Jury

ELLIS, JAMES
MBS—Date Night

ELTON, DAVE
CBS—Arthur’s Place

EMERY, BOB
Rainbow House (MBS); DuMont Television

F

FASSETT, JAMES
CBS—Philharmonic Symphony and News

FELDMAN, EDWARD
NBC—Milton Berle

FELTON, NORMAN
NBC—Nelson Olmstead, Grand Marque

FIECETT, HOMER
ABC—Theater Guild of the Air

FIMBERG, HALL
CBS—Spotlight Review

FINK, JACK
CBS—FBI in Peace and War

FISHER, MAGGIE
ABC—Piano Playhouse

FITZGERALD, ED
ABC—Professor Quiz

FRANK, WILLIAM
CBS—Strike It Rich

950
— G —

GAINES, CHARLES
ABC—Guy Lombardo Show.

GANNON, THEO.
ABC—Drew Pearson.

GIBBS, PARKER
NBC—Miner House Party, Design for Living.

GILLIS, DON
NBC—Cameos of Music, NBC Symphony.

GOLENPAUL, DAN
MBS—Information Please.

GOODMAN, WES
ABC—National Vesper.

GOODSON, MARK

GORMAN, WALTER
CBS—Young Dr. Malone.

GRAHAM, JOSEPH
ABC—Candid Microphone, On Stage America.

GRANT, DAVE
MBS—Heart's Desire.

GRYSON, MITCHELL
MBS—Superman.

GROSS, STEVE
NBC—Lorenzo Jones.

GRENBERG, AXEL
NBC—Today's Children.

GUEDEL, JOHN
CBS—House Party.

GUNTER, AL
ABC—Truth & Consequences.

— H —

HAMILTON, BILL
ABC—Tennessee Jed.

HANCOCK, ORIE
CBS—CBS World News Roundup.

HANNA, ARTHUR
NBC—Front Page Farrell, Joyce Jordan.

HARDING, ARRY
CBS—Bob Reid and Orchestra, Strike It Rich.

HARPER, LEXIE
CBS—County Fair.

HARRELL, CHARLES

HARRIS, LESLIE
CBS—Rosemary.

HARRISON, JEANNE
ABC—Boston Blackie.

HARVEY, JAMES
NBC—Your United Nations.

HAY, JAMES
ABC—American Album of Familiar Music, Cities Service.

HAUSER, DWIGHT
ABC—Mr. President, Retribution, Adventures of Bill Lancer.

HAWKES, THEO.
MBS—Captain Midnight.

HAYS, LOYAL
MBS—What's the Name of That Song?

HECK, HOMER
NBC—American Novels, Baxters.

HEISEL, GLAM
NBC—Harvest of Stars.

HERBERT, CHAS.
CBS—Sound Off With Mark Warnow.

HIGHT, JEAN
NYC—Teachers of Science.

HOAGLAND, JOHN G.
ABC—Walter Winchell.

HOFER, MAX
CBS—Old Gold Show.

HOLCOMBE, HARRY
NBC—Curtain Time.

HOLHER, LOUIE
ABC—California Caravan.

HORWOOD, CY
Symphony of Mr. Friend Irma.

HUBER, ROBERT B.
CBS—American School of the Air.

HUGICNS, GORDON
CBS—Guiding Light.

HUGHS, GORDON T.
CBS—Guiding Light.

HULL, JR., HENRY
CBS—Here's to You.

HUMMERT, FRANK
CBS—American Melody Hour.

HUSTON, TED
CBS—Big Sister.

— I —

IRVING, CHARLES
NBC—This is Nora Drake.

— J —

JOHNSON, WILLIAM
ABC—Dark Venture.

JOHNSON, JACk
CBS—Man Called X.

— K —

KAYE, AL
NBC—Burns & Allen, Life with Riley.

KING, ED
NBC—Believe It or Not.

KLEIN, HENRY
ABC—Listening Post.

KLOSE, WOODY
MBS—Red Hook 31.

KNIGHT, VICK
NBC—Eddie Cantor.

KOGAN, DAVID
MBS—Mysterious Traveler.

KOPLIN, MERT
MBS—Your Ballad Man.

KOVACH, JAMES E.
NBC—First Piano Quartet, Betty Harris Show.

KUHL, CARL
CBS—Club 15.

KUN, JACK
NBC—Home Is What You Make It.

— L —

LAFFERTY, PERRY
MBS—Block Party.

LA FRANDE, JACK
MBS—Chicago Theater of the Air.

LANDRY, ROBERT J.
CBS—Studio One.

LATEAU, HERBERT
NBC—National Farm and Home Hour.

LAWRENCE, BILL
CBS—Screen Guild Players.

LEID, HERB
NBC—Jack Berch Show.

LEONARD, RICHARD
NBC—Stella Dallas.

LEWIS, J. C.
MBS—Johnson Family.

LEWIS, PAUL
CBS—Pause That Refreshes on the Air.

LEWIS, RICHARD
MBS—Quick As A Flash.

LEH, MARX
CBS—Readers' Digest.

LIOUHRANE, BASHI
MBS—Sherlock Holmes.

LOUGHRAN, DICK
NBC—Musical Notes, Words and Music, Whitney Berquist and Orchestra.

LOVETON, JOHN
ABC—Treasury Agent.

— Me —

Mae GREGOR, JOCK
MBS—Nick Carter, Did Justice Triumph For Your Approval.

Mae GREGOR, KEN

MACK, LINDA
CBS—We, the People.

McINTOSII, EZA
NBC—Kraft Music Hall.

Mae KAYE, FRED
CBS—Lucy Radio Theater.

MACKENZIE, MURDO
ABC—Philco Radio Time.

McDERMOTT, TOM
ABC—When a Girl Marries.

McGILL, EARLE
CBS, MBS.

McGILL, JERRY
CBS—Biz Town.

McGILL, WALTER
MBS—Telephone Hour.

McGOWAN, TERRY
MBS—Story to Order.

McLEOD, KEITH
NBC—Red Skelton.

McKINNON, TOM
ABC—New Adventures of Sherlock Holmes.

— M —

MACK, DICK
CBS—Join Davis Show.

MACK, HELEN
NBC—Date With July.

MACK, HELEN
CBS—Let's Pretend.

MACK, NEL
CBS—Bill Goodwin Show.

MACK, NELA
CBS—Let's Pretend.

MACK, NINA
CBS—Bill Goodwin Show.

MANSFIELD, IRVING
CBS—Tales Points.

MANSFIELD, JOSEPH
NBC—Katie's Daughter.

MANSOON, KEN
CBS—Zeke Manners.

MARCIN, MAX
CBS—FBI in Peace and War.

MARKLE, FLINT
CBS—Studio "F".

MARRIALL, WILLIAM
ABC—Boston Symphony, Metropolitan Opera.

MARTIN, DON C.

MARTINI, ROLAND
CBS—Sat. Night Serenade.
MASTERCRAFT, JOHN.
MAXWELL, JESSICA
MBS—Hop Harrigan, Adventure Parade.
MADISON, GLEN
NBC—Amos and Andy.
MILLER, HAL
CBS—Music For You.
MITCHELL, BERT
ABC—Darts for Dough.
MORRE, BOB
MBS—Dick Adventure.
MORGAN, JAMES
MBS—Queen for a Day.
MORSE, CARLTON E.
MBS—Meet Me at Parky's.
MORTON, MAURICE
MBS—Meet Me at Parky's.
MOSS, BOB
MBS—Mel Torme Time.
MOS, HERB
Hildegarde, Vox Pop.
TAYLOR, GLEN
Fabulous Dr. Tweedy.
SHERMAN, HAK.
SHELTON, DOLPH
NBC—Art Van Damm Quartet.
Nelson, JOHN
MBS—Bride and Groom.
NYE, BOB
ABC—Jack Paar Show.
O’CONNOR, FRANK
NBC—Day in the life of Dennis Day.
OREEFE, LESTER
NBC—Big Break.
OCBS, ALC
CBS—Robert Q. Lewis Show.
OD’DONNELL, GEORGE
CBS—Hunt Hint.
OWEN, FORREST
CBS—Lum ‘n’ Abner.
PAPP, FRANK
NBC—Eternal Light.
PEMBERTON, MURDOCK
CBS—Texas Jim Robertson.
PHILLIPS, CARL
CBS—Borden Program.
PHILLIPS, PAUL
MBS—Fitch Bandwagon.
PHELPS, GEORGE
CBS—Borden Man's Family.
Pierre, PAUL
CBS—Stars Over Hollywood.
Pierce, SAM
CBS—Dick Haymes Show.
PITT, CY
ABC—Dorothy Kilgallen.
PITTMAN, FRANK
NBC—Fibber McGee & Molly.
Polesie, HERB
CBS—It Pays To Be Ignorant.
POWERS, CHARLES
ABC—Henry Morgan Show.
Power, ROBERT
NBC—Fibber McGee & Molly.
PRAGER, BERT
CBS—Meet Corliss Archer.
REAGAN, NEIL
CBS—Dr. Christian.
REGG, LIONARD
ABC—I Deal in Crime.
REDD, ROBERT L.
MBS—Jungle Store.
REDDY, JOHN
ABC—Bride and Groom.

REDFORD, BILL
MBS—Hospitality Club.
REILLY, HOWARD
NBC—Fred Allen.
RICE, ERNEST
CBS—Romance of Helen Trent. Strange Romance of Evelyn Winters.
RICHARDS, ARTHUR
MBS—Story Shop.
RIMES, JOHN
NBC—Judy Canova.
RIPLEY, JOSEPH
CBS—Hour of Charm.
ROBERTSON, LARRY
ABC—Sunset Roundup.
ROBERTSON, MAURICE
MBS—Sports Newsreel.
ROBSON, WILLIAM N.
MBS—Doorway to Life, Hawk Larabee Escape.
ROGERS, BEN
MBS—What the Veteran Wants to Know.
ROUNDTREE, MARSHA
MBS—Meet the Press.
ROUSSEAU, BILL
MBS—Mordor & Mr. Malone.
RUBIN, JACk
ABC—Break the Bank.

SACK, VICTOR
CBS—Grand Slam.
SANVILLE, RICHARD
CBS—Escape.
SAZ, HARRY
NBC—Kay Kyser.
SCANLON, WALTER
ABC—Hour of Faith. Johnny Thompson, Coffee Concerts.
SEAUREMENT, CECIL
MBS—Tell Your Neighbor.
SEYDELL, VIC
MBS—Fishing and Huntig, Club of the Air.
SHAYON, LEWIS ROBERT
CBS—CBS Is There.
SINCLAIRE, JOAN
MBS—Leave It To The Girls.
SMITH, BEVERLY
CBS—Second Mrs. Burton.
SOMERVILLE, WARREN
MBS—Woman of Tomorrow. George Hicks.
SOVAINE, HENRY
MBS—A. L. Alexander’s Mediation Board.
SPEARS, HARRY
CBS—Double or Nothing.
SPIER, WILLIAM
CBS—Adventures of Sam Spade, Suspense.
STAHLE, MARY
MBS—Northwestern Reviewing Stand.
STANFORD, ANTONY
MBS—Dudly’s Tavern.
STEEL, BILL
CBS—Aunt Jenny.
STEEL, ROBERT
CBS—Aunt Jenny’s Real Life Stories.
STEEN, BOB
ABC—Joe Hasel.
STEPHENSON, BOB
NBC—Bob Hope.
STEVENS, GARY
MBS—Twenty Questions. Luncheon at Sardi’s.
STEWART, HARRY
ABC—Lassie Show.

SULDS, IRVIN P.
MBS—American Forum of the Air.
SWEETS, BILL
MBS—Gang Busters, Counterpy.
SWEETER, NORMAN
MBS—Just Plain Bill.
T
TELFORD, FRANK
MBS—Katie Meredy Theater.
TEMPLETON, BILL
MBS—Your Land and Mine.
THOMPSON, JOE
MBS—Jimmie Filler.
TODMAN, BILL
Winner Take All (CBS).
VAIL, LESTER
MBS—Alrich Family.
VOLT, TED
MBS—Ernie Felice Quartet, Betty Russell Sings.
TRACY, STERLING
CBS—Sweeney & March.
TYLER, JACK
CBS—Ed Murrow and News.

URQUHART, CHARLES
MBS—Right to Happiness.

V
VAN HARTESFELDT, FRAN
MBS—Great Gildersleeve.
VAN NOSTRAND, JACK
MBS—Mayor of the Town.
VELLOTTA, THOMAS
MBS—Gillette Fights.
VICTOR, TOM
MBS—Gabriel Heatter.
VINCENT, CHICK
MBS—Pepper Young’s Family.
VOUTSAS, GEORGE
MBS—RCA Victor Show.
VOUTSAS, GEORGE
NBC—Honeymoon in N. Y.

W
WARRBURTON, CHARLES
MBS—My True Story.
WARD, AL
CBS—American School of the Air. Theater of Romance.
WEHIE, FRED
NBC—Backstage Wife.
WEIST, GEORGE
MBS—Paul Whiteman Club.
WELLEMON, JOHN
MBS—Son of the Stranger.
WHALEY, BERT
NBC—Whitney Berquist & Ork.
WHITE, CHARLES
MBS—Bob Hawk Show.
WILKINSON, JOHN
MBS—Sheriff.
WOLFE, EDWIN
CBS—Man Perkins.
WRIGHT, WYNN

Y
YOUNG, DAVE
MBS—Family Theater.
YOUNG, RUSSES
CBS—Adventurer’s Clubs.

Z
ZACHARY, GEORGE
NBC—Ford Theater.
ZOLLER, JACK
MBS—Cavalcade of America.
## Home Economics Directors of Stations in the United States

### Alabama
- **Herzfeld, Helene**  
  WRFS, Alexander City
- **Copoland, Mrs. Leo**  
  WAPL, Birmingham
- **Brown, Mrs. Carl**  
  WBCG, Birmingham
- **Allen, Mrs. Evelyn**  
  WTNB, Birmingham
- **Barney, Charolet**  
  WKLF, Chilton
- **Blank, Jane**  
  WDIG, Dothan
- **Bigley, Wilma**  
  WJOI, Florence
- **Lindsay, Pauline**  
  WRAB, Mobile
- **Doyle, Elaine (Mrs.)**  
  WRRG, Mobile
- **Adams, Carol**  
  WCVO, Montgomery
- **Hall, Martha**  
  WMGY, Montgomery
- **Mahoney, Esther**  
  WSPA, Montgomery
- **Stack, Imogene**  
  WLAY, Muscle Shoals
- **Davis, Anna**  
  WHKP, Mobile
- **Martin, Sarah**  
  WHTB, Talladega
- **Stout, Janette**  
  WTBMP, Troy

### Arizona
- **Brezie, Edna M.**  
  KAWT, Douglas

### Arkansas
- **Godwin, Mary Jean**  
  KAMD, Camden
- **Craiz, Martha**  
  KELI, El Dorado
- **Forster, Bobbie H.**  
  KXLL, Little Rock
- **Shaw, Mary**  
  KUOA, Siloam Springs

### California
- **Watkins, Ellen**  
  KAFY, Bakersfield
- **Colland, Lillian**  
  KWTC, Barstow
- **Arbe, Mimi**  
  KROP, Brawley
- **Seifert, Evelyn**  
  KHUM, Eureka
- **Wilson, Martha**  
  KJAR, Eureka
- **Jones, Pauline Edwards**  
  KMJ, Fresno
- **Brown, Leona**  
  KGFL, Grass Valley
- **Lammann, Sara**  
  KFWB, Hollywood
- **Gibson, Bonnie**  
  KTRE, Indio
- **Cook, Irene**  
  KGER, Long Beach
- **Schram, Violet**  
  KFVD, Los Angeles
- **Sherman, Jack**  
  KFVD, Los Angeles
- **Young, Norma**  
  KJL, Long Beach
- **Lee, Marion**  
  KXLA, Los Angeles
- **Highland, Hilda**  
  KTRB, Modesto
- **Lines, Evelyn**  
  KWOJ, Oakland
- **Haynes, Frances**  
  KPRC, Paso Robles
- **Scott, Betty**  
  KRTIP, Porterville
- **Murphy, Carol**  
  KRFE, Red Bluff
- **Levoy, Lee**  
  KSBU, Salinas
- **Harder, Kathryn Stearn**  
  KFVF, San Bernardino
- **Alvey, Betty**  
  KITQ, San Bernardino
- **Bradley, Shirley**  
  KFMB, San Diego
- **Coley, Elinor**  
  KSDLJ, San Diego
- **Johnston, Dorothy**  
  KSON, San Diego
- **Martin, Josephine**  
  KFBC, San Francisco
- **Hollen, Ann**  
  KGQ, San Francisco
- **Rankin, Dorothy**  
  KWBC, San Francisco
- **Stewart, Faye**  
  KSFQ, San Francisco
- **Thompson, Ruth**  
  KYA, San Francisco
- **Turner, Selma**  
  KEEJ, San Jose
- **Stuart, Mary Lou**  
  KSOJ, San Jose
- **Freeman, Bettie Cile**  
  KSVM, San Mateo
- **Gregory, Barbara**  
  KTIM, San Rafael
- **McBee, Barbara**  
  KIST, Santa Barbara
- **Barnes, Harriet**  
  KSRO, Santa Rosa
- **Wagner, Kay**  
  KWG, Stockton
- **Woods, Wanda**  
  KCOY, Tulare
- **Nunn, Marguerite**  
  KGWW, Vallejo

### Colorado
- **Roulston, Ros**  
  KBOL, Boulder
- **Foreman, Beth**  
  KRDO, Colorado Springs
- **Studer, Marjorie**  
  KVOB, Colorado Springs
- **Carson, Sue**  
  KCLZ, Denver
- **Hammersley, Evadna**  
  KROA, Denver
- **Allen, Carla**  
  KKUP, Durango
- **Greene, Shirley**  
  KCOL, Fort Collins
- **Rose, Helen**  
  KFJX, Grand Junction
- **Sylvester, Elda Mae**  
  KFKA, Greeley
- **Mason, Leon**  
  KUSJ, Pueblo
- **Clodine, Leona**  
  KSFT, Trinidad

### Connecticut
- **Jones, "Liz"**  
  WLIB, Bridgeport
- **O'Brien, Jean**  
  WNAB, Bridgeport
- **Gibson, Claire**  
  WONS, Hartford
- **Calbert, Jean**  
  WTNT, Hartford
- **Julianelle, Pat**  
  WAVZ, New Haven
- **Porter, Jeanel**  
  WDEL, New Haven
- **DiFanti, Mary**  
  WNHC, New Haven
- **Dolittle, Ruth**  
  WNHC, New Haven
- **Bruce, Kay**  
  WNOC, Norwich
- **Sturdiv, Bears**  
  WLFR, Torrington
- **Hurbut, Miriam**  
  WATF, Waterbury
- **Clark, Kay**  
  WBBY, Waterbury

### Delaware
- **Ray, Doreen**  
  WARS, Wilmington
- **Price, Marjorie**  
  WILM, Wilmington

### District of Columbia
- **Crane, Ruth**  
  WMAL, Washington
- **Sexton, Marian**  
  WOL, Washington
- **Lane, Alice**  
  WOOK, Washington
- **Foreman, Mairi**  
  WQW, Washington
- **Cox, Nancy**  
  WJW, Washington
- **Holly, Clover**  
  WTOP, Washington
- **Lee, Elinor**  
  WTOP, Washington

### Florida
- **Ladine, Mary**  
  WCLE, Clearwater
- **Silver, Marjorie B.**  
  WIRA, Ft. Pierce
- **Edwards, Jolene**  
  WJHP, Jacksonville
- **Moss, Joyce**  
  WJBD, Jacksonville
- **Daly, Anne**  
  WPDI, Jacksonville
- **Dalbo, Bizzo**  
  WDSR, Lake City
- **Flynn, Jean**  
  WLAK, Lakeland
- **Scarbrough, Marjorie**  
  WLBF, Leesburg
- **Butler, Jane**  
  WGBS, Miami
- **Waterman, Jean**  
  WRAT, Miami Beach
- **Carter, Mary Lucile**  
  WMBM, Miami Beach
- **Aiken, Helen**  
  WTM, Ocala
- **Ward, Jane**  
  WDBO, Orlando
- **Smith, Ruth**  
  WIND, Orlando
- **Bryant, Patricia**  
  WORZ, Orlando
- **Fleming, Rosemary**  
  WBJ, Pensacola
- **Morris, Callie**  
  WCVA, Pensacola
- **Wills, Betty Jo**  
  WWPW, Palatka
- **Tate, Margaret Rushion**  
  WSBF, Sarasota
- **Duncan, Penzie**  
  WTRR, Sanford
- **Todd, Helen F.**  
  WTAL, Tallahassee
- **Drum, Wilma**  
  WLCT, Tampa
- **Downs, Kay**  
  WDAE, Tampa
- **Haus, Connie**  
  WSIR, Winter Haven

### Georgia
- **Ferguson, Blanche**  
  WALB, Albany
- **Davis, Maggie**  
  WBG, Atlanta
- **Wells, Virginia**  
  WCON, Atlanta
- **Watkins, Mickey**  
  WBBQ, Augusta
**North Carolina**

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<tr>
<th>Call, Tomi</th>
<th>WSWO, Laurinburg</th>
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<tbody>
<tr>
<td>Hurst, Barbara</td>
<td>WJRI, Lenor</td>
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<tr>
<td>Craver, Jean</td>
<td>WBUX, Lexington</td>
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<tr>
<td>Locke, Betty</td>
<td>WMRL, Morehead City</td>
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<td>Pressly, Hazel</td>
<td>WPI, Raleigh</td>
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<tr>
<td>Allen, Perz</td>
<td>WPRC, Reidsville</td>
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<tr>
<td>Davis, Sara West</td>
<td>WCBT, Roanoke Rapids</td>
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<tr>
<td>Nash, Mamie</td>
<td>WCBT, Roanoke Rapids</td>
</tr>
<tr>
<td>Burns, Emily</td>
<td>WCC, Rocky Mount</td>
</tr>
<tr>
<td>Fisher, Betty</td>
<td>WSTP, Salisbury</td>
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<tr>
<td>Murphy, Katherine</td>
<td>WSTP, Salisbury</td>
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<tr>
<td>Alberge, Nancy</td>
<td>WOHS, Shelby</td>
</tr>
<tr>
<td>Leber, Vesta</td>
<td>WCPS, Tarboro</td>
</tr>
<tr>
<td>Shore, Priscilla L</td>
<td>WTNC, Thomasville</td>
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<tr>
<td>Carraway, Joyce</td>
<td>WADE, Wadesboro</td>
</tr>
<tr>
<td>Pierce, Don</td>
<td>WRIF, Washington</td>
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<tr>
<td>Watson, Lila</td>
<td>WTLM, Wilson</td>
</tr>
<tr>
<td>Pardington, Doris</td>
<td>WAIR, Winston-Salem</td>
</tr>
</tbody>
</table>

**North Dakota**

| Graham, Peg   | KDKX, Dickinson |
| Lindgren, Christine | KILO, Grand Forks |
| Houston, Dorothy | KLPJ, Minot |

**Ohio**

| Remer, Frankie  | WADC, Akron |
| McPherson, Peg    | WHHK, Akron |
| Soot, Mike       | WFA, Ashtabula |
| Van Petten, Ruth  | WBAC, Canton |
| Adams, Carol     | WHRC, Canton |
| Brady, Betty     | WLW, Cincinnati |
| Wheeler, Marsha  | WSAI, Cincinnati |
| Mullin, Maude    | WKV, Cleveland |
| Hanson, Eleanor  | WHK, Cleveland |
| Prown, Gloria    | WTAM, Cleveland |
| Funnel, Mildred  | WTAM, Cleveland |
| Stevens, Janice  | WJW, Cleveland |
| Sharp, Fern      | WBNHS, Columbus |
| Houston, Phil    | WCOL, Columbus |
| Thomas, Rita     | WHRC, Columbus |
| Foltz, Miriam    | WQSU, Columbus |
| Wise, Madeline   | WHOI, Dayton |
| Davis, Millicent | WPN, Findlay |
| Engel, Luella    | WMHO, Hamilton |
| Hanser, Elaine   | WMN, Mansfield |
| Cooper, Madge L  | WMRN, Marion |
| Graham, Lucille  | WPAY, Portsmouth |
| Koham, Alice     | WIZE, Springfield |
| Richards, Norma H | WSPD, Toledo |
| Wood, Virginia K | WSPD, Toledo |
| Baxter, Jill     | WTOD, Toledo |
| Wells, Marjorie  | WTOI, Toledo |
| Krieger, Jean L  | WRRN, Warren |
| Resch, Marion    | WFMJ, Youngstown |
| Casteel, Ellamae  | WKNF, Youngstown |

**Pennsylvania**

| Stoone, Peggy Anne | WKAP, Allentown |
| Hiner, Chris       | WJ5W, Altoona |
| Fry, Betty         | WFRF, Bethlehem |
| Kahle, Jane        | WESB, Bradford |
| Borne, Gladys      | WISR, Butler |
| Fortuna, Marco     | WAZL, Hazleton |
| Cannon, Dorsey    | WDAD, Indiana |
| Simmons, Evelyn   | WJAC, JOHNstown |
| Willoughby, Edna   | WLAN, Lancaster |
| Hirs, Doris        | WLBZ, Pittsburgh |
| McCoy, Rita        | WMRF, Lewiston |
| Mertz, June        | WBZ, Lock Haven |
| Sheridan, Mildred  | WEBO, McKeesport |
| Beardsmore, Miriam | WMCK, McKeesport |
| O'Boyle, Kay       | WHLW, Nanticoke |
| Kerr, Shirley      | WKST, New Castle |
| Lyttle, Doris      | KYJ, Oil City |
| Wolfe, Ruth        | KYW, Philadelphia |
| Stewart, Creighton | WSUA, Philadelphia |
| Ives, Anice        | WFIL, Philadelphia |
| Indezie, Frank M.  | WIBG, Philadelphia |
| Harper, Zella Drake| WIBG, Philadelphia |
| Crane, Kit         | WIP, Pittsburgh |
| Gardiner, Evelyn   | KDKA, Pittsburgh |
| Gibson, June       | WBZQ, Pittsburgh |
| Sando, Florence    | WCPE, Pittsburgh |
| Crisky, Anne       | WJAS, Pittsburgh |
| Clark, Cleta       | WILK, Pittsburgh |
| Wilk, Marie        | WWSW, Pittsburgh |
| Lee, Ruth          | WPAM, Pottsville |
| Scott, Romaine     | WPJA, Pottsville |
| Sandefur, Eva      | WWHM, Reading |
| Forman, Win        | WARM, Scranton |
| Culkin, Anne       | WSCR, Scranton |
| Lewis, Lynn        | WSCR, Scranton |
| Blair, Dorothy     | WHAE, Lebanon |
| Johnston, Elinor J | WMB, Scranton |
| Bendix, Mildred    | WNAE, Warren |
| Blair, Betty       | WILK, Wilkes Barre |
| Krantz, Celeste    | WSBA, York |

**Rhode Island**

| Wright, Helma     | WRIR, Providence |
| Wright, Lee       | WRIR, Providence |
| Gunning, Betty    | WFCI, Pawtucket |
| Somerby, Hope     | WWIN, Woonsocket |

**South Carolina**

| Sherrard, M. B.    | WAIM, Anderson |
| Baun, Pearl       | WSC, Charleston |
| Rhett, Alicia     | WTM, Charleston |
## Managers and Agents

Address and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

### NEW YORK

<table>
<thead>
<tr>
<th>Name</th>
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<td>COLUMBUS 5-0232</td>
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<td>333 West 56th St.</td>
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<td>Alexander, Willard</td>
<td>30 Rockefeller Plaza</td>
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<td>Allen, Charles H.</td>
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<td>Appell, James</td>
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<td>Bentham, M. S.</td>
<td>48 West 45th St.</td>
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<td>Bestry, Harry</td>
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<td>525 Fifth Ave.</td>
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<td>Wisconsin 7-9244</td>
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<td>10 East 40th St.</td>
<td>LEXINGTON 2-6140-1</td>
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<td>Liebling-Wood</td>
<td>551 Fifth Ave.</td>
<td>VANDERBILT 6-3714</td>
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</table>
MANAGERS and AGENTS

Lipset, Ben B., Inc.
1350 Broadway
.CHickering 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.
.PLaiza 3-5181

Management Corp. of America
745 Fifth Ave.
.Wickersham 2-8000

Metro Artist Bureau
750 Fifth Ave.
.Circle 6-8470

Michaud, A. T.
1010 Broadway
.Circle 7-4004

Mindling, Lou
113 West 57th St.
.Circle 5-5370

Marris, William, Agency
1370 Sixth Ave.
.Circle 7-2180

Moses, John, Inc.
750 Fifth Ave.
.Circle 6-2677

Music Corporation of America
745 Fifth Ave.
.Wickersham 2-8000

National Concert & Artists Corp.
711 Fifth Ave.
.PLaiza 3-0820

National Radio & Theatrical Bureau
1050 Broadway
.Columbus 5-7131

North, Meyer B.
1604 Broadway
.BRyant 9-6847

O'Connor, Johnny
1897 Broadway
.Circle 6-3500

Okun, Lilian, Inc.
2 West 67th St.
.TRafalgar 7-5916

Oxley, Harold
424 Madison Ave.
.ELdorado 5-3500

Peters, Dell
521 Fifth Ave.
.VAnderbilt 6-1750

Popular Concerts Guild
1270 Sixth Ave.
.Columbus 5-5051

Pratt, Ben
332 East 50th St.
.PLaiza 3-6394

Richards Agency, Max
1776 Broadway
.Circle 7-4074-5

Romm, Harry A., Inc.
1270 Sixth Ave.
.Circle 7-7543

Roth, Allen
48 W. 48th St.
.LOngsacre 3-3836

Rubinoff Enterprises
1501 Broadway
.LAckawanna 4-7147

Salzow Agency
300 Madison Ave.
.MURray Hill 2-6119

Myron Selznik & James L. Saphier & Co.
610 Fifth Ave.
.Circle 7-6200

Shank, Mary L.
9 Rockefeller Plaza
.Columbus 5-1332

Shurr, Louis
1501 Broadway
.CHickering 4-8240

Small, Franklin H.
Hotel Abbey
.Circle 6-9400

Souvalne, Henry, Inc.
30 Rockefeller Plaza
.Circle 7-5666

Special Attractions, Inc.
48 W. 48th St.
.BRyant 9-2030

Stanley, Allen
1619 Broadway
.Columbus 5-9025

Stark, Wilbur
551 Fifth Ave.
.MURray Hill 7-6320

Storer, Douglas F.
1270 Sixth Ave.
.Circle 7-6325

Tyro Productions
1657 Broadway
.Columbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
5 Rockefeller Plaza
.Circle 7-2820

Vallon, Mike
1270 Sixth Ave.
.Circle 7-0162

Walsh, Fred
370 Park Ave.
.PLaiza 8-0344

Weber, Edwin
156 West 44th St.
.BRyant 9-6624

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.
.PLaiza 9-4981

Wolf Associates, Inc.
420 Madison Ave.
.PLaiza 5-7620

Yest, Ben, Inc.
1650 Broadway
.Circle 6-0533

☆ LOS ANGELES ☆

Allen, Larry, Inc.
6381 Hollywood Blvd.
.HEmpstead 0421

American Federation of Radio Artists
6331 Hollywood Blvd.
.Hillside 5135

Barry, Vy
1707 Hudson Avenue
.Hollywood 3636

Baseou, Gene
6104 Hollywood Blvd.
.Hollywood 5827

Berg, Phil.—Allenberg, Bert, Inc.
121 S. Beverly Dr., B. H.
.CRestview 6-3131

Bergerman & Co., Stanley
9029 Brighton Way (B. H.)
.CRestview 6-3196

Bennie, Herman
208 S. Beverly Dr., (B. H.)
.CRestview 5-0117

Bloom Agency, Phil
8506 Sunset Blvd., (L. A.)
.CRestview 1-3353

Blum Corp., Ralph
9441 Wilshire Blvd., (B. H.)
.CRestview 1-9833

Blum Business Administration, Myrt T.
360 N. Camden Dr., (B. H.)
.CRestview 6-7071

Brownie, Flo-Grippo, Jan
1540 Hillhurst
.Normandie 2-8111

Croisy, Everett N.
9028 Sunset Blvd.
.CRestview 1-1171

Columbia Concerts, Inc.
6636 Hollywood Blvd.
.HEmpstead 5316

Dulan & Co., Ken
1556 North Wilcox Ave.
.Hollywood 3558

Deane, James
6331 Hollywood Blvd.
.Hillside 5150

Famous Artists Corp.
9441 Wilshire Blvd., (B. H.)
.CRestview 1-5222

Frank, Inc., George
1626 N. Vine Street
.Hillside 3188

Frederick Bros. Artists Corp.
8584 Sunset Blvd.
.CRestview 1-6244

Frisg Agency, Kurt
468 N. Camden Dr., (B. H.)
.CRestview 1-8252

General Artists Corp.
9038 Sunset Blvd.
.CRestview 1-8101

Garland, Charles
204 S. Beverly Dr., (B. H.)
.CRestview 1-7357

959
Gear, Bruce
247 S. Beverly Dr., (B. H.) Crestview 5-3035

Goldstone, Jules C.
9118 Sunset Blvd. Crestview 5-1191

Goldstone, Nat
9121 Sunset Blvd. Crestview 6-1071

Hamillburg, Mitchell J.
8780 Sunset Blvd. Crestview 5-5108

Herdan-Sherrill
9157 Sunset Blvd. Crestview 1-5236

Herzbrun, Walter
9000 Sunset Blvd. Crestview 6-4157

Hei Enterprises, Don
6404 Hollywood Blvd. Hollywood 4869

Jaffe, Sam
8553 Sunset Blvd. Crestview 6-6121

Irwin, Lou
9134 Sunset Blvd. Crestview 1-7131

Kane, Walter
8554 Sunset Blvd. Crestview 6-2396

Kempner, Inc., Alex
8011 Sunset Blvd. Crestview 5-0104

Köhner, Inc., Paul
9109 Sunset Blvd. Crestview 1-5105

Kramer Agency, Earl
204 S. Beverly Dr., (B. H.) Crestview 6-2338

Levee, M. C.
119 S. Beverly Dr., (B. H.) Crestview 1-5781

Levee-Short
9441 Wilshire Blvd., (B. H.) Crestview 5-8340

Lyons, Inc., A. & S.
356 N. Camden Dr., (B. H.) Crestview 6-6131

MacQuarrie Agency
8506 Sunset Blvd. Crestview 6-7162

Marshall, Reg. D.
6671 Sunset Blvd. Hollywood 8238

MCA Artists, Ltd.
9370 Santa Monica (B. H.) Crestview 6-2001

Monter-Gray-Shor
8736 Sunset Blvd. Crestview 1-1191

Morris Agency, Wm.
202 No. Canon Dr., (B. H.) Crestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd. Crestview 1-7121

Polan & Rosenberg
451 N. La Cienega Blvd. Crestview 1-1800

Radio Artists Agencies
366 N. Camden Dr. Crestview 5-0787

Radio Registry
1519 Cross Roads of the World. Hillside 8321

Rush, Inc., Art
Sunset & Vine Hillside 5161

Salkow Agency, The
9119 Sunset Blvd. Crestview 1-9134

Saphier, James L.
0538 Brighton Way. (B. H.) Crestview 1-7231

Sherr, Louis
37 N. Rodeo Dr., (B. H.) Crestview 1-1116

Small Co., The
8272 Sunset Blvd. Hollywood 2722

Sherman, Edward
8533 Sunset Blvd. Crestview 5-0186

Schnitt, Lou-Fritschl, Al, Inc.
6404 Hollywood Blvd. Hollywood 6271

Somlyo Agency, E. T.
242 N. Canon Dr. (B. H.) Crestview 6-2042

Stempc-Olenick Agency
717 N. La Cienega Blvd. Crestview 1-7141

United Management Corp.
746 N. La Cienega Blvd. Crestview 6-6104

Voleck, Inc., A. George
9441 Wilshire Blvd., (B. H.) Crestview 6-3121

Winkler Agency, D. M.
9176 Santa Monica, (B. H.) Crestview 1-7244

Wendling Agency, Chas.
9156 Sunset Blvd. Crestview 6-2348

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**MANAGERS and AGENTS**

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**CHICAGO**

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave. WABash 6761

Benn Theatrical Agency
64 West Randolph St. DEArborn 0850

Brown, Vlo
221 N. LaSalle St. STate 3310

Colored Radio Artists Assn.
3458 S. State St. VICtory 7917

Columbia Concerts, Inc.
Wrigley Bldg. SUPERior 2542

Consolidated Radio Artists of Ill.
32 W. Randolph St. FRanklin 8300

Ellsworth, W. M.
75 East Wacker Drive CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive STate 0003

General Artists Corp.
360 N. Michigan Ave. STate 0288

Gumbiner Management Co.
120 S. LaSalle St. STate 0284

Herman, Sam
54 W. Randolph St. STate 2147

Jack & Jll Players Radio Artists Co.
180 E. Delaware St. DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave. SUPERior 0506

Lutz, Estelle, Artists Bureau
25 E. Jackson HRARison 3435

Morris, William, Agency
203 N. Wabash Ave. STate 3632

Morse, Sidney P.
64 E. Lake St. ANDover 2878

Music Corporation of America
430 N. Michigan Ave. DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St. SUPERior 4042

North, Stanley
25 E. Jackson WABash 5595

Parks, James & Co.
333 N. Michigan Ave. CENtral 7980

Schuster, Milton
127 North Dearborn DEArborn 3633

WLS Artists Bureau
120 W. Washington Blvd. MONroe 9700
COMMERCIAL PROGRAMS

Commercially Sponsored

- Title

Advertiser and Product

- Network

Advertising Agency

- Co-operative
Complete Listing of Major Networks — Commercial Programs of 1947

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ADVERTISER AND PRODUCT</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
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| James Abbe                     | Peter Paul  
Mounds, Almond Joy, Walnettos, Choclettos,  
Peter Paul Charcoal Gum | ABC—PC  | Brisacher, Van Norden & Staff, Inc.             |
| James Abbe Observes            | Fisher Flouring Mills  
| Abbott & Costello              | R. J. Reynolds Co.  
Camel Cigarettes | ABC—PC  | William Esty & Co., Inc.                        |
| Abbott Mysteries               | Helbros Watch Co.  
Helbros Watches | MBS     | William H. Weintraub & Co. New York          |
| Lee Adams—Narrator             | Omnibook Corp.  
Omnibook Magazine | CBS     | Schwab & Beatty, Inc.                          |
| Adventures' Club               | W. A. Sheaffer Pen Co.  
Pens, Pencils, Skrip & Leads | CBS     | Russel M. Seeds Co., Inc.                       |
Meat Products | NBC     | J. Walter Thompson Co.                          |
| Adventures of Charlie Chan     | Pharmaco Inc.  
Chooz | MBS     | Ruthrauff & Ryan, Inc.                          |
| Adventures of Ozzie & Harriet  | International Silver Co.  
Sterling & 1847 Rogers Silver | CBS     | Young & Rubicam, Inc.                           |
| Adventures of Philip Marlowe   | Lever Bros. Co.  
Pepsodent | NBC     | Foote, Cone & Belding, Inc.                     |
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<td>Wildroot Co., Inc. Wildroot Cream Oil</td>
<td>CBS</td>
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<td>Adventures of the Falcon</td>
<td>American Safety Razor Corp. Gem Razors &amp; Blades</td>
<td>MBS</td>
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<td>Adventures of the Thin Man</td>
<td>General Foods Corp. Sanka, Instant Sanka</td>
<td>CBS</td>
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<td>The Affairs of Ann Scotland</td>
<td>Raymond Laboratories, Inc. &amp; Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo</td>
<td>ABC</td>
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<td>Carroll Alcott, News</td>
<td>Campbell Soup Co. All Products</td>
<td>CBS—PC</td>
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<td>Aldrich Family</td>
<td>General Foods Corp. Jello Puddings</td>
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<td>All-Star Baseball Game</td>
<td>Gillette Safety Razor Corp. Gillette Blades &amp; Razors</td>
<td>MBS</td>
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<td>All-Star Football Games</td>
<td>Wilson Sporting Goods Co. Sports Equipment</td>
<td>MBS</td>
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<td>The Fred Allen Show</td>
<td>Standard Brands, Inc. Shefford Cheese, Tender Leaf Tea</td>
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<tr>
<td>The Fred Allen Show</td>
<td>Ford Motor Car Co. Ford Automobiles</td>
<td>NBC</td>
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<td>American Album of Familiar Music</td>
<td>Sterling Drug Co. Bayer Aspirin</td>
<td>NBC</td>
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<td>American Forum</td>
<td>Pilot Radio F. M. Radios</td>
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<td>American Melody Hour</td>
<td>Sterling Drug Inc. Bayer Aspirin &amp; Dr. Lyons Toothpaste</td>
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<td>American Radio Warblers</td>
<td>American Bird Products, Inc. Bird Food</td>
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<td>Amos 'n Andy</td>
<td>Lever Bros. Co. Rinso</td>
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<td>Armstrong Theater of Today</td>
<td>Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings</td>
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<td>Arthur's Place</td>
<td>The Borden Co. All Products</td>
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<td>Jan August</td>
<td>Revere Camera Co. Cameras</td>
<td>MBS</td>
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<td>PROGRAM</td>
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<td>Aunt Mary</td>
<td>Safeway Stores, Inc.</td>
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<td>Kitchen Craft Flour</td>
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<td>Chewing Gum</td>
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<td>Baby Snooks Show with Fanny Brice</td>
<td>General Foods Corp.</td>
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<td>Jell-O, Jell-O Puddings</td>
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<td>Back to God Hour</td>
<td>Christian Reform Church</td>
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<td>Religious Talks</td>
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<td>Backstage Wife</td>
<td>Sterling Drug Co.</td>
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<td>Dr. Lyon's Tooth Powder, Energine Cleaning Fluid</td>
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<td>Jim Backus Show</td>
<td>Pharmaco, Inc.</td>
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<td>Crisco, Ivory Snow</td>
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<td>Fred Beck—Commentary</td>
<td>Miles Laboratories, Inc.</td>
<td>CBS—PC</td>
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<td>Alka-Seltzer, One-a-Day Vitamin Tablets</td>
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<td>Joseph Beirne</td>
<td>National Federation of Telephone Workers</td>
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| Tom Breneman's Breakfast in Hollywood | Kellogg Co.  
|                                  | Pep, All Bran  
| Tom Breneman's Breakfast in Hollywood | Procter & Gamble Co.  
|                                  | Ivory Flakes  
| Bride & Groom                    | Sterling Drug Inc.  
|                                  | Phillip's Toothpaste & Tablets, Mulsified Shampoo, Dr. Lyon's Tooth Powder, Bayer Aspirin, EnerGene Cleaning Fluid, Campo-Pehnique, Ayer's Pectoral, Fletcher's Castoria & others  
| Cecil Brown                      | Murine Co., Inc.  
|                                  | Eye Lotion  
| Buck Rogers                      | General Foods Sales Corp.  
|                                  | Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food  
| Bulldog Drummond                | American Transit Association  
|                                  | Transportation  
| Bob Burns                        | American Home Products Corp.  
|                                  | Kolynos, Anacin  
| Burns & Allen                    | General Foods Corp.  
|                                  | Maxwell House Coffee  
| By Popular Demand                | Conti Products, Inc.  
|                                  | Conti Shampoo & Soap  
| California Caravan               | California Medical Assoc.  
|                                  | Insurance—Hospitalization & Physician's Service  
| Call of the Range                | Grove Laboratories, Inc.  
|                                  | Cold Tablets  
| Call the Police                  | Lever Bros. Co.  
|                                  | Rinso  
| Ned Calmer & the News           | Luden's Inc.  
|                                  | All Products  
| Ned Calmer & the News           | Parker Pen Co.  
|                                  | Quink  

- **ABC**  
- **CBS**  
- **MBS**  
- **PC**  
- **Batten, Barton, Durstine & Osborn, Inc.**  
- **Benton & Bowles, Inc.**  
- **Owens & Chappell, Inc.**  
- **Sullivan, Stauffer, Colwell & Bayles**  
- **Bermingham, Castleman & Pierce, Inc.**  
- **Lockwood-Shackelford Adv.**  
- **Duane Jones Co., Inc.**  
- **Ruthrauff & Ryan, Inc.**  
- **J. M. Mathes, Inc.**  
- **J. Walter Thompson Co.**
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<td>The Saint</td>
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| Saturday Night Serenade                    | Pet Milk Sales Co.  
400-D Pet Milk                                                                 | CBS      |
| Screen Guild Players                       | Lady Esther Sales Co., Inc.  
Cosmetics                                                                 | CBS      |
| Screen Guild Players                       | R. J. Reynolds Tobacco Co.  
Camel Cigarettes                                                                  | CBS      |
| Second Mrs. Burton                         | General Foods Corp.  
LaFrance, Satina                                                              | CBS      |
| Eric Sevareid—News                         | Metropolitan Life Insurance Co.  
Institutional                                                               | CBS      |
| The Shadow                                 | G. Barr & Co.  
Balm Barr Lotion & Shampoo                                                   | MBS      |
| The Shadow                                 | Carey Salt Co.  
Carey Salt                                                                      | MBS      |
| The Shadow                                 | Delaware, Lackawanna & Western Coal Co.  
Blue Coal                                                                   | MBS      |
| The Sheaffer Parade starring Eddy Howard   | W. A. Sheaffer Pen Co.  
Pens, Pencils & Skrip                                                           | NBC      |
| Sherlock Holmes                            | Petri Wine Co.  
Petri Wine                                                                     | MBS      |
| Sherlock Holmes                            | Trimount Clothing Co.  
Clipper Craft Clothes                                                          | MBS      |
| The Sheriff                                | Pacific Coast Borax Co.  
All Products                                                                | ABC      |
| William L. Shirer & the News               | J. B. Williams Co.  
Shaving Cream, Lectric Shave                                                   | CBS      |
| Silver Theater                             | International Silver Co.  
Sterling 1847 Rogers Silver                                                   | CBS      |
| Ginny Simms Show                           | The Borden Co.  
All Products                                                                | CBS      |
| Red Skelton                                | Brown & Williamson Tobacco Co.  
Raleigh Cigarettes                                                            | NBC      |
| Sky King                                   | Derby Foods, Inc.  
Peter Pan Peanut Butter, Derby Line of Canned Meats & Canned Meat Specialties | ABC      |
| Smilin' Ed McConnell                       | Brown Shoe Co.  
Children's Shoes                                                              | NBC      |
| Smilin' Ed McConnell                       | H. C. Cole Milling Co.  
Omega Flour                                                                   | MBS      |
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<td>Procter &amp; Gamble Co. Oxydol</td>
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<td>Dancer-Fitzgerald-Sample, Inc.</td>
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<td>Kate Smith Speaks</td>
<td>General Foods Corp. Post 40% Bran, Post's Raisin Bran</td>
<td>CBS</td>
<td>Benton &amp; Bowles, Inc.</td>
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<tr>
<td>Kate Smith Sings</td>
<td>General Foods Corp. Post</td>
<td>CBS</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>Solitair Time</td>
<td>Campana Sales Co. Solitair Make-up</td>
<td>NBC</td>
<td>The Clements Co. Inc.</td>
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<td>Song of the Stranger</td>
<td>Pharmaco, Inc. Feen-a-mint</td>
<td>MBS</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Sparkle Time with Meredith Willson</td>
<td>Canada Dry Ginger Ale, Inc. Canada Dry Beverages</td>
<td>CBS</td>
<td>J. M. Mathes, Inc.</td>
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<td>Special Investigator</td>
<td>Commercial Credit Co. Institutional</td>
<td>MBS</td>
<td>Sheldon, Quick &amp; McElroy New York</td>
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<td>Sports Newsreel of the Air</td>
<td>Colgate-Palmolive-Peet Co. Palmolive Shave Cream</td>
<td>NBC</td>
<td>Sherman &amp; Marquette Inc.</td>
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<td>Spotlight on America</td>
<td>American Transit Association Transportation</td>
<td>MBS</td>
<td>Owens &amp; Chappell, Inc. New York</td>
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<td>Standard Hour</td>
<td>Standard Oil Co. of Calif. Petroleum Products</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborne, Inc.</td>
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<tr>
<td>Standard School Broadcast</td>
<td>Standard Oil Co. of Calif. Petroleum Products</td>
<td>NBC</td>
<td>Batten, Barton, Durstine &amp; Osborne, Inc.</td>
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<tr>
<td>The Story of Holly Sloan</td>
<td>General Mills, Inc. Pyequick</td>
<td>NBC</td>
<td>Knox-Reeves Inc.</td>
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<tr>
<td>Strange Romance of Evelyn Winters</td>
<td>Manhattan Soap Co., Inc. Blu-White Flakes</td>
<td>CBS</td>
<td>Duane Jones Co., Inc.</td>
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<tr>
<td>The David Street Show</td>
<td>Cardinet Candy Co. Candy Bars</td>
<td>NBC</td>
<td>Elliott-Daly Co.</td>
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| Sunday Evening Hour | Reichhold Chemicals, Inc.  
|                    | Musical Digest Magazine and  
|                    | Vox Records—Other Products  |
| Sunday Evening Party with Hires | C. E. Hires Co.  
| Sunoco Three Star Extra | Sun Oil Co.  
|                         | Gas & Oil  |
| Sunrise Service Easter | Park Street Evangelical Church  
|                         | Religious Talks  |
| Starlight Serenade | Conti Products, Inc.  
|                         | Conti Shampoo & Soap  |
| Star Time with Dorothy Kilgallen | Drackett Co.  
|                         | Drano & Windex  |
| Surprise Theater with Knox Manning | Calif. Prune & Apricot Growers Assn.  
|                         | Sunsweet Tenderized Fruit  |
| Suspense | Roma Wine Co.  
|                         | Roma Wines  |
| Warren Sweeney—News | Curtiss Candy Co.  
|                         | Candy  |
| Take It or Leave It | Eversharp Inc.  
|                         | Pens & Pencils  |
| Tales of Willie Piper | General Electric Co.  
|                         | Electric Lamps & Bulbs  |
| Henry J. Taylor | General Motors Corp.  
|                         | Institutional  |
| Mary Lee Taylor | Pet Milk Sales Co.  
|                         | 400-D Pet Milk  |
| Teentimers Club | Teentimers Inc.  
|                         | Dresses & Cosmetics  |
| The Telephone Hour | Bell Telephone System  
|                         | Telephone Service  |
| Alec Templeton | Standard Brands, Inc.  
|                         | Chase & Sanborn Coffee,  
|                         | Royal Pudding  |

| ABC | Kenyon & Eckhardt, Inc.  |
| ABC | N. W. Ayer & Son, Inc.  |
| MBS | Tarler & Shinner  
|     | Boston  |
| MBS | Birmingham, Castleman & Pierce, Inc.  
|     | New York  |
| ABC | Young & Rubicam, Inc.  |
| CBS | Long Adv. Service  |
| CBS | The Biow Co., Inc.  |
| CBS | C. L. Miller Co.  |
| NBC | Biow Co., Inc.  |
| ABC | Batten, Barton, Durstine & Osborn, Inc.  |
| MBS | Kudner Agency Inc.  
<p>|     | New York  |
| CBS | Gardner Advertising Co.  |
| NBC | Buchanan &amp; Co., Inc.  |
| NBC | N. W. Ayer &amp; Son, Inc.  |
| NBC | J. Walter Thompson Co.  |</p>
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<td>Safeway Stores, Inc.</td>
<td>ABC—PC</td>
<td>J. Walter Thompson Co.</td>
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<td>Terry and the Pirates</td>
<td>Quaker Oats Co.</td>
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<td>Sherman &amp; Marquette, Inc.</td>
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<td>Tex &amp; Jinx Show</td>
<td>Bristol-Myers Co.</td>
<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>The Texaco Star Theatre</td>
<td>Texas Co.</td>
<td>ABC</td>
<td>Kudner Agency, Inc.</td>
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<td>That's Finnegang</td>
<td>Household Finance Corp.</td>
<td>CBS</td>
<td>Le Vally, Inc.</td>
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<td>United States Steel Corp.</td>
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<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<td>This Farming Business</td>
<td>Skelly Oil Co.</td>
<td>NBC</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td>This Is Hollywood with Heddy Hopper</td>
<td>Procter &amp; Gamble Co.</td>
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<td>Pedlar &amp; Ryan, Inc.</td>
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<td>This Is Nora Drake</td>
<td>The Toni Co.</td>
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<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>This Is Your FBI</td>
<td>Equitable Life Assurance Soc. of the U. S.</td>
<td>ABC</td>
<td>Warwick &amp; Legler, Inc.</td>
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<td>This Woman's Secret</td>
<td>General Mills, Inc.</td>
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<td>Knox-Reeves, Inc.</td>
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<td>Firestone Tire &amp; Rubber Co.</td>
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<td>Canned Vegetables</td>
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<td>Maxwell House Coffee &amp; Instant Maxwell House Coffee</td>
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<tr>
<td>We the People</td>
<td>Gulf Oil Corp.</td>
<td>CBS</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td></td>
<td>Gulf Oil Products</td>
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<tr>
<td>Welcome Travelers</td>
<td>Procter &amp; Gamble Co.</td>
<td>ABC</td>
<td>Compton Adv., Inc.</td>
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<td>Crisco, Ivory Snow</td>
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<td>Benton &amp; Bowles, Inc.</td>
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<td>Cristopher Wells</td>
<td>Chrysler Corp.</td>
<td>CBS</td>
<td>Batten, Barton, Durstine &amp; Osborne, Inc.</td>
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<td>De Soto &amp; Plymouth Dealers</td>
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<td>What's Doin' Ladies</td>
<td>Hunt Foods, Inc.</td>
<td>ABC—PC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Hunt Products</td>
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<td>When A Girl Marries</td>
<td>General Foods Corp.</td>
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<td>Benton &amp; Bowles</td>
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<td>Calumet Swans Down</td>
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<td>The Whistler</td>
<td>Household Finance Corp.</td>
<td>CBS</td>
<td>LeVally, Inc.</td>
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<td>Personal Loans</td>
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<td>The Whistler</td>
<td>Signal Oil Co.</td>
<td>CBS—PC</td>
<td>Barton A. Stebbins Adv. Agency</td>
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<td></td>
<td>Gas, Oil</td>
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<tr>
<td>Paul Whiteman Club</td>
<td>National Biscuit Co.</td>
<td>ABC</td>
<td>McCann-Erickson, Inc.</td>
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<td>Premium Crackers, Ritz Crackers, Nabsico Shredded Wheat, Nabsico Honey Made Grahams</td>
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<td>Paul Whiteman Club</td>
<td>Nestle's Milk Products, Inc.</td>
<td>ABC</td>
<td>Compton Adv., Inc.</td>
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<td>Nescafe</td>
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<td>Cigarettes and Pipe Tobacco</td>
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<td>Paul Whiteman Club</td>
<td>Wesson Oil &amp; Snowdrift Co.</td>
<td>ABC</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Wesson Oil &amp; Snowdrift Shortening</td>
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<td>Gillette Safety Razor Corp.</td>
<td>MBS</td>
<td>Maxon, Inc.</td>
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<td>Gillette Blades &amp; Razors</td>
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<td>Sponsor/Organization</td>
<td>Advertiser</td>
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<td>Alvin Wilder</td>
<td>ABC</td>
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<tr>
<td>Sealy Mattress Co.</td>
<td>Alvin Wilder Agency</td>
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<tr>
<td>Walter Winchell</td>
<td>ABC</td>
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<td>Woman in White</td>
<td>NBC</td>
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<tr>
<td>General Mills, Inc.</td>
<td>Knox-Reeves, Inc.</td>
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<tr>
<td>World Front</td>
<td>NBC</td>
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<td>Bunte Brothers</td>
<td>Presba, Fellers &amp; Presba</td>
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<td>World Series</td>
<td>MBS</td>
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<td>Gillette Safety Razor Corp.</td>
<td>Maxon, Inc.</td>
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<td>New York</td>
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<td>You Bet Your Life</td>
<td>ABC</td>
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<td>Elgin American Division of Illinois Watch Case Co.</td>
<td>Weiss &amp; Geller, Inc.</td>
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<td>Alan Young Show</td>
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<td>Bristol-Myers Co.</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Young Dr. Malone</td>
<td>CBS</td>
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<td>Procter &amp; Gamble Co.</td>
<td>Compton Adv., Inc.</td>
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<td>Young People's Church of the Air</td>
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<td>Young People's Church of the Air</td>
<td>Erwin, Wasey &amp; Co.</td>
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<td>Young Widder Brown</td>
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<td>Sterling Drug Co.</td>
<td>Dancer, Fitzgerald &amp; Sample, Inc.</td>
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<td>Your Hit Parade</td>
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<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>Your Hit Parade</td>
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<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding, Inc.</td>
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<td>Your Hope Chest</td>
<td>CBS—PC</td>
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<td>Pict-Sweet Foods, Inc.</td>
<td>Ruthrauff &amp; Ryan, Inc.</td>
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<td>Your Sports Question Box</td>
<td>ABC</td>
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<td>G. N. Coughlin Co.</td>
<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>Zale-Graziano Fight</td>
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<tr>
<td>Adam Hat Stores, Inc.</td>
<td>The Biow Co.</td>
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</tbody>
</table>
Network Co-operative Programs—1947

Following page contains a complete listing of four national network co-operative programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title and network over which program is heard. Sponsors and advertising agencies handling the account are not indicated due to limitations of space. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NETWORK</th>
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<tr>
<td>Abbott &amp; Costello</td>
<td>ABC</td>
<td>Joan Davis</td>
<td>CBS</td>
<td>The Johnson Family</td>
<td>MBS</td>
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<td>Martin Agronsky</td>
<td>ABC</td>
<td>Dick Tracy</td>
<td>ABC</td>
<td>Kaltenborn Edits the News</td>
<td>NBC</td>
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<td>Alexander's Mediation Board</td>
<td>MBS</td>
<td>Editor's Diary</td>
<td>MBS</td>
<td>Walter Kiernan</td>
<td>ABC</td>
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<td>America's Town Meeting</td>
<td>ABC</td>
<td>Ethel &amp; Albert</td>
<td>ABC</td>
<td>Hawk Larabee</td>
<td>CBS</td>
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<td>Red Barber</td>
<td>CBS</td>
<td>Final Edition—News of the World</td>
<td>NBC</td>
<td>Fulton Lewis, Jr.</td>
<td>MBS</td>
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<td>Bakhuage</td>
<td>ABC</td>
<td>Fishing &amp; Hunting Club of the Air</td>
<td>MBS</td>
<td>Robert McCormick</td>
<td>NBC</td>
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<td>Believe It or Not</td>
<td>NBC</td>
<td>Cedric Foster</td>
<td>MBS</td>
<td>Meet Me At Parky's</td>
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<td>Boston Symphony</td>
<td>ABC</td>
<td>Harkness of Washington</td>
<td>NBC</td>
<td>Meet the Press</td>
<td>MBS</td>
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<tr>
<td>Broadway and Vine with Radie Harris</td>
<td>CBS</td>
<td>Headline Edition</td>
<td>ABC</td>
<td>Mr. President</td>
<td>ABC</td>
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<tr>
<td>Cecil Brown</td>
<td>MBS</td>
<td>Bill Henry and the News</td>
<td>CBS</td>
<td>Passing Parade with John Nesbitt</td>
<td>MBS</td>
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<td>Captain Midnight</td>
<td>MBS</td>
<td>George Hicks &amp; The News</td>
<td>ABC</td>
<td>The Shadow</td>
<td>MBS</td>
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<tr>
<td>CBS Morning News with Harry Clark</td>
<td>CBS</td>
<td>Dick Hottelet</td>
<td>CBS</td>
<td>Kate Smith Speaks</td>
<td>MBS</td>
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<tr>
<td>CBS News of America</td>
<td>CBS</td>
<td>House Party</td>
<td>CBS</td>
<td>Tell Your Neighbor</td>
<td>MBS</td>
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<tr>
<td>CBS World News Roundup</td>
<td>CBS</td>
<td>Chet Huntley—News</td>
<td>CBS</td>
<td>Winner Take All</td>
<td>CBS</td>
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<tr>
<td>Nancy Craig</td>
<td>ABC</td>
<td>Information Please</td>
<td>MBS</td>
<td>Harry Wismer</td>
<td>ABC</td>
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<td>Bill Cunningham</td>
<td>MBS</td>
<td>Inside of Sports</td>
<td>MBS</td>
<td>The World Tonight—News Analysis</td>
<td>CBS</td>
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<td>Elmer Davis</td>
<td>ABC</td>
<td>Erskine Johnson in Hollywood</td>
<td>MBS</td>
<td>World News Roundup</td>
<td>NBC</td>
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</tbody>
</table>
ORGANIZATIONS

Addresses

Personnel

Associations

Radio Groups

Unions

Guilds
ORGANIZATIONS
PERSONNEL — ADDRESSES — UNIONS
ASSOCIATIONS — RADIO GROUPS — GUILDS

Actors Equity Association
45 W. 47th St., New York 19, N. Y.
BRYant 9-3550

OFFICERS
President: Clarence Derwent
1st Vice President: Augustin Duncan
2nd Vice President: Cornelia Otis Skinner
3rd Vice President: Raymond Massey
4th Vice President: William Harrigan
Executive Secretary-Treasurer: Paul Dullzell
Assistant Executive: Angus Duncan
Recording Secretary: John Beal
Counsel: Paul N. Turner
Associate Counsel: Rebecca Brownstein
Auditor: Frank Musurac

COUNCIL

BRANCH OFFICES
Chicago: Phone Wellington 6377.
Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West
Charles W. Collier, Managing Director
Lola M. Huey, Executive Secretary
Francis Stompolis, Office Secretary
530 Monadnock Building, San Francisco, Calif.
Garfield 1-6681

BOARD OF DIRECTORS
Senior Vice President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise.
Secretary-Treasurer: Cy Westeren, Advertising Manager, The Emporium, S. F.
Vice President at Large: Martha Gaston, Radio Station KFOX, Broadway Arcade Building, Los Angeles 38.
Vice Pres. Dist. No. 3: H. Quentin Cox, Manager, Radio Station KCW, Portland.
Vice Pres. Dist. No. 4: Robert Franklin, Robert Franklin & Associates, 2501 Tulare Street, Fresno.
Vice Pres. Dist. No. 6: G. Russ Davidson, Manager, Canadian Street Car Advertising Company, 470 Granville St., Vancouver, B. C.
Chairman Finance Committee: Howard Willoughby, Vice President & General Manager, Lane Publishing Co., 576 Sacramento St., S. F.
Chairman Advertising Commission: Don Bolding, Foote, Cone & Belding, 601 W. 5th St., Los Angeles.

FUNCTIONS
The Advertising Association of the West, now in its 45th year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 5,000 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advance ment of Business Program.

The Advertising Council, Inc.
11 West 42nd St., New York 18, N. Y.
BRYant 9-3641

OFFICERS
Chairman: Charles C. Mortimer, Jr.
Vice-Chairmen: Kerwin H. Fulton, William Reydel, Paul B. West
President: Theodore S. Replin
Secretary-Treasurer: Frederick R. Gamble
Vice-Presidents: Allen M. Wilson, George P. Ludlam
Mgr. Radio Plans: Gordon C. Kinney

BRANCH OFFICES
1010 Vermont Avenue, N. W., Washington, D. C.
Phone, District 9043, T. S. Repplier, President.
203 North Wabash Avenue, Chicago, Ill., Phone, Randolph 1753, L. S. Schwartz, Chicago Representative.

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

Advertising Federation of America
330 West 42nd St., New York 18, N. Y.
BRYant 9-0430

OFFICERS
President and General Manager: Elton C. Burton
Chairman of the Board: Allan T. Preyer (Chairman, Morse International, Inc., New York)
Secretary: Mrs. B J Kidd
Treasurer: Robert S. Peare (Vice-President, General Electric Company, Schenectady)
 FUNCTIONS
An organization of advertising clubs, national advertising groups and companies interested in advertising to:
To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

Advertising Research
Foundation, Inc.
11 West 42nd St., New York 18, N. Y.
Circle 6-6100

OFFICERS
Chairman ........................................ Otis A. Kenyon
Vice-Chairman .................................... Frederick R. Gamble
Secretary ......................................... Paul B. West
Technical Director ................................ D. B. Lucas

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

American Assn. of Adv. Agencies
(AAAA)
420 Lexington Ave., New York 17, N. Y.
LEXINGTON 2-7980

OFFICERS
Chairman of the Board ............................... I. C. Cornelius
Vice-Chairman ..................................... Thomas D'A. Brophy
Secretary .......................................... Clarence G. Goshorn
Chief Executive, U. S. ................................ Frederic R. Gamble
Asst. Exec. Secretary ............................... D. B. Lucas

FUNCTIONS
Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

American Bar Association (Standing Committee on Communications)
Chairman ........................................... Duke M. Patrick, Colorado Bldg., Washington 5, D. C.
Committee Chairman .............................. John A. Diemmer
Committee Chairman .............................. Julius F. Brauner
Committee Chairman .............................. Charles R. Reynolds, Jr.
Committee Chairman .............................. Edmund B. Shea

FUNCTIONS
To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, and uphold the honor of the profession of the law.

American Communications Association
(C. I. O.)
5 Beekman St., New York 7, N. Y.
COrinthand 7-1374

OFFICERS
International President ........................... Joseph P. Selly
International Secretary-Treasurer ........................ Joseph F. Kehoe
President, Broadcast Dept. ...................... William Lamey
Local One Secretary-Treasurer ................... Frederick Kost
Chairman, Atlantic Branch ...................... William Bender
International Representative.................. William Bender

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

American Council on Education
744 Jackson Place, Washington 6, D. C.
NA 5691

EXECUTIVE OFFICERS
Chairman ............................................ Leonard Carmichael
President .......................................... George F. Zook
Secretary .......................................... Eugene B. Elliott
Vice-President .................................... A. J. Brumbaugh

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

American Federation of Musicians
570 Lexington Ave., New York 22, N. Y.
PLAZA 8-0600

OFFICERS
President ........................................... James C. Petrillo
Vice-President .................................... Charles L. Bagley
Financial Secretary-Treasurer .................... Thomas F. Gamble
Secretary .......................................... Leo Cluesem

EXECUTIVE COMMITTEE
George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

American Federation of Radio Artists
(AFRA)
2 West 45th St., New York 19, N. Y.
VANDERBILT 6-1810

NATIONAL OFFICERS
President ............................................ Kenneth Carpenter
Vice-President ..................................... Clayton Collyer
Secretary .......................................... Margaret Speaks
Treasurer .......................................... Alon Bunce
Recording Secretary .............................. Norman Field
National Executive Secretary ..................... George Heller
National Assistant Exec. Secretary ............ A. Frank Roel

BRANCH OFFICES
Chicago Local—102 E. Hubbard St., Chicago, Ill.; Raymon. A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood, Calif.; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; William S. Gwin, Executive Secretary.

American Guild of Musical Artists.
Inc. (A. F. L.)
276 W. 43rd St., New York 18, N. Y.
LONGACRE 5-7508

OFFICERS
President ........................................... Lawrence Tibbett
1st Vice President .............................. Norman Gordon
2nd Vice President .............................. Julius Huehn
3rd Vice President .............................. Edward Harris
4th Vice President .............................. Conrad Thibault
5th Vice President .............................. Joscha Hofetz
Executive Secretary ............................ Hyman R. Fane
Recording Secretary ............................ Elizabeth Hoepel
Treasurer ......................................... Frederick Jelag
Counsel .......................................... Jaffe & Jaffe

BRANCH OFFICES
San Francisco: Theodore Hale, 216 Pine St. Phone, Sutter 0855.
American Marketing Association
436 David Kinley Hall, Urbana, III.
7-5274

OFFICERS
President ................................ Wroe Alderson
Vice-President ................................ Everett R. Smith
Vice-President ................................ Edgar H. Gault
Secretary ................................... Harvey W. Huey
Treasurer ................................ Wiford White

BRANCH OFFICES
23 Chapters in principal cities throughout the United States.

FUNCTIONS
An Association for the advancement of science in marketing. Composed of individuals engaged in the marketing field, both practice and teaching embracing the sub-occupations of retailing, wholesaling, market research, industrial marketing, farm marketing, advertising, credits and collections, international trade, marketing legislation, marketing research, economics (price policies), sales management, sales analysis.

American Newspaper Publishers Association
370 Lexington Ave., New York 17, N. Y.
Caledonia, 5-2000

OFFICERS
President ................................... David W. Howe
Vice-President ................................ Edwin S. Friendly
Secretary ................................... J. L. Stockhouse
Treasurer ................................... W. L. Fanning
General Manager .................... Cranston Williams

BRANCH OFFICE
360 N. Michigan Ave., Chicago 1, Ill. Phone, Franklin 3746
George N. Dale ................................ Manager

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

American Radio Relay League, Inc.
38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

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

BRANCH OFFICE
225 Main St., Newtonville, Conn. Phone, 92140. F. E. Handy, Communications Manager

FUNCTIONS
The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communications 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 (ASCAP)
30 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

President .................................. Deems Taylor
Vice-President .......................... Gustave Schirmer
Vice-President .......................... Oscar Hammerstein II
Secretary .................................. George W. Meyer
Treasurer ................................ George W. Meyer
Assistant Secretary ................. Donald Gray
Treasurer ................................ Ray Henderson

BOARD OF DIRECTORS

BRANCH OFFICES AND REPRESENTATIVES
(In all principal cities throughout the United States.)

FUNCTIONS
Organized in 1914 as a voluntary, unincorporated, non-profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 1,900 writer (composer and author) members; 300 publisher members.

American Television Society
11 E 45th St., New York 17, N. Y.
Murray Hill 7-9250

OFFICERS
President ................................ Don McClure
Vice-President ................................ Herbert Taylor, Jr.
Secretary ................................ Dian Dincin
Treasurer ................................ Archibald U. Braunfeld

BRANCH OF DIRECTORS

FUNCTIONS
American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Artists Representatives Assoc., Inc.
1270 Sixth Ave., New York 20, N. Y.
Circle 6-1379

President .................................... William Kent
Vice-President ................................ Nat Lefkowitz
Vice-President ................................ Art Weems
Vice-President ................................ Lyman E. Goss, Jr.
Secretary .................................. John F. Dugan
Treasurer ................. Not Kolcheim Executive Secretary ............ I. Robert Broder

BOARD OF GOVERNORS

BRANCH OFFICE
64 West Randolph St., Chicago 1, Ill. Phone, STA. 2215, Lyman E. Goss, Jr., 3rd Vice Pres. of ARA and Pres. of Chicago Branch

FUNCTIONS
ARA is a trade Association of Agents and managers operating in fields of radio, motion pictures, Variety, etc.

Associated Actors and Artists of America
45 W. 47th St., New York 19, N. Y.
Bryant 9-3550

OFFICERS
International President .................. Paul Dullazli
1st Int. Vice-President .............. George Heller
2nd Int. Vice-President ............ Reuben Guskin
Int. Treasurer .................. Ruth Richmond
Int. Executive Secretary .......... Florence Marston
**Organizations**

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

**Associated Music Publishers, Inc. (AMP)**

25 W. 45th Street, New York 19, New York
BRYANT 9-0845
Cable Address: MUSCIPUB—NEW YORK

**OFFICERS**
Chairman of the Board...............Sydney M. Kaye
President & Secretary...............M. E. Tompkins
Vice President......................Karl Bauser
Treasurer..........................Charles E. Lawrence

**BOARD OF DIRECTORS**
Carl Haverlin, President, BMI; William Hodges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

**Association for Education by Radio**
228 N. LaSalle St., Chicago 1, Ill.
Deborn 7801

**OFFICERS**
President: Wm. B. Levenson, Cleveland Public Schools.
Vice President: Franklin Dunham, U. S. Office of Education.
Vice President: Thomas Rishworth, University of Texas.
Secretary: Gertrude Broderick, U. S. Office of Education.
Treasurer: George Jennings, Chicago Radio Council.

**FUNCTIONS**
To further the cause of radio in education through publication of the Journal of the AER, meetings, conferences, etc.

**Assoc. of Canadian Advertisers, Inc.**
303 Federal Building, 85 Richmond St., West, Toronto 1, Ontario.
ADELAIDE 8047-8

**OFFICERS**
President—Harold J. G. Jackson, Chrysler Corp. of Canada, Ltd., Windsor.
Vice-President—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto; Mrs. Muriel W. Gillespie, Courtaulds (Canada) Ltd., 1220 University Tower, Montreal; J. C. Hagey, The B. F. Goodrich Rubber Co., of Canada Ltd., Kitchener; Lee Trenholm, Underwood Ltd., 135 Victoria St., Toronto; Hedleigh F. Vening, Sherriff’s Ltd., 24 Matilda St., Toronto.
Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., 200 Bloor St. E., Toronto.
General Manager—Athol McQuarrie, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto.
Secretary—John A. M. Galilee, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto, Ontario.

**DIRECTORS**

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

**Association of Inter-American Broadcasters (AIR)**
Montevideo, Uruguay

**OFFICERS**
President...............................Lorenzo Balerio Sico
Vice-President........................Gea Mestre
Secretary..............................Encas Machado de Assis
Directors..............................Emilio Acuarro, Marco Candesegui

**FUNCTIONS**
AIR is an association made up of various associations of radio from Canada to Argentina to protect private broadcasters (principally in South America) from Government encroachment.

**Assoc. of National Advertisers, Inc.**
285 Madison Ave., New York 17, N. Y.
MU 7-7242

**OFFICERS**
President................................Paul B. West
Vice-President........................Edward T. Batchelder
Chairman of the Board...............R. B. Brown
.Secretary..............................W. N. Connolly
Vice-Chairman—Canadian................S. C. Johnson & Son
Vice-Chairman—Argentine...............W. B. Potter
Treasurer..............................Albert Brown

**THE BEST FOODS INC.**

**FUNCTIONS**
Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

**Association of Radio News Analysts**
79 Fifth Ave., New York 3, N. Y.
AL 4-1129

**OFFICERS**
President................................H. V. Kaltenborn
Vice-Pres..............................Elmer Davis
Vice-Pres..............................Quincy Howe
Treasurer..............................Robert Trout
Asst. Treasurer........................Cecil Brown
Secretary..............................Charles Hodges

**EXECUTIVE COMMITTEE**
John Doly, John MccVane, Caesar Saechinger, William Hillman.

**FUNCTIONS**
ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commenting over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communications Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

**The Authors' Guild of**

**The Authors’ League of America, Inc.**
6 E. 39th St., New York 16, N. Y.
Murray Hill 5-6930
OFFICERS
President: Paul Gallico
Vice President: Helen Hull
Secretary: Gilbert W. Gabriel
Executive Secretary: Luise M. Silcox
Assistant Executive Secretary: Evelyn F. Burkey

BRANCH OFFICE
1655 North Cherokee Avenue, Hollywood 28, California.
Phone: Gladstone 7128, Ann Roth Morgan.

FUNCTIONS
National business organization of authors.

The Authors League of America, Inc.
6 East 39th Street, New York 16, New York
MUI. 5-6950

OFFICERS
President: Oscar Hammerstein 2nd
Vice President: John Hersey
Secretary: Peter Lyon
Treasurer: Arthur Schwartz
Executive Secretary: Luise M. Silcox
Assistant Executive Secretary: Evelyn F. Burkey

BRANCH OFFICE
1655 North Cherokee Avenue, Hollywood 28, California.
Phone: Gladstone 7-1128, Ann Roth Morgan.

FUNCTIONS
The national business organization of authors and dramatists.

The British Broadcasting Corporation
630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS
North American Director: William R. Reed
Program Director: Sam J. Slate
Asst. Program Director: Henry Straker
Asst. Program Dept.: Lillian Lang
Jr. Asst. Program Dept.: Marion Moss
Talks Producer: Annette Elson
Head of Administration: Harold F. Burns
Publicity: Alice Stamatas

NEWS OFFICES
Lake Success: Phone Fieldstone 7-1100, Bernard Moore, U. N. Correspondent.

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

Broadcast Music, Inc. (BMI)
580 Fifth Ave., New York 19, N. Y.
Plaza 7-1800

OFFICERS
President: Carl Haverlin
Vice President—General Counsel: Sydney M. Kaye
Vice-pres. in charge of finance and treasurer: Charles A. Wall
Vice-pres. in charge of publishers: Robert J. Burton
Secretary: M. E. Tompkins
Comptroller: C. C. Boydston


STATION RELATIONS
Roy Harlow, Director; Ralph Wentworth, Glenn D尔berg, James L. Cox, Al Marin, Linn Pattee, Ken Sparr, Burt Squire, Dorsey Owings.

BRANCH OFFICES
1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7447
Synchronization Manager: Eddie Janis
Prof. Manager: Irving Weiss

54 West Randolph St., Chicago 1, Ill.
Phone State 4188.
Executive-in-Charge: James Cairns
(1534), Wilcox Ave., Hollywood, Calif.
Executive in charge: Richard L. Kirk
360 N. Michigan Ave., Chicago 1, Ill.
Andover 5892-3
Executive in charge: Stan Myers

FUNCTIONS
The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performance rights to music published by BMI and of its own composition and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

BMI Canada, Ltd.
229 Yonge St., Toronto, Ont.
Elgin 0040

OFFICERS
President: Carl Haverlin
Vice President: Harry Sedgwick, C. K.
Vice President: Donald Manson
General Manager: Robert J. Burton
Secretary-Treasurer: T. Arthur Evans

BOARD OF DIRECTORS
Ernest L. Bushnell, CBC, Montreal; Carl Haverlin, BMI, N. Y.; Phil Lalone, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Rep., Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF
Dir. Station Relations: William Harold Moon
Publications: Jean L. Howan
Montreal Rep.: Howard Fog
Research: M. E. Hewitt

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

The Bureau of Broadcast Measurement
303 Federal Building, 85 Richmond Street West, Toronto 1, Ontario, Canada
Adelaide 8047-B
President: L. E. Pheeney, Canadian Cellucotton Products Co. Limited, Toronto
Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

FUNCTIONS
To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print and publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

Canadian Assn. of Broadcasters
2100 Victory Blvd., 80 Richmond St. W., Toronto, Ont., Canada
Adelaide 5684

OFFICERS
Chairman of the Board: Harry Sedgwick
(CFRB, Toronto)
Hon. President: G. R. A. Rice
(CFRN, Edmonton)
MANAGER-CONSULTING ENGINEER........H. S. Dawson
SECRETARY-TREASURER. ....T. A. Evans
DIRECTOR OF BROADCAST ADV. ..........C. D. Scott
DIRECTOR OF PUBLIC RELATIONS.....T. J. Allord

DIRECTORS

FUNCTIONS
The Canadian Association of Broadcasters is a voluntary trade organization of 85 privately owned (independent) broadcasting stations in Canada.

Catholic Actors Guild of America, Inc.
Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS
President........................................Gene Buck
1st Vice-President..........................Pat O'Brien
2nd Vice-President..........................Jay Jostyn
Recording Secretary......................Ed Bogley
Historian.......................................Kathryn W. Givney
Executive Secretary.......................George Buck
Chairman of Executive Board............Frank McNellis
Chaplain-Treasurer.........................Rev. Gustave de Leon

FUNCTIONS
Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

Catholic Writers Guild of America
128 W. 71st St., New York 23, N. Y.
ENidcott 2-0412

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

FUNCTIONS AND ACTIVITIES
A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make an appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

Chicago Radio Management Club
360 N. Michigan Ave., Chicago 1, Ill.
Franklin 0485

OFFICERS
President......................................Mark Smith
Vice-President..............................Kay Kennelly
Secretary.................................Holly Shively
Treasurer..................................Kenneth E. Shepard

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

Composers, Authors and Publishers Assn. of Canada, Ltd.
132 St. George St., Toronto 5, Ont., Canada
Phone: Elgin 9219

OFFICERS
General Manager.........................William S. Low
Manager, Licensing Dept................C. R. Matheson
Manager, Distribution Dept..............Ruth Passey
Comptroller................................J. K. Bailey

DIRECTORS

FUNCTIONS
Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

The Dramatists' Guild of
The Authors' League of America, Inc.
6 E. 39th St., New York 16, N. Y.
Murray Hill 5-6930

OFFICERS
President..................................Mass Hart
Vice-President.............................George S. Kaufman
Secretary.................................Herbert Kubly
Executive Secretary.......................Luise M. Silcox
Assistant Executive Secretary............Evelyn P. Burke

BRANCH OFFICE
1655 North Cherokee Ave., Hollywood 28, Calif.
Phone Gladstone 7-7126
Executive in charge......................Ann Roth Morgan

FUNCTIONS
The national business organization of dramatists.

Federal Communications Bar Assn.
1038 National Press Bldg., Washington 4, D. C.
National 7949

OFFICERS
President.................................Reed T. Rollo
1st Vice-President........................Carl I. Wheat
2nd Vice-President.........................Guilford Jameson
Secretary.................................John H. Midlen
Treasurer.................................Russell Rowell

EXECUTIVE COMMITTEE

FUNCTIONS
To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio
297 Fourth Ave., New York 10, N. Y.
Granary 5-3475

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

FUNCTIONS
The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major Protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)
Executive 6300, Extension 2897
OFFICERS

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

EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, Fm Inventor and Professor of Electrical Engineering, Columbia University
Elise Dick, Director of Education, Mutual Broadcasting System
Clifford J. Durr, Commissioner, Federal Communications Commission
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Willard E. Givens, Executive Secretary, National Education Association
Clye Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Robert B. Hudson, Director, Education, Columbia Broadcasting System
Kathleen N. Landis, Supervisor of Radio Education, Detroit Public Schools, representing Assn. of Education by Radio
Harold E. McCaskey, Director, Station WHA, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Director of Public Affairs, American Broadcasting Company
Mrs. Nathan Straus, Director of Educational Programs, Station WMCA, New York City
Levering Tyson, President, Muhlenberg College
Judith C. Weller, Director of Public Service, Central Division, National Broadcasting Company

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What Does It Mean to You?" Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers and broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

Federal Trade Commission
Pennsylvania Ave., at 6th St., N.W.,
Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman............................................Robert E. Freer
Commissioner.......................................Garland S. Ferguson
Commissioner.......................................Lowell B. Mason
Commissioner.......................................Ewin L. Davis
Commissioner.......................................William A. Ayres
Secretary..........................................Otis B. Johnson
General Counsel.................................Wm. T. Kelley
Dir. of Office of Legal Investigation................James A. Horton
Director, Radio & Periodical Div................Donald B. Gatling
Director, Bureau of Legislation................Richard P. Whiteley
Chief Economist.................................E. J. Dr. Corwin D. Edwards
Director, Bureau of Trade Practice, Conferences and Wool Act Administration....Henry Miller
Director, Bureau of Stipulations................P. B. Morehouse

BRANCH OFFICES
Room 501, 45 Broadway, New York 6, N. Y.
Executive in charge................................Rolf H. Kielland
1118 New Post Office Bldg., Chicago 7, III.
Executive in charge................................John H. Bass
33 Federal Office Bldg., San Francisco 2, Calif.
Executive in charge................................Dr. Clarence T. Sadler
Executive in charge................................Walter W. Harris
1031 Federal Office Bldg., New Orleans 12, La.
Executive in charge................................William B. Lott

FUNCTIONS

In general, the duties of the Federal Trade Commission are: to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements, boycotts, restraint-of-trade combinations, unlawful price and other discriminations, and other unfair methods of competition and unfair or deceptive acts or practices; to safeguard the health of the consuming public by preventing dissemination of false food, drugs, curative devices and cosmetics which may be injurious; to apply to the Commissioner of Patents for cancellation of the registration of trademarks which are in violation of the provisions of the Lanham Trade-Mark Act; to conduct economic investigations of a general or special character on its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

First Advertising Agency Group
30 Vesey St., New York 7, N. Y.
Worth 2-5884

OFFICERS

President.............................................W. Arthur Lee
Vice-President......................................Thayer Newman
Secretary-Treasurer.................................William E. Featherstone

BRANCH OFFICES

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical pendently owned advertising agencies acting as branch offices in the interest of each member.

Greater N. Y. Regional Council
(Radio Guild, Local No. 50—UOPWA—CIO)

30 East 29th St., New York 16, N. Y.
Murray Hill 3-9080

OFFICERS

President............................................Chester F. B. Burguer
First V. P...........................................Nate Scott
Second V. P.........................................Helen Lee
Secretary..........................................Mary Stack
Treasurer............................................Nelda Scudder
Radio Guild Rep....................................Sylvia Sheridan

FUNCTIONS

A trade union representing white collar and non-professional people in the industry.
Richard W. Hubbell and Associates
2101 International Bldg., Rockefeller Center, New York 20, N. Y.
CI 6-1750

OFFICERS

BRANCH OFFICES
Engineering Offices
597 Fifth Ave., New York 17, N. Y.
3-0158
Executive in charge.—Dr. Alfred N. Goldsmith
National Press Bldg., Washington 4, D. C.
National 6284
Executive in charge.—Robert Jerome Smith
140 W. 9th St., Cincinnati 2, O.
Cherry 1822
2301 Torece Dr., Hollywood, Calif.
Hudson 2-5633
Executive in charge.—H. R. McCune

FUNCTIONS
A complete management consultant service for the operating television station, the licensor, and the applicant. Consultant and supervisory assistance in overall planning, economic and financial analysis, studio design, engineering, programming, operational problems, sales development, and public relations. Cooperates with established law firms, consulting engineers, and advertising agencies. Does not handle legal matters, file FCC applications, or sell advertising time or space.

The Institute for Education by Radio
Established 1930
Ohio State University, Columbus 10, Ohio
University 3148, Extension 708

OFFICERS
Director.—I. Keith Tyler
Executive Secretary.—Ardis Hillman Wheeler

FUNCTIONS
The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

The Institute of Radio Engineers, Inc.
1 East 79th St., New York 21, N. Y.
Regent 7-9600

OFFICERS
President.—B. E. Shockelford
Vice President.—R. L. Smith-Rose
Secretary.—F. B. Llewellyn
Treasurer.—W. R. G. Baker

DIRECTORS

FUNCTIONS
To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

Interdepartment Radio Advisory Committee (IRAC)
Chairman’s Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS
Chairman.—Dr. J. H. Dellinger
Vice-Chairman.—S. L. Windes
Secretary.—M. A. Price
Assistant Secretary.—W. F. Bradley
Chairman, Technical Subcommittee.—S. L. Windes

AGENCY AND REPRESENTATIVE
Department of Agriculture.—E. W. Loveridge, Repr., E. C. Wagner, Alt.
Department of Commerce.—Dr. J. H. Delliger, Repr., L. H. Simson, Alt.
Federal Communications Commission.—A. L. McIntosh, Repr., M. A. Price, Alt.
Department of the Interior.—S. L. Windes, Repr., Howard F. Carl, Alt.
Department of Justice.—R. T. Harbo, Repr., H. J. Walls, Alt.

The Institute of Radio Engineers, Inc.

Department of State.—Capt. John S. Cross, Repr., Lt. Whitney M. Prall, Alt.


TECHNICAL ADVISORS ACCREDITED TO COMMITTEE:
M. H. Woodward, Dr. E. Dillon Smith, L. W. Conrad, W. J. Deane, H. L. Nethaniel White, War Department

* Also regular representatives on the Technical Subcommittee.

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

International Brotherhood of Electrical Workers (AFL)
1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS
International President.—W. D. Tracy
International Secretary.—J. Scott Milne
Asst. to President.—Lawson Wimberly

FUNCTIONS
International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership, radio broadcast technicians and engineers employed in radio and television stations. Local groups of IBEW are in about 60 major cities as local unions, in the United States. Several such groups are chartered in Canada.

The Lambs
150 W. 44th St., New York 18, N. Y.
BRYant 9-8020

OFFICERS
Shepherd.—Raymond Peck
Boy.—Walter N. Greazai
Corresponding Secretary.—Bobby Clark
Recording Secretary.—Jack Whiting
Treasurer.—J. E. Meighan
Librarian.—Bob Haw

DIRECTORS


ORGANIZATIONS

1001
FUNCTIONS
The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

Lowell Institute Cooperative Broadcasting Council
28 Newbury St., Boston 16, Mass.
Kenmore 6-8627

OFFICERS
Trustee ......................... Ralph Lowell
Director ....................... Parker Wheatley
Assistant Director .......... George W. Slade
Council Secretary .......... Marion C. Pushie
Producer ....................... Richard Erstein
Assistant Producer .......... Robert W. Chase
Assistant Director .......... Lawrence Crashkoff
Research Consultant .......... H. Harris Huey, Jr.
Assistant to the Secretary ... Elizabeth Roiche

COORDINATORS
Rev. David R. Dunigan, S. J. (Boston College); Prof. S. B. Gould and Edwin H. Ginn, Associate (Boston University); David W. Bailey (Harvard); Prof. John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhoff (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS
The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to the radio the content of regular college and university courses. The Council produces series currently being presented in the public interest by all six of Boston's full-time commercial stations.

Market Research Council
C/o V. D. Reed
J. Walter Thompson Co., 420 Lexington Ave., New York 17, N. Y.

OFFICERS
President ..................... Cornelius Du Bois
Vice President ............... Elmo C. Wilson
Secretary-Treasurer .......... Vergil D. Reed

EXECUTIVE COMMITTEE
Cornelius Du Bois, Elmo C. Wilson, Vergil D. Reed, Robert N. King, Allen B. Sikes.

FUNCTIONS
To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

Mississippi Broadcasters Assn.

OFFICERS
President ..................... Gene Tubbett. WLOX, Biloxi
Vice-President .......... Granville Walters, WAML, Laurel
Secretary-Treasurer ......... Hugh Smith, WLAU, Laurel

DIRECTORS
Gene Tubbett, Chairman, Granville Walters, WAML, Laurel, Hugh Smith, WLAU, Laurel, Bob McRaney, WCBI, Columbus, C. J. Wright, WFOR, Hattiesburg, Wiley Harris, WJDX, Jackson, L. M. Sephage, WSLI, Jackson, Bob Wright, WTK, Meridian, Emmett McMurray, WJPR, Groove.

MEMBER STATIONS
WCMF, Corinth; WELD, Tupelo; WROX, Clarksdale; WJPR, Greenville; WCRM, Greenwood; WCBI, Columbus; WJW, Meridian; WLOX, Biloxi; WCCM, Gulfport; WCJU, Columbia; WMIS, Natchez; WCOC, Meridian; WTK, Meridian; WQBC, Vicksburg; WJDX, Jackson; WSLI, Jackson; WJXN, Jackson, WJOQ, Jackson, WRCB, Jackson.

This organization was formed to discuss the common problems of the stations throughout the State. The Association has brought about a greater understanding between the broadcasters, thereby improving the individual as well as the over-all operations of the stations throughout the State. The Association's members combine their facilities for special, public, sports and emergency broadcasts, thereby rendering a greater service to the people of the State.

Music Publishers' Protective Association, Inc.
45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS
Chairman of the Board ....... Walter G. Douglas
President ..................... Lester Santly
Vice-President .......... Jack Mills
Secretary ............... J. J. Bregman
Treasurer ............. Abe Olmen
Agent and Trustee ......... Harry Fox

National Association of Broadcasters
(For Complete Listing See NAB Section, Page 237)

National Association of Disc Jockeys
545 Fifth Ave., New York 17, N. Y.
Murray Hill 7-9256

OFFICERS
President ..................... Barry Gray
Vice President and Treasurer .... Hugh Douglas
Press Relations ............. Andre Baruch
Secretary ..................... William Leyden

BRANCH OFFICES
24 West 51st Street, New York, PL 7-6720,
Fred Robins, Pres.; Eileen O'Connell, Sec.; Bea Wain, Treas.

FUNCTIONS
N.A.D.J. is a Guild designed to assist Disc Jockeys throughout the country in raising the standards of their presentations where necessary; establish scholarships for new talents; give D.J.'s periodic information about artists and the record trade; establish a system of awards to those artists who in the opinion of the Association have done the best work throughout the Year. Establish sick and unemployment benefits for members. The N.A.D.J. newspaper is called "Inside Groove."

National Association of Educational Broadcasters
C/o WOI, Ames, Iowa

OFFICERS
President ..................... Richard B. Hull
Vice President .......... John W. Dunn
Executive Secretary ........ M. S. Novik
Treasurer ............. W. I. Griffith

FUNCTIONS
To promote and foster education by radio through encouragement of the non-commercial, educational radio stations.

National Assn. of Performing Artists
630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS
President ..................... Fred Waring
Vice-President .......... Bing Crosby
Vice-President .......... Meyer Davis
Vice-President .......... Paul Whiteman
Vice-President .......... Al Jolson
Secretary ..................... Eddy Duchin
Treasurer ............. Don Voorhees
General Counsel .......... Maurice J. Speiser

BOARD OF DIRECTORS
Fred Waring, Chairman; Gene Tubbett, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson,

1002

FUNCTIONS
To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News Directors
Station WTAM, NBC Bldg., Cleveland 14, Ohio C 5942 ext. 17

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

BOARD OF DIRECTORS
The aforementioned officers with the exception of executive secretary Edward Wallace, also Tom Eaton, station WTIC, Hartford, Conn.; Jack Krueger, station WMU, Milwaukee, Wisc.; Robert Mahoney, station KWWK, Shreveport, La.; Soren Munkhof, station WOW, Omaha, Neb.; Leslie Ford, stations WGR—WKBW, Buffalo, N. Y.; Bob Redden, station WOC, Davenport, lowa; Bob Eastman, station KDMA, Oklahoma City, Okl.; Ben Chaffield, station WMAZ, Macon Ga.; Dave Kessler, station WHAM, Rochester, N. Y.

FUNCTIONS
The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news editors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Station Representatives (NARSH)
c/o Weed & Co., 350 Madison Ave., N. Y. 17, N. Y.

MURRAY HILL 7-7772

OFFICERS
President ................................... Paul H. Raymer
Vice-President .............................. Harry Thomas
Treasurer ................................... Lewis H. Avery
Secretary ................................... Joseph J. Wood

MEMBERS

FUNCTIONS
To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.
405 Lexington Ave., New York 17, N. Y.

MURRAY HILL 6-3535

OFFICERS
President ................................... R. P. Clayberger
Vice-President .............................. R. Warren Agry
Secretary ................................... Harry Dwight Smith
Treasurer ................................... John L. Anderson
General Manager ............................ Edward L. Greene

FUNCTIONS
This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

National Variety Artists, Inc.
223-5 W. 46th St., New York 19, N. Y.

COLUMBUS 5-0956

OFFICERS
President ................................... Louis Handin
First Vice-President ........................ Jack O'Brien
Second Vice-President ........................ John Jackson
Treasurer ................................... Al Friedman
Secretary ................................... Rosa Crouch

FUNCTIONS
The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association
Nordale Ave. and Sixth St., Norfolk, Nebr.

Phone: 432

President ................................... Harry D. Peck
(KFOR, Lincoln)
Vice-President ................................ L. L. Hilliard
(KOLT, Scottsbluff)
Secretary-Treasurer .......................... Bob Thomas
(WJAG, Norfolk)
Director .................................... John Alexander
(KODY, North Platte)
Director .................................... Wick Heath
(KMJJ, Grand Island)
NAB Representative ........................ John J. Gillin, Jr.
(WOW, Omaha)

FUNCTIONS
Matters of Mutual Cooperation.

North Carolina Assn. of Broadcasters
Radio Station WKNX, Kingston, N. C.

Office of the Secretary

OFFICERS
President ................................... Harold Essex
Vice President .............................. Robert M. Wallace
Secretary-Treasurer ........................ James W. Campbell
Director ................................... J. Frank Jarmen
Director ................................... Allen Wannamaker

FUNCTIONS
To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters
22 E. Gay St., Columbus 15, Ohio

Phone, Adams 1100

OFFICERS
President ................................... John Patterson Williams
Vice-President .............................. E. Y. Flanagan
Secretary-Treasurer ........................ Carl M. Eveson

1003
FUNCTIONS
Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Broadcasters Assn.
P. O. Box 11, Harrisburg, Pa.

OFFICERS
President.............................................George D. Coleman (WCBI, Scranton)
Vice-President.....................................Roy F. Thompson (WFBG, Altoona)
Treasurer...........................................Dr. Leon Levy (WCAU, Philadelphia)
Secretary...........................................C. G. Moss (WIKBO, Harrisburg)

FUNCTIONS
This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men. Inc.
1270 Sixth Ave., New York 20, N. Y.

OFFICERS
President............................................Rocco Vocco
First Vice-President............................Joseph Santly
Second Vice-President...........................Charles Warren
Third Vice-President.............................Phil Kornheiser
Treasurer..........................................Irving Tanz
Financial Secretary.............................Michael L. Schloss
Recording Secretary..............................Louis E. Schwartz
Sergeant-at-Arms..................................David Kent
Executive Director................................Bob Miller

BRANCH OFFICES
54 W. Randolph St., Chicago, III.
Regional Directors...............................R. M. Akin, Jr.
36 East Fifth Street, Cincinnati, Ohio

FUNCTIONS
Charitable and Benevolent Organization.

The Radio Club of America, Inc.
11 W. 42nd St., New York 18, N. Y.

OFFICERS
President..........................................Jerry B. Minter
Vice-President....................................R. M. Akin, Jr.
Treasurer..........................................Jane Herndon
Corresponding Secretary........................George C. Connor
Recording Secretary..............................J. H. Bose

DIRECTORS

FUNCTIONS
Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communica- tion. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)
Chicago Public Schools
228 N. La Salle St., Chicago 1, Ill.

Superintendent of Schools..........................Harold C. Hunt

THE OHIO ASSOCIATION OF RADIO GROUPS

OFFICERS
Director...........................................George Jennings
Program Director................................Elizabeth E. Marshall
Production Head..................................Robert R. Miller
Chief Engineer....................................E. H. Andrensen
News Editor.......................................Beulah Reagge
Chief Announcer....................................Malcolm Reeves
Continuity.........................................Mary L. Morgan
Writer.............................................Julia Mary Hanna
Music...............................................Juliet F. Magner

FUNCTIONS
A production unit for the schools of Chicago and Cook County, operating own FM station and using commercial facilities, with major emphasis upon elementary and high school programs. Produces in cooperation with many other civic and public service organizations. Sponsors the annual School Broadcast Conference.

Radio Directors Guild
A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.

PLaza 9-0875

OFFICERS
President..........................................Earle McGill
Vice-President.....................................Thomas Freebairn Smith
Vice-President.....................................Burr Lee
Vice-President.....................................George Zachary
Secretary..........................................Phili Cohen
Treasurer..........................................Anton M. Leader
National Executive Secretary..................Newman H. Burnett

BRANCH OFFICES
114 E. 52nd Street, New York, N. Y.

PLaza 9-0875

President..........................................William Sweets
203 N. Wabash, Rm. 506, Chicago, Ill.
Andover 5458

President..........................................Burr Lee
6000 Sunset Blvd., Hollywood, Calif.

President..........................................Thomas Freebairn-Smith

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

Radio Executives Club of New York
President's Office
30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS
President..........................................William Hedges
Vice-President....................................Regina Schuebel
Secretary..........................................Claude Barrere
Treasurer..........................................Ralph Well

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

Radio Manufacturers Association
1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS
President..........................................Max F. Bolcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager....................Bond Geddes

1004
ORGANIZATIONS

Radio Script & Transcription Exchange

Exchange 6300, Ext. 2597

STAFF

Chief Radio Education Specialist
Franklin Dunham

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Service, Office of Information, Department of Agriculture

Washington 25, D. C.
Republic 4142 Extension 5163

OFFICERS

Assistant Director of Information in charge of Radio and Video
Kenneth M. Gapen

FUNCTIONS

Supervises and coordinates radio and television activities of the Department of Agriculture—both departmental and field services. Cooperates with the radio industry in network farm broadcasting. Examples, The National Farm and Home Hour over the National Broadcasting Company's network; The American Farmer over The American Broadcasting Company's network. Regularly furnishes background information from USDA to individual stations with farm service programs; occasionally furnishes transcriptions.

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
Regent 7-9500

Chairman
Haraden Pratt

Vice-Chairman
A. N. Goldsmith

Treasurer
Will Ballin

Secretary
C. W. Bailey

FUNCTIONS

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

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

6 E. 39th Street, New York 16, N. Y.

Murray Hill 6-5252-2-3

OFFICERS

National President
Sam Moore

Vice-Presidents: Eastern Region...Erik Barnouw
Midwestern Region...W. M. Wellborn
Western Region...Rod Holmgren

BRANCH OFFICES


FUNCTIONS

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

Radio Manufacturers Assn. of Canada

Room 302, 159 Bay St., Toronto 1, Ont., Canada
Adelaide 1321

OFFICERS

President
S. L. Copell
(Philo Corp. of Canada Ltd., Toronto)

Vice-President
F. R. Deakins
(RCA Victor Co. Ltd., Montreal)

Chairman, Parts Division
D. Lou Harris
(Radio Components Ltd., Toronto)

Vice-Chairman, Parts Division
Tom Fleming
(Kester Soldier Co. of Canada Ltd., Brantford, Ont.)

Chairman, Engineering Committee
S. Sillito
(Northern Electric Co. Ltd., Montreal)

Vice-Chairman, Eng. Comm.
H. R. Pounsett
(Stromberg-Carlson Co. Ltd., Toronto)

Chairman, Service Comm.
C. O. Baldwin
(Philo Corp. of Canada Ltd., Toronto)

Vice-Chairman, Service Comm.
E. C. Dahmer
(Dominion Electrohome Ind. Ltd., Kitchener, Ontario)

Executive Secretary
S. D. Brownlee
(Radio Mfgs. Assoc. of Canada, Toronto)

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.
Rocky Mountain Radio Council
21 East 18th Ave., Denver 2, Colo.
KEYSTONE 5306

OFFICERS
President .......................................... W. D. Armentrout
Secretary ......................................... H. M. Crain
Treasurer ......................................... C. C. Moore
Director ........................................... Allen Miller

EXECUTIVE COMMITTEE
A. Helen Anderson, Robert L. Stearns, Caleb Gates, Thurston J. Davies.

FUNCTIONS
The Rocky Mountain Radio Council is a non-profit corporation representing over 30 educational and public service organizations and more than 20 radio stations. It was formed to give professional aid to educational and public service organizations in the planning, preparation and production of their radio broadcasts. In 1946 it produced 639 programs for 15 organizations which were rebroadcast 3578 times from 26 commercial radio stations in the Rocky Mountain region. Recording studios and facilities are available for quality commercial work.

School Broadcast Conference
228 N. La Salle St., Chicago 1, III.
Dearborn 7801

OFFICERS
Director ........................................... George Jennings
(Professor, Radio Council, WBZZ, Chicago)

EXECUTIVE COMMITTEE
Judith Waller, NBC, Chicago; Elizabeth E. Marshall, Radio Council, WBZZ, Chicago.

PROGRAM COMMITTEE
Dorothy Blockwell, St. Louis Public Schools; Donald Cowett, Winnetka Public Schools; Stephen Corey, University of Chicago; Franklin Dunham, U. S. Office of Education; Gertrude Golden, Philadelphia Public Schools; Arman Hunter, Temple University; Kathleen N. Lardie, Detroit Public Schools; WDTF; William Levenson, Cleveland Public Schools, WBDE; James McAmendrow, New York City Schools, WNYE; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, Denver; Clarence Morgan, Indiana State Teachers College; James Morris, Oregon State College, KOAC; William Sener, University of Southern California, KUSC.

FUNCTIONS
The School Broadcast Conference holds an annual three day meeting in the fall of each year in Chicago; it serves as a clearing house for information and publications concerned with school and university broadcasting throughout the year. It also audits discs and transcriptions and recommends them to schools for classroom use.

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

OFFICERS
President ......................................... Paul Heinecke
Secretary-Treasurer ............................. R. C. Heinecke

FUNCTIONS
Licenseing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers
152 W. 42nd St., New York 18, N. Y.
Longacre 4-8574

OFFICERS
President ......................................... Sholom Secunda
Vice-President-Treasurer ......................... Joseph M. Runshinsky
Secretary ......................................... Henry Leifkowitz
General Manager ............................... Salom J. Perlmuter

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, Inc.
342 Madison Ave., New York 17, N. Y.
Murray Hill 2-2185

OFFICERS (As of Jan. 1, 1948)
President ........................................... Loren L. Ryder
Past-President .................................... Donald E. Hyndman
Executive Vice-President ........................... Dale I. Sponsore
Engineering Vice-President ........................ John A. Mauror
Editorial Vice-President ............................ Clyde R. Keith
Financial Vice-President ............................ James Frank, Jr.
Convention Vice-President .......................... William C. Kuzmann
Secretary .......................................... G. T. Lorance
Treasurer .......................................... R. B. Austrian
Executive Secretary ............................. Boyce Nomec

FUNCTIONS
The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

Song Writers’ Protective Association (SPA)
1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS
President .......................................... Sigmund Romberg
Vice-President .................................... Charles Tobias
Second Vice-President .............................. Jesse Greer
Secretary .......................................... Peter De Rose
Treasurer .......................................... John Schulman
Executive Secretary ............................. Miriam Stern

MEMBERS OF THE COUNCIL

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

Southern California Broadcasters’ Association, Inc.
542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS
President .......................................... William J. Beaton, KKWK
Vice-President .................................... Ernest Spencer, KVOE
Secretary-Treasurer .............................. Thelma Kirchner, KGFJ;
Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER
Executive Secretary ............................. Ethel Bell Mack, SCBA

FUNCTIONS
A non-profit organization whose membership comprises 38 radio stations and 4 networks of southern California. Purpose: to promote cooperation and understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.
Sports Broadcasters Association
(New York Chapter)
1540 Broadway, New York 19, N. Y.
BRYANT 9-1407

OFFICERS
President ....................... Ted Husing
Vice President .................. Morty Glickman
Vice President .................. Guy Lebow
Treasurer ....................... Andy Lang
Secretary ....................... Joe Hase
Membership Chairman .......... Jimmy Dolan
Public Events Chairman ........ Red Barber
Sports Club Membership Chairman Mel Allen
ENTERTAINMENT
FUNCTIONS
Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.
500 Fifth Ave., New York 18, N. Y.
LACKAWANNA 4-4788

OFFICERS
President ....................... Jack R. Poppele
Vice-President .................. John F. Royal
Secretary-Treasurer ............ Will Baltin
Assistant Secretary-Treasurer .. Paul Raibourn

DIRECTORS

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

Washington State Association of Broadcasters
c/o Station KTBI, Tacoma, Wash.
Broadway 2241

OFFICERS
President ....................... H. J. Quilliam
Vice President .................. O. A. Runchev
Secretary-Treasurer ............ Robert Priebe
Director ....................... Richard Dunning
Director ....................... James Wallace

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

Western Association of Broadcasters
1000 Southam Bldg.,
Calgary, Alberta, Canada
R-1036

OFFICERS
President ....................... A. M. Cairns
DIRECTORS
G. R. A. Rice, William Guild, A. A. Murphy.

FUNCTIONS
A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

ONLY
RADIO LUXEMBOURG
COVERS EUROPE
200,000 WATTS
18 HOURS PER DAY
82% TOTAL RADIO HOMES
50% AVERAGE LISTENERSHIP
(France and Belgium)

Exclusive Representation:

CONTINENTAL EUROPE
Informations et Publicite, Paris

GREAT BRITAIN
Radio Luxembourg Advertising, Ltd., London

U. S. A.
GUY BOLAM • 175 FIFTH AVENUE, NEW YORK 10, N. Y.
G RAmercy 5-5463
THE NEW SALES FRONTIER IS SOUTH

MEXICO... 4th Largest U. S. World Market

MEXICO is a mighty good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers all the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. YOUR new sales frontier is South... through the 116 stations of RPM.
International Broadcast Stations
Of The United States

• CBS and NBC Latin-American Networks

• Mexico

• Central America

• South America
RHC

COMBINES

SHOWMANSHIP *plus:* SALESMANSHIP

FOR BEST RESULTS IN CUBA

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

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

For rates and prompt information, write or wire.

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

RHC CADENA AZUL

PINAR DEL RIO
HAVANA
HAVANA (Short wave)
SANTA CLARA

SANTA CLARA (Short wave)
CAMAGUEY
HOLGUIN
SANTIAGO DE CUBA

PRADO 53
Murray Hill 4-6317

HAVANA, CUBA
<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Ke)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KWID</td>
<td>6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610</td>
<td>100 kw</td>
</tr>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KWIX</td>
<td>6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Brentwood, Long Island</td>
<td>WCBN</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Brentwood, Long Island</td>
<td>WCBX</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Brentwood, Long Island</td>
<td>WCDA</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>10 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Brentwood, Long Island</td>
<td>WCRC</td>
<td>6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Wayne, New Jersey</td>
<td>WOOC</td>
<td>6120, 9650, 9700, 11810, 15130, 17830, 21500</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Wayne, New Jersey</td>
<td>WOOW</td>
<td>6120, 9650, 9700, 11810, 15130, 17830, 21500</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Delano, California</td>
<td>KCBA</td>
<td>6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Delano, California</td>
<td>KCBF</td>
<td>6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc. Delano, California</td>
<td>KCBR</td>
<td>6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corporation Bethany, Ohio</td>
<td>WLWL</td>
<td>6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corporation Bethany, Ohio</td>
<td>WLWR</td>
<td>6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corporation Bethany, Ohio</td>
<td>WLWS</td>
<td>6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corporation Mason, Ohio</td>
<td>WLWK</td>
<td>6080, 9590, 11710, 11790, 15250, 17800, 21650</td>
<td>50 kw</td>
</tr>
<tr>
<td>The Crosley Corporation Mason, Ohio</td>
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1011
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<tr>
<td>Scituate, Mass.</td>
<td>6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600</td>
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<tr>
<td>Scituate, Mass.</td>
<td>6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600</td>
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</table>

* Used partially by World Wide for its own broadcasts.
** Used exclusively by World Wide for its own broadcasts.
La Cadena De Las Americas
(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

— PERSONNEL —

Director of Shortwave Broadcasts and Latin American Relations....................................... Edmund Chester
Assistant Director of Shortwave Broadcasts................................................................................. John W. Hundley
Executive Assistant in Charge of Operations.............................................................................. Tony Kraber
Shortwave News Director............................................................................................................ Lawrence S. Häas
Asst. Director of Latin American Relations.................................................................................. Roberto Unanue
Assistant in Charge of Program Planning................................................................................... Merrill C. Phillips
Supervisor of Press Information and Listener Relations ............................................................. Margaret E. Kennedy
Supervisor of Production............................................................................................................. Russ Johns
Supervisor of Script Dept............................................................................................................. Isabel Redman
Editor of Special Programming for Latin America........................................................................ Carlos Videla
Supervisor of Spanish Section...................................................................................................... Tomás Pérez
Supervisor of Portuguese Section................................................................................................. Luis Játoba
Day Editor, Shortwave News....................................................................................................... Mortimer Dank
Night Editor, Shortwave News..................................................................................................... Henry Lepidus
Shortwave News Analysis............................................................................................................ Frederick Silber
Feature Editor, Shortwave News.................................................................................................... Dan Harvey
Far East Editor, Shortwave News.................................................................................................. Ruth Lewis

ARGENTINA

<table>
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<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Location</th>
<th>Frequency Kilocycles</th>
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—Radio Belgrano Network—

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<td>Radio Corrientes</td>
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<td>LT8</td>
<td>Radio Rosario</td>
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<td>Radio Colon</td>
<td>San Juan</td>
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<td>LV4</td>
<td>Radio San Rafael</td>
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<td>Radio del Norte</td>
<td>Santiago del Estero</td>
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<td>LT14</td>
<td>Radio General Urquiza</td>
<td>Parana</td>
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<td>LT18</td>
<td>Radio Cordoba</td>
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<td>Radio Aconquija</td>
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**COSTA RICA**

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**CUBA**

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**DOMINICAN REPUBLIC**

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<td>HCQR</td>
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<td>TGWB</td>
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## HAITI

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1015
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La Cadena Panamericana
(The Pan American Network)
of the
NATIONAL BROADCASTING COMPANY

PERSONNEL

Vice President in charge of News and Special Events and International Relations...
William F. Brooks
Assistant to the Vice President...
Fred B. Bate
Assistant to the Vice President...
Stanley P. Richardson
Radio Facilities Engineer...
Raymond F. Guy
Director of Station Relations...
Cal J. Abraham
Day Program Supervisor...
Frank W. Nesbitt
Chief, Spanish-Language Section...
Alberto N. Gandero
Chief, Portuguese-Language Section...
James I. Christie
Production Manager...
Raymond S. Green
Supervisor of Music Section...
Edith Roth
Chief of Traffic Section...
Earl Harder

ARGENTINA

Radio Splendid Network (Red Argentina de Emisoras Splendid)

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### CUBA

**CMQ Network (Circuito CMQ)**

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**XEW Network (Cadena XEW—Radio Programas de Mexico)**

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Nicaragua

Radio Panamericana Network (Red Panamericana)

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Radio Programas de Mexico, S. A.

Head Office: 52 Ayuntamiento Street

General Offices: 11 J. M. Marroqui Street

Phones: Head Office: 35-13-73—12-72-34
        General Offices: 36-29-01—12-65-44—13-91-14

P. O. Box 1324
Mexico City, Mexico.

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President ....................................................... Emilio Azcarraga
Vice-President & General Manager ............................. Clemente Serna Martínez
Manager .......................................................... Adrián R. Lajous
Assistant Manager—Commercial ................................. A. E. Ontiveros
Assistant Manager—Accounting ................................. H. Niño Medina
Assistant to Vice-President ..................................... Joaquín de la Garza
Advertising Department ........................................ Homero Ríos D.

AFFILIATED STATIONS IN MEXICO

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XEHL | Guadalajara, Jal.
XEJT | Guanajuato, Gto.
XEDR | Guaymas, Son.
XEHQ | Hermosillo, Son.
XEBH | Hermosillo, Son.
XEO | Irapuato, Gto.
XEWE | Irapuato, Gto.
XEKL | Jalapa, Ver.
XEJA | Jalapa, Ver.
XELEC | La Piedad, Mich.
XELG | Leon, Gto.
XEFG | Leon, Gto.
XER | Linares, N. L.
XECF | Los Mochis, Sin.
XEAM | Matamoros, Tamps.
XERJ | Mazatlan, Sin.
XETK | Mazatlan, Sin.
XEME | Merida, Yuc.
XEF | Merida, Luc.
XECL | Mexicali, B. C.
XEDW | Minatitlan, Ver.
XEMF | Monterey, N. L.
XEFB | Monterrey, N. L.

Call Letters | City
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XERT | Reynosa Tamps.
XEBX | Sabinas, Coah.
XEDM | San Luis Potosi, S. L. P.
XES | Tampico, Tamps.
XETU | Tampico, Tamps.
XETS | Tapachula, Chia.
XEWJ | Tehuacan, Pue.
XERK | Tepic, Nay.
XEXT | Tepic, Nay.
XETZ | Teziutlan, Pue.
XEC | Tijuana, B. C.
XECH | Toluca, Mex.
XEDN | Torreon, Coah.
XEBP | Torreon, Coah.
XETL | Tuxpan, Ver.
XEON | Tuxtla Gutierrez, Chis.
XEUF | Uruapan, Mich.
XEHV | Veracruz, Ver.
XEU | Veracruz, Ver.
XEDH | Villa Acuna, Coah.
XEVV | Villa Hermosa, Tab.
XELK | Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

Call Letters | City
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YSR | San Salvador, El Sal.
HRN | Tegucigalpa, Hond.
YNOW | Managua, Nicaragua
TIGPH | San Jose, Costa Rica
HOC | Panama, Panama
HOK | Colon, Panama
VV5RA | Caracas, Venezuela
VV5RG | Caracas, Venezuela
VV1RF | Maracaibo, Venezuela
VV1RK | Maracaibo, Venezuela
HCQR | Quito, Ecuador
HC2AJ | Guayaquil, Ecuador

Call Letters | City
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OAX4F | Lima, Peru
HJCH | Bogota, Colombia
HJCS | Bogota, Colombia
HJDA | Medellin, Colombia
HJDQ | Medellin, Colombia
HJAH | Barranquilla, Col.
HJAN | Barranquilla, Col.
HJE | Cali, Colombia
HJER | Cali, Colombia
CX14 | Montevideo, Uruguay
CX18 | Montevideo, Uruguay
HIN | Trujillo, Rep. Dominicana
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1037
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FOCUS OF THE YEAR...

When NBC announced network television on the first business day of 1948, remarkable things began to happen. Within two weeks, one manufacturer oversold a carload of sets in a southern city. A station in that same city found itself with sudden new contracts for $1,000 worth of time a week. The station was not yet on the air with television and the people who bought the sets couldn't view any programs for a few months to come. These are just two items among many that happened because people were ready for television. NBC's culminating achievement of network television clicked with what the public wanted precisely when they wanted it. The eye of that public is clearly and enjoyably focused today on NBC's conviction and performance in...1948—Television's Year.

FOCUS OF ANOTHER YEAR...

Television had a long infancy, an enthusiastic boyhood and a smartly paced entry into its year of grown-up action. And now it's possible even to be nostalgic about it. Remember Business Week's Special Report of 1939?

"Ending years of rumor and premature conjecture, television's birth was officially scheduled for the year 1939, when David Sarnoff, president of the Radio Corporation of America, announced two months ago that home receiving sets would be put on sale by April and that the National Broadcasting Company, RCA's subsidiary, would begin a regular television broadcasting service when the New York World's Fair opens April 30, 1939."

NBC Television

NATIONAL BROADCASTING COMPANY
A Service of Radio Corporation of America
Presents

The 1948 Year Book of Television

Edited by

Jack Alicoate

Copyright, 1948, by the Radio Daily
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336
For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM A to Z

From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how."
Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

First with the Finest in Television

Allen B. Du Mont Laboratories, Inc., Television Transmitting Equipment Division, 42 Harding Ave., Clifton, N. J. • Du Mont Network and Station WABD, New York • Station WTTG, Washington, D. C. • Main Offices and Plants, Passaic, N. J.
Add a new dimension, perhaps the most important, to the dynamic field of entertainment. Television is HERE. While Motion Pictures, Opera, the Stage and Concert Field are having a trying time to hold their own, TELEVISION, the mightiest facet of all is moving forward with the grace of a rocket and the force of an atom bomb.

Not so many years ago Gen. Sarnoff knowingly told us that practical television only awaited circulation. With a cyclone of sets and a nation wide coaxial network in the developmental stage it can now be said that the future of television is unlimited. And so the stage is set. From those now in television we can expect more maturity in production. To those in allied fields we suggest most serious attention to this thundering giant.

The pages that follow, in somewhat abridged fashion, reflect the past and present picture of video, as well as an enlightening and constructive look-see into the television crystal ball of the future. This is the Third edition of the Year Book of Television. To those who have so cheerfully helped in its preparation the editor extends his grateful appreciation.

JACK ALICOATE,
Editor.
The eyes of the world are on Hollywood

and Hollywood's eyes are on KTLA

In Hollywood there starts a custom, a fad, a fashion. First thing you know, you find it spread to the far corners of the earth. But where does Hollywood get its ideas? Well, here's one clue: Hollywood's great, absorbing interest today is television—and in Los Angeles, television means KTLA, on the air seven days a week with a wide variety of excellent programs.

KTLA sells Hollywood
HOLLYWOOD sells the world

KTLA WILL BE A KEY STATION IN THE PARAMOUNT TELEVISION NETWORK

Station KTLA
5451 Marathon Street, Hollywood
Klaus Landsberg—West Coast Dir.

National Sales Representative
George T. Shupert, 1501 Broadway, N.Y.
BRyant 9-8700

A SERVICE OF PARAMOUNT PICTURES Inc.
TELEVISION programming techniques both from an advertising and entertainment point of view progressed during 1947 but there is still need of showmanship in the development of the sight and sound art.

Program progress of the past year included improvement in special events coverage; more intelligent use of visual commercials; the advent of daytime programs designed for kiddie viewing and the use of documentary, news and educational films.

Some of the major advertising agencies such as Foote, Cone and Belding, J. Walter Thompson, and N. W. Ayer have made excellent use of movie commercials in the television field. The use of films to sell Lucky Strike cigarettes, the Ford film commercials and U. S. Rubber's treatment of sports events on film are some of the notable examples of good taste and excellent merchandising using movie techniques.

Another important step on the progressive side noted the past year which holds promise for further expansion this year is the increasing number of program hours on stations. The complaint that television gave little or no daytime programming is being answered by increasing schedules of daytime shows—afternoon programs of special appeal to women and children. Also by adding daytime special events coverage of events in Washington and New York.

The coming of the Republican and Democratic National conventions to Philadelphia in July are heralded in television circles as two events that will give great impetus to the new art. Extensive plans for network and station coverage on the Atlantic seaboard and television coverage for stations in other sections of the country have been worked out. In addition the major manufacturers of television receiving sets in February made plans for an extensive advertising and promotion campaign designed to step up the sale of receivers for the forthcoming political conventions.

Greatest problem from an audience standpoint in 1948 is the installation bottleneck which the major manufacturers up till now have not been able to solve. The demand for receivers, particularly the

table models produced by Du Mont, RCA, Philco, Farnsworth, Emerson, General Electric and others have been great but the distributors and dealers have not been geared to handle the installation and servicing in many instances.

Despite the set installation bottleneck the television industry made amazing progress during 1947 and will climb to still greater heights in 1948. With prospect of nearly 50 television stations in operation before the end of 1948 and nearly a million sets in the hands of the growing video audience the new industry will become a nation-wide entertainment and commercial enterprise this year.

Two organizations have done much to further the new art the past year. These are the Television Broadcasters Association and the American Television Society. The TBA under the leadership of Jack Poppele, president, have represented both the manufacturers and the broadcasters and the ATS with Don McClure as president and have brought together all segments of video into a closely knit progressive society of television experts and newcomers to the field. Their impact, unquestionably, have been of immeasurable value in establishing television as a dramatic, growing industry.

Probably one of the biggest needs of the new art is the establishment of an authoritative survey system which will give broadcasters, manufacturers and advertisers alike a true picture of the growing television audience from month to month. Broadcast Measurement Bureau, industry sponsored research organization, has plans for rendering this service and both the Hooper and Nielsen organizations are working to the end of providing such a service. The only figures available at this writing are the monthly estimates of the Radio Manufacturers association on set production by their member manufacturers and the fluctuating figures of the Federal Communications Commission on station applications, CPS and commercial licenses. These figures are available from day to day at the FCC as the television actions are disposed of by the commission.

Television is no longer around the corner. It's here and growing daily. By the end of 1948 it may enter the charmed circles of the first fifteen major industries in the United States.
EXCLUSIVELY A Service

ORGANIZATION

FOR ALL PRODUCERS . . .

offering the finest and most modern film facilities in America.

"air conditioned"

- RECORDING STUDIOS
- RERECORDING STUDIOS
- SCREENING ROOMS
- CUTTING ROOMS

Sound Effects Library
Extensive Music Library
16mm-35mm Optical Effects
Film Vault Service

OUR COMPREHENSIVE
FACILITIES and KNOW-
HOW REDUCE TELEVISION
and MOTION PICTURE FILM
PRODUCTION COSTS!
Television Today—
Facts and Figures

NINETEEN television stations are now operating in 12 key cities of the United States. Thirty more stations were expected to begin regular video service this year.

Cities having daily TV program service were: New York, Schenectady-Albany, Philadelphia, Baltimore, Washington (D.C.), Cincinnati, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and Los Angeles.

Major manufacturers report production of approximately 225,000 receivers during 1947 with prospects of 750,000 sets being produced during 1948.

It is estimated that upwards of 200,000 receivers are in use in private homes, with an approximate audience of 1,500,000.

Price of television receivers range from around $200 for small table models to $2,500 for deluxe all-purpose models.


Radio relay links now in operation include one from South Bend, Ind., to Chicago; another from New York to Schenectady, a third linking Philadelphia with New York City, and a fourth connecting the latter with Boston, Mass.

Top programs during '47 included telecasts of the World Series, Louis-Walcott heavyweight championship fight, and first video pickup from the White House.

Plans were made to televise the national conventions of the Democrats and Republicans in Philadelphia. Proposal involved all broadcasters on the eastern network who will participate via an industry pool.

Over 200 top national advertisers were using television on a regular basis, several of which were represented in all 12 cities with video service at the start of the year.

AT&T announced plans to link the east and midwest with coaxial cable and radio relay by December of 1948. Plan called for regional network service to be expanded in both areas, with connections extending from Buffalo in the north through Cleveland and west to St. Louis, Mo.
FIRST IN TELEVISION IN PHILADELPHIA

PHILCO TELEVISION BROADCASTING CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania
ABOUT a year has passed since the first new long-awaited post-war television set has been enthusiastically received to a home. The ever alert manufacturer optimistically forecast fantastic figures as to the number of sets that would be made for the coming year. Considerable increase in new sponsors' expanding activities, as well as the old standbys, was a logical follow up. In order, success story after success story, although ever so small as to the number of people reached, proved what we in Television have long believed—"It's here to stay!" Long before this new era was twelve months old, Crosley's, Hooper's, Roslow's, audience panels, Televisor and Television Magazine surveys piled up evidence so complete that even the hardest headed anti-video die-hard had had to admit the new electronic child was far from anemic.

This first firm step into a new era was not unlike the first firm step of a child . . . solid, positive, with an objective in view . . . then back to crawling. As the months rapidly dropped from the calendar, so did the earlier set estimates—so did program experimentation—so did station applications—so did opening dates for new stations. Even many so called far seeing and daring advertisers took the easy and short way out—"Let's wait." The public, when the chips are down, are the only ones that count, and they continued to buy every set the manufacturer produces. At this late date it's rather foolish to observe that John Q. (in this country at least) usually gets what he wants . . . and commercial happens to be on his list.

With the coming of spring, the long promised sets in quantity began to be a reality. Baseball, the national sport, was for the first time tried in all cities having television and big league teams on a regularly scheduled basis. Some of the experienced television sponsors—and many new ones—became even more aware of the genuine interest the public had in this new bill of fare. By the end of the summer, almost every ball park where television was permitted to telecast games admitted that turnstile attendance had reached an all-time high.

Comes the spring, besides being necessary to a "young man's fancy", there was a stimulating effect on other types of professional programming. Some national advertisers bought top professional talent only to find it paid off. Other producers offered types of television programs that were a logical step from sport and news events into entertainment in the home and at a cost that made economic sense even at this stage of the game.

At this point, we feel it advisable to indicate that spring also offered encouragement to what we believe can become a menace in station programming—the minute spot!—not too obvious a pitfall, but from a station's programming standpoint, once they break their time into segments of one minute—in the extreme it could well become a problem of public relations to prevent 59 one minute commercials during an hour of programming. The second, and by far the most serious as far as the sponsor is concerned, once a one-minute spot has been shown, the impact and remembrance of a good commercial is pretty complete. It's second showing begins to create a nuisance in the mind of the viewer. The 3rd, 4th and 5th showings can easily cause the audience to switch to another station. Naturally, this is a negligible problem in radio but, unfortunately, some sponsors are already treating television like radio—with pictures attached.

The 1947 World Series—topped in interest probably only by the Louis vs. Conn fight, drove set demands into the stratosphere. The request for time on stations reached a peak, Advertisers and their agencies began to speak of television in terms above a whisper. Segwaying into this annual baseball classic was another top American sport—football. Sponsors were fighting for positions, options, renewals—and sets were still miles behind the demand.

Looking into television's future at this time, the view is reasonably clear. With little effort on the manufacturers' part, all sets can be sold to an eager public.
AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric’s completely new line that includes all types, from the lowest to the highest power ratings.

FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

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

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

TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation. This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.

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

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

ATLANTA 3, GA. 187 Spring Street
BOSTON 1, MASS. 140 Federal Street
CHICAGO 54, ILL. 1122 Merchandise Mart
CINCINNATI 2, OHIO 215 W. 3rd Street
Cleveland 4, OHIO 710 Williamson Bldg.
DALLAS 2, TEXAS 1801 N. Lamar Street
DENVER 2, COLO. 650 17th Street
KANSAS CITY 6, MO. 106 W. 14th Street
LOS ANGELES 14, CALIF. 530 West Sixth Street
MINNEAPOLIS 2, MINN. 12 Sixth Street
NEW YORK 22, N. Y. 570 Lexington Avenue
PHILADELPHIA 2, PA. 1405 Locust Street
SCHENECTADY, N. Y. Bldg. 267, Rm. 103
SEATTLE 4, WASH. 10 Second Avenue
WASHINGTON 5, D. C. 806 15th Street, N. W.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC
TELEVISION-LEADERS — 1947 - 1948

Thumbnail sketches of industry executives whose activities during the past year have contributed to the dramatic development of the new art, whose leadership assures television of early maturity.

**ALLEN B. DuMONT**

An early industry pioneer, Dr. DuMont, president of Allen B. DuMont Laboratories, Inc., gives active leadership to the company’s five divisions: research, cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters, and the DuMont television network. His name is synonymous with television through his contributions to the industry.

**DAVID SARNOFF**

A name synonymous with all phases of advancement in the communications field for the past quarter-century and one of America’s most respected and influential businessmen. Sarnoff’s career is as dramatic as the story of radio itself, having risen from the ranks to his present post as president and chairman of the board of RCA. He’s also distinguished himself in two wars, presently holds the rank of brigadier general.

**FRANK E. MULLEN**

One of the most influential and widely-known executives in the business world, Frank Mullen, executive vice president of NBC, is responsible for much of the present degree of progress made in the medium by the network. At the helm of NBC’s television activities the past year, Mullen is responsible for plans and development for the network’s establishment of a coast-to-coast video hookup.

**LAWRENCE W. LOWMAN**

Operational head of CBS Television and a board member of the Television Broadcasters Association, Lowman is celebrating his 16th year as a CBS vice-president and his 20th with the organization. WCBS-TV has made great commercial strides and has won industry-wide recognition for imaginative programming, experimentation and research in the short time Lowman has been at its helm.
Where Are You Going
—in TELEVISION?

How Can You Be SURE...

- ABOUT CAPITAL REQUIREMENTS—OPERATING COSTS—STUDIO DESIGN — ADVANCING TECHNOLOGY — PROGRAM SERVICE?

- These, and other questions vital to success, are being answered on the basis of years of practical television experience and painstaking research for America's leading broadcasters by RICHARD W. HUBBELL & ASSOCIATES—rendering a complete service to Applicant, Broadcaster, Advertiser, and Producer.

- Established in New York, Washington, Cincinnati and Hollywood, the partners and staff consultants of RICHARD W. HUBBELL & ASSOCIATES have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the fields of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems.

RICHARD W. HUBBELL & ASSOCIATES

DR. ALFRED N. GOLDSMITH THOMAS H. HUTCHINSON ROBERT JEROME SMIT

2101 International Building — Rockefeller Center
New York 20, N. Y.
CIRCLE 6-1750
1052
JOHN F. ROYAL

One of America's great showmen and most popular industry leaders, he's held top posts in all segments of broadcasting, including programs, news and now—television. Closely associated with show business during much of his career, Royal's far-flung contacts have played a vital role in helping NBC build top-quality television standards. He is an NBC vice-president.

J. R. POPPELE

One of the industry's pioneers, Jack Poppele is also one of television's leading figures. He is vice president, secretary and chief engineer of the Bamberger Broadcasting Service, a member of the board of directors of the Mutual Broadcasting System and president of the Television Broadcasters Association, Inc. Poppele was instrumental in staging many broadcasting "firsts."

DR. V. K. ZWORYKIN

Internationally acclaimed for his achievements in all phases of electronics, Zworykin is a pioneer in the development of all-electronic television. He invented the iconoscope, video's sensitive "eye," and developed the kinescope—picture tube of the tele receiver. A member of every important engineering society and recipient of numerous major awards, Zworykin contributed heavily to World War II in science.

MARK WOODS

Dapper, dynamic and one of the best-liked men in the industry, ABC's Mark Woods is the main driving force behind the network's activity in television as well as radio. In the thick of the race to establish a nation-wide video network, Woods early in '48 outlined ABC's plans to connect New York and the Coast.

DR. PETER C. GOLDFMARK

Young physicist and inventor who joined CBS 11 years ago, Goldmark is accredited with that network's achievements in ultra-high frequency television, including color video transmission. For his work in this regard and in electronics research he was awarded the Morris Liebmann Memorial Prize in '46 by the Institute of Radio Engineers. Currently heads CBS' tele engineering research and development.

JAMES H. CARMINE

 Nationally-known sales and merchandising expert, and a leading industry executive since 1923, Carmine is vice president in charge of distribution for the Philco Corporation. As such he is responsible for all Philco sales, merchandising and advertising, including the firm's complete line of television receivers. He has a keen business sense and unrivaled knowledge of the American market.
Motion Pictures
For Television

FEATURE PICTURES - SHORT SUBJECTS
DRAMAS — COMEDIES — SERIALS
MUSICALS — TRAVELOGS — CARTOONS

DOCUMENTARY and EDUCATIONAL SUBJECTS
2000 OLD TIME SILENT MOVIES

A Wealth of Unique and Valuable Material and
Services for Present and Future Telecast Programming

MILLIONS OF FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
For Rent or Sale

Many Pictures and Serials That Will Work In With A SPONSOR’S Product
Packages of 13—26—or 52 Subjects.

PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS

COMPLETE PROGRAM DEPT.
A Production Department Producing Pictures for
Advertisers who Plan to Use Television Commercially

ADVANCE TELEVISION PICTURE SERVICE, Inc.
Telephone: COlumbus 5-5400-1-2-3-4
729 SEVENTH AVENUE - - - - NEW YORK CITY
FRANK, PAUL, "he, years, vision, the sharpenedgence is short its Has since credited commercial fore in supervision, Lawrence Damm and 1941 HARRY WALTER TELEVISION has its DuMont's operation the early DuMont's operation that city and WSAU in Wausau. A pioneer in radio for many years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

WALTER J. DAMM
Vice president and general manager of radio for the Milwaukee Journal Company, Damm directs entire operation of WTMJ-TV, WTMJ and WTMJ-FM in that city and WSAU in Wausau. A pioneer in radio for many years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

G. EMERSON MARKHAM
Manager of GE's pioneer station in Schenectady (N. Y.), WRGB, and a company executive since 1923. Joined GE's WGY in that city in 1925, established two of the oldest farm radio services in broadcasting. Responsible for much of WRGB's success as one of the first video outlets in the east, Markham is also vice president of the TBA.

LAWRENCE G. PHILLIPS
Widely-experienced business exec and one of the best-known showmen during the war as head of the USO, Phillips brought an impressive background to television when he took over the reins of the DuMont television network last year. He sharpened up the web's operation in a short time, hypoed program activities and is credited with DuMont's recent surge to the fore in New York and Washington.

FRANK M. FOLSOM
As executive vice president in charge of RCA Victor, manufacturing division of Radio Corp. of America, Frank Folsom translated television blueprints and laboratory developments into receivers and broadcast equipment to establish television on a national scale. Under his direction, RCA brought out in quantity the super-sensitive Image Orthicon pickup tube, new bright-picture kinescopes and other video advances.

HARRY BANNISTER
Veteran salesman in many competitive fields since World War I, he brought a wide and experienced merchandising talent to radio in 1930 when he joined WMBC, Detroit. Later joined WWJ in the motor city, helped increase its commercial operation to new highs, and in 1941 became its general manager. Has supervised its WWJ-TV's operations since its inception.

PAUL RAIBOURN
One of the first motion picture execs to recognize the tremendous future of television, Paul Raibourn, as vice president of Paramount Pictures in charge of budgets and planning, heads up the company's entire tele subsidiary, Television Productions, Inc. An active and influential participant during video's pioneering stage, Raibourn is a director of the Television Broadcasters Association.
"We are now in the initial stages of the greatest marketing and merchandising effort in the history of the industry. In anticipation of this, the servicing fraternity is grooming itself to meet new problems arising from television, FM, higher frequencies and higher voltages. The industry and trade will have to go back to school. Of new techniques and new technology, there is plenty of both to be learned. The old chit-chat about tone, selectivity, tuneup, feedback, etc., will have to make room for a new lingo about di-poles, rasters, turrets, blanking, focusing, picture areas and a new world of other terms and methods."

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LEWIS ALLEN WEISS

When Lew Weiss, chairman of the board of Mutual and executive vice-president of the Don Lee Network, began in radio in 1930, he saw in it a new and potent advertising medium that fascinated him. Now, as one of the pioneers in the development of television, he is still concerned with the great potentialities of the visual-video art media.

NORAN E. KERSTA

An NBC exec for more than 12 years, he's the network's director of television operations and one of the industry's youngest and most energetic officials. Pioneer in video statistical research and development of business methods for the new art, his work has run the gamut of all matters video-wise. Marine Corps radar officer, Kersta took his present post in '47.

WILLIAM CRAWFORD EDDY

Holder of more than 100 radio and electronic patents, Eddy brings to video a career as full of drama as the medium itself. A graduate of the U. S. Naval Academy, he spent several years with the submarine service, later joined Farnsworth Labs, NBC, then WBKB, Chicago. In the Navy during the war, Eddy rejoined WBKB in '46 as its director.

ERNEST B. LOVEMAN

Vice president of Philco Television Broadcasting Corp., which operates WPTZ, (Phila.) for the past three years, his career dates back to the early 20's when the company entered radio. For 18 years was ad manager of Philco, contributed heavily to the firm's surge to the top in the industry. Loveman is one of the men who have made Philadelphia a vitally important video center.

CHARLES C. BARRY

On the husky shoulders of "Bud" Barry, ABC's vice-president in charge of programs and television, fall the herculean task of programming the network's television stations. A former Presidential announcer, the 36-year-old Barry is responsible for the development of many of the network's top AM shows, will transfer much of his programming savvy to tele.

WORTHINGTON C. MINER

Director, CBS Television, Miner handles over-all programming and film activities for the network's outlet, WCBS-TV, in New York. A prominent actor-producer-director for the legitimate theater and motion pictures from 1925-'39, during which time he produced 27 Broadway shows, Miner handled the station's operation through the war years, last year inaugurated station's "on location" shows.
BOB EMERY
Producer, Du Mont Television Network's
"SMALL FRY CLUB"
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from 6 to 60,..."

JIM OWENS, RADIO DAILY
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JACK GOULD, NEW YORK TIMES

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PAUL B. MOWERY

Few industry executives have done more to promote tele as an advertising and entertainment medium than ABC’s fireball, Paul Mowrey. A “young old-timer” in his early 30’s, Mowrey has spent a decade in the industry, broke in with CBS as a lighting expert back in ’38. Joined ABC in 1944, is now its national director of television.

GEORGE M. BURBACH

General manager of the St. Louis Post-Dispatch broadcasting stations KSD, KSD-TV and KSD-FM, Burbach is one of the industry’s pioneers. His early and intense interest in the development of television resulted in the inauguration of KSD-TV as the nation’s first completely post-war equipped television station on February 8, 1947. He was recently elected to the Board of TBA.

ROGER W. CLIPP

One of the industry’s top executives, Clipp runs a huge enterprise in the Quaker City for the Philadelphia Inquirer, including its video outlet, WFIL-TV. Influential in getting both national political conventions for Philadelphia in ‘48, Clipp is a live-wire broadcaster and businessman, enormously active in all phases of industry. He’s also a committee member of NAB, BMB, and a member of the stations planning and advisory committee of ABC.

J. R. DUNCAN

Actively engaged in television engineering since 1931, Duncan is acting director of television operations for the Crosley Broadcasting Corporation. Supervising activity at WLWT when it operated under the experimental tag of W6XCT, Duncan expanded the station’s sked from one program a week in July of ’47 to 20 hours weekly in January.

DR. LEON LEVY

Acknowledged industry leader for the past two decades, Levy heads activities at WCAU-TV (Phila.) as well as its AM, FM and facsimile interests. He and his brother, Isaac D. Levy sold their holdings in WCAU in ‘46, but remained as operators for new owners, Philadelphia Record, and last year, The Bulletin. Born and bred in the Quaker City, he’s a vet of both wars. Is on the CBS board.

DR. W. R. G. BAKER

Pioneer in the communications and electronics industry, he’s vice president of General Electric. Joined the firm in 1917, helped set up its AM operations in Schenectady, Denver and Oakland, (Calif.), later joined RCA-Victor to head radio engineering. Returned to GE in 1935, was elected a vice president six years later, now heads the electronics department in Syracuse.
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**LEONARD F. CRAMER**

Vice-president of the Allen B. DuMont Laboratories, Inc., and a member of its board of directors, Cramer's work for DuMont has been highly varied, including sales, promotion, advertising and station management. Although he was originally interested chiefly in sales, diversified and thorough training and experience has also made him a top-notch production man.

**DON McCLURE**

One of the most energetic executives in the business, Don McClure was one of the first agency men to plan and set up an extensive television campaign for a national advertiser, when the medium was still considered the "experimental" stage. Head of the television bureau of N. W. Ayer & Son, Don is also president of the American Television Society.

**GEORGE T. SHUPERT**

In television since 1943 as an executive assistant of Paramount Pictures Inc. and Television Productions Inc., Paramount's wholly owned television subsidiary, Shupert's duties include overall planning of Paramount's broadcast and theatre television operations. He is also New York sales representative for Paramount's Chicago station, WBKE, and Los Angeles station KTLA.

**ROBERT S. PEARE**

Vice president in charge of advertising, broadcasting, and general publicity for GE, Peare joined the company in 1922. In 1940 was named manager of GE publicity, chairman of the Company's general advertising committee, and a vice president in 1944. Peare supervises the operations of WGY, GE's standard-AM station in Schenectady, and WRGB, its TV outlet.

**FRANK P. SCHREIBER**

Head of broadcast activities of WGN, Chicago, one of the Mutual network's key outlets, and is a member of the web's program board. Schreiber's had a wide career in the industry and newspaper work, broke in as a sports writer after the first World War. He's been an important factor in air coverage of sports, now directs WGN-TV's operation.

**EDGAR KOBAK**

President of the Mutual network, and one of the most widely known men in the business world. Kobak's activities in video will expand this year with debut of several MBS stations in the medium, including WOR in New York. Was instrumental in acquiring video rights for the World Series last year, an occasion which bolstered the medium's importance to a high degree.
**G. BENNETT LARSON**

Director of teleoperations for WCAU-TV, outlet owned by the Philadelphia Bulletin, and an executive with over 20 years experience in all phases of broadcasting. Has been with NBC as producer and director, later with such top agencies as Y. & R., Ruthrauff and Ryan, was director of video for the former for some years. Re-entered the station field in '42, was with the Bulletin's WPEN until accepting his present post.

**REYNOLD R. KRAFT**

Sales manager of NBC's teledepartment since 1945, he was named to his present post following heavy background as a time salesman for the web. Since he's headed the sales department Kraft has expanded it from a local operation to one of the most effective sales operations in the industry. He's been responsible for obtaining many of NBC's top national video accounts.

**SAM CUFF**

One of the first broadcasters to direct the early destiny of tele in the east, Cuff last year carved another industry milestone — supervision of the first nation-wide "road show." In cooperation with RCA, Cuff arranged a special tour for the Allied Stores Corporation, exhibited the medium in 22 key cities. Before and during the war general manager of WABD.

**JOHN McNEIL**

A veteran network sales and management executive, John McNeil brought to the Du Mont Television Network a wealth of know-how when he picked up the reins of commercial operation in May of 1947. His authority and responsibility embraces a wide area in the Du Mont operation, overseeing all commercial activities of WABD as well as the network itself.

**ROBERT L. COE**

Manager of WPIX, New York Daily News telestation, Coe is one of the nation's top-flight radio and video executives. Joined the St. Louis Post-Dispatch in 1924, became chief engineer of its radio outlet, KSD, in '33. Assisted in preparation and debut of KSD-TV last year, later came to New York to assume his present post.

**KLAUS LANDSBERG**

First commercial station on the west coast is headed by a young man whose career in radio and television occupied most of his adult life. After a varied and active career in Europe, Klaus Landsberg came to the U.S., worked for several top firms, including NBC and Du Mont. In 1941 he was named director of Paramount Pictures' division and has headed KTLA's operation.
JAMES L. CADDIGAN

Manager of program planning for the Dumont network as well as its key outlet, WABD, Caddigan is currently engaged in building programs, and an adequate staff to handle an increasingly expanded schedule. He is a firm believer in diversified video fare and its important to a well-rounded station operation. Caddigan was a Paramount Pictures executive for 15 years.

J. LEONARD REINSCH

Widely known in industry circles, more recently as radio adviser to President Truman, Reinsch began his career in Chicago in 1924, served with many top stations. Named managing director of the Cox radio properties in '42, Reinsch supervises activities of three stations, including all television activities which will get under way this year.

HARRY R. LUBCKE

Much of the history of television development on the west coast is a reprint of the career of Harry Lubcke, whose early work in the medium goes back to 1931 when he participated in reception of video images in an airplane. He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

JAMES C. HANRAHAN

General manager of WEWS, the Scripps-Howard FM-TV stations in Cleveland. He entered radio in 1932. In 1935 he helped organize Scripps-Howard Radio, Inc. of which he is now a vice-president, two years ago came to Cleveland to set up WEWS. Hanrahan was also instrumental in establishing the Scripps-Howard AM stations in Cincinnati and Knoxville.

HAROLD C. BURKE

One of several top broadcasting execs whose career stems from association with newspaper advertising and editorial work. Burke has been a station man since 1930. He joined WISN, Milwaukee at that time, later became manager of the outlet. He's been in radio on the Coast and joined WBAL, Baltimore in 1938. Burke is now general manager of the station, including tele.

GEORGE MOSKOVICS

Commercial manager, CBS television, Moskovics was named to the newly - created post of commercial manager at CBS Television in June of 1945. Since then, the list of sponsors at WCBS-TV has increased to a point where, in 1947, approximately 50 per cent of the programming was commercial. Moskovics, with CBS for 12 years, is a veteran ad sales exec.
LEONARD HOLE

Associate director, CBS Television. Hole currently supervises network station relations, sales promotion and advertising, plus numerous other important assignments. He made the first official announcement of CBS' web tele plans last November before the Radio Executives Club in New York, described working agreements with stations in Washington and Baltimore.

FRANK M. RUSSELL

Vice president of NBC in charge of the network's Washington (D.C.) office. "Scoop" Russell has a long career in radio and newspaper work, helped to establish first radio news service in a government department—the Agriculture section. Importantly concerned with early development of tele in Washington with the network's owned-and-operated station, WNBW.

THEODORE C. STREIBERT

Sound and influential business exec, he's been a strong factor in the growth of WOR and establishment of the Mutual network, is currently president of the N.Y. station which will be on the air with tele this year. Formerly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

IRVING R. ROSENHAUS

Guiding force of WATV, New Jersey's first television station, Rosenhaus is president and general manager of Bremer Broadcasting Corp., owner-operator of the outlet. Sound and experienced broadcaster, he's managed the firm's AM and FM operations with conspicuous success, was an early enthusiast of video as a major force. Rosenhaus is a firm believer in tele's sales power.

KENNETH H. BERKELEY

Washington (D.C.) industry official, is vice president and general manager of The Evening Star Broadcasting Company, operator of WMAL-TV and WMAL, both ABC network affiliates. Managed WRC-WMAL for 12 years when both were NBC outlets, has headed latter station since '42 when it lined up with the old Blue Network. Berkeley's influence had made itself felt in Capital TV circles.

W. C. SWARTLEY

Management and operation of four mediums of radio in WBZ's imposing new Radio and Television Center in Boston is in the hands of an experienced veteran of Westinghouse broadcasting operation—Bill Swartley. He joined the company's outlet WOW, Fort Wayne, (Ind.) in '38, after an active period in various key posts, two years later assumed his present duties.
EWELL K. JETT

Director of radio and television activities for the Baltimore Sun, which operates WMAR-TV, and an FCC Commissioner from 1944 to 1948, Jett is one of the best-known men in the industry. He was chairman of the FCC after James L. Fly, Paul A. Porter, the Commission.

DOUGLAS A. DAY

Vice president of Buchanan and Co., and one of the first agency execs to become actively involved with the merchandising of tele to the public as well as the advertiser. Since 1943 he has been concerned with the Allen B. Du Mont account, and to the extent that the latter was among the first to receive advertisers Day is rightfully included among the early-birds of TV.

LEE COOLEY

Lee Cooley, director of television at McCann-Erickson, Inc., joined the agency in November of 1946 after six years at Ruthrauff & Ryan as director of daytime radio and television. Prior to that he was an Assistant Director at Paramount Pictures and also in charge of program production at Don Lee Televison in Hollywood. He has been an industry exec since 1930.

RALPH B. AUSTRIAN

One of the top motion picture executives to recognize the early potentialities of television, Austrian was for four years an RKO Pictures official, later became president of its television corporation. Firm believer in the use of films in television programming and advertising, and a sound advertising exec, he's vice president in charge of television for Foote, Cone & Belding (N. Y.).

CHARLES J. DURBAN

Influential and enthusiastic tele executive, Durban is assistant director of advertising for one of the medium's earliest and most active sponsors - U.S. Rubber. Two years ago, when the rubber company began using video, Durban wrote, directed and produced all its programs, later undertook the creation of a staff to handle its ever-widening activity.

RICHARD W. HUBBELL

Television management consultant to several broadcasters, he's been in the business since the mid-thirties when he joined CBS as a producer. He's been production manager at WLW and consultant to the Crosley operations, writer-director, and author of two books on the subject. Moderated two video sessions sponsored by the Radio Executives Club.
WILL BALTIN
Secretary-treasurer of the Television Broadcasters Association, since its inception in 1944, Baltin was first program manager of the Du Mont station WABD from June, 1940 to December, 1944. Among his television "firsts" was the transmission ofMissing Persons Bureau photographs and descriptions in cooperation with the N.Y. Police.

WILLIAM E. FORBES
Manager of the tele department of Young & Rubicam, Forbes is one of the young industry's alert and able execs, has been the agency's video topper since 1944. Veteran network and station exec, serving with CBS for several years in New York and Hollywood, and before that general manager of WCCO, Minneapolis, he's had a well-rounded background in all phases of advertising and broadcasting.

KENNETH YOUNG
Agency executive who doubles in brass as director of television and radio activities for Campbell-Ewald in New York. Although associated with the medium only since his return from service, Young's been identified with some of the top shows presented on NBC and Du Mont networks during the past two years. He's supervised U. S. Rubber programs, several special events and sports shows.

WILLIAM J. MORRIS
Head of the television and motion picture department of BBDO, Morris is a veteran advertising executive, has worked on several major national accounts during his agency career, including Ford Motor Company's "Parade of Sports" TV schedule. His motion picture background dates back to 1923, since which time he's held key posts.

WALTER CRAIG
Experienced advertising and station executive, Benton & Bowles' tele-radio chief has had a wide and varied career, much of it in show business. As vice president of both activities as the agency, Craig supervises video activity of all clients, including time-buying, creation, and production of programs, etc. One time headed own radio producing firm, built shows for several of the nation's top advertisers.

HARVEY MARLOWE
One of the most active young men in the industry, Marlowe currently heads up programming activities for WPIX, the Daily News station in New York. A veteran thespian, he was an important factor in the early development of video for ABC. He's expected to help make WPIX a dominant outlet within a short period.

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

American Television Society

415 LEXINGTON AVE., NEW YORK 17, N. Y.
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FUNCTIONS
American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.
A QUESTION, important and compelling as any in the formative stage of television's expansion during this, the third year of its post-war development, is the role films will play as an entertainment device and as a tool of effective selling.

Their place in the over-all structure of the medium was the subject of wide and vigorous discussion in 1947 and one on which segments of the industry were not always in accord. Already widely used as a vehicle of news and entertainment on many of the stations on the air last year, celluloid fare was becoming, at the year-end, a more imposing factor since it represented, in the opinion of several key executives, an appreciable reduction in the cost of reaching the public with a quality video presentation. For the broadcaster, films were an additional if not entirely satisfactory source of program material that offered many of the advantages of live production without the sometimes prohibitive cost; for the advertiser it represented a streamlined method of airing his sales message with economy, together with the invaluable advantage of repetitive consistency.

Films played an ironic role in television in 1947. Because of their physical affinity to the medium, they made up a significant portion of the broadcaster's schedule, in some cases as high as 25 to 30 per cent. Program material on celluloid ranged widely in scope, from travelogues to Hollywood features—reclaimed somewhat reluctantly from the archives—to individually-produced newsreels. The latter was later to become one of the most important phases of tele to be provided by films.

While their degree of importance in the programming future of television was a matter of diversified opinion, and usually stemmed from the financial position of the individual user, it was generally agreed during the past 12 months that films would play a role not too dissimilar, in many respects, to the electrical transcription in radio. Live programs and live commercials, while superior in principal because of their spontaneity—the very essence of television—were admittedly costly and perishable after one performance, economically speaking. Filmed-programs or commercials, on the other hand, remained available for limitless use, could quickly amortize the initial investment for the producer.

Although broadcasters depended upon film material to a significant degree, and as such were an important source of revenue to the celluloid industry, exorbitant costs prevented their becoming an even more important segment of programming. Hollywood productions available to tele were conspicuously inferior, of ancient vintage and of questionable entertainment value. As such, broadcasters were loathe to use them with as much regularity as would have been possible if the opposite were true. The film capital's ban on use of their products by video, until they had exhausted other markets, had begun to make itself felt with sharper resentment as the number of stations increased. It was a curious interpretation of the law of supply and demand. Here was a new and vital market ready to absorb the residue of the motion picture industry but denied one of the ingredients with which it could rapidly mature.

There were, however, certain obscure signs of relief as the industry approached the new year. The film industry's attitude toward tele, once openly hostile, changed to one of interest, was later to become one of active association. Paramount Pictures, first of the major Hollywood companies to align itself with the new medium, with two stations plus a financial interest in an eastern network, developed a process of filming programs off the air which held promise of major importance to the advertiser as well as the broadcaster. NBC and Jerry Fairbanks Productions, a specialty film outfit, made the first official working agreement between the two industries with a long-term agreement by which the movie company would provide the network's entire celluloid video requirements, including newsreels. The trend was given further impetus when Twentieth Century-Fox Film Corp., became the first film outfit to provide a daily newsreel for television.

These developments came with sudden and agreeable surprise to the video industry, and were looked upon as indications that both industries had approached the point of economic juncture.
Television Awards For 1947

Television Broadcasters Association
AWARDS FOR 1947

To Dr. Frank G. Back, for outstanding technical improvement to television programming for the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.

To William C. Eddy, director of television station WBKB, Chicago, for outstanding application of a technical improvement to television programming for the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games.

To Paul M. Hahn, executive vice-president, American Tobacco Company, for contributions to commercial television programming, for the skillful application of commercial technique to television broadcasting.

To Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company, for contributions to commercial television programming, for the extensive experimentation with and support of commercial television in diverse market areas during the past year.

The Committee also made honorable mention and praise for the work of John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts.

American Television Society
AWARDS FOR 1947

To the Electric Association, Chicago (Felix Van Cleef, president) for organizing and co-ordinating a television committee made up of set and transmitter manufacturers, broadcasters, suppliers of power and transmitter facilities, retail distributors, and advertising agencies.

To the dramatists Guild of the Authors eague of America, Victor Wolfson, secretary, for “outstanding contribution to television programming.”

To John R. Poppele, president of TBA, and vice-president and chief engineer of WOR, for his efforts in submitting a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; encouragement of the nation’s television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; rescinding of a proposed 20 per cent amusement tax on television receivers in public places and the spearheading of a TBA committee in overcoming objections to apartment house television antenna installations.

To George Shupert, eastern representative of Television Productions, Paramount station’s KTLA, Los Angeles, and WBKB, Chicago, for his “unselfish efforts” on behalf of the Society.
VIDEO STUMBLING BLOCKS

By RICHARD W. HUBBELL, of Richard W. Hubbell and Associates

THERE is a reason why advice to the love-lorn has been standardized in newspaper columns in the form of questions and answers. So universal a subject defies the general and theoretical approach.

Television likewise.

This article is therefore limited to a list of questions and answers. They cover stumbling blocks which we usually encounter in the analysis of many television operations. They are fundamental to any master plan for television.

Question #1—A station owner asks:
Should we swing into television?
Can we ride along without it?
Answer: At different times in different markets and under different circumstances there will come a time when radio broadcasting as we know it now will be unprofitable. Survival as a general advertising medium requires a shift to television. Every indication of popular interest shows the mass audience is shifting this way.

Question #2—A general manager asks:
What should we plan to do with our AM and FM operations? Liquidate them over a period of years? If so, what period?
Answer: Plan ahead for AM and FM operation for at least fifteen years. Sound radio should continue to be profitable—but on an entirely different basis from present operations. Sound broadcasting seems headed toward a service operation, a principal feature of which will be the distribution of vital public messages. Sound receivers will eventually develop electronic memory for the retention of these messages, in which a visual record is not necessary. This will entail an entirely different method of organization, entirely different circulation, entirely different techniques of obtaining revenue.

Question #3—An investment syndicate asks:
We have applied for a television construction permit and license. What are our chances of getting it?
Answer: Your Washington lawyer or consulting engineer can advise you—but be sure you can support your claim that you can really operate a television station. Be sure also that your plans are so developed that you can actually produce results after the CP is granted. Make no mistake—many CPs will be lost, because licensees do not act aggressively enough to stand up against fierce competition, whose aim is to secure that coveted franchise for itself.

Question #4—A bank president asks:
Will profits in television approach those of radio? Be less? Or greater?
Answer: The most careful economic analysis we can make indicates profits will be far greater in television than in old-fashioned, “blind” radio. Within ten years the character of stations will have completely changed. The broadcasting industry is moving from simple, uniform broadcasting service to complex, consolidated services which will play an enormous part in the social and economic life of the nation and every community therein. Capital investment will be six to ten times as great; capital turnover somewhat slower; gross income many times larger; ratio of profits to gross income somewhat smaller; actual dollar profits many times as large. We are headed for bigger, more stable, more diversified operation.

As a result of this trend, the capital structure of most broadcasting organizations will change. One feature of this change should logically be broader stock ownership—more stockholders and more stockholders—per station. This should prove to be one of the major rewards to the television pioneer: the increase in capital value of stock holdings which can be realized through subsequent sale of shares.

Question #5—A regional network executive asks:
How should we finance our investment in television?
Answer: First, re-examine your capital structure. In many cases the issuance of preferred stock provides the best solution. This permits the expansion of the business, providing the larger operating capital now necessary and assuring continued dividend payments out of AM radio profits during the transition period.

Small, and even medium-sized broadcasters who plunge into television with expectancy of paying for equipment and deficit operations out of AM radio profits are in for a rude shock.
At this writing, KFI-TV is slated to be the third television station in Southern California and it is expected to start operations in the spring of this year. Its RCA transmitter has been installed atop Mt. Wilson and the equipment for the transmitter building represents a cost of more than $500,000.

NBC expects to have its video station, KNBH, in operation July 1 of this year. Its RCA transmitter will be located on Mt. Wilson and a two-story building has been erected at a cost of $150,000. The Otto K. Olesen building, north of NBC headquarters on Vine Street, Hollywood, will be converted into a studio for the television activities.

NBC's outlet for equipment and buildings will total $1,300,000. Hal Bock is in charge of NBC's Western division video plans.

The Los Angeles Times-Mirror Company, which will operate KTTV, is hopeful of having its station telecasting by the end of 1948. Its RCA transmitter will be installed on its site on Mt. Wilson, while at this writing the site for the studio is yet to be selected.

The Times-Mirror will work closely in co-operation with the Pasadena Community Playhouse and a room in the Pasadena building has already been converted into a training studio. A potential staff is expected to be created and some of the Playhouse talent may be used in future programming on KTTV. R. A. Montfort, who was with NBC in the East, heads the Times-Mirror active video plans.

KT LA, which was formerly W6XYZ and which is owned and operated by Television Productions, a subsidiary of Paramount Pictures, has been on the air commercially since Jan. 22, 1947. It is offering 40 to 50 hours of programming weekly, with a little more than 20 hours sponsored.

KTLA has been televising the feature race of each Saturday's program of the 1948 ten-week season at the Santa Anita racetrack. The Union Oil Company has been sponsoring the televising of the event. Klaus Landsberg has been in charge of Television Productions' video operations since their inception.

Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee has been completed. Result is a heavy increase in signal strength and it provides sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The initial televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The first full hour program presented on the station was on Dec. 23, 1931 and the first regular program service was begun March 10, 1933. An important move was the purchase of a Hollywood mountain, right in the heart of the city, and the erection there of the first built-for-television studios in the world.

KLAC, Los Angeles, has ordered an RCA transmitter and expects to be operating KLAC-TV late in 1948. Its site for its transmitter building is on Mt. Wilson. KLAC's sister station, KYA, San Francisco, also has permission to telecast, but its video activities will not get underway until KLAC-TV becomes active.

ABC, which operates KECA, Los Angeles, and KGO, San Francisco, is making active video plans and expects to launch television stations in both cities simultaneously by the end of 1948 or early part of 1949.

KECA has a transmitter site on Mt. Wilson, and $1,000,000 has been earmarked for a transmitter, field equipment, studios and offices.

Telecasters estimate that 200,000 receivers will be in use in Southern California by the end of this year, with five spectators for each set. The threat of video to theatre grosses has circuit and independent exhibitors in this area giving serious thought to the blending of television into normal theatre operation.

Exhibitors showed keen interest in the video demonstration of the New Year's Day Pasadena Rose parade and Rose Bowl football game, which grossed an estimated $9,000 at the Shrine auditorium, Los Angeles. The demonstration was arranged by Bert D'Orsay, local custom receiver maker. At this writing, Rodeny receiver, owner-operator of the Hollywood Pantages, has been experimenting with large screen tele in his theater.
COAXIAL CABLES INSTALLED OR UNDER CONSTRUCTION

COAXIAL CABLES PLANNED FOR THE NEXT FEW YEARS

EXPERIMENTAL RADIO RELAY SYSTEMS INSTALLED

RADIO RELAY SYSTEMS PLANNED

1 STATION

2 STATIONS

3 STATIONS
AMPLITUDE—The magnitude of any quantity, particularly voltage or current.
AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.
ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).
ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.
AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.
BANDWIDTH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.
BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.
BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.
BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.
BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.
BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.
BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.
CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.
CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.
CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.
CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.
CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.
COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.
CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.
CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLAR ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.
ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262 1/2 lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are successively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the “first” harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are often caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially indistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.
HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.
MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOZAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

RADIO CHANNEL—The “space” in the frequency spectrum allotted to each transmitting station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.
RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline. This is the basic wave shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwidth requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.
LOOKING BACK — AND AHEAD

by LEONARD CRAMER, Executive Vice President, Allen B. DuMont Laboratories

MANY times an individual, a business organization or an industry welcomes a new year because it represents a clean slate. Resolutions are lofty and the year behind is forgotten. The resolutions of the past year are rarely examined in the light of what was actually accomplished during that year because the accomplishments seldom come up to the resolutions.

Strange as it may seem our youthful television industry dares to look back with a feeling of pride in its accomplishments during 1947.

Television began 1947 with a mere 12,000 receivers in the hands of the public. Various estimates were made 12 months ago of the number of receivers which would be manufactured and sold during 1947. Only Du Mont and RCA were actually in production at the beginning of the year but the consensus of opinion indicated approximately 300,000 receivers by the end of 1947. Among others Philco, General Electric, Crossley and Andrea entered the field to add receivers to meet the total estimate and while the production figures picked up by RMA amount to between 175,000 and 200,000 the production of other manufacturers not reporting should swell this total to better than 250,000 for the year. This is an accomplishment to which the industry can point with pride. Manufacturing television receivers in large quantities is a tough trick at best and even tougher without sufficient "know-how" and trained personnel to go around, but we rose to the occasion. This measure of success is indicative of much more than just meeting a forecast. It proves that 1948 can and will be much bigger. The industry has acquired "know-how" and has trained personnel. Its initial success is attracting much attention and as a result new talent and financing.

1948 will see practically every major established radio company and many new and smaller ones in production on television receivers.

Many industry estimates put the goal for 1948 at 750,000 receivers to be installed in American homes and I will go along with this figure. The manufacturing end of television has donned its first long pants and is starting its climb to its rightful position among the great industries of the world.

What about the broadcasting end of television?

At the beginning of 1947 only 9 stations were operating regularly but by the end of this year this total will have reached 18. There is no reason to believe that we cannot double this figure again in 1948. Throughout the industry there is a feeling of optimism. Just under the surface there is a ripple of excitement. Great days lie ahead. For years we have stared at ever increasing budgets with little more than an idea, a hope, a prayer and faith to go on. But that's behind us. We've taken the bumps, or most of them; the road ahead should be smooth and fast.

The established television broadcasters have done some heavy pioneering over the years and in 1947 great strides were made in operations and programming. These broadcasters have made it easier and less costly for those about to enter the field. They have established procedures through trial and error, they have trained personnel and they have field tested the equipment and contributed ideas for improvement. Today the prospective broadcaster can buy proved equipment and begin operations on a budget within reason. Never again will the unusual opportunities of 1948 be available to those desiring to enter this promising new business.

Television is the number one candidate for public popularity. We're building an industry that will make a profound impression on the economic and social life of the world. Let's continue to build it on a sound basis.
## Commercial Television Programs—1947

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1947. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbreviations: L, Live Talent; F, Film.

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<td>WCBS</td>
<td>Raymond E. Nelson</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Barr's Jewelry</td>
<td>Correct Time (F)</td>
<td>WPTZ</td>
<td>Edward Prager</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Beneficial Saving Fund Bank Bank</td>
<td>Correct Time (L)</td>
<td>WPTZ</td>
<td>Richard A. Foley</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Broadwood Hotel Hotel Facilities</td>
<td>Correct Time (F)</td>
<td>WPTZ</td>
<td>Deane Klein Davidson</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Dewco Tire Service Co. Tires</td>
<td>Correct Time (L)</td>
<td>WPTZ</td>
<td>Raymond E. Nelson</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Elizabeth Davidson Home Furnishings</td>
<td>Correct Time (F)</td>
<td>WPTZ</td>
<td>Solis S. Cantor</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Elgin Watch Co. Watches</td>
<td>Correct Time (F)</td>
<td>WPTZ</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Marcus &amp; Co. Printers</td>
<td>Correct Time &amp; News</td>
<td>WPTZ</td>
<td>Ralph A. Hart</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Philco Distributors, Inc. Electric Appliances</td>
<td>Correct Time (L)</td>
<td>WPTZ</td>
<td>Julian Pollock</td>
</tr>
<tr>
<td>Time Spot</td>
<td>David T. Robinson Plymouth-Dodge Cars</td>
<td>Correct Time (L)</td>
<td>WPTZ</td>
<td>Solis S. Cantor</td>
</tr>
<tr>
<td>Time Spot</td>
<td>Ryan's Army-Navy Store Men's Furnishings</td>
<td>Correct Time (L)</td>
<td>WPTZ</td>
<td>Stewart-Jordan</td>
</tr>
<tr>
<td>Tobaccoland U. S. A.</td>
<td>Liggett &amp; Myers Chesterfields</td>
<td>Film</td>
<td>WCBS</td>
<td>Newell-Emmett</td>
</tr>
<tr>
<td>Trader Horn</td>
<td>Better Cars, Inc.</td>
<td>Spot (L)</td>
<td>WCBS</td>
<td>Lester L. Wolff</td>
</tr>
<tr>
<td>Twelfth Night</td>
<td>The Borden Co.</td>
<td>Live</td>
<td>WNBTV (NBC Network)</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>TITLE</td>
<td>SPONSOR-PRODUCT</td>
<td>TYPE</td>
<td>STATION</td>
<td>ADVERTISING AGENCY</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>-----------------------------------</td>
<td>---------------------</td>
<td>------------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td>Weather Spot</td>
<td>Superfine Fuels Co. Fuel</td>
<td>Weather Forecast (L)</td>
<td>WPTZ</td>
<td>Solis S. Cantor</td>
</tr>
<tr>
<td>Welcome Jeremiah</td>
<td>The Borden Co.</td>
<td>Live</td>
<td>WNBT (NBC Network)</td>
<td>Kenyon &amp; Eckhardt, Inc.</td>
</tr>
<tr>
<td>Western Feature Film</td>
<td>Cluett-Peabody Sanitized</td>
<td>Film</td>
<td>WABD</td>
<td>Campbell-Ewald Co.</td>
</tr>
<tr>
<td>What's New in the Stores</td>
<td>Southern Venetian Blind Co. Venetian Blinds</td>
<td>Fashion</td>
<td>KSD</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>The Bob Wolff Show</td>
<td>Radio Corp. of America</td>
<td>Sports</td>
<td>WTTG</td>
<td>Direct</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Ford Motor Co.</td>
<td>Sports</td>
<td>WBKB</td>
<td>Malcolm Howard</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Ford Motor Co. Automobiles</td>
<td>Sports</td>
<td>KTLA</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Wrestling</td>
<td>A. Gettelman Brewing Co. Beer</td>
<td>Sports (L)</td>
<td>WWJ</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Keeley Brewing Co. Beer</td>
<td>Sports</td>
<td>WTMJ</td>
<td>Scott-Telander</td>
</tr>
<tr>
<td>Wrestling</td>
<td>Teldisco, Inc.</td>
<td>Remote</td>
<td>WBKB</td>
<td>Malcolm Howard</td>
</tr>
<tr>
<td>Wrestling from Jamaica Arena</td>
<td>American Shops</td>
<td>Remote</td>
<td>WFIL</td>
<td>J. Walter Thompson</td>
</tr>
<tr>
<td>You Are An Artist</td>
<td>Gulf Oil Corp.</td>
<td>Live</td>
<td>WNBT (NBC Network)</td>
<td>Young &amp; Rubicam, Inc.</td>
</tr>
<tr>
<td>You Should Ride a Hobby Horse</td>
<td>Arbee Food Products Co. Scrap Trap</td>
<td>Studio</td>
<td>WBKB</td>
<td>Direct</td>
</tr>
<tr>
<td>Your Esso Reporter</td>
<td>Standard Oil Co. of N. J.</td>
<td>Film</td>
<td>WNBT (NBC Network)</td>
<td>Marschalk &amp; Pratt Co.</td>
</tr>
<tr>
<td>Your Television Shopper</td>
<td>Stern &amp; Co. Department Store</td>
<td>Remote pickup</td>
<td>WPTZ</td>
<td>Direct</td>
</tr>
</tbody>
</table>
COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBAL—TV
BALTIMORE
CHANNEL 11
NBC

Power ........................................... 32 Kw.
Owned-Operated By ................. Hearst Radio, Inc.
Business and Studio Address ............... 2610 North Charles St.
Phone Number ...................... Hopkins 3000
Transmitter Location ........ Cottage and Violet Aves.
Air Time .......................................... Variable
News Service .................................. AP; INS; UP
Transcription Service ...................... Thesaurus Representative
General Manager ...................... Harold C. Burke
Director of Television .............. Harold P. See
Commercial Manager ............ Harold W. Batchelder
Production Manager ............. James S. McMurry
Tele Operations Engineer .......... George G. Jacobs

WMAR
BALTIMORE
EST. 1947
CHANNEL 2

Frequency .............. 54-60 mcs.; Power: 17.9 Kw
Owned-Operated By ......... The A. S. Abell Co.
Business and Studio Address ........ Baltimore and Charles Sts.
Phone Number ...................... LExington 7700
Transmitter Location ........ O'Sullivan Bldg., Baltimore and Light Sts.
Air Time .......................................... Variable
Transcription Service ........ Associated, Long-Worth Service
Executive-President ............. Paul Patterson, Neil H. Swanson
Commercial Manager .......... Ernest A. Lang
Program Director .................... Robert B. Cochran
Chief Engineer ......................... Carlton G. Nopper

WBZ—TV
BOSTON
EST. 1948
NBC

CHANNEL 4


Owned-Operated By .............. Westinghouse Radio Stations, Inc.
Business Address ............... WRS—1619 Walnut St., Phila. 3, Pa.
Phone Number ...................... Rittenhouse 6-8780
Station Address .............. 275 Tremont St., Boston; after June 1948: 1170 Soldiers Field Rd., Allston 34, Mass.
Station Phone .............. Hancock 6-4281
Transmitter Location ........ 1170 Soldiers Field Rd., Allston.
Air Time .......................................... Unlimited
President ...................................... Walter Evans
Vice-President ...................... Walter E. Benoit
General Manager ............ J. B. Conley
Station Manager .............. W. C. Swartley
Sales Manager ...................... C. Herbert Massé
Asst. Sales Manager .............. Lynn Morrow
Program Manager .............. W. Gordon Swan
Production Manager .............. Stephen Burke
Publicity Representative .......... Wendell A. Davis
Chief Engineer ......................... W. H. Hauser

W9XZV—W9XZC
CHICAGO
CHANNEL 1
(Experimental)

Owned-Operated By .............. Zenith Radio Corp.
Business-Studio Address ........ 5001 Dickens Ave.
Phone Number ...................... Berkshire 7501
Transmitter & Antenna Location .. 5001 Dickens Ave.
Air Time .......................................... Unlimited license
President-General Mgr. .......... E. F. McDonald, Jr.
Station Manager ..................... J. E. Brown

WBB
CHICAGO
EST. 1942
CHANNEL 4

Frequency .............. 66-72 mc.; Power: 13.7 Kw.
Owned-Operated By. Balaban & Katz Corp.
Business and Studio Address ........ 190 N. State St.
Phone Number ...................... Franklin 6446
Transmitter Location ........ 190 N. State St.
Air Time .......................................... Variable Afternoon and Evening
News Service .............. Associated, Long-Worth Service
Transcription Service .......... AP; UP

1097
WGN—TV
CHICAGO
EST. 1948
MBS
Frequency: 186-182 Mc. Power: 18.4
Owned-Operated By: WGN, Inc.
Business Address: 411 N. Michigan Ave.
Phone Number: FINancial 0011
Transmitter Location: 400 W. Madison
News Service: AP, INS, Transradio, UP
Owner: Col. Robert R. McCormick
General Manager: Frank P. Schreiber
Director of Operations: Vern Brooks
Director Sales: Wm. A. McGuiness
Program Coordinator: Edwin Mills
Publicity Director: Bruce Dennis
Director of Engineering: C. J. Meyers
Form Editor: Hal Totten

WLWT
CINCINNATI
EST. 1939
CHANNEL 4
Power: 500 Kw.
Owned-Operated By: Crosley Bscig Corp.
Business Address: Cincinnati 2, Ohio
Phone Number: Cherry 1822
Studio Address: Chickasaw and Warner Srs., Clifton Heights.
Transmitter Location: Carew Tower, Fifth and Vine Srs.
Air Time: Average 19 hrs. weekly
President: James D. Shouse
Acting Director: J. R. Duncan
Chief Engineer: Howard Lepple

WEWS
CLEVELAND
EST. 1947
CHANNEL 5
Frequency: 76-82 mc.; Power: 16.2 Kw
Visual, 8.1 Kw Oral; Antenna 642’ effective height.
Owned: Scripps-Howard Radio, Inc.
Business and Studio Address: The WEWS Bldg., 1818 East 13th St.
Phone Number: SUperior 6111
Transmitter Location: 7080 State Rd., Parma, Ohio.
Air Time: Varies
News Service: UP; Acme
Transcription Service: Associated
President (N.Y.): Jack R. Howard
General Manager: James C. Honanahan
Station Manager: J. Harrison Hartley
Commercial Manager: John R. Schmunk

WWJ—TV
DETROIT
EST. 1947
Frequency: 66-72 mc.; Power: Video 5000, Audio 2500.
Owned-Operated By: The Evening News Association.
Business and Studio Address: 630 West Lafayette,
Phone Number: Randolph 2300
Transmitter Location: Penobscot Tower
Air Time: Variable
News Service: AP; UP
Transcription Service: Lang-Worth: Standard Representative: George P. Hollingsberry
Chief Executive: W. J. Scripps
General Manager: Harry Bannister
Assistant General Manager: Edwin K. Wheeler
Commercial Manager: Willard Walbridge
Sales Promotion Manager: Jack Albert
General Program Manager: Melvin Wissman
Production Supervisor: Robert P. Ritter
Production Manager: Thomas L. Riley
Publicity Director: Richard S. Spencer, Jr.
Chief Engineer: E. J. Love

KTLA
EST. 1942
LOS ANGELES
CHANNEL 5
Frequency: 76-82 mc.; Power: 8 Kw.
Owned-Operated By: Television Productions, Inc.
Business and Studio Address: Paramount Studios, 5451 Marathon St., Hollywood 38
Phone Number: Hollywood 6363
Transmitter and Antenna Location: Mount Alta
Air Time: Variable Afternoon and Evening
News Service: UP
Transcription Service: World Representative: George Shubert
Membership: TBA
President: Paul Raibourn
West Coast Dir.-Station Mgr.: Klaus Landsberg
Sales Manager: George Shupert
Program Director: Philip Booth, Albert V. Cole
Production Manager: J. Gordon Wright
Publicity Director: Jonathan Rice
Chief Announcer: Keith Hetherington
Film Director: Leland Muller
Musical Dir.: Rex Kepple
Engr. Supervisor: Raymond M. Moore

W6XAO—(KTS/L)
LOS ANGELES (HOLLYWOOD)
EST. 1931
CHANNEL 2
Frequency: 54-60 mc.; Power: 4 kw.
Effective Signal Radiated: 5600
COMMERCIAL TELEVISION STATIONS

Owned-Operated By: ... Don Lee Broadcasting System
Business Address ............. 1313 N. Vine St.
Phone Number ................. Hollywood 8255
Transmitter & Antenna Location ........ 3800 Mount Lee Drive
Air Time ........................ Varied
News Service ...................... AP, INS, CNS, UP
Transcription Service .......... World Representative
John Blair
Membership ....................... TBA
President ......................... Thomas E. Lee
Vice-President and General Manager Lewis Allen Weiss
Vice-President and Assistant General Manager Willet H. Brown
Director of Television: Harry R. Lubcke
Program Director ............. Jack Stewart
Producer ........................ Stuart Phelps
Publicity Relations Director . Mark Finley
Chief Announcer ............... Ken Barton
Stage Director .................... Ted Driscoll
Chief Engineer ................. Harold Jury
Film Director .................... Lois Prober
Video Pickup Operator ........ Bob Fonerow

Operated By ... Du Mont Television Network
Business Address ............. 515 Madison Ave.
Phone Number ................. Plaza 3-8800
Studio Address ............... Wamakers Studio
Broadway & 9th
Transmitter Location ........ 515 Madison Ave.
Air Time ........................ Approx. 35 hrs. weekly
News Service ...................... INS
Transcription Service ........ Associated Membership
President-Owner ................ TBA
Commercial Manager ........... John H. McNeil
Sales Promotion Manager ........ Charlotte Stern
Program Director ............... James Caddigan
Chief Announcer ............... Don Roper
Chief Engineer, Du Mont Television Network Scott Helt
WABD ................................ S. R. Patremio

WCBS—TV
NEW YORK CITY
EST. 1931
CHANNEL 2
Frequency ......................... 54-60 mc.
Owned-Operated By ... Columbia Broadcasting System
Business & Studio Address .... 15 Vanderbilt Ave.
Phone Number .................. Murray Hill 6-6340
Transmitter Location ............ Chrysler Tower
Air Time ........................ Minimum 12 hrs. weekly
News Service ...................... AP
Representative .................... Radio Sales Manager
Vice-President .................... Lawrence W. Lowman
Director of Television .......... Worthington C. Miner
Assoc. Dir. of Tele ............. Leonard Holle
Commercial Manager .......... George L. Moskovics
Program Operations .......... Merritt H. Coleman
Manager of Technical Operations . Paul Wittig
Manager of Press Information . James J. Kane
Dir. of News — Special Events . Robert Bendick
Film Manager ..................... Ed Evans
Sales Promotion Manager ...... Halsey Barrett

WBT
NEW YORK CITY
EST. 1941
NBC
CHANNEL 4
Frequency ......................... 66-72 mc.
Power: Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By ....... National Broadcasting Co.
Business Address ............. 30 Rockefeller Plaza
Phone Number ................. Circle 7-8300
Studio Address ............... 30 Rockefeller Plaza
Transmitter & Antenna Location .... Empire State Bldg. Tower
Air Time ........................ Approx. 20-35 hrs. weekly

WNBT
NEW YORK CITY
EST. 1941
NBC
CHANNEL 4
Frequency ......................... 66-72 mc.
Power: Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By ....... National Broadcasting Co.
Business Address ............. 30 Rockefeller Plaza
Phone Number ................. Circle 7-8300
Studio Address ............... 30 Rockefeller Plaza
Transmitter & Antenna Location .... Empire State Bldg. Tower
Air Time ........................ Approx. 20-35 hrs. weekly

WNBT
NEW YORK CITY
EST. 1941
NBC
CHANNEL 4
Frequency ......................... 66-72 mc.
Power: Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By ....... National Broadcasting Co.
Business Address ............. 30 Rockefeller Plaza
Phone Number ................. Circle 7-8300
Studio Address ............... 30 Rockefeller Plaza
Transmitter & Antenna Location .... Empire State Bldg. Tower
Air Time ........................ Approx. 20-35 hrs. weekly

WNBT
NEW YORK CITY
EST. 1941
NBC
CHANNEL 4
Frequency ......................... 66-72 mc.
Power: Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By ....... National Broadcasting Co.
Business Address ............. 30 Rockefeller Plaza
Phone Number ................. Circle 7-8300
Studio Address ............... 30 Rockefeller Plaza
Transmitter & Antenna Location .... Empire State Bldg. Tower
Air Time ........................ Approx. 20-35 hrs. weekly
President (NBC) ............... Niles Trammell
Exec. V. P. (NBC) .......... Frank E. Mullen
V. P. & Chief Engineer .... O. B. Hanson
Dir. Tele. Operations .......... Noran E. Kerst
Executive Producer .......... Warren Wade
Television Press Editor .... Allan H. Kalmus
Sales Manager ............. Reynold R. Kraft

WPIX*
NEW YORK CITY
EST. 1948

Frequency .......... Channel No. 11. 198-204 mc.
Power ............... Audio 8.17 kw.; Video 16.3 kw.
Owned-Operated By ... News Syndicate Co., Inc.
Phone Number .......... MURray Hill 2-1234
Business-Studio Address .... 220 East 42nd St.
Air Time ........... Undetermined
Transmitter Location .... 220 East 42nd St.
News Service .......... Undetermined
Transcription Service ... Undetermined
Membership .......... TBA
President and General Manager ... F. M. Flynn
Station Manager ........ Robert L. Coe
Commercial Manager .... B. O. Sullivan
Manager of News and Special Events ........ Carl E. Warren
Program Director ..... Harvey Marlowe
Mgr. Research and Development .......... Clifford E. Denton
Publicity .............. Frank Young
Chief Engineer .......... Thomas E. Howard

*On the air on or about June 15, 1948.

WATV
NEWARK
EST. 1947

Frequency ............... 210-216 mc.
Owned-Operated By ... Bremer Bstg. Corp.
Business and Studio Address ... 1020 Broad St.
Phone Number .......... Mitchell 2-6400; Rector 2-5878
Pleasant Avenues, West Orange, N. J.
Transmitter Location ........ Marcelia and Mt.
Air Time ........... 24 hrs. weekly
News Service .......... AP
Membership .......... TBA
Pres., Gen. & Station Mgr. .......... Irving R. Rosenhaus
Chief Engineer .......... Frank V. Bremer
Supervisor .......... Hank Dabrowski

WCAU-TV
PHILADELPHIA
EST. 1948
CBS-TV

Frequency .......... Channel 10. 192-198 mc.
Owned By ............ The Philadelphia Bulletin
Operated By .......... WCAU, Inc.
Business Address .......... 1622 Chestnut St.
Phone Number .......... Locust 7-7700
Transmitter Location . PSFS Bldg., 12 S. 12th St.
Air Time ........... Undetermined
News Service .......... AP, UP
General Manager .......... Leon Levy
Commercial Manager and Program Director ... G. Bennett Larson
Sales Promotion Manager .......... Robert N. Pryor
Production Manager .......... Roy Meredith
Publicity Director .......... J. J. "Chick" Kelly
Chief Engineer .......... J. G. Leitch

WFIL-TV
PHILADELPHIA
EST. 1947

CHANNEL 6

Owned-Operated By ... Triangle Publications, Philadelphia Inquirer Division.
Business and Studio Address .......... 46th and Market Sts.
Phone Number .......... EVERgreen 6-8090
Transmitter Location .......... Widener Bldg. Air Time .......... Approximately 28 hrs. weekly
Representative .......... The Katz Agency
General Manager .......... Roger W. Clipp
Television Director .......... Kenneth W. Showman
Sales Manager .......... John E. Surrick
Asst. to Sales Mgr. chg of Tele Sales .......... Max E. Solomon
Sales Promotion Manager .......... James T. Quirk
Publicity Director .......... George A. Koehler
Chief Engineer .......... Louis E. Littlejohn

WPTZ
PHILADELPHIA
EST. 1941
NBC

CHANNEL 3

Frequency .......... 60-86 mc.; Power: Visual 2280; Aural 2315.
* Owned-Operated By .......... Philco Television Broadcasting Corp.
Business and Studio Address .......... 1800 Architects Bldg., 17th and Sansom Sts.
Phone Number .......... Locust 7-7136
Transmitter Location .......... 1300 E. Mermaid Ave., Wyndmoor, Pa.
Transcription Service .......... Lang-Worth
Vice-Pres. & Gen. Mgr. .......... Ernest B. Loveman
Asst. Gen. Manager .......... Rolland V. Tooke
Commercial Manager .......... James D. McLean
Program Manager .......... Ernest Walling
Chief Engineer .......... Raymond J. Bowley

**Commercial Television Stations**

**KSD—TV**

**ST. LOUIS**

**EST. 1947**

**NBC**

**CHANNEL 5**

Frequency . . . . 76-82 mc.; Power: Video 20,000. Audio 10,000.

Owned-Operated By . . . . Pulitzer Publishing Co.

Business and Studio Address . . . . 1111 Olive St.

Phone Number . . . . Main 1111

Transmitter Location . . . . 1111 Olive St.

Air Time . . . . Approximately 20 hrs. weekly

News Service . . . . AP; NBC Tele NEWSREEL

Transcription Service . . . . Thesaurus, World

Representative . . . . Free & Peters

Membership . . . . NAB

President . . . . Joseph Pulitzer

General Manager . . . . George M. Burbach

Sales Manager . . . . Guy E. Yeldell

Chief Engineer . . . . Robt. L. Coe

**WRGB**

**Schenectady, N.Y.**

**NBC**

**CHANNEL 4**


40,000 Watts, Oral. 20,000 Watts

Owned-Operated By . . . . General Electric Co.

Business Address . . . . 60 Washington Ave.

Phone Number . . . . (Studio) 4-2211, Ext. 4926;

Sales 3-2121, Ext. 44

Transmitter & Antenna Location . . . . New Scotland, N.Y.

Air Time . . . . Daily except Sat., Approx.

6:50 a.m.-10:30 p.m.

News Service . . . . INS, INP

Transcription Service . . . . Thesaurus, Lang-Worth

Membership . . . . NAB

Vice President G. E. Adv., Publicity & Broadcasting . . . . R. S. Peare

Asst. Manager Adv., Publicity & Broadcasting . . . . B. J. Rowan

Station Manager . . . . G. E. Markham

Supervisor, Station Sales & Promotion . . . . A. G. MacDonald

Supervisor, Programs . . . . A. G. Zink

Supervisor, Music . . . . A. O. Coggeshall

Supervisor, Farm Programs . . . . R. B. Child

Chief Engineer . . . . W. J. Purcell

**WMAL—TV**

**WASHINGTON, D.C.**

**EST. 1947**

**NBC**

**CHANNEL 7**

Frequency . . . . 174-180 mc.

Owned-Operated By . . . . The Evening Star

Baltic Co., Inc.

Business Address . . . . 724 14th St., N.W.

Phone Number . . . . National 5400

Studio Address . . . . 201 Commonwealth Bldg.

Transmitter Location . . . . Campus American University, Nebraska and Mass Ave., N.W.

Air Time . . . . Variable

News Service . . . . AP; UP

Membership . . . . NAB

President . . . . S. H. Kauffmann

General Manager . . . . K. H. Berkeley

Commercial Manager . . . . Ben B. Baylor

Director of Television . . . . Burke Crotty

Publicity Director . . . . Tom Dolan

Chief Engineer . . . . Daniel Hunter

Tele Operations Supervisor . . . . Frank Harvey

**WTG**

**WASHINGTON, D.C.**

**EST. 1945**

**DU MONT TELEVISION NETWORK**

**CHANNEL 5**

Frequency . . . . 76-82 mc.

Power . . . . 5 video: kw.; audio: 2½ kw.

Owned By . . . . Allen B. Du Mont Laboratories, Inc.

Operated By . . . . Du Mont Televison Network

Business-Studio Address . . . . 12th & “E” Sts., N.W.

Phone Number . . . . Republic 7816

Transmitter Location . . . . Hotel Harrington, 12th & “E” Sts., N.W.

Air Time . . . . 7 days a week: 5:45-11 p.m.

News Service . . . . Transradio

Membership . . . . TBA

President-Owner . . . . Allen B. Du Mont

General Manager . . . . Walter Compton

Commercial Manager . . . . H. E. Sheffers

Production Manager . . . . Roger Coelos

Chief Announcer . . . . Gordon Williamson

Chief Engineer . . . . Malcolm Burleson

**WNBW**

**WASHINGTON, D.C.**

**EST. 1947**

**NBC**

**CHANNEL 4**

Frequency . . . . 66-72 mc.

Power . . . . 20.5 kw. (Effective radiated power)

Owned-Operated By . . . . National Broadcasting Company

Business Address . . . . 714—14th St., N.W.

Phone Number . . . . Republic 4000

Studio-Transmitter Location . . . . Wardman Park Hotel

Air Time . . . . Average 24 hrs. per week of Programs, plus 28 hrs. per week of Test Pattern

News Service . . . . AP

Transcription Service . . . . Thesaurus

Membership . . . . NAB

V.-P. Charge of NBC . . . . Washington . . . . Frank M. Russell

Television Program Mgr . . . . John E. Guant

Commercial Manager . . . . Mahlon Glasscock

Publicity Director . . . . Jay Royen

Chief Engineer . . . . Donald Cooper
Experimental connections for networking are already available in television—between Boston, New York, Philadelphia, Baltimore, Washington, D. C., and Schenectady in the East, and between Chicago and South Bend in the middle West. These facilities will be expanded southward to Richmond, Virginia sometime in 1948.

Television stations within range of these facilities are already finding it possible to exchange programs with other stations operating along these existing lines of communication.

But what about those television stations that are still within two to five years of network facilities? Stations in the south and middle west, for example. What do they do until the networks reach them?

It is our feeling at Du Mont, that here again the networks must take the responsibility and the initiative. In this connection, we are currently investigating details of a plan to make Du Mont Television Network affiliation—and Du Mont Network Program service available immediately to all stations regardless of their geographical location in the United States or their proximity to existing facilities.

Briefly: our service to these stations will begin with their own construction, if desired. It will include training of station personnel—technical, administrative, production, etc., in the intricacies of television station operation. It will extend to syndicated program service, surveys of local programming possibilities, sales surveys and audience and trade promotion assistance—as much or as little of such aid, assistance and cooperation as may be required to help independent stations get through the initial difficult period of operation with the least possible financial risk.

Having no other interests but television, and consequently no AM commitments, the Du Mont Television Network is in a position to offer such network service to any television station operator immediately. And it is our belief that by the end of 1948 we will have convinced enough stations throughout the country of the economic advisability of Du Mont Network affiliation, to have in efficient operating order regional networks along the Atlantic Coast, in the Mid-West and on the West Coast.


BROADCASTING MUSIC, by Ernest La Prade. N. Y., Rinehart, 1947.


RADIO: HOW, WHEN AND WHY TO USE IT, by B. K. Tolleris. N. Y., Nat. Publicity Council, 1946.


TBA PROCEEDINGS OF THE 2ND TELEVISION CONFERENCE. N. Y., Television Broadcasters Assoc., 1946.


**TELEVISION**

**BROADCASTING STATIONS**

*As of January 1, 1948*

**Construction Permits Granted for Commercial Tele Stations**

### CALIFORNIA

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Call Letters</th>
<th>Channel No.</th>
<th>Frequency (mc)</th>
<th>ERP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>American Beg. Co. Inc.</td>
<td>KECA-TV 7</td>
<td>174-180</td>
<td>4.5—2.7</td>
<td></td>
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<tr>
<td>Los Angeles</td>
<td>Earle C. Anthony, Inc.</td>
<td>KFI-TV 9</td>
<td>186-192</td>
<td>16.1—17</td>
<td></td>
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<tr>
<td>Los Angeles</td>
<td>National Broadcasting Co. Inc.</td>
<td>KNBH 4</td>
<td>66-72</td>
<td>15—8</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Dorothy S. Thackrey</td>
<td>KLAC-TV 13</td>
<td>210-216</td>
<td>16—16</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Times-Mirror Co.</td>
<td>KTTV 11</td>
<td>198-204</td>
<td>19.15—19.15</td>
<td></td>
</tr>
<tr>
<td>Riverside</td>
<td>The Beg. Corp. of America</td>
<td>KARO 1</td>
<td>44-50</td>
<td>1—1</td>
<td></td>
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<tr>
<td>San Francisco</td>
<td>American Beg. Co. Inc.</td>
<td>KGO-TV 7</td>
<td>174-180</td>
<td>5.4—2.7</td>
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<tr>
<td>San Francisco</td>
<td>Associated Broadcasters, Inc.</td>
<td>KWIS 5</td>
<td>76-82</td>
<td>23.6—12.6</td>
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<tr>
<td>Stockton</td>
<td>E. F. Peffer</td>
<td>KGDM-TV 8</td>
<td>180-186</td>
<td>1.93—1.80</td>
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<tbody>
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<td>New Haven</td>
<td>Elm City Beg. Corp.</td>
<td>WNHC-TV 6</td>
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<tr>
<td>Wilmington</td>
<td>WDEI, Inc.</td>
<td>WDEL-TV 7</td>
<td>174-180</td>
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### DISTRICT OF COLUMBIA

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<tbody>
<tr>
<td>Miami</td>
<td>Southern Radio &amp; Tele. Eqpt. Co.</td>
<td>WTVJ 4</td>
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### ILLINOIS

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<td>Chicago</td>
<td>American Beg. Co. Inc.</td>
<td>WENR-TV 7</td>
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<tr>
<td>Chicago</td>
<td>National Beg. Co. Inc.</td>
<td>WNBY 5</td>
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### INDIANA

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<tbody>
<tr>
<td>Bloomington</td>
<td>Sarkes &amp; Mary Tarzian</td>
<td>WTTV 10</td>
<td>192-198</td>
<td>1—1</td>
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<tr>
<td>Indianapolis</td>
<td>Wm. H. Block Co.</td>
<td>WWHB 3</td>
<td>60-66</td>
<td>14.00—7.6</td>
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### IOWA

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### KENTUCKY

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<tr>
<td>Louisville</td>
<td>Courier-Journal &amp; Louisville Times Co.</td>
<td>WHAS-TV 9</td>
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<td>9.6—7.2</td>
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### LOUISIANA

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<tbody>
<tr>
<td>New Orleans</td>
<td>Maison Blanche Co.</td>
<td>WRTV 4</td>
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### MARYLAND

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<tr>
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<tbody>
<tr>
<td>Baltimore</td>
<td>Radio-Television of Baltimore Inc.</td>
<td>WAAM 13</td>
<td>210-214</td>
<td>31.65—20</td>
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### Outstanding CP's for Commercial TV

#### Massachusetts

<table>
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<tr>
<th>City</th>
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<tbody>
<tr>
<td>Boston</td>
<td>Yankee Network, Inc.</td>
<td>WNAC-TV</td>
<td>7</td>
<td>174-180</td>
<td>32.7-32.7</td>
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<tr>
<td>Waltham</td>
<td>Raytheon Mfg. Co.</td>
<td>WRTB</td>
<td>2</td>
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#### Michigan

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<tbody>
<tr>
<td>Detroit</td>
<td>Fort Industry Co.</td>
<td>WTVO</td>
<td>2</td>
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<td>14.26-7.51</td>
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<tr>
<td>Detroit</td>
<td>King-Trendle Bcg. Corp.</td>
<td>WDLT</td>
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<td>32.1-16.7</td>
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#### Minnesota

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<tbody>
<tr>
<td>Minneapolis</td>
<td>Minn. Bcg. Corp.</td>
<td>WTCN-TV</td>
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<td>66-72</td>
<td>17.9-9.2</td>
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<tr>
<td>Saint Paul</td>
<td>KSTP, Inc.</td>
<td>KSTP-TV</td>
<td>5</td>
<td>76-82</td>
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#### New Jersey

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<tbody>
<tr>
<td>Newark</td>
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#### New Mexico

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<tr>
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<th>ERP (kw)</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>Albuquerque Bcg. Co.</td>
<td>KOB-TV</td>
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<td>4.5-4.5</td>
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#### New York

<table>
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<tr>
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<tbody>
<tr>
<td>Buffalo</td>
<td>WBEN, Inc.</td>
<td>WBEN-TV</td>
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<td>66-72</td>
<td>15-8</td>
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<tr>
<td>New York</td>
<td>News Syndicate Co., Inc.</td>
<td>WLTV</td>
<td>11</td>
<td>198-204</td>
<td>16.3-8.17</td>
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#### Ohio

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<tr>
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<tbody>
<tr>
<td>Cleveland</td>
<td>Empire Coil Co. Inc.</td>
<td>WXEL</td>
<td>9</td>
<td>186-192</td>
<td>21-13</td>
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<tr>
<td>Cleveland</td>
<td>Nat'l Bcg. Co. Inc.</td>
<td>WNBK</td>
<td>4</td>
<td>66-72</td>
<td>18.8-9.6</td>
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<tr>
<td>Columbus</td>
<td>Crosley Bcg. Corp.</td>
<td>WLWL</td>
<td>3</td>
<td>60-66</td>
<td>15.5-5.25</td>
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<tr>
<td>Dayton</td>
<td>Crosley Bcg. Corp.</td>
<td>WLWD</td>
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<td>76-82</td>
<td>30-25</td>
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<tr>
<td>Toledo</td>
<td>Fort Industry Co.</td>
<td>WTVT</td>
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<td>210-216</td>
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#### Oregon

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<tr>
<th>City</th>
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<th>ERP (kw)</th>
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<tbody>
<tr>
<td>Portland</td>
<td>Oregonian Publ. Co.</td>
<td>KGWG</td>
<td>6</td>
<td>82-88</td>
<td>10-11.2</td>
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#### Pennsylvania

<table>
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<tr>
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<tbody>
<tr>
<td>Johnstown</td>
<td>WJAC, Inc.</td>
<td>WJAC-TV</td>
<td>13</td>
<td>210-216</td>
<td>6.5-7</td>
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<tr>
<td>Philadelphia</td>
<td>Wm. Penn Bcg. Co.</td>
<td>WPEN-TV</td>
<td>10</td>
<td>192-198</td>
<td>25-26.4</td>
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<tr>
<td>Pittsburgh</td>
<td>Allen B. DuMont Labs. Inc.</td>
<td>WDTV</td>
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<td>60-66</td>
<td>14.6-7.3</td>
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#### Rhode Island

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<tr>
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<td>Providence</td>
<td>The Outlet Co.</td>
<td>WJAR-TV</td>
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<td>198-204</td>
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#### Tennessee

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<td>Memphis Publ. Co.</td>
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<td>KRLD Radio Corp.</td>
<td>KRLD-TV</td>
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<td>46-TBD</td>
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<tr>
<td>Dallas</td>
<td>Lacy-Potter Tele. Bcg. Co.</td>
<td>KBTV</td>
<td>8</td>
<td>180-186</td>
<td>35-18.5</td>
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<tr>
<td>Fort Worth</td>
<td>Carter Publications, Inc.</td>
<td>KCPN</td>
<td>5</td>
<td>76-82</td>
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#### Utah

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<td>Salt Lake City</td>
<td>Intermountain Bcg. Corp.</td>
<td>KDYL-TV</td>
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#### Virginia

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<tr>
<td>Richmond</td>
<td>Havens &amp; Martin, Inc.</td>
<td>WTVR</td>
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<td>12.16-6.4</td>
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#### Washington

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<td>Seattle</td>
<td>Radio Sales Corp.</td>
<td>KRSC-TV</td>
<td>5</td>
<td>76-82</td>
<td>18.95-9.79</td>
</tr>
</tbody>
</table>

1105
ALWAYS GOOD LISTENING

WFMO

103.1 Megacycles

Channel 276

FULL SCHEDULE 7 DAYS — 7:00 A.M. thru 1:00 A.M.
18 Hours Daily

Featuring

DANCE MUSIC — HILLBILLY HOBBIES
POPULAR CONCERT — NOVELTY
AP NEWS — SPORTS
U. S. ARMY BAND — U. S. NAVY BAND
U. S. AIR CORPS CONCERT ORCHESTRA

MEMBER OF CONTINENTAL FM NETWORK

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JERSEY CITY 6, N. J.

TRANSMITTER
26 Journal Square

Telephone
Journal Square 2-0330
FM Showing Progress

FM Association—Personnel

Progress Of Educational FM

FAX Making Progress

FM Stations In Operation

Authorized CP’s For FM Stations
FOR PRESTIGE ...

Be able to tell listeners that your station is a member of AP

Radio members of The AP don't buy news!
They share the news of the largest news-gathering organization on a cost basis.
THURSDAY, January 29, 1948, will go down in the annals of radio history as the turning point in the progress of frequency modulation broadcasting. On that day, in joint statement with the nation's four major networks, James C. Petrillo announced the end of his ban on FM duplication of AM live musical programs. Three days later, for the first time since October, 1945, listeners throughout the country were able to hear their favorite network shows with the higher fidelity that only FM can provide.

The day after the joint AFM-network announcement, Petrillo met with Everett Dillard, president of the Frequency Modulation Association and also of the first major FM web, the Continental Network. When the confab ended, Petrillo announced the removal of his ban on FM stations originating live music, and said that AFM locals may negotiate contracts with FM outlets.

This was the news for which FM broadcasters had long been waiting. No longer need they feel like unwanted stepchildren of the radio industry. For those who had patiently attended the FM infant for several years, it meant virtual assurance of their eventual success and hastened the day when red would no longer be the dominant color on their ledgers. For some, this happy switch to black ink will come during this year. For newcomers, for those licensees who had been holding back construction, the advent of music for FM meant that they would now try to get their stations on the air as soon as possible.

The breaking of the music czar's stranglehold on FM broadcasting is expected to provide strong stimulus for the ever-growing FM audience. A record-breaking total of 1,775,104 FM-AM receivers were produced last year, according to the RMA, as compared with only 181,485 in 1946. Early estimates of anticipated 1948 production placed the number of FM sets at least double last year's figure. This, however, was before the lifting of the music ban. The RMA had gone on record as stating "that the day network programs are made available to FM, production of FM sets will be stepped up." Now that that day has arrived, some trade estimates of FM receiver output for 1948 are as high as four or five million.

The achievements scored by FM during 1947 offer added substance to the optimism prevalent in the trade. According to the 13th annual report of the FCC, "FM showed its biggest and most material gain" last year. As this is written, there are 371 FM stations on the air, 312 of which are affiliated with AM outlets. The total number of FM authorizations is more than 965.

Indications are that national advertisers are gradually growing more aware of FM's possibilities. A spot check made by RADIO DAILY in New York revealed that key executives of the three independent FM stations in that city agree that "the worst is over." All three outlets reported increased sales, broader programming and an appreciable jump in listener response. Although they are still operating in the red, hopes are high that they may be able to break even this year.

The FM system, however, will not gain its due prominence solely on its own merits. Although, in the words of former FCC Chairman Charles R. Denny, "FM is the finest aural broadcasting system attainable in the present state of the radio art," it must be promoted, sold, plugged and promoted again to assure universal acceptance in the shortest possible time. The story of FM must be kept before the public eye and ear at all times.

A unique plan to increase local FM audiences—and one that may well be followed by many stations—was developed towards the end of last year by a new outlet on Long Island. The station sponsored a contest among local retailers, with free air time awarded dealers selling the most FM receivers or tuners. First prize was 65 quarter-hour periods over 13 weeks, with runner-up receiving 29 quarter-hour shows. The next 15 stores each receive one 15-minute show a week for 13 weeks, and all other entries get five spots each.
MUNSEY BUILDING, 1329 E. ST., N.W., WASHINGTON 4, D. C.
Telephone: Republic 8532

J. N. (Bill) Bailey...............................................Executive Director

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Everett L. Dillard.............President   E. J. Hodel...............Secretary
William E. Ware...........Vice-President Thomas F. McNulty..........Treasurer

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Terms Expiring in 1950

E. Z. Jones
E. J. Hodel

Ben Strouse

Terms Expiring in 1949

W. R. David
Everett L. Dillard

Roy Hofheinz

Terms Expiring in 1948

Leonard L. Asch
Frank A. Gunther

Raymond F. Kohn

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E. Z. Jones
C. M. Jansky, Jr.

Ben Strouse
David G. Taft

COUNSEL
Leonard H. Marks...General Counsel   C. M. Jansky, Jr......Engin'g Counsel

RMA LIAISON COMMITTEE

Thomas F. McNulty........Chairman

George W. Arnold, Jr.
J. N. Bailey
Matthew H. Bonebrake

Everett L. Dillard
C. M. Jansky, Jr.
Leonard H. Marks

Sol Chain

SPECIAL INDUSTRY MUSIC COMMITTEE

William E. Ware..........Chairman

Ray E. Dady
William Fay

Leonard H. Marks
Paul W. Reed

J. N. Bailey, Alternate

1110
DESPITE some difficulties met with during the past year, such as changing of frequency and the lack of suitable radio receivers for classroom use, educational FM broadcasting has taken great strides. The change in frequency seriously affected the operation of station WBEZ in Chicago, for example, since it meant the purchase of new transmitter, new antenna system, new antenna tower and a new site for the location of the transmitter. Cleveland, Ohio's WBOE made the changeover without stopping service and is now broadcasting on both the low and the high FM band. New York City's WNYE did or will close down for the period of change over.

Some thirty applications for FM broadcast station license have been granted by the FCC to schools, school systems, teachers colleges, and universities. Among the new stations to get into operation were WDTR, Detroit Public Schools and KUSC, the University of Southern California. The increased interest in FM for schools is evidenced by the increase in attendance at such educational meetings as the School Broadcast Conference, held annually in Chicago; the Institute for Education by Radio, held annually at Ohio State University and the Regional Radio Conference sponsored by the University of Oklahoma.

Another outgrowth of the interest in FM is the number of teachers organizations, such as the National Council of Teachers of English and Social Studies, which have included the consideration of the classroom use of radio in their annual progress. That interest is not alone on the part of the teaching staff is evidenced by the inclusion of sessions on radio broadcasting and use in the annual sessions of the American Association of School Administrators. It is the administrator who ultimately controls the school funds for the establishment of stations and studios.

The Association for Education by Radio, and organization of administrators and teachers has held two semi-annual meetings during the year on a national basis and has established local units in Cleveland, Indianapolis, Washington, Detroit, Philadelphia, Chicago, Portland, Klamath Falls (Oregon), Sacramento, and Atlanta.

With the increased local interest in FM broadcasting and the increasing availability of radio receivers suitable for classroom use the growth of FM broadcasting seems assured. A warning must be made, however, concerning the fact that school stations, as with all others, must be programmed. Years ago when schools and universities held all licenses to operate, programming was the greatest difficulty, and many boards of education and trustees of universities were not prepared to finance on adequate program. Consequently, many such AM licenses were returned to the FCC. Educators are stressing, therefore, the use of radio and are likewise stressing the programming of stations.

The state-wide FM network picture has lagged somewhat, with Wisconsin the only state at the moment which seems to have gone ahead with its plan for a statewide FM network. One station has been placed in operation at Madison and another is under construction at a site near Milwaukee. Despite the well-known advantages of such a state FM network for educational use, legislators are loath to use tax funds for what some of their constituents might think was in competition with other stations.

The ideal situation for FM educational broadcasting remains the large city school system, and some educators are doubtful if the smaller cities can not adequately be supplied with time for educational broadcasts by their own local AM and FM stations.
FAX MAKING PROGRESS

By VAL ADAMS, Staff Writer, RADIO DAILY

Radio gets more versatile every day.

But a couple of decades ago a radio set was based on one little idea—AM broadcasting. Then they began to trick it up. A phonograph was put in. Along came FM. Television rightfully had to get in the act too. Now we're about to get facsimile, a fifth element in our radio sets which spews the printed word and lush layouts all over the living room floor, even while the events are in progress.

The home used to be a place where you slammed the door on the outside world. That era is over. Radio homes of the future will be communication centers in themselves, snowed under by incoming traffic via the eye, ear and printed page from the four corners of the earth. Walter Winchell's going to have to get a word better than "flash" or he'll be out of business.

This is an era when veteran newsmen are being tapped on the shoulder by managing editors and informed, "You're the facsimile editor. Get out a facsimile edition." And before those who are tapped can ask just what the heck they're supposed to do, they are informed that the managing editors are merely carrying out orders of the publishers. In other words, a lot of competent newsmen are suddenly getting titles they never even heard of before and they're strictly on their own.

It seems that those connected with the technical development and sale of facsimile facilities have made a successful pitch to broadcasters and publishers. Many of the latter are sold on the idea to the point of having laid their money on the line and some are already showing facsimile in their cities. As to whether or not this new medium has possibilities, there must be some significance in the fact that the New York Times and WQXQ staged the first postwar demonstration in that city early in 1948.

Facsimile newspapers won't be as common as the housing shortage overnight. But the trend of broadcasters and publishers making a decision to "Let's appoint a facsimile editor" is definitely growing. There are many who don't know just where facsimile is headed but they think it important enough to get their finger in the pie just in case.

Stations and newspapers starting facsimile today are not getting in on the ground floor — they're in the basement. You write your own textbook as you go along. Technically, from the standpoint of scanners and recorders, facsimile is ready to go to the public. Next step is to work out a technique for making up facsimile newspapers. While some have done a little preliminary work, in general all are completely ignorant on this subject. But it's something that won't be learned or worked out in a laboratory. It must be done by actual operation—making up daily facsimile editions and putting them on the air. It will be learned only by hit and miss.

To sell an idea to the public, it normally must be a little different from a previous one, some new advantage must be added. Consequently, facsimile is not likely to sell itself publicly merely on the idea that now you can get your newspaper delivered into the home by radio instead of by boy. New kinds of formats, different from the average newspaper, must be worked out and probably new types of entertainment gimmicks particularly suited to facsimile.

News-wise, facsimile's greatest attraction lies in its possibilities as a picture medium. You can't lightly toss off the thought that with facsimile a housewife can hold a picture in her hand of a big fire with the caption reading, "Firemen are still fighting the blaze." The Miami Herald and WQAM-FM put a wet photo on the air of an attempted suicide, lying crumpled on the payment, while an ambulance rushed the victim to the hospital.

If it's competition that makes business, then facsimile is going to be a big one. One of the hottest battles broke out in Philadelphia in 1947 between the Inquirer and the Bulletin and their FM outlets. Several weeks ahead, the Inquirer announced a public facsimile demonstration for early in May but about two days before the date the Bulletin suddenly staged its own. Late in December, the Inquirer started what it called the first daily facsimile newspaper but the Bulletin promptly exclaimed it had been doing it for eight months. It's an argument which might best be left for historians to decide but the real story seems to be that each can claim a first in separate ways. Technicalities, however, were overlooked in the rush for promotion.
FM Broadcast Stations
In Operation
As of Jan. 1, 1948

OPERATION prior to March 1, 1948, on the frequency shown is contingent on clearance of image frequency interference in present aeronautical aid receivers.

ALABAMA

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**INDIANA**

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**IOWA**

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## FM STATIONS IN OPERATION

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**MARYLAND**

**MASSACHUSETTS**

**MICHIGAN**

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**NORTH CAROLINA**

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**OHIO**

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### FM STATIONS IN OPERATION

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## Construction Permits For FM Stations

**Granted By The FCC As Of Jan. 1, 1948**

### ALABAMA

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### ARIZONA

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### ARKANSAS

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### CALIFORNIA

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**DISTRICT OF COLUMBIA**

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**IDAHO**

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1124
## FM Applications Granted

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### NEW HAMPSHIRE

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**NORTH CAROLINA**

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**NORTH DAKOTA**

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**OHIO**

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**PUERTO RICO**

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**RHODE ISLAND**

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**SOUTH CAROLINA**

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<td>COLUMBIA</td>
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<td>GREENVILLE</td>
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**TENNESSEE**

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<td>Unity Broadcasting Corp. of Tennessee</td>
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<td>Tennessee Valley Broadcasting Co.</td>
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<td>CLARKSVILLE</td>
<td>Leaf Chronicle Co.</td>
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<td>Campbell &amp; Sheftall</td>
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<td>JACKSON</td>
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<td>JOHNSON CITY</td>
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<td>Radio Broadcasters, Inc.</td>
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<td>NASHVILLE</td>
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**TEXAS**

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<td>Amarillo Broadcasting Corp.</td>
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<td>Harwell V. Shepard</td>
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**VERMONT**

RUTHLAND .......... Philip Weiss Music Co. .......... 107.1  
0.1

**VIRGINIA**

FRONT ROYAL .......... Hoyle Barton Long .......... 95.1  
16
LYNCHBURG .......... Old Dominion Broadcasting Corp. .......... 107.9  
20
6
PORTSMOUTH .......... The Portsmouth Star Publishing Corp. .......... 93.9  
32
25
RICHMOND .......... Lee Broadcasting Corp. .......... 102.9  
21
RICHMOND .......... Richmond Radio Corp. .......... 102.1  
43.7
ROANOKE .......... Times World Corp. .......... 94.9  
11.8
ROANOKE .......... Radio Roanoke, Inc. .......... 103.7  
3
ROANOKE .......... Roanoke Broadcasting Corp. .......... 99.1  
4.7
SUFFOLK .......... Suffolk Broadcasting Corp. ..........  

**WASHINGTON**

SEATTLE .......... Queen City Broadcasting Co., Inc. .......... 100.7  
7.7
SEATTLE .......... Fishers Blend Station, Inc. .......... 98.9  
4.5

**WEST VIRGINIA**

HUNTINGTON .......... Greater Huntington Radio Corp. .......... 100.5  
53
HUNTINGTON .......... Huntington Broadcasting Corp. .......... 102.5  
38
MORGANTOWN .......... West Virginia Radio Corp. .......... 99.3  
1

**WISCONSIN**

GREEN BAY .......... WHBY, Inc. .......... 102.5  
14
GREENFIELD .......... William C. Forrest .......... 94.9  
37
MARSHFIELD .......... Dairyland’s Broadcasting Service, Inc. .......... 103.9  
1
MILWAUKEE .......... Milwaukee Broadcasting Co. .......... 94.1  
35
MILWAUKEE .......... Midwest Broadcasting Co. .......... 102.1  
31
MILWAUKEE .......... Hearst Radio, Inc. .......... 102.9  
310
NEENAH .......... Neenah-Menasha B/cg Co. .......... 98.5  
9.4
OSHKOSH .......... Oshkosh Broadcasting Co. .......... 92.9  
3.5
RACINE .......... Racine Broadcasting Corp. .......... 100.7  
15
SHEBOYGAN .......... WHBL, Inc. .......... 100.3  
15
WAUSAU .......... Record Herald Co. .......... 97.9  
6.5
WAUSAU .......... The Journal Co. .......... 95.5  
46
WISCONSIN RAPIDS .......... William H. Huffman .......... 103.3  
2.1

**WYOMING**

CHEYENNE .......... Frontier Broadcasting Co. .......... 101.1  
9.5

1131
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—QUALITY COUNTS—

IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.
The Technical Side

Tube Industry Outlook

How to Apply for a FCC License
AM-FM-Tele

RMA Personnel—Committees

Consulting Engineers

Chief Engineers of Stations
In United States and Canada

Radio Equipment Manufacturers
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The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Broadcasting stations prefer Presto for performance.
TUBE INDUSTRY OUTLOOK

By C. J. HARRISON, Sales Mgr., Tube Div., Federal Telephone and Radio Corp.

GOING to the top of a convenient hill for the long view, the past year's activities in the American vacuum tube industry look pretty good. The picture yields a panorama of new achievement in tube design, the development of new production techniques, and an acceleration in high powered tube sales which refutes completely the contentions of those prophets of gloom and sales recession who held the stage only 12 months ago. The signs are most encouraging.

At the close of hostilities the tube industry, long geared to a war-time production, was not prepared to meet the sudden over-night demand for tubes suitable for FM. There was a grand industrial stampede. Everywhere, manufacturers scampered about to get into quick production with FM tubes. These tubes, of course, are now available, and the market affords FM types which are entirely satisfactory up to 10 KW output, and 50,000 wattage also is being obtained by using small tubes in multiples. However, a great development work got underway during the past year to achieve a suitable FM tube of 50 KW. A great deal has been accomplished in the industry, although no FM tubes of this rating have been announced up to this writing.

Here in Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation, we of the Tube Division are interested primarily in the design and production of the larger types of industrial and power tubes, including FM. Naturally, such specializing or concentration narrows the activity to some six of the larger producers in the industry. Speaking for ourselves, and with particular regard for the field of FM, Federal triodes are actually exceeding their exacting specifications in performance on the job. The tubes have been subjected to rigorous and exhaustive development tests for permanence of characteristics, overload capacity and durability. We are recommending the air-cooled triodes of 3,000 and 10,000 watts per pair at 88 to 108 megacycles. So much for FM.

In AM the biggest news relates to the industry's new triodes for 50 KW transmitters, with the thoriated tungsten filaments, featuring lower filament power, lower hum level and longer service life. Rated conservatively, such tubes have the electrical and structural design to withstand overloads.

In tube manufacture the seemingly smallest details are a big factor in achieving a lasting performance. Most vacuum tubes, designed for a given job, look much alike. Still, there is a difference. It may be a difference of no more than a hundredth of one percent in the purity of certain raw materials used, or the difference of a few thousandths of an inch in the spacing of elements. Yet these ordinarily unseen details mean much in terms of tube life and performance, and "Watch the Details" is fast becoming the standard shop slogan of the industry.

As an old line tube company, Federal, now in its 39th year, naturally takes a deep interest in new developments in the business, particularly in the direction of the industry's improvement and welfare. Although the idea itself is not precisely new, relatively, it is a new departure in the tube manufacturing business. I am speaking of the merging of many of the objectives of NEMA and the RMA. The two associations have created a roundtable known as the Joint Electron Tube Engineering Council which is composed of representative engineers and technicians from the memberships of both organizations. The aim largely is to develop and establish product standards for the vacuum tube industry, and eliminate duplication of effort. To achieve these objectives will greatly benefit both the industry and the tube user. One highly beneficial result has been the data sheet wherein the member manufacturers agree to certain sets of tube specifications and electrical characteristics, guaranteeing the interchangeability of specific tube types irrespective of the manufacturing source, a very definite advantage to the tube user, and enabling the manufacturers to avoid the confusion and chaos of an earlier day.

The American tube industry is on the march, continuing its effort to perfect new manufacturing techniques, to make a better product. Broadcast stations are obtaining tubes of longer service life and at much lower costs. The outlook is bright for a big tube sales year ahead.
HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and Tele Licenses

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.


This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or television broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular

(Continued on Next Page)
area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate 3500 Class A stations (community) and 1500 Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community" and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM and Television broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and proposed new service. Triple copy are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law and Accounting Department which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applicants subject to their filing, within 90 days, of engineering details concerning their proposed operation. If these technical requirements are met, a construction permit is issued. FM and television stations are permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of the transmitter site and antenna system by the Civil Aeronautics Administration in the interests of safety to air navigation.

(Please See Page 1138)

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Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission’s “Standards of Good Engineering Practice,” or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applications request the same frequency. In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designed in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In the event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 (“Application for Additional Time to Construct a Radio Station”), giving the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 (“Application for New Broadcast Station License”). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days, or any extension thereof, if the station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year. Applications for renewal of license are made on Form 303 (“Application for Renewal of Broadcast Station License”).

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 (“Application for Construction Permit to Replace Expired Permit”). If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 (“Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License”). Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 (“Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License”).

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Radio Manufacturers Association

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Chief Engineer .......... A. G. Morrell, Jr.
Purchasing Agent .......... H. C. Green
Secty. ................. F. H. Kuhlman
Factory Superintendent .......... W. M. Semple
Personal Dir. .......... F. H. Kuhlman
BRANCH OFFICES: All key cities.
PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

Audak Company, Inc.
500 Fifth Ave., New York 18, N. Y.
Phone LA 4-5723
President .......... Maximilian Weil
Vice Pres. .......... Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Cutting Heads, Electronic Acoustic Apparatus.
Audio Devices, Inc.  
444 Madison Ave., New York 22, N. Y.  
Phone: Plaza 3-0973

President. Wm. C. Speed  
Vice-President-Sec. Bryce Haynes  
Research Engineer. E. W. Franck

BRANCH OFFICE: Allan H. Dodge, West Coast Mgr., 844 Seward St., Hollywood, Calif.

PRODUCTS: Recording Discs (Audio-discs), Recording and Playback Points (Audiopoints), Audio Tape.

Automatic Manufacturing Corp.  
65 Gouverneur St., Newark, N. J.  
Phone: Humboldt 5-2100

President. Martin H. Benedek  
Vice-Pres., Charge of Sales. Bert E. Smith  
Chief Engineer. Joseph R. Mazzola  
Comptroller. M. E. Silver  
Plant Mgr. J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, permeability tuners.

John F. Beasley Construction Co.  
P. O. Box 1624, Muskogee, Okla.  
Phone 4762

President. John F. Beasley  
Secy-Treas. James H. Beasley  
Erection Superintendent. Sydney N. Beasley  
Office Manager. C. A. McLarty, Jr.

BRANCH OFFICES: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228,  
Roy D. Sprague; 20 N. Wacker Drive, Chicago, Ill., Phone, State 1846, Andrew B. Lyle.

PRODUCTS: Steel erectors (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)  
East Joppa Rd., Baltimore 4, Md.  
Phone: Tuxedo 4020

Gen'l Mgr. W. P. Hilliard  
Dir. Engr. & Research. W. L. Webb  
Chief Engr. Radio & Tele. P. C. Hierath  
Chief Research Engr. A. C. Omberg  
Radio & Tele. Sales Mgr. J. T. Dalton  
Mgr. Distribution, Radio & Tele.  
H. H. Silliman  
Dir. of Engineering & Research. W. L. Webb  
Dir. of Industrial Relations. R. Smith  
Advertising Manager—Radio and Television. Earl L. Hadley

Sales Manager—Communications Radio. J. W. Hammond

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, television receivers, headphones, microphones.

Bliley Electric Company  
Union Station Building, Erie, Pa.  
Phone: Erie 26-4357

President. F. D. Bliley  
V.P. & Sales Manager. G. E. Wright  
V.P. & Chief Engineer. J. M. Wolfskill  
Treas. & Credit Mgr. D. F. Stout  
Purchasing Agent. S. E. Riley

Industrial Relations Mgr. R. R. Johnson

PRODUCTS: Quartz Crystals, Crystal Controlled Oscillators and Crystal Ovens.

William Brand & Co.  
276 Fourth Ave., New York 10, N. Y.  
Phone: Orchard 4-0960

William Brand, William Naumburg, Jr.  
Sales Manager. J. R. Garey  
BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 9-733, Manager, Earl W. Brinson.

PRODUCTS: Insulation, electrical, Tubing, Varnished Cotton, Glass, Tubing, Varnished, Plastic, Extruded Tubing Cambric, Varnished, Mica block, films, splits and splittings, Mica-Plate, segments, Wire, Thermoplastic insulated.

Brooks Electronics, Inc.  
34 DeHart Place, Elizabeth 2, N. J.  
Phone: Elizabeth 2-7600

President. Lincoln Walsh  
Sales Manager. J. Ray Edinger  
Chief Engineer. J. Ray Edinger  
Credit Manager. Helen Anthony  
Purchasing Agent. Helen Anthony

PRODUCTS: High Quality Audio Amplifiers.

Browning Laboratories, Inc.  
750 Main St., Winchester, Mass.  
Phone: 2121

President. G. H. Browning  
V. P. R. L. Purinton  
Chief Engineer. F. A. Spindell  
Prod. Mgr. S. C. Sullivan  
Head Test Tube Dept. H. L. Smith

SALES REPRESENTATIVES: All key cities.


The Brush Development Company  
3405 Perkins Ave., Cleveland 14, Ohio  
Phone: Endicott 3315

General Manager and Chairman of the Board. W. R. Burwell
President & Chief Engineer........A. L. Williams
General Sales Manager........Blair Foulds

PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

William W. L. Burnett Radio Lab.
4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943
Owner-Chief Eng., William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency
Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory
Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment, Con-
sulting Radio Engineers.

Chicago Telephone Supply Co.
1142-1232 W. Beardsley Ave., Elkhart, Ind.
Phone: 1205
President........................F. C. Best
Gen. Supt........................B. S. Turner
Sales Manager....................W. A. Nicely
Chief Engineer....................W. H. Budd
PRODUCTS: Volume controls, tone controls, associated switches.

Clarostat Mfg. Co., Inc.
130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190
Pres.-General Manager...........Victor Mucher
Sales Mgr. Distributors
Div................................Fran Chamberlain
Secretary.........................Charles H. Burnell
V.P.-Chief Engineer..............George Mucher
V.P. Chg. Sales...................I. J. Youngblood

PRODUCTS: Fixed and Variable Power
Resistors, Power Rheostats, Power Resistor
Decade Boxes, Wire Wound Potentiometers,
“T” “L” Cism Pads, 25 and 10 Watt Attenu-
ators, Special Resistor Products, and Compo-
sition Potentiometers.

Collins Radio Co.
855-35th St., N.E., Cedar Rapids, Iowa
Phone: 3-0281
President.......................Arthur A. Collins
Exec. V. P.—New York...........W. J. Barkley
Vice President-Gen. Mgr........R. S. Gates
Vice-President Chg. Engr. &
Mfg...............................L. M. Craft
Secretary-Treasurer...............S. J. Storm

BRANCH OFFICES: 11 W. 42nd St., New
York 18, N. Y., Phone, Longacre 4-3930-1-23,
Executive, W. J. Barkley; 458 S. Spring St.,
Los Angeles 13, Cal., Phone, Madison 6-2251,
Carl W. Service.

PRODUCTS: Standard and FM broadcast
station transmitters, speech equipment and
accessories, Radio communication ground
station and airborne transmitters and receiv-
ers for Government, commercial airlines and
other industrial users. Radio amateur trans-
mitters, receiver, exciters and variable fre-
cquency oscillators, Mechanical and electronic
industrial control devices.

Colonial Radio Corp.
254 Rano St., Buffalo 7, N. Y.
Phone: Riverside 2450
President.........................D. G. Mitchell
Exec. V. P..........................E. E. Lewis
V. P. Chg. Opr....................L. S. Kimball
V. P. in charge of Eng........H. C. Forbes
V. P.-Comptroller..............H. E. Riordon
Purchasing Agent..............J. H. Dray
Mgr.-Industrial Relations......Howard Hagen
Sales Mgr.—Automotive
Division.........................C. H. Symington
Service Manager...............R. K. Pew

BRANCH OFFICES: Bloomington, Ill.,
Phone, 7631; Riverside, Calif., 601 Fisher
Bldg., Detroit, Mich., Phone, Madison 7251;
1280 Main St., Buffalo 9, N. Y.
PRODUCTS: AM and FM radio receivers,
automobile receivers, battery operated radio
receivers, radio-phonograph recorder com-
binations, television receivers.

Columbia Records, Inc.
1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181
President.........................Edward Wallerstein
Exec. Vice Pres..................Mefford R. Runyon
Vice President...............Adrian Murphy
Vice Pres. in Charge of West Coast
Operations.......................Andrew J. Schrade
Vice Pres. in Charge of
Sales...........................Paul E. Southard
Vice Pres. in Charge of Manufacturing
and Engineering.............James H. Hunter
Engineer in Charge of Recording
Development..................William Bachman
Treasurer.......................William G. Wilkins
Director of Purchases........Robert P. Robinson
Director of Advertising........John Birge
Director of Personnel.........Elmer P. Eldridge
Export Manager................Ralph Alarcon
Service Manager.............William Madelung

PRODUCTS: Phonograph Records, Phonograph
Needles and Electrical Transcriptions.

Communication Equipment &
Engineering Co.
5646 W. Race St., Chicago 44, Ill.
Phone: EStebeek 3109-10
President-Sales Mgr............Robert A. Clark, Jr.
Credit Mgr.-Purchasing Agent..R. E. Meyers

PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers tele-
phone and telegraph equipment.

Continental Carbon, Inc.
13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLearywater 6500
President.........................G. F. Benkelman
Vice-President...............J. W. Jira
Purchasing Agent..............W. M. Wood
Factory Mgr.....................D. Fairchild

PRODUCTS: Fixed composition resistors,
Nobleloy Precision Resistors, Auto Radio
Suppressors, Capacitors, Filternoys.
Continental Electric Co.
715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140
President & Treasurer.........Milton Ritzenberg
Secretary-Sales Mgr........MacDonald Goodwin
Chief Engr..................Serge Pakswer
Asst, Sect-Assist. Treas....Jane E. DeVleeshower
Purchasing Agent...........L. R. Boynton
Adv. Mgr....................MacDonald Goodwin
PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

Continental Electronics Mfg. Co.
1728 Wood St., Dallas 1, Texas
Phone: Riverside 3611
President........................James O. Weldon
Vice-President...............William Dubilier
Vice-Pres-Treas..............Haim Beyer
Vice-President...............Wm. M. Bailey
Vice-President...............Chas. H. Caine
Vice-President...............Paul McK. Deelew
Vice-President...............Felix Weiss
Vice-President...............T. E. Abeel
Vice-President...............Max Bleich
Secretary.....................Kenneth E. Ryan
Asst. Treasurer...............L. F. Geiser
Asst. Secretary...............M. F. Keating
Comptroller................J. A. Bertolacci
PRODUCT: Capacitors.

Cornell-Dubilier Electric Corp.
333 Hamilton Blvd., S. Plainfield, N. J.
Phone: Plainfield 6-9000
President.......................Octave Blake
Vice-President...............William Dubilier
Vice-Pres-Treas..............Haim Beyer
Vice-President...............Wm. M. Bailey
Vice-President...............Chas. H. Caine
Vice-President...............Paul McK. Deelew
Vice-President...............Felix Weiss
Vice-President...............T. E. Abeel
Vice-President...............Max Bleich
Secretary.....................Kenneth E. Ryan
Asst. Treasurer...............L. F. Geiser
Asst. Secretary...............M. F. Keating
Comptroller................J. A. Bertolacci
PRODUCT: Capacitors.

Corning Glass Works
Corning, New York
Phone: Corning 372
President........................W. C. Decker
Mgr. Technical
Prod. Div......................Russell Brittingham
BRANCH OFFICES: Key cities.
PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes, metalized glassware, including timer capacitors, resistors, etc.

Cornish Wire Co., Inc.
15 Park Row, New York 7, N. Y.
Phone CO 7-2525
President.....................John Cook
Vice President...............W. F. Osler, Jr.
Treasurer...................J. C. Stagg
Secretary...................J. E. Hoffman
Sales Manager...............W. F. Jeppson
PRODUCTS: Radio wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords, and cord sets.

Crosley Division
(Avco Manufacturing Corp.)
1329 Arlington St., Cincinnati 25, Ohio
Phone: Kirby 6600
President........................I. B. Babcock
General Manager...............R. C. Cosgrove
Dir. of Research & Engr........L. M. Clement
Adv. Mgr......................S. D. Mahan
Purchasing Agent.............Frank Warner
Gen. Sales Mgr................Norman C. MacDonald
Mgr. Radio Sec................Stanley Glaser
Credit Mgr....................John J. Hope
Export Mgr....................Tye M. Lett, Jr.

De Mornay-Budd, Inc.
475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900
President........................Richard DeMornay
Vice President...............Edward F. Meyers
Asst. to Pres..................Walter Read
Plant Manager................Lou Della Penna
General Sales Mgr.
Electronic Div................Jack Hartigan
General Sales Mgr.
Photographic Div..............Bernard B. Deitchman
Executive Engineer............Robert Clarke
Sales Engineer................Samuel Freedman
Purchasing Agent............Robert Hefferman
Chief Electrical Engineer...Leonard Sherbin
Chief Physicist...............G. Fonda Bondari
PRODUCTS: Microwave RF Complements, Test Equipment, Microwave Receivers, Microwave Transmitters, Modulators, Microwave Antennas, Airborne Radar Systems, Marine Radar Systems, Point to Point Relay Systems, Radar Beacons.

Doolittle Radio, Inc.
7421-23 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 4100
President........................E. M. Doolittle
Sales Manager...............H. V. Carlson
BRANCH OFFICES: Manufacturers representatives throughout the United States.
PRODUCTS: Radio Communications Equipment, Frequency Monitors.

Allen B. DuMont Labs., Inc.
2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
President....................Allen B. Du Mont
Vice-President...............Leonard F. Cramer
Secretary................Bernard Goodwin
Treasurer................Paul Raibourn
Mgr. DuMont Tele
Network..................Lawrence Phillips
Mgr. Purchasing Div........Lawrence Fuller
Dir. of Research........Thos. T. Goldsmith, Jr.
Controller................B. L. Graham
Gen. Mgr. Tele Sales........Ernest A. Marx
Plant Supt................Bruce T. DuMont
Personnel Director........H. Houston

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, Plaza 3-9800.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

**Dumont Electric Corp.**
34 Hubert St., New York 13, N. Y.
Phone: C. Anal 6-7980
President & Chief Engr........Jacob Katzman
Sales Manager........Philip Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

**DX Radio Products Co., Inc.**
2300-10 W. Armitage Ave., Chicago 47, Ill.
Phone: Armitage 3740
Sales Manager........George H. Timmings
Secty.-Treas........Louis J. Patla
Chief Engr........Maurice P. McLean
Credit Manager........Corliss Bangart
Purchasing Agent........Chester Lindblade

PRODUCTS: Transformers.

**Hugh H. Eby, Inc.**
Phone: TENnessee 9-1300
President................James L. Hawley
V. P..................Frank Holmstrom
Credit Mgr........William T. Lodwig
Chief Engineer........L. Wanner
Purchasing Agent........Robert E. Weber

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headphones, microphones; jacks.

**Eckstein Radio and Television Co.**
Le Roy, Minn.
Phone: 191
President................E. A. Eckstein
Secy.-Treas................E. R. Bostrom
Sales Manager........R. J. Benjamin
Prod. Mgr........D. F. Boulett

BRANCH OFFICE: All key cities.

PRODUCTS: Communication type car receivers (Karadio), Multi Band & Fixed Frequency, Farm Radios (L'Tatro), Home radios & special purpose (Eckco), Wiring harnesses for refrigerators & furnaces.

**Electronic Engineering Co., Inc.**
3223 West Armitage Ave., Chicago 47, Ill.
Phone: Capitol 3130
Pres. & Sales Mgr........E. J. Rehfelt
Vice President........J. S. Cislak
Vice Pres-Secretary and Chief Engineer........Harry Holubow
Treasurer................K. C. Hawkins
Credit Manager........T. J. Thorkelson
Purchasing Agent........S. Matz
Export Manager........E. J. Rehfelt

PRODUCTS: Receiving and Transmitting Transformers and Chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

**Electronic Laboratories, Inc.**
24 W. 24th St., Indianapolis 2, Indiana
Phone: Talbot 2442
Actg. President-Ch. of Bd........N. R. Kevers
Vice-President-Sales........W. E. Peek
Chief Engr........W. C. Otto
Credit Mgr........R. W. Helton
Adv. Mgr........W. E. Peek
Industrial Rel. Mgr........Paul W. Briney
Service Mgr........F. Theodore Hegeman

Purchasing Agent........George Duke

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs. Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

**Electronic Sound Engineering Co.**
4344 West Armitage Ave., Chicago 39, Ill.
Phone: Dic 0444
General Manager........Bernard J. Sullivan
Chief Engineer........Harry W. Becker

PRODUCTS: Polyphonic Sound amplifiers for wire recorders and all applications where high fidelity is a requirement. Manufacturing license is also available for this amplifier. Electronic carrier frequency systems for one-way simultaneous transmission of multiple programs or signals for hotels, schools, hospitals, and institutions.

**Electronic Specialty Co.**
3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: Normandy 2-2168

General Manager........D. A. Marcus
Chief Engineer........S. K. Baboek
Sales Mgr.—Inverter Div........W. H. Burgess

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmitter, the electronic inverter.

**Electronic Tube Corp.**
1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres..................Edward D. Gray
EQUIPMENT MANUFACTURERS

VP-Chief Engineer............. Henry S. Bamford
Secretary ...................... M. N. Robins
Treasurer ...................... Edward D. Gray
Purchasing Agent .............. Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

Emerson Radio & Phonograph Corp.
118 Eighth Ave., New York 11, N. Y.
Phone: CHe1sea 2-1800

President ...................... Benjamin Abrams
Treasurer & Export Mgr ........ Max Abrams
V. P.-Engineering & Production
Dorman D. Israel
Adv. Mgr ....................... P. G. Gillig
V.P. Chg. Purchasing .......... Harvey Tullo
Service & Parts Mgr .......... C. P. Light
Ind. Rel. Manager ............. Peter R. Certo
Sales Mgr ..................... Charles O'N. Weisser
Comptroller .................. Victor Stevens

BRANCH OFFICE: 666 Lake Shore
Drive, Chicago, Ill., Phone, Superior 4100.


Espey Manufacturing Co., Inc.
528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President-Sales Manager .......... Nathan Pinsley
V.P. Chg. Mfg .................. Sol Pinsley
V.P. Chg. Engr ................. John Benedikt
Export Mgr .................... J. E. Chorlian
Service Mgr ................... John Bie-iaedek
Pur. Agent .................... Gordon Poole
Credit Mgr ..................... Max Goldberg
Ind. Rel. Mgr .................. Julius Truman

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets, television kits.

Fada Radio & Electric Co., Inc.
525 Main St., Belleville 9, N. J.
Phone: BE 2-5680

President ...................... J. M. Marks
Secretary-Treasurer ............. D. I. Marks

Chief Engr ..................... D. Brandt, Sr.
Vice Pres ....................... S. N. Marks
Asst. Secty .................... I. N. Marks
Sales Manager ................ A. Wellington
Advertising Manager .......... H. N. Lubet
Export Manager ................ H. N. Lubet
Supt ......................... J. Lewandowski

PRODUCTS: Table Model Radios, Console Radios, Table Model FM Receivers, Farm Radios, Combinations, Home Recorders, Phonographs, Television Sets, Export Models, Portable Radios.

Fairchild Camera and
Instrument Corporation
83-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800

President ...................... J. S. Ogsbury
Exec. Vice-Pres ................ E. Robinson
Vice-President—Sales ........ C. A. Harrison
Vice- Pres. & Secy ............ C. L. Terrill
Vice-President ............... J. A. Hewlett
Treasurer ..................... J. H. Dalton
Dir. Eng. & Research ......... R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President .......... R. G. Sanders
Purchasing Agent ............. O. Leutz
Dir. of Publicity .............. R. H. Bailey
Advertising Manager .......... H. K. Yulke

PRODUCTS: Sound recorders (console and portable), unitized amplifier system, transcription turntables, dynamic pick-ups, magnetic cutterheads, precision potentiometers, fractional horsepower synchronous motors.

Farnsworth Television & Radio Corp.
3702 E. Pontiac St., Fort Wayne 1, Indiana
Phone: Anthony 5301

President ...................... E. A. Nicholas
Vice-President-Secretary .... E. M. Martin
Vice-President—Sales .......... D. M. Allgood
Vice-President—Engineering ...... B. Ray Cummings
Vice-President—Manufacturing .... William Clausen
Treasurer .................... Paul H. Hartmann
Assistant Secretary-Assistant Treasurer ........ C. H. Wigin
Auditor ..................... W. F. Hoeppner
Manager of Research .......... Madison Cawein
Chief Engineer, Electronic Apparatus
Division ..................... J. C. Ferguson
Chief Engineer, Radio-Television
Department ................. W. H. Myers
Director of Public Relations ........ E. E. Ferrey
Manager of Broadcast
Division ..................... Pierre Boucheron
Manager of Advertising and Sales
Promotion ................... John S. Garceau

1171
Manager of Mobile Communications
Division......................John A. Curtis
Sales Manager—Farnsworth
Division......................J. H. Kelly
Sales Manager—Capoerat
Division......................I. C. Hunter
Managing Director—International
Division......................E. M. Roberts
Director of Purchases........E. S. Needler
Credit Manager...............W. H. Bryant

BRANCH OFFICES: 3301 S. Adams St., Marion, Ind., Phone, 4600, Glenn Kelso; 205 Lucretia St., Huntington, Ind., Phone, 1331, Russell H. Hamman; 805 W. Walnut St., Bluffton, Ind., Phone, 911, W. H. Rupley.

PRODUCTS: AM-FM radios and phono-graph-radios, Capchert and Panamuse by Capchert; automobile radios, television receivers, television transmitting equipment, television studio equipment, television-telemetering equipment, FM transmitters, railroad radio communications equipment, mobile communications equipment automatic record changers, television tubes, television antennas.

FEDERAL TELEPHONE AND RADIO CORP.
100 Kingland Rd., Clifton, N. J.

President..................Sosthenes Behn
Dir. Radio Div..................L. B. Blaylock
Chief Engineer—Radio........Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan Ave., Chicago 11, Ill., Phone, Central 6900, Harold KaDell; 3 DuPont Circle, Washington, D. C., Phone, Michigan 0622, E. J. Girard.

PRODUCTS: Complete broadcast systems—AM, FM; TV; FM square-loop antenna; AM-FM-TV transmitting and rectifying tubes; mobile communications; coaxial cable: FM and lead-in wire; selenium rectifiers; home radio receivers.

FINCH TELECOMMUNICATIONS, INC.
4th & Virginia Sts., Passaic, N. J.

President..................W. G. H. Finch
V.P. Dir. Sales..................A. J. Eaves
Dir. Research................Dr. LaVerne Philipp
Purchasing Agent...........William O'Brien
Adv. Mgr.....................A. J. Eaves
Chief Engineer..............Richard E. Mathes

BRANCH OFFICE: 10 E. 40th St., New York 16, N. Y. Phone, MUN 5-7976.

PRODUCTS: Facsimile, recording paper, Finch rocket antennas.

A. W. FRANKLIN MFR. CORP.
43-20 34th St., Long Island City 1, N. Y.

President..................Albert W. Franklin
V.P.—Engineering Prod........Joseph M. Vananzi
Vice-President—Sales...........N. H. Lawton
Credit Manager...............Fred Weller
Purchasing Agent...............S. Yurman
Ind. Rel. Manager...............William Telmoss

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

FREED RADIO CORP.
200 Hudson St., New York 13, N. Y.

President................Max Adelberg
Vice-President-General Mgr........Arthur Freed
Purchasing Agent...............Melvin Zalkin
Chief Engr................Murray Weinstein

PRODUCTS: Manufacturer of Freed-Eisemann high-fidelity radio-phonograph combinations, all incorporating frequency modulation band.

GAROD RADIO CORPORATION
70 Washington Street, Brooklyn 1, N. Y.

President....................Leonard Ashbach
Asst. to President........Maurice Raphael
Vice-President...............Louis Silver
Chief Engineer................Barnet S. Trott
Credit Manager............Benjamin Orlin
Purchasing Agent...........Sol Predeger
Advertising Manager........Joseph G. DeVico
Industrial Relations Mgr......Bernard Marks
Export Manager............Ernest Nigaglia
Service Manager...............Carl Volpe

PRODUCTS: Receivers; Battery—Console, Table, Personal, Portable; Electric—AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph, AM Console with Phonograph and Recorder; AM-FM Table, AM FM Console with Phonograph, AM FM Console with Phonograph and Recorder; Television—Table, with FM, with AM, with FM-AM, Console, with FM, with AM, with FM-AM and Phonograph. Record Players.

GATES RADIO COMPANY
123 Hampshire Street, Quincy, Illinois

President.....................P. S. Gates
Sales Manager...............F. J. Pippenger
Chief Engineer................F. O. Grinwood
Credit Manager...............L. I. McEwen
Purchasing Agent...............J. D. Bowers
Advertising Manager...........F. J. Pippenger
Industrial Relations Mgr........L. I. McEwen
Export Manager...............F. J. Pippenger
Service Manager...............F. W. Wentura

PRODUCTS — Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Emergency Services, Broadcast Speech Input; Remote Amplifying; Professional Transcription Equipment; Professional Recording Equipment; Special Amplifying Equipment (fatigue amplifiers, etc.); Broadcast Monitoring Equipment.
General Electric
Electronics Department
Thompson Road, Syracuse 1, N. Y.
Phone: 64411
President of Company..........C. E. Wilson
Dr. W. R. G. Baker
Genl. Sales Mgr..........A. A. Brandt
BRANCH OFFICES: All principal cities.
PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.
101 Hazel St., Paterson 3, N. J.
Phone: Sherwood 2-3271
President..................................D. E. Replogle
Sales Manager............................C. G. Hampson
PRODUCTS: Electron power and transmitting tubes, fluorescent starters.

The General Industries Co.
Olive & Taylor Sts., Elyria, Ohio
Phone: 2235
President.................................A. W. Fritzschke
Treasurer...............................C. F. Russert
Vice-Pres., Sales Mgr. of Mechanical Div. H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div. Steve Hildebrand
Chief Engr.-Mechanical Div. Howard Shumaker
Chief Engr.-Plastics Div. Russell Smith
Purchasing Agent......................Clete Heindrich
PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400
Chairman of the Board..........Samuel Cohen
President...............................A. Blumenkrantz
Executive Vice-President........Richard E. Laux
Vice-President—Sales.............Don J. Phelps
Sales Manager.................George P. Marron
Chief Engineer..................Berne N. Fisher
Comptroller.........................A. Konceny
Director of Purchases........C. B. L. Townley
Purchasing Agent...............C. F. Richardson
Industrial Relations Mgr........V. J. McMann
BRANCH OFFICES: 737, No. Michigan Ave., Chicago, Ill. Phone, Delaware 1048
L. G. Bacher; Room 23, 4th Floor, White Memorial Bldg., Syracuse, N. Y.; Phone Syracuse 6-0510, R. D. Griffiths.
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.
2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707
President............................Morris Perlman
Chief-Engineer.......................Lester Lindgren
Purchasing Agent...............Ernest Neustadt
Sales Mgr..........................L. Tenenberg
PRODUCTS: Coil Forms, Sockets, Fabricators of Laminated Phenolic Materials.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400
Chairman of Board.............H. B. Richmond
President..............................E. H. Locke
Vice-Pres. for Sales............A. E. Thiessen
Vice-Pres. for Mfg. ..............C. C. Carey
Secretary-Treasurer..............F. L. Tucker
Export Mgr......................C. E. Hills, Jr
Chief Engineer......................M. Eastham
BRANCH OFFICES: Key cities
PRODUCTS: Precision radio and electronic laboratory and testing instruments.

The Hallicrafters Co.
4401 W. 5th Ave., Chicago 24, Ill.
Phone: Van Buren 6300
President..............................W. J. Halligan
Exec, Vice-President .............R. W. Durst
Secretary-Treasurer...............J. J. Frendrels
Sales Manager.................R. J. Sherwood
Asst. Sec.-Purch. Agent........E. J. Corcoran
Assistant Treasurer...............M. P. Heinz
Sales Mgr..................R. J. Sherwood
Asst. Sales Mgr................C. A. Wiot
Sales Prom. Mgr...............C. Shapiro
Adm. Asst......................R. L. Russell
Vice-President....................L. L. Kelsey
Works Supt....................G. H. Hartley
PRODUCTS: Mfrs. of Radio & Electronic Equipment.

The Hammarlund Mfg. Co., Inc.
460 West 34th St., New York 1, N. Y.
Phone LOngeare 5-1300
President.....................Lloyd A. Hammarlund
V.P. & Treasurer...............Joseph Lush
Secretary-Comptroller..........E. A. Wittmer
Chief Engr....................E. A. Leach
PRODUCTS: Manufacturers of precision communications equipment.

Hartenstine Zane Co., Inc.
225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1
Gen-Mgr..................Chas. J. Hartenstine
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and
painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM Stations; Maintenance of radio towers, obstruction lighting equipment and FM antennae.

Harvey Radio Laboratories, Inc.
447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800
President.................. Frank Lyman, Jr.
Asst. to Pres................ David T. Ferrier
Clerk of Corp................ Ronald W. Martin
Chief Engineer................. Bernard J. Cosman
Purchasing Agent............... Frank Waterhouse
Comptroller.................. Gordon C. Genthner
Prod. Mgr.................... George Tompkins
Personnel Dept................ Mary Rizzitano

PRODUCTS: Signal Generators, Power Supplies, Galvoscopes, Two-way Radio Communication equipment, FM Studio Broadcast Receivers, FM Station Transmitters, Transmitters for Experimental and Commercial Use.

Hazeltine Electronics Corp.
1775 Broadway, New York 19, N. Y.
Phone: Columbus 5-0791
President.................. W. A. MacDonald
Exec. Vice Pres.............. W. H. Grinditch
Vice Pres................... Laurence B. Dodds
Vice Pres................... Jack Binns
Vice Pres................... Fielding Robinson
Vice Pres................... Comm. Jennings B. Dow
Treasurer................... John D. Grayson
Secretary................... Paul Armitage
Dir. of Eng.................. Arthur V. Loughren

BRANCH OFFICE: 58-25 Little Neck Park-
way, Little Neck, N. Y., Phone, Flushing 7-0300, W. A. MacDonald.


Haydu Brothers
P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878
President.................. George K. Haydu
Chief Engineer.............. Zoltan Haydu
Sales Mgr................... Al Fleichmann

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hoffman Radio Corp.
3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446
President.................. H. L. Hoffman
Vice President.............. W. D. Douglas
Secretary-Treasurer......... R. A. Yarcho
Sales Manager............... R. J. McNeely
Comptroller................. C. E. Underwood
Works Manager............... E. F. Gertsch
Purchasing Agent........... S. L. Spraggins
Surplus Manager............ B. L. Fuller

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, Radio-Phonographs, Home recording (Musicord), Wire recording (Wirecord).

Howard Radio Co.
1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000
President.................. Joseph F. Riley
Sales & Export Mgr.......... J. M. Muniz
Sales Mgr................... Howard C. Briggs
Chief Engineer.............. W. James

PRODUCTS: AM-FM radios and phono-
graph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.
76 Lafayette St., Salem, Mass.
Phone: Salem 2260
President................. Bruce A. Coffin
Vice-Prees.................. Edgar M. Batchelder
Chairman of Board-Treas..... Lloyd H. Coffin
Sales Manager.............. John Q. Adams
Chief Engineer.............. C. F. Stromeyer
Credit Manager............. M. S. Jones
Purchasing Agent.......... Edward R. Carroll
Industrial Relations Mgr..... A. S. Nelson
Export Mgr................ W. L. Urquhart
Advertising Manager........ Harry G. Burnett

BRANCH OFFICES: 432 Fourth Ave., New York 16, N. Y., Phone, MURray Hill 4-4718, Everett B. Biro, Commercial Engr.; 4000 West North Ave., Chicago 39, Ill., Phone, Capitol 6500, Donald G. Haines, Commercial Engr.; 11 West 42nd St., New York, N. Y., Phone, PENnsylvania 6-2980, W. L. Urquhart.

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

The Indiana Steel Products Co.
6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRanklin 1114
President.................. A. D. Plamondon, Jr.
Vice-Prees.................. G. P. Smith
Sales Mgr................... R. F. Smith
Gen. Mgr. Mgr.............. D. D. Cleghorn

BRANCH OFFICES: Key cities.

PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunif, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux.

Insuline Corp. of America
36-02 35th Ave., Long Island City 1, N. Y.
Phone ASStoria 8-3738
President.................. S. I. Specter
Sales Manager.............. Bernard L. Cahn
Secretary................... A. S. Specter
Adv. Manager.............. A. S. Chambers
Supt......................... F. Henneke
Purchasing Agent.......... H. Weston

1174
Design Engineer..................V. Harkavy
Personnel Dir..................C. Horwitz
Chief Engineer.................John Donato
BRANCH OFFICES: 600 S. Michigan Ave.,
Chicago 5, Ill., Leroy Beier; 942 Maple Ave.,


International Electronic Corp.
1422 Circle Tower Bldg., Indianapolis, Ind.
Phone: FFranklin 6866
President..................William W. Garstang
Vice-President...............Donald L. Hings
Secretary..................George Woodling
BRANCH OFFICE: 281 N. Howard Ave.,
Vancouver, B. C., Donald L. Hings, Vice-
Pres.

PRODUCTS: Static Free Radio Receivers,
Fixed Frequency Receivers, Engineering Services.

International Detrola Corporation
Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100
V.P. & Gen. Mgr..................G. A. Bodem
Sales Mgr. Home Radios........Harley R. Wall
Dir. of Purchases..............G. H. Funk
Dir. of Engineering............R. M. Daugherty
Asst. Secy-Asst. Treas........R. P. Schmelzer
Service Manager...............K. L. Granger

PRODUCTS: Receivers: Electric—Compact,
table, portable, console; Battery—Automatic,
portable, portable AC-DC, table, console;
Combinations—Radio-Phonograph, radio — phonograph — recorder; Frequency Modulation—Table, console, FM-AM table, FM-AM console; record players and automatic record changers.

International Detrola Corporation
Caswell-Runyan Division
Huntington, Indiana
General Manager...............Adolph H. Schenkel
Sales Mgr..................Fred Tower

PRODUCTS: Radio cabinets.

International Resistance Co.
401 N Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166
President..................Ernest Searing
Vice-Pres. Sales.................Harry Ehle
Vice-Pres. Research............Jesse Marsten
Chief Eng..................William H. Knowles, Jr.

PRODUCTS: Fixed and variable resistors.

J. F. D. Manufacturing Co., Inc.
4107 Fort Hamilton Parkway,
Brooklyn 19, N. Y.
Phone: GEdney 8-3100
President..................Julius Finkel
Vice-President...............Albert Finkel
Secy..................Edward Finkel
Advertising Mgr..............Bernard Bonder
Production Engineer..........M. Director
Factory Foreman...............O. Malitzman

PRODUCTS: Key hex wrenches, Bristo spline wrenches, plugs, male; female; AC-DC

The Jackson Electrical Instrument Co.
16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076
President-Sales Manager.......Paul F. Jackson
Chief Engineer...............Robert Apple

PRODUCTS: Test equipment.

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MANSfield 7161
President..................J. C. Daley
Exec. Vice-President........Alfred E. Tregenza
Vice-President..............J. M. Bennan
Vice-President...............R. A. Hoagland
V.P., Engineer...............L. Maurer
Executive Engineer...........R. J. Horstman
Credit Manager...............Victor E. Lee
Export Manager...............M. J. Schmitt
Director of Purchases.......Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600
President..................Thomas A. White
Vice-Pres-Chief Engr........Hugh S. Knowles
Purchasing Agent..............George H. Turner
Credit Mgr..................H. E. Venner
Ind. Rel. Mgr...............L. J. Emerson
Advertising Manager........Bayard H. Clark

PRODUCTS: Loudspeakers, reproducers.
Johns-Manville
22 East 40th St., New York 16, N. Y.
Phone LExington 2-7600
Chairman of the Board.............Lewis H. Brown
President..........................R. W. Lea
V.P. & Asst. to Ch. of the
Board..............................J. P. Syme
V.P. (Relationships)..............L. C. Hart
V.P. (Finance).....................Alvin Brown
V.P. (Production)................A. R. Fisher
V.P. (Sales).......................L. M. Cassidy
V.P. (Research)...................C. R. Rassweiler
Treasurer.........................Roger Hackney
Secretary.........................Vandiver Brown
BRANCH OFFICES: All key cities
PRODUCTS: Acoustical Materials.

Kenyon Transformer Co., Inc.
840 Barry St., Bronx 59, N. Y.
Phone DAYton 9-0100
President.......................Franklin P. Kenyon
Vice-President...................Richard B. Shimer
PRODUCTS: Electrical transformers, Reactors, Wave filters.

Kerrigan Lewis, Mfg. Co.
4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7208
President...............Vincent M. Kerrigan
Vice-Pres-Treasurer........Charles F. Lewis
PRODUCTS: Magnet and Litzendraht Wire.

Kimble Glass
Division of Owen-Illinois Glass Co.
Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio
Phone: Main 7131
Vice President and General
Manager..........................H. K. Kimble
Vice President and General
Sales Manager.................S. J. McGiveran
Mgr., Industrial and Electronics
Division.........................R. W. Rogers
Mgr., Sales Promotion
Division......................Harlan Hobbs
PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing.

King Laboratories, Inc.
127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209
President.........................Aden J. King
Vice-President..................F. M. Michaelian
Treas.............................W. R. MacLeod
Secy.............................Barbara H. King
PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kings Electronics Co., Inc.
372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086
President.......................M. R. Weissman
Vice Pres. & Sales Mgr........J. H. Robinson
Chief Engineer..................Lou Hoffer
Credit Manager..................M. R. Weissman
Purchasing Agent...............M. Glick
Advertising Manager..........J. H. Robinson
Industrial Relations Mgr.......Lou Hoffer
Export Manager................J. H. Robinson
Service Manager................Lou Hoffer

Kludge Electronics Co.
1913 Montrose St., Los Angeles 26, Calif.
Phone: Fairfax 4587
President-Chief Engineer Myron E. Kludge
Vice-President...............George R. Maury
Sect-Treas.............Edward C. Bickhart, Jr.

Langevin Manufacturing Corp.
460 West 34 St., New York 1, N. Y.
Phone: LO 3-2500
President......................Carl C. Langevin
Sales Manager...............J. Martinez
Sales Promotion Manager.....H. Harkavy
PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.
Le Roy, N. Y.
Phone Le Roy 385
President.......................J. S. Lapp
Sales Manager..................Brent Mills
Chief Engineer..................Ralph L. Jenner
PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.
110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Phone: 6-9651
President.......................William P. Lear
Vice President................R. M. Mock
Vice President................E. R. Crane
Secretary & Treasurer.........L. R. Raemer
Sales Manager, Radio & Recorder
Division.........................A. W. Korb
Merchandising Manager, Home Radio &
Wire Recorders................Nate Hast
Sales & Field Service Manager,
Aircraft Radio...............H. J. Hamm
Chief Engineer, Research &
Development....................R. G. Leitner
Aircraft Radio Division.......Earl Evans
New York, Export Manager.....L. Gelin
BRANCH OFFICES: 1860 Broadway, New York, N. Y., Phone, Circle 6-5665, Executive.

PRODUCTS: Receivers: Battery-table, Portable, Portable AC-DC; Electric—AM Table, AM Portable, AM Console, AM-FM Console; Combinations—Radio-Phonographs; Record Players; Aircraft Receivers and Transmitters, Automatic Radio Compass; Antenna Reels; Magnetic Wire and Tape Recording; Variable Condensers; Record Changers.

Lehigh Structural Steel Co.
17 Battery Place, New York 4, N. Y.
Phone WHitehall 4-1424
Contact ........................................... J. F. Neary
BRANCH OFFICES: In all principal cities.

John E. Lingo and Son, Inc.
2814 Buren Ave., Camden, N. J.
Phone Camden 0487
President ....................................... J. E. Lingo
Asst. to President ......................... Joseph J. Taylor
Chief Engineer .............................. Wesley Thompson
Production Superintendent, George Burrows
PRODUCTS: Vertical Radiators; Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.
1063 Hope Street, Stamford, Conn.
Phone: 4-5781
President ....................................... R. R. Machlett
Vice-President .............................. W. E. Stevenson
Treasurer ................................. J. A. Lambert
Vice President .......................... H. J. Hoffman
Vice President .......................... J. W. Skehan
Mgr. Engineer ......................... T. H. Rogers
Export Mgr. ............................. A. Foster
PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Company
2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474
President & Treasurer .. Richard A. O'Connor
Executive Vice-President .. Frank Freimann
Factory Manager ......................... L. E. Quinnell
Chief Electrical Engineer, Radio-
Phonograph Division..... R. H. Dreisbach
Sales Manager—Components Div.
Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

John Meck Industries, Inc.
Liberty at Pennsylvania Sts., Plymouth, Ind.
Phone: 33
President ......................... John S. Meck
Secy. & Controller .......... Russell G. Ego
Treasurer ............................... G. F. Meek
Prod. Mgr. ......................... R. C. Freytag
Factory Mgr. ......................... Chas. E. Palmer
Purchasing Agt. ....................... J. L. Jones
BRANCH OFFICE: 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550.
PRODUCTS: Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, FM converters, etc.

Meissner Mfgr. Division
Maguire Industries, Inc.
Bellmont & Seventh Sts., Mt. Carmel, Illinois
President ....................... Russell Maguire
Phone: 732
Sales Manager .......... W. M. Atkinson
Prod. Manager ......................... Fred Lester
Chief Engineer ......................... W. J. Harrison
Credit Mgr. .............................. C. B. Rafferty
Purchasing Agent ....................... J. C. Hershman
PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

Majestic Radio & Television Corp.
900 No. State St., Elgin, Ill.
Phones: (Chicago Exchange) EST. 6900
(Elgin Exchange) 8300
President ......................... E. A. Tracey
Vice-President .................. Parker H. Ericksen
Chief Engineer ......................... E. B. Passow
Sales Manager ......................... A. J. Lindholm
PRODUCTS: Home receivers; table model radios; table model radio-phonographs; radio-phonograph consoles, AM and FM.

Measurements Corp.
116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131
President-Gen. Mgr. .......... H. W. Houck
Chief Engineer ......................... Jerry B. Minter
Chief Research Engineer .. John van Beuren
Sales Mgr. .............................. Nelson C. Doland, Jr.
Credit Mgr.......................Robert Meyer
Advertising Mgr.................Edgar M. Weed

BRANCH OFFICES: Key cities.

PRODUCTS: Standard Signal Generators,
Pulse Generators, Square Wave Generators,
UHF Radio Noise & Field Strength Meters,
Vacuum Tube Voltmeters, Peak Voltmeters,
Megohm Meters, Megacycle Meters, R.F. At-
teenuators, Inductance Bridges, Capacitance
Bridges, Phase Sequence Indicators, Molo-
ture Meters, Television Transmission and
Receiving Test Equipment, Special Test
Equipment, Fixed Capacitors and Resistors,
Variable Condensers.

Miles Reproducer Co., Inc.
812 Broadway, New York 3, N. Y.
Phone Gramercy 5-9466
President......................Dr. R. Byrne
Sec.-Gen. Mgr................J. M. Kuhluk, Sc.D.
Chief Engr.....................I. W. Kuhluk
Purchasing Agent.............J. V. Conniff
Treasurer.....................H. B. Kuhluk
Advertising Mgr..............B. Burns

PRODUCTS: Filmgraph Sound-on-Film Rec-
dorders & Reproducers, Continuous Record-
ers & Reproducers, Tape Recorders & Repro-
ducers, Automatic Recorders and Reprodu-
cers, Permanent Recorders and Reprodu-
cers, Reference Recorders, Conference Rec-
dorders, Telephone Recorders, Interview Rec-
dorders, Telemike — Induction Units for
listening to or recording two-way Telephone
Conversations.

James Millen Mfg. Co., Inc.
150 Exchange St., Malden 43, Massachusetts.
Phone Malden 4109-09
Advertising Manager..............James Millen
Sales & Engr. Mgr.................E. E. Williams
Credit Manager..................Frances Bearse
Purchasing Agent...............George H. Pike
President.......................James Millen
Export Manager.................Carl Lohnan Janik

PRODUCTS: Receivers; Amateur, Avi-
ation, Marine, Police, Emergency Services.
Transmitters; Relay, Fixed Station, Marine,
Aviation, Police, Emergency Services. All
types Receiver and Transmitter component
parts except Tubes; Crystals, Fixed Resistors
and Capacitors.

Miller Manufacturing Company
Glen Cove, New York.
Phone Glen Cove 2796
Proprietor.....................Thomas F. Miller
Sales Manager..................Henry J. Smith
Chief Engineer...............Joseph Picarelli
Credit Manager...............Henry W. Anderson
Purchasing Agent.............Harold Large

PRODUCTS: Broad Band Antennas, Re-
cieving and Transmitting.

Mirror Record Corp.
1133 Broadway, New York 10, N. Y.
Phone CH 3-2222
Pres. & Treas..................Paul K. Trautwein
Chief Engr.....................R. V. Hough

PRODUCTS: Recording accessories (disks,
cutting needles, playback needles).

Motorola, Inc.
1545 Augusta Boulevard, Chicago 51 Illinois.
Phone Spaulding 6500
President......................Paul V. Galvin
Vice Pres. in Charge of Automotive
Division.......................Elmer H. Waiving
Vice Pres. in Charge of Home Products
Division......................Walter H. Stellner
Vice Pres. in Charge of Communications &
Electronics Division........D. E. Noble
Sales Manager...............Wm. H. Kelley
Chief Engineer...............Donald H. Mitchell
Treasurer.....................George R. MacDonald
Vice Pres. in Charge of Purchasing
Frank J. O'Brien
Credit Manager...............Henry Kleinhans
Purchasing Agent.............Carl Zehnle
Advertising Manager..........Victor A. Irvine
Personnel Manager..........George Lambert
Export Manager...............Carl M. Wynne
Service Manager.............A. T. Alexander

PRODUCTS: Receivers; Battery — Auto-
motive, Table, Personal; Electric — AM
Table, AM Console, AM Portable AC-DC.
AM Console with Phonograph; FM Table,
FM Console, FM Console with Phonograph;
AM- FM Console, AM- FM Console with
Phonograph; Television—Table, with AM;
Console, with AM; Amateur, Aviation, Ma-
rine, Police, Emergency Service, Taxicabs,
Trucks and Busses, Walkie-Talkie; Record
Players. Transmitter: FM Broadcast, VHF
Broadcast, Fixed Station, Marine, Aviation,
Police, Emergency Services.

The Muter Co.
1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800
President-Treasurer...............Leslie F. Muter
V.P.-Credit Manager............A. A. Dailey
Sales Mgr-Vice-President........Paul J. Pfohl
Sales Mgr-Vice-Presem...............K. E. Follefon
Purchasing Agent...............A. R. Campbell

PRODUCTS: Resistors, switches, ceramic
condensers, ballasts, coils, spira shields, an-
tenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.
30 East 42nd St., New York 17, N. Y.
Phone: Murray Hill 7-8000
President........................A. V. Wilke
Vice-Pres. & Gen. Mgr..........J. M. Spangler
Vice-Presidents...............C. O. Kleinsmith,
H. M. Warren
General Sales Mgr...............R. P. Bergan

1178

**National Union Radio Corp.**
350 Scotland Rd., Orange, N. J.
Phone: Orange 3-9420
President: K. C. Meinken
Vice President: G. A. Bodem
Treasurer: W. H. Carey
Secretary: J. V. Devey
Credit Manager: H. A. Pope
Advertising Manager: E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray: Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

**New York Transformer Co., Inc.**
Third Avenue, Alpha, New Jersey
Phone: Philadelphia 5-1188
President: Z. Burzycki
Sales Manager: T. B. Armstrong
Chief Engineer: E. D. Belanger
Credit Manager: Miss R. Seligson
Purchasing Agent: C. Seefer
Plant Manager: J. B. Schafer

PRODUCTS: Transformers and Reactors for Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

**Olimpic Radio & Television Inc.**
3401 38th Ave., Long Island City, N. Y.
Phone: Stillwell 4-6961
President: A. A. Juviler
Exec. Vice-President: P. L. Schoenen
Vice-Pres.-Treasurer: M. Sobin
Director of Sales: Al Friedman
Purchasing Engineer: W. Hegyi
Office Manager: L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

**Oxford Electric Corp.**
3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 6161
President: John A. Proctor
Credit Manager: David E. Davis
Service Manager: Myrl J. Knapp
Chief Engineer: Fred Nette

PRODUCTS: Radio speakers, output and line transformers.

**Packard-Bell Co.**
3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141
President: Herbert A. Bell
Ex. V.P. & Gen. Mgr.: H. D. Thomas, Jr.
V.P. Chg. Eastern Sales: J. M. Spain
V.P. Chg. Western Sales: W. Lowell Wood
Sales Manager: F. E. Ware
Purchasing Agent: A. T. Baxter
Plant Manager: C. E. Davies
Personnel Director: A. S. White, Jr.
Sec.-Treas.-Comptroller: L. R. Day
Chief Engr.: R. H. Freck

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

**Philco Corp.**
Phone: NEBraska 4-5100
Chairman of the Board: Larry E. Gubb
President: John Ballantyne
Exec. V.P.: Wm. Balderston
V.P., Charge of Merchandising: James H. Carmine
V.P., Charge of Radio Production: Joseph H. Gillies
V.P., Charge of Home Radio Division: Larry F. Hardy
V.P., Charge of Service Division: Robert F. Herr
V.P., Charge of Sales: Thomas A. Kennally
V.P., Charge of Research & Engr.: David B. Smith
Treasurer: William R. Wilson

BRANCH OFFICES: Key cities.


**Philharmonic Radio Corp.**
119 West 57 St., New York 19, N. Y.
Phone: Circle 7-0449
President: B. Lippin
Vice-President: B. Bernardi

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.
Philmore Mfg. Co.
113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363
President..........................Philip Schwartz
Chief Engineer......................Reginald Burke
Credit Manager....................M. Mildred
Export Manager....................M. Greenker
Purchasing Agent..................Murray Granat
PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.
37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455
President.........................Isidor Goldberg
Executive Vice-President........E. L. Hall
Secretary-Treasurer..............I. W. Wyckoff
General Works....................J. Benjamin
Sales Manager.....................Sidney Surin
Purchasing Agent.................Eliot Schwartzman
Export Sales Manager............E. L. Hall
PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: Hicksville 988
President........................A. Warren Norton
Gen. Mgr.........................Carl W. Sundberg
Treasurer.........................James Humphry, Jr.
Factory Manager................M. G. Himmel
Sales Manager....................J. Harvey McCoy

RCA Victor Division
Radio Corp. of America
Front & Cooper Streets
Camden, New Jersey
Phone: Camden 4-8000
Executive Vice President—Frank M. Folsom
Vice President and General Manager..................J. G. Wilson
Vice President in Charge Law and Finance...............J. H. McConnell
Vice President in Charge Operations..................F. D. Wilson
Director of Public Relations........................J. K. West
Vice President and Director of Engineering Dept........D. F. Schmit
General Manager, Consumer Custom Products Dept........H. H. Higginson
President, RCA Service Co., Inc........................E. C. Cahill
General Manager, Educational Sales Department........W. H. Knowles
Director of Distribution Department..................H. M. Winters
President, RCA Victor Distributing Corporation..........W. M. Norton
Director, Materials Dept—V. deP. Goubeau
Vice President in Charge Home Instruments Dept........J. B. Elliott
Chief, Engineer, Home Instrument Department...........D. C. Cole
General Sales Manager, Home Instrument Department........H. G. Baker
Vice President in Charge Record Department...............J. W. Murray
General Sales Manager, Record Department................D. J. Finn
Chief Engineer, Record Dept—H. I. Reiskind
Vice Pres. and Acting Gen. Sales Mgr. in Chg. Tube Dept........L. W. Teegarden
Chief Engineer, Tube Dept Dr. G. R. Shaw
Vice President in Charge Engineering Products Department......W. W. Watts
General Sales Manager, Engineering Products Department........T. A. Smith

Presto Recording Corp.
242 W. 55th St., New York 19, N. Y.
Phone: Circle 5-7760
President........................George J. Saliba
Secretary.........................Morris M. Gruber
Treasurer.........................A. Benjamin
Comptroller......................Ruth B. Shoates
Sales Manager....................Thomas B. Aldrich
BRANCH OFFICES: Key cities.
PRODUCTS: Stationary and portable sound recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing styli, Gear driven turntables and recorders.

Radio Condenser Co.
Davis & Copewood Sts., Camden, N. J.
Phone: Camden 4-7300
President........................Stanley S. Cramer
Vice-President....................Russell E. Cramer
Vice-President....................Russell E. Cramer, Jr.
Sales Manager....................William J. May
Factory Managers.................Charles F. Molzen, F. A. Cowgill
Treasurer........................William W. Paul
Chief Engr........................J. S. Robb
Dir. Labor Rel....................J. B. Thompson
PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

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EQUIPMENT MANUFACTURERS

Chief Engineer, Engineering Products
Department


Radio Engineering Labs., Inc.
35-54—36th St., Long Island City 1, N. Y.
Phone: Astoria 8 1010

President, .................. C. R. Runyon, Jr.
Vice-President .................. Frank A. Gunther
Secretary .................. Joseph Behr
Chief Engineer ............ Malbon H. Jennings
Mgr. Engrs.-Plant Manager ... James R. Day
Director of Purchases ............ Joseph Behr
Mgr. of Sales ............ C. R. Runyon, III
Service Mgr. ............ Joseph Toman

BRANCH OFFICES: Key cities.

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment.

Raytheon Manufacturing Co.
Waltham 54, Mass.
President .................. Laurence K. Marshall
Exec. V.P. .................. Charles F. Adams, Jr.
Comm. Products Div. Sales Mgr. .................. William A. Gray
Product Mgr., B’cast. Equip. .... R. K. Dixon
Adv. Mgr. .................. John S. Spargo
Vice-Pres.-Treas. ............. David T. Schultz
Vice-President .................. Ray C. Ellis

BROADCAST EQUIPMENT REPRESENTATIVES: Key cities.

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

Rek-O-Kut Company
32-01 Queens Boulevard, Long Island City 1, New York.
Phone: Stillwell 4 7853
Partner .................. George Silber
Sales Manager .................. George Silber
General Manager ............ S. Simonson
Credit Manager .................. A. Friedman
Advertising Manager ............ Alex Rothschild
Export Agents ............ Morhan Exporting Corp.
PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Pick-ups, Meters, Transformers.

Scott Radio Laboratories, Inc.
4541 N. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 5172
President .................. H. S. Darr
Exec. Vice Pres. ............ F. D. Beiser
Vice Pres., Sales Manager and Advertising Manager .......... J. C. Eliiff
Chief Engineer ............ W. F. Cotter
Comptroller .................. P. B. Schuecking
Purchasing Agent and Production Manager ............ R. E. Strand
Export Manager .......... M. A. Lachenmann
Service Manager ............ J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

Sentinel Radio Corp.
2100 Dempster St., Evanston, Illinois
Phone: University 2400
President .................. E. Alschular
Vice-President ............ M. D. Block
Production Manager ............ I. J. Jacobsen
Chief Engineer ............ W. J. Schnell
Purchasing Agent ............. P. O. Krumm

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Secretary .................. C. S. Willard
Sales Manager .......... E. G. May
Export Manager ........ H. A. Silcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Company
(Div. of Sherron Metallic Corp.)
1201 Flushing Ave., Brooklyn 6, New York.
Phone: Evergreen 7-2220
President ................ P. H. Sherron
Director of Purchases ...... M. C. Turner
Chief Engineer ............ M. V. Barasch
Sales Engineer ............ E. P. Alisch
Director of Television .... P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

Sonora Radio & Television Corp.
77 W. Washington St., Chicago 2, Ill.
Phone: Cen. 3614
President ................ Joseph Gerl
V. P.—Charge Sales .... Edward Harris
Credit Manager .......... Ray Shadley
Ind. Rel. Manager ........ Ben Freund
Chief Engineer ........... Don Fetteman
Advertising Mgr. .......... Herbert S. Hall
Recording Director .......... Marie Ruebens

PRODUCTS: Radios, radio-phonographs, portable, AM-FM combinations, television receivers, phonograph records, Sterling chests.

Sound, Inc.
221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234
President ................ Allen Shoup
Vice Pres. & Sales Mgr. ... K. M. R. Gaarder
Ass’t Sales Mgrs. ....... Geo. K. McMullen
Chief Engineer .......... Rudolph A. Bierwirth
Credit Manager .......... Henry E. Watkins
Purchasing Agent .......... Ernest Teasley
Advertising Managers .... K. M. R. Gaarder,
George K. McMullen
Industrial Relations Mgr. .. P. R. Willmarth
Export Managers ........ K. M. R. Gaarder,
George K. McMullen
Service Managers ...... K. M. R. Gaarder,
George K. McMullen

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

Stewart-Warner Corp.
1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000
President ................. J. S. Knowlson
Exec. Vice-President ........ F. A. Hiter
Sales Mgr. Radio Dept. ... F. D. Masters
Service Manager .......... N. J. Cooper
Chief Engineer .......... S. C. Kolanowski
Supt. Radio Prod. ........ H. Gillig

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.
100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 0260
President ................ Ray H. Manson
Vice-President-General Mgr... Lee McCanne
Vice-President Chg. Sales .......... Lloyd L. Spencer
Vice-President—Engineering and Research .......... Frederic C. Young
Sales Mgr. Radio-Tele ........ C. J. Hunt
Mgr. Sound Equip Div. .......... A. G. Schiffino
Credit Manager .......... Charles W. Pritchard
Treasurer ............. Wilbur W. Hetzel

BRANCH OFFICES: Key cities.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.
500 Fifth Ave., New York 18, N. Y.
Phone: Wisconsin 7-9500
Ch. of Bd. ................ W. E. Poor
Executive Vice-President, Sales .......... D. G. Mitchell
Vice-President .......... M. F. Balcomb
Vice-President .......... R. H. Bishop
Vice-President .......... C. P. Boggs
Vice-President .......... H. Ward Zimmer
Secretary ................. J. S. Learoyd
General Sales Mgr., Radio Div. .......... C. W. Shaw
Advertising Mgr. Radio
Division ................. T. P. Cunningham
BRANCH OFFICES: Key cities.

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.
609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-4325
President ................ S. W. Gross
V. P., Dir. Sales & Adv. .......... John S. Mills
Chief Engineer ............ B. Singer

PRODUCTS: Table model radios, table model radio-phonoc combinations.
Television Associates, Inc.
190 N. State St., Chicago 1, Ill.
  Phone: State 9222
President ......................... C. Collette
Vice-President .................... W. Woolridge
Secretary-Treasurer ............... E. C. Upton
National Sales .................... Keith Kiggins
Chicago Sales .................... Ann Drobena
Michigan City Sales .............. Felice Kerrigan

BRANCH OFFICES: 521 Lexington Ave., New York City; Phone, EL 5-2455, Keith Kiggins; Michigan Street, Michigan City, Ind., Phone, 3656, Felice Kerrigan.


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Telicon Corp.
851 Madison Ave., New York 21, N. Y.
  Phone: Butterfield 8-1900
President ......................... Solomon Sagall
Sales Manager ..................... W. R. Rich
Chief Engineer ..................... S. Shottenfeld
Credit Manager .................... M. Barish
Purchasing Agent ................. I. Hecht

PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antenna, quartz crystals.

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Templetone Radio Mfg. Corp.
100 Garfield Ave., New London, Conn.
  Phone: New London 5346
President ......................... Oscar Dane
Exec. Vice-President .............. Eli Dane
Chief Engineer .................... Edward Jahms
Credit Manager .................... Samuel Felder
Works Manager .................... Louis Friedman
Purchasing Agent ................ M. A. Gardner

PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

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Transmitter Equipment
Mfg. Co., Inc.
345 Hudson Street, New York 14, New York.
  Phone: Worth 4-7305
President ......................... Morton B. Kahn
Sales Manager ..................... George F. Coleman, Jr.
  Vice Pres., in Charge of Eng.... Ben Adler
Chief Engineer ..................... Jules Cardon
Credit Manager .................... Edna J. Nagler
Purchasing Agent ................ Frank C. Botscheller
Advertising Manager .............. Leonard Newseder
Industrial Relations Mgr........ E. E. Horrocks
Export Manager .................... Arthur Rocke
Service Manager .................. Joseph Malin


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United States Television Mfg. Corp.
3 W. 61st St., New York 23, N. Y.
  Phone: Circle 6-4255
President ......................... Hamilton Hoge
Vice-President & Treas. .......... John Hoge
Vice Pres., in Charge of Sales ........... F. H. Hoge, Jr.
Chief Engineer .................... Antony Wright
Comptroller ....................... I. T. Kitzmiller
Sales Manager ..................... Wm. Higgins
Production Mgr ..................... Frank Day
Purchasing Agent ................. Percy Sauderson
Service Manager .................. Thomas Jefferson


PRODUCTS: 30 x 22½ & 25 x 19 Projection Tel. Rec., 10° & 15° Direct View Receiver, Sweep Generators.

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Universal Microphone Co.
424 Warren Lane, Inglewood, Calif.
  Phone: Oregon 82148
General Manager ................. James L. Fouch
Purchasing Agent ................. William C. Koenig
Plant Engineer .................... Robert L. Griffin


Foreign Division: 301 Clay St., San Francisco 11, Calif.
Canadian Division: 506 King St., W. Toronto 1, Canada.

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Utah Radio Products
Division of Int'l. Detrola Corp.
1123 E. Franklin, Huntington, Ind.
  Phone: 3100
General Mgr. ...................... P. H. Heckendorn
Controller ......................... E. V. Norfleet

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Sales Manager, Mfg. Division...Fred Tower
Sales Manager, Jobber Division..................Hugo Sundberg
Credit Mgr.,.........................O. C. Will
Purchasing Agent........Raymond Schutz
Production Supt..................Carl John
PRODUCTS: Radio Loud Speakers.

Western Electric Co., Inc.
(Radio Division)
120 Broadway, New York 5, N. Y.
Phone Cortland 7-7700
Vice-Pres......................F. R. Lack
Manager—Distributor Sales........S. P. Taylor
Manager, Broadcast Sales........J. H. Canzenhuber
Manager, Sound Systems & Communications..................E. M. Hall
Manager, Electronic Products
Sales................................H. D. Wilson
PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, and mountings, sound and vibration measuring equipment, aviation, marine, police radio transmitters and receivers, vehicular equipment, single sideband and point-to-point radiotelephone equipment, carrier telephone and train dispatching equipment, telephone apparatus, cable and wire, thermistors, varistors and carbon resistors, germanium and silicon, vacuum relays, crystals, fastax cameras, field engineering services.

Westinghouse Electric Corp.
Industrial Electronics Division
3601 Washington Blvd., Baltimore 3, Md.
Phone: Edmondson 2300
Home Radio Division
Front Street and Susquehanna Ave., Sunbury, Pa.
Phone: Sunbury 2320
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200
President..................Gwilym A. Price
Vice-President...............Walter Evans
Mgr., Industrial Electronics
Div..............................C. J. Burnside
Sales Mgr., Ind. Elect. Div..................C. W. Miller
Purchasing Agent, Ind. Elect.
Div.............................L. W. Willey
Manager, Home Radio Div........F. M. Sloan
Asst. Mgr., Home Radio Div........H. W. Schaefer
Purchasing Agent, Home
Radio Div....................W. M. Anderson
Vice-President, Lamp Div........R. C. Stuart
Sales Mgr., Electronic Tubes........A. Frankel
Engr. Mgr., Electronic Tubes........D. D. Knowles
Purchasing Agent,
Lamp Div.......................Frederick C. Esser
BRANCH OFFICES: In all principal cities.
PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Weston Electrical Instrument Corp.
614 Frelenghysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700
President..........................Earl R. Mellen
General Sales Manager........Harold L. Olesen
Vice Pres. & Chief Engr........John H. Miller
Credit Manager..................B. E. Arthur
Purchasing Agent........George T. Deane
Advertising Manager........Phil Barnes
Industrial Relations Mgr........James J. Hagan
Export Manager...............John H. Purcell
Service Manager...............Charles W. Bissenger

Wheeler Laboratories, Inc.
259-09 Northern Blvd., Great Neck, N. Y.
Phone: Imperial 645
President..........................Harold A. Wheeler
Secretary..........................E. Leonhardt

Zenith Radio Corp.
6001 Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7500
President..........................E. F. McDonald, Jr.
Exec. Vice Pres..................Hugh Robertson
V. P., Chg. Engineering........G. E. Gustafson
V. P., Dir. of Sales..............H. C. Bonfig
Credit Manager..................Sam Kaplan
Purchasing Agent...............J. E. Anderson
Sales Promotion Manager........D. H. Grigsby
Personnel Manager...............George Ergang
Service Manager...............Frank Smolek
Advertising Manager............W. E. Mache
Sales Manager Export...........E. E. Loucks
BRANCH OFFICES: All principal cities.
PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.
I
MART, INC.

The 66 West 48th Street Store Helps You Do Your Shopping Profitably!

MASTERS MART makes available the merchandise that you want and sells it at prices that make sense.

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Rockefeller Center's Next Door Neighbor
Largest custom processing and pressing plant
in the country... silver nitrate processing—genuine
Vinylite brand plastic pressings. Independent producers
can rely on us for exceptionally fast service.
THIS YEAR send your master acetates to ALLIED.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107
you can't beat Federal's

COMPLETE "ONE-PACKAGE" STATION

A broadcast station that's FM by Federal all the way—from microphone to antenna—offers three exclusive features that assure maximum coverage at minimum operating cost, and maximum performance with minimum maintenance expense.

1. FEDERAL'S SQUARE-LOOP ANTENNA!
The coverage of an FM station depends primarily on the effective strength of the radiated signal. And Federal's 8-Element, Square-Loop Antenna gives an effective radiated power more than 8 times the transmitter rating. Actual installations have repeatedly proved its ability to give outstanding coverage—and to withstand high winds and heavy icing loads.

2. FEDERAL'S HIGH-FIDELITY TRANSMITTER!
All Federal FM transmitters feature the exclusive "Frequematic" modulator— for outstanding fidelity and performance. Maintains center-frequency stability within 0.001%— reduces signal-to-noise ratio to 5600-to-1— uses simple all-electronic circuits with standard receiver tubes— easy to align, simple to maintain.

3. FEDERAL ENGINEERING ALL THE WAY!
Complete FM by Federal means FM at its best, with all components precision engineered to work together. Transmitter console, studio console, transcription units, power supplies—everything from microphone to antenna—designed and coordinated for maximum over-all performance and economy.

When planning your new FM station, remember these exclusive advantages. And if you want to get on the air fast, Federal can now make your complete installation in record time! For further information, write to Federal, Dept. B668.

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLEVELAND, NEW JERSEY

Keeping Federal Years Ahead...is ITT's world-wide research and engineering organization, of which the Federal Telecommunications Laboratories, Nutley, N. J., is a unit.
Freedom To Listen

“Our American concept of radio is that it is of the people and for the people. The principle of Freedom to Listen should be established for all peoples without restriction or fear. This is as important as Freedom of Speech and Freedom of the Press.”

David Sarnoff
President and Chairman of the Board

Radio Corporation of America
Radio City, New York