

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

1943 YEAR BOOK

WARTIME NUMBER

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90% PERSPIRATION
10% INSPIRATION
100% SUCCESS *in*
Time - Buying

STATISTICAL research is absolutely essential to good time-buying. But it's not the whole story. As every time-buyer knows, human elements are often the decisive factors in wise station-selection. Because after all, the productivity of any station depends not only upon how many people of certain types live within its listening areas, but also upon how much they listen, and with what receptivity.

This is an element that cannot be captured in cold figures.

Here at F&P we maintain for you the most accurate possible statistical data on radio markets

and radio stations. But we know the intangibles, too. We know which stations are the productive stations in their markets, and the reasons why. We maintain five offices, a staff of sixteen good men, and travel thousands of miles every month, to keep this picture accurate and up-to-date.

Tell us the job you're trying to do with radio, and we believe you'll find that we can contribute to the success of your program. And that's not merely a long approach to the task of selling you. It's the way we've earned the right to prosper in the industry—the way we're continuing to build both our present and our future, here in this pioneer group of radio-station representatives.

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WOAY	FARGO
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KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WNER	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

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DAVENPORT
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CHARLESTON
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RALEIGH
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ALBUQUERQUE
OKLAHOMA CITY
TULSA

... PACIFIC COAST ...
KARM
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OF THE WORLD'S

BIGGEST NEWS

UNITED PRESS

THERE'S A



Leader
IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community.

Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales grasp of all New England.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

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LOYALTY

With the same principles of service and policies as WLS Chicago, KOY and the Arizona Network (KTUC Tucson, KSUN Bisbee-Lowell) are doing a similar fine job in southern Arizona, in the wealthy agricultural and industrial counties of Arizona — the counties where 90% of the state's retail dollars are spent!

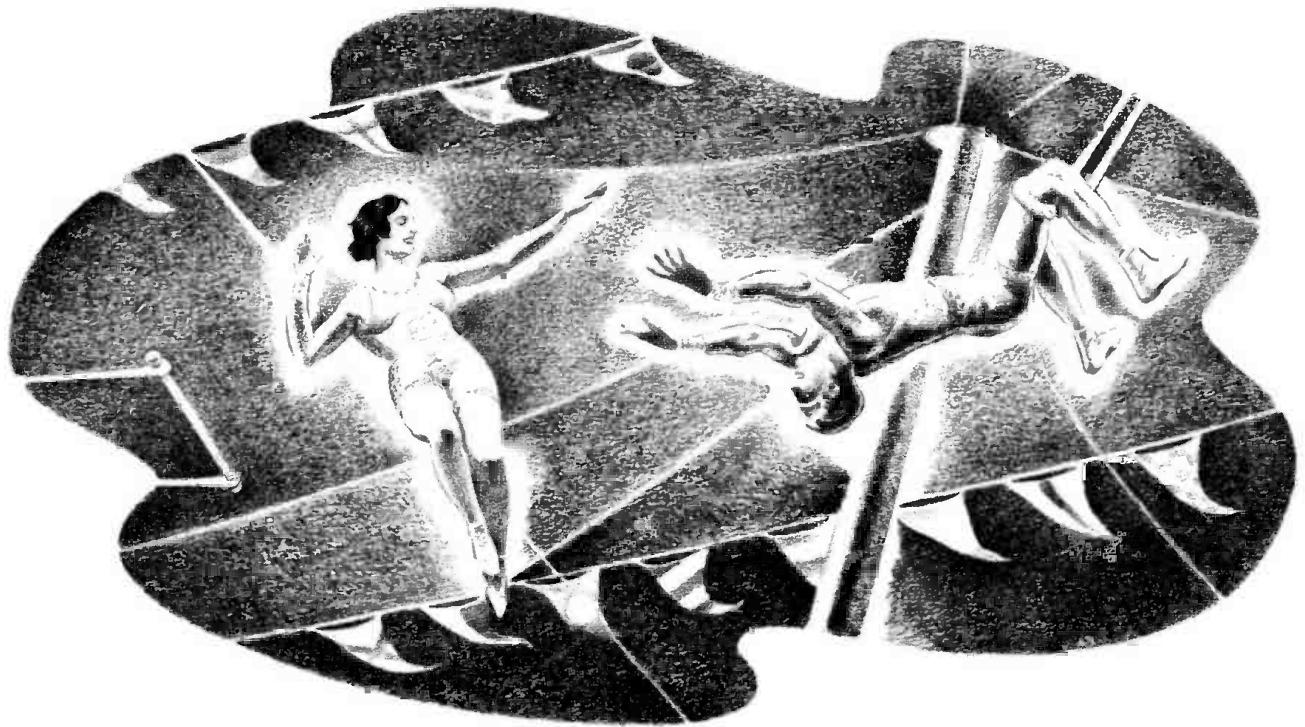
KOY, key station of the Arizona Network, received 200,000 letters in 1942. Nothing quite proves listening like letters from the audience. Then you *know* they listen — and respond. The Arizona Network has that kind of audience — responsive and *loyal*. Of course, it should; it's been "brought up" by the WLS folks, who have quite a record for building a loyal and responsive audience. And KOY and the Arizona Network also get the same kind of results! For proof of results, ask the John Blair man.

The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts



KTUC
TUCSON
1400 Kilocycles
250 Watts



CONFIDENCE

The aerialist lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and homespun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

THE
**PRAIRIE
FARMER
STATION**

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GLENN SNYDER
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MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL

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This is WIBW



"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners."

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery."

"Throughout your entire organization, I felt the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states."

"And you are their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another."

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW

The Voice of Kansas
in Topeka

BEN LUDY—General Manager

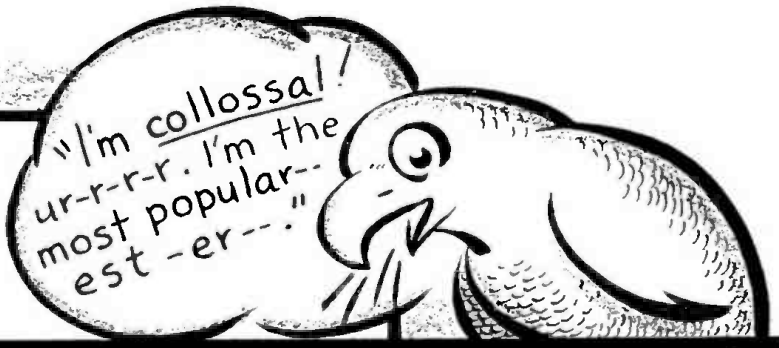
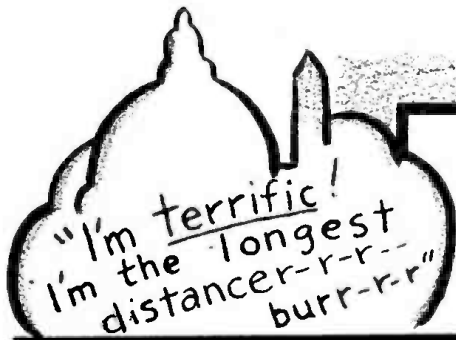
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WE MAKE NO RIDICULOUS CLAIMS!

there's no "parrotting" at WINX we're not just "squawking" we can prove that :-

WINX . . .
broadcasts more NEWS,

WINX . . .
plays more MUSIC,

WINX . . .
has more local ADVERTISERS,

WINX . . .
has a larger sports AUDIENCE,

WINX . . .
is a better BUYdollar for dollar than any other station in Washington.



BE WISE, follow the advertising of the local merchant and you'll find the market on WINX, "the FIRST station with plus coverage in Washington."

"Washington's Own Station"

WINX

WASHINGTON, D.C.
★ 1340 KC ★

Representative:- THE WALKER COMPANY



...classiest strongest-- leastest directional-- br-r- what have you?"

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K S D

IN ST. LOUIS



**KSD Has a Greater
Daytime Population
Coverage Area
Than Any Other St. Louis Station**

A DISTINGUISHED
BROADCASTING STATION

MEMORANDUM FROM ...
Radio Department
XYZ AGENCY

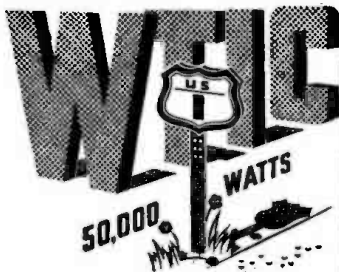
TO... EXECUTIVE STAFF

Just a reminder not to forget Radio Station
WTIC when making up your 1943 appropriations.

WTIC is a "best bet" for the following
reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.
2. Radio ownership here is far above the national average.
3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking
"There's Not Another Like it!"



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

What do **THEY** think of **FM?**

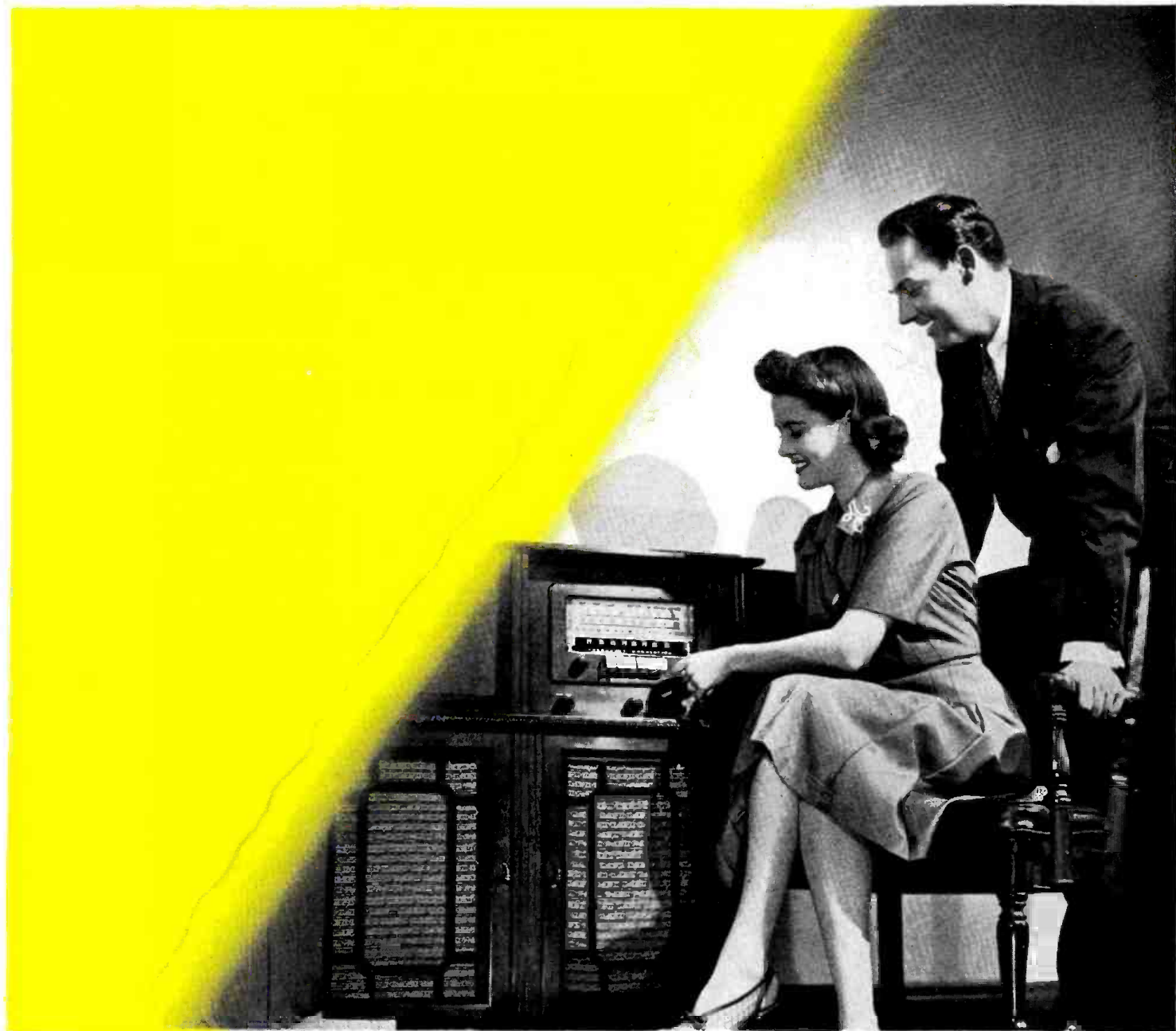


This new antenna by G. E., with circular bays, eliminates the usual complex, costly structure, yet radiates energy uniformly. It is an example of General Electric engineering leadership in FM equipment.

G.E. WENT TO THEM AND FOUND OUT!

AMONG owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

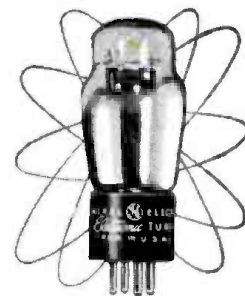
These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.



The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy! . . . For detailed information on the FM survey, write for booklet, entitled "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



FM Receivers • FM Broadcast Apparatus • FM Broadcasting • FM Police Radio • FM Military Radio
NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL  **ELECTRIC**

100.A2.0918

FM

SONOVOX makes *sounds talk*—in words!

It has already put the “voices” of foghorns, locomotives, auto horns, airplanes *into words* for prominent radio advertisers—

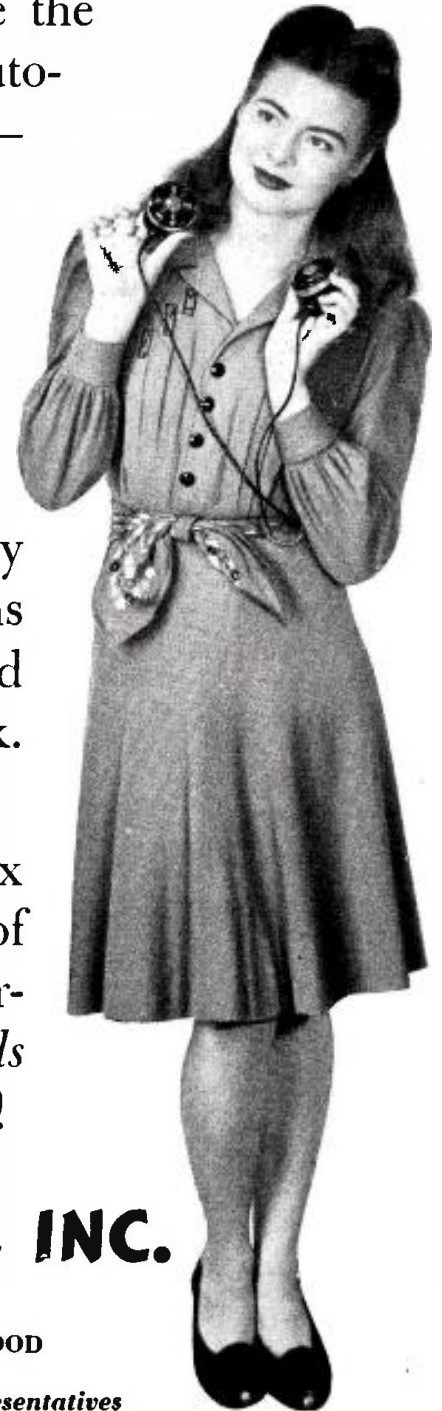
—has *proven* its ability greatly to increase the effectiveness of radio for soap, railroads, automobiles, shoes, headache remedies, etc., etc. —

—and when used to increase the effectiveness of chain-breaks and one-minute announcements, Sonovox plugs have pulled literally thousands of *fan letters!*

Once heard, Talking and Singing Sound by Sonovox is never forgotten. Sonovox Slogans become *radio trade-marks*, as exclusive and as easily recognized as any *printed* trade-mark.

We can help you to devise dynamic Sonovox applications that will multiply the value of radio for *your* clients. You tell us your merchandising picture. We'll put it into *sounds and words that sell*. Drop us a line—today!

Janet Eberhart, Staff
Articulator, demonstrating
Sonovox



WRIGHT-SONOVOX, INC.

“Talking and Singing Sound”

CHICAGO NEW YORK HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 347 Park Ave.
Plaza 5-4131

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 1512 N. Gordon
Gladstone 3949

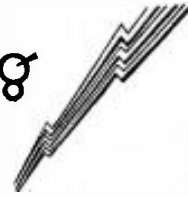
ATLANTA: 322 Palmer Bldg.
Main 5667

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and

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Broadcast Advertising in 1942

IN SPITE of the uncertainties introduced into the advertising field by reason of wartime conditions, broadcast advertising volume continued to increase during 1942 and reached a new high of \$191,000,000 net time sales according to estimates based upon preliminary information available at this time.¹ Since net time sales represent gross billings less frequency and promotional discounts, they are the gross receipts of the industry from the sale of time. It should be noted that net time sales, as used herein, are receipts before the deduction of agency commissions, agency commissions being considered to be an expense of sales.

Since in recent years net time sales have accounted for approximately 92% of the medium's revenues, it is quite probable that the total receipts of the radio industry from operations in 1942 were in the neighborhood of \$199,000,000, although receipts from the sale of talent and miscellaneous income are extremely difficult to estimate. These receipts do not include direct expenditures for programs and talent—as contrasted to expenditures for time—made by advertisers. Since these probably run in the neighborhood of \$40,000,000 to \$45,000,000 annually, the total expenditures for American radio program service in 1942 probably were between \$230,000,000 and \$235,000,000.

Net time sales for various portions of the radio advertising medium were divided as shown in Table I.

Radio advertising volume increased 6.1% over the 1941 level during the year just closed. This was slightly less than half the rate of increase during 1941 over the preceding year.

Radio was the only medium to

¹ Net time sales estimates have been based primarily upon data for representative stations, together with information secured from certain networks.

Table I
RADIO NET TIME SALES 1941-1942

Class of Business	1941 ¹	% Total	1942 (Estimated)	% Total
National network	\$ 79,621,534	44.3%	\$ 86,500,000	45.3%
Regional network	2,752,073	1.5%	3,000,000	1.6%
National & regional non-network	45,681,959	25.4%	49,500,000	25.9%
Local	51,697,651	28.8%	62,000,000	27.2%
Total net time sales	\$179,753,217	100.0%	\$191,000,000	100.0%

¹ Source of 1941 statistics: FCC reports.

come through the first year of the war comparatively unscathed with regard to its economic position, all other media having experienced losses during the year. Newspaper advertising lineage decreased slightly more than 5% as compared to 1941, the heaviest declines taking place in automotive advertising which was cut by more than half. General advertising as a whole, however, gained approximately 1%. Monthly magazine volume dropped 10% as compared to 1941, advertising in women's magazines decreased approximately 5%, while advertising in weekly magazines fell off about 1.5%. Outdoor advertising decreased in the neighborhood of 18%.

Trends Within Medium

With the exception of weakness in the local sponsor field, gains on the part of various portions of the radio advertising medium were about equal. Net time sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9.0%. For the first time in several years the gain in national and regional non-network advertising was less than that in the national network field. Net time sales to national and regional non-network advertisers in 1942 were 8.1% above the 1941 level, as compared to an

increase of 22.9% in 1941 as compared to the preceding year.

Local advertising in 1942 remained at approximately the 1941 level, rising no more than 0.5%. The weak showing in the local field

Official Count of U. S. Broadcasting Stations (From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923
Jan. 15, 1943	916

* Federal Radio Commission takes over regulation from Dept. of Commerce.

† Federal Communications Commission replaced Federal Radio Commission July 11, 1934.

undoubtedly has been due to dislocations of retail trade and of the service industries, as well as to the problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

By Class of Station

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of trends seem to be reasonably clear. The majority of stations which are situated in primary and secondary markets of any importance seem to have continued to experience gains in net time sales volume. On the other hand, losses quite probably have been experienced by a large number of limited, day and part-time stations of the regional and local classes, as well as by unlimited time local stations situated in uneconomic markets. These marginal stations lead a continuously precarious existence and naturally are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising seems to have grown relatively more rapidly over local unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear channel and regional unlimited time stations. Fairly heavy declines in national and regional non-network business probably have occurred in the case of many limited time, part-time and daytime regional and local stations.

Local advertising volume seems to have increased to a somewhat greater degree over clear-channel stations than over stations of any

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1942

(Compiled for the 1943 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Retailing Today")

Year	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	Value	Number	Value	Number	Value	Value	Number	Number	
1922	100,000	\$5,000,000	1,000,000	\$6,000,000			\$60,000,000	60,000		140,000
1923	550,000	15,000,000	4,500,000	12,000,000			136,000,000	1,000,000		1,500,000
1924	1,500,000	100,000,000	12,000,000	36,000,000			358,000,000	2,500,000		3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000			430,000,000	3,500,000		4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000			506,000,000	5,000,000		5,000,000
1927	1,850,000	168,000,000	41,200,000	67,800,000			425,600,000	6,500,000		6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000			690,550,000	7,500,000		8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000			842,548,000	9,000,000		10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$3,000,000	496,432,000	12,048,762		13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	18,009,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	38,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	500,000,000	26,666,500	5,000,000	37,600,000
1938*	7,100,000	250,000,000	80,000,000	105,000,000	1,500,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*	10,158,000	355,000,000	98,000,000	120,000,000	1,400,000	54,000,000	450,000,000	28,700,000	6,500,000	45,200,000
1940*	11,150,000	380,000,000	110,000,000	110,000,000	1,800,000	60,000,000	500,000,000	29,300,000	7,500,000	50,100,000
1941*	13,100,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	600,000,000	30,300,000	8,500,000	56,000,000
1942*	4,400,000	154,000,000	87,700,000	96,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,340,000

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value. † Includes home-built sets.

other class, although trends in this respect are not entirely clear at the present writing. Local sponsorship over unlimited time regional stations seems to have held its own, while there probably has been a slight decline in this type of business over local unlimited time stations. Declines probably again have been heavy in the case of limited and daytime stations.

Relative Importance

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to the greater stability of national network advertising sponsorship. The percentage of total net time sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

Net Time Sales, 1937-1942

Net time sales over the last six years are set forth in Table II. On the basis of trends indicated in the table it would seem safe to assume that radio advertising volume in 1943 will be comparatively stable and that few important increases will occur during the year.

TABLE II
Total Radio Net Time Sales
(1937-1942)

Year	Net time sales	% Change from Previous yr.
1937	\$117,903,973	
1938	117,379,453	- 0.4%
1939	129,968,026	+ 10.7%
1940	155,886,247	+ 19.7%
1941	179,753,217	+ 13.3%
1942	191,000,000 (Estimated)	+ 6.1%

Estimated Gross Billings

Estimated gross billings for the radio industry were \$254,800,000 for 1942. The nature of gross billings should clearly be kept in mind; for these billings are a fictitious figure of use only in making quick

comparisons with the advertising volume of other media and for the purpose of establishing trends as to the use of radio by various classes of industry and trade. Due to the great variations in discount structures between media — and even within the radio field itself — it usually is impossible to secure adequate net time and space sales figures. Consequently gross billings represent the one-time rate of periodicals or radio stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium ever receives its gross billings as dollar receipts; and it is incorrect to use these figures as a final measure of advertising volume. However, they are the best figures which are available during years prior to the biennial Census reports for the printing and publishing industry.

TABLE III
Estimated Gross Billings
(1942)

Class of business	Estimated gross billings
National network	\$118,200,000
Regional network	3,300,000
National & regional non-network	69,500,000
Local	63,800,000
Total gross billings	\$254,800,000

National Network Advertising By Class of Business

Estimates of gross billings have been made even more difficult during the past two years by the fact that the National Broadcasting Company has discontinued issuing figures of this type. However, until the radio broadcasting industry revives some form of service which will make it possible for networks, stations, advertisers and agencies to determine the trend in the use of the radio medium by different classes of business, the following network estimates — inadequate as they are — will be the only guides available on this important phase of

radio advertising. Estimated gross billings for national network advertising by type of sponsoring business for the year of 1942 are found in Table IV:

TABLE IV
Estimated National Network Gross Billings by Product Groups
(1942)

Product group	Gross billings	% total
Automotive	\$ 4,770,000	4.0%
Clothing & dry goods	954,000	0.8%
Confectionery & soft drinks	5,538,000	4.7%
Drugs & toilet goods	32,395,000	27.5%
Financial & insurance	1,120,000	0.9%
Foods & food beverages	26,204,000	22.1%
House furnishings & equipment	1,589,000	1.3%
Jewelry & silverware	298,000	0.2%
Petroleum products & fuel	3,256,000	2.7%
Publications	1,410,000	1.2%
Radios, phonographs, etc.	908,000	0.7%
Soaps & household supplies	13,961,000	11.8%
Tobacco products	18,176,000	15.4%
Travel & hotels	102,000	0.1%
Political	61,000	0.1%
Miscellaneous	7,457,000	6.5%
Total gross billings	\$118,200,000	100.0%

Probably the most interesting item with regard to Table IV is the great stability shown by the principal network sponsors during the year of 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, foods and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network radio advertising. As far as can be determined, the advertising of the two most important of these groups — food and the drug and cosmetic group — remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2.0%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the four groups mentioned above, only to-

bacco showed any material increase in national network expenditures, volume in this instance rising between 15% and 20%.

Automotive advertising over national networks increased about 15% during the year, probably due mainly to the increased use of the medium for good will and institutional purposes.

Confectionery and soft drink advertising showed one of the most important gains of all product groups, rising approximately one-third above the 1941 level. Publications advertising also rose in the neighborhood of one-third during the year.

National restrictions on non-essential driving for the purpose of conserving the nation's rubber supply were reflected in the marked decline of gasoline company advertising over the major networks. Advertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparatively minor item, rose about 15%. Jewelry and silverware advertising, on the other hand, dropped off about one-fifth. House furnishing and equipment advertising, reflecting limited stocks of consumers goods in this field, dropped off about one-fifth from the 1941 level.

Estimated gross billings for the radio industry as a whole, based upon calculations by Paul F. Peter, NAB director of research, and Dr. Herman S. Hettinger, for the period 1927-1941, and BROADCASTING's estimates for 1942 are in Table V:

TABLE V
Estimated Radio Gross Billings
(1927-1942)

Year	National Networks	Others	Total
1927	\$ 3,883,000	987,000	\$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,694,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,592,000	18,498,000	56,000,000
1932	39,107,000	22,799,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,651,000	30,228,000	72,887,000
1935	49,315,000	38,208,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,890,000	150,118,000
1939	87,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	104,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000

EDITOR'S NOTE: Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, now on leave with the Office of War Information, has served as BROADCASTING's economist in the preparation of the Yearbook's annual analysis of broadcast advertising. This year, because of his Government work, he was not available for this assignment, but the methods employed by Dr. Hettinger since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.



**December 7, 1941 to
December 7, 1942 on CBS**

*In the first full year of America's participation in
the war, the Columbia Broadcasting System
communicated to the American people...*

6,471 WAR PROGRAMS

3,723 WAR ANNOUNCEMENTS

4,158 WAR NEWS BROADCASTS...

...including such distinguished and special
original war enterprise programs as:

AN AMERICAN IN ENGLAND

CALLING PAN-AMERICA

THE NATURE OF THE ENEMY

REPORT TO THE NATION

F.O.B. DETROIT

WOMANPOWER

MAN BEHIND THE GUN

THEY LIVE FOREVER

HELLO AMERICANS

SOLDIERS WITH WINGS

Over 36% of total network
hours were devoted to

SPIRIT OF '42

THE 22ND LETTER

HELLO FROM HAWAII

THE COMMANDOS

operating
the war effort!

“Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

“The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the U.S. the largest single reservoir of trained radio personnel, equipment and know-how possessed by any one country. This is the unique accomplishment of a free radio in a free country.”

From the annual statement of

WILLIAM S. PALEY, President

THE COLUMBIA BROADCASTING SYSTEM



YOUR BEST BUY IN SYRACUSE...

HERE'S WHY—

- ✓ The only NBC station in Syracuse and Central New York.
- ✓ Program leadership—both local and national.
- ✓ 570 Kc—first on the dial—a clear signal to more than a billion and a half buying income.
- ✓ Complete merchandising service.
- ✓ Big local names plus 16 out of top 20 national programs.
- ✓ Greater coverage—every check shows WSYR has more listeners. The primary listening area includes 24 of the most prosperous, populous counties in New York State.

For facts and detailed information—write or wire today!
H. C. WILDER, PRES.

REPRESENTED BY RAYMER

WSYR

Syracuse, N. Y.

5000 Watts

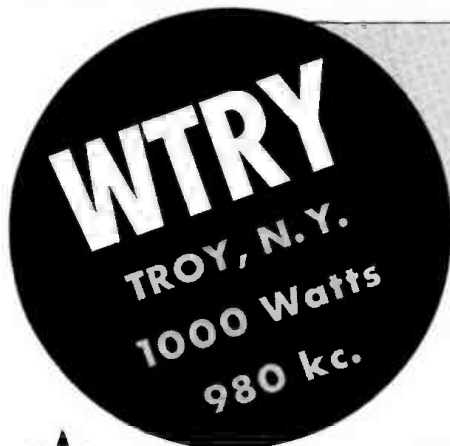
at 570 kc.

"The Perfect Combination"



BASIC

NBC RED



TRIPLE COVERAGE

where it Counts...

In the Tri-City Area

TROY—ALBANY—SCHENECTADY



H. C. WILDER
PRES.

REPRESENTED
BY
RAYMER

HOW COME? WELL—

WTRY blankets Troy, Albany, Schenectady.

WTRY serves the nation's 27th largest metropolitan district with an annual buying income of \$850,511,000.

WTRY gives you lowest cost per listener—according to advertisers it's a clear first in economy.

WTRY is the **only** Basic Blue Network Station covering Eastern New York.

WTRY gives you three cities for the price of one!

THE ONLY BASIC BLUE STATION *in Eastern New York*

IN HARTFORD, IT'S WDRC



W WHERE THERE'S ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.



WDRC
CONNECTICUT'S PIONEER BROADCASTER

Major Networks' Gross Billings by Agencies: 1942

Blue Billings by Agencies

Blackett-Sample-Hummert Inc.	\$ 2,454,298.00
Young & Rubicam	1,423,288.00
Wade Adv. Agency	1,277,917.00
J. Walter Thompson Co.	1,168,219.00
Maxon Inc.	1,030,288.00
Roche, Williams & Cunningham	1,015,598.00
Ruthrauff & Ryan	866,045.00
D'Arcy Adv. Co.	828,055.00
Lennen & Mitchell Inc.	573,780.00
J. Stirling Getchell	347,278.00
Benton & Bowles	317,138.00
Aubrey Moore & Wallace	305,544.00
Pedlar & Ryan	289,097.00
Buchanan & Co.	284,658.00
Gardner Adv. Co.	267,816.00
Warwick & Legler	257,741.00
Newell-Emmett Co.	242,130.00
Small & Seiffer	228,654.00
Henri, Hurst & McDonald	225,337.00
Wm. Esty & Co.	208,934.00
Critchfield & Co.	208,888.00
Kenyon & Eckhardt	194,436.00
BBDO	124,901.00
Clicksman Adv. Co.	122,290.00
McCann-Erickson	120,386.00
Emil Mogul Co.	107,062.00
Raymond Spector Co.	103,016.00
Walsh Adv. Co.	102,672.00
Jos. Katz Co.	100,041.00
H. W. Kastor & Sons Adv. Co.	96,848.00
The Clements Co.	96,609.00
Ted Bates Inc.	88,575.00
Albert P. Hill Co.	73,407.00
Mac Wilkins & Cole	61,656.00
Walker & Downing	60,687.00
Duane Jones Co.	58,572.00
Addison Lewis Assoc.	56,796.00
Morse International	50,039.00
J. M. Mathes Inc.	42,360.00
Donahue & Coe	38,755.00
J. D. Tarcher & Co.	35,226.00
Russel M. Seeds Co.	33,252.00
Lord & Thomas	29,300.00
J. Wm. Sheets	24,844.00
MacFarland, Aveyard & Co.	18,967.00
Keeling & Co.	13,644.00
Direct	8,254.00
McCarty Co.	8,206.00
Pacific Natl. Adv. Agency	7,134.00
E. M. Freystadt Assoc.	7,130.00
Bauerlein Inc.	6,284.00

Gray & Rogers	5,676.00
Leon Livingston Adv. Agency	5,569.00
Glasser-Gailey & Co.	4,801.00
Mayers Co.	4,644.00
Wm. B. Remington Inc.	4,200.00
Raymond R. Morgan Co.	4,101.00
Barton A. Stebbins Adv. Agency	4,038.00
Peck Adv. Agency	3,338.00
Horton Noyes	2,591.00
Smith & Drum	1,364.00
Schwab & Beatty	340.00
Fort & Co.	165.00
Political	
Duane Jones Inc.	15,200.00
Wellman Adv. Agency	10,154.00
Direct	2,596.00
Leighton & Nelson	956.00
Hulpern Adv. Agency	678.00
Total	\$15,782,493.00

CBS Billings by Agencies

Young & Rubicam Inc.	\$ 5,674,501.00
Ruthrauff & Ryan Inc.	5,101,813.00
J. Walter Thompson Co.	3,206,386.00
Blackett-Sample-Hummert	3,202,741.00
Ward Wheelock Co.	2,426,578.00
The Biow Co. Inc.	1,950,838.00
Compton Advertising Inc.	1,881,107.00
Lord & Thomas	1,813,486.00
Arthur Meyerhoff & Co.	1,801,957.00
William Esty & Co. Inc.	1,779,100.00
Benton & Bowles Inc.	1,597,846.00
Ted Bates Inc.	1,544,483.00
Newell-Emmett Co.	1,472,639.00
McCann-Erickson Inc.	1,345,321.00
Batten, Barton, Durstine & Osborn Inc.	1,033,111.00
Buchanan & Co. Inc.	939,149.00
Pedlar & Ryan Inc.	898,484.00
Gardner Advertising Co.	877,043.00
Knox Reeves Advertising Inc.	863,437.00
Maxon Inc.	832,606.00
Geyer, Cornell & Newell Inc.	663,846.00
Sherman & Marquette Inc.	651,741.00
D'Arcy Advertising Co. Inc.	506,729.00
Arthur Kudner Inc.	466,707.00
Campbell-Ewald Co. Inc.	433,741.00
C. L. Miller Co.	387,359.00

Duane Jones Advertising Agency	315,691.00
Raymond R. Morgan Co.	237,985.00
Sorensen & Co.	211,142.00
Aubrey Moore & Wallace Inc.	180,773.00
H. W. Kastor & Sons Adv. Co. Inc.	172,166.00
Joseph Katz Co.	125,714.00
Roche, Williams & Cunningham Inc.	121,941.00
Sayre M. Ramsdell Associates	111,060.00
J. M. Mathes Inc.	102,012.00
Erwin, Wasey & Co. Inc.	74,408.00
Cruttenger & Eger	60,570.00
Russel M. Seeds Co. Inc.	54,009.00
J. D. Tarcher & Co.	49,082.00
Smith & Drum Inc.	46,164.00
Federal Advertising Agency	44,746.00
Westco Advertising Agency	36,612.00
Franklin Bruck Co.	31,916.00
Glasser-Gailey & Co.	31,446.00
Brooks Advertising Agency	30,888.00
Brisacher, Davis & Staff	30,196.00
Kenyon & Eckhardt, Inc.	28,026.00
Long Advertising Service	15,560.00
Tomaschke-Elliott Inc.	15,273.00
Marschalk & Pratt Inc.	13,620.00
Morse International Inc.	12,827.00
Badger, Browning & Hersey Inc.	12,364.00
Gillham Advertising Agency	10,920.00
Lake-Spiro-Shurman Co.	9,126.00
H. M. Kiesewetter Adv. Agency	7,683.00
Cary-Ainsworth Inc.	5,865.00
Walter K. Neill	5,833.00
The McCarty Co.	5,275.00
Atherton & Currier Inc.	4,498.00
Joseph Aurrecochea Adv. Agency	4,466.00
Harry M. Frost Co. Inc.	3,845.00
Ewing C. Kelly, Advertising	3,248.00
John W. Queen	2,190.00
Milton Weinberg Adv. Co.	1,914.00
V. G. Frietas	1,827.00
W. L. Gleeson & Co.	1,624.00
General Advertising Agency Inc.	1,490.00
Leighton & Nelson	1,178.00
Arthur Cooksey	812.00
C. Brewer Smith Adv. Agency	680.00
R. H. Alber Co.	406.00
Dana Jones Co.	406.00
Eugene F. Rouse & Co.	406.00
Campaigns, Inc.	305.00
Lockwood-Shackelford Adv. Agency	188.00
Grand Total	\$45,593,125.00

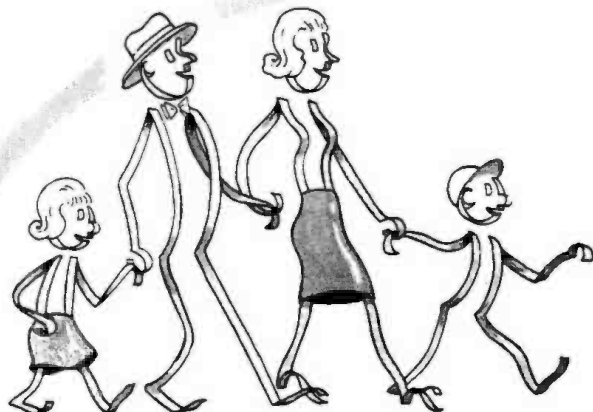
MBS Billings by Agencies

Aircasters Inc.	\$ 128,076.90
R. H. Alber Company	1,064,935.56
Aubrey Moore & Wallace Inc.	95,754.80
Birmingham, Castleman & Pierce Inc.	74,727.00
Blackett-Sample-Hummert	1,195,822.73
Buchanan & Co. Inc.	5,004.50
Leo Burnett Company Inc.	57,028.06
Campbell-Mithun Inc.	170,392.26
D'Arcy Advertising Co. Inc.	642,384.94
Erwin, Wasey & Co. Inc.	718,208.16
Wm. Esty & Company Inc.	447,057.26
Brady & Wagner Co.	24,439.50
M. H. Hackett Inc.	29,730.00
Hays-MacFarland & Co.	40,108.20
Hixson-O'Donnell Advertising Inc.	304,729.50
G. C. Hoskin & Assoc. (eff 9/30/42 and thereafter)	165,422.00
H. B. Humphrey Co.	6,352.00
Ivey & Ellington Inc.	1,305,503.87
Duane Jones Co.	35,101.08
Clarence Juneau Agencies	2,964.00
Kelly, Zahndt & Kelly Inc.	175,936.16
Kenyon & Eckhardt Inc.	171,865.00
Lord & Thomas	19,326.34
Marschalk & Pratt Inc.	7,368.19
Maxon Inc.	604,670.58
Jack Parker & Assoc.	242,814.00
Redfield-Johnstone Inc.	59,634.00
Knox Reeves Advertising Inc.	300,421.95
Roche, Williams & Cunningham Inc.	112,510.00
Ruthrauff & Ryan Inc.	71,064.66
Sweeney & James Co.	1,315.50
J. Walter Thompson Co.	448,087.76
William H. Weintraub & Co. Inc.	111,666.77
Weston-Barnett Inc.	9,386.25
Young & Rubicam Inc.	13,674.38
Direct	10,309.50
Various	761,729.63
Grand Total	\$ 9,636,122.49

NBC agency billings not listed owing to policy established in 1941 by that company.

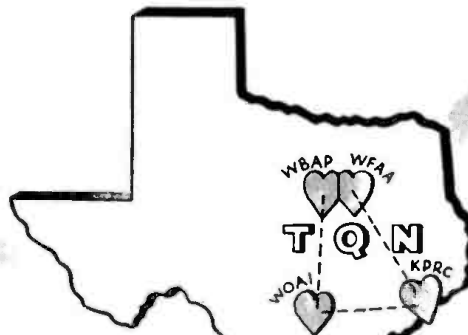
Texas Quality Network reaches them

--- Deep in the hearts of Texans . . .
Just a part of the story . . . deep, too,
in the hearts of folks of Oklahoma,
Louisiana, Arkansas, and parts of Kansas



TEXAS:
6,414,824 people
265,896 square miles
\$ \$ \$ \$ \$ \$ \$ \$
Army and Navy Camps
Defense Industries

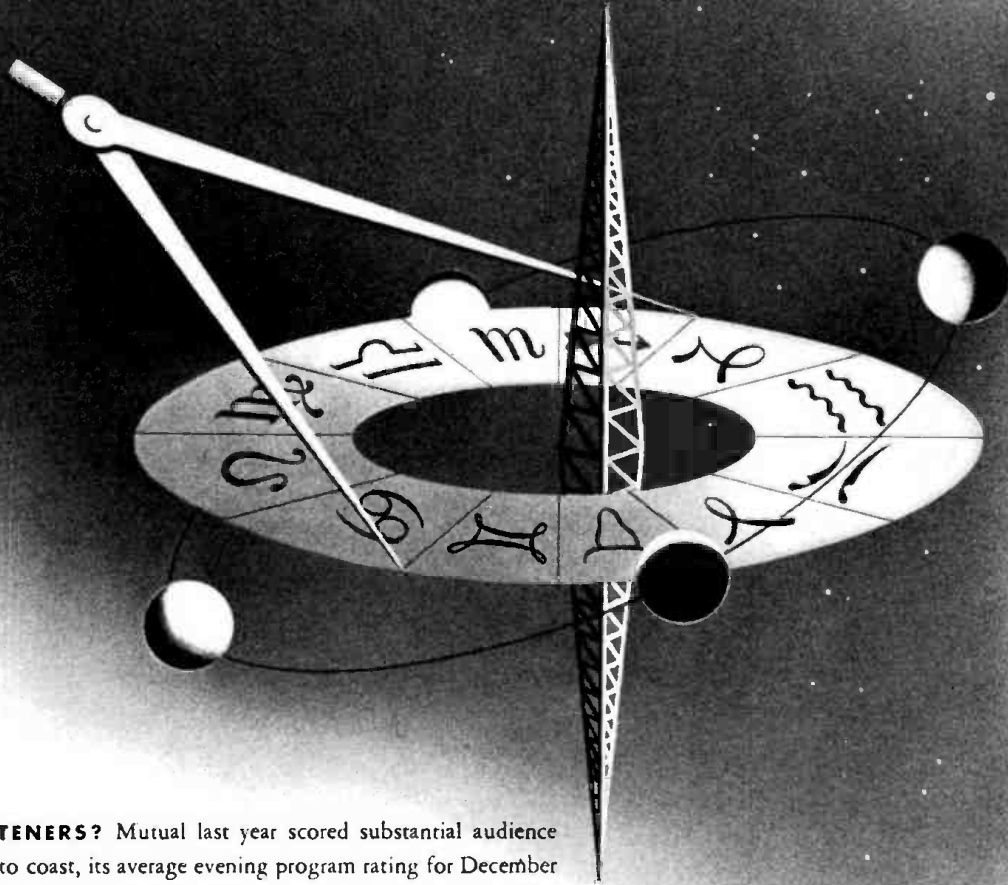
T Q N:
105,000 Watts covering
the 4 Key Industrial Cities.
Blanketing the population
centers with a 10MV/M signal.



WFAA-WBAP, Dallas-Fort Worth - WOAI, San Antonio - KPRC, Houston

Edward Petry & Co.
National Representatives

How do you measure a year?



MORE LISTENERS? Mutual last year scored substantial audience gains, coast to coast, its average evening program rating for December up 20% over December, 1941, while the all-network average rose only 9%.

BETTER STATIONS? Mutual last year culminated improvements which, since 1941, have provided better facilities for 74% of all its stations and added 26,250 more watts for the top 14 markets alone.

MORE STATIONS? Mutual last year penetrated even more deeply into urban and rural America, wherever people live and listen, increasing this largest of all networks from 183 to 211 stations.

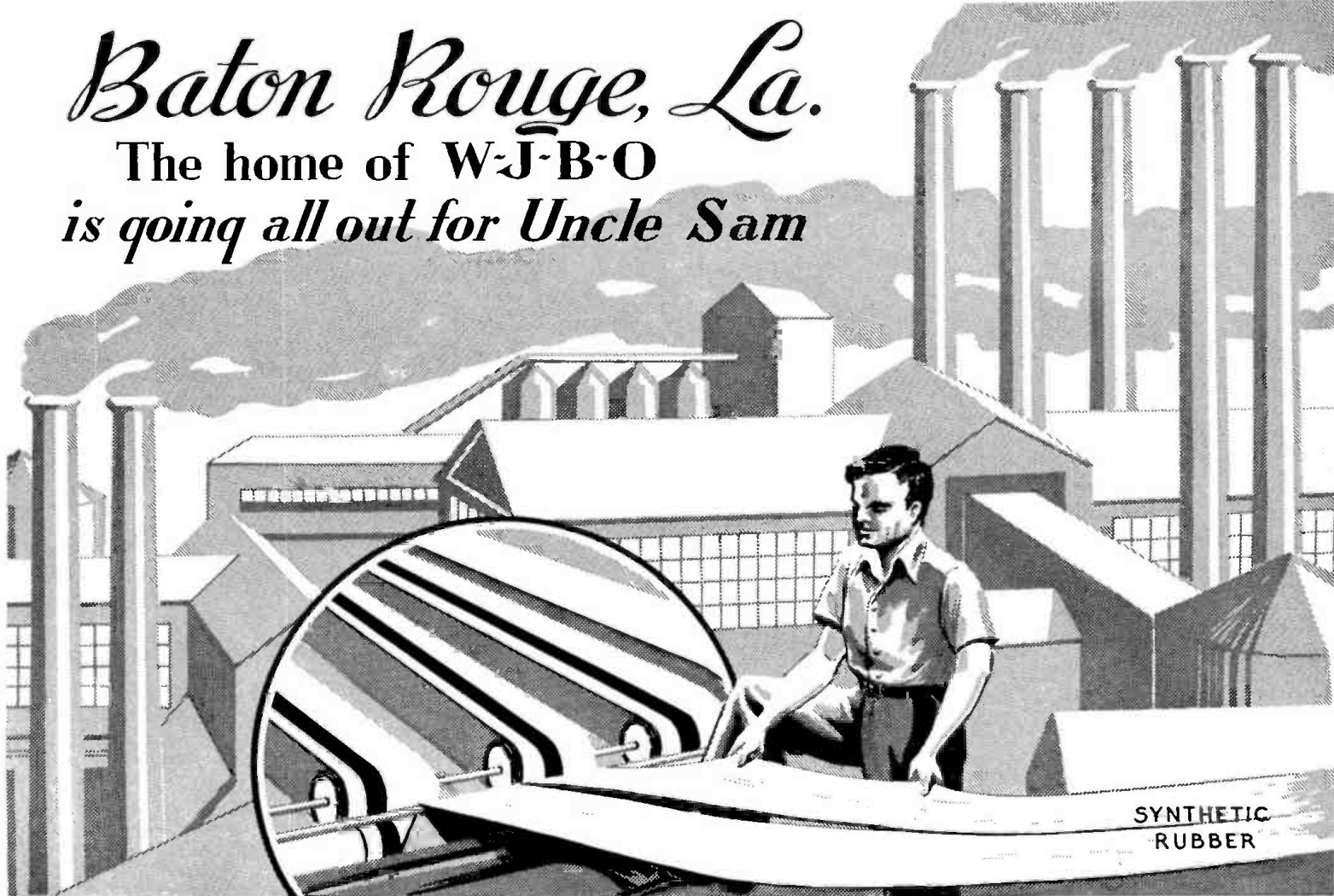
LOWER COSTS? Mutual last year developed the most economical rate structure in radio history, lowering minimum station requirements and raising maximum discounts, to benefit *every* advertiser.

GREATER BUSINESS? Mutual last year again achieved the largest gain in advertising volume for any network, rising 32% over 1941 for a new high in the network's career.

this is MUTUAL

Baton Rouge, La.

The home of W-J-B-O
is going all out for Uncle Sam



- **OVER 100,000 POPULATION**
- **15,000 ENGAGED IN VITAL INDUSTRIES**
- **15,000 ENGAGED IN CONSTRUCTION**
- **\$100,000,000 IN INDUSTRIAL EXPANSION**

Baton Rouge, Louisiana, at the head of deep-water navigation on the Mississippi River, is "all out" for war.

Twenty-four hours a day operation is maintained in such plants as Standard Oil Company of Louisiana, Solvay Process Company, Ethyl Corporation, E. I. Dupont de Nemours Company, Firestone Rubber Company, Aluminum Ore Company, Consolidated Chemical Company, Mengel Company, Gulf States Power and Steam Plant (largest electric generating station and largest steam plant in the southwest). Here in Baton Rouge is manufactured daily—monthly—annually—millions of dollars of vital war materials. After the war these plants will furnish many products which are wartime scarcities today.

Baton Rouge is the trading center of a rich agricultural area, the State Capitol, and the home of Louisiana State University.

One of the best buys in radio today is Baton Rouge, the chemical manufacturing center of the South, the flourishing market served by

WJBO

5000 Watts

BLUE NETWORK

BATON ROUGE BROADCASTING CO., INC.

Affiliated with the State-Times and Morning Advocate

National Representatives: **GEORGE P. HOLLINGBERY COMPANY**



WJJD CHICAGO'S BEST BASEBALL BUY! *4 Big Package Shows* AVAILABLE FOR 1943

1 Sport Slants by Pat Flanagan—Daily 2:30 to 2:40 P. M.—Pat Flanagan gives his unique personal slant on baseball news with many unusual human interest features. Pat has built up a great audience for this pre-game program during the past ten years.

COST: \$335 weekly for 7—10-minute programs.

2 Dug-Out Interviews with Jack Fitzpatrick—Daily 2:40 to 2:55 P. M.—Fitzpatrick talks things over with players in the dug-out—an intimate, behind-the-scenes program immediately preceding the play-by-play broadcast. On days when there is no game, Jack gives a sports review at 2:45 to 3:00 P. M.

COST: \$345 weekly for 7—15-minute programs.

3 The Scoreboard—Daily 5:00 to 5:15 P. M.—This feature, immediately following Pat Flanagan's play-by-play broadcast of the game, presents complete scores of all the other games. Race results and news bulletins are also included.

COST: \$375 weekly for 7—15-minute programs.

4 Sports Round-Up—Daily 5:15 to 5:30 P. M.—Features late sports information, news flashes and transcribed music. Interviews with baseball and screen personalities also included. Time varies from day to day, depending on length of game. The daily average for this program is about 20 minutes.

COST: \$200 weekly for 6 broadcasts, Monday thru Saturday.

For the Fifth Consecutive Year—Pat Flanagan's BROADCASTS OF 1943 CUBS-SOX GAMES Have Been Sold to the WALGREEN DRUG CHAIN

Pat Flanagan, long famous as one of Chicago's outstanding sports personalities, has a large and enthusiastic radio following. Surveys made by Walgreen's and Hooper Holmes prove that his broadcasts over WJJD deliver a surprisingly big slice of Chicago's entire baseball audience. The four tie-in programs now available offer smart advertisers an opportunity to reach this audience at remarkably small cost.



Pat Flanagan, WJJD's featured sports announcer. His colorful, accurate, play-by-play reportage has built up a huge baseball audience for him in the Chicago area during the past fifteen years.

For Facts and Figures call...

WJJD

230 N. MICHIGAN AVE.
CHICAGO, ILLINOIS
TELEPHONE STATE 5466

20,000 WATTS • 1160 KILOCYCLES

National Representative

JOHN E. PEARSON CO. • 342 MADISON AVE., N. Y.



Code of Wartime Practices for American Broadcasters

As Revised February 1, 1943, by the Office of Censorship

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by appropriate authority. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast as specifically released for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

Note:

Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field." Terms such as "clear", "rain", "windy", "overcast", etc., are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.

Type and movements of United States Army, Navy and Marine Corps units, within or without continental United States, including information concerning

Location
Identity
Exact Composition
Equipment
Strength
Destination
Routes
Schedules
Assembly for Embarkation
Prospective Embarkation
Actual Embarkation

Such information regarding troops of friendly nations on American soil. Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given).

(2) Armed Forces outside the United States: Names and locations (without unit identifications) if presence of United States forces in area has been announced officially.

Individual addresses if they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, etc.).

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity

Location
Port of Arrival
Time of Arrival
Prospect of Arrival
Port of Departure
Ports of Call
Nature of Cargoes
Assembly
Personnel

Enemy naval or merchant vessels in any waters, their

Type

Identity

Location

Movements

Secret information or instructions about sea defense, such as

Buoys, lights and other

guides to navigators

Mine fields and other

harbor defenses.

Ships in construction

Type

Number

Size

Location

Advance information on dates of

launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange

ships under direction of the State

Department.

Exceptions:

Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.

Information on damage to military objectives in continental United States or possessions, including

Docks

Railroads

Airfields

Public Utilities

Industrial plants engaged in

war work.

Counter-measures or plans of defense.

Appropriate authority: For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.

Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate

authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACK.

Estimates of number of planes involved; number of bombs dropped; damage to

Fortifications

Docks

Railroads

Ships

Airfields

Public Utilities

Industrial plants engaged in

war work

All other military objectives

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations outside the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions, refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions:

After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.

No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy Department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES.

Air Units—Military air units of the United States and the United Nations as to

Disposition

Missions

Movements

New characteristics

Strength

Information concerning new military
(Continued on page 28)

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington, Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP

Byron Price, Director.

February 1, 1943.

DETROIT'S *First* STATION



Detroit—America's Greatest Armament Market—With
a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

**NBC Basic
Network**

**Associate Station
W45D-F.M.**

tary aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.

Location and description of fortifications, including
 Coast Defense Emplacements
 Anti-aircraft guns and other air defense installations
 Defense Installation details of public airports used for military purposes.
 Camouflaged objects
 Location of specially constructed bomb shelters
 Location of civilian defense communication control centers
 Information concerning installations by American military units outside the United States.

(j) SABOTAGE.

Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE).

Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas, or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or critical materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease Production—Method of delivery, destination, routes or transportation of Lend-Lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.

Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on *Armed Forces*, regarding unit identifications).

Wartime Radio Censorship Code

(Continued from page 26)

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.

Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

Note
 The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.

Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.

War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.

Casualties—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy—Secret war plans.

Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires; descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.

Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for service announcements should be honored, except as herein-after qualified. Such service announce-

ments would include information relating to—

- Lost pets
- "Swap" ads
- Mass meetings
- Personal messages
- Club meetings
- Club programs, etc.
- Vital statistics

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth-dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgements from listeners, should be broadcast.

Exceptions:

Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

All requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.

It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be guaranteed participation.

(c) FORUMS AND INTERVIEWS.

During forums in which the general public is permitted extemporaneous comment, panel discussion in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship

(Continued on page 30)

1943 Committees of Congress Dealing With Radio Legislation

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Donald L. O'Toole, New York; Lindley Beckworth, Texas; Thomas D'Alesandro Jr., Maryland; Francis J. Myers, Pennsylvania; J. Percy Priest, Tennessee; Oren Harris, Arkansas; George G. Sadowski, Michigan; Richard F. Harless, Arizona.

REPUBLICANS—Charles A. Wolverson, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; Charles A. Halleck, Indiana; Carl Hinshaw, California; Clarence J. Brown, Ohio; Evan Howell, Illinois; Harve Tibbott, Pennsylvania; Leonard W. Hall, New York; Thomas D. Winter, Kansas; Joseph P. O'Hara, Minnesota.

SENATE INTERSTATE COMMERCE COMMITTEE

Committee Clerk: M. W. Mitchell

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T. Bone, Washington; Harry S. Truman, Missouri; Edwin C. Johnson, Colorado; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.

REPUBLICANS—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois; Elbert W. Hawkes, New Jersey; E. H. Moore, Oklahoma.

* In which radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

WHY BUILD A PROGRAM FOR NEW YORK?

Here are ready-built profits to share!

ONE after another, hundreds of famous national advertisers have come to WNEW in New York . . . come to *stay*, and come to *profit* from established programs with *proved* sales results.

No *risk* with new programs . . . no shows that *might* go over—might not. WNEW's unique program successes have been making quick sales for their many co-sponsors year after year. Each WNEW program stands on its own—gives New York what New York wants . . . And all WNEW programs have one thing in common—they *sell* . . . or off the air they go!

Audience? WNEW covers the New York-New Jersey metropolitan area—one tenth of American families—24 hours a day.

WNEW—501 MADISON AVE., NEW YORK
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



"START THE DAY RIGHT" . . .
HAL MOORE—7:00-9:00 A. M.
—Monday through Saturday.
News — information — music
—on WNEW 3 years.



"ZEKE MANNERS' GANG" . . .
ZEKE MANNERS—9:00-10:00
A.M.—Monday through Satur-
day—12:00-1:00 P.M.—Sunday.
On WNEW 2 years.



"THE MAKE-BELIEVE BALL-
ROOM" . . . MARTIN BLOCK—
10:00-11:30 A. M. and 5:30-
7:30 P. M., Monday through
Saturday. On WNEW 8 years.



J. B. KENNEDY, NEWS—7:35-
7:50 P. M.—Monday through
Friday; 6:00-6:30 P. M.—Sun-
day. Famed radio reporter—
on WNEW 2 years.



"NEWS THROUGH A WOMAN'S
EYES" . . . KATHRYN CRAVENS
— 4:45-5:00 P. M.—Monday
through Friday. Ace news ana-
lyst—on WNEW 1½ years.



"THE FACE OF THE WAR" . . .
SAMUEL H. CUFF—12:15-12:30
P.M.—Monday through Fri-
day; 1:00-1:15 P. M.—Sunday.
Famed newcomer to WNEW.

Plus other outstanding WNEW programs: News every hour on the half hour, Milkman's Matinee, Music Hall, Dance Parade, Bob Considine, Jack Stevens.

WNEW NEW YORK
1130 ON THE DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENTS REPORTING. (ad lib).

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Paragraph (a), Section I).

(e) SIMULATED AIR RAIDS, BLACKOUTS.

In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage

Wartime Radio Censorship Code

(Continued from page 28)

listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.

The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the

judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.

Station managements are requested to require all persons who broadcast

in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.

From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Lots of Power!

1000 S-T-R-E-A-M-L-I-N-E-D WATTS

Reaching Lots of People!

Throughout Southeastern Michigan—consistent mail from counties totalling 3,000,000 population.

With Lots of Punch!

Programs that please — and sell! News every hour and good music all day long — pulls 75,000 letters in a year!

1000 WATTS ON 1130 KILOCYCLES

W-CAR

Pontiac, Mich.

Philadelphia in

'43

Continues to Be
**America's Number 1
Arsenal**
The Reason Why!

MORE WORKERS
(New Ones—Thousands+)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

*A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.*

**Philadelphia is BUYING—Let "the Station
that Sells," do your SELLING!**

5000 WATTS

950 ON THE DIAL

*Affiliated station of the
Atlantic Coast Network*



National Association of Broadcasters: 1941-1942 Officers and Committees

Headquarters Office: 1760 N Street, N. W., Washington, D. C. Phone: NAtional 2080

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 Everett Revercomb, *Auditor*

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 Kolin Hager, WGY, Schenectady, N. Y. (District 2: New York, New Jersey)
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 Frank King, WMBR, Jacksonville, Fla. (District 5: Alabama, Florida, Georgia, Puerto Rico)
 Hoyt B. Wooten, WREC, Memphis, Tenn. (District 6: Arkansas, Louisiana, Mississippi, Tennessee)
 J. Harold Ryan, WSPD, Toledo, O.; Nathan Lord, WAVE, Louisville, elected as successor to take office after next convention. (District 7: Kentucky, Ohio)
 John E. Fetzer, WKZO, Kalamazoo, Mich. (District 8: Indiana, Michigan, excluding the counties of Ontonagon and Gogebic)
 Edgar L. Bill, WMRD, Peoria, Ill.; Leslie C. Johnson, WIRF, Rock Island, Ill., elected as successor to take office after next convention. (District 9: Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)
 John J. Gillin Jr., WOW, Omaha, Neb. (District 10: Iowa, Missouri, Nebraska)
 E. L. Hayek, KATE, Albert Lea, Minn. (District 11: Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic)

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliot (WHIO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KGIN)	1936-1937
John Elmer (WCRM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	1938-

* Deceased.

William B. Way, KVOO, Tulsa, Okla. (District 12: Kansas, Oklahoma)
 Hugh A. L. Half, WOAI, San Antonio. (District 13: Texas)
 Ed Yocum, KGHL, Billings, Mont. (District 14: Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson)
 Arthur Westlund, KRE, Berkeley, Cal. (District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii)
 Calvin J. Smith, KFAC, Los Angeles, Cal. (District 16: Arizona; California, including the counties excepted in District 15; New Mexico)
 Harry R. Spence, KNRO, Aberdeen, Wash. (District 17: Alaska, Oregon, Washington)

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 J. O. Maland, WHO, Des Moines, Ia.

Medium Stations

Eugene P. O'Fallon, KFEL, Denver, Col.
 Don S. Elias, WWNC, Asheville, N. C.

Small Stations

Herbert Hollister, KANS, Wichita, Kan.
 James W. Woodruff Jr., WRBL, Columbus, Ga.

Network

Paul W. Kesten, CBS, New York
 Frank M. Russell, NBC, Washington, D. C.

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Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

The Four WLW Merchandise-able Areas*



Morning

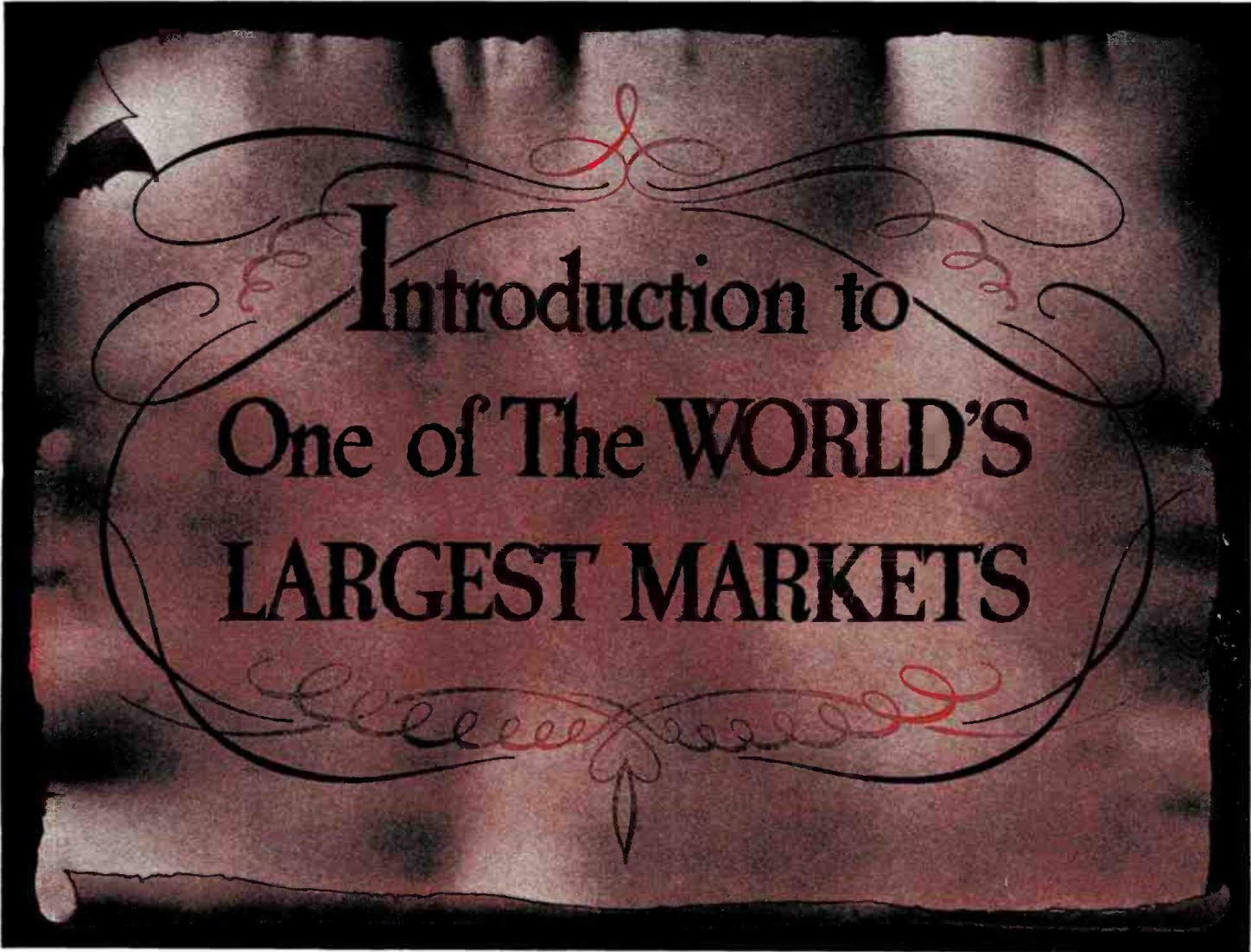
	NUMBER	U. S. A.
Total Population	11,310,254	8,5917
Radio Families*	2,477,713	8,5700
Urban	1,349,044	7,3280
Rural	1,122,669	11,3231
Rural—Nonfarm	613,028	10,8633
Rural—Farm	507,674	11,8706
Farms	667,072	10,9413
Income Tax Returns	476,869	6,2582
Retail Drug Stores	4,171	7,2034
Retail Drug Store Sales	\$194,135,000	7,3046
Retail Grocery Stores	39,006	10,0723
Retail Grocery Store Sales	\$687,192,000	7,9152

*These maps do not define the limits of WLW coverage, which extends into portions of several additional states. They indicate the 38 markets in which advertising over WLW enjoys a high degree of merchandise ability with the retailers and wholesalers who move your merchandise

Afternoon

	NUMBER	U. S. A.
Total Population	10,268,109	7,7984
Radio Families*	2,326,402	8,0671
Urban	1,300,124	6,8705
Rural	1,026,278	10,3510
Rural—Nonfarm	520,730	9,2228
Rural—Farm	455,364	10,6600
Farms	604,775	9,9195
Income Tax Returns	435,647	6,7182
Retail Drug Stores	4,041	6,9769
Retail Drug Store Sales	\$109,206,000	6,9892
Retail Grocery Stores	36,237	9,3554
Retail Grocery Store Sales	\$571,009,000	9,3948





Introduction to One of The WORLD'S LARGEST MARKETS



WHEN you buy WLW, you are probably buying at the lowest cost per impression in modern advertising. For the WLW market contains over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. The breadth as well as the intensity of WLW listening, together with the cooperation given us by the wholesale and retail dealers who move your merchandise, form one of the most effective means of directing the distribution and sale of consumer goods products in the history of merchandising.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLLEY CORPORATION



A glance at any one of these maps indicates why WLW cannot be evaluated in the same manner as other powerful stations.

Because of the wide coverage of WLW, and the number and diversity of the markets we reach, we have devised a scientifically accurate method of allocating the WLW radio dollar to 345 Midwestern counties in these Merchandise-able Areas. Since its publication, an increasing number of WLW advertisers have found the Cost Allocation Study helpful in making more effective use of the station that influences so greatly the buying preferences of millions of Midwestern listeners.



Early Evening

	NUMBER	U. S. A.
Total Population	111,439,431	8,6880
Radio Families	2,951,285	8,8469
Urban	1,420,738	7,5078
Rural	1,130,547	11,4026
Rural—Nonfarm	593,122	10,5105
Rural—Farm	487,241	11,4063
Farms	669,593	10,8833
Income Tax Returns	486,418	6,3846
Retail Drug Stores	4,341	7,4970
Retail Drug Store Sales	\$117,080,000	7,4937
Retail Grocery Stores	39,677	10,2435
Retail Grocery Store Sales	\$631,970,000	8,1843



Night

	NUMBER	U. S. A.
Total Population	12,609,802	9,5769
Radio Families	2,747,439	9,5271
Urban	1,481,040	7,8265
Rural	1,266,401	12,7724
Rural—Nonfarm	670,400	11,8799
Rural—Farm	545,815	12,7775
Farms	748,939	12,2743
Income Tax Returns	520,769	6,8365
Retail Drug Stores	4,664	8,0549
Retail Drug Store Sales	\$126,050,000	8,0672
Retail Grocery Stores	43,234	10,1619
Retail Grocery Store Sales	\$680,523,000	8,8131

SOURCES: Sixteenth Census of U. S., 1940. * All figures projected by NAB Research Dept., from 1940 U. S. Census of Housing Data. † Individual income tax returns for 1939 filed in 1940. Bureau of Internal Revenue. ‡ U. S. Dept. of Commerce, Census of Business, 1939 (Grocery and Combination Stores.)

WSAI SELLS *everything* IN CINCINNATI- *year after year!*

WSAI SELLS APPLIANCES



6 years — "CANAL DAYS."

WSAI SELLS CEREAL and GASOLINE



Used WSAI's coverage of Cincinnati Reds' ball games EXCLUSIVELY in '42.

WSAI SELLS BREAD



5 years — "FANS IN THE STANDS."

WSAI SELLS DRY CLEANING



6 years — NEWS.

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5 years — "REVOLVING BANDSTAND."

WSAI KEEPS SELLING REGULARLY ... IN EVERY "DEPARTMENT"



Leading department store renewed daily quarter hour for TENTH CONSECUTIVE TIME.

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4 yrs. — "COL. CUMQUATT."

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36 News Shows Weekly, sponsored by Kellogg Products.

popularity plus- WSAI does a good selling

job because of its popularity and cooperative dealer relations... PLUS aggressive merchandising methods that keep selling your program and product from broadcast to point of sale.

A G O O D S T A T I O N I N A F I N E M A R K E T

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

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CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS — 5000 Watts Day and Night

Represented by Spot Sales, Inc.



Have You Had a Date With—

the "sweetest" girl in all the Rockies? If you haven't, you've been missing something!

OF AGE? Just turned 18 — young enough to have the enthusiasm of youth — old enough to know what it's all about!

POPULAR? She's the talk of the Great Salt Lake Valley, and that's something!

BOYFRIENDS? Of course! She has childhood sweethearts by the couch-full—most of whom are asking for dates now more than ever! They're from prominent families out this way—for only a few:

- WESTERN AUTO
- BENEFICIAL LIFE INSURANCE CO.
- SCOWCROFT'S
- UTAH CHAIN STORE ASSN.
- FEDERAL BUILDING & LOAN
- BOYLE FURNITURE COMPANY
- ANDERSON JEWELRY COMPANY
- FIRST SECURITY BANK
- STANDARD OPTICAL COMPANY

A HOME TOWN GIRL?

Not when it comes to knowing the boys from out of town! They come from all America for dates with her. She made more new boyfriends during the past year than any of her illustrious sisters — for only a few:

- KELLOGG'S
- CONTINENTAL BAKING
- "666"
- ITALIAN SWISS COLONY WINE
- CONTINENTAL OIL
- ROMA WINE
- WHITE OWL CIGARS
- BARBASOL
- CARTER'S LITTLE LIVER PILLS
- CAMPANA ITALIAN BALM
- SHERWIN-WILLIAMS
- GILLETTE
- CRESTA BLANCA WINE
- STUDEBAKER
- FEEN-A-MINT
- ELIZABETH ARDEN

CHEAP? Only in the sense that she doesn't expect her boyfriends to spend a lot of money on her! She's no gold digger!

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"THE GREAT SALT LAKE VALLEY"

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Eric Sevareid, *Vice President* Earl Godwin, *Treasurer*
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House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264
Superintendent of House Gallery—Robert M. Menagh
Superintendent of Senate Gallery—D. Harold McGrath

Active Members as of Jan. 1, 1943

Network, Station or Service	Name	Office
Atlantic Coast Network	Richard Eaton	3051 Idaho Ave.
Baukhage Radio Associates	Pauline Frederick	1343 H St.
Columbia Broadcasting System	Eric Sevareid	853 Earle Bldg.
	Albert N. Dennis	853 Earle Bldg.
	Ann Gillis	817 Earle Bldg.
	Albert C. Leitch	853 Earle Bldg.
	Ernest D. McIver, Jr.	853 Earle Bldg.
	John K. Purcell	853 Earle Bldg.
	Lewis W. Shollenberger	853 Earle Bldg.
	Albert L. Warner ¹	853 Earle Bldg.
Mutual Broadcasting System	Leigh White	1627 K St.
	Fulton Lewis, Jr.	1627 K St.
	Frank S. Blair, Jr. ¹	1627 K St.
	Robert T. Brooks ¹	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	Jean Hatton	1627 K St.
	Stephen J. McCormick ¹	1627 K St.
	Fred W. Morrison	1627 K St.
	Billy Repaid	1627 K St.
National Broadcasting Co.	Morgan Beatty ²	724 14th St.
	Leif Eid	724 14th St.
	Richard L. Harkness	724 14th St.
	Thomas E. Knode ¹	724 14th St.
	Carey Longmire	724 14th St.
	Ralph H. Peterson	724 14th St.
	Leonard Schleider	724 14th St.
	Robert St. John	724 14th St.
The Blue Network	H. R. Baukhage	1343 H St.
	Earl Godwin	724 14th St.
	Joan Harding	724 14th St.
	Phillip N. Joachim	724 14th St.
	William Hillman	724 14th St.
	William R. McAndrew	724 14th St.
	Raymond Gram Swing	1613 19th St.
Transradio Press Service	Jerry Allen (Miss)	1613 19th St.
	Rex Goad	1256 National Press Bldg.
	Don Cook	1256 National Press Bldg.
	Elizabeth Donohue	1256 National Press Bldg.
	Clifford G. McCarthy ¹	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	John Norman	1256 National Press Bldg.
	William H. Pickens	1256 National Press Bldg.
	Macon Reed, Jr. ¹	1256 National Press Bldg.
	Dorothy C. Rockwell	1256 National Press Bldg.
	Merlin F. Stonehouse	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
WMAL—The Evening Star Station	William Neel	724 14th St.
	Peter Cousins	724 14th St.
	Wm. Enders Coyle ¹	724 14th St.
	George Gow	724 14th St.
	Daniel J. Regan	724 14th St.
Yankee Network (Boston)	Francis W. Tully, Jr. ²	1215 National Press Bldg.

¹ On leave of absence during service in the armed forces of the United States.

² Now on London staff of NBC.

Associate Members as of Jan. 1, 1943

Affiliation	Name	Address
Columbia Broadcasting System	George Fielding Eliot	485 Madison Ave., N. Y.
	Robert Trout	485 Madison Ave., N. Y.
	Paul W. White	485 Madison Ave., N. Y.
	Robert D. Wood	485 Madison Ave., N. Y.
Don Lee Network	Fox Case	CBS Hollywood
	John B. Hughes	1000 Van Ness Ave., San Francisco
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
National Broadcasting Co.	Don Goddard	30 Rockefeller Plaza, N. Y.
	H. V. Kaltenborn	30 Rockefeller Plaza, N. Y.
	Lowell Thomas	30 Rockefeller Plaza, N. Y.
	John W. Vandercook	30 Rockefeller Plaza, N. Y.
	Max Jordan	30 Rockefeller Plaza, N. Y.
Transradio Press Service	Herbert Moore	521 Fifth Ave., N. Y.
	Dixon Stewart	521 Fifth Ave., N. Y.
	Charles Hodges	521 Fifth Ave., N. Y.
	Erle H. Smith	KWBC, Kansas City
	Charles C. Shaw	KTSA, San Antonio
	Leland L. Chesley	KWK, St. Louis
	James A. Aull	KYW, Philadelphia
	Kav Halle	WGAR, Cleveland
	Malvin Kamne	WIL, St. Louis
	Jerome J. Karpf Jr.	WINS, N. Y.
	Bernard Estes	WINS, N. Y.
	Maurice C. Dreicer	998 Fifth Ave., N. Y.
	Leslie B. Bain	WKAT, Miami Beach
	Leon Goldstein	WMCA, N. Y.
	Robert M. Eastman	WKY, Oklahoma City
	Jack J. Hand	WNBF, Binghamton

WMBD

THE ONE MEDIUM
THAT BLANKETS THE
PEORIA AREA

★ A RICH MARKET FOR
right now!

★ A RICH MARKET FOR
after the war!

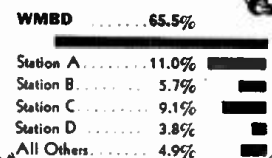
Peoria's diversification of industry and agriculture makes it a top market through good times and bad. Industries here have war orders—but not in such volume that upsetting economic reaction will follow peace. And—WMBD is the ONE medium that blankets Peoria! Check the figures below—write for further information.

Just Finished!

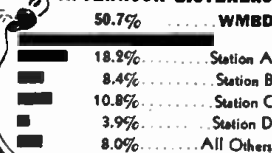
CONLAN SURVEY

36,955 Calls

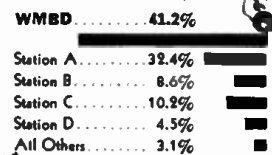
MORNING LISTENERS



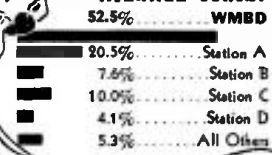
AFTERNOON LISTENERS



EVENING LISTENERS



AVERAGE SURVEY



PEORIA BROADCASTING CO.

Alliance Life Bldg. Peoria, Illinois

FREE &
PETERS, Inc.
Exclusive National
Representatives

WMBD is a member of CBS

Program Popularity in 1942

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1942 was the first calendar year in which American radio broadcast the wares of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a means of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment and culture, and even a vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of the not-wholly-expected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at from 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

- Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m., 52.0.
- Feb. 23, Roosevelt, "Progress of the War", 10:00 p.m., 83.0.
- April 28, Roosevelt, "War Economy", 10:00 p.m., 69.5.
- Sept. 7, Roosevelt, "Cost of Living", 9:30 p.m., 55.8.
- Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m., 45.8.

The address on the "Progress of the War" tied two previous broadcasts at the all-time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greer Incident speech in the fall of 1941 which was recorded at 72.5.

I—Set-Owners Hearing One or More News Broadcasts

(Based on Wednesday night first nine months of 1942 vs. first nine months of 1941)

	Between 5 - 7 P. M.		Between 7 - 9 P. M.		Between 9 - 12 P. M.	
	1941	1942	1941	1942	1941	1942
January	27.7	35.3	12.6	17.2	18.3	21.5
February	25.0	31.6	10.5	15.9	19.0	22.3
March	27.7	29.8	10.5	15.6	17.9	21.0
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	26.6	8.5	12.3	15.9	18.4
July	18.1	26.5	9.8	8.9	14.4	25.2
August	18.6	24.2	9.3	12.3	15.7	15.9
September	19.6	35.4	9.3	12.8	16.9	17.7
Average—First Quarter	26.8	32.2	11.2	16.2	18.4	21.6
Average—Second Quarter	22.8	25.1	9.6	12.2	16.9	17.1
Average—Third Quarter	19.4	28.7	9.5	11.3	15.7	19.6
Average—Nine Months	23.0	28.7	10.1	13.2	17.0	19.4

II—Monthly Ranking of the Ten Leaders For Seven Winter Months—1942

	For the Period	Jan.	Feb.	March	April	Oct.	Nov.	Dec.
Fibber McGee & Molly	1	1	1	3	1	2	1	2
Jack Benny	2	2	3	1	3	3	2	3
Chase & Sanborn	3	3	2	2	2	4	3	1
Bob Hope	4	6	5	6	NB	1	4	4
Aldrich Family	5	4	4	4	4	5	6	9
Lux Radio Theatre	6	5	6	5	5	7	5	6
Maxwell House	7	7	7	7	6	10	8	8
Kraft Music Hall	8	10	8	9	7	8	7	5
Walter Winchell	9	9	9	12	13	9	11	NB
Kate Smith Hour	10	8	10	8	10	13	15	15

NB—Not Broadcast.

III—Monthly Ranking of the Ten Leaders For Five Summer Months—1942

	For the Period	May	June	July	Aug.	Sept.
Chase & Sanborn	1	1	1	NB	NB	1
Lux Radio Theatre	2	3	3	NB	NB	3
Aldrich Family	3	2	2	NB	1	2
Kraft Music Hall	4	6	4	*	2	5
Maxwell House-a	5	5	5	4	4	4
Mr. District Attorney	6	4	6	3	3	7
Jergens Journal—Walter Winchell	7	7	7	2	*	8
Hit Parade	8	8	8	1	5	10
One Man's Family	9	9	10	5	7	6
Rudy Vallee	10	10	9	*	6	9

* Not rated.

a—also called Post Toasties Time.

NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second most popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, same days of the week—could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio news programs.

The American landing in North Africa is a case in point. Loudspeakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of vic-

tory in the efficient display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience score it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

Nighttime Leaders

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

- Chase and Sanborn Program
- Fibber McGee and Molly
- Jack Benny
- Pepsodent Program—Bob Hope
- Kraft Music Hall
- Lux Radio Theatre
- Red Skelton
- Maxwell House Coffee Time
- The Aldrich Family
- Kay Kyser
- Rudy Vallee
- Fitch Bandwagon
- Mr. District Attorney
- Time to Smile—Eddie Cantor
- Kate Smith Hour
- One Man's Family
- Hit Parade
- Texaco Star Theatre—Fred Allen
- Abie's Irish Rose
- The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of one of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in po-



By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

● Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately \$200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

WFMJ

Youngstown, Ohio

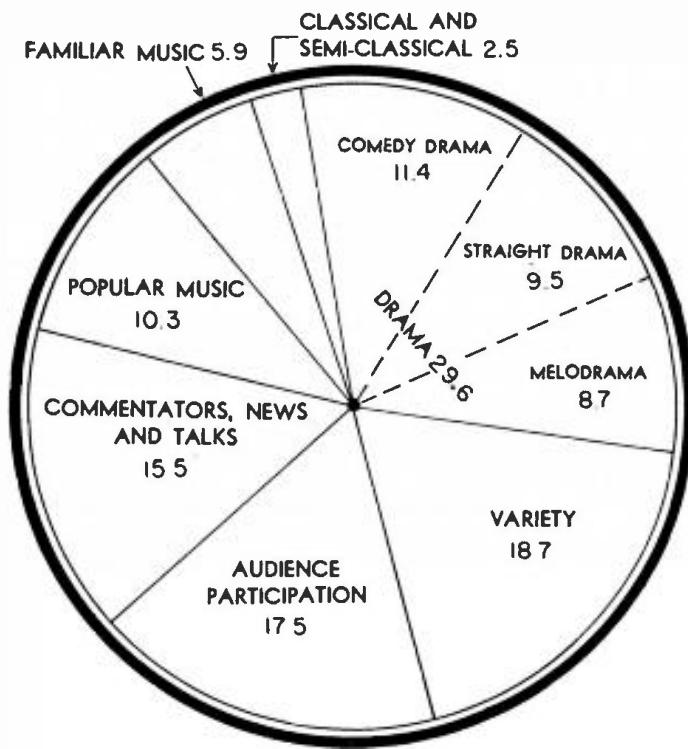
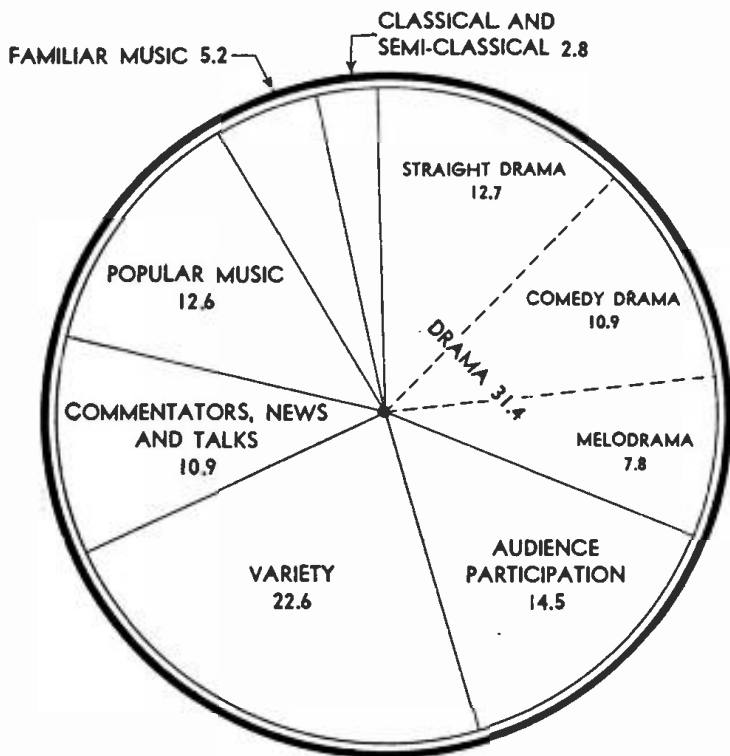
Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

**IV—Comparison by Program Types of Ratings
And Amount of Time on the Air
Nighttime Programs
(October 1941-April 1942)**

**V—Comparison by Program Types of Ratings
And Amount of Time on the Air
Nighttime Programs
(May-September 1942)**



Type of Program	Average	Rank	Low	High	No. of Programs	% of Time	Rank in % of Time
Variety	16.1	1	1.9	36.5	29	22.6	2
Audience Participation	11.4	2	2.1	22.4	22	14.5	3
Drama							
Straight	12.4		5.7	31.6	19	12.7	
Comedy	10.9		3.5	33.1	14	10.9	
Melodrama	9.9		4.8	20.9	12	7.8	
All Drama	11.3	3	3.5	33.1	45	31.4	1
Music	8.7	4	1.8	21.9	13	12.6	4
Classical & Semi-classical							
Music	8.4	5	2.8	13.3	4	2.8	7
Familiar Music	7.4	6	1.7	11.6	8	5.2	6
Commentators, News, Talks	5.3	7	1.0	22.7	19	10.9	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1½ hours per week, 16-minute programs 3 times a week ¾ hour, etc.

Type of Program	Average	Rank	Low	High	No. of Programs	% of Time	Rank in % of Time
Variety	18.4	1	1.6	34.3	32	18.7	2
Drama							
Straight	10.0		3.3	24.8	16	9.5	
Melodrama	8.1		2.7	18.4	9	8.7	
Comedy	9.1		3.0	24.6	13	11.4	
All Drama	9.2	2	2.7	24.8	38	29.6	1
Audience Participation	8.3	3	2.0	15.3	21	17.5	3
Familiar Music	7.6	4	4.8	9.6	7	5.9	6
Popular Music	6.9	5	2.4	16.3	12	10.3	5
Semi-classical	5.7	6	2.7	7.5	3	2.6	7
Commentators, news, talks	4.9	7	1.7	17.4	17	15.6	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rated as 1½ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

sition during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant in comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

- Kate Smith Speaks
- Big Sister
- Our Gal, Sunday
- Romance of Helen Trent
- Ma Perkins
- Life Can Be Beautiful
- Right to Happiness
- Aunt Jenny's Stories
- Road of Life
- Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

The foregoing group lists only

15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shirer. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows,

moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation* programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased,

* Audience participation (programs in which members of the audiences actually or vicariously participate) emerged as a type in the winter of 1937-38. During that period they had an average rating of 9.7. The following winter season they averaged 10.5. In 1939-40 they moved to 11.4, and held that average for the two succeeding winters.



FROM
ATLANTIC CITY
TO POUGHKEEPSIE

FROM
NEW JERSEY
TO RHODE ISLAND

THE EASIEST SPOT
TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL
570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list
WMCA programs . . . more than twice as many
as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY • CHICAGO • DETROIT • HOLLYWOOD • BOSTON

but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year.

This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

Secretary of State Cordell Hull's talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 15-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 40% of radio set-owners.

The talk, entitled "A visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

	1941	1942
May	15.6	13.5
June	14.6	13.9
July	15.1	12.3
August	13.6	12.3
September	15.7	13.1
Season average	15.0	13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League

VI—Distribution of Sponsored Network Nighttime Programs According to Ratings—December

Rating (% of Set Owners)	No. of Programs	% of Total	No. of Programs	% of Total
40% and over	4	3.3	0	0
35.0—39.9	0	0	2	1.8
30.0—34.9	5	4.2	3	2.6
25.0—29.9	4	3.3	2	1.8
20.0—24.9	8	6.7	6	5.3
15.0—19.9	15	12.5	14	12.4
10.0—14.9	37	30.8	32	28.3
5.0—9.9	30	25.0	34	30.1
0.0—4.9	17	14.2	20	17.7
	120	100.0	113	100.0

and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1939 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 25.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1935 Detroit Tigers-Chicago Cubs Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 35.

What the CAB Is

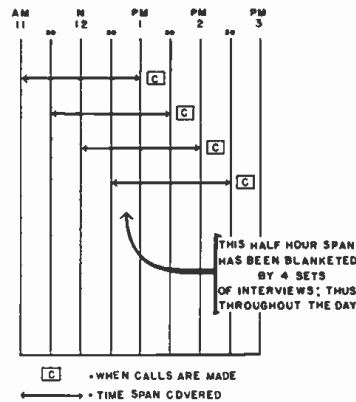
Today the CAB is the only non-profit organization engaged in research in radio program popularity. Functioning for the mutual information of its members, the CAB, moreover, is the only service that is officially charged with the duty of measuring radio listening.

The CAB had its beginnings in 1929 and took shape five years later as a non-profit enterprise. The seed was the skeptical curiosity with which the radio committee of the Assn. of National Advertisers viewed the value of radio listening, particularly the size of program audiences. The interest, quickened by the committee's quest for information, led a handful of leading radio advertisers to finance individual surveys. The findings, which indicated the need as well as the value of continuous and co-operatively financed research, were rounded into a report which the ANA published.

The report, highlighting the usefulness of guideposts in the maze of claims and uncertainties that had mushroomed with the swift

CHART VII

CONTINUOUS DAY PART'S OVERLAPPING TECHNIQUE



growth of the newcomer among advertising media, prompted the committee to request Crossley Inc., to plan a cooperative system of investigation. Field work began March 1, 1930 — less than 14 months after the ANA committee's first report—and has continued uninterrupted ever since.

Supervision in the first four years of operation was exercised by the ANA committee in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the board of governors—in which both agencies and advertisers have an equal voice in supervision. Thus, the CAB is truly representative of all the buyers of radio time and talent. The board, nominated by the AAAA and the ANA, now contains three agency members and an equal number of advertiser members.

Improvements Adopted

The board fixes all policies of the CAB, including, of course, those governing the standards and techniques of research, membership rules, and the compilation and dissemination of information. An outstanding policy of the board has been its determination continually to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program pop-

ularity measurement. Accordingly, the CAB has always devoted a share of its income to experimentation. As a result, the CAB has offered its subscribers improved service time after time.

The cost of the CAB is now borne by the leading advertising agencies, advertisers and networks. Operating funds are collected by dues prorated in accordance with each member's interest in radio advertising.

The Method Today

October, 1942, marked the introduction of the CAB's latest improvement. It provides a dual measurement of program popularity.

Up until then the CAB had measured only conscious impression. The day-part telephone technique, sometimes loosely termed "recall", ascertained the popularity of programs that possessed memory value. But the 1942 improvement, in essence, utilized the coincidental telephone technique to measure the flow of listening irrespective of memory value. Actually the two techniques—day-part and coincidental—have been painstakingly integrated. Members now have in a single service two complementary yardsticks.

The coincidental rating scores the average audience of every network program at the minute of the interviews. The day-part rating reports the conscious impression that every network program has created. Ratings are expressed in percentage terms—that is, a rating of 20 means that 20 out of 100 heard a program. Coincidental ratings are computed on the total number of dialings regardless of whether the interviews were completed. Completed telephone interviews, of course, are the base for calculating day-part conscious impression ratings.

CAB Sample Enlarged

The number of day-part interviews, moreover, was not reduced when the coincidental technique was added. The number has actually increased. The CAB cross section today, in consequence, is larger than ever.

Simultaneously with the addition of the coincidental technique, the CAB again refined its day-part technique. Unique overlapping of interviews has reduced the interval between broadcasts and interviews to an average of one hour, except for late-at-night programs. Thirty-two day-parts, instead of eight, are now used, and each day-part overlaps three others. The result is a continuous flow of day-part interviews through the broadcasting day. Although the overlapping technique has an intricate sound, its simplicity is fully revealed in Chart VII.

CAB investigators work simultaneously 168 days of the year in 33 major cities from coast to coast. The geographical distribution of calls coincides with the distribution of radio sets and the calls are classified by income groups.

**AAP
THRU
PAA**

AP News for radio is available exclusively through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WDTF



KDKA



Blueprint



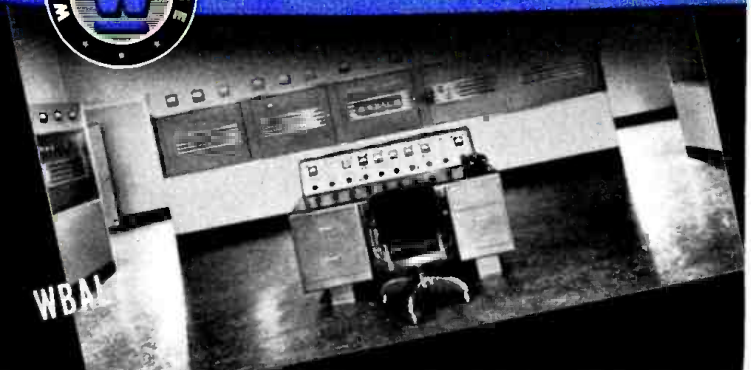
WCAO

WCAO



WNBF

WNBF



WBAI

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Audience Size Trends

By MATTHEW N. CHAPPELL, Ph.D.
Consultant to C. E. Hooper, Inc.

BATAAN, War Time, gasoline rationing, victory in the Solomons, the second front! One who would summarize the highlights of radio audience behavior in the epic year of 1942 finds no dearth of major influences at work. Some of the predictions made by the writer in this space last year were amply borne out, others were refuted by the complex year. Generally speaking, evening Sets-In-Use were higher and daytime Sets-In-Use were lower in 1942 as compared with 1940 and 1941.

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.

(b) "Sets-In-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-In-Use" and "Available Audience"—have reached new highs in interest during the last year as a result of the operation of important and compensating groups of influences. Greater employment, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

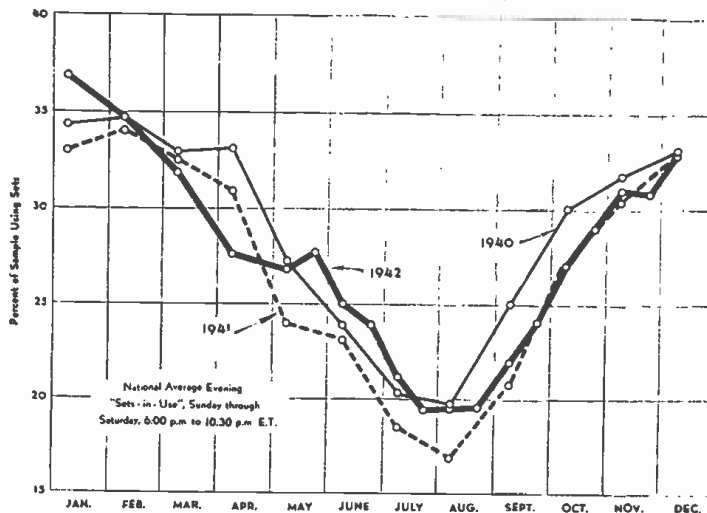
The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers in 32 large cities geographically well distributed call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?
2. To what programs were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?

Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

CHART I
HOOPER NATIONAL TRENDS

January 1940 - December 1942
SETS - IN - USE INDEX - EVENINGS



Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1940-December 1942 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1940, 1941, 1942. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

Chart I represents the Hooper Evening "Sets-in-Use" index from January 1940 to December 1942. It will be seen that in 1942 "Sets-in-Use" started the year with a

monthly high for the three-year period covered. This was the month following Pearl Harbor. "Sets-in-Use" remained high in February. March 1942 was slightly lower than in the two preceding years but the difference was small. However, in April 1942 a major drop occurred which was not found in the two preceding years. In 1940 and 1941, a sharp drop was experienced from April to May, a month later. Daylight Saving Time was initiated late in April in 1940 and 1941, but War Time was inaugurated in February 1942. It seems probable that the mild weather, together with the added hour of daylight in April 1942, accounts for the sharp decline in April evening "Sets-in-Use." If this is the case, War Time advanced the seasonal decline about a month, and a simi-

lar influence should be expected for the duration.

In May 1942 gasoline shortages began to be experienced on the Eastern Seaboard and on May 15 ration cards were issued in that area. At the same time the Government requested that travel in other areas be reduced to a minimum. It was in this month also that C. E. Hooper Inc. adopted the policy of making two evening studies a month instead of one.

The first Hooper survey in May 1942 was made just before and the second just after ration cards were issued in the East. It will be seen from the chart that the second May study showed an increase in "Sets-in-Use" instead of the usual seasonal decline. "Sets-in-Use" for 1942 remained above the levels of 1940 and 1941 until the middle of July. The figures for 1942 remained about at the 1941 levels from August through November, and ended the year in December, following nationwide gasoline rationing, slightly above the 1940 and 1941 levels.

Examination of Chart II, which represents the evening "Available Audience" index, reveals changes which parallel those reflected by the evening "Sets-in-Use" index trends. The year started with the evening "Available Audience" at about the 1940 level. It fell sharply in April, as did the evening "Sets-in-Use" index, and took a marked rise in May with the restriction of travel. It remained well above the 1940 and 1941 levels until the middle of August 1942. From August through November, it fell, for the most part, between the 1940 and the 1941 levels. And in December, following nationwide gasoline rationing it hit another monthly high for the three years.

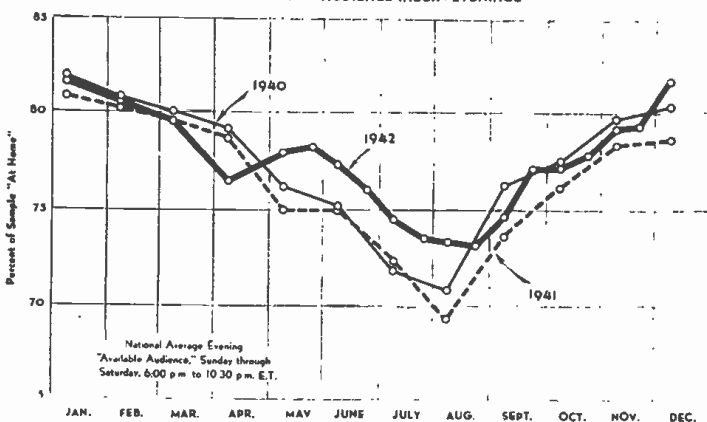
Daytime

The daytime conditions are represented in Charts III and IV [see page 48]. These charts are based on Monday through Friday data only.

The Chart III shows the daytime "Sets-in-Use" index trends. Daytime "Sets-in-Use" in 1942 started the year below the 1941 and 1940 levels and remained below through April. In May 1942 the seasonal trend was reversed and the daytime "Sets-in-Use" index rose to a level above that of 1941 but was still appreciably lower than the 1940 level. It remained higher than 1941 through June, and in July 1942 fell to the lowest point reached in the three years, remaining below the 1940 and 1941 levels until November when, following the Solomons victory and the invasion of Africa, daytime "Sets-in-Use" rose to slightly more than the 1941 fig-

CHART II
HOOPER NATIONAL TRENDS

January 1940 - December 1942
AVAILABLE AUDIENCE INDEX - EVENINGS



50,000 WATTS * * CLEAR CHANNEL



★ **1540-RADIO'S
G R E A T E S T
F R E Q U E N C Y**

ASK WHY!

JOSH HIGGINS BROADCASTING CO.

**KXEL-JOSH HIGGINS VOICE OF AGRICULTURE
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA**

BASIC BLUE - - - REPRESENTED BY JOHN BLAIR & COMPANY

ure. At no time did 1942 daytime "Sets-in-Use" reach the 1940 level and only in three months, following national and world-shaking events, did it reach the 1941 levels.

The 1940 level of "Sets-in-Use" has been reached in only one month since March of 1940, a period of 21 months. The exception was in December 1941, immediately following Pearl Harbor. This is in marked contrast to the evening conditions in which 1942 "Sets-in-Use" made monthly highs for the three years in six months.

The daytime "Available Audience" index in 1942, shown in the Chart IV, is in contrast with the daytime "Sets-in-Use" in 1942. The "Available Audience" was smaller in the first three months of the year, but it underwent a marked rise following the restriction of travel making highs for the three years in June, July and August. During July and August, 1942 daytime "Sets-in-Use" made lows for the three years, as was noted above.

Only once during 1942 did the "Available Audience" fall below the 1941 level—in October; whereas daytime "Sets-in-Use" fell below the 1941 level in nine months. It would appear, therefore, that the decreased 1942 daytime "Sets-in-Use" cannot be accounted for in terms of the "Available Audience."

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1942 and 1941 are shown in List 1 and List 2.

LIST 1

1942 Evening Ratings

Rank	Program Name	Rating
1.	Bob Hope	37.3
2.	Charlie McCarthy	36.4
3.	Fibber McGee & Molly	34.8
4.	Aldrich Family	31.3
5.	Jack Benny	28.3
6.	Radio Theatre	26.7
7.	Frank Morgan-Fanny Brice	25.9
8.	Screen Guild Players	24.3
9.	Jergen's Journal	24.1
10.	Music Hall	23.6
11.	Eddie Cantor	23.4
12.	Mr. District Attorney	23.0
13.	Kay Kyser	22.4
14.	Rudy Vallee	20.4
15.	Fitch Bandwagon	20.3

LIST 2

1941 Evening Ratings

Rank	Program Name	Rating
1.5	Charlie McCarthy	29.9
1.5	Walter Winchell	29.9
3.	Bob Hope	28.8
4.	Fibber McGee and Molly	28.7
5.	Aldrich Family	27.8
6.5	Radio Theater	27.1
6.5	Jack Benny	27.1
8.	Coffee Time	23.7
9.	Major Bowes	18.9
10.	Fitch Bandwagon	18.8
11.	Take It or Leave It	18.5
12.	One Man's Family	18.4
13.	Time To Smile	18.3
14.	Kay Kyser	18.2
15.	Orson Welles	17.8

It is of note that 10 of the top rating 15 evening programs of 1941

are again on the list in 1942. Missing from the radio scene this year is Walter Winchell who is on duty with the Navy outside our borders. In December 1941, when he was afforded an exceptional opportunity to review developments for the benefit of a confused American public within a few hours after the first announcement of the attack on Pearl Harbor, Winchell tied Charlie McCarthy for the top rating. This year, the *Jergen's Journal*, in the absence of Winchell, still appears in December's top 15.

Of particular note is the fact that the 15 top ratings, independent of the identity of the programs, are substantially higher as compared with the top ranking ratings for 1941. The upward trend in radio evening sponsored network audiences indicated by this condition is further confirmed by the "Average Rating" index for all evening sponsored network programs broadcast. During the first week of December, the 1942 index rose to 12.1, up 1.0 (9%) over December 1941.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1942 and December 1941 are shown in List 3 and List 4 respectively.

LIST 3

1942 Weekday Daytime Ratings

Rank	Program Name	Rating
1.5	Portia Faces Life	8.5
1.5	Kate Smith Speaks	8.5
3.5	Stellas Dallas	8.1
3.5	Life Can Be Beautiful	8.1
5.5	Big Sister	8.0
5.5	Our Gal Sunday	8.0
7.	When A Girl Marries	7.5
8.	Right To Happiness	7.4
9.	Young Widder Brown	7.2
10.5	Vic and Sade (CBS)	7.1
10.5	Romance of Helen Trent	7.1
12.	Pepper Young's Family (NBC)	7.0
13.	Ma Perkins	6.7
14.5	Road of Life	6.6
14.5	Ma Perkins (CBS)	6.6

LIST 4

1941 Weekday Daytime Ratings

Rank	Program Name	Rating
1.	Woman in White	9.4
2.	Life Can Be Beautiful	8.4
3.	Ma Perkins	8.2
4.	Kate Smith Speaks	8.1
5.	The Guiding Light	7.6
6.5	Stella Dallas	7.4
6.5	Big Sister	7.4
8.	Right To Happiness	7.3
9.	Romance of Helen Trent	7.2
10.5	Mary Marlin (NBC)	7.0
10.5	Against The Storm	7.0
12.	Young Widder Brown	6.9
13.	Young Dr. Malone	6.8
14.	Pepper Young's Family	6.7
15.	Our Gal Sunday	6.5

Of the 15 programs on the 1941 list, 11 also appear on the 1942 list. *Woman in White*, which headed the 1941 list, was not broadcast in December 1942.

The highest ranking weekend daytime program in December 1942, as in 1941, was William L. Shirer, with an 11.1. This compares with his rating of 11.9 for December 1941, a week after Pearl Harbor.

CHART III HOOPER NATIONAL TRENDS

January 1940 - December 1942
SETS - IN - USE INDEX - DAYTIME

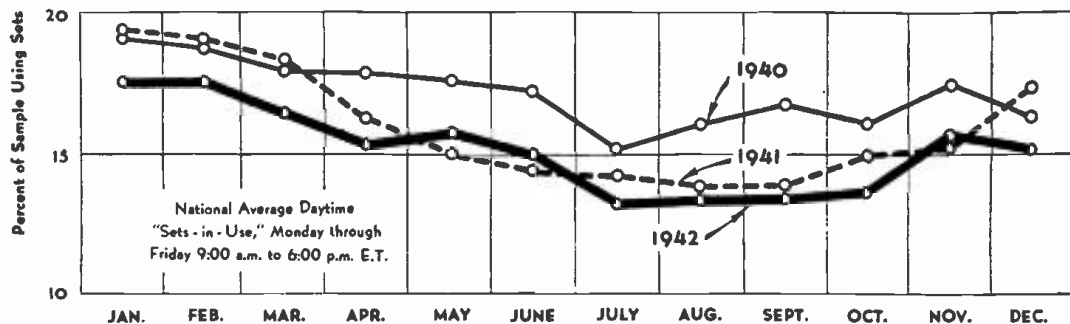
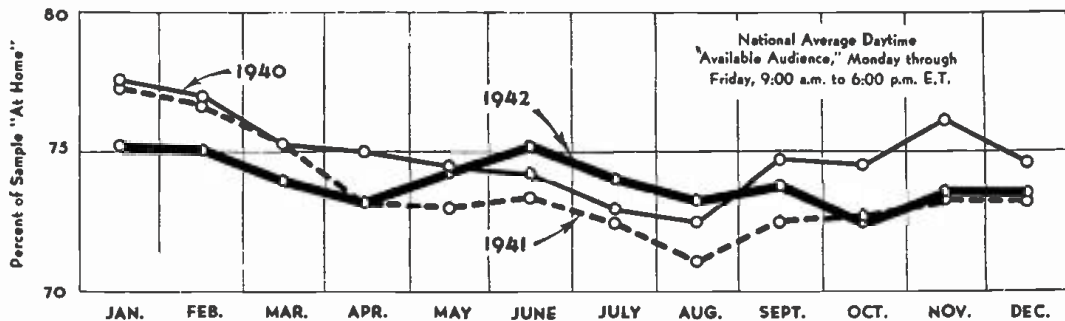


CHART IV HOOPER NATIONAL TRENDS

January 1940 - December 1942
AVAILABLE AUDIENCE INDEX - DAYTIME



BUY WAR BONDS!



For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . plus . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.



WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.



WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.



WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.



WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."



WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.



WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

W H A M

ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . .
Full Time . . . Affiliated with The Blue Network, Inc.
and the National Broadcasting Co.

"The Stromberg-Carlson Station"

RADIO HOMES IN THE UNITED STATES

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

[County figures and count of radio homes in cities of 25,000 or more population published in supplement to Sept. 7, 1942 BROADCASTING. Also in the supplement are official 1940 census by states and counties of population, stores and retail sales. A limited supply of copies of the supplement is available from BROADCASTING at 25 cents each.]

	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
NEW ENGLAND												
Maine.....	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160
New Hampshire.....	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont.....	92,436	88.6	81,906	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island.....	187,706	95.7	179,652	171,236	96.1	164,515	18,860	92.6	12,835	2,610	88.2	2,302
Massachusetts.....	1,120,694	96.2	1,077,642	1,002,438	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190
Connecticut.....	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,389
MIDDLE ATLANTIC												
New York.....	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	89.8	153,642
New Jersey.....	1,100,260	95.5	1,050,612	899,637	95.2	865,608	157,675	93.2	155,229	32,948	87.6	23,875
Pennsylvania.....	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,875
EAST NORTH CENTRAL												
Ohio.....	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155
Indiana.....	961,498	88.2	848,325	541,078	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois.....	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493
Michigan.....	1,356,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	223,348	218,890	83.7	183,140
Wisconsin.....	827,207	91.7	758,449	463,231	96.5	446,313	161,089	88.9	143,154	202,887	83.0	168,482
WEST NORTH CENTRAL												
Minnesota.....	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa.....	701,824	90.2	633,168	312,398	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385
Missouri.....	1,068,642	79.9	853,289	573,347	90.8	520,489	204,507	76.8	156,922	290,788	60.5	175,884
North Dakota.....	152,043	88.4	134,487	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897
South Dakota.....	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068
Nebraska.....	360,744	84.7	305,681	146,259	92.7	135,828	89,390	82.9	74,968	125,095	76.7	95,985
Kansas.....	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,786	78.2	116,144
SOUTH ATLANTIC												
Delaware.....	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland.....	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia.....	173,446	93.7	162,446	178,445	93.7	162,446
Virginia.....	627,532	87.1	421,078	244,105	84.0	205,124	174,219	67.6	117,801	209,208	46.9	98,153
West Virginia.....	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876
North Carolina.....	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina.....	484,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,846	30.9	67,296
Georgia.....	752,241	52.5	394,755	258,818	68.2	195,864	170,595	57.6	95,273	292,823	34.0	99,618
Florida.....	519,887	64.8	336,808	294,410	76.1	224,020	152,395	55.1	83,994	78,082	89.4	28,789
EAST SOUTH CENTRAL												
Kentucky.....	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee.....	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535
Alabama.....	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,230	30.8	86,820
Mississippi.....	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430
WEST SOUTH CENTRAL												
Arkansas.....	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana.....	592,528	53.3	315,261	262,927	72.6	190,789	186,615	52.5	71,689	192,986	27.3	62,783
Oklahoma.....	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas.....	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
MOUNTAIN												
Montana.....	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366
Idaho.....	141,727	86.4	122,471	50,774	91.3	46,358	41,235	84.1	34,659	49,718	83.3	41,429
Wyoming.....	69,374	84.4	58,531	27,332	91.5	25,003	22,842	89.2	19,011	19,200	75.7	14,517
Colorado.....	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	78.5	46,486
New Mexico.....	129,475	63.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona.....	131,133	69.0	90,394	48,924	82.4	40,323	55,813	69.3	38,645	26,396	43.3	11,420
Utah.....	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada.....	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
PACIFIC												
Washington.....	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon.....	337,492	88.7	299,226	172,560	93.1	160,589	92,667	86.1	79,811	72,255	81.4	58,816
California.....	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838
UNITED STATES.....	34,854,532	82.8	28,838,203	20,596,500	91.9	18,923,385	7,151,473	79.0	5,643,130	7,106,559	60.2	4,271,688

Michigan's Most Powerful Independent Radio Station!

Situated in the center of Michigan's most populous area—the southeastern counties. Three million people in them—75,000 wrote to WCAR in 12 months!

“Flexibility in scheduling programs permits us to “tailor” them to the desires of the radio audience and the objectives of the advertisers; 1000 S-T-R-E-A-M-L-I-N-E-D watts on 1130 K.C. carries the message far and wide.

W-CAR

Pontiac, Michigan • 1000 Watts on 1130 Kilocycles

Ralph N. Weil, Gen. Mgr.

W O V

NEW YORK

... FOR VICTORY



Source: Walter P. Burn & Associates U.S. Census, 1940

A TALE OF TWO MARKETS ... and one important radio station

Two markets listen to WOV ... both so vast and so rich and so responsive ... that advertisers can easily obtainable ... that advertisers cannot afford to overlook WOV when radio budgets are discussed.

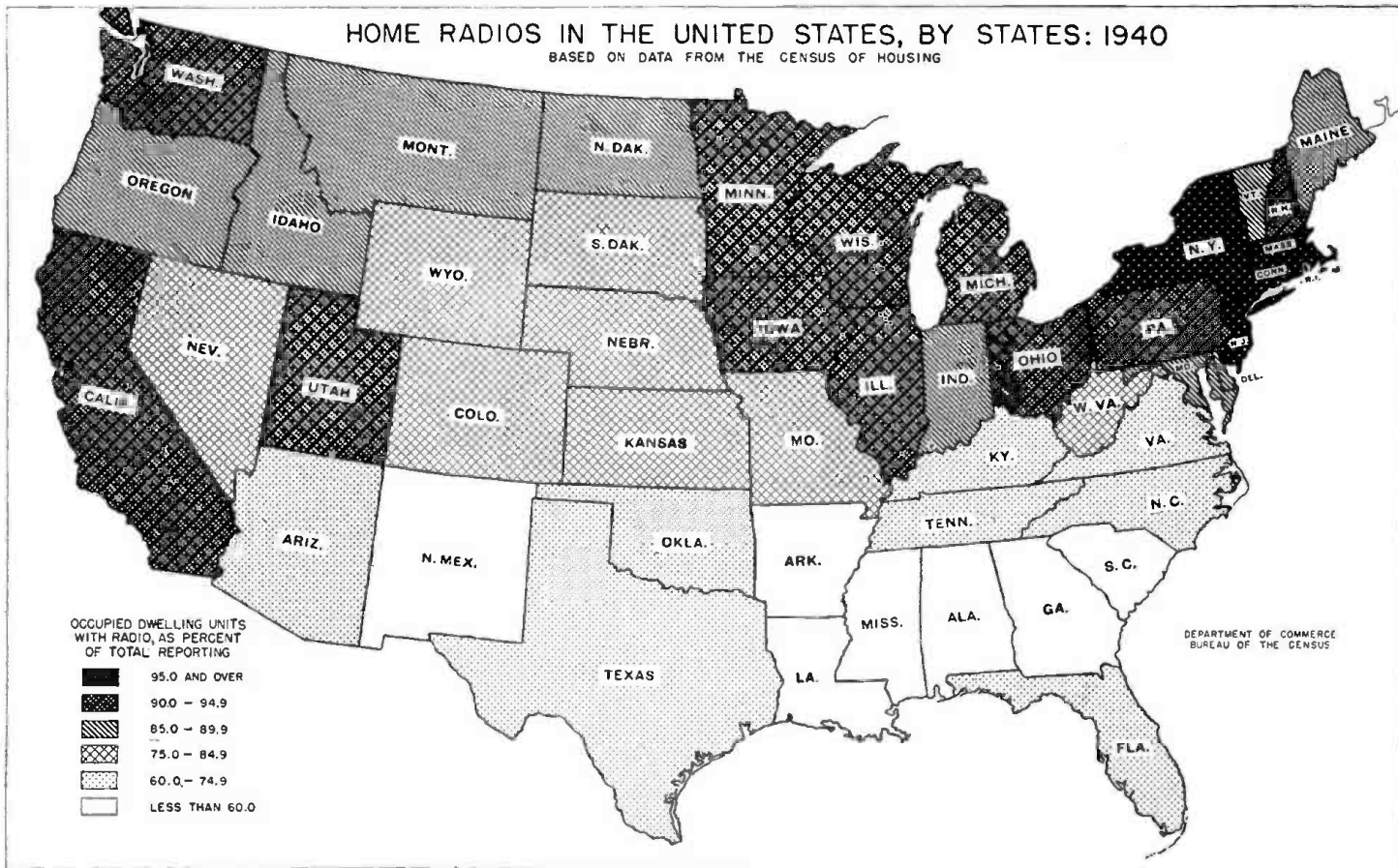
The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area ... a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined ... the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's second market is Metropolitan New York itself ... the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club" ... the brilliant commentary of Hans Jacob ... the lilt of rhythms of "Pan Americana" ... bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either of both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGilvra a letter today!

HOME RADIOS IN THE UNITED STATES, BY STATES: 1940

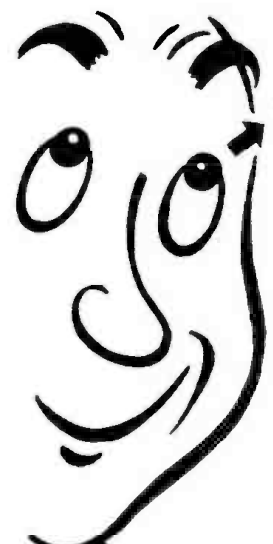
BASED ON DATA FROM THE CENSUS OF HOUSING



OCCUPIED DWELLING UNITS WITH RADIO, AS PERCENT OF TOTAL REPORTING

- 95.0 AND OVER
- 90.0 - 94.9
- 85.0 - 89.9
- 75.0 - 84.9
- 60.0 - 74.9
- LESS THAN 60.0

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS



RAISE YOUR EYES (AND YOUR EYEBROWS) FOR THE ACN STORY

One picture is worth 10,000 words. And the map above may be worth much more than that to your sales.

Look at it for a moment and you'll note that the blackest area is that in which 95% or more of the homes own radios.

Then check the location of the ACN stations...eight basic and two supplementary outlets from Boston to Washington...providing "waste-free" coverage of this one-fifth (that equals 25%) of America.

When you realize that this coverage is yours at the cost of a single major New York City station, you'll do more than raise your eyebrows. You'll raise your phone and call the Atlantic Coast Network.

* Arithmetic explained on page 55.

BASIC NETWORK	
Here, linked by	WNEW—New York 10,000
Class "A" lines	WPEN—Philadelphia 5,000
throughout, are	WFBZ—Baltimore 5,000
the ten stations	WNBC—Hartford 5,000
of the Atlantic	WFCI—Pawtucket, Providence 1,000
Coast Network:	WELI—New Haven (Day) 500
	(Night) 500
	WCOP—Boston 500
	WWDC—Washington 250
	(100 watt booster)
SUPPLEMENTARY STATIONS	
	WBOC—Salisbury, Md.
	WJEJ—Hagerstown, Md.

ATLANTIC COAST NETWORK, INC.
501 MADISON AVENUE, NEW YORK, CITY





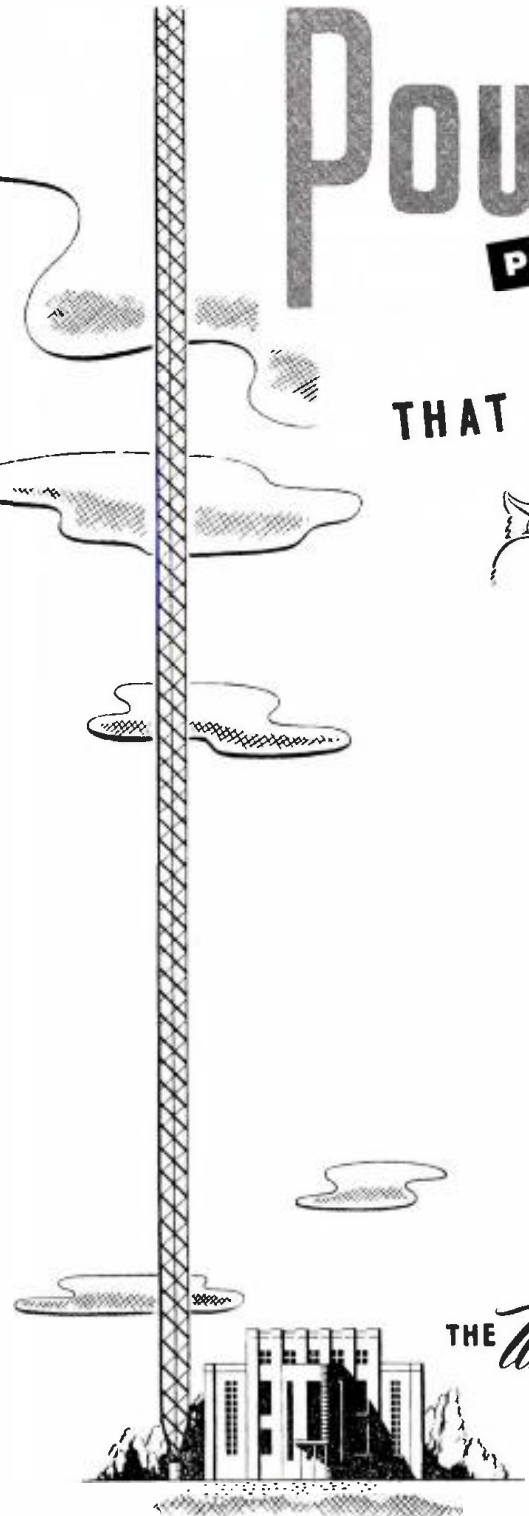
POWER PROGRAMMED

THAT KEEPS WESTERNERS LISTENING



Wise to the Ways of the West — KSL is Programmed to sell Intermountain America. The number one station in preference and listeners in this great Empire. Hooper studies verify KSL's dominance for hundreds of miles. Listeners' mail response for one month alone came from 86% of all counties in the eleven big Western States. KSL's coverage makes Intermountain America a one-station market — the West Wise Station that knows how to keep Westerners listening.

... Ask Petry!



THE *West Wise* STATION

KSL

Key Station for Columbia in the Intermountain West

50,000 WATTS SALT LAKE CITY

DURING 1943 IN THE NEW YORK MARKET

WEAF

Will deliver an increasingly large percentage of the New York City market.

WEAF

Will cover local events thoroughly, completely, accurately.

WEAF

Will publicize and promote its programs and sponsors as never before.

WEAF

Will broadcast programs, both local and network, that will appeal to listeners in the country's wealthiest area.

WEAF

Will continue to be the best radio investment in the New York market—in programs, in audience, in dollar return.

SUMMARY OF GROWTH OF RADIO FAMILIES

By States and Geographic Areas

State and Area	*APRIL, 1930			†JANUARY 1, 1938			‡APRIL, 1940		
	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families	Total Families	% Radio	Radio Families
NEW ENGLAND									
Connecticut.....	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,260
Maine.....	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,300
Massachusetts.....	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,642
New Hampshire.....	119,837	44.4	53,022	136,000	91.5	124,400	132,986	90.0	119,664
Rhode Island.....	165,343	57.1	94,480	169,000	92.0	155,500	187,706	95.7	179,652
Vermont.....	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,906
Total.....	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,423
MIDDLE ATLANTIC									
New Jersey.....	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,612
New York.....	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,300	3,662,118	95.6	3,498,754
Pennsylvania.....	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,624	92.4	2,323,980
Total.....	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,346
EAST NORTH CENTRAL									
Illinois.....	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,023,969
Indiana.....	343,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,325
Michigan.....	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,149
Ohio.....	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,399
Wisconsin.....	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	758,449
Total.....	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,674,291
WEST NORTH CENTRAL									
Iowa.....	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,168
Kansas.....	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,457
Minnesota.....	606,496	47.3	286,886	652,000	85.4	556,900	728,859	91.2	664,296
Missouri.....	939,476	37.4	351,298	1,072,000	76.8	822,200	1,068,642	79.9	853,299
Nebraska.....	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,681
North Dakota.....	145,005	40.9	59,246	156,000	76.7	119,600	152,048	88.4	134,437
South Dakota.....	161,013	44.2	71,245	187,000	79.6	132,900	165,423	84.6	139,854
Total.....	3,317,881	43.1	1,430,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,192
SOUTH ATLANTIC									
Delaware.....	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,380
District of Columbia.....	125,554	53.9	67,640	168,000	91.0	152,900	173,446	93.7	162,446
Florida.....	376,499	15.4	58,128	443,000	67.2	297,900	519,887	64.8	336,808
Georgia.....	652,793	9.9	64,543	716,000	51.7	370,900	752,241	52.5	394,755
Maryland.....	385,179	42.9	165,149	410,000	86.6	355,100	465,633	88.1	410,194
North Carolina.....	644,033	11.2	72,859	736,000	55.5	408,600	789,659	61.8	487,353
South Carolina.....	365,680	7.6	27,889	407,000	50.9	207,300	434,968	49.6	215,636
Virginia.....	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,078
West Virginia.....	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,239
Total.....	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,854
EAST SOUTH CENTRAL									
Alabama.....	591,625	9.5	56,235	670,000	56.0	375,200	673,815	49.4	332,776
Kentucky.....	609,405	18.3	111,217	708,000	69.9	494,900	698,538	65.3	456,633
Mississippi.....	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,312
Tennessee.....	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,943
Total.....	2,273,359	12.3	278,771	2,561,000	60.0	1,587,000	2,622,203	55.3	1,449,664
WEST SOUTH CENTRAL									
Arkansas.....	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,148
Louisiana.....	485,363	11.2	54,185	510,000	58.3	297,400	592,528	53.3	315,261
Oklahoma.....	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,182
Texas.....	1,380,096	18.6	256,804	1,616,000	68.2	1,033,500	1,678,396	66.9	1,122,042
Total.....	2,868,262	16.5	472,787	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,638
MOUNTAIN									
Arizona.....	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,394
Colorado.....	267,324	37.8	100,959	288,000	81.0	233,500	316,000	84.5	267,295
Idaho.....	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,471
Montana.....	186,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,900
New Mexico.....	98,546	11.5	11,348	102,000	61.1	62,300	129,475	53.2	69,058
Nevada.....	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,119
Utah.....	115,936	41.1	47,682	128,000	90.2	111,000	139,487	92.4	128,323
Wyoming.....	56,987	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,531
Total.....	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,686
PACIFIC									
California.....	1,610,030	52.0	836,705	1,818,000	94.5	1,719,300	2,138,343	92.9	1,987,204
Oregon.....	266,328	43.5	115,948	299,000	95.5	285,400	337,492	88.7	299,226
Washington.....	423,833	42.3	179,493	468,000	94.7	443,300	537,337	90.6	486,684
Total.....	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,114
TOTAL UNITED STATES..	29,904,663	40.3	12,048,762	32,641,000	81.7	26,666,500	34,854,532	82.8	28,838,203

* Official U. S. Census of 1930. † Estimates of Joint Committee on Radio Research. ‡ Official U. S. Census of 1940, as projected by NAB Research Bureau.


WEAF


660 KC 50,000 WATTS NBC NETWORK
NEW YORK




"This is the National Broadcasting Company"


THE $\frac{1}{5}$ THAT = 25%

$\frac{6}{9} = \frac{2}{3}$

Mathematicians would disagree we know and Einstein  might say it isn't relative, but $\frac{1}{5}$ actually does = 25% on the Atlantic Coast Network.

Like this: From Boston to Washington . . . through eight states and nearly two score of America's greatest markets . . . the Atlantic Coast  Network reaches $\frac{1}{5}$ of all the radio homes of the nation . . . 6,060,000 of them.* And $\frac{1}{5}$ in the conventional manner, is 20%

And then something happens that makes your sales curve leap  for joy! For this $\frac{1}{5}$ of America's radio homes  actually controls 25% of the nation's effective buying power. Atlantic Coast-ites earn, and spend, $\frac{1}{4}$ of America's income,  making the ACN coverage area one of the country's richest-per-capita markets.

This market, where $\frac{1}{5} = 25\%$ is now available, for the first time, "waste-free" . . . at the cost of a major New York City outlet alone. 

Only over the Atlantic Coast Network!

**And growing by leaps and bounds as a result of the many war plants along the Atlantic Coast.*

$\frac{1}{4}$

THE ATLANTIC COAST NETWORK, INC.

501 MADISON AVENUE • NEW YORK CITY

WNEW—New York • WCOP—Boston • WFCL—Providence-Pawtucket • WNBC—Hartford • WELI—New Haven
WPEN—Philadelphia • WFBR—Baltimore • WWDC—Washington • WBOC—Salisbury • WJEJ—Hagerstown

$\frac{4}{3} = \frac{6}{6}$



Radio Highlights and Headlines: 1942

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest each date given for full details.)

[For Chronology of Radio from its beginnings, see 1942 YEARBOOK]

Jan. 1—Manila's four broadcast stations dismantled and destroyed several days before fall of Philippine's capital, says official report.

Jan. 5—Blue Network Co. starts as separate entity, divorced from NBC but under parenthood of RCA.

Jan. 5—Circuit Court of Appeals in Richmond upholds rights of Lone Ranger Inc. and accords owners of radio dramatic property fullest protection against unfair competition or "filching" of scripts, personalities or characters, setting radio precedent.

Jan. 9—Mark Woods, former vice-president and treasurer of NBC, and Edgar Kobak, former vice-president of NBC in charge of BLUE sales, are elected president and executive vice-president, respectively, of BLUE Network Co. Red Network name is abolished and becomes known as NBC.

Jan. 10—MBS files \$10,275,000 triple-damage suit against RCA, paralleling Dept. of Justice anti-trust suits against NBC and CBS in Chicago courts, filed Dec. 31.

Jan. 16—Wartime Code of Practices for broadcasters promulgated by Office of Censorship, providing for voluntary rather than mandatory action.

Jan. 16—Office of Facts & Figures (subsequently succeeded by Office of War Information) designated by President Roosevelt as clearing house for Government broadcasting. William B. Lewis, former vice-president in charge of broadcasts of CBS, named director of Radio Bureau.

Jan. 19—National network business during 1941 totaled \$107,000,000, about 10% ahead of preceding year.

Jan. 26—Court of Appeals for District of Columbia holds nothing in Communications Act allows FCC to discriminate against newspaper ownership. This view expressed in dicta in opinion upholding right of FCC to subpoena witnesses in so-called Stahlman case.

Jan. 30—All future construction of broadcast stations in areas now receiving primary service frozen by order of Donald M. Nelson, director of War Production Board. Defense Communications Board and FCC follow through with formal freeze orders.

Feb. 2—Gross time sales of \$237,600,000 for 1941 attained by broadcasting industry, representing 14.2% increase over preceding year. Net time sales aggregate \$176,280,000, or 13.2% ahead.

Feb. 2—Creation of Broadcasters Victory Council as a coalition of industry trade groups to function as liaison with all Government agencies in wartime announced. John Shepard 3d, president of Yankee Network, named chairman.

Feb. 6—NAB Code Compliance Committee adopts code for control of broadcasting of war news to insure maximum good taste.

Feb. 9—Wartime (EWT, etc.) inaugurated throughout country, setting clocks up one hour for war's duration. Action taken by President Roosevelt after Congress passes enabling legislation.

Feb. 17—FCC relaxes regulations governing broadcast station operators requirements because of war-created shortages of qualified technicians. Regulation subsequently relaxed to allow any class of license holder to operate stations under supervision of first-class licensee.

Feb. 18—Formation of The Advertising Council, sponsored by leading industry associations to help the war effort, announced with Chester J. LaRoche, of Young & Rubicam, as chairman and Miller McClintock as national director.

Feb. 21—Statutory three-judge court in New York holds it has no jurisdiction to adjudicate validity of FCC's chain-monopoly regulations. NBC and CBS prepare for Supreme Court appeal.

Feb. 24—WPB and FCC jointly promulgate freeze orders affecting all phases of broadcasting and ruling out new construction, except where certified by the military, for the duration.

March 18—Government Committee on War Information issues policies governing release of war information by Government agencies.

March 20—Neville Miller given vote of confidence by NAB board of directors after "rump movements" start for reorganization of NAB.

March 25—Paul W. Kesten named vice-president and general manager of CBS, succeeding Edward Klauber, former executive vice-president, who is elevated to chairmanship of executive committee with long-range planning duties.

April 6—Supreme Court upholds right of U. S. Court of Appeals for District of Columbia to issue stay orders against FCC decisions in WCPO, Cincinnati, case.

April 10—Second annual George Foster Peabody Awards announced. Winners: Cecil Brown, CBS reporter; *Against the Storm*, NBC daytime serial; *The Bill of Rights*, Norman Corwin production; Alfred Wallenstein, MBS musical director; NBC-Chicago *Round Table of the Air*; and international short-wave broadcasters, for their patriotic service.

April 23—Deems Taylor, composer, musician, critic and radio commentator, elected president of ASCAP, succeeding Gene Buck, retained in an advisory capacity.

April 27—FCC issues final freeze order, in collaboration with War Production Board and Defense Communications Board, in memorandum opinion outlining policy against new authorizations or modifications unless certified as in the war interest.

May 1—Frank H. McIntosh, technical supervisor of Fort Industry Co., named head of WPB Radio Section, handling station equipment priorities.

May 9—Graham McNamee, 53, pioneer radio announcer, dies of a heart ailment.

May 13—NAB's 20th annual convention in Cleveland votes down moves for reorganization and goes all-out for war effort.

May 18—Alfred I. DuPont radio station and radio commentator awards, carrying annual cash prizes of \$1,000 each, formally announced by widow of financier and industrialist.

May 21—FCC and DCB propose plan for pooling of all broadcast equipment to stave off station closures. Plan subsequently dropped, with provisions made through WPB for adequate replacement and spare parts.

May 26—Dr. John R. Brinkley, 56, former Kansas and Mexican border broadcaster, widely known for promotion of goat gland rejuvenation by radio, dies in San Antonio.

June 1—Harry C. Butcher, vice-president of CBS in Washington, called to active Navy duty as lieutenant-commander in Office of Naval Communications. Subsequently transferred to London as Naval aide to Lt. Gen. Dwight D. Eisenhower. With Eisenhower in North African campaign.

June 1—Supreme Court reverses statutory three-judge court in New York on jurisdiction over chain-monopoly regulations and sends case back for full review on merits, resulting in temporary victory for NBC and CBS.

June 8—James C. Petrillo, president of American Federation of Musicians, touches off national controversy by banning recording and transcribing of music for public consumption as of Aug. 1. Action, plus other edicts, has repercussions in Congress, military agencies and in affected industries and arouses widespread public indignation.

June 13—Elmer Davis, noted CBS analyst and news commentator, appointed by President Roosevelt as director of newly-created Office of War Information, supplanting Office of Facts & Figures, succeeding Archibald MacLeish.

June 15—New Code of Wartime Practices for American Broadcasters issued by Office of Censorship, retaining voluntary aspect of old code.

(Continued on page 58)

A TRIO in perfect Harmony!

ALONE each of us is strong enough to be heard in each station's zone by the people who count. (and everyone's counting bigger pay checks) Together, we blend our voices to encompass one of the country's fastest growing ~ easiest spending areas. Investigate today ~ our rate cards are interesting

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT

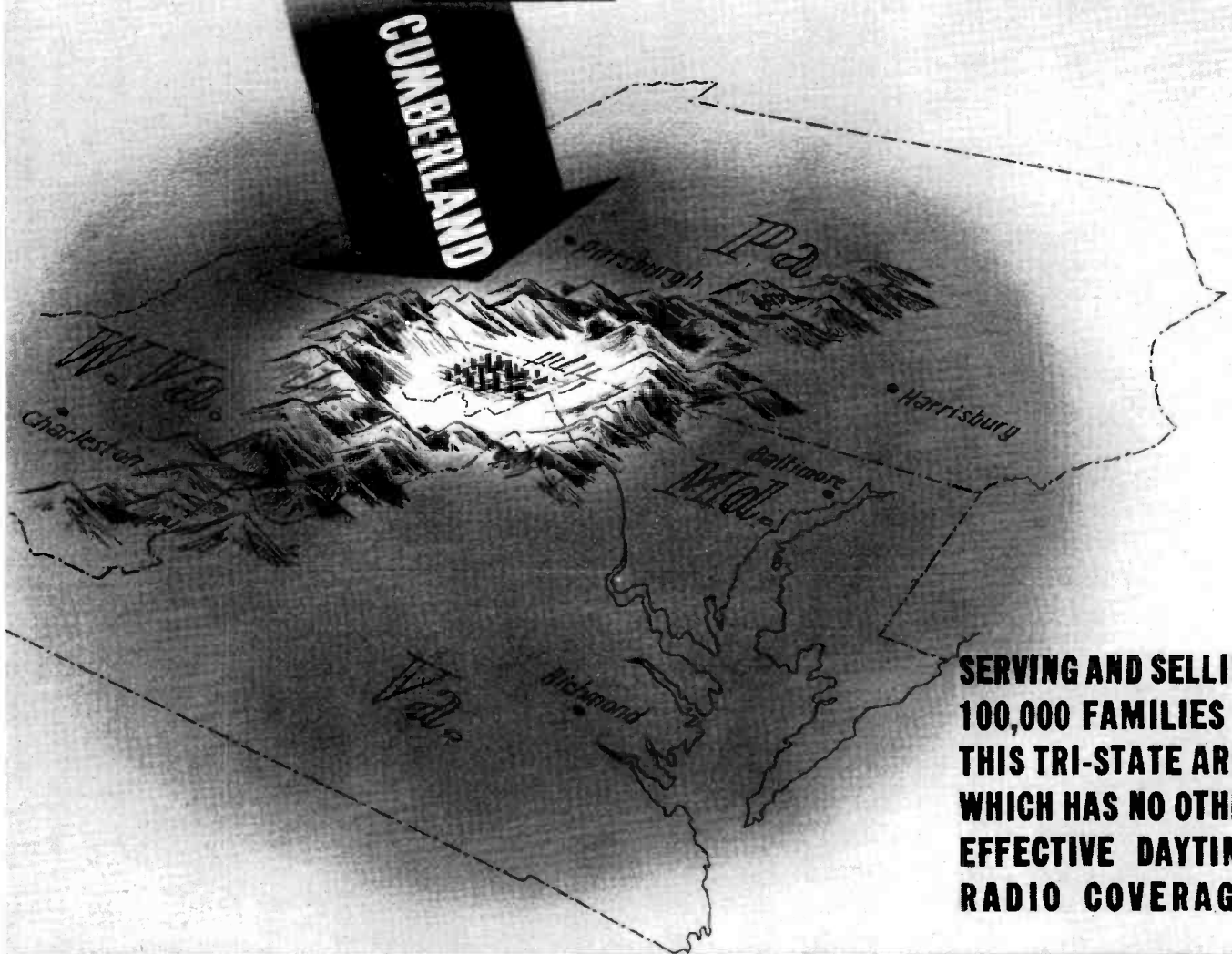
BURN-SMITH COMPANY
Nat'l Rep.
Harry Cummings ~ South East Rep

WESTERN N. CAROLINA - SOUTHWEST VIRGINIA - EAST TENNESSEE



THE *only* RADIO STATION IN
MARYLAND'S SECOND LARGEST CITY!

DON'T MAKE MOLEHILLS OUT OF THESE MOUNTAINS!



**SERVING AND SELLING
100,000 FAMILIES IN
THIS TRI-STATE AREA
WHICH HAS NO OTHER
EFFECTIVE DAYTIME
RADIO COVERAGE.**

WTBO

Cumberland, Maryland

820 KC. ☆ CLEAR CHANNEL ☆ UNITED PRESS ☆ ASSOCIATED PRESS

Radio Highlights and Headlines: 1942

(Continued from page 56)

July 10—Gardner Cowles Jr., president of Iowa Broadcasting Co. and prominent mid-western newspaper and magazine publisher, named assistant director of Office of War Information in charge of domestic operations, including Radio Bureau headed by William B. Lewis.

July 14—Broadcasting industry declared "essential" under Selective Service System by Maj. Gen. Lewis B. Hershey, director of Selective Service. Cited as one of 34 broadcast essential activities in war.

July 14—Industry's first war casualty is KFPL, Dublin, Tex., local outlet which gives up the ghost due to inability to maintain staff of qualified operators.

July 23—Department of Justice enters anti-trust law suit against James C. Petrillo and AFM because of his ban against recordings for

public performance and stifling of amateur musicians.

July 30—Census Bureau county-by-county breakdowns show 82.8% of all occupied dwellings in United States were equipped with radios when 1940 census was taken.

Aug. 27—Senator D. Worth Clark (D-Idaho) introduces all-inclusive resolution (SRes-286) to inquire into "Petrilloism."

Aug. 28—Average given wage for some 20,000 fulltime employes in broadcasting stations and networks was \$45.15 in 1941, an increase of \$1.64 over 1940. Total weekly payroll averaged \$1,138,249, an increase of \$121,883 over preceding year.

Sept. 10—Directive issued by OWI requiring all Government agencies to channel radio programs through Radio Bureau of OWI.

Sept. 12—Court of Appeals holds in KOA-WHDDH case that, by whatever name it may be called, a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or grant a station's facilities without giving it a hearing.

Sept. 23—Government creates precedent through purchase of time on four Alaska stations by OWI, as means of maintaining outlets on air for vital war service.

Sept. 25—Formation of American Broadcasters Assn., to be horizontally competitive with NAB, announced by group of prominent broadcasters. On Nov. 11, movement dropped because of lack of industry interest.

Sept. 27—RCA Radio Research Laboratories dedicated at Princeton, N. J.

Oct. 8—Elmer Davis, OWI director, estimates that radio is contributing time worth \$64,000,000 a year at commercial rates for war effort programming.

Oct. 12—Federal District Court in Chicago dismisses Department of Justice anti-trust case against AFM and James C. Petrillo. Case subsequently taken to Supreme Court by Assistant Attorney General Thurman Arnold.

Oct. 16—OWI names 17 well-known broadcast executives as regional consultants to handle war program clearances.

Oct. 16—National Selective Service headquarters defines score of broadcast occupations as critical, as sequel to its July action in declaring the industry "essential".

Nov. 1—Government takes over full-scale operation of all but technical phases of nation's international shortwave stations under lease arrangements whereby licensees relinquish practically all program control but are reimbursed for rental of their facilities.

Nov. 10—Miller McClintock, executive director of The Advertising Council, becomes first salaried president of MBS, taking office Jan. 4, 1942.

Nov. 16—Statutory three-judge court in New York dismisses appeals of NBC and CBS for injunctions restraining FCC from putting network monopoly regulations into effect. Networks take case to Supreme Court.

Nov. 25—Maj. Gen. Charles McKinley Saltzman, USA retired, former chairman of Federal Radio Commission, dies in Washington after brief illness.

Nov. 30—FCC orders termination of developmental broadcast license to use 500,000 watts issued to WLW, Cincinnati, effective Jan. 1. Its high-power transmitter slated for war use, either in international or standard broadcasting.

Dec. 1—Radio goes on full wartime basis with FCC order enforcing horizontal power reduction of one decibel and relaxation of normal engineering standards.

Dec. 7—Federal Trade Commission launches preliminary investigation into rate and discount structures of all national networks.

Dec. 7—Radio's "Roll of Honor" in first year of war shows 12 known dead or missing in action.

Dec. 7—Bob Hope, NBC comedian, named champion of champions in several radio popularity polls.

Dec. 16—General Tire & Rubber Co. purchases Yankee Network in New England for \$1,240,000.

Dec. 25—Coca-Cola breaks all sponsorship records with 12-hour Christmas program on 142 BLUE stations, featuring *Victory Parade's Christmas Party of Spotlight Bands*.

Dec. 30—Government war effort programming enters new phase with adoption of broad-gauged program allocation plan by OWI, effective Jan. 18, and scheduling transcribed programs and scripts available for local sponsorship effective Feb. 1.

Dec. 31—Lord & Thomas, pioneer advertising agency placing many basic radio accounts, dissolves with retirement of Albert D. Lasker, president and principal owner. Foote, Cone & Belding formed as successor.

902

radio stations in the United States, but—

ONLY ONE

that can be heard satisfactorily at all times throughout the entire Roanoke-Southwest Virginia market!*

And that station is

WDBJ


ROANOKE, VA.

Owned and Operated by
TIMES-WORLD CORPORATION

CBS Affiliate
460 K. C.
5000 Watts
Full Time

*29.9% of Virginia's total population
28.6% of Virginia's radio families
25.8% of Virginia's buying power
25.7% of Virginia's retail sales

FREE & PETERS, INC., Exclusive National Representatives





High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A **\$793,798,000** BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich,
Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family
Effective Buying Income - **\$793,798,000!**

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market.

For Sending Your Sales Message to **253,000** Radio Homes Where
There's **\$793,798,000** To Spend

Buy WFCI

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: **HEADLEY-REED COMPANY** NEW YORK, CHICAGO, DETROIT
ATLANTA • SAN FRANCISCO

Directory of BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

FRANK R. BACK

Chicago—540 N. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank R. Back.

Represents

KWNO, Winona, Minn. WIGM, Medford, Wis.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

Represents

*WCAU, Philadelphia
*WHN, New York City
*WDEV, Waterbury, Vt.
*WJAR, Providence
*WLBZ, Bangor, Me.
*WSYR, Syracuse, N. Y.
*WHAJ, Greenfield, Mass.
*WCSH, Portland, Me.
*WHYN, Holyoke, Mass.
*WIBX, Utica, N. Y.
*WPIO, Augusta, Me.
*WFEA, Manchester, N. H.
*WBRY, Waterbury, Conn.
*WNBC, Hartford, Conn.
*WSPR, Springfield, Mass.
*WOCB, West Yarmouth, Mass.
*WHEB, Portsmouth, N. H.

WALTER BIDDICK CO.

Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

KFQD, Anchorage, Alaska
*KTKN, Ketchikan, Alaska
KFOX, Long Beach, Cal.
*KTRB, Modesto, Cal.
*KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
*WJJD, Chicago
*KOOS, Marshfield, Ore.
KLS, Oakland, Cal.
*WIBW, Topeka, Kan.
*KFBB, Great Falls, Mont.
*KGVO, Missoula, Mont.
*KAST, Astoria, Ore.
*KBND, Bend, Ore.
*KFJL, Klamath Falls, Ore.
*KLBM, La Grande, Ore.
*KGY, Olympia, Wash.
*KDFN, Casper, Wyo.
*WSGN, Birmingham, Ala.
KPAR, Fairbanks, Alaska
*WGRC, Louisville, Ky.
*KENO, Las Vegas, Nev.
*WIBX, Utica, N. Y.
*KTKR, Visalia, Cal.
*KODL, The Dalles, Ore.
*KXRO, Aberdeen, Wash.

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.
The Arizona Radio Network

KOY, Phoenix, Ariz.
KPMC, Bakersfield, Cal.
KIEM, Eureka, Cal.
KHJ, Los Angeles
KFXM, San Bernardino, Cal.
KGB, San Diego, Cal.
KFRC, San Francisco
KVEC, San Luis Obispo, Cal.
KVOE, Santa Ana, Cal.
KDB, Santa Barbara, Cal.
*KGDH, Stockton, Cal.
KFEL, Denver
*WJAX, Jacksonville, Fla.
WQAM, Miami, Fla.
*WFLA, Tampa, Fla.
WAGA, Atlanta, Ga.
*KIDO, Boise, Ida.
KBEL, Waterloo, Iowa
WLS, Chicago
WFB, Baltimore
WOW, Omaha
WBNF, Binghamton, N. Y.
*WNEW, New York City
KFYR, Bismarck, N. D.
WBNS, Columbus, O.
WHIZ, Zanesville, O.
*KORE, Eugene, Ore.
WHP, Harrisburg, Pa.
WGBI, Scranton, Pa.
*WROL, Knoxville, Tenn.
KTRH, Houston
KTS, San Antonio, Tex.
KDY, Salt Lake City
WMBG, Richmond, Va.
KOL, Seattle
*KMO, Tacoma, Wash.
*KIT, Yakima, Wash.
WMMN, Fairmont, W. Va.
WVVA, Wheeling, W. Va.
KGM, Honolulu, Hawaii

BLUE NETWORK SPOT SALES

New York City—30 Rockefeller Plaza. Tel.: Circle 7-5700. Mgr.: Murray Grabhorn.
Chicago—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Gil Berry.
Hollywood—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Fred Becker.
Detroit—802 Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: John Donohue.
San Francisco—111 Sutter St. Tel.: Graystone 6565. Mgr.: Fred Becker.

Represents

KGO, San Francisco WMAL, Washington WJZ, New York City
WENR, Chicago

†THE BRANHAM CO.

Chicago—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1028. Mgr.: George F. Dillon.
Dallas—Texas Bank Bldg. Tel.: 2-8569. Mgr.: A. J. Putnam.
Detroit—General Motor Bldg. Tel.: Trinity 1,0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
Los Angeles—448 So. Hill St. Tel.: Michigan 1269. Mgr.: W. E. Betts.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney L. Nichols.
Seattle—Empire Bldg. Tel.: Elliot 1769. Mgr.: A. G. Neitz.

Represents

KWKH, Shreveport, La.
KTBS, Shreveport, La.
*KTHS, Hot Springs, Ark.
WNOX, Knoxville, Tenn.
WMC, Memphis, Tenn.
KXYZ, Houston
WVTV, Jacksonville, Tenn.
WVTV, Jacksonville, Tenn.
WCPO, Cincinnati
West Virginia Network
WBLK, Clarksville, W. Va.
WSAZ, Huntington, W. Va.
WPAR, Parkersburg, W. Va.

HOWARD C. BROWN CO.

Hollywood, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

ZUE, Sydney, Australia
New Zealand Commercial Radio Stations
3XY Melbourne, Australia

BURN-SMITH CO., Inc.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: C. Otis Rawalt.
Chicago—307 No. Michigan Ave. Tel.: Central 4290. Mgr.: John A. Toothill.
Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: Walter Biddick.

Represents

KMTR, Hollywood, Cal.
WRDW, Augusta, Ga.
*WGRC, Louisville
WELL, Battle Creek, Mich.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
*KGVO, Missoula, Mont.
WFTC, Kinston, N. C.
WMTD, Wilmington, N. C.
*WNBH, New Bedford, Mass.
*WBRK, Pittsfield, Mass.
WMBF, Lewistown, Pa.
KOCY, Oklahoma City
WGH, Newport News, Va.
*WALB, Albany, Ga.
WFMD, Frederick, Md.
WFNC, Fayetteville, N. C.
WDEF, Chattanooga, Tenn.
WSTP, Salisbury, N. C.
KPAC, Port Arthur, Tex.
WOLF, Syracuse, N. Y.
WWDC, Washington, D. C.
*WOPI, Bristol, Tenn.
KMAC, San Antonio, Tex.
WRUF, Gainesville, Fla.
KVPD, Fort Dodge, Ia.
*WISE, Asheville, N. C.
WHBC, Canton, O.
WMRC, Greenville, S. C.
KTRI, Sioux City, Ia.
WLOF, Orlando, Fla.
WIP, Philadelphia
WRRF, Washington, N. C.
KWJJ, Portland, Ore.
*WKPT, Kingsport, Tenn.
The Southern Network
WRRN, Warren, O.
KXA, Seattle, Wash.
WCBT, Roanoke Rapids, N.C.
WGBG, Greensboro, N. C.
WGTM, Wilson, N. C.
WBA, Wilkes-Barre, Pa.
WBR, Knoxville, Tenn.
*Daniel Boone Network
KFBC, Cheyenne, Wyo.
WCNC, Elizabeth City, N. C.
WHAJ, Greenfield, Mass.

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-8280. Mgr.: Philip Zach.
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgr.: Frank Gaughen-Felix Morris.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

KCKN, Kansas City, Kan. *WIBW, Topeka, Kan.

B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)

Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(Representation in the South Only)

*WFBC, Greenville, S. C. WLOF, Orlando, Fla. *WALB, Albany, Ga.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—535 Fifth Ave. Tel.: Murray Hill 2-8234. Mgr.: A. P. Cox.
Chicago—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

WGAA, Cedarhurst, N. Y.
WBLJ, Dalton, Ga.
WKM, Kokomo, Ind.
WFA, Portsmouth, O.
*KAST, Astoria, Ore.
WKOK, Sunbury, Pa.
WOLS, Florence, S. C.
WFIG, Sumter, S. C.
KGFX, Pierre, S. D.
*WHUB, Cookeville, Tenn.
KNEL, Brady, Tex.
*KPAB, Laredo, Tex.
KRBA, Lufkin, Tex.
KRLH, Midland, Tex.
KNET, Palestine, Tex.
KTBI, Tacoma, Wash.
WJMC, Rice Lake, Wis.
*KPOW, Powell, Wyo.
KFFA, Helena, Ark.
WMFR, High Point, N. C.
WJMJ, Cordele, Ga.
KTNM, Tucumcari, N. M.
WKPA, New Kensington, Pa.
WJOB, Hammond, Ind.
WGNC, Charleston, N. C.
WCHV, Charlottesville, Va.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

*WJAX, Jacksonville, Fla.
*WROL, Knoxville, Tenn.
*WOPI, Bristol, Tenn.
*WIOD, Miami, Fla.
*WHIO, Dayton, O.
*WFLA, Tampa, Fla.
*WHIO, Dayton, O.
*Daniel Boone Network Comprising:
*WKPT, Kingsport, Tenn.
*WISE, Asheville, N. C.

†DE LISSER INC.

New York City—11 E. 44th St. Tel.: Murray Hill 2-1753. Mgr.: William F. Gallagher.
Philadelphia—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
Chicago—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.

Represents

WSLB, Ogdensburg, N. Y.

THE FOREMAN CO.

Chicago—Wrigley Bldg. Tel.: Delaware 1869. Mgr.: Edwin G. Foreman Jr.
New York City—247 Park Ave. Tel.: Eldorado 5-0174. Mgr.: Edwin G. Foreman Jr.
Beverly Hills, Cal.—205 S. Beverly Drive. Tel.: Crestview 1-2166.

Represents

WIND, Chicago
WQXR, New York City
WLAK, Lakeland, Fla.
WCAR, Pontiac, Mich.
KATE, Albert Lea, Minn.
WLOL, Minneapolis
WTAX, Springfield, Ill.
WHBL, Sheboygan, Wis.
KLCN, Blytheville, Ark.
KBST, Big Spring, Tex.
KCMC, Texarkana, Tex.
KGKL, San Angelo, Tex.
KPLT, Paris, Tex.
KRBC, Abilene, Tex.
Southern Minnesota Network

FORJOE & COMPANY

New York City—19 W. 44th St. Tel.: Vanderbit 6-5080. Mgr.: Joseph Bloom.
Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WAJR, Morgantown, W. Va.
WCOU, Lewiston, Me.
WCAP, Asbury Park, N. J.
WIBM, Jackson, Mich.
*WJBK, Detroit
WLBC, Muncie, Ind.
WGES, Chicago
WSBC, Chicago
*KHUB, Watsonville, Cal.
KICA, Clovis, N. M.
KONO, San Antonio, Tex.
*KPAB, Laredo, Tex.
KPDN, Pampa, Tex.
*WISR, Butler, Pa.
KGBS, Harlingen, Tex.
KEEW, Brownsville, Tex.
KEYS, Corpus Christi, Tex.
WMVA, Martinsville, Va.

(Continued on page 52)



HOT NUMBERS

... for Spot Advertisers whose Budgets
must go farther today!

Your nearest NBC Spot Sales Office is *your* key to successful Spot Radio campaigns at lowest cost.

The 11 NBC Key Stations represented by that office have proved for many years their ability to deliver sales-messages into homes *where sales-potentials are highest and sales-resistances lowest* . . . your best bets *today!* In New York, Chicago, San Francisco, Washington, Denver. In Cleveland and Schenectady—in Boston and

Philadelphia—in Pittsburgh and Fort Wayne! But that's not all. Any NBC Spot Sales Office will be glad to give you *the data you need* to win those markets! The listening-habits of Fort Wayne, for instance . . . the buying-habits of Boston. The reasons why Pittsburgh is a "department-store city" while Cleveland is not. The data, in short, that lets you make full use of the inherent *flexibility* of Spot Radio. The data that lets you match your *methods* to your markets!

NBC SPOT SALES

Representing

WBZ Boston
WBZA Springfield
WEAF New York

WGY Schenectady
KYW Philadelphia
WRC Washington

KDKA Pittsburgh
WTAM Cleveland
WOWO Fort Wayne

WMAQ Chicago
KOA Denver
KPO San Francisco

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 60)

R. C. FOSTER

Boston—Statler Office Bldg. Tel.: Hubbard 5225. Mgr.: R. C. Foster.
New England Representation
*WRC, Hartford *WEX, Marblehead, Mass. *WSYB, Rutland, Vt.
*WLA, Lawrence, Mass. *WBI, Bangor, Me. *WPRO, Providence, R. I.
*WNB, New Bedford, Mass. *WGAN, Portland, Me. *WNEW, New York City
*WMUR, Manchester, N. H.
Non-Exclusive Representation
*WELI, New Haven *WHA, Greenfield, Mass. *WBRK, Pittsfield, Mass.
*WNL, New London, Conn. *WSAR, Fall River, Mass. *WPN, Philadelphia

FREE & PETERS, Inc.

Chicago—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City—247 Park Ave. Tel.: Plaza 5-4131. Mgr.: H. Preston Peters.
San Francisco—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
Hollywood—1512 N. Gordon St. Tel.: Gladstone 3949. Mgr.: Hal W. Hoag.
Atlanta—Palmer Bldg. Tel.: Main 6667. Mgr.: James M. Wade.

Represents

WGR, Buffalo, N. Y.	KARM, Fresno, Cal.	WDBJ, Roanoke, Va.
WKBW, Buffalo, N. Y.	KDAL, Duluth	WAVE, Louisville
WCKY, Cincinnati	WKZO, Kalamazoo, Mich.	KOMA, Oklahoma City
WOC, Des Moines, Ia.	WTCN, Minneapolis-St. Paul	KTUL, Tulsa, Okla.
WHO, Des Moines	WMBD, Peoria, Ill.	KECA, Los Angeles
KMA, Shenandoah, Ia.	KSL, St. Louis	KOIN, Portland, Ore.
WDAY, Fargo, N. D.	WFBL, Syracuse	KALE, Portland, Ore.
KMBC, Kansas City	WCSC, Charleston, S. C.	KOB, Albuquerque, N. M.
WISH, Indianapolis	WIS, Columbia, S. C.	KROW, Oakland, Cal.
WJWC, Chicago	WINS, New York City	KIRO, Seattle
	WPTF, Raleigh, N. C.	

GRACE GIBSON

Hollywood—1651 Cosmo St. Tel.: Hollywood 6928. Mgr.: Grace Gibson.
(Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations.)

W. S. GRANT

San Francisco—680 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
Los Angeles—Hellman Bldg. Tel.: Michigan 4573. Mgr.: H. H. Conger.

Exclusive Representation McClung Stations in San Francisco-Los Angeles

KVCV, Redding, Cal. KHSL, Chico, Cal. KYOS, Merced, Cal.
*KTRB, Modesto, Cal. KMYC, Marysville, Cal. *KTGC, Visalia, Cal.
KDON, Monterey, Cal. *KRFJ, Klamath Falls, Ore. *KGDM, Stockton, Cal.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.
Seattle—White Bldg. Tel.: Main 6626. Mgr.: Hal Pearce.
Pacific Coast Representation
*KWYO, Sheridan, Wyo. *KJBS, San Francisco *WHLS, Port Huron, Mich.
*KSEI, Pocatello, Ida. *WIRE, Indianapolis *KPOW, Powell, Wyo.
*KTFF, Twin Falls, Ida. *KELA, Centralis, Wash. *KDFN, Casper, Wyo.
*KBBK, Baker, Ore. *KWIL, Albany, Ore. KQRS, Rock Springs, Wyo.
*WPEN, Philadelphia KGEZ, Kalispell, Mont.

Exclusive

KTOH, Lihue, T. H. *KENO, Las Vegas, Nev.

MELCHOR GUZMAN COMPANY Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.
(Represents stations in Cuba, Mexico, Central and South America)

HEADLEY-REED CO.

New York City—420 Lexington Ave. Tel.: Murray Hill 8-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Madison 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

Represents

*WSGN, Birmingham, Ala.	WITH, Baltimore	WFMJ, Youngstown, O.
WSFA, Montgomery, Ala.	KANS, Wichita, Kan.	WFBC, Altoona, Pa.
*WNBC, Hartford, Conn.	WSJS, Winston-Salem, N. C.	WJAC, Johnstown, Pa.
WROK, Rockford, Ill.	WBAB, Atlantic City, N. J.	WAPG, Chattanooga, Tenn.
WCOP, Boston	WHLD, Niagara Falls, N. Y.	WGAC, Augusta, Ga.
KFEQ, St. Joseph, Mo.	WKIP, Poughkeepsie, N. Y.	WALA, Mobile, Ala.
WFOC, Charlotte, N. C.	WFAS, White Plains, N. Y.	WJW, Akron, O.
WSFL, Pawtucket, R. I.	KMMJ, Grand Island, Neb.	

Connecticut Broadcasting System

GEORGE P. HOLLINGBERRY CO.

Chicago—807 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Healy Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

WHAM, Rochester, N. Y.	WHDH, Boston	WPDQ, Jacksonville, Fla.
WEBC, Duluth, Minn.	WSPA, Spartanburg, S. C.	*WHIO, Dayton, O.
WADC, Akron, O.	WVJ, Detroit	WJDX, Jackson, Miss.
WTMA, Charleston, S. C.	KSCJ, Sioux City, Ia.	WEAU, Eau Claire, Wis.
*WAAP, Chicago	WBIG, Greensboro, N. C.	WEEU, Reading, Pa.
*WSPR, Springfield, Mass.	*WIOD, Miami	WJBO, Baton Rouge, La.
WREN, Lawrence, Kan.	WBCM, Bay City, Mich.	KTSM, El Paso, Tex.
WSAV, Savannah, Ga.	KOWH, Omaha	WHPF, Flattsburg, N. Y.
WORD, Spartanburg, S. C.	WNBZ, Saranac Lake, N. Y.	WARM, Scranton, Pa.
	KVI, Tacoma, Wash.	

HAL HOLMAN CO.

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5030. Mgr.: Joseph Bloom.
Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WGOV, Valdosta, Ga.	WTCM, Traverse City, Mich.	WMAM, Marinette, Wis.
WHBU, Anderson, Ind.	*WISR, Butler, Pa.	WIBU, Poyette, Wis.
*WIBK, Detroit	KAND, Corsicana, Tex.	*WRJN, Racine, Wis.
*WHLS, Port Huron, Mich.	KXOX, Sweetwater, Tex.	KICD, Spencer, Ia.
	WAYX, Waycross, Ga.	Wisconsin Network Inc.

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Montreal Representation

CFQC, Saskatoon, Sask. CFCN, Calgary, Alta. CKCH, Hull, Que.
CJGX, Yorkton, Sask. CFRN, Edmonton, Alta. CKMO, Vancouver, B. C.
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*CKLW, Windsor, Ont. CKCR, Kitchener, Ont. CHSJ, St. John, N. B.
CKLN, Nelson, B. C. CFPL, London, Ont. CKCW, Moncton, N. B.
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CFOS, Owen Sound, Ont. CKAC, Montreal, Que. CKLN, Nelson, B. C.
CFPR, Prince Rupert, B. C. CHPS, Parry Sound, Ont. CHOV, Pembroke, Ont.
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Fit **RADIO** into your 1943 plans

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CJOR Vancouver	CKX Brandon	CKCR Kitchener	CKAC Montreal
CKLN Nelson	CKY Winnipeg	CHPS Parry Sound	CJBR Rimouski
CFPR Prince Rupert	CKLW Windsor	CHOV Pembroke	CHGB Ste. Anne de la Pociatiere
CJGX Yorkton	CFOS Owen Sound	CFCL Brockville	CHSJ St. John
CFAR Flin Flon	CFPL London	CKCO Ottawa	CKCW Moncton

RADIO is FIRST among advertising media to be considered when you have an institutional or public relations message to deliver.

It is FIRST because people turn gratefully to Radio as an "out" in these frenzied, nerve-tensed days of war . . . turn to it for the entertainment and relaxation that is waiting for them . . . turn to it more and more, as we learn to stay home and conserve tires, gas and expense. You have a name, a product, a goodwill with your public that you want remembered . . . FIRST. And people do remember radio, because it brings them what they want, when they want it. You can hold that goodwill, by radio. And the goodwill you hold in a wartime TODAY is accumulated for a post-war TOMORROW. Fit RADIO into your plans for 1943.

Stovin & Wright

RADIO STATION REPRESENTATIVES

MONTREAL TORONTO WINNIPEG

President Roosevelt's Executive Order of June 13, 1942 Creating The Office of War Information

[For Officials and Staff, see page 288]

In recognition of the right of the American people and of all other peoples opposing the Axis aggressors to be truthfully informed about the common war effort, and by virtue of the authority vested in me by the Constitution, by the First War Powers Act, 1941, and as President of the United States and Commander in Chief of the Army and Navy, it is hereby ordered as follows:

Agencies Involved

1. The following agencies, powers, and duties are transferred and consolidated into an Office of War Information which is hereby established within the Office for Emergency Management in the Executive Office of the President:

a. The Office of Facts & Figures and its powers and duties.

b. The Office of Government Reports and its powers and duties.

c. The powers and duties of the Coordinator of Information relating to the gathering of public information and its dissemination abroad, including, but not limited to, all powers and duties now assigned to the foreign information service, outpost, publications, and pictorial branches of the Coordinator of Information.

d. The power and duties of the Division of Information of the Office for Emergency Management relating to the dissemination of general public information on the war effort, except as provided in paragraph 10.

2. At the head of the Office of War Information shall be a Director appointed by the President. The director shall discharge and perform his functions and duties under the direction and supervision of the President. The director may exercise his powers, authorities, and duties through such officials or agencies and in such manner as he may determine.

3. There is established within the Office of War Information a Committee on War Information Policy consisting of the director as chairman, representatives of the Secretary of State, the Secretary of War, the Secretary of the Navy, the Joint Psychological Warfare Committee, and of the Coordinator of Inter-American Affairs, and such other members as the director, with the approval of the President, may determine. The Committee on War Information Policy shall formulate basic policies and plans on war information, and shall advise with respect to the development of coordinated war information programs.

4. Consistent with the war information policies of the President and with the foreign policy of the United States, and after

consultation with the Committee on War Information Policy, the director shall perform the following functions and duties:

List of Duties

a. Formulate and carry out, through the use of press, radio, motion picture, and other facilities, information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the Government.

b. Coordinate the war information activities of all Federal departments and agencies for the purpose of assuring an accurate and consistent flow of war information to the public and the world at large.

c. Obtain, study, and analyze information concerning the war effort and advise the agencies concerned with the dissemination of such information as to the most appropriate and effective means of bringing the public adequately and accurately informed.

d. Review, clear and approve all proposed radio and motion picture programs sponsored by Federal departments and agencies; and serve as the central point of clearance and contact for the radio broadcasting and motion picture industries, respectively, in their relationships with Federal departments and agencies concerning such Government programs.

e. Maintain liaison with the information agencies of the United Nations for the purpose of relating the Government's informational programs and facilities to those of such nations.

f. Perform such other functions and duties relating to war information as the President may from time to time determine.

5. The director is authorized to issue such directives concerning war information as he may deem necessary or appropriate to carry out the purposes of this order, and such directives shall be binding upon the several Federal departments and agencies. He may establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by his office prior to dissemination. The director may require the curtailment or elimination of any Federal information service, program, or release which he deems to be wasteful or not directly related to the prosecution of the war effort.

6. The authority, functions, and duties of the Director shall not extend to the Western Hemisphere exclusive of the United States and Canada.

7. The formulation and carrying out of

informational programs relating exclusively to the authorized activities of the several departments and agencies of the Government shall remain with such departments and agencies, but such informational programs shall conform to the policies formulated or approved by the Office of War Information. The several departments and agencies of the Government shall make available to the director, upon his request, such information and data as may be necessary to the performance of his functions and duties.

8. The director of the Office of War Information and the Director of Censorship shall collaborate in the performance of their respective functions for the purpose of facilitating the prompt and full dissemination of all available information which will not give aid to the enemy.

Cooperative Functions

9. The director of the Office of War Information and the Defense Communications Board shall collaborate in the performance of their respective functions for the purpose of facilitating the broadcast of war information to the peoples abroad.

10. The functions of the Division of Information of the Office for Emergency Management with respect to the provision of press and publication services relating to the specific activities of the constituent agencies of the Office for Emergency Management are transferred to those constituent agencies respectively, and the Division of Information is accordingly abolished.

11. Within the limits of such funds as may be made available to the Office of War Information, the Director may employ necessary personnel and make provision for the necessary supplies, facilities and services. He may provide for the internal management and organization of the Office of War Information in such manner as he may determine.

Records Transferred

12. All records, contracts, and property (including office equipment) of the several agencies and all records, contracts, and property used primarily in the administration of any powers and duties transferred or consolidated by this order, and all personnel used in the administration of such agencies, powers, and duties (including officers whose chief duties relate to such administration) are transferred to the Office of War Information, for use in the administration of the agencies, powers, and duties transferred or consolidated by this Order; provided, that any personnel transferred to the Office of War Information by this Order, found by the Director of the Office of War Information to be in

excess of the personnel necessary for the administration of the powers and duties transferred to the Office of War Information, shall be retransferred under existing procedure to other positions in the Government service, or separated from the service.

13. So much of the unexpended balances of appropriations, allocations, or other funds available for the use of any agency in the exercise of any power or duty transferred or consolidated by this order or for the use of the head of any agency in the exercise of any power or duty so transferred or consolidated, as the Director of the Bureau of the Budget with the approval of the President shall determine, shall be transferred to the Office of War Information, for use in connection with the exercise of powers or duties so transferred or consolidated. In determining the amount to be transferred, the Director of the Bureau of the Budget may include an amount to provide for the liquidation of obligations incurred against such appropriations, allocations, or other funds prior to the transfer or consolidation.

FULL TEXT of the Military Order accompanying the Executive Order:

By virtue of the authority vested in me as President of the United States and as Commander-in-Chief of the Army and Navy of the United States, it is ordered as follows:

1. The office of Coordinator of Information, established by Order of July 11, 1941, exclusive of the foreign information activities transferred to the Office of War Information by Executive Order of June 13, 1942, shall hereafter be known as the Office of Strategic Services, and is hereby transferred to the jurisdiction of the United States Joint Chiefs of Staff.

2. The Office of Strategic Services shall perform the following duties:

a. Collect and analyze such strategic information as may be required by the United States Joint Chiefs of Staff.

b. Plan and operate such special services as may be directed by the United States Joint Chiefs of Staff.

3. At the head of the Office of Strategic Services shall be a Director of Strategic Services who shall be appointed by the President and who shall perform his duties under the direction and supervision of the United States Joint Chiefs of Staff.

4. William J. Donovan is hereby appointed as Director of Strategic Services.

5. The Order of July 11, 1941 is hereby revoked.

OWI Regulations No. 1 and 2 Covering Policy and Time Clearance

OWI Regulation No. 1 Effective July 13, 1942

To the Heads of all Executive Departments and Agencies:

Pursuant to Executive Order No. 9182, issued June 13, 1942, authorizing the Director of War Information

(a) to formulate and carry out information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the government

(b) to coordinate the war informational activities of all Federal departments and agencies

(c) to issue directives concerning war information which shall be binding upon the several Federal departments and agencies, and

(d) to establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by the Office of War Information prior to dissemination

this regulation is issued, effective Monday, July 13, 1942.

1. Information Policy

The Federal Government will issue as promptly as possible all news and background information essential to a clear understanding of this Nation's war effort. The what, why, when, and how will be told. The impact of the war on all phases of American life will be reported. So will the cooperative efforts of the United Nations. Only information which would give aid and comfort to the enemy will be withheld.

(a) With the aid of the Committee on War Information Policy and of the policy staff of the Office of War Information, the Director of War Information will establish, and keep current, policies governing the war information activities of all Federal agencies.

(b) Within the general policies so established and in harmony with the clearance procedures hereinafter set forth, officers of Federal Departments and agencies are directed to maintain an open-door policy in their relations with representatives of the press, radio, and other media.

(c) War information problems requiring policy decision shall be brought promptly to the attention of the Director of War Information through his liaison representatives, in order that policies may be determined and the information issued without delay.

2. Information Activities of Federal Departments and Agencies

Within the framework of policies established by the Director of War Information, all Departments and agencies of the Government will continue to be responsible for and will release direct to the public information which relates exclusively to their authorized activities and which does not bear significantly upon the war information program and policies of the Government.

(a) After consultation between representatives of the Office of War Information and of each Federal Department or agency, this general regulation will be developed in greater detail to meet the specific problems that may arise in each such Department or agency.

(b) Each Department and agency shall immediately review its information program and, in the interest of economy and effective war work, dis-

continue all non-essential phases thereof. An enumeration of the classes and types of information thus discontinued shall be reported by each Department and agency to the Director of War Information not later than August 15, 1942.

(c) Each Department and agency shall designate a representative with authority to cooperate with the Office of War Information in expediting the handling of those classes of war information requiring central clearance, as enumerated in succeeding sections of this regulation.

3. News

(a) General News releases relating significantly to the war effort or dealing with activities broader than the authorized work of the initiating agency shall, where possible, be prepared by the appropriate Federal Department or agency for clearance and issuance by the News Bureau of the Office of War Information. The Chief of the News Bureau will be responsible for clearing such releases with the appropriate policy officers of OWI and with the Departments and agencies concerned. Announcements, statements, material for radio news and newscasts,

(Continued on page 68)

(Continued from page 67)

news pictures, and other material which have the same purpose as a news release shall be handled in the same manner as news releases.

(h) *Information Involving the Armed Services.* The Office of War Information will cooperate with the War and Navy Departments in facilitating the fullest possible dissemination of information involving military and naval actions. Whether specific military information would be of aid to the enemy will be determined by the War or Navy Department after consultation with the Director of War Information.

4. Addresses

In accordance with directives heretofore issued by the President, all addresses by the heads of Federal Departments and agencies and by other policy-forming officials will be cleared by the originating agency with the Chief of the Bureau of Publications and Graphics of the Office of War Information. The Chief of the Bureau will consult with the appropriate policy officers of OWI and with other governmental agencies in handling such clearance.

5. Publications

Most bulletins relate exclusively to the work of a single agency and do not involve war information policy; they will therefore continue to be prepared and published by the initiating Department or agency, without clearance. Publications relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the Chief of the Bureau of Publications and Graphics, who will be responsible for consulting appropriate Federal officials in reaching decisions.

6. Radio

Because radio time is limited, the Office of War Information will review and clear all proposed radio programs sponsored by Federal Departments and agencies (whether they directly bear upon war information or not). will allocate available time for such programs, and will serve as the central point of clearance and contact for the broadcasting industry in its relationships with Federal Departments and agencies concerning such government programs. Federal Departments and agencies desiring to disseminate information by radio, will make necessary arrangements through the Chief of the Radio Bureau, Office of War Information; the Chief of Bureau will be responsible for consulting the appropriate policy officers and subject-matter authorities in arranging final clearance of such programs.

7. Motion Pictures

The Chief of the Bureau of Motion Pictures, Office of War Information, will serve as the central point of contact between the motion picture industry and Federal officials to the end that the motion picture industry, both theatrical and non-theatrical, may make the maximum contribution to keeping the American public fully informed on vital aspects of the war. Official motion pictures of the Federal Government as a rule will be produced under the direction of the Chief of the Bureau of Motion Pictures; they may be produced by individual Departments and agencies after review, clearance, and approval of the Chief of Bureau.

8. Posters and Other Graphics

To reduce costs, the Office of War Information will maintain a central graphics service; proposed posters and related graphic material relating to the war effort shall be cleared with the Chief of the Bureau of Publications and Graphics who, after clearance of the initial plans, will make the services of the central staff available for production of such graphics.

9. Advertising

To avoid conflict and confusion, the Advertising Division of the Bureau of Special Operations, OWI, will, whenever war information is involved, serve as a central point of contact and clearance between government Departments and agencies and all branches of the advertising industry.

10. Foreign Language Services

To reduce the cost involved when several Departments and agencies arrange for the translation of news, features, and other material for the use of foreign language publications and radio stations in this country and provide special services to such media, all war information proposed for dissemination to such media shall be handled through the Foreign Language Division, Bureau of Special Operations, Office of War Information.

11. Comprehensive War Information

As contrasted to the specialized releases and information programs of the several Departments and agencies, the Office of War Information will prepare and publish comprehensive war information.

(a) The office will prepare and issue press releases, radio programs, publications, posters, motion pictures, and related materials which deal with subjects broader than the activities of a single agency, and shall have access to such information as may be necessary to carry out this task.

(b) The office will manage coordinated information programs involving the assistance of many Departments and agencies and the use of many media.

(c) The office will assign to specific Departments and agencies the responsibility for preparing for OWI materials needed in comprehensive information programs.

12. Information in the Field

The News Bureau of the Office of War Information will maintain a restricted number of field offices, located at centers of greatest war activity and of concentrated news-dissemination facilities.

(a) The field services of each Federal Department or agency will be responsible for preparing and disseminating information not related significantly to the war effort. The head of each Federal Department or agency shall instruct his field employees to release in the field only such information as is within clearly defined policy and exclusively within the authorized activities of his agency.

(b) Release which bear definitely upon war activities or policy or which include material broader than the authorized activities of the preparing agency shall be cleared with and issued by the nearest OWI field office.

(c) Radio programs relating to the war effort prepared by Federal agencies in the field for individual stations or regional or national networks shall be reviewed and cleared by the most convenient OWI field information office.

(c) Publications and graphics prepared and issued in the field and relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the nearest OWI field office.

13. Overseas Information

All information for official dissemination outside the continental limits of the United States (except to Central and South America) shall be handled exclusively by the Overseas Branch of the Office of War Information, whether such dissemination involves news releases, radio, short-wave radio, publications, graphics, motion pictures, or other media.

(a) To avoid duplication the News Bureau of the Office of War Information will gather news for the Overseas

Branch as well as for the Domestic Branch of the Office, but dissemination abroad will be the responsibility of the Overseas Branch.

(b) All Departments and agencies shall provide the Overseas Branch with materials they believe useful for overseas use, and shall prepare material at the request of OWI.

14. Personnel

In view of the importance of providing all the people with information so presented that they shall be "truthfully informed about the common war effort," the Office of War Information and the Departments and agencies shall cooperate in insuring that informational work is in competent, experienced hands. As required by Executive Order 9182, the Director of War Information, after consultation with the appropriate Departments or agencies, will direct the discontinuance of the activities of persons performing unnecessary information work.

15. OWI-OCDC Cooperation

To meet the requests of discussion groups throughout the United States for facts on all phases of the war effort, the Office of War Information will cooperate with the Office of Civilian Defense in aiding such local discussion groups obtain special pamphlets and related materials on the war effort.

Despite the distinctions made in this regulation between information issued direct by the several Departments and agencies and that issued by the Office of War Information, the appropriate media bureaus of OWI will, at the request of Departments or agencies which lack their own facilities, prepare and issue information materials for such Departments or agencies.

OWI Regulation No. 2 Effective Oct. 1, 1942

To the Heads of all Departments and Agencies:

On July 10, the Office of War Information issued Regulation Number One stating generally the operating functions of all departments and agencies, including this office, in the handling of government information related to the war.

Today I am issuing Regulation Number Two amplifying Section 6 of Regulation Number One relating to review and clearance of all proposed radio programs.

These procedures are established (1) because radio time is limited; and (2) to insure uniformity of government war policy to the end that the public is not confused by overlapping and conflicting statements issued from several sources.

ELMER DAVIS, Director.

In accordance with OWI General Order No. 1, Section 6, issued July 10, 1942, all plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government Agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance.

A. New Radio Programs Proposed by Headquarters of Government Agencies

1. Plans for new radio programs will be submitted in writing to the Chief of the Radio Bureau with a complete statement, including

(a) The purpose of the program or series;

(b) The proposed method of presenting the program, whether over a network, through local stations, live or by transcription;

(c) The cost of the program and by whom such costs are to be paid;

(d) The date proposed for release

of the individual program together with a copy of the script;

(e) The date proposed for the initiation of a series, the proposed length of the series, and a sample script together with the name of the writer.

2. Programs approved for network use will be submitted by the Office of War Information to the networks for consideration. OWI will promptly inform the sponsoring Government Agency of the disposition made of the proposal.

3. Programs approved for transcriptions will be given a war information priority rating and the use of such programs will be scheduled in accordance with such ratings.

4. After approval of the basic plans, each script in the series, whether live or transcribed shows, will be submitted to the Radio Bureau, OWI, for clearance.

5. Requests for time for a single broadcast by a speaker may be handled directly by the several Agencies with the networks or stations. In accordance with OWI Regulations No. 1, such speeches will continue to be cleared by the Chief of the Bureau of Publications and Graphics of the OWI.

6. The distribution of all radio scripts and transcriptions will be handled by the Radio Bureau of the OWI unless otherwise approved by the Chief of the Radio Bureau of OWI.

B. Government Material Supplied by National Headquarters to Established Radio Programs

1. Proposals by Government agencies for the inclusion of official material in established programs, commercial or sustaining, will be submitted to the Radio Bureau, OWI. At the discretion of the Radio Bureau this material will be channelled to the proper outlets. Producers of radio programs seeking specific information or assistance from a Federal Agency, will be referred directly to the information division of the proper agency; OWI shall be informed of the assistance or information supplied.

2. Proposals by private organizations, networks, or sponsors for Federal agency collaboration in developing single programs or series of programs will be cleared with the Radio Bureau, OWI, by the agency concerned.

3. Allocation Plans (for placing Government messages on commercial and sustaining programs) will be continued by the Radio Bureau of OWI.

C. Government Radio Programs Now on the Air, Produced by or for National Headquarters

1. All Federal Departments and agencies will submit scripts of all broadcasts to the Radio Bureau, OWI, for clearance.

2. Beginning October 1, the Chief of the Radio Bureau, OWI, will hold conferences with representatives of Federal Departments and agencies now broadcasting programs to review the importance of such programs to the war effort.

D. Radio Activities of Government Field Offices

1. Government radio material placed on local stations by or for the field offices, of the several agencies will be cleared through the field offices of OWI. However, all instructions sent by the national headquarters of the Government agencies to field offices regarding the use of radio will be submitted for clearance to the Radio Bureau, OWI.

2. Proposals originating with field offices for new regional or national network programs or proposals for the inclusion of official material in established regional or national network programs, commercial or sustaining, will be submitted to the information headquarters of the agency concerned for clearance with the Radio Bureau, OWI.

YOUR 1943 SECOND FRONT

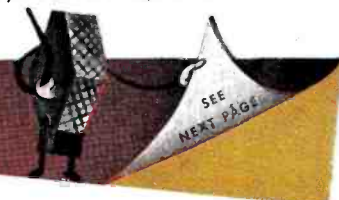


KEYSTONE

CAPTURE OF KBS SMALL-TOWN MARKETS NOW A MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business—an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income—5 billion dollars net—is one of the main reasons. *Rationing* and *buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the “*laissez faire*” attitude—“*use the major networks and cover all.*” Now, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put 1/3 of the nation be-

yond dependable major wired network coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous *OFFENSIVE* on that vital second front. You must cultivate the small town and small store markets—keep abreast of brand developments there—guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio—yes, via *KEYSTONE* radio, the lowest per capita cost in broadcasting history. We'll show you the evidence—the record of performance. In the face of this nationwide sales shift you can't afford *NOT ACTING* on this—in this crucial fighting year of survival, 1943.



KEYS

204 DIRECT HITS

In America's Secondary Market

KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent 204 direct hits in America's secondary market KEYTOWNS. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these

secondary market areas. ☆ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market

KEYTOWNS



areas, serving small urban communities, their adjacent trading areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Keystowns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at mass coverage costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of telephone lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparsely

populated areas at no more (and in many cases less) than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.

Please send the following KBS material:

- 1. Related Coverage Analysis
- 2. Coverage Map
- 3. Rate Card
- 4. Station List

Name _____
 Address _____
 City _____ State _____
 By _____

KEYSTONE TRANSCRIPTION NETWORK

**SERVING 69,000,732 POPULATION or 52.4%
of the United States through 204 local Affiliated
Stations — Coast-to-Coast**

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	\$15,329,324,000	\$8,173,758,000	\$5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	\$ 3,778,070,100	\$ 2,153,500,000	\$1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	\$ 855,093,700	\$ 547,800,000	\$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	\$ 1,997,111,100	\$ 898,700,000	\$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating & Drinking Sales	\$ 1,108,027,500	\$ 631,575,400	\$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	\$ 658,400,000	\$ 355,577,000	\$ 184,900,000
Annual Wages Earned	\$ 8,618,581,000	\$ 4,276,414,000	\$2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	\$28,090,410,200	\$12,740,684,600	\$7,664,410,800

Based on Walter P. Burn & Associates Survey

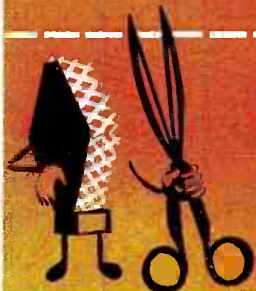
Sources: (a) Consumer Market Data Handbook (1940)
(b) United States Census (1940)
(c) Census of Business, 1941

**U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars. That is twice the agricultural receipts of two years ago—45% over 1941—double the 1935-39 average—a billion more than World War I—36% more than the all time farm*

peak of 1910-14. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.

Wire, write or phone for a representative to call and explain the Keystone Plan in detail. Let us help you launch your 1943 second front and capture the vital secondary markets with Keystone.

THIS IS THE KEYSTONE BROADCASTING SYSTEM



Clip this coupon, place in envelope and mail to KBS headquarters addressed to: 580 Fifth Avenue, New York City.

CHICAGO
134 No. LaSalle St.
State 4590

NEW YORK
580 Fifth Avenue
Phone—Lo. 3-2221

HOLLYWOOD
6331 Hollywood Blvd.
Hempstead 0380

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)
 INS—International News Service. PA—Press Assn. Inc. TP—Transradio Press. UP—United Press.
 Subsidiary of Associated Press

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON.....	WHMA	1450	250	Harry M. Ayers 14th & Noble St. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Hugh Webb Malcolm Street James Hudson	UP
BESSEMER.....	WJLD	1400	250	J. Leslie Doss Hotel Gary 2300	J. Leslie Doss J. Ed Reynolds J. Ed Reynolds	Leland Childs Leland Childs Einer Larsen	World PA
BIRMINGHAM.....	WAPI	1170 CP-1070	5,000-LS 1,000-N SA-5,000-U CP-5,000-U	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Lionel Baxter Norman S. Hurley	Radio Sales UP
	WBRC	960	5,000	Birmingham Bestg. Co. Inc. 2nd Ave. & 18th St. N. 4-7741	NBC	K. G. Marshall J. C. Bell J. C. Bell	Herbert C. Grieb J. C. Bell	Raymer Standard INS
	WSGN	610	5,000-LS 1,000-N	Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue MBS	V. H. Hanson Henry P. Johnston Henry P. Johnston	Bill Terry Bob Venn Paul B. Cram	Headley-Reed Biddick Thesaurus PA
DECATUR.....	WMSL	1400	250	Tennessee Valley Bestg. Co. Inc. Box 411 802	MBS	Lt. M. K. Vickrey, USN	UP
DOTHAN.....	WAGF	1400	250-D	Dothan Broadcasting Co. 204 1/2 E. Main St. 1430	Partnership Julian C. Smith Fred C. Moseley	Carl E. Snellgrove John T. Hubbard	Standard PA
GADSDEN.....	WJBY	1240	250	Gadsden Broadcasting Co. 108 Broad St. 88	MBS	B. H. Hopson B. T. Benton Sam Benton	B. T. Benton Lawrence Bruner	Sears & Ayer
HUNTSVILLE.....	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS	W. H. Pollard W. H. Pollard R. H. Albright	John Garrison John Garrison	UP
MOBILE.....	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3787	NBC	W. O. Pape H. K. Martin H. K. Martin	Charles Saunders	Headley-Reed Standard PA
	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	MBS Blue	S. B. Quigley S. B. Quigley F. E. Busby	Wallace Dunlap T. L. Greenwood	Sears & Ayer World UP
MONTGOMERY.....	WCOV	1240	250	Capital Broadcasting Co. Inc. 2 Montgomery St. 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. John C. Hughes	Joe Byars John C. Hughes W. D. Weatherly	Wilson INS
	WSFA	1440	1,000-LS 500-N	Montgomery Broadcasting Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart John B. DeMotte C. I. Shelkofsky	Headley-Reed Thesaurus PA, UP
MUSCLE SHOALS...	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Box 688, Sheffield Sheffield 1450	MBS	J. Carl Russell James E. Connolly E. J. Sperry	Ganus Scarbrough Myron F. Gray	Sears & Ayer UP
OPELIKA.....	WJHO	1400	250-LS 100-N	Opelika-Auburn Bestg. Co. 1400 Auburn Rd. 750	MBS	Partnership F. Marion Hyatt James T. Ownby	James T. Ownby F. Marion Hyatt	UP
SELMA.....	WBBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Marshall Parsons Jr. Erin Reynolds William Kilgore	Sears & Ayer
TUSCALOOSA.....	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg. 4464	James R. Doss Jr. J. Ed Reynolds J. Ed Reynolds	Wilhelmina Quarles Alfred Owen Fred L. James	World INS

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GLOBE.....	KWJB	1240	250	Sims Broadcasting Co. Box 591 41	ABC	Bartley T. Sims	UP
JEROME.....	KCRJ	1340	250	Central Arizona Bestg. Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn
LOWELL.....	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald C. O'Brien	Marion C. McKinney Gerald C. O'Brien J. Earl Hickman	TP, PA
PHOENIX.....	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Harold A. Safford John L. Hogg	John R. Williams Frances C. Myers Robert B. Thompson	Blair World PA, TP
	KPHO	1230	250	M. C. Reese First National Bank Bldg. 3-3197	M. C. Reese	Associated INS
	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Fennington Harold Haughawout	Raymer Thesaurus Standard UP

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PRESCOTT	KYCA	1490	250	Southwest Broadcasting Co. E. Gurley St. 244	ABC	Richard O. Lewis Harold Ritter Harold Ritter	Roberta Pfister Frederick Blackburn	Thesaurus
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	Willard Shoecraft Willard Shoecraft Herbert Hartman	Standard UP
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. Box 390 5800	CBS Arizona	Ralph Bilby Lee Little	Wayne Sanders Cliff Livingston	World PA
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams	Andrew White Ray Holsclaw	Raymer Thesaurus UP
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Harper M. Phillips Harper M. Phillips	Leavenworth Wheeler	Thesaurus

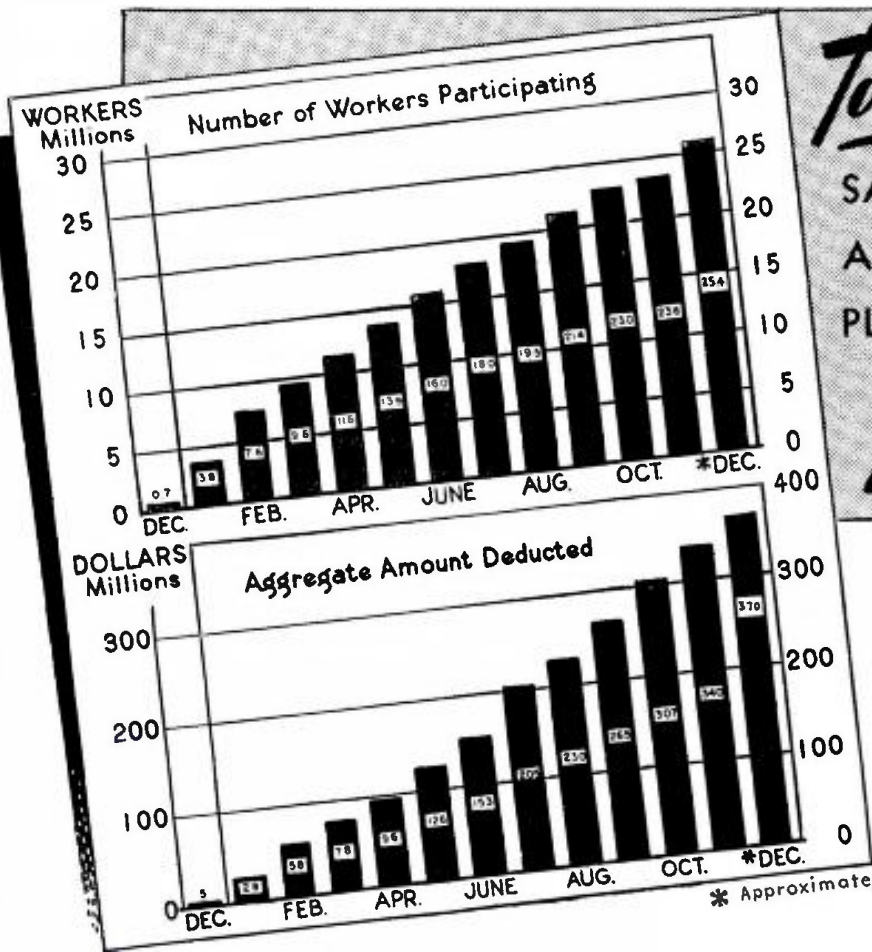
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BLYTHEVILLE	KLCN	900	1,000-D	Fred O. Grimwood Blytheville 2093	Fred O. Grimwood Harold Sudbury Harold Sudbury	J. T. Sudbury J. T. Sudbury Robert Conner	Foreman UP
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	Blue Arkansas	T. H. Barton R. E. Meinert Ewing Canaday L. B. Russel	Mary Gideon H. T. MacDonough Ewing Canaday	Standard INS
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106	Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John M. Van Horn	Thesaurus World UP
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	Sam W. Anderson Sam W. Anderson Sam W. Anderson	Rosslind Mundt J. Q. Floyd J. C. Warren	Cox & Tanz Thesaurus UP
HOT SPRINGS	†KTHS	1090 ST-KRLD	10,000-LS 5,000-N SA-10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	Blue Arkansas	John C. McCormack K. K. Kellam K. K. Kellam	Eva Lee Davis Cecil L. Suitt	Branham Standard UP
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	Clyde E. Wilson Howard A. Shuman		
JONESBORO	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Everidge Smith	Beauton Wood Veda Beard Earl Hodges	
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn	Petry Standard INS
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	Blue MBS	A. L. Chilton S. C. Vinsonhaler R. E. Rives	Anne Mehaffy P. E. Denton K. F. Tracy	Standard
	KLRA	1420 CP-1010 SA-1010	5,000 CP-10,000-LS 5,000-N SA-10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	M. N. Bostick P. E. Denton K. F. Tracy	Katz Thesaurus UP
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Ayleene Somervell R. W. Etter B. J. Parrish	UP
SILOAM SPRINGS	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Galen Gilbert	Galen Gilbert Galen Gilbert Cecil Smith	Walker World UP
TEXARKANA	KCMC	1450	250	(See Texarkana, Tex.)				

†KTHS holds special authorization to operate with WBAL, Baltimore.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. 17th & I Sts. 8-8431	Blue Golden West	Eleanor McClatchy Deane Banta Deane Banta	Irma Jean Thompson Richard Brothers Luverne Shatto	Raymer McClatchy Standard INS
	KPMC	1560	1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Harold Carlock Leo P. Jarvis	Blair Thesaurus World UP
BERKELEY	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave Ashberry 7715	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hamby Don Hamby Phil McKernan	Standard INS
CHICO	KHSL	1290	1,000	Golden Empire Bestg. Co. Inc. Fourth & Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Henry Watton	Mabel Swift Emory P. Milburn	Grant Standard UP
EL CENTRO	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee Golden West	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Jean Jordan Anthony Ricca James R. Coin	Standard



Tomorrow's
 SALES CURVES
 ARE BEING
 PLOTTED . . .
Today

THESE CHARTS SHOW ESTIMATED PARTICIPATION IN PAYROLL SAVINGS PLANS FOR WAR SAVINGS BONDS (Members of Armed Forces Included Starting August 1942)

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to FOUR AND A HALF BILLION DOLLARS per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—and mountains of brand new consumer goods tomorrow. Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns \$4 for every \$3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory—and tomorrow's sales curves—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.



Save with
War Savings Bonds

This space is a contribution to America's all-out war effort by
 BROADCASTING MAGAZINE

U. S. GOVERNMENT PRINTING OFFICE 305500

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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EUREKA	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	William B. Smullin William B. Smullin C. Paul Corbin	Betty Anderson Alvor Olson	Blair World UP, TP
FRESNO	KARM	1430	5,000	KARM, The George Harm station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown	Dean M. Metcalf John F. Scales	Free & Peters Standard INS
	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Gene Chenault Sheldon Anderson	Associated UP
	KMJ	580	5,000	McClatchy Broadcasting Co. Van Ness & Calaveras Sts. 36277	NBC Golden West	Eleanor McClatchy Keita B. Collins Keith B. Collins	Andy Patterson Connie Marill William N. Wallace	Raymer McClatchy Thesaurus UP
GLENDALE	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133 Los Angeles—Chapman 5-2388	David H. Cannon L. W. Peters L. W. Peters	Charles Rogers	UP
LONG BEACH	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	Golden West	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Biddick Standard Lang-Worth UP
	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Helene Smith Tom Hunter Jay Tapp	Wilson World Standard Lang-Worth PA
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson (Curtis W. Mason (H. L. Blatterman	Free & Peters Standard Lang-Worth PA, UP
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	(E. L. Cord (Calvin J. Smith Calvin J. Smith Calvin J. Smith	Don Otis Calvin J. Smith H. W. Anderson	PA, UP
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson (Curtis W. Mason (H. L. Blatterman	Petry Standard Lang-Worth UP
	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1140	Almee Semple McPherson Giles N. Knight	Jack Carmaine Myron E. Kluge	UP
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	J. Frank Burke J. Frank Burke Jr. F. J. Smalley Jr.	Howard Gray F. J. Smalley Jr. John Smithson	Lang-Worth UP
	KFWB	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	Louis J. Halper Harry Maizlish Harry Myers	Manning Ostroff William Ray Harry Myers	Rambeau PA, UP, INS
	KGfJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	Thelma Kirchner	Associated Standard INS
	KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Bruce G. Eells	Van C. Newkirk Fair Taylor Frank M. Kennedy	Blair World PA, INS
	KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars 9631 Wilshire Blvd. Bradshaw 2-4411	Golden West	G. A. Richards Robert O. Reynolds Herbert Wixon	William L. Forman Alice Belding Loyd Sigmon	Raymer Associated Lang-Worth UP
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith Lang-Worth Standard INS
	KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovic Lester H. Bowman	Radio Sales Associated PA, UP, INS
	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	Frank P. Doherty Ned Connor Ned Connor	Ned Connor Ned Connor Willis Freitag	INS, TP
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstr. Inc. 519 E St. 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Homer McDonald	Jayne Russell Bud Ballard	Grant Standard
MERCED	KYOS	1490	250	Merced Broadcasting Co. G. Street Grade 1430	MBS Don Lee	Hugh McClung Mel D. Marshall Karl Kreuger	JoAnn Evans George Spelvin John E. Boren	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 493 774	William H. Bates Jr. William H. Bates Jr. Douglas McCreary	Cecil Lynch Douglas McCreary William H. Bates Jr.	Biddick Grant UP, INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bcstr. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Howard V. Walters Bernard E. Cooney	H. V. Walters Edward C. Duty	Grant Thesaurus UP
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St. Highgate 1212	S. W. & E. N. Warner F. W. Warner F. W. Morse	Marian L. Craig F. W. Morse H. E. Falknor	Biddick INS
	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	J. R. Knowland Jr. Adriel Fried Adriel Fried	(Carl Cronin (Edna Mae Gagnier Roswell Smith	McGillvra World PA
	KROW	960	1,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	W. I. Dumm Philip G. Lasky A. V. Bamford	Wallace Elliott Mary Lewis C. E. Downey	Free & Peters Standard Lang-Worth INS



What Majesty . . . What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

locally. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.



T H E N A T I O N ' S G R E A T E S T R E G I O N A L N E T W O R K

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

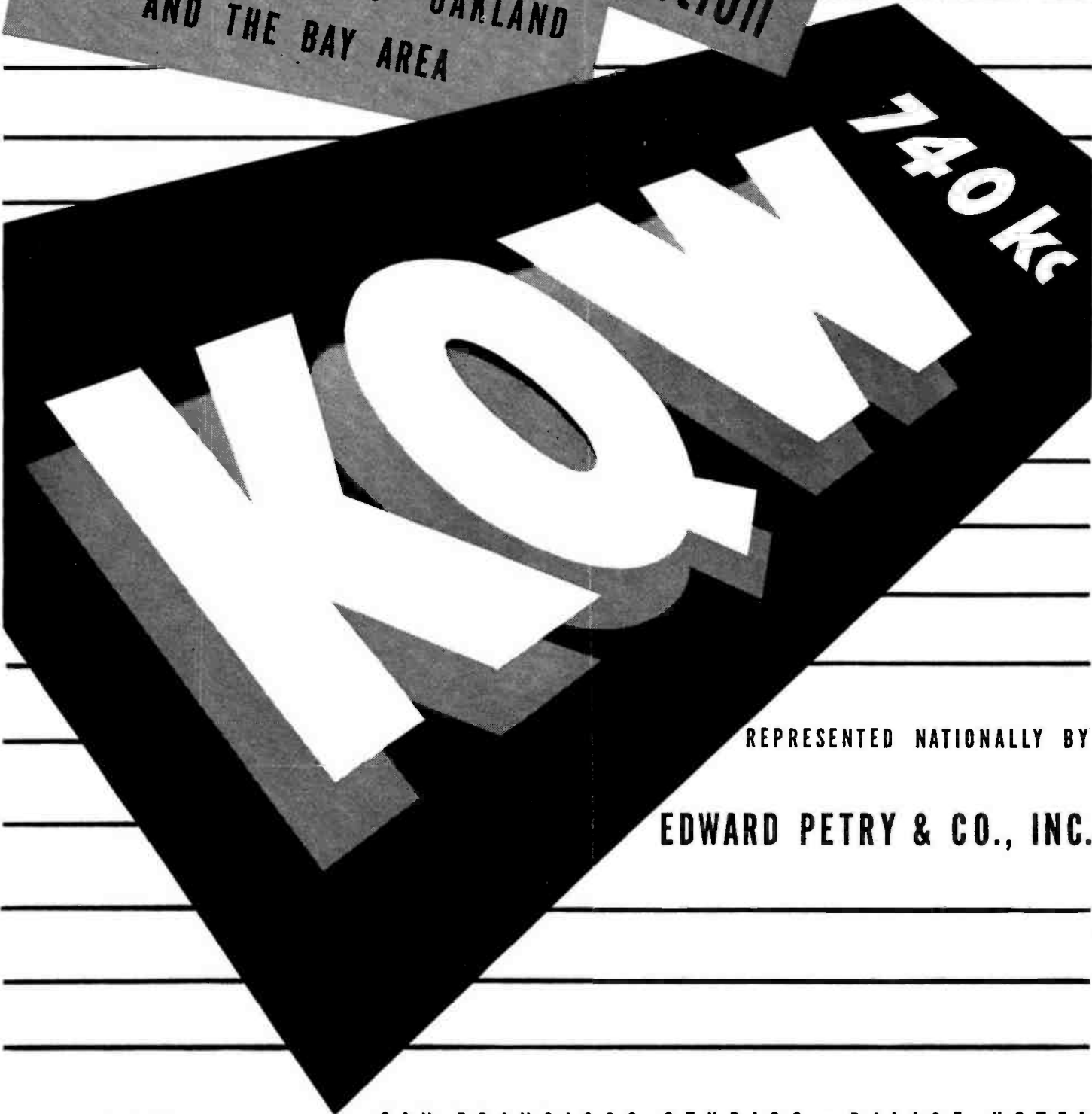
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CALIFORNIA—(Continued)

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PASADENA	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991		J. Frank Burke Sr. Loyal K. King John L. Akerman	Howard Bell John L. Akerman John A. Smithson	McGillvra Associated Lang-Worth INS, TP
	*KPPC	1240 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193		C. Franklin Ward C. Franklin Ward	Leon Hall N. Vincent Parsons	
	KWKW	1430	1,000-D	Southern Calif. Broadcasting Co. 425 E. Green St. Sycamore 2-6155		Marshall S. Neal Marshall S. Neal R. L. Rust	Dwight A. Hauser Paul Spargo	Standard Radio UP
REDDING	KVCV	1230	250	Golden Empire Bcstg. Co. Redding 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan Fred M. Stuelpnagel	Jane Maluvius Orville F. Burda Russell Pope	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Golden West	William L. Gleeson Howard Ray H. A. P. Polite	Grant Holcomb Jr. Robert McGaughey	McGillvra Associated World INS
SACRAMENTO	KFBK	1530	10,000	McClatchy Broadcasting Co. 7th & Eye Sts. 2-5011	Blue Golden West	Eleanor McClatchy Leo O. Ricketts Robert Stoddard	Howard Bailey Stam Sronce	Raymer McClatchy Thesaurus UP
	KROY	1240	100	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Mrs. Royal Miller D. E. Lundy	Garland Schuler Rose Marie Douglass Howard Martineau	Biddick McGillvra Standard INS
SAN BERNARDINO	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman	C. Lowell Smith Richard T. Sampson	Blair Standard INS
SAN DIEGO	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114		Warren B. Worcester Estate Jack Gross	Joe S. Walters	Wilson Standard PA
	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue Golden West	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer Thesaurus UP
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller William A. Evans	James Dillon William A. Evans Vern Milton	Blair World
SAN FRANCISCO	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Dan Donnelly Dan Donnelly	Pat Kelly Francis Sarcander J. McArdle	Blair World PA, INS
	KGO	810	7,500	Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565	Blue	Blue Network L. Ray Rhodes	Robert E. Dwan J. G. Paltridge T. B. Palmer	Blue Spot Thesaurus Standard PA, INS, UP
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148		S. B. & Ralph R. Brunton E. P. Franklin E. P. Franklin	Harry Wickersham	Rambeau Griffith Standard Lang-Worth UP, INS
	KPO	680	50,000	National Broadcasting Co. Inc. 420 Taylor St. Graystone 8700	NBC	NBC-John W. Elwood John W. Elwood Alfred W. Crappoy	Robert R. Seal S. H. Schaffer George Greaves	NBC Spot Thesaurus PA, UP, INS
	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171		S. H. Patterson Jerry Akers Jerry Akers	George Taylor George Taylor James Norwood	UP
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4576	Golden West	W. I. Dumm Lincoln Dellar Morton Sidley	Harlan Dunnington Morton Sidley Royal V. Howard	Weed Associated Standard Lang-Worth UP, INS
	KYA	1260	5,000-LS 1,000 N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536		Wilfrid L. Davis Wilfrid L. Davis Don Feddersen	E. E. Rountree Paul C. Schulz	Spot Sales Associated Standard PA, INS
SAN JOSE	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel Exbrook 3233	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Anne Director W. C. Gilman Robert Davis	Petry Thesaurus Standard UP
SAN LUIS OBISPO	KVEC	1230	250	The Valley Electric Co. Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Al Carmona Les Hacker Earle Travis	Blair Standard PA
SANTA ANA	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Betty I. Sorenson Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1490	250	Don Lee Broadcasting System 15 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Peggy Lou Welsh Barbara Ann Hitchcock William C. Buckley	Blair World
	KTMS	1250	1,000	News-Press Publishing Co. De la Guerra Plaza 6111	Blue Golden West	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Ken Peters Jess Jones W. W. Wileman	Raymer PA
SANTA ROSA	KSRO	1350	1,000	E. L. Finley Estate Press Democrat Bldg. 110		Ruth W. Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer	Karl Barron Wilt Gunzendorfer Howard McCauley	Biddick Thesaurus World PA, UP
STOCKTON	KGDM	1140	5,000	E. F. Peffer 42 S. California St. 4-4551	CBS	E. F. Peffer E. Smith E. Smith	Don Ralph Fred Eilers	Blair Grant World INS
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue Golden West	Eleanor McClatchy George Ross Jay Spracher	Bill Straub Lee Berryhill	Raymer McClatchy Standard UP
VISALIA	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Charles A. Whitmore Charles P. Scott Millard Kibbe	Gerry Erwin Charles P. Scott Bert Williamson	Rambeau Biddick Grant World PA
WATSONVILLE	KHUB	1340	250	Luther E. Gibson Box 349 1700		Luther E. Gibson Ed Calder Ed Calder	Yvonne Dale	Forjoe Biddick World

The COLUMBIA Station

**FOR SAN FRANCISCO • OAKLAND
AND THE BAY AREA**



**REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.**

PACIFIC AGRICULTURAL FOUNDATION LIMITED, SAN JOSE, CALIFORNIA SAN FRANCISCO STUDIOS • PALACE HOTEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA	KGIW	1450-SH	250	E. L. Allen Alamosa 26	E. L. Allen
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor	Miss Zelle Wade H. C. Strang	Katz Thesaurus PA
DENVER	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank L. Bishop Holly Moyer	Cecil Seavey Louise Alterman Walter R. Selden	Blair World Standard PA, TP
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savey Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Austin Williams Elmer Fondren Harvey Wehrman	Katz Associated INS
	KMYR	1340	250	F. W. Meyer 1626 Stout Main 4161	F. W. Meyer A. G. Meyer Mark Schreiber	Pat Burns Kidder A. G. Meyer Glenn L. James	Rambeau Standard UP
	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson James R. MacPherson	Clarence C. Moore Randolph F. Smith Robert H. Owen	NBC Spot Thesaurus Standard PA, UP, INS
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champs St.	Bishop Alma White
	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	William D. Pyle Thomas C. Ekrem Thomas C. Ekrem	V. W. Corbett Ben H. Stanton W. D. Pyle T. C. Ekrem	McGillvra Associated Lang-Worth UP
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. 2800 Main Ave. 117	John W. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner John L. Antic TP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Rex Howell Rex Howell Charles Howell Rex Howell	Mildred Fuller Eph Towne World UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis A. Price Francis A. Price	Dorothy MacClary Kenneth Cooper	Walker UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. Box 485 42	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Charles Schroll Leonard E. Wilson Leonard E. Wilson Standard TP
PUEBLO	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	Blue	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson World PA
STERLING	KGEK	1230-SH	100	Elmer G. Beehler Sterling 679	Elmer G. Beehler

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT	WICC	600	1,000-LS 500-N	Yankee Network Inc. Hotel Stratfield 6-1121	MBS Yankee	(William F. O'Neil John Shepard 3rd Joseph Lopez Joseph Lopez	Florence Ballou James Powers (Boston) George Keich	Petry Associated Standard INS
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Blue Connecticut	Harold Thomas Levon Thomas Ken Thomas	Jean O'Shea Ken Thomas Vinnie DeLaurentis	Rambeau Lang-Worth PA
HARTFORD	WDRG	1360	5,000	WDRG Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer Foster Associated Lang-Worth UP
	WNBC	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Atlantic Coast Connecticut	Patrick J. Goode Richard W. Davis Laurence Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannan Standard Lang-Worth UP
	WTHT	1230	250	Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee Colonial	Francis S. Murphy C. Glover DeLaney C. Glover DeLaney	Frederic E. Beiber Albert H. Carr	McKinney Lang-Worth PA
	WTIC	1080	50,000	Travelers Bstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Insurance Co. Paul W. Morency Walter Johnson	T. C. McCray J. F. Clancy Herman D. Taylor	Weed World Lang-Worth PA, INS, TP
NEW HAVEN	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Atlantic Coast Connecticut	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright Miss Marion Reynolds J. Gordon Keyworth	Foster World UP
NEW LONDON	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Ted Hodge Ivon B. Newman Francis Stephens	Foster
STAMFORD	WSRR	1400	250	Stephen R. Rintoul Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Gail Smith Cameron Mitchell Edward Markman World UP
WATERBURY	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	MBS Yankee Connecticut	Harold Thomas Harold Thomas Samuel Eiman	James Parker Harold Thomas	Rambeau TP
	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Fape Erwin J. Frey Erwin J. Frey	Walter Osborne Howard Erwin J. Frey Frank Hales	McGillvra Bannan Thesaurus PA

STANDOUT

KLZ is *THAT* Kind
of station . . . doing
THAT kind of job
in the Denver area
for its listeners and
its advertisers!



KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
AND WKY, OKLAHOMA CITY * REPRESENTED BY THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer UP
	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Bernard Fabrizi George Kienzle Jr. J. E. Mathiot	Raymer Theasurus UP

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON	WINX	1340	250	WINX Broadcasting Co. Eighth & Eye Sts. N. W. Republic 8000	Lawrence J. Heller Lawrence J. Heller Harold Levey	Sam W. Lawder Harold Levey Ralph E. Cannon	Walker Standard Lang-Worth INS
	WJSV	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Earl H. Gammons Chas. J. Burkland William D. Murdock	John H. Heiney Lee Chadwick Clyde M. Hunt	Radio Sales World Lang-Worth PA, UP
WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St., N. W. National 5400	Blue	Washington Star K. H. Berkeley Ben B. Baylor Jr.	Jack Edmunds David Hunter	Blue Spot Theasurus Associated Standard PA, UP, INS	
WOL	1260	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0010	MBS	Helen S. Mark W. B. Dolph James Fishback	Madeline Ensign Charles Zurhorst Henry H. Lyon	Spot Sales Associated Standard Lang-Worth UP, TP	
WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St., N. W. Republic 4000	NBC	NBC—Frank M. Russell Carlton D. Smith John H. Dodge	Fred Shawn Neal Hathaway A. E. Johnson	NBC Spot Theasurus Associated Standard PA, UP, INS	
WWDC	1450	250	Capitol Broadcasting Co. 1000 Connecticut Ave., N. W. National 7203	Atlantic Coast	Joseph Katz G. Bennett Larson G. Bennett Larson	Norman Reed U. L. Lynch	Burn-Smith Theasurus PA	

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DAYTONA BEACH	WMFJ	1450	250	Lt. W. Wright Esch 126 1/2 Magnolia Ave. 91	Blue	Lt. W. Wright Esch Ray Clancy John Pitts	William M. Johns Associated PA	Associated PA
FT. LAUDERDALE	WFTL	1400 CP-710	250 CP-10,000	Ralph A. Horton 2700 S. Andrews Ave. 1300	MBS	Ralph A. Horton Steve Vetter Oscar Daily	Russell Jones Russell Jones Joe L. Stewart	Associated UP
FORT MYERS	WFTM	1240	250	Fort Myers Broadcasting Co. Inc. 54 E. First St. 818	Ronald B. Woodyard James P. Turner D. S. Kirkpatrick	Carl Hall June Warner William Lee	UP
GAINESVILLE	WRUF	850 L-KOA	5,000	University of Florida Gainesville 1000	MBS	State of Florida Garland Powell Bud Miller	Sam Fouts William Woodbury Dr. Palmer Craig	Burn-Smith World UP
JACKSONVILLE	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry A. Cole John T. Hopkins III	Blair Cummings Theasurus PA
	WJHP	1320	250	The Metropolis Co. 500 Laura St. 5-7610	Blue MBS	John H. Perry Wallace A. Walker I. M. Koger	J. B. Rathbun J. B. Rathbun B. Hayford	Perry Lang-Worth UP
	WMBR	1400	250	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone Ernest Vordermark	Raymer World Lang-Worth UP
JACKSONVILLE	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	James R. Stockton Robert R. Feagin Robert R. Feagin	James R. Donovan	Hollingbery Standard PA
	LAKELAND	WLAJ	1340	Lake Region Broadcasting Co. 1412 E. Lime 2127	NBC	S. O. Ward S. O. Ward S. O. Ward	John Fisk S. O. Ward William P. Lee	Foreman UP
LAKE WORTH	WWPG	1340	250	Lake Worth Broadcasting Corp. Box 1031 West Palm Beach 2-1515	MBS Blue	Charles E. Davis Fred H. Ford	Lang-Worth PA
MIAMI	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	D. J. Mahoney James M. LeGate T. O. McCullough	Robert Fidler R. W. Richards Bob Barwick Fred Clark	Hollingbery Cummings Townsend Associated Standard PA, UP, INS
	WQAM	560	1,000 CP-5,000-LS	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay T. C. Wisenbaker	Blair World UP

STANDING ROOM ONLY



Tampa

always a solid year round market, is playing to "standing room only" for the duration. Restaurants, theatres, buses, street cars, drug stores, grocery stores and beauty shops are packing them in daily. They are lined up, 6 deep, at department store counters on busy days.

Who is this audience? Well, at least 50,000 of these new buying prospects have come to Tampa since the 1940 census. Most of them are well-paid shipyard and other war workers—families with money to spend. We are not counting the military. That's a bonus—and a big one.

Frankly, Tampa is one of the best markets in the south today. You can "spot" this market economically and thoroughly with WFLA, the most-listened-to station in the Tampa trade area. It's NBC, you know.

WFLA



NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

NBC PROGRAMS

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FLORIDA—(Continued)

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MIAMI BEACH	WKAT	1360	1,000	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	John C. McCloy Alex Campbell Jr. (Arthur Smith Thomas Magee)	Spot Sales Associated UP
OCALA	WTMC	1490	100	Ocala Broadcasting Co. Inc. 1 Broadcast Place 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	T. S. Gilchrist Jr. Beecher Hayford	Perry UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride	W. G. McBride W. G. McBride James E. Yarbrough	Raymer World UP
	WLOF	1230	250	Hazelwood Inc. Angebilt Hotel 8163	Blue	Joe Sears Jr. Edward J. Lord Victor Buisset Edward J. Lord Harold Jenkins	Burn-Smith Cook Thesaurus INS
PANAMA CITY	WDLF	1230	250-LS 100-N	Panama City Broadcasting Co. Inc. First & Mercer Sts. 777	John H. Perry Virgil G. Evans	Perry Standard UP
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Irving F. Welch H. L. Barnett	Gene Kirby G. E. Mead	Perry Associated UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Bernice Nachtmann J. Allen Brown Pat Bernhard UP
ST. PETERSBURG	WSUN	620	5,000	City of St. Petersburg, Fla. Municipal Pier 4747	Blue	City of St. Petersburg Norman E. Brown Jerry Wigley	Louis J. Link Jerry Whittington Louis J. Link	Weed Associated UP
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & Fourth St. N. 7849	MBS	Nelson Poynter Lex L. D. Herron Lex L. D. Herron	Harnold Falconnier Lex L. D. Herron Joseph Latimer	McGillvra UP
SARASOTA	WSPB	1450	250	WSPB Inc. Box 1110 2541	R. C. Jones Jr. John B. Browning John B. Browning	Jayne Taylor John B. Browning Bill Sheets World UP
TALLAHASSEE	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters, Inc. Box 989 2160	Gilbert Freeman William C. Wyatt William C. Wyatt	Mary Charles Fendley Mary Charles Fendley William A. Snowden Jr. Lang-Worth UP
TAMPA	WDAE	1250	5,000	Tampa Times Co. Franklin & Washington Sts. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Carl P. Oswald William Pharr Moore	Katz World PA
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC	S. E. Thomason W. Walter Tison W. Walter Tison	Paul M. Jones Truman Green Joe M. Mitchell	Blair Cummings Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Louis M. Heminway Stephen Willis Stephen Willis Standard UP

GEORGIA

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ALBANY	WALB	1590	1,000	Herald Publishing Co. 138 Pine Ave. 1590	MBS	H. T. McIntosh Roger O. Van Duzer H. L. Tallman	(Roger Van Duzer Felix Adams Mildred Cann Noel Martin)	Burn-Smith Cook Associated PA
	WGPC	1450	250	Albany Broadcasting Co. 125 1/2 N. Jackson St. 1370	CBS Georgia	J. W. Woodruff Jr. Henry J. East Henry J. East	Marvin C. Lorig James E. Fowler Charles Monroe Kinnett	Spot Sales Lang-Worth UP
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman Standard PA, UP
ATLANTA	WAGA	590	5,000	Liberty Broadcasting Corp. 56 Marietta St., N. W. Main 5101	Blue	George B. Storer Charles A. Smithgall Maurice C. Coleman	Leon Bennett Russ Shettler	Blair Associated PA, UP
	WATL	1400	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS	J. W. Woodruff Jr. J. A. Davenport G. C. Jones Jr.	Dan Hornsby G. C. Jones Jr. Bob Minton	Spot Sales Lang-Worth UP
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth St. Walnut 8441	CBS	(Sam Pickard Clarence H. Calhoun Clarence H. Calhoun)	John Fulton Ben Akerman	Katz PA
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Lorin S. Myers C. F. Daugherty	Petry Standard PA, UP
AUGUSTA	WGAC	1240	250	Twin States Broadcasting Co. Augusta, Ga. 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Hub Jackson	Steve Manderson Hub Jackson D. T. Layton Jr.	Headley-Reed Associated PA
	WRDW	1480	5,000	Augusta Broadcasting Co. 10th & Broad St. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurstin Bennett	Charles Pointel Charles Pointel Harvey Aderhold	Burn-Smith Thesaurus World PA, UP
BRUNSWICK	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	(Arthur Lucas William K. Jenkins Thesaurus UP
CEDARTOWN	WGAA	1340	250	Northwest Georgia Bestg. Co. West Theater Bldg. 777	(O. C. Lam R. W. Rounsaville R. W. Rounsaville R. W. Rounsaville	R. W. Rounsaville Bob Corley Clarence Landress	Cox & Tanz PA



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922

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There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50,000 Watts

WSB

750 K. C.

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

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COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 2-0601	CBS Georgia	J. W. Woodruff Sr. J. W. Woodruff Jr. W. S. Massie	Tony Barrett Jack Gibney Wilfred Siddle	Spot Sales Lang-Worth UP
CORDELE	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Box 432 666	John W. Greer James S. Rivera Gaines Brewster	Elweda Powers Elweda Powers Clayton Lee	Cox & Tanz
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. 111 Pentz St. 684	MBS	H. C. Kenemer W. V. Williams W. V. Williams	William Armond W. V. Williams W. C. Roberts	Cox & Tanz
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Athens Rd. 1600	Austin F. Dean L. H. Christian L. H. Christian	Floyd Hubbard E. F. MacLeod F. Keith Brown	PA
GRIFFIN	WKEU	1450	100-D	Radio Station WKEU Griffin Hotel	A. W. Marshall Jr. A. W. Marshall Jr.	Sears & Ayer PA
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome St. 1700	MBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Harold Russey Edwin Mullinax	World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	MBS	E. D. Black Charles W. Pittman Alfred Lowe	Mary Heister Richardson William Doster H. S. Goodrich	Thesaurus UP
	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Bldg. 3131	CBS	Geo. P. Rankin Jr. (Lt. E. K. Cargill, USN) Wilton E. Cobb Frank Crowther	Lew Kent Wilton E. Cobb George P. Rankin Jr.	Katz World Lang-Worth PA
MOULTRIE	WMGA	1400	250	F. R. Pidcock Sr. Box 310 999	F. R. Pidcock Sr. John F. Pidcock John F. Pidcock	Jackie Stringfellow James M. Wilder	Thesaurus UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	John W. Quarles Happy Quarles Pinkie Talley	Jimmy Kirby Pinkie Talley R. L. Starr	UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Arthur Lucas Harben Daniel N. W. Brandon	Electa Robertson Richard Altman Meredith E. Thompson	Hollingsbery Associated PA, INS
	WTOC	1290	5,000-LS 1,000-N CP-5,000-U	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. W. T. Knight Jr.	Weldon Herrin Bill Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole	UP
TOCCOA	WRLC	1450	250	R. G. Le Tourneau 1200 Prather Bridge Rd. Le Tourneau 1751	R. G. Le Tourneau Virgie E. Craig Harold H. Marler	Virgie E. Craig Harold H. Marler H. C. Lindahl	Lang-Worth PA
VALDOSTA	WGOV	1450	250	E. D. Rivers Valdosta 1420	E. D. Rivers E. D. Rivers W. R. Link	Louise Cagnon W. R. Link	Holman UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola Jack Harder	John Humble Jack Harder John J. Tobola	Holman World UP
WEST POINT	WDAK	1340	250	Valley Broadcasting Co. General Tyler Hotel 173	MBS	L. J. Duncan J. G. Cobble J. H. Orr	Jack Harris Frances Ledbetter J. G. Cobble	Associated

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcasting Station Boise 660	NBC	G. Phillips G. Phillips Boyd Braithwaite	Billy Phillips Phil Allen Harold Toedteimer	Blair Keating World UP
IDAHO FALLS	KID	1350	5,000-LS 500-N	KID Broadcasting Co. Inc. KID Bldg. 4	Jack W. Duckworth Henry W. Duckworth Jack W. Duckworth	M. A. Duckworth J. W. Duckworth Cecil B. Criddle	UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	H. E. Studebaker Donald A. Wike Donald Thomas	Keating World Lang-Worth UP
NAMPA	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. So. 1200	Frank E. Hurt Frank E. Hurt Doyle Cain	Floyd Bryant Eddie Hurt	Biddick Thesaurus Lang-Worth UP
POCATELLO	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leoney Henry H. Fletcher	Walker Griffith Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. Radio Bldg. 2400	NBC	O. P. Soule F. M. Gardner Wayne Kenworthy	Charles S. Crabtree Charles S. Crabtree Franklyn Ver Cox	Walker Griffith Keating Thesaurus Standard UP
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Wallace 380	MBS	R. G. Binyon	Standard UP

GEORGIA'S GROWING MARKETS!



● For effective, *economical* coverage of the great metropolitan Atlanta market — with its 98,700 radio homes — 134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station! . . . WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low cost* in Atlanta with WATL.

● The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



● Normally prosperous, and steadily expanding with the war effort—Albany is now *unusually sales productive* . . . Two flying fields; more than 200 housing units recently completed; 6000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better than ever*.



Represented nationally by SPOT SALES

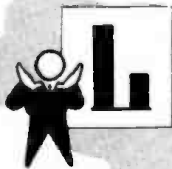
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

ILLINOIS

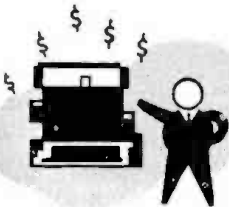
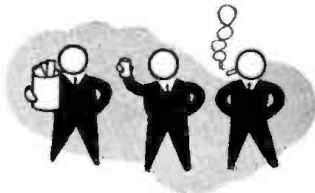
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	Martin R. O'Brien Martin R. O'Brien Vincent G. Coffey	Mary Louise Brown Janet Goss W. I. Greenslaugh	Standard PA
BLOOMINGTON	WJBC	1230	250	A.M. & D.C. McGregor & H.L. Gately 209 E. Washington St. 535	Partnership A. M. McGregor Mary E. Hoblit	Stanley Lantz Hugh L. Gately	Spot Sales World UP, TP
CAIRO	WKRO	1490	250	Oscar C. Hirsch Cairo 1490	Oscar C. Hirsch Merrill C. Currier Merrill C. Currier	Oscar C. Hirsch	UP
CARTHAGE	WCAZ	1080	250-D	Superior Boatg. Service Inc. Marine Trust Co. Bldg. 520	Bob Compton John Palmer John Palmer	Antoinette Palmer	UP
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	Helen M. Stevick Mrs. M. S. Dyess Frank R. Mills	Jack R. Baum	Sears & Ayer UP
CHICAGO	WAAF	950	1,000-D	Drover's Journal Publishing Co. Palmer House Randolph 1932	Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Leland J. Gillette Elizabeth Love Carl W. Ulrich	Hollingsbery Standard UP
	WAIT	820 L-LS, Dallas	5,000	WAIT Inc. 360 N. Michigan Ave. State 3077	Gene T. Dyer Joseph Rudolph Joseph Rudolph	Linn Burton Edward W. Jacker	Walker Associated PA, Reuters
	WBBM	780 (Synchronizes at night with KFAB, Lincoln, Neb.)	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS-H. Leslie Atlas H. Leslie Atlas J. Kelly Smith	Walter Preston King Park Frank Falknor	Radio Sales Associated Lang-Worth PA, UP, INS
	WCFL	1000	10,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Ed Paul M. B. Wolens Maynard Marquardt	Katz Standard UP, TP
	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	Clinton R. White J. A. White J. A. White
	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	Emil Denemark Frank J. Kotnour Frank J. Kotnour	William P. Brady Jerry Saxon Chester Lewicki	UP
	WENR	890 ST-WLS	50,000	Blue Network Co. Inc. Merchandise Mart Delaware 1900	Blue	Blue-E. R. Borroff E. R. Borroff G. Berry	J. L. Stirton E. J. Huber E. C. Horstman	Blue Spot Standard PA, UP, INS
	WGES	1390	5,000	Oak Leaves Bestg. Station, Inc. 2400 W. Madison St. Seeley 8066	Gene T. Dyer John A. Dyer Arnold B. Hartley	Arnold B. Hartley Arnold B. Hartley Edward Jacker	Forjoe PA
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick Frank P. Schreiber William A. McGuiness	Kenneth W. MacGregor Ben H. Berentson George Lang	WGN Raymer (Pacific Coast) Associated World PA, UP
	WIND	560 (Gary, Ind.)	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave., Chicago 504 Broadway, Gary Chicago: State 4176 Gary: 9191	Ralph L. Atlas Dee O. Coe John T. Carey	Robert Diller Fred Reed Victor Voss	Foreman Lang-Worth PA, TP, INS
	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	Ralph L. Atlas Ralph L. Atlas Art Harre	Al Hollender Fred Reed Walter Meyers	Pearson Biddick Lang-Worth PA, TP
	WJWC	1520 (Hammond, Ind.)	5,000	Hammond-Calumet Bestg. Corp. 165 N. Michigan Ave. Dearborn 8600	John W. Clarke William R. Cline Chester M. Miller	Frank M. Baker Amie Strickland	Free & Peters Associated Standard PA, UP
	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder C. M. Freeman	Don E. Kelley T. L. Rowe	Blair PA, UP, TP
	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	NBC-Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbubeaux Emmons C. Carlson H. C. Luttgens	NBC Spot Standard PA, UP, INS
	*WBBI	1110 L-WBT, KFAB	5,000	The Moody Bible Institute of Chi. 153 Institute Pl. Michigan 1570	Moody Bible Institute Henry C. Crowell A. P. Frye	Wendell P. Loveless Russell T. Hitt A. P. Frye	Standard UP
	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Seeley 8066	Gene T. Dyer John A. Dyer M. V. Baker	Arnold B. Hartley Arnold B. Hartley William A. Shunk	Forjoe Associated PA
CICERO	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Rd. 4305	R. W. Hoffman Marie E. Clifford Marie E. Clifford	Marie E. Clifford George M. Ives Jr.	UP
DANVILLE	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford Main 1700	E. C. Hewes Francis A. Higgins Guy Kitchen	Cody Noble Carl Noble Theodore Magin	McKinney Standard UP
DECATUR	WSOY	1340	250	Commodore Broadcasting Inc. 357 N. Main St. 5371	Decatur Newspapers Inc. Edward Lindsay Charles F. Bruce	Easter Straker Edgar C. Deffenbaugh Milburn H. Stuckwisch	Sears & Ayer Standard PA
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bestg. Co. Inc. Broadview Hotel Bridge 3424	Carlin S. French Carlin S. French E. W. Paro	A. J. Mites Jack Norwine Thomas R. McLean	Sears & Ayer INS

WGN LEADS AGAIN IN 1942



In 1942 WGN carried more local and national spot business than any two other major Chicago stations combined.

This two-to-one ratio over the other 50,000-watt Chicago stations is true also in each of the three major classifications—food, drugs and tobacco.



WGN's clear leadership in the highly competitive Chicago market reflects the marked ability of WGN to produce sales for its advertisers.

A Clear Channel Station

50,000 Watts

720 Kilocycles

WGN
MUTUAL BROADCASTING SYSTEM



EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

the **INDISPENSABLE** Station in Chicago . . .

*For Winning the War
For Winning the Market*

"OUT HERE IN CHICAGO"

Here are quick facts and figures that will help you get the Chicago picture clear:

- There are no "foreign programs" on WGES. There are American programs in the languages three million Chicagoland listeners understand best. We call them "foreign-language programs" for the sake of a convenient name.
- Foreign white stock in the WGES primary area comprises 2,704,462 persons. In Chicago itself, 55.1% of the population are foreign white stock.
- WGES is the only full-time 5000-watt station in Chicago devoted to foreign-language broadcasting.
- Virtually all foreign-language national business in Chicago is on WGES.
- WGES carries more time in major languages—Polish, Italian, Lithuanian, Jewish, Swedish, and others—than all other stations in Illinois and surrounding states combined.
- WGES foreign-language war service programs are the nation's best.
- Indicative of the character of national and regional advertisers who use WGES in one or more languages are these:

Practer and Gamble
Ward Baking Company
Maryland Pharmaceutical Company
Planters Edible Oil Company
Manischewitz Matzah Company
Plough, Inc.
Atlas Brewing Company
Chicago Macaroni Company
Carolene Products Company
R. J. Reynolds Tobacco Company
Spiegel, Inc.
Linco Products Company
Peter Fahrney and Sons Company
Pinex Company
Rama Wine Company
Local Loan Company
Coca-Cola Bottling Company

America needs us, and so do you.

WGES is the decisive influence in the thinking and spending of three million Americans of foreign descent who live in the Chicago area.

For them, WGES is the clear and cogent voice of America at war. WGES foreign-language programs alone can speak to them directly, effectively, and en masse. That is why WGES is vitally important for Victory.

Surely there's substance here for the advertiser, too.

Without WGES foreign-language coverage, your advertising registers no-sale for three million Chicagoland consumers—*more than half the market.*

WGES foreign-language coverage alone can win over this basic mass of buyers promptly, permanently, and at small cost—either for immediate sales, or for a future bonanza when you've reconverted.

Slip this thought into your media file for sure success in Chicago: The *indispensable* station in Chicago is WGES.

WGES

Prestige and Power in the Foreign-Language Field

WESTERN AT MADISON ★ CHICAGO, ILLINOIS

5000 WATTS ★ FULL TIME

To CHICAGO RADIO STATIONS that Build AUDIENCES

Credit—Where Credit is Due!

Intensive listening audiences don't "Just Happen" . . . No, Sir, those audiences are built by consistent program improvements—not by one station or two stations—but by most stations. Naturally, Chicago is no exception. So, when "Most Chicago Listeners" are checked for "What Station Are You Listening To?" by far the greatest number of radio sets are tuned invariably between 670 and 890 on the dial. (WAIT's dial spot is 820.) We, at WAIT, believe in giving credit—where credit is due. Our hat is off to the fine programming our Neighbor-Stations do, too, in keeping the vast majority of Chicagoland radios tuned between 670 and 890 on the dial.

Here's Why the WAIT Sponsor List Constantly Grows More Impressive

Being in the right company on the dial is mighty important, but, you've got to have definite "Listener-Interest" Programming to get your share of the sets-tuned-in. . . . And Mister, WAIT really glows with top-notch features. . . . Clem McCarthy, practically every man and woman in the nation today recognizes Clem's dynamic voice sparkling out of their loud speakers. . . . Tom Moore, Chicago Women's "Best Friend" . . . just take a look at some of WAIT's "dial-stoppers" on the left side of this page. And that isn't all. . . . Recent surveys (and Advertisers' success stories) prove the Chicago Retailer, too, prefers WAIT. . . . We'd like to show these surveys to you and explain (if you don't already know) how and why WAIT gives you Intensive Coverage. . . . At lower Independent Station rates, so . . .

If You're Looking For Results Don't Overlook WAIT

★ Results ★

Over 1,600 replies received on 10c Cleaning Fluid sample offer from 135 counties in nine states. (Time used—3 one-half minute spot announcements.)

★ Results ★

On a Brochure Offer, WAIT produced more replies than one of Chicago's "Super-powered" stations. (Identical amount of test-time used on both stations.)

★ Results ★

Yes, WAIT has constantly growing Sponsor-Result files that we'd be mighty glad (and proud) to show you.

820 Kilocycles
5,000 Watts



Clem McCarthy, exclusively in person on "Victory Spot," light, six days a week—2 P. M. to 6 P. M.



Tom Moore, Scintillatin' Master of Humor, starring on audience show, "Howdy, Ladies," and "Victory Spotlight," daily.



John Goldsworthy presents Reuler's "Direct From London" News, five times daily, exclusively on WAIT.



Ann Hunter, Chicago's favorite "Woman Commentator," views the News! Monday through Friday.



Mark Love, famous in Chicagoland musical circles, conducts "Symphony Hall," One hour daily.

PLUS
Additional feature programs. Write or phone for full details.

820—THE BEST "SPOT" ON THE CHICAGO RADIO DIAL

670 WMAQ	720 WGN	780 WBBM	820 WAIT	890 WENR-WLS
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WAIT—In the Heart of Chicago's "Intensive Listening Band"

W A I T
360 North Michigan Avenue
CHICAGO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	Sidney Nirdlinger Rollin B. Laughner Jr. Rollin B. Laughner Jr.	Natalie Harris Dale King	Sears & Ayer Standard UP
HARRISBURG	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	Dr. J. V. Capel Ingils M. Taylor Ingils M. Taylor	Virginia Crane Linde Moore Joseph R. Tate	UP
HERRIN	WJPF	1340	250	Orville W. Lyerla Herrin 382	Orville W. Lyerla Charles R. Cook Charles R. Cook	Fred Reinhardt	Sears & Ayer Standard UP
JACKSONVILLE	WLDS	1180	250-D	Stephenson, Edge & Kormsmeier Fox-Illinois Theater Bldg. 1180	Partnership Edgar Parsons Pat O'Halloran	Edgar Parsons Gerald J. Cassens	Standard UP
JOLIET	WCLS	1340	250	WCLS Inc. 601 Walnut St. 4761	Walter Ashe Robert M. Holt Raymond Fay	Jack Swart Frank T. Davis Lester DeCosta	Associated UP
PEORIA	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh Boice	Vernon Nolte Lee Adams T. A. Giles	Free & Peters World Standard Lang-Worth UP
QUINCY	WTAD	930	1,000	Illinois Broadcasting Corp. 510 Maine St. Main 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton Francis Wentura	Katz Associated Lang-Worth PA, UP
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Ruth Hanna Simms Walter M. Koessler John J. Dixon	Morey Owens Wm. R. Traum T. C. Cameron	Headley-Reed Standard UP
ROCK ISLAND	WHBF	1270	5,000	Rock Island Broadcasting Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	J. Woodrow Magnuson Ted Arnold R. J. Sinnett	Wilson Standard Lang-Worth PA, UP
SPRINGFIELD	WCBS	1450	250	WCBS Inc. Radio Center 9855	Blue	L. G. Pfefferle Jack Heintz Jack Heintz	Lyle Munson Harold L. Dewing	Sears & Ayer PA
	WTAX	1240	100	WTAX Inc. 117 S. Fifth St. 2-4441	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Gladys McGrew Russell Harms	Foreman Associated UP
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	Edgar L. Bill Walter Schafer Walter Schafer	Fran Booton Walter C. Schafer Gerald P. Foster	Wilson Lang-Worth UP
URBANA	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	Arthur Cutts Willard Joseph F. Wright	Frank E. Schooley A. James Ebel	PA

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	L. M. Kennett R. E. Blossom L. M. Kennett John R. Atkinson	Loyal F. Podhaski	Holman Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	C. D. Greenleaf R. R. Baker Paul Upson	Ethel Geiss Kenneth N. Singleton	World Standard PA
EVANSVILLE	WEOA	1400	250	Evansville On The Air Inc. 519 Vine St. 2-1171	CBS	Curtis Radiocasting Corp. Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
	WGBF	1280	5,000-LS 1,000-N	Evansville On The Air Inc. 519 Vine St. 2-1171	NBC MBS	Curtis Radiocasting Corp. Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
FORT WAYNE	WGL	1450	250	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World Standard UP
	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World UP
GARY	WIND	560	5,000	(See Chicago, Ill.)				
HAMMOND	WJOB	1230	100	Adair, Richardson & Adair 449 State St. 9800	O. E. Richardson Fred L. Adair O. E. Richardson Robert C. Adair	Stanley Davis Stanley Strausberg	Cox & Tanz UP
	WJWC	1520	5,000	(See Chicago, Ill.)				
INDIANAPOLIS	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner Sr. Harry M. Bitner Jr. William F. Kiley Jr.	Frank O. Sharp Harold Holland	Katz Associated PA, INS
	WIBC	1070	5,000-LS 1,000-N	Indiana Broadcasting Co. 350 N. Meridian St. Lincoln 2305	MBS	H. G. Wall O. J. Kelchner J. J. Flanigan	Jon Arthur J. J. Flanigan Harry Adams	Raymer Thesaurus Lang-Worth UP
	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Bill Dean Bill Dean Eugene E. Alden	Pearson Griffith World Lang-Worth PA, UP
	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell R. E. Bausman R. E. Bausman	R. H. Latting L. O. Hammer Stokes Gresham Jr.	Free & Peters Standard PA

INDIANA'S PROGRESSIVE RADIO STATION

WISH

Never Out-Promises

BUT

Always Out-Performs

RADIO STATION

WISH

To Reach the Indianapolis Market

That's why leading Local and
National Spot advertisers
prefer **WISH** for Results
in the Indianapolis Market

REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.
NEW YORK — CHICAGO — DETROIT
SAN FRANCISCO — LOS ANGELES
ATLANTA

CAPITOL BROADCASTING CORP., INDIANAPOLIS, IND.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KOKOMO.....	WKMO	1400	250	Kokomo Broadcasting Corp. 400½ N. Main St. 5171	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn George Palmer	Cox & Tanz UP
LAFAYETTE.....	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	(O. E. Richardson J. G. Spring F. L. & R. C. Adair J. Gibbs Spring J. Gibbs Spring	J. Gibbs Spring Russell Lewis PA
	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 6076	Purdue University J. W. Ditamore	Gilbert D. Williams Standard PA
MUNCIE.....	WLBC	1340	250	Donald A. Burton Muncie 4403	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble M. M. Crain	Forjoe Standard UP
RICHMOND.....	WKBV	1490	100	Knox Radio Corp. Box 308 4134	William O. Knox William O. Knox William O. Knox	William O. Knox William O. Knox Thesaurus AP, INS
SOUTH BEND	WSBT	960	1,000	South Bend Tribune Colfax Ave. & LaFayette Blvd. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. L. Barker Neal B. Welch H. G. Cole	Raymer Thesaurus Standard UP
TERRE HAUTE.....	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter M. K. Barry Donald Aldrich	Weed World UP
VINCENNES.....	WAOV	1450	250	Vincennes Newspapers Inc. Grand Hotel 787	Eugene C. Pulliam Howard N. Greenlee Richard B. Harris	Emmett Jackson Richard B. Harris Robert Henley	Pearson World Lang-Worth UP

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMES.....	*WOI	640	5,000-D	Iowa State College of A. & M. Service Bldg. 2500	C. E. Friley W. I. Griffith	W. I. Griffith Richard B. Hull L. Lewis Standard PA
BOONE.....	*KFGQ	1260	250-D	Boone Biblical College 924 W. Second St. 1119-W	Boone Biblical College Lois Crawford	Lois Crawford Paul Huntsinger
BURLINGTON.....	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Gordon Downey	Mary Mangold G. B. McDermott Kirby Smith	Rambeau Standard UP
CEDAR RAPIDS.....	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS MBS	Gardner Cowles Jr. Sumner Quarton W. B. Quarton Don Inman	Douglas B. Grant Leo F. Cole Charles F. Quentin	Katz World Lang-Worth PA, UP
CLINTON.....	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	W. S. Jacobsen Morgan Sexton Morgan Sexton Gilbert Andrew	Spot Sales Standard UP
DAVENPORT.....	WOC	1420	5,000	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	Blue Cornbelt	Col. B. J. Palmer Beryl Lottridge L. O. Fitzgibbons	Mark Russell Ray E. Stauffer	Free & Peters Thesaurus UP
DECORAH.....	*KWLC	1240	250-D	Luther College Leiv Eiriksson Drive 690	O. J. H. Preus Kenneth Berger	Kenneth Berger O. M. Eittem
DES MOINES.....	KRN'T	1850	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters Thesaurus Lang-Worth UP, INS
DUBUQUE.....	KDTH	1370	1,000	Dubuque Telegraph-Herald 8th & Bluff Sts. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Paul Skinner Stanley Beck	Pearson Standard PA
	WKBB	1490	250	Sanders Bros. Radio Station Hotel Julien 572	Blue	Walter E. Klauer James D. Carpenter James D. Carpenter	Gleason Kistler James D. Carpenter Leonard T. Carlson	Spot Sales Associated INS
FORT DODGE.....	KVFD	1400	270	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	Edward Breen Allen R. Loomis Edward Breen Edward Breen	L. A. Gifford David G. Sinclair	Burn-Smith UP
IOWA CITY.....	*WSUI	910	5,000	State University of Iowa Iowa City 2111	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam S. J. Ebert PA
MARSHALLTOWN...	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3861	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell Alfred Urbashich UP
MASON CITY.....	KGLO	1300	5,000	Mason City Globe Gazette Co. 200 N. Federal Ave. 2800	CBS	Lee P. Loomis F. C. Eighmey Herbert Ohrt	Merritt Milligan Ray Jewett Leo Born	Weed Standard Thesaurus Lang-Worth PA, UP



WHO ALONE GIVES YOU IOWA PLUS!

PLUS WHAT?



PLUS LARGEST COVERAGE! Largest day-time primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only 1A Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! “Listened to most” by 55.7% of all Iowa radio families (day-time), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that “listened to most” station has six hours of listener’s attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO’s mail

comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in “large station” operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa combined. This automatically must mean that WHO gives better results to advertisers. *Let us prove it!* Write today—either to us or to Free & Peters.

WHO
+ *for* **IOWA PLUS!** +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transac. Library News Service
OTTUMWA	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	J. D. Falvey J. D. Falvey Em Owen	Harry Colman Em Owen August P. Wendt	Standard UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 Sycamore 1	Henry Field T. F. Stubbs T. F. Stubbs	Jonny Dickson Earl Blakesley	Wilson Standard INS
	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	Blue MBS Cornbelt	Earl E. May J. C. Rapp J. C. Rapp	Mott Johnson Owen Saddler Ray Schroeder	Free & Peters Lang-Worth UP
SIOUX CITY	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Larry Coke Alvin H. Smith	Hollingbery PA
	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS	The Tribune Co. Dietrich Dirks Dietrich Dirks Ray Jensen	Al Triggs Bud LaGrave	Burn-Smith Associated UP
SPENCER	KICD	1240	100	Iowa Great Lakes Bcastg. Co. Spencer 45	L. W. Andrews L. W. Andrews L. W. Nolan	L. W. Andrews L. W. Nolan Hewitt D. Grotewohl	Holman Lang-Worth PA
WATERLOO	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	L. D. Barnhart Don Kassner	Blair Standard PA
	WMT	600	5,000	(See Cedar Rapids, Ia.)				

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transac. Library News Service
ATCHISON	KVAK	1450	100	Carl Latenser 622½ Commercial St. 1420	J. L. Tennant Paul E. Roscoe Paul E. Roscoe	Frank Wizarde Dottie Taylor Charles Lucy	Sears & Ayer UP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	MBS Blue	Hugh J. Powell Melvin Drake R. G. Patterson	Dick Campbell E. D. Spoonamore J. S. Jaminet	Pearson Thesaurus PA
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Globe Bldg. 1340	J. C. Denious N. C. Petersen Betty Denious	Herschel Holland Betty Denious Ralph Hickman	Standard PA
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. Hotel Broadview 153	MBS Kansas	S. B. Warren J. Nelson Ruppard Larry Simms	Miriam Porter Burton Harrison Harold Davis	Sears & Ayer UP
GARDEN CITY	KIUL	1240	100	Garden City Broadcasting Co. 404 N. Main St. 666	F. D. Conard Al Pyatt Al Pyatt	Loyd Evans Henry McClintock	UP
GREAT BEND	KVGB	1400	250	Helen Townsley Great Bend 1080	MBS Kansas	Helen Townsley Clem Morgan Clem Morgan	Ray Beals Leo Legleiter	Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 East Ave. A 5202	NBC	William Wyse Stanley Marsh William Wyse Vernon Minor	Herbert Clark Vernon Minor Millard Clary	Radio Adv. Standard Lang-Worth UP
KANSAS CITY	KCKN	1340	250	KCKN Broadcasting Co. 901 N. 8th St. Drexel 4300	Capper Publications Ellis Atteberry Ellis Atteberry	Al Christy Manly Banister C. E. Saizer Jr.	Capper Standard UP
LAWRENCE	*KF KU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU 190	University of Kansas Harold G. Ingham	Mildred I. Seaman R. P. Stringham	
	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	Will Yearout Carl Bliesner	Hollingbery Thesaurus UP
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	F. D. Farrell U. Umberger	L. L. Longdorf R. C. Dennison	
PITTSBURG	KOAM	810	1,000-D	Pittsburg Broadcasting Co. Inc. Pittsburg 2165	NBC	E. V. Baxter R. E. Wade M. E. Stewart	R. E. Wade W. L. Brown	Walker World INS
SALINA	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	R. C. Atherton N. E. Vance Jr.	Pearson Thesaurus PA
TOPEKA	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Capper Publications Ben Ludy Ben Ludy	Maude Shreffler Karl Troeglen	Capper Biddick Standard PA, UP
WICHITA	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Grenville Darling Jack Todd Herb Hollister	Headley-Reed Thesaurus Standard UP
	KFBI	1070	5,000-LS 1,000-N	Farmers and Bankers Bcastg. Corp. First & Market Sts. 2-1447	MBS Blue Kansas	H. K. Lindsley Ray Linton Ray Linton	Ted Johnson Ralph Varnum K. W. Pyle	Wilson Standard INS, TP
	KFH	1330	5,000	Radio Station KFH Co. York Rite Bldg. 2-4491	CBS	John Rigby M. M. Murdock Plez S. Clark	Vernon E. Reed Clark A. Luther Amos C. Dadiaman	Petry Lang-Worth PA

KFBI

1070 KILOCYCLES

★ *The Influential Wichita Station*

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER



RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR



TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED NATIONALLY BY
HOWARD H. WILSON CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND.....	WCMI	1340	250	Ashland Broadcasting Co. Radio Bldg. Main 3010	MBS Southern	Gilmore N. Nunn Warren G. Davis Alfred E. Tyler	Patricia Murphy Warren G. Davis Clarence Weaver	Perry Standard UP
BOWLING GREEN ..	WLBJ	1340	250	Bowling Green Broadcasting Co. Fairview & Lehman Ave. 1340	MBS	L. B. Jenkins Ken D. Given Jake Causey	Ken D. Given Jake Causey Paul Wolf Thesaurus Standard UP
HARLAN.....	WHLN	1450	250	Blanfox Radio Co. South Main St. 625	Richard B. Helms Richard B. Helms Edward Whitehart	Vernon Nunn J. Francke Fox Max Cockley Standard Lang-Worth World UP
HENDERSON.....	WSON	860	250-D	Paducah Broadcasting Co. Inc. Zion Road 3929	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Freda Lemon Edwin Robb	Sears & Ayer Thesaurus Associated UP
HOPKINSVILLE....	WHOP	1230	250	Paducah Broadcasting Co. Inc. Cadiz Pike 1025	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Besire F. Ernest Lackey Linton R. Lemon	Sears & Ayer Associated World UP
LEXINGTON.....	WLAP	1450	250	American Broadcasting Corp. Radio Bldg. 1721	MBS Southern	Gilmore N. Nunn Ted Grizzard Ed Willis	Phil Sutterfield Lowry Kohler Sanford Helt	Perry Standard UP
LOUISVILLE.....	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson Wilbur E. Hudson	Free & Peters Thesaurus Lang-Worth INS
	WHAS	840	50,000	Courier-Journal & Louisville Times 309 W. Liberty St. Wabash 2211	CBS	Mark Ethridge W. Lee Coulson Joseph S. Eaton	Robert L. Kennett Orrin W. Towner	Perry Associated Standard PA. UP
	WINN	1240	250	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick Lloyd L. Jaquier L. L. Jaquier	M. K. McCarten L. L. Jaquier Wayne J. Hatchett	Spot Sales PA
	WGRC (New Albany, Ind.)	1400	250	Northside Broadcasting Corp. Kentucky Home Life Corp. Wabash 3343	MBS Southern	Lt. S. A. Cislser Jr. Lt. S. A. Cislser Jr. Howard J. Perry	David Wilburn Harry Hunter Perry W. Eaten	Burn-Smith Biddick Standard Lang-Worth PA, TP
OWENSBORO.....	WOMI	1490	250	Owensboro Broadcasting Co. Byars Ave. at Livermore Rd. 420	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Mrs. Cliffordean Potter Hugh O. Potter Lealie R. Goodaker Standard PA
PADUCAH.....	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak Jack Bendt James Grant	Sears & Ayer Associated World PA, UP

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA.....	KALB	1240	250	Alexandria Broadcasting Co. Inc. 5th & Johnson Sts. 3335	Blue	Walter H. Allen W. J. Dickerson Edgar Cappellini	Byron H. Dowty Joe D. Smith Jesse Sexton Standard Lang-Worth INS
BATON ROUGE.....	WJBO	1150	5,000	Baton Rouge Bestg. Co. Inc. 444 Florist St. 5271	Blue	Charles P. Manship Sr. J. Roy Dabadie J. Roy Dabadie	Ralph H. Sims T. E. Gibbens Wilbur T. Golsen	Hollingbery World UP
LAFAYETTE.....	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 300 Jefferson St. 336	Morgan Murphy George H. Thomas R. A. Escudier	Allison Theriot L. Turner B. H. Bailey Jr. Standard UP
LAKE CHARLES.....	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	T. B. Lanford David Wilson David Wilson	Margaret Campbell David Wilson Earl C. Moses Standard UP
MONROE.....	KMLB	1230	250	Liner's Bestg. Station Inc. Hotel Frances 4321	Blue	J. C. Liner Jr. J. C. Liner Jr. J. C. Liner Jr.	Melba Henry Liner J. M. Robert O. L. Morgan Standard UP
NEW ORLEANS.....	WDSU	1280	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	Blue	J. H. Uhalt P. K. Ewing P. K. Ewing	Stanley Holiday R. R. Hargis Charles Whitney	Weed INS
	WJBW	1230	250	Charles C. Carlson Audubon Bldg. Raymond 5060	Charles C. Carlson Charles C. Carlson Mrs. L. C. Carlson	Elsie Carlson Charles C. Carlson
	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly Brown James E. Gordon Ellis Trepagnier	McGillvra Standard PA
	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Harold Wheelahan Harold Wheelahan	Petry Thesaurus PA
	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. P. A. Roy, S. J. W. H. Summerville Larry Baird	Edward Hoerner A. M. Robert J. D. Bloom Jr.	Katz Standard UP
SHREVEPORT.....	KRMD	1340	250	Radio Station KRMD Inc. Box 1712 6171	Blue	R. M. Dean Glenn V. Wilson Glenn V. Wilson	David Crockett Elizabeth Alford W. J. Wilkinson Jr. INS
	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC So. Central	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham Lang-Worth PA, UP
	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham World PA, UP



**DON'T
PUT NO RING
AROUND
HALO (Ky.)!**

Chuckle if you wish, but there *is* a Halo (Ky.)! It's down in Floyd County, and it's typical of the dozens of similar little Kentucky hamlets which, all rolled into one, wouldn't have the sales-volume of one good super-market in Louisville!

WAVE doesn't cover Halo. WAVE covers the Louisville Trading Area. (Our signal reaches out farther than that, but you'd never know it, from our rates!) Giving you the Louisville Trading Area, WAVE gives you 1,336,100 people who do 17.1% more retail buying than all the rest of Kentucky combined—have 35.5% more "effective buying income"—include 25% more income-tax payers—own more autos, telephones, radios, and everything else. . . .

And these figures don't half tell the story, because just in the past year Louisville has become one of America's *booming* defense cities!

Yes, WAVE is the *only* NBC station within 100 miles. If you want to put a ring around *any part* of Kentucky, the Louisville Area is your one best bet. Write today for availabilities!

**LOUISVILLE'S
WAVE**

5000 Watts

970 K. C. N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA	WRDO	1400	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee New England	Adeline B. Rines Jack S. Atwood Walter Weightman	Donald K. Powers Frederick Cole Harold Dinsmore	Weed Bannan Associated UP
BANGOR	WABI	910	250 CP-5.000	Community Bestg. Service Inc. 57 State St. 6446	CBS	F. B. Simpson W. L. Dickson	Walker Foster Associated	
	WLBZ	620	1,000-LS 500-N CP-5.000-U	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee New England	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Weed Bannan Thesaurus UP
LEWISTON	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee	J. B. Couture John C. Libby John C. Libby	Verner Paulsen Verner Paulsen John T. Duty	Forje Standard UP
PORTLAND	WCSH	970	5.000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Caleb Paine	Nancy King Frederick W. Cole G. Fred Crandon	Weed Bannan Thesaurus UP
	WGAN	560	5.000	Portland Broadcasting System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer Foster Standard UP
PRESQUE ISLE	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	H. J. McGuire H. B. Dillen H. B. Dillen	Q. K. Crandall L. E. Hughes	TP

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BALTIMORE	WBAL	1090	50.000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	E. D. Harvey Gerald W. Cooke	Petry Standard UP, INS
	WCAO	600	5.000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth INS
	WCBM	1400	250	Baltimore Broadcasting Corp. North Ave. at Harford University 8400	Blue	John Elmer George H. Roeder John Elmer	E. Frank Thomas G. Porter Houston	Spot Sales Lang-Worth INS
	WFBR	1300	5.000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1800	MBS Atlantic Coast Maryland	Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair Associated PA, INS
	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Thomas G. Tinsley George S. Shaffer	Raymond W. Baker James S. Duff	Headley-Reed Standard Lang-Worth PA
CUMBERLAND	WTBO	820 L-WBAP, WFAA	250	Associated Broadcasting Corp. 31 Frederick St. 298	Aurelia S. Becker Aurelia S. Becker G. P. Richards	Stewart W. Phillips G. P. Richards L. Edward Pamphilon	Spot Sales World PA, UP
FREDERICK	WFMD	980	500	Monocacy Broadcasting Co. Winchester Hall 1626	Laurence Leonard A. V. Tidmore G. G. White	James F. Crist Eve Chamberlain A. V. Tidmore	Burn-Smith World TP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Inc. Franklin Court 2323	MBS Atlantic Coast Maryland	Arthur I. Blessing Grover C. Crilley Clarence Meyers	Amos Harper George W. McIntire	Spot Sales TP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS Atlantic Coast Maryland	John W. Downing Charles J. Truitt Charles J. Truitt	Peter A. Alfonsi	World UP

MASSACHUSETTS

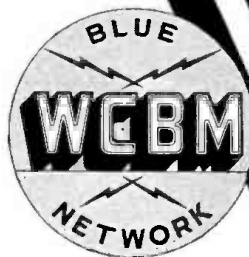
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin F. M. Sloan	NBC Spot Standard PA, UP
	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley-Plaza Hotel Commonwealth 1717	Atlantic Coast	Arde Bulova H. A. Lafount A. N. Armstrong Jr. A. N. Armstrong Jr.	Russell Offhaus Frances Leacoe Roland C. Hale	Headley-Reed Standard INS
	WEEI	590	5.000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo Guy H. Cunningham Walter J. Stiles	Radio Sales World Lang-Worth PA, UP
	WHDH	850	5.000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	A. E. Matheson John J. Matheson R. G. Matheson	A. J. Friend R. G. Matheson	Hollingsbery Associated World UP
	WMEX	1510	5.000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Lt. John F. Reilly, USN William S. Pote William S. Pote	John Kiley A. J. Pote	McGillvra INS



COVERAGE

- ☆ Buyers of time in the vast Baltimore Market are assured of economical concentrated coverage when purchasing The Blue Network—WCBM Combination.
- ☆ WCBM effectively covers the entire Baltimore area at a cost which allows for additional time expenditures because of a lower rate.
- ☆ Investigate all Baltimore Stations and then compare with what WCBM offers!

National Representatives:
SPOT SALES, INC.
New York - Chicago
San Francisco



John Elmer, President
Geo. H. Roeder, Gen. Manager

BALTIMORE'S BLUE NETWORK OUTLET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON—Continued	WNAC	1260	5,000-LS 1,000-N CP-5,000-U	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William F. O'Neil John Shepard 3rd Linus Travers Linus Travers	George Steffy James Powers Phillip F. Robinson	Petry Associated Standard INS
	WORL	950	1,000-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100	Arde Bulova H. A. Lafount George Lasker Ashley L. Robison	Robert N. Perry Bobby Sanford John Parker UP
FALL RIVER.....	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 S. Main St. 7-9477	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Jessophine Y. Welch Miss Philly J. Mauretti John C. Pavao	Walker Foster Standard Lang-Worth INS
FITCHBURG.....	WEIM	1340	250	Ruben E. Aronheim 717 Main St. 1600	MBS Yankee	Ruben E. Aronheim Milton H. Meyers W. Warren Tea Key	Ken Houseman Ted Kalin Lang-Worth PA
GREENFIELD.....	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis James L. Spates Horace W. Nichols	Warren M. Greenwood Horace W. Nichols James L. Spates	Burn-Smith Bannan Foster World
HOLYOKE.....	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Patrick J. Montague Thomas R. Humphrey	Bannan Associated UP
LAWRENCE.....	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers Irving E. Rogers Irving E. Rogers	John D. Maloy George A. Hinckley	Katz Foster Thesaurus Standard UP
LOWELL.....	WLLH	1400	250	Merrimac Broadcasting Co. Inc. Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Thomas Clayton Ralph Newton	Petry Associated INS
MARBLEHEAD.....	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St., Salem Salem 5670	Charles W. Phelan Van D. Sheldon A. M. Morgan	Margaret K. Herlihy Richard I. Hammond	Rambeau Foster Associated World INS
NEW BEDFORD.....	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5229	MBS Yankee	Standard-Times & Mercury Hugh R. Norman Raymond D. Markey	Constance A. Reed Raymond D. Markey Irving Vermilya	Burn-Smith Foster Thesaurus
PITTSFIELD.....	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England Monroe B. England John T. Parsons	Edwin Tacey Robert Burbank Leonard Lavendol	Burn-Smith Foster UP
SPRINGFIELD.....	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 8-8336	NBC	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin Harold Randol	NBC Spot Standard PA, UP
	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	A. S. Moffat A. W. Marlin A. W. Marlin	H. M. Feine Earle G. Hewinson	Petry Associated INS
	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	W. H. Latham Milton W. Stoughton Lawrence Rielly	Hollingbery Bannan Lang-Worth INS
WEST YARMOUTH..	WOCB	1240	250	Cape Cod Broadcasting Co. South Sea Ave. Hyannis 1697	Harriett M. Alleman Harriett M. Alleman H. M. Alleman	H. M. Alleman L. D. Trefry	Bannan World TP
WORCESTER.....	WAAB	1440	5,000	Yankee Network Inc. State Mutual Bldg. 6-1411	MBS Yankee	William F. O'Neil John Shepard 3rd Mrs. Dorothy Robinson Mrs. Dorothy Robinson	Albert Hiorns James Powers (Boston) J. E. Grahn	Petry Associated Standard Lang-Worth INS
	WORC	1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	CBS Blue (April 5)	Alfred F. Kleindienst Mildred P. Stanton Mildred P. Stanton	Weed Thesaurus INS
	WTAG.....	580	5,000	Worcester Telegram Publ. Co. Inc. 18 Franklin St. 5-4321	NBC CBS (April 5)	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Philip R. Jansen Andy Browning	Raymer Associated World Lang-Worth PA

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BATTLE CREEK.....	WELL	1400	250	Federated Publications Inc. Michigan National Bank Bldg. 5655	Blue Michigan	A. L. Miller D. E. Jayne F. F. Owen	Frank Jayne Earl J. Stone	Burn-Smith Associated PA
BAY CITY.....	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto A. F. Huebner Ralph H. Carpenter	Hollingbery Thesaurus Associated UP
CALUMET.....	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton 869	A. L. Burgan John W. Rice Albert W. Payne	Earl Norden J. W. Rice George L. Burgan World PA

COLUMBIA'S VOICE IN

NORTHERN NEW ENGLAND

WLAW Coverage Areas

	Two Millivolt Area	Half Millivolt Area
Population, 1940 (U. S. Census)	2,834,430	4,033,282
Radio Homes, 1940 (Calculated by N.A.B.)	704,261	1,002,348

**680
ON YOUR
DIAL**

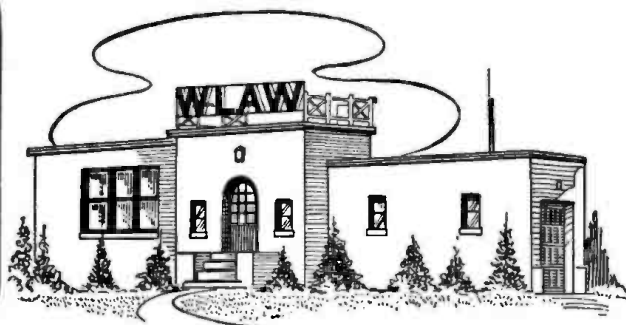
**5000
WATTS**

The 1940 census of manufactures shows that 75,000 workers in the principal cities in WLAW's PRIMARY AREA received over \$70,000,000 in wages. Consider the part being played by the textile industry in America's war effort and you have some idea of the potentialities of this busy, bustling area. These people with money to spend, and the inclination to spend it, have created one of the outstanding markets east of the Mississippi.

Market analysts and time buyers know that this rich industrial and agricultural heart of New England can be covered effectively and thoroughly only by blanketing the entire region with the powerful signal of WLAW.

*Owned and operated by Hildreth & Rogers Company
LAWRENCE, MASSACHUSETTS*

WLAW



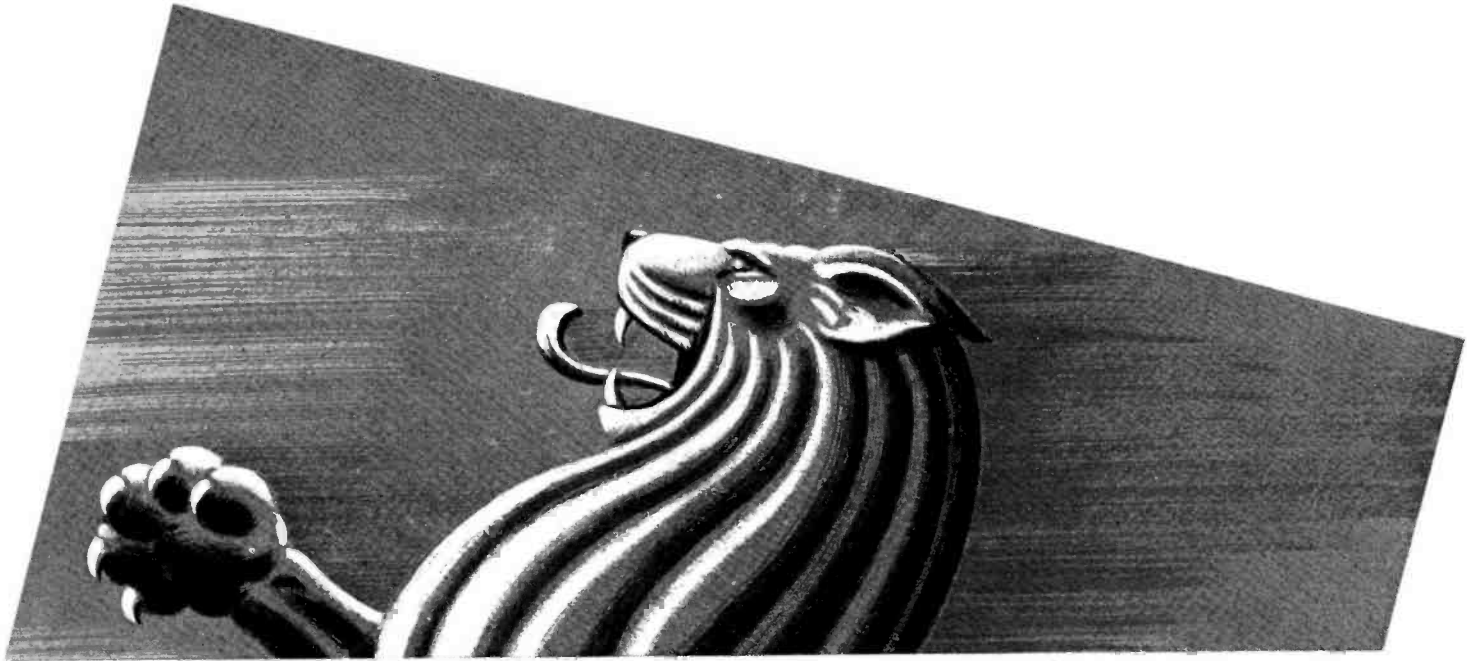
National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

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MICHIGAN—(Continued)

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DETROIT	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000		James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Kriehoff N. W. Hopkins Edward Barkkatie	Forjoe Holman Associated World Standard PA, INS
	WJLB	1400	250	John L. Booth Bcstg. Inc. Eaton Tower Cadillac 7600		John L. Booth John L. Booth	Edward H. Clark	Thesaurus PA, TP
	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott M. R. Mitchell	Petry World Standard PA, INS
	WWJ	950	5,000	Evening News Assn. 630 Lafayette Blvd. W. Randolph 2000	NBC	Lt. W. E. Scripps Harry Bannister Harry W. Betteridge	Don F. DeGroot J. Albert Herbert F. Tank	Hollingbery Standard Lang-Worth UP
	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue MBS Michigan	George W. Trendle H. Allen Campbell H. Allen Campbell	Harold S. Christian Lambert B. Beeuwkes Verne Alston	Raymer Associated Standard UP
	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin & Wright World BUP
EAST LANSING	*WKAR	870	5,000-D	Michigan State College East Lansing 6-9113		Michigan State College Robert J. Coleman	Robert J. Coleman Norris E. Grover	Standard PA
ESCANABA	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787		Gordon H. Brozek Gordon H. Brozek Gordon H. Brozek	Eldon Wallace Martin Seils	Standard UP
FLINT	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian R. Cooper J. R. McKinley Frank D. Fallain	Burn-Smith Lang-Worth INS
GRAND RAPIDS	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N.E. 6-5461	MBS	Leonard A. Versluis Hy M. Steed Hy M. Steed	Kay Mordo Roy C. Kelley Raymond Plank	McGillvra Standard INS
	WASH	1300	500	(See WOOD)				
	WOOD	1300	5,000	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer Associated Lang-Worth UP
IRONWOOD	WJMS	1450	250	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	William L. Johnson N. C. Ruddell J. W. Huse	Ray Williams Arne Dahlback	
JACKSON	WIBM	1450	250	WIBM Inc. Hayes Hotel 6121	Blue Michigan	Herman Radner Roy Radner Roy Radner	Bill Dunn William Cizek C. W. Wirtanen	Forjoe PA
KALAMAZOO	WKZO	590	5,000	WKZO Inc. Kalamazoo. Burdick Hotel Grand Rapids. Herpolsheimer Bldg. Kalamazoo. 3-1223 Grand Rapids 6-1222	CBS	John E. Fetzter John E. Fetzter John W. O'Harrow	Paul H. Aurandt John W. O'Harrow Carl E. Lee	Free & Peters Standard INS
LANSING	WJIM	1240	250	WJIM Inc. City National Bldg. 2-1388	Blue Michigan	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes Melvin Wirth	Associated UP
LAPEER	*WMPC	1230-SH	250	Liberty Street Gospel Church 803 Liberty St. 455-J		Frank S. Hemingway Frank S. Hemingway	Nora Eastman Hollis F. Hayes	
MARQUETTE	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington 616		Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	Gordon H. Brozek	World TP
MUSKEGON	WKBZ	1490	250	Ashbacher Radio Corp. 424 Apple Ave. 26-051		Grant F. Ashbacher Grant F. Ashbacher William C. Wester	Garrison Poling Loran A. Haney LeRoy Kessler	Burn-Smith World UP
PONTIAC	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141		George M. Stutz H. Y. Levinson H. Y. Levinson H. Y. Levinson	Howard Donahoe George M. Stutz Wayne N. Cook	Foreman Thesaurus Standard Lang-Worth INS
PORT HURON	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151		Harmon LeRoy Stevens Harmon LeRoy Stevens Robert L. Mackin	Harmon L. Stevens V. O. Cran Leslie C. Conant	Holman Griffith Associated UP
ROYAL OAK	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815		George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Jerome Steadley	INS
SAGINAW	WSAM	1400	250	Saginaw Broadcasting Co. 2745 Bay St. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Milton L. Greenebaum	Janice Widmoyer Simon Maruszsan	Standard INS
SAULT STE. MARIE	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000		Vernon W. Aikins Stanley R. Pratt Richard Y. Burnett	Stanley R. Pratt Richard Y. Burnett Eugene T. Kaari	McGillvra Standard PA
TRAVERSE CITY	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150		Les Biederman Kip Frazer Emerson Brown	Don Mullen Kip Frazer Drew McClay	Holman Standard PA



WXYZ WILL DELIVER* LION'S SHARE



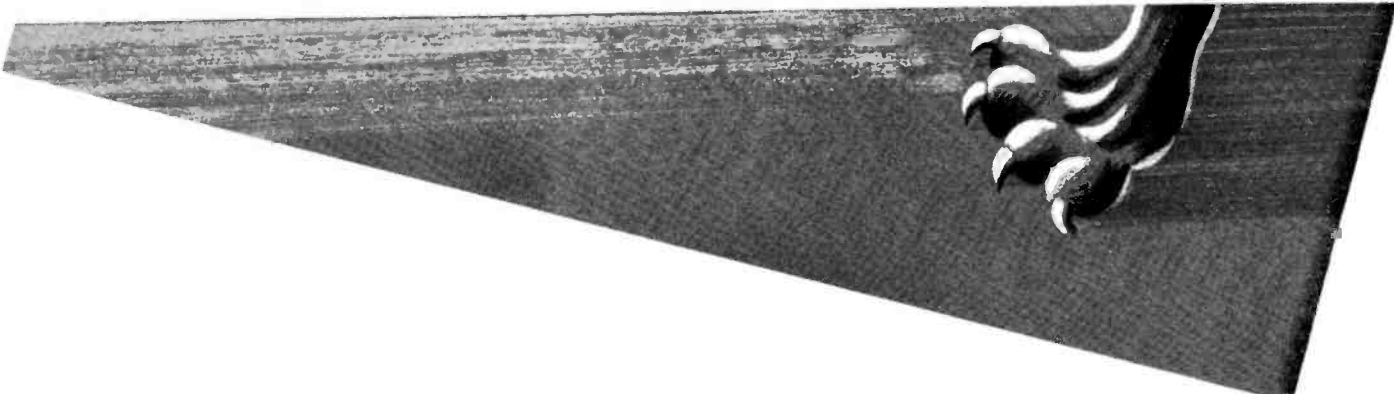
OF DETROIT AT LOWEST COST



***GUARANTEE with any WXYZ Champion Show**



**KING-TRENDLE BROADCASTING CORP., Detroit, Michigan
NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY**



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MINNESOTA

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ALBERT LEA	KATE	1450	250	Albert Lea-Austin Bcastg. Co. Inc. 332 S. Broadway 2338	MBS No. Central So. Minn.	E. L. Hayek		Foreman World UP
DULUTH	KDAL	610	1,000	Red River Broadcasting Co. Inc. Bradley Bldg. Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Gilbert Fawcett Bea Lade Robert Dettman	Free & Peters Standard Lang-Worth TP
	WEBC	1320	5,000	Head of the Lakes Bcastg. Co. WEBC Bldg. Melrose 2878	NBC Northwest Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Jerry Deane Herbert H. Sonnenburg William Lounsberry	Hollingbery Thesaurus PA, UP
FERGUS FALLS	KGDE	1230	250-LS 100-N	Charles L. Jaren Lincoln Ave., W. 898	MBS No. Central	Charles L. Jaren		
HIBBING	WMFG	1240	250	Head of the Lakes Bcastg. Co. Androy Hotel 1150	NBC Arrowhead No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe William Lounsberry	UP
MANKATO	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bill Walker Bob Gardner Jim Houts	Thesaurus UP
MINNEAPOLIS- ST. PAUL	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam Levitan Hector R. Skifter	Petry Thesaurus World Standard Lang-Worth UP
	WCCO	830	50,000	Columbia Broadcasting System, Inc. 625 Second Ave. S. Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn A. B. Sheehan	A. B. Sheehan Sam Kaufman H. S. McCartney	Radio Sales Lang-Worth PA, UP
	WDGY	1130 L-Albuquerque	5,000-LS 500-N	George W. Young Nicollet Hotel Bridgeport 7777		George W. Young George W. Young Lee L. Whiting	J. H. Fischbein George K. Jacobsen	Rambeau Standard Lang-Worth PA
	*WLB ST-WCAL	770	5,000-D	University of Minnesota Minneapolis Main 8177		University of Minnesota Burton Paulu	Betty Thomas Girling Burton Holmberg	UP
	WLLO	1330	1,000	Independent Merchants Bcastg. Co. 1728 Hennepin Ave. Atlantic 0406	MBS No. Central	Charles J. Winton Jr. H. E. Westmoreland H. E. Westmoreland	John Hirschboeck Lynn Meyer Ogden Prestholdt	Foreman Associated INS, UP
	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501		Edward Hoffman Edward Hoffman Edward Hoffman	Marilyn Powell Samuel N. Nemer Warren Fritze	Standard PA
	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	Blue	(Minneapolis Daily Times St. Paul Dispatch-Pioneer Press Clarence T. Hagman F. Van Konynenburg	J. Robert DeHaven Myron Fleming	Free & Peters Associated Lang-Worth PA
MOORHEAD	KVOX	1340	250	KVOX Broadcasting Co. Comstock Hotel 3-1523	MBS No. Central	John Boler M. M. Marget M. M. Marget	Charles Niles Jr. Dick Noble	UP
NORTHFIELD	*WCAL ST-WLB	770	5,000-D	St. Olaf College Northfield 770		Dr. L. W. Boe M. C. Jensen	David Johnson O. W. Haldorsen	
ROCHESTER	KROC	1340	250	Southern Minnesota Bcastg. Co. 100 First Avenue Bldg. 3924	NBC Northwest So. Minn.	Agnes P. Gentling Gerald H. Wing Lew Potter	Calvin A. Smith Walter Brzsek Fred C. Clarke	Radio Adv. Standard UP
ST. CLOUD	KFAM	1450	250	The Times Publishing Co. Weber Bldg. 3330	NBC Northwest	Fred Schlippln Fred Schlippln Martin F. Lindemann	Lucile Miller Lucile Miller Robert Witschen	UP
ST. PAUL				(See Minneapolis-St. Paul)				
VIRGINIA	WHLB	1400	250	Head of the Lakes Bcastg. Co. WHLB Bldg. 2000	NBC Arrowhead No. Central	W. C. Bridges Greg Rouleau Greg Rouleau	William Lounsberry	UP
WILLMAR	KWLM	1340	250	Lakeland Broadcasting Co. Willmar 910	MBS No. Central	H. W. Linder H. W. Linder H. W. Linder	Earl Henton Gil Frayseth Vern Baumgartner	UP
WINONA	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Phyllis Lund Ray Johnson	Back Standard UP

MISSISSIPPI

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COLUMBUS	WCBI	1400	250	Birney Imes Jr. Gilmer Hotel 1313		Birney Imes Jr. Robert L. McRaney James L. Eatherton	Buck Hinman Bob McRaney Maxell Williams	Sears & Ayer Standard PA
GREENVILLE	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770		John R. Pepper Bert Ferguson Frank W. Baldwin	Bob Thompson Ray Dickson	Associated UP
GREENWOOD	WGRM	1240	250	P. K. Ewing 222 Howard St. 1717	Blue	P. K. Ewing F. C. Ewing F. C. Ewing	Herb Abramson Billy Hand Gordon Clark	
GULFPORT	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1111		Hugh O. & William E. Jones Hugh O. Jones Hugh O. Jones	Larry Holmes Dell Crosby Donovan Murphy	Sears & Ayer INS

WE'RE

STRIKING UP the BRAND!



NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

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MISSISSIPPI—(Continued)

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HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866	NBC	C. J. Wright C. J. Wright H. L. Patterson	J. T. Orr C. J. Wright	Sears & Ayer UP
JACKSON	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery Thesaurus UP
	WSLI	1450	250	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	Blue	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman Maurice B. Wray C. A. Perkins	Sears & Ayer Standard INS
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC	D. A. Mattison Hugh M. Smith Hugh M. Smith	Frank Hoffield Bruce Dennis	Sears & Ayer World Standard UP
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock B. L. Mathis Robert Louis Sanders	World UP
MERIDIAN	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	UP
NATCHEZ	WMIS	1490	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 1515	P. K. Ewing Sr. P. K. Ewing Jr. Penny Pennington	James Day Mrs. Margery Marx	INS
VICKSBURG	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	Blue	L. P. Cashman O. W. Jones O. W. Jones C. E. Drake	World PA

MISSOURI

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CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Ralph C. Hirsch Oscar C. Hirsch	Virginia Bahn Oscar C. Hirsch	Standard Lang-Worth UP
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas J. W. Roth	F. H. Brown R. H. Haigh	Weed Thesaurus UP
HANNIBAL	KHMO	1340	250	Courier Post Publishing Co. 102½ S. Main St. 3450	E. P. Adler E. L. Sparks W. Earl Dougherty	W. Earl Dougherty Paul Menge Warren E. MacFadden	Lang-Worth PA
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. St. Mary's Blvd. 4000	MBS	R. C. Goshorn R. L. Rose	Mahlon Aldridge	Sears & Ayer Lang-Worth PA, UP
JOPLIN	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS	D. J. Poynor D. J. Poynor Bob Burke	Arthur White Margaret Houston Charles McIntire Richard Meek	Sears & Ayer World UP
KANSAS CITY	KCMO	1480	5,000-LS 1,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	Blue	T. L. Evans Jack Stewart C. E. Breezeal	Dorothy Stewart Richard W. Evans Ted Millard	McGillvra Associated Lang-Worth PA
	KMBC	980	5,000	Midland Broadcasting Co. Hotel Pickwick Harrison 2650	CBS	Arthur B. Church Karl Koerber Sam H. Bennett	Don Macon Mark N. Smith Frank Barhydt A. R. Moler A. Kenneth Krahl	Free & Peters World PA, UP
	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzner Gardner Reames	Harry J. Kaufmann J. A. Flaherty	Petry PA
	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald Dwight Davis John T. Schilling Donald Dwight Davis	John R. Wahlstedt Reese Wade Henry E. Goldenberg	PA
POPLAR BLUFF	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick P. H. Cunningham Don L. Lidenton	World PA
ST. JOSEPH	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	Blue	Barton Pitts Barton Pitts Glen G. Griswold	Harry H. Packard J. Ted Branson Fred H. Damm	Headley-Reed Thesaurus Standard UP
ST. LOUIS	*KFLO	850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Delmar 3030	Dr. J. W. Behnken Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Carl H. Meyer	UP
	KMOX	1120	50,000	Columbia Broadcasting System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Wendell B. Campbell	Blaine Cornwell Harry Harvey	Radio Sales Associated Lang-Worth PA, UP
	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Free & Peters Thesaurus PA
	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert Thomas Convey Ray E. Dady Virgil E. Carmichael	John W. Tinnea Nick Zehr	Raymer World UP Reuters
	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvd. Chestnut 3700	Blue	Elzey M. Roberts Lt. Com. John C. Roberts Clarence G. Cosby	C. I. Thomas Robert A. Seat Arthur F. Rekart	Weed Associated Standard INS, UP
	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	St. Louis University Nicholas Pagliara Nicholas Pagliara	Don Lochner George E. Rueppel, S.J.	Pearson Associated Standard Lang-Worth INS
	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	L. A. Benson C. W. Benson David Pasternak	Neil Norman Claude C. Rock Chal H. Stoup	Rambeau Standard Lang-Worth PA

KSD

CONTINUED

Leadership in **ST. LOUIS**

KSD is the dominant news coverage station in St. Louis. This is of first importance in war time. KSD is the only station in St. Louis with the full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for the NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

ATLANTA

SAN FRANCISCO

HOLLYWOOD

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SEDALIA	KDRD	1490	250	Albert S. & Robert A. Drohlich 2100 W. Broadway 4004		Drohlich Brothers Robert A. Drohlich Robert A. Drohlich	William W. Davis Albert S. Drohlich Bing G. Wong	UP
SPRINGFIELD	KGBN	1260	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1350	NBC Blue	Tams Bixby II R. D. Foster Leslie L. Kennon	Terry Moss Fritz Bauer	Pearson Thesaurus Standard UP
	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	MBS	J. H. G. Cooper G. Pearson Ward G. Pearson Ward	Elda M. Oswald Carl S. Ward Frank L. Barker	Wilson World INS
	KWTO	560	5,000-D CP-5,000-LS 1,000-N	Ozarks Broadcasting Co. Inc. 508 St. Louis St. 1350		R. D. Foster R. D. Foster Leslie L. Kennon	Terry Moss Fritz Bauer	Pearson Standard Lang-Worth UP

MONTANA

BILLINGS	KGHI	790	5,000	Northwestern Auto Supply Co. Fifth & North Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger E. E. Cooney Jeff A. Kitchli	Katz Thesaurus Standard UP
BOZEMAN	KRBM	1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	R. B. MacNab Jr. Ernest A. Neath Ernest A. Neath	Leslie L. Sterling Jack Provost	Walker Lang-Worth UP
BUTTE	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar	Ed Craney Jim Manning M. E. Dunn	Jim Manning M. E. Dunn Jack Provis	Walker Lang-Worth UP
GREAT FALLS	KFBB	1310	5,000	Buttrety Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl J. P. Wilkins Wilbur Myhre	Weed Biddick Thesaurus Standard UP
HELENA	KPFA	1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson		Walker Lang-Worth UP
KALISPELL	KGEZ	1340 CP-1460	100 CP-1,000	Donald C. Treloar 203 First Ave. E. 332		Donald C. Treloar Donald C. Treloar Kenneth Montgomery	Bill Patterson Donald C. Treloar Donald P. Gorman	Griffith UP
MILES CITY	KRJP	1340	250	Star Printing Co. 15 N. Sixth St. 60		W. F. Flinn Don Tannehill Don Tannehill	Robert D. Wilson H. J. Panchot	World PA
MISSOULA	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Soes Vratia	James Alden Barber Fred Wamble	Burn-Smith Biddick Lang-Worth UP
SIDNEY	KGCX	1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	CBC	E. E. Krebsbach E. E. Krebsbach M. J. Severson	Mel King Eugene Bunker	Standard TP

NEBRASKA

FREMONT	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060		Lloyd C. Thomas Jack Luther Jack Luther	William Goodrich Leland Gustafson	Sears & Ayer PA
GRAND ISLAND	KMMJ	750 L-WSB	1,000	KMMJ Inc. 315 1/2 N. Locust St. 703		Don Searle Wick Heath Bill Martin	George Kister Bill Martin Devere Swanson	Headley-Reed Standard UP
HASTINGS	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745		Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown Duane Allison	World PA
KEARNEY	KGFW	1310	250	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541		Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Harold Clark Carl Argabrite Jack Lewis	Sears & Ayer PA
LINCOLN	KFAB	780	10,000	KFAB Broadcasting Co. Hotel Lincoln Bldg. 2-3214	CBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	Earl Williams Mark W. Bullock	Petry Standard PA, INS
	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln Bldg. 2-3214	Blue MBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	Earl Williams Mark W. Bullock	Standard PA, INS
NORFOLK	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News 120 N. Fourth St. 432		Gene Huse Art Thomas Art Thomas	Art Thomas Frank Weidenbach Art Thomas	Walker PA
NORTH PLATTE	KGNF	1460	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 295		W. I. LeBarron W. I. LeBarron W. I. LeBarron	Ernest Jaeggi James B. Eaves	Walker Lang-Worth UP
OMAHA	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	John K. Morrison Marie C. Maher Paul R. Frey	John Knudsen Leland Gustafson	Rambeau Lang-Worth PA
	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS	Frank Throop Don Searle Arthur J. Weaver	R. Bruce Wallace Mark W. Bullock	Petry Standard PA, INS
	KOWH	660	500-D	World Publishing Co. World Herald Bldg. Atlantic 2228	Blue	Henry Doorly Frank E. Shopen Louis A. Smith	Frank E. Shopen Ken Stuart Frank E. Shopen Jr.	Hollingbery Standard UP
	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Harry Burke William O. Wiseman William J. Kotera	Blair Thesaurus Lang-Worth UP
SCOTTSBLUFF	KGKY	1490	250	Hilliard Co. 1517 1/2 Broadway 856		L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter R. M. Stewart Harland Morrison	Thesaurus Standard UP

BLUE NETWORK

**630 KILOCYCLES
5000 WATTS FULL TIME**



KXOK IS THE APPLE OF ANY SPONSOR'S EYE

KXOK is now operating 24 hours daily. New low rates for sponsors after midnight.

St. Louis war industries are working overtime and sales tax reports indicate that the total retail sales of all St. Louis stores are up 8 to 10 million per month over the pre-war period. KXOK presents alert advertisers a chance to share in the wealth flowing through St. Louis retail channels. With a 24-hour operation now in effect and new low rates for sponsors

after midnight, KXOK presents an economical and effective approach to thousands of war workers who have important money to spend, and are spending it. Write or wire for availabilities and let KXOK show what it can do. Nationally advertised by Weed and Company.

KXOK

THE ST. LOUIS STAR-TIMES STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

NEVADA

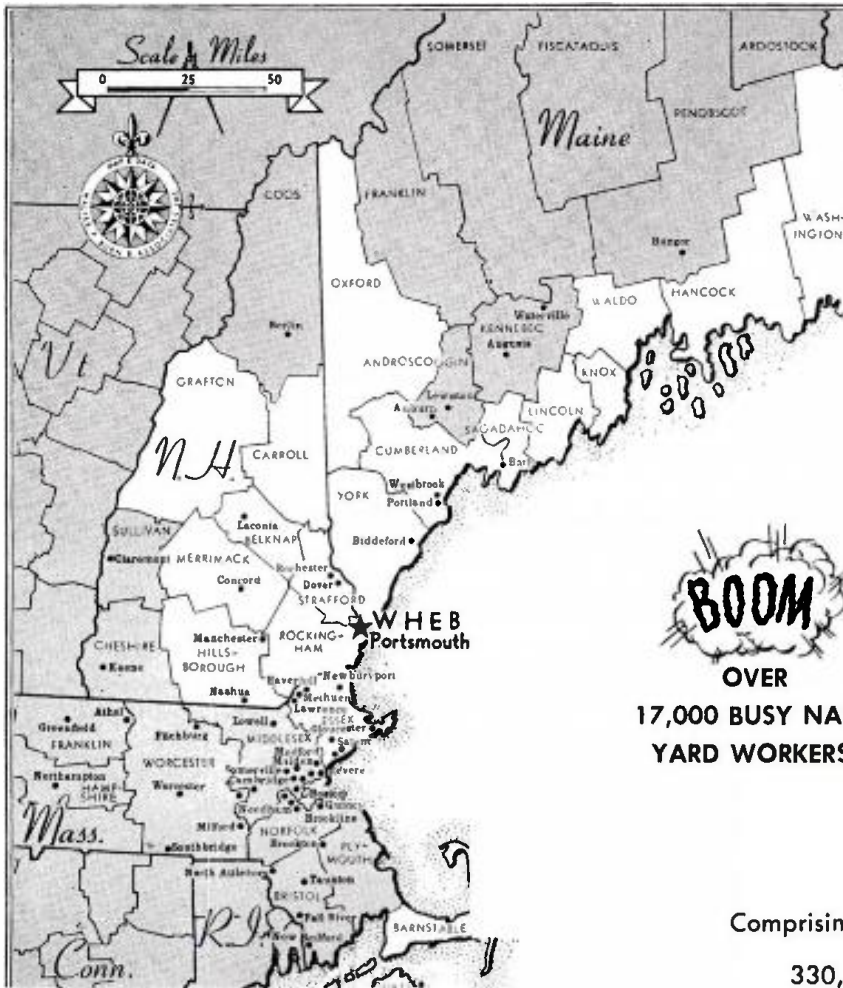
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAS VEGAS.....	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1-400	Maxwell Kelch Maxwell Kelch Goodloe McDowell	Ralph O. Dow Maxwell Kelch	Griffith Biddick Thesaurus INS
RENO.....	KOH	630	1,000	The Bee Inc. 143 Stevenson St. 5106	Blue Golden West	Eleanor McClatchy Hewitt Kees Merrill Inch	Merle Snider Robert Regent Hewitt Kees	Raymer McClatchy Associated UP

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KEENE.....	WKNE	1290	5,000	WKNE Corp. Keene 2080	CBS	Harry C. Wilder David H. Carpenter David H. Carpenter	Robert M. Peebles Evelyn Howe Howard Ayer	Radio Adv. Associated Lang-Worth UP
LACONIA.....	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee	Charles Jenney Earle Clement Earle Clement	Sherwin Greenlaw Earle Clement Louis Steady Thesaurus PA
MANCHESTER.....	WFEA	1370	5,000	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC MBS Yankee New England	Adeline Rines David F. Shurtleff Francis J. Batten	Donald G. Caswell Frederick Cole Reginald A. B. Schow	Weed Bannan Thesaurus UP
	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Leslie F. Smith Leslie F. Smith	Alberta E. Sullivan Dorothy J. French Vincent H. Chandler	McGillvra Foster Associated PA
PORTSMOUTH.....	WHEB	750 L-WSB	1,000	WHEB Inc. LaFayette Rd. 2670	R. G. LeTourneau Bert Georges Boyd Lawlor	Winslow Bettinson Dal Wyant Paul Lindsay	Walker Bannan Thesaurus PA

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASBURY PARK.....	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Convention Hall 1911	George S. Ferguson V. N. Scholes V. N. Scholes	R. V. Brown Gordon Shaw	Forjoe
ATLANTIC CITY	WBAB	1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl	Ralph Shoemaker Earle Godfrey	Headley-Reed Thesaurus PA
	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188	A. Harry Zoog E. E. Kohn E. E. Kohn	Edgar Allan Sweet J. Harry Howell Blair K. Thron Associated UP
BRIDGETON.....	WSNJ	1240	250	Eastern States Broadcasting Corp. Radio Center Bldg. 1600	Quaker	Elmer H. Wene Paul K. Alger Burt McKinnie	Lowell C. Ayars Francis C. Fekel UP
CAMDEN.....	WCAM.....	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 6907	City of Camden C. E. Onens L. M. Maxwell	Betty Renner C. E. Onens Standard PA
JERSEY CITY.....	WAAT	970	1,000	Bremer Broadcasting Corp. 15 Hill St., Newark, N. J. Mitchell 2-6400	Irving Rosenhaus Irving Rosenhaus Al Schillin	J. Stanley Roland Trenchard Frank Bremer	Rambeau World UP
	WHOM	1480	1,000-LS 500-N	New Jersey Broadcasting Corp. 29 W. 57th St., New York City Plaza 3-4204	Paul F. Harron Joseph Lang J. M. Compter	John D. Kelsey J. M. Compter A. W. Burnham PA, INS
NEWARK.....	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radiobroadcast Corp Newark	James Shearer
PATERSON.....	WPAT	930	1,000-D	North Jersey Broadcasting Co. 115 Ellison St. Armory 4-3400	James Cosman Donald Flamm George H. Jaspert George H. Jaspert	Henry L. Miller Earl F. Lucas Associated UP
TRENTON.....	WTNJ	1310 ST-WCAM, WCAP	500	WOAN Inc. 416 Bellevue Ave. 8149	Franklin J. Wolff Franklin J. Wolff H. M. Gebert	Walter J. Lewis Lewis Jerome Edward P. Knowles UP
	WTTM	920	1,000	Trent Broadcasting Corp. 35 W. State St. 2-7127	Elmer H. Wene A. Harry Zoog George S. McGinley	Mill March Blair K. Thron Associated UP
ZAREPHATH.....	*WAWZ	1380 ST-WBNN	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	Bishop Alma White Ray B. White	Norman Fournier Nathaniel Wilson



**WORLD'S GREATEST
SUBMARINE BASE**



**OVER
17,000 BUSY NAVY
YARD WORKERS!**



**BOOMING PART OF
A RICH MARKET**

Comprising

330,570 +

Primary Radio Homes

... prosperity-patrolled by unerring "WHEBBY" for profit-seeking clients of—

*"The Listening Habit
of Central New England"*

+ PRIMARY in 7 out of 10 New Hampshire counties, PLUS 8 out of 16 in Maine, PLUS Essex and most of Middlesex, in Massachusetts!

● Let "WHEBBY" spray YOUR story over the 1,000 salt-water watts of clear-channel

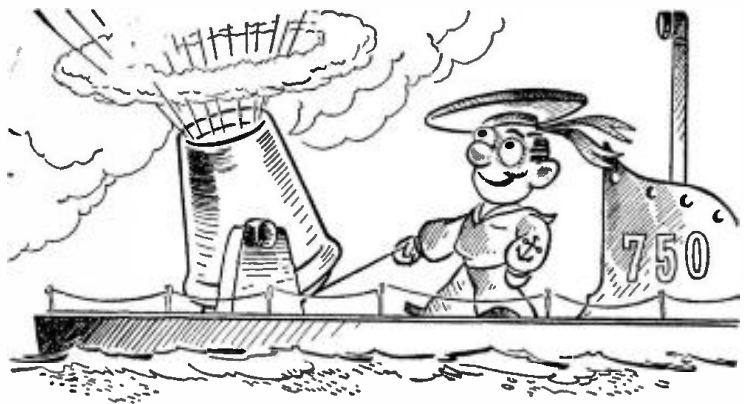
WHEB

*"Serving Sponsors Thrifty—
On the Dial at 750"*

National Rep.: THE WALKER COMPANY

Boston: BERTHA BANNAN

BERT GEORGES, General Manager



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

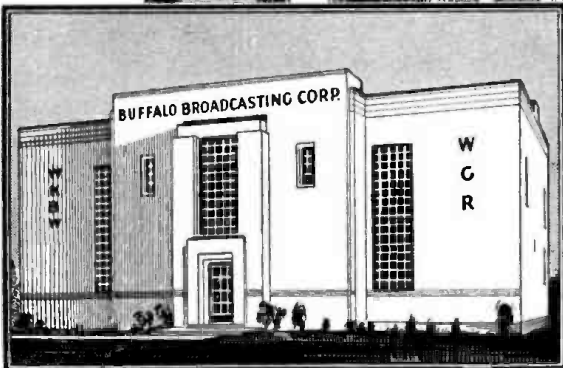
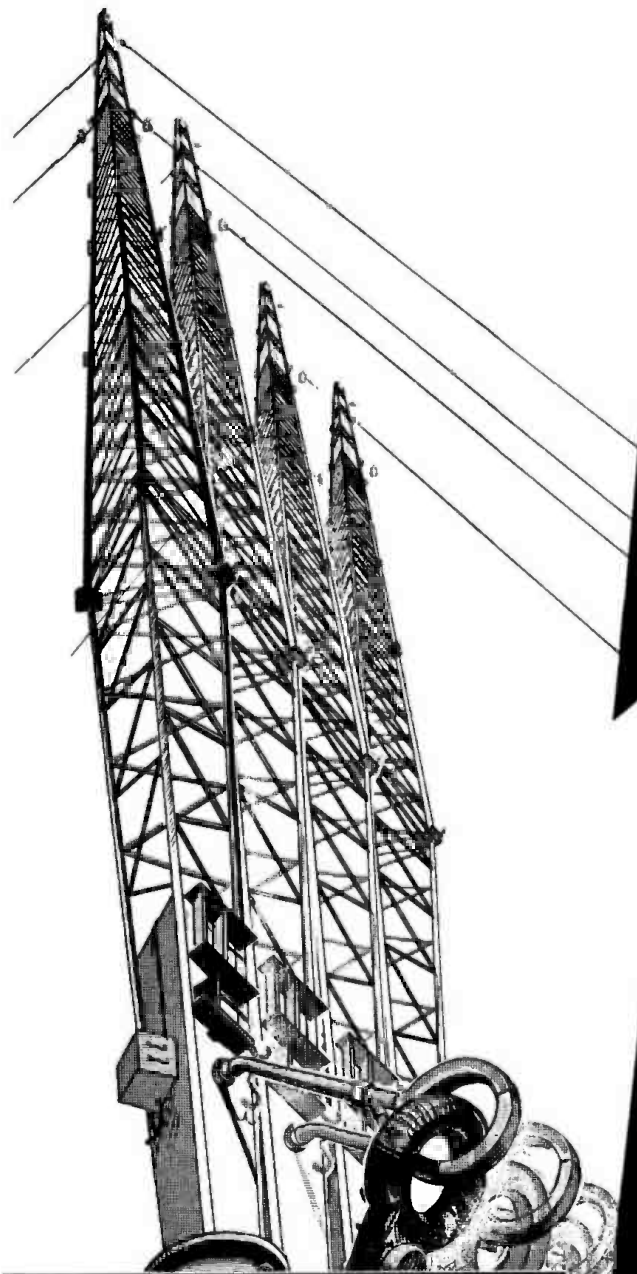
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NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBUQUERQUE	KGGM	1260	1,000	New Mexico Broadcasting Co. Albuquerque 4544	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	David M. Segal Baxter Gamble Harry Burdick Leonard Dodds	Weed World TP
	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Josephine Mason George S. Johnson	Free & Peters Thesaurus PA, INS
CARLSBAD	KAVE	1240	250	Carlsbad Broadcasting Co. 700 S. Canal St. 811	Jack Hawkins Jack Hawkins Jack Evans	Jack Evans David O. Crouch	UP
CLOVIS	KICA	1240	250	Hugh DeWitt Landis 321 1/2 Main St. 3	DeWitt Landis Lee Biggs Lee Biggs	Grady Maples Grady Maples	Forjoe Associated UP
HOBBS	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	W. E. Whitmore Chet L. Gonce Chet L. Gonce	G. Dimple W. E. Whitmore Chet L. Gonce	UP
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 33	E. N. Thwaites E. N. Thwaites E. N. Thwaites	E. N. Thwaites A. F. Schultz	INS
ROSWELL	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	W. E. Whitmore W. E. Whitmore John McBoyle	Frank Joyce John McBoyle Melvin Unger	UP
SANTA FE	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Don J. Rich	Don J. Rich William J. Karpisek	World TP
TUCUMCARI	KTNM	1400-SH	250	Krasin-Krutznor Broadcasting Co. Tucumcari 192	Otto A. Krutznor Lester Q. Krasin Lester Q. Krasin Lester Q. Krasin	Lester Q. Krasin	Cox & Tanz Standard INS

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	WABY	1400	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith Deuel Richardson	John R. Lee Paul Heisler J. H. Corey	McKinney Standard TP
	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 1-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	John R. Lee C. H. Heisler O. A. Sardi	McKinney Standard TP
AUBURN	WMBO	1340	250	WMBO Inc. 141 Genesee St. 433	Auburn Citizen-Advertiser Frederick L. Keesee Frederick L. Keesee	Florence M. Bond Herbert House	Standard PA
BATAVIA	WBTA	1190	250	Batavia Broadcasting Corp. 90 Main St. 715	Edmund R. Gamble Joseph M. Ryan Frederick R. MacLaughlin	Richard V. Driscoll Howard Cochran	Sears & Ayer Lang-Worth UP
BINGHAMTON	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Ewing B. Hawkins Lester H. Gilbert	Blair World UP
BROOKLYN	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	Watchtower Society M. A. Howlett
	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. Brooklyn, 1 Nevins St. New York, 132 W. 43rd St. Brooklyn, Triangle 5-3300 New York, Bryant 9-3773	Aaron Kronenberg William Norins William Norins	Norman H. Warembud Peter Testan	PA, INS
	WLIB	1190 L-WOWO	1,000	WLIB Inc. 846 Flatbush Ave., Brooklyn RKO Bldg., New York Ingersoll 2-1300	Elias I. Godofsky Elias I. Godofsky Robert M. Scholle	Paul Gould Louis W. Berne Arthur Faske	Walker Associated UP
BUFFALO	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge Ralph J. Kingsley	Petry Thesaurus Lang-Worth PA, UP
	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Virginia C. Fyda Thomas L. Vines	Rambeau PA, TP
	WEBR	1340	250	WEBR Inc. 23 W. North St. Lincoln 7133	Blue	Paul E. Fitzpatrick C. Robert Thompson William Doerr Jr.	Peter A. Krug Albert H. Zink	Weed Thesaurus Standard UP
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
ELMIRA	WENV	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 6181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott Bill Pope	McKinney World UP



Buffalo's Newest and Most Powerful Transmitter Plant

... NOW gives advertisers radio's
biggest circulation bonus.

... NOW brings listeners radio's
clearest and finest entertainment.



WKBW BUFFALO'S
only 50,000-watt
station. Columbia network pro-
grams. Covers eleven states,
twelve million people.

Basic Columbia 1520 K. C.

WGR BUFFALO'S largest
regional coverage.
5,000 watts by day, 1,000 watts
directionally intensified by night.
Mutual network programs.

Basic Mutual 550 K. C.

BUFFALO BROADCASTING CORP.

RAND BUILDING • BUFFALO, N. Y.

National Representatives: FREE & PETERS, INC.

What's different...
**ABOUT THE CENTRAL
NEW YORK MARKET?**

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

To get the most out of your radio dollar in Central New York use . . .

WFBL
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

	2.0	11.8	6:00-6:30	22.3	TIME	3.2		1.0	6.9		0.9	4.0	6.1	8.8
	1.2	9.6	6:30-7:00	35.2	12:00-12:30	13.0		2.8	21.3		1.1	4.1	2.1	8.8
	2.6	17.3	7:00-7:30	25.6	12:30-1:00	15.3					1.0	5.1	6.7	29.8
	0.9	7.2	7:30-8:00	35.4	1:00-1:30	12.6							6.4	27.6
MUSIC	0.9	5.1	8:00-8:30	24.8									2.5	15.0
NEWS	0.5	2.5	8:30-9:00										3	11.6
													6	18.2
													5	6.5
													7	10.7
														2.0
	2.4													% OF LISTENERS
	2.8													9.2
	3.0													4.0
ABLE	2.6													3.6
	2.0													4.2
	2.6													15.3
TRA	2.9													7.4
CA	1.9													1.6
	1.2													2.8
	1.7													WALTER
	0.7	4.1	2.4	12.0	0.9	3.1	29.5	70.5	19	0.3	2.0	SUN. SA	1.1	5.0
	4.0	22	16.2	8.4	0.5	3.0	27.6	72.4	25	0.3	1.7	MON. T	0.5	2.5
					2	2.3	33.1	66.9	29	0.2	1.5		1.2	6.0
										0.9	5.1		0.3	1.4
													0.1	0.6

SUMMER, 1942


BUFFALO

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

FOR THE PERSONAL USE OF _____

MAY THRU SEPTEMBER, 1942



C. E. HOOPER, INC.
 RADIO AUDIENCE MEASUREMENTS
 NEW YORK LOS ANGELES
COPYRIGHT 1942 BY C. E. HOOPER, INC.

w

*e pay our respects to
WBEN's best salesman*

WBEN

**BUFFALO
 NBC
 5000 WATTS**

REPRESENTED BY EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ENDICOTT	WLAN (Construction Permit)	1450	250	Thomas J. Watson Endicott	Thomas J. Watson Walter Lemmon
FREEPORT	WGBB	1240 ST-WFAS	100	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman Robert D. Milos Thesaurus
ITHACA	WHCU	870 L-WWL	1,000	Cornell University Ithaca Savings Bank Bldg 3438	CBS	Cornell University Michael R. Hanna Michael R. Hanna	Joseph A. Short True McLean	McGillvra World UP
JAMESTOWN	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Simon Goldman Simon Goldman	A. E. Spokes A. E. Spokes Harold J. Kratzert	Radio Adv. Associated UP
KINGSTON	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	B. F. Feiner Jr. Lou Steketee M. S. Strawgate	Lou Steketee George Rosenberg Marvin S. Seimes	Rambeau INS
MIDDLETOWN	WALL	1340	250	Community Broadcasting Corp. 14 South St. 6050	Elsie & Martin Karig Sr. Martin Karig Jr. Fred Germain Jr.	Fred Germain Jr. James Abel Jr. Martin Karig Jr. INS
NEWBURGH	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	Merritt C. Speidel Harold W. Cassill Joseph Rake	Richard Crans John O. Bondy World UP
NEW YORK CITY	WABC	880	50,000	Columbia Broadcasting System, Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley Arthur Hull Hayes Beverly M. Middleton	George Allen Jules Dundes Henry Grossman	Radio Sales Associated Lang-Worth PA, UP, INS
	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson A. L. Sobrig INS
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC—Niles Trammell Sherman D. Gregory J. V. McConnell S. L. Woodell F. A. Wankel	NBC Spot Thesaurus Standard PA, UP, INS
	WEVD	1380 ST-WBBR. WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	George Field Charles Brown Lang-Worth PA
	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Marcus Loew Booking Agcy. (Herbert L. Pettey Frank Roehrenbeck Bertram H. Lebar Jr.	Fred Raphael Herbert S. Chason Paul Fueling	WHN—Chicago Bannan PA, UP
	WINS	1000 L-WCFL	1,000 CP-5,000-U CP-10,000-U CP-50,000-U	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Cecil H. Hackett Cecil H. Hackett	Jack Adams Bernard Eates Paul von Kunitz	Free & Peters World INS
	WJZ	770	50,000	Blue Network Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	Blue—Mark Woods John McNeil John McNeil	Charles Barry Thomas B. Ellsworth George O. Milne	Blue Spot Thesaurus B. Standard PA, UP
	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	(E. J. Noble, Owner Earl E. Anderson, Pres. Earl E. Anderson Charles Stark	Garrett Hollihan Frank Marx	Weed Associated PA
	WNEW	1130	10,000	Greater N. Y. Broadcasting Corp. 501 Madison Ave. Plaza 3-3300	Atlantic Coast	(Arde Bulova Milton Blow Bernice Judis Walter Duncan Herman M. Bess	William McGrath John Flatau Max J. Weiser	Blair Foster World PA
	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600	City of New York M. S. Novik	Seymour N. Siegel Isaac Brimberg PA, INS
	WOR	710	50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Alfred J. McCosker Theodore C. Streibert (Rufus C. Maddux Eugene Thomas	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend World PA, UP, TP
	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Atlantic Coast	Arde Bulova Ralph N. Weil Ralph Nardella	Mario F. Hutton Herbert Landon H. W. Holt	McGillvra Associated UP
	WQXR	1560	5,000 SA-10,000 CP-10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	John V. L. Hogan Elliott M. Sanger Hugh K. Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	Foreman Associated World PA
	WRRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	W. H. Reuman W. H. Reuman Edith Dick	(D. J. Connolly (Fred Barr Jack H. Trapkin PA
NIAGARA FALLS	WHLA	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Alanson Chase Deuel Earl C. Hull Richard G. Robbins	Ruth E. Prindle Robert J. Wilson	Headley-Reed Associated Standard Lang-Worth UP
OGDENSBURG	WSLB	1400	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Hal Gilman Clifford Moore	De Liser Thesaurus UP



HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
OLEAN	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	Maj. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Robert Lax Karl Haberman	McKinney Standard
PLATTSBURG	WMFF	1340	250	Plattsburg Broadcasting Corp. 153 Margaret St. 1600	Blue	George F. Bissell George F. Bissell Joel H. Scheier	Jack Tierney Winifred O'Mara Jack Nazak	Hollingbery UP
POUGHKEEPSIE	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr.	Edward M. Lynch Truman Brizee John E. Burke	Headley-Reed Standard PA
ROCHESTER	WHAM	1180	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1862	Blue	William A. Fay John H. Lee John W. Kennedy Jr.	Charles W. Siverson Truman Brizee Kenneth J. Gardner	Hollingbery World Lang-Worth UP
	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine C. Wheeler Bernard C. O'Brien	McKinney Associated PA, INS
	WSAY	1240 CP-1370	250 CP-1,000	Brown Radio Service & Laboratory 328 Main St. E. Stone 702	MBS	Gordon P. Brown Gordon P. Brown Mort Nusbaum	Harold Kolb Elmer J. Walz Gordon P. Brown	McGillvra INS
SARANAC LAKE	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue	Emanuel Bernstien John F. Grimes H. Berwin Williams	Hollingbery Standard
SCHENECTADY	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall J. Herve Hauffler W. J. Purcell	NBC Spot Thesaurus Standard PA, UP
	WSNY	1240	250	Western Gateway Bestg. Corp. Plaza Theatre Bldg. 3-3622	Winslow Leighton George R. Nelson George R. Nelson	Edward F. Flynn Ceil Woodland Irving Beck Standard Lang-Worth PA
SYRACUSE	WAGE	620	1,000	Sentinel Broadcasting Corp. Loew Bldg. 2-0277	Blue MBS	Frank G. Revoir William T. Lane	Gordon Alderman Arnold T. Bowden Charles Brannen	Petry PA
	WFBI	1390	5,000	Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule	Free & Peters World INS
	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	Thomas S. Marshall Thomas S. Marshall Thomas S. Marshall	Hamilton Woodie Thomas S. Marshall David Foote	Burn-Smith TP
	WSYR	570	5,000	Central New York Bestg. Corp. 224 Harrison St. 3-7111	NBC	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist R. Stewart Boyd Armand Belle Isle	Raymer Bannan Associated Lang-Worth UP
TROY	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	William O. Hotchkiss Wynant J. Williams Warren C. Stoker	A. Olin Niles Hiram D. Harris
	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	Blue	Harry C. Wilder Fred R. Ripley William A. Ripley	W. Woodbury Carter Jr. Thomas Armstrong Walter Lardner	Raymer World Lang-Worth UP
UTICA	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Margaret Potter Bowen Margaret Potter Bowen Helen Wood	Elliott Stewart Nathan W. Cook John T. Dowdell	WIBX Bannan Biddick Reiter World INS
WATERTOWN	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 975	G. Harry Righter G. Harry Righter A. Dinsdale Vernice E. Baxter Standard PA, TP
	WWNY	790	1,000	The Brockway Co. Hotel Woodruff 4-120	Harold B. Johnson Thomas E. Martin Louis Saff Jr.	Jean H. Clos Jr. Thomas R. McHugh Maynard B. Davis	Radio Adv. World UP
WHITE PLAINS	WFAS	1240 ST-WGBB	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	J. Noel Macy Frank A. Seitz Frank A. Seitz	Ran Kaler Harry C. Lawbenstein	Headley-Reed World PA

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHEVILLE	WISE	1230	250	Radio Station WISE Inc. 98 College St. 1213	NBC MBS Blue Ridge Daniel Boone	Harold H. Thoms Harold H. Thoms Baxter Barkley	Kenneth Beakboard Charles W. Sumner	Burn-Smith Cummings Thesaurus INS
	WWNC	570	1,000 CP-5,000	Asheville Citizen-Times Co. 14 O'Henry Ave 5500	CBS	Charles A. Webb Don S. Elias Don S. Elias John E. Thayer	Ezra McIntosh Ezra McIntosh Cecil B. Hoskins Associated Lang-Worth UP
BURLINGTON	WBBB	920	1,000-D	Alamance Broadcasting Co. Inc. 310 1/2 S. Main St. 2730	MBS	V. Wilton Lane E. Z. Jones	Paul Huddleston Al Drew James Beatty Standard PA, UP



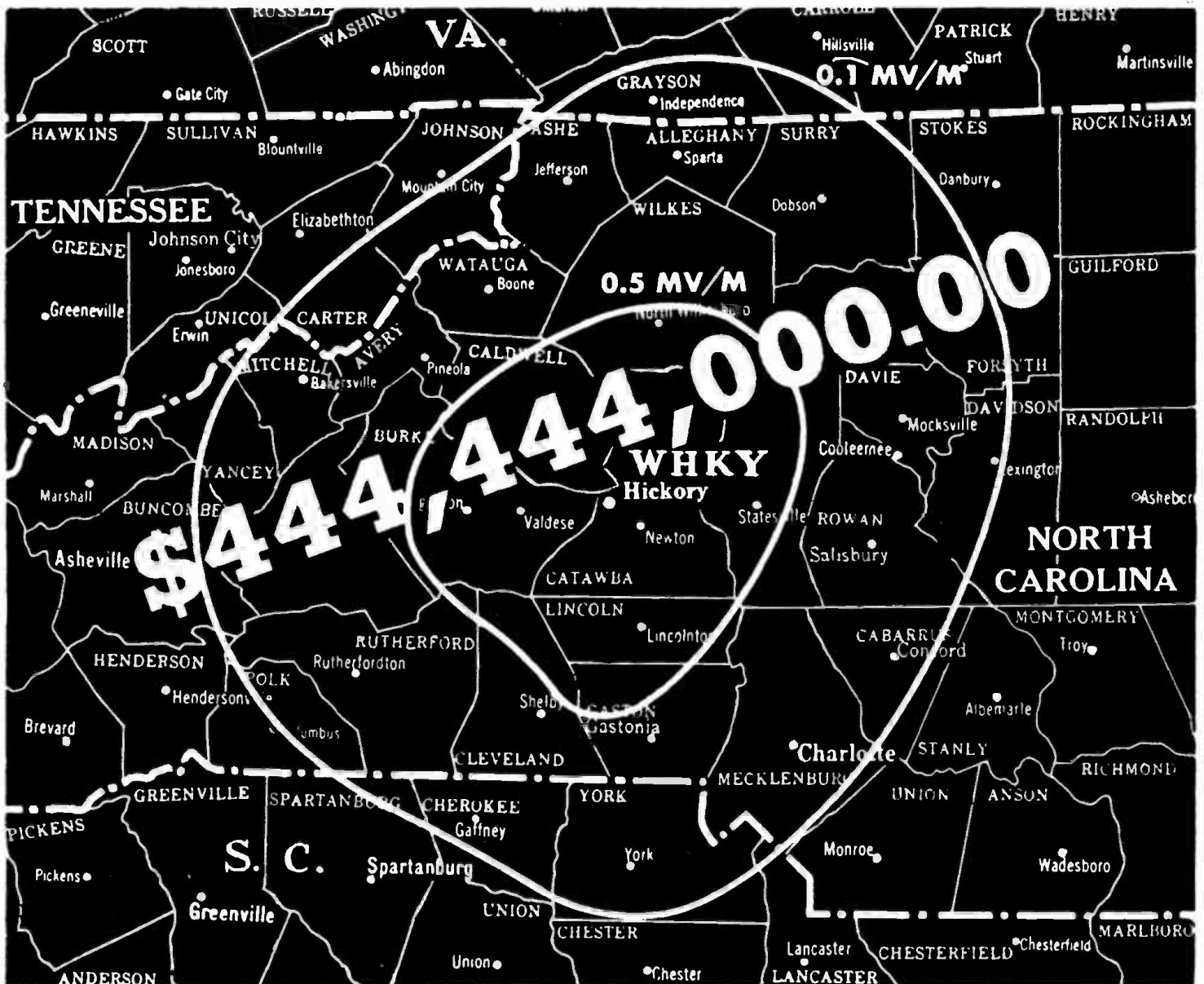
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Favorite

**ROCHESTER
STATION**

With Both LOCAL
and NATIONAL
Program Sponsors

WHEC

BASIC CBS • OFFICES & STUDIOS—ROCHESTER SAVINGS BANK BLDG. • ROCHESTER, N. Y.
Representatives—J. P. McKINNEY & SON—NEW YORK, CHICAGO, SAN FRANCISCO



WHKY'S increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

**STATISTICS TAKEN FROM WHKY'S
NEW MARKET DATA BROCHURE**

Population . . .	1,005,212
Radio listeners . . .	651,722
Buying income per family . . .	\$1,365
Spendable income	\$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas
City, San Francisco, Hollywood

Here's what puts the "BIG" in **WBIG**

First, let's look at Greensboro, home of WBIG. This trading area, with an effective buying income of \$195,672,000, ranks higher as a market than many larger cities in the South—yes, those cities that come to mind when you start thinking of populous Southern centers.

Population is up, payrolls are up, crop income is up . . . and family income has zoomed to \$2,496—which is 72.87% above the basic year of 1938. BUT . . .

. . . that's only the Greensboro Trading Area — as defined by B B D & O — five counties with a population of 338,500 — not the WBIG *Effective* Listening Area. This station blankets 22 counties in the heart of the nation's booming tobacco and textile region. WBIG is a selling force with more than a million people. WBIG makes more than a half-billion dollars lonesome for retail cash registers.

For big volume at small cost tell your story in the Magic Circle, where WBIG dominates.

WBIG Dominates

IN THIS MAGIC CIRCLE OF 50 MILES

- ★ Larger Payrolls
- ★ More Population
- ★ More Radio Homes
- ★ Larger Farm Incomes

5,000 watts
Night & Day

For further particulars
Write **WBIG**
Greensboro, N. C.
Edney Ridge, Director or
George P. Hollingsbery Co.
National Representative

WBIG

CBS AFFILIATE

THE PRESTIGE STATION OF THE CAROLINAS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

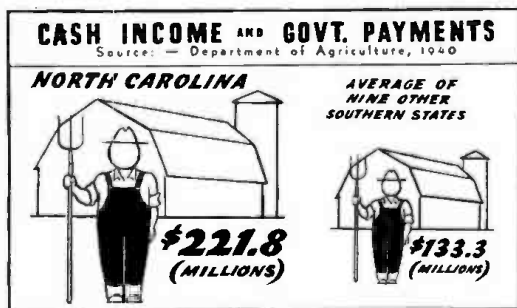
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

NORTH CAROLINA—(Continued)

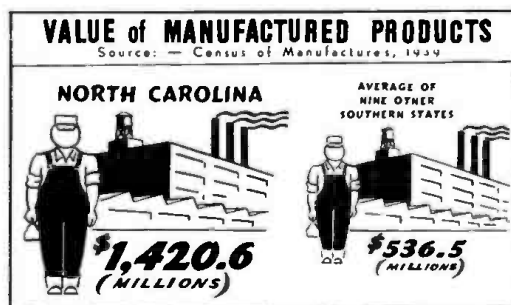
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTE	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	Blue MBS	George W. Dowdy Harold H. Thoms Bill Smith	Don Mack Bill Mitcham Robert Rigby	Weed Lang-Worth INS
	WBT	1110	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. D. Willard Jr. A. D. Willard Jr. Royal E. Penny	Charles H. Crutchfield W. MacGregor Parker J. J. Beloungy	Radio Sales Lang-Worth PA, UP
	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Chas. G. Hicks Jr. Francis M. Fitzgerald L. L. Caudle Jr.	Headley-Reed Thesaurus Standard PA
CONCORD	WEGO (Construction Permit)	1410	1,000-D	Wayne M. Nelson Highway 29A	Wayne M. Nelson Wayne M. Nelson R. Hoy Whitlow	UP
DURHAM	WDNC	1490	250	Durham Radio Corp. 138 Chapel Hill St. R-1555	CBS	Carl C. Council J. Frank Jarman J. Frank Jarman	J. B. Clark J. Frank Jarman Walter Hill	Wilson UP
ELIZABETH CITY	WCNC	1400	250	Albemarle Broadcasting Co. Box 535 1400	MBS	T. W. Aydlett J. E. Aydlett J. M. Smedley Joe Kyle	Burn-Smith World UP
FAYETTEVILLE	WFNC	1450	250	Cumberland Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	W. C. Ewing W. C. Ewing W. C. Ewing	Ruffin Horne W. C. Ewing Howard Harrell	Burn-Smith UP
GASTONIA	WGNC	1450	250	F. C. Todd National Bank of Commerce Bldg. 732	Blue	F. C. Todd Pat McSwain F. C. Abernethy	Earl Holder W. C. Groves Jr.	Cox & Tanz UP
GOLDSBORO	WGBR	1400	250	Eastern Carolina Bestg. Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright Leland B. Nelson	Edward L. Burwell Harry G. Bright Daniel B. Trueblood Standard UP
GREENSBORO	WBIG	1470	5,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Maj. Edney Ridge	Wally Williams Virginia W. McKinney Earl Allison	Hollingbery World Standard PA, TP
	WGBG	980	1,000-D	Greensboro Broadcasting Co. Inc. Ashe Street Extension 3-3631	Blue	Ralph M. Lambeth Ralph M. Lambeth Roy Springer	Anderson B. Brown Ralph M. Lambeth Clyde C. Penny	Burn-Smith Lang-Worth UP
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	J. J. White Margaret J. Laughinghouse Jack Alely	Jack Alely Hank Tribley Lang-Worth UP
HICKORY	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bestg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline W. T. Hix W. T. Hix	W. T. Hix E. S. Long	Wilson Thesaurus UP
HIGH POINT	WMFR	1230	250	Radio Station WMFR Inc. 156 1/2 S. Main St. 4593	Blue	James E. Lambeth Helen McAulay Lambeth Pat Taylor	Stan Conrad Pat Taylor Robert P. Boyd	Cox & Tanz UP
KINSTON	WFTC	1230	250	Jonas Weiland King St. 1200	Blue	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard Ernest Batchelder	Burn-Smith
NEW BERN	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17 1450	Louis N. Howard Louis N. Howard	Edward W. Burwell Robert E. Liverance Lang-Worth UP
RALEIGH	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	James R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner Joseph P. Ahern Henry Hulick Jr.	Free & Peters Thesaurus PA, UP
	WRAL	1240	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher C. D. Moore	Ray Reeve Fred Fletcher Stanley Brown	Weed Lang-Worth
ROANOKE RAPIDS	WCBT	1230	250	J. Winfield Crew Jr. 251 Roanoke Ave. 8561	Blue	J. Winfield Crew Jr. Nathan Frank Nathan Frank	Philip Cooke Nathan Frank Morris Morgan	Burn-Smith UP
ROCKY MOUNT	WEED	1450	250	William Avera Wynne Rocky Mount 1420	Blue	William Avera Wynne William Avera Wynne Ray Bandy	Douglas Hunt Ray Bandy W. W. Primm UP
SALISBURY	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard George L. Brantley F. F. Patterson	Russell McIntire Carl Watson	Burn-Smith PA
WASHINGTON	WRRF	930	1,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	Blue	W. R. Roberson Sr. B. W. Frank B. W. Frank	Charles Wedhbee B. W. Frank George Martin	Burn-Smith Thesaurus
WILMINGTON	WMFD	1400	250	Richard Austin Dunlea Box 696 4840	Blue	R. A. Dunlea R. A. Dunlea Claude O'Shields	Harry W. Lee George D. Faber S. Harold Jones	Burn-Smith TP
WILSON	WGTM	1340	250	Penn Thomas Watson Wilson 2188	MBS Tobacco	P. T. Watson Allen E. Wannamaker Henry Sullivan	Clinton Faris Mina Williams Warren Wooten	Burn-Smith Lang-Worth UP
WINSTON-SALEM	WAIR	1340	250	C. G. Hill, G. D. & S. H. Walker Pepper Bldg. 2-1133	Blue MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker World PA
	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Norris O'Neil Philip F. Hedrick	Headley-Reed Associated Lang-Worth UP

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



IN INDUSTRY



WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S NO.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Robert MacLeod Loring Knecht Ivar Nelson	Blair Thesaurus PA
DEVILS LAKE	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Dal Stallard Richard Moritz	World PA
FARGO	WDAY	970	5,000	WDAY Inc. Black Bldg. 5557	NBC Northwest	Earl C. Reineke Barney Lavin Barney Lavin	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus PA, UP
GRAND FORKS	°KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota Grand Forks 2800
	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier First National Bank Bldg. 1200	MBS No. Central	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Helen LaVelle E. J. O'Brien	Wilson Lang-Worth UP
JAMESTOWN	KSJB	600	250-LS 100-N	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	John W. Boler B. Harland Ohde B. Harland Ohde	Mary Jane Thompson Lloyd R. Amoo	Radio Adv.
MANDAN	KGCU	1270	250	Mandan Radio Assn. 205 First St., N.W. 681	MBS No. Central	H. C. Schulte W. S. Russell W. C. Roerink	R. F. Kyllingstead W. C. Roerink Bernard Boardman
MINOT	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Lillian Aandaht C. W. Baker	Walker World TP
VALLEY CITY	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	Milton Holiday Robert E. Ingstad Robert E. Ingstad	Harry Myers Charles Sjostrom

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AKRON	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson John Aitkenhead	Hollingbery Standard UP
	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Deane S. Long V. G. Berk W. W. Robertson	Spot Sales Thesaurus PA
	WJW	1240 CP-850 (CP to move to Cleveland)	250 CP-5,000	WJW Inc. 41 S. High St. Jefferson 6111	MBS Blue	William M. O'Neil William M. O'Neil George Wolf	Harold Waddell Frank Grosjean Gerald G. Roberts	Headley-Reed Lang-Worth UP, INS
ASHTABULA	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	C. A. Rowley Robert B. Rowley Robert B. Rowley	Walter Walrath Alfred B. Newkirk George G. Gautney	Walker Standard UP
CANTON	WHBC	1230	250	Ohio Broadcasting Co. 550 Market Ave. S. 7166	MBS	Louis Brush Felix Hinkle Robert Fehلمان	Felix Hinkle Robert Fehلمان Kenneth Sliker	Burn-Smith Thesaurus PA, UP
CINCINNATI	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson Fred A. Palmer	Rex Davis Al Bland Margaret Dotson C. H. Topmiller	Free & Peters Standard Lang-Worth PA, UP
	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	Jack R. Howard Mortimer C. Watters John Patrick Smith	Evelyn Eppinger Mark Gregory	Branham Associated Standard Lang-Worth UP
	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS Southern	Hulbert Taft Sr. Ken Church H. E. Fast	Fred Dodge James Patt George Wilson	Katz Standard Lang-Worth PA, Reuters
	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George Biggar B. Strawway M. F. Allison Ronald J. Rockwell	WLW Spot Sales (West Coast) Lang-Worth PA, INS, UP
	WSAI	1380	5,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. A. S. Grinalds A. S. Grinalds	James Leonard Ewald Kockritz R. J. Rockwell	Spot Sales World Lang-Worth PA, UP
CLEVELAND	WCLE	610	500-D	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Radio Adv. PA
	WGAR	1480	5,000-LS 1,000-N	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	David Baylor R. Morris Pierce	Petry World UP
	WHK	1420	5,000	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Raymer Lang-Worth PA
	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Hosauer Barton S. E. Leonard	NBC Spot Thesaurus Standard PA, UP

**IN FRONT- AND
HEADING FOR**

Victory



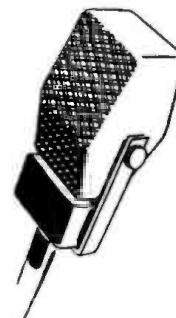
WADC

AKRON, OHIO

A VICTORIOUS 1943

This is the hope that WADC shares with all America and we are proud and happy to be able to contribute our part toward the war effort.

5000 WATTS DAY AND NIGHT • 1350 KILOCYCLES
BASIC COLUMBIA BROADCASTING SYSTEM
OWNED AND OPERATED BY ALLEN T. SIMMONS
Represented by Geo. P. Hollingbery Company



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert H. Wolfe Edgar T. Wolfe W. I. Orr	Jack Price Jim Yerian Lester H. Nafzger	Blair Standard PA
	WCOL	1230	250	WCOL Inc. 33 N. High St. Main 4591	NBC	Kenneth B. Johnston Neal A. Smith Neal A. Smith	Wallace Beavers James E. Lowe	Thesaurus INS
	WHKC	640 L-KFT	500	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrrens Carl M. Everson Harry H. Hoessly	John B. Moses Harry H. Hoessly Joseph E. Anderson	Radio Adv. Lang-Worth UP
	*WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 3148	Howard L. Bevis Robert C. Higgy	C. W. Pettegrew Charles Boehnker	PA, UP
DAYTON	WHIO	1290	5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. Robert H. Moody Lester Spencer	William Hamilton Garland Baldwin Ernest L. Adams	Hollingbery Cummins Standard UP
	WING	1410	5,000	Great Trails Broadcasting Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	Charles D. Miller Paul F. Braden	Weed Lang-Worth PA
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. Main 1330	Fred R. Hover Grace E. Ingledue Fred R. Hover Fred R. Hover	Grace E. Ingledue Evelyn Hart Edgar Smith	Standard Lang-Worth INS
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 93161	NBC	George B. Storer Ralph Elvin Ralph Elvin	Frank Heibeck Ralph Elvin Jack Bannon	Thesaurus Standard Lang-Worth PA, INS, TP
MANSFIELD	WMAN	1400	250	Richland Inc. 144 1/2 Park Ave. W. 4235	Monroe F. Rubin Orville E. Fields Orville E. Fields	Harry Lytle Orville E. Fields Perry Wilson	Standard UP, INS
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 2516	Robert T. Mason Robert T. Mason Robert T. Mason	Louis T. Marsh S. Robert Morrison	Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Chester A. Thompson Paul Wagner Paul Wagner	William O. Aldridge Maurice Myers	Cox & Tanz Lang-Worth UP
SPRINGFIELD	WIZE	1340	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Ronald B. Woodyard Reggie Martin Reggie Martin	Fred Kilian Fred Kilian Arthur Martin	Lang-Worth UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS Tri-State	Meyer Wiesenthal John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch	Lang-Worth UP
TOLEDO	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer E. Y. Flanigan E. Y. Flanigan	M. T. Williams Al Ryhfel William Stringfellow	Katz Thesaurus Lang-Worth PA, INS
	WTOL	1230	250	Community Broadcasting Co. Madison Ave. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gard Wallace	Jean Wright John Morgan Frank B. Ridgeway	Radio Adv. Associated Standard UP
WARREN	WRRN	1400	250	Nied & Stevens 108 Main Ave. SW 4490	Frank T. Nied Perry H. Stevens Russell W. Richmond Russell W. Richmond	Walter L. Davis Walter L. Davis William C. Minor	Burn-Smith Lang-Worth UP
YOUNGSTOWN	WFMJ	1450	250	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len Nasman	George L. Beebout Len Nasman Frank A. Dieringer	Headley-Reed Standard Lang-Worth PA, UP
	WKBN	570 CP-5,000-U	5,000-LS 500-N	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	Warren P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Gilbert Simon B. T. Wilkens	Raymer World Lang-Worth UP, TP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 644	NBC	George B. Storer Allen L. Haid J. Robert Kerns	Allen L. Haid William A. Hunt	Blair Standard Lang-Worth PA

OKLAHOMA

ADA	KADA	1230	250	C. C. Morris North Broadway 1212	Blue Oklahoma	C. C. Morris Weldon Stamps Weldon Stamps	Lillard Hill William Weaver William Lindsay	Radio Adv. UP
ARDMORE	KVSO	1240	250-LS 100-N	Ardmoreite Pub. Co. Inc. Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riessen Hillis Bell	Dolly Dutton John E. Riessen George Milner	Radio Adv. PA
BARTLESVILLE	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	Earl H. Jackson J. Fred Case Clyde Worthington	Jean Case J. Fred Case Gillette Warren Ownby	Lang-Worth PA
ELK CITY	KASA	1240	100	E. M. Woody Casa Grande Hotel 730	E. M. Woody Fred E. Mayhew Fred E. Mayhew	Joe Fenter Fred E. Mayhew Clive Lee Neel
ENID	KCRC	1390	1,000	Enid Radiophone Co. Willow & Kennedy 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale Wayne H. Sandford Jr.	Walker World PA



This is Youngstown

Golden flames . . . shooting from a Bessemer converter, penetrate the night skies . . . identify the nation's fourth largest steel city.

Sixty-five thousand workers . . . seven days a week . . . twenty-four hours a day. That's the schedule in this amazing centre of steel production. Steel for America's arms. Steel for America's future.

WKBN—the *only* CBS station to serve this section of the nation, is the most powerful radio voice in Northeastern Ohio and Northwestern Pennsylvania—commands a potent influence among *1,599,819 people* within Primary carshot of its transmitter. These people spent over half a billion dollars in retail stores during 1940. They're spending much more now!

WKBN gets—and holds—this wide audience with Columbia's outstanding programs—*61% of total network commercial business!* The hit shows! The leading advertisers! It features a full schedule of

CBS sustaining programs. It produces local programs that please.

This powerful Ohio station can mean more sales, more influence for you *now*, and in important postwar years.

5000 WATTS DAY—5000 WATTS NIGHT (CP)

570 K.C.—Represented by Paul H. Raymer Co.



COLUMBIA BROADCASTING SYSTEM

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OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAWTON	KSWO	1150	250-D	Willard Carver & Byrne Ross Box 984 2370	Willard Carver Byrne Ross Byrne Ross Byrne Ross	Hoke Ross Hazel Erland	Standard UP
MUSKOGEE	KBIX	1490	250	Oklahoma Press Publishing Co. Box 1512 303	Blue Oklahoma	Tams Bixby Jr. Jimmie Barry Jimmie Barry	Sally Miller D. W. Hoisington	Radio Adv. PA
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Norman 900, Station 124	U. of Oklahoma Virginia Hawk	Richard V. Carter Franklin W. Harris
OKLAHOMA CITY	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George Tarter	Bill Conine E. Allen Hall Harold Durham	Burn-Smith Associated Standard PA
	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Kenyon Brown Kenyon Brown	Dan Bowers Raymond Ruff Morris W. Thomas	Free & Peters Associated UP
	KTOK	1400	250	Oklahoma Broadcasting Co. Inc. Ramsey Tower 3-8352	Blue Oklahoma	Harold V. Hough Robert D. Enoch Frank J. Lynch	Russell V. Miller Harold Shreve Clifford Esauam	Radio Adv. World PA, UP
	WKY	930	5,000-LS 1,000-N CP-5,000-U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb Ralph Miller	John I. Prosser H. J. Lovell	Katz Thesaurus Standard PA
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	Pat Buford Pat Buford Dan Kenan	Nova Clarke Lucille Buford Chester Ludwick	UP
PONCA CITY	WBBZ	1230	250	Adelaide L. Carrell Ponca City	Adelaide L. Carrell
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Maxine Eddy Leroy Moses	Roy J. Bowman Maxine Eddy S. Ricciotti	Radio Adv. PA
TULSA	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston St. 3-4121	Blue MBS Oklahoma	Harry Schwartz H. E. Grimes B. M. Grotkop	Jim Neal Marie Battey Bob Elmore	Radio Adv. Standard PA
	KTUL	1430	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin John Esau	Jack Hoffman John Esau Nathan Wilcox	Free & Peters World Lang-Worth UP
	KVOO	1170	25,000 SA-50,000-LS 25,000-N CP-50,000-U	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly William B. Way Willard D. Egoif	Allan Page Walter L. Dennis L. W. Stinson	Petry Standard Lang-Worth PA, INS

OREGON

ALBANY	KWIL	1240	250	Central Willamette Bestg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	W. L. Jackson Chet Wheeler Hal Byer	Bob Reinholdt Warren Stoffer Herb Davidson	Griffith Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	MBS Don Lee Pacific	M. R. Chessman James C. Wallace James C. Wallace	Mrs. Mary Juhlin Raymond Williams	Biddick Cox & Tanz Keating Standard UP
BAKER	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	Glenn McCormick Glenn McCormick K. Lockwood Sidney Williams	Griffith Keating Thesaurus UP
BEND	KBND	1340	250	The Bend Bulletin Bend 848	The Bend Bulletin Frank H. Loggan John Jones	Eunice Flowers Robert Dickinson	Biddick Keating Standard UP
CORVALLIS	*KOAC	560	5,000-LS 1,000-N	Oregon State Agricultural College Corvallis 526	State of Oregon Allen Miller	Allen Miller Grant S. Feikert	UP
THE DALLES	KODL	1230	250-LS 100-N	Western Radio Corp. The Dalles 2300	V. B. Kenworthy V. B. Kenworthy Glenn Howell	Margaret Kimsey Glenn Howell Gordon Jones	Biddick Keating UP
EUGENE	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee Pacific	Frank L. Hill L. W. Trommlitz L. W. Trommlitz	Dolph Jones Day Foster Harold Gander	Blair Keating UP
GRANTS PASS	KUIN	1340	250	Southern Oregon Bestg. Co. Box 148 192	Don Lee	A. E. Voorhies Ralph E. Smith Lawrence L. King	E. A. Malone Ralph E. Smith Edward A. Malone	Keating World PA
KLAMATH FALLS	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS Don Lee Pacific	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lee Jacobs Lon Hunt	Biddick Grant Keating World UP
LA GRANDE	KLBM	1450	250	Ben E. Stone Old Oregon Trail Highway 220	Ben E. Stone Ben E. Stone Clara Moss Lee Ready	Biddick Keating Standard UP
MARSHFIELD	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone Marcus F. DeLaunay	Sara Spaug Mark DeLaunay Roger Spaug	Biddick Keating UP

Special **BONUS** Coupon

With every purchase of WKY advertising this coupon entitles you to from **33% to 100% MORE LISTENERS** for your money—morning, afternoon or evening—than you can get from any other Oklahoma City station.

P. S.—You don't even need the coupon!

* The substantial extra measure of listeners which WKY gives advertisers is where the extra sales and extra profits come from that make WKY advertising extra low in cost.

On a numerical basis, WKY delivers more listeners morning, afternoon, and night in Oklahoma City than any other station . . . delivers more listeners, in fact, than all three other stations put together! And dollar for dollar, WKY delivers up to twice as many listeners as any of the other three stations.

A Hooper, a rate card, simple arithmetic, and plain logic are all you need to prove decisively that YOUR dollars are spent most effectively on WKY.



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OREGON—(Continued)

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MEDFORD	KMED	1440	1,000	Mrs. W. J. Virgin Rosa Lane 4000	NBC Blue	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Art Adler D. H. Rees	Keating Thesaurus UP
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton 1425	V. B. Kenworthy Henry M. Hogue Henry M. Hogue	Rondi O'Gara Paul E. Walden	Keating Lang-Worth UP
PORTLAND	KALE	1330	5,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS Don Lee Pacific	C. W. Myers C. W. Myers Ted Kooreman	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated UP, INS
	*KBPS ST-KXL	1450	100	Benson Polytechnic School 546 N.E. 12th St. Lancaster 4195	Benson Polytechnic School R. T. Stephens, Agent	Mary Elizabeth Gilmore L. Ballinger
	KEX	1190	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Raymer Thesaurus PA, UP, INS
	KGW	620	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Petry Thesaurus Lang-Worth PA, UP, INS
KOLN		970	5,000	KOLN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated World UP, INS
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	Wilbur J. Jerman John Egan John Egan	Art M. Morey Art M. Morey Wilbur J. Jerman	Burn-Smith Standard UP
ROSEBURG	KRNR	750	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	Mrs. Frances R. Symons H. W. Wilson H. S. Jacobson	Fred Eichhorn Lew Ballinger	McGillvra Standard Lang-Worth UP
		L-WSB	250-LS 100-N	News-Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert Walters Faith Young Henry Chandler	Keating Standard PA
SALEM	KSLM	1390	1,000	Oregon Radio Inc. 633 N. Front St. 6131	H. B. Read H. B. Read Earle W. Headrick	Bill Talbot Bill Talbot Clyde Carlton	Keating Lang-Worth UP

PENNSYLVANIA

ALLENTOWN	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder World PA, UP
ALTOONA	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed World Lang-Worth INS, TP
BUTLER	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	David H. Rosenblum David H. Rosenblum Leon Bernard	Everett H. Neill Leon Bernard Paul Rex	Forjoe Holman World PA
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 Park Place 1700	Harold T. Gray Jason S. Gray Les Ryder	Les Ryder Jason S. Gray Vernon Stahl	Spot Sales Lang-Worth Standard UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 3001	MBS Mason-Dixon Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Theodore Pierz J. E. Mathiot	Raymer Thesaurus UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Ed Pearson	John J. Young Charles Jenks	Spot Sales Associated Lang-Worth UP
		WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Thomas Fleming Clarence Baker
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podyyn Robert M. Thompson	Howard L. Hoffman Walter W. McCoy	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College Crawford Hall 763	Grove City College H. W. Harmon	R. G. Walters Dale Smock
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Diok Redmond R. S. Duncan	Blair Standard UP
		WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS Mason-Dixon Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell George O. Smith J. E. Mathiot
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS Mason-Dixon Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito William Beck J. E. Mathiot	Raymer Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster Nevin L. Straub	Headley-Reed Thesaurus Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 3 W. King St. 5252	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Fullerton T. McGough J. E. Mathiot	Raymer Thesaurus UP

... IN THE PEOPLE'S CAUSE

... we devote these things

Our Broadcasting Facilities . . .

Our Initiative . . .

Our Unqualified Production Effort . . .

*... that the substance and
sinew of this area may be
better devoted to the
prosecution of a just war.*

KOIN

Portland, Oregon

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

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LEWISTOWN	WMRF	1490	250	Lewistown Broadcasting Co. Hotel Coleman 757	NBC	James S. Woods, V. P. Joseph M. Nassau Walter Kyle	A. Tyler Port Rita McCoy Bernard H. Bopp	Burn-Smith UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	S. W. Townsend Arthur W. Graham Arthur Pryor	Bob Ferguson Bob Ferguson Robert Emch	Spot Sales Thesaurus Standard PA
NEW KENSINGTON	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 3534	C. Russell Cooper Edward J. Kroen Edward J. Kroen	Cox & Tanz UP
PHILADELPHIA	KYW	1080	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy Benjamin McDonald	James P. Begley Harold M. Coulter Ernest Gager	NBC Spot Standard PA, UP Reuters
	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Stan Lee Broza T. I. Oberfelder George Lewis	WCAU Raymer Bannan Reiter World Lang-Worth PA, TP
	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	Alexander W. Dannenbaum P. J. Stanton Alex. W. Dannenbaum Jr.	Charles Stahl Frank W. Unterberger	Lang-Worth INS
	WFIL	580	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	Edward C. Obrist William B. Caskey Louis E. Littlejohn	Katz Associated INS
	WHAT	1340 ST-WTEL	100	Independence Bcastg. Co. Ledger Bldg. Lombard 2390	David Stern 3rd Milton Laughlin Milton Laughlin	PA
	WIBG	990	1,000-D CP-10,000-U	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	PA
	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Maj. Edward A. Davies	G. Edward Wallis Sam Serota Clifford C. Harris	Burn-Smith World PA, UP
	WPEN	950	5,000	William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	Atlantic Coast	Arde Bulova Arthur Simon Fred Deinert	Lewis London Gil Babbitt Charles W. Burtis	Foster Griffith
	WTEL	1340 ST-WHAT	100	Foulkrod Radio Engineering Co. 4310 N. Broad St. Gladstone 1310	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs Gray D. MacLaughlin Jr.
PITTSBURGH	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans James B. Rock J. S. deRussy	Robert E. White W. B. McGill Ted Kenney	NBC Spot Thesaurus Standard PA, UP
	KQV	1410	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Ray Shannon George S. Wasser Walter W. McCoy	Spot Sales Standard Lang-Worth UP
	WCAE	1250	5,000	WCAE Inc. Wm. Penn Hotel. Atlantic 6900	MBS	Leonard Kapner Leonard Kapner Willard Schroeder	Clifton Daniel Willard Schroeder James Schultz	Katz World PA, INS
	WJAS	1320	5,000	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robt. M. Thompson Sr. Walter W. McCoy	Rambeau TP
	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff Henry R. Kaiser Associated Standard PA
READING	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC	Clifford M. Chafey Clifford M. Chafey Robert G. Magee Harold O. Landis	Hollingbery Standard Lang-Worth UP
	WRaw	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC Quaker	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson H. O. Landis	Rambeau Thesaurus Lang-Worth UP
SCRANTON	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	MBS Blue	Martin F. Memolo Martin F. Memolo Martin F. Memolo	Kenneth Beghold William Dawson Adolph Oschmann Jr.	Hollingbery Thesaurus UP
	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World Lang-Worth PA
	*WQAN	910 ST-WGBI	1,000-LS 500-N	Scranton Times Scranton	E. J. Lynett Estate
SHARON	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 4113	John Fahline Jr. John Fahline Jr. J. T. VanSweringen	Paul Gamble A. C. Heck	Wilson Associated UP
SUNBURY	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller Cliff Kerstetter	Cox & Tanz Lang-Worth UP
UNIONTOWN	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	Sullivan Sages Carl Janzen Harold Freuhan	Radio Adv. Thesaurus UP
WASHINGTON	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	William S. Yard John J. Laux John M. Croft	Stanley Schultz Charles R. DeVall Joseph M. Troesch	Spot Sales Lang-Worth UP

WCAU

PHILADELPHIA



50,000 Watts in all directions

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PENNSYLVANIA—(Continued)

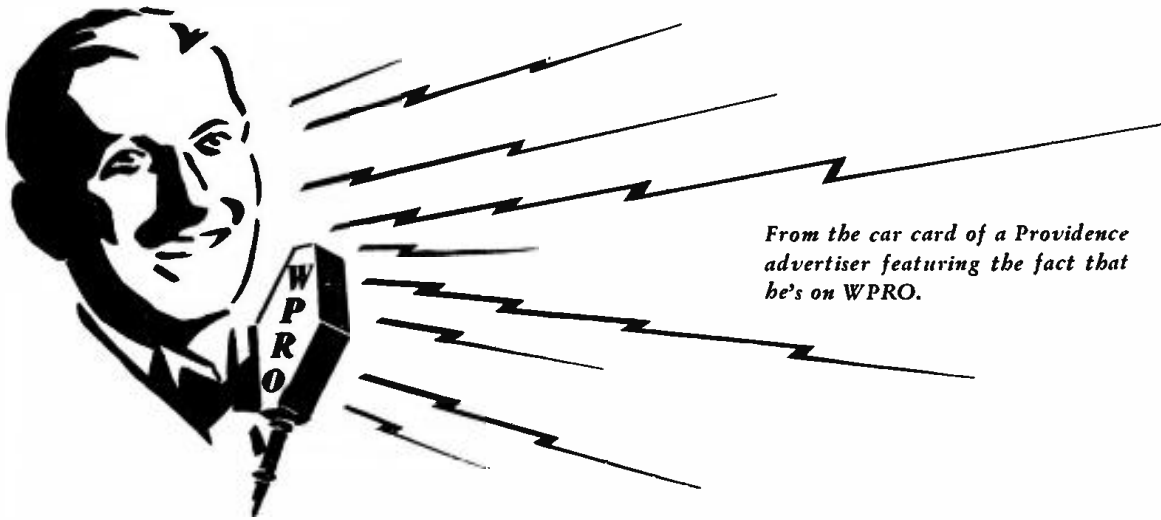
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILKES-BARRE	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr.	John H. Stenger Jr.	Burn-Smith Associated UP
	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Capt. Louis G. Baltimore A. C. Baltimore A. C. Baltimore	E. A. Hamrick A. C. Baltimore Charles Sakoski	PA
WILLIAMSPORT	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	NBC Quaker	F. M. Case George E. Joy Thomas W. Metzger	Mary Helen Person J. Wright Mackey Louis N. Persio	McKinney Standard UP
YORK	WORK	1350	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Leslie Golliday J. E. Mathiot	Raymer Standard UP
	WSHA	900	1,000-D	Susquehanna Broadcasting Co. R.F.D. No. 5 2676	Louis J. Appell Otis Morse IV Sydney Robbins	Max E. Robinson Saralee Deane Woodrow G. Eberhart	Walker Associated World PA, INS

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PAWTUCKET	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	Blue Atlantic Coast	Howard W. Thornley Frank F. Crook T. F. Allen	George L. Sutherland T. F. Allen Gilbert Johnson	Headley-Reed Standard TP
PROVIDENCE	WEAN	790	5000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William F. O'Neil John Shepard 3rd Malcolm Parker Malcolm Parker	Rose Powers James Powers (Boston) Harold Tilley	Petry Associated Standard INS
	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J. Boyle Thomas Prior	Weed Bannan World
	WPRO	630	5,000	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. William T. Bush Hervey Carter	H. William Koster Albert C. Rider Howard W. Thornley	Raymer Foster Thesaurus PA, UP

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall Wilton Martin G. Paul Browne	Jimmy Simpson Wilton Martin Harold Spengler	World PA
CHARLESTON	WCSC	1390	1,000-LS So. 500-N	Carolina Broadcasting Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russ Long Heyward Moore James M. Weaver	Free & Peters Thesaurus UP
	WTMA	1250	1,000	Atlantic Coast Broadcasting Co. 135 Church St. 2-2961	NBC	Robert S. Manigault Robert E. Bradham Walter P. Speight	C. Wylie Calder Douglas M. Bradham	Hollingbery Standard PA
COLUMBIA	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	MBS Blue	H. F. Kincey W. C. Boehman Davis B. Spiers	Howard Hamrick Charles Roe Harry Clippard	Spot Sales Associated PA
	WIS	560	5,000	Surety Insurance Co. 1811 Main St. 2-2135	NBC	W. Frank Hipp Estate G. Richard Shaffo J. D. Saumenig	Floyd D. Rodgers Jr. Harry S. DuVal Scott Helt	Free & Peters Thesaurus UP
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. Inc. Sanborn Hotel 48	M. F. Schnibben R. O. Dorsey H. Russ Holt	Bill Simmons Herman Hanks	Cox & Tanz UP
GREENVILLE	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC Blue Ridge	Roger C. Peace Beverly T. Whitmire William Clews Loren L. Watson Jr. Clyde Etheridge	Weed Cook Thesaurus UP
	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	MBS Blue	Robert A. Jolley W. Ennis Bray W. Ennis Bray	C. E. Campbell George D. Tate	Burn-Smith World PA
GREENWOOD	WCRS	1450	250	Greenco Inc. Box 868 4300	NBC	Douglas Featherstone Dan Croiland Ralph Norman	Newton Smyth Eugene C. Niemann	PA
SPARTANBURG	WORD	1400	250	Spartanburg Advertising Co. Radio Center 2900	Blue	A. B. Taylor Walter Brown G. O. Shepherd Tommy Nolan	Jim Reppert Ralph Bennett	Hollingbery Standard PA, UP
	WSPA	950	5,000-LS 1,000-N	Spartanburg Advertising Co. Radio Center 2900	CBS	A. B. Taylor Walter J. Brown John W. Kirkpatrick John W. Kirkpatrick	Sterling W. Wright Roger Shaffer Ralph Bennett	Hollingbery World UP
SUMTER	WFIG	1340	250	Radio Station WFIG Inc. 39 1/2 N. Main St. 1340	Blue	J. Samuel Brody T. Doug Youngblood L. W. Folsom	Allison Keels Dorothy Boney W. E. Williams	Cox & Tanz World UP



From the car card of a Providence advertiser featuring the fact that he's on WPRO.

**Be smart.. use the station that's FIRST CHOICE
of most Providence advertisers..... at the
same low rates they pay**

WPRO

THE NEWS STATION OF RHODE ISLAND

WPRO consistently carries more local advertising than any other Rhode Island station
... ask your wholesale and retail outlets in the Providence area ... **THEY KNOW.**

Note!

RATES: One rate card; the same low rates to every class of advertiser.

COVERAGE: First on the dial. 630 Kc. 5000 Watts (Day and Night)
Stronger Primary Signal over GREATER area. Larger secondary area.

NEWS: Most complete service — Associated Press and United Press by direct wire to WPRO newsroom — *plus* CBS World Coverage.

PROGRAM SERVICE: Basic CBS Station—complete Columbia Program Service.

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

* - Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization
 (Data corrected to January 1, 1943)

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Aileen Johnson Delbert T. Hunt	Walker PA
PIERRE	KGFX	630 SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351		Ida A. McNeil Ida A. McNeil Ida A. McNeil		Cox & Tanz
RAPID CITY	KOBH	1400	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000		C. A. Quarnberg Robert J. Dean George E. Bruntlett	Dorothy Krone W. F. McCracken M. J. Jones	Lang-Worth UP
	*WCAT	1230-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600		Joseph P. Connolly C. M. Rowe	Lewis Binegar E. E. Clark	
SIOUX FALLS	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl K. Thomson Max F. Staley	Wilson PA, UP
	KSOO	1140 1-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl K. Thomson Max F. Staley	Wilson Thesaurus PA, UP
VERMILLION	*KUSD	920 ST-KFNF	500	University of South Dakota University Campus 209J		I. D. Weeks G. Russell Bauer	Thomas Steensland Thomas H. Bedwell	
WATERTOWN	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777		Midland Nat. Life Ins. Co. F. L. Bramble M. W. Plowman	Bruce C. Krause M. W. Plowman Frances Alwin	UP
YANKTON	WNAX	570	5,000-LS 1,000-N CP-5,000-U	WNAX Broadcasting Co. Yankton 443	CBS	Gardner Cowles Jr. Phil Hoffman Phil Hoffman	Arthur J. Smith Cliff Todd	Katz Standard PA, UP

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRISTOL	WOPI	1490	250	Radiophone Bestg. Sta. WOPI Inc. 410 State St.	NBC Blue Ridge Daniel Boone	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers W. A. Wilson Robert H. Smith	Burn-Smith Cummings Thesaurus PA, UP
CHATTANOOGA	WAPO	1150	5,000-LS 1,000-N	Mrs. W. A. Patterson Read House 6-6141	NBC	Mrs. W. A. Patterson R. G. Patterson R. N. Krepps	Helen H. Patterson Helen H. Patterson B. B. Barnes	Headley-Reed Thesaurus PA
	WDEF	1400	250	Joe Engel Volunteer Bldg. 6-5664	Blue MBS	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell B. C. Baker	Burn-Smith Standard UP
	WDOI	1310	5,000	WDOI Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Lt. Norman Thomas, USN Earl W. Winger Earl W. Winger Carter M. Farham	Eugene Wilkey Cliff W. Bowers Julius C. Vessells	Raymer Associated Lang-Worth UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS	William Kleeman W. E. Williams Tom White	Howard Byrum Tom White	Standard PA
COOKEVILLE	WHUB	1400	250	WHUB Inc. 523 E. Spring St. 200		M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Burch	Cox & Tanz Standard UP
JACKSON	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 3340	MBS	C. E. Pigford A. B. Robinson A. B. Robinson	Ottis Roush A. B. Robinson B. Carey Brummell	Branham Standard PA, UP
JOHNSON CITY	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster W. Hanes Lancaster Ken Marsh	Henry Frick Ken Marsh O. K. Garland	Wilson Standard UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Blue Ridge Daniel Boone	C. P. Edwards Jess Swicegood Jess Swicegood	Paul Overbay G. W. Upchurch	Burn-Smith Cummings Standard Lang-Worth UP
KNOXVILLE	WBIR	1240	250	J. W. Birdwell 618 S. Gay St. 4-3821	Blue MBS	J. W. Birdwell John P. Hart John P. Hart	Charles DeVois John P. Hart Fletcher Ball	Burn-Smith Associated UP
	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 9-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis	Branham Standard Lang-Worth UP
	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Fred Pfahler Owen McReynolds	Blair Cummings Thesaurus PA
MEMPHIS	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868		Thomas Thompson E. A. Alburty E. A. Alburty	E. H. McMurray Jr. Welton M. Roy	Rambeau Lang-Worth PA, UP
	WMC	790	5,000	Memphis Publishing Co. 3rd & Madison 8-7464	NBC Arkansas So. Central	John H. Sorrella H. W. Slavick J. C. Eggleston	John H. Cleghorn Clifford Goodman E. C. Frase Jr.	Branham Thesaurus Lang-Worth UP

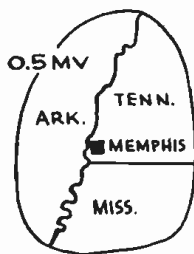


WHAT DO I THINK OF FIRST WHEN I CHOOSE A RADIO STATION?

"The very first thing I want to know about is the power of the station...and its network affiliation. These two things pretty well give me a starting point in determining what I can expect it to do."

*WMC is 5,000 watts,
day and night,
affiliated with N.B.C.*

"The next thing I like to check on is the coverage of the station...its potential and actual listening area....facts and figures relating to these very important factors. I like for these figures to be accurate, simply stated, and generally compiled by a disinterested third party."



WMC has a strong signal, with daytime primary coverage of about 150 miles radius, according to McNary and Chambers, independent consulting engineers of Washington, D.C.

"Then I'd like to know something about the background of the station....something that would give me a picture of the

listening loyalty of the station...its standing in the community it serves, its general program structure in a broad sense."

Since 1923, WMC, owned and operated by the Commercial Appeal, has consistently brought to Mid-South listeners, top entertainment programs, features of public interest and convenience.

"Then I'd like to know how the station compares with other stations in the market...how its programs compare with those of competing stations in popularity. Naturally, I like to schedule my campaigns where I can be assured of the greatest possible listening audience."

The Hooper rating of the four Memphis radio stations shows WMC, month after month, has better than 40% of the entire Memphis listening audience!

"After checking these points, I'm convinced that the first station in the Memphis market is WMC. For coverage, for loyal listeners, for prestige....you can't beat WMC in Memphis."

WMC
MEMPHIS, TENN.
 REPRESENTED NATIONALLY BY
THE BRANHAM CO.
 Owned and Operated By
THE COMMERCIAL APPEAL

CLOCK THE TIME SALES IN CHATTANOOGA!



TOPS IN TENNESSEE!

Sales Management High-Spot forecast for January, 1943 shows Chattanooga leading all Tennessee cities in (a) retail sales and services increase over previous January, and (b) net increase over national norm of 100.

	A	B
Chattanooga	120.0	114.3
Memphis	114.0	109.6
Nashville	113.2	107.8
Knoxville	109.3	104.1

A RECENT survey based on actual national spot business placed with Chattanooga radio stations, showed WDOD the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded WDOD, with 18.3% going to Station "B", and 4.8% going to Station "C".

No other fact can more eloquently illustrate the job WDOD is doing for advertisers in the Chattanooga Market.

With its 5,000 watts power day and night, WDOD, now enjoying its 18th year of dominance in Chattanooga, is truly the station in this rich, productive area.

THE TIME-BUYERS' STATION



**NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.**

WDOD

**CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT**



THE *Original* GRAND OLE OPRY

Preferred by 5 out of 6 Radio Listeners

For 17 years we have known that people liked the Grand Ole Opry. So firmly and unequivocally is it a part of America that one program each Saturday night in the past twelve months has played to a paid visual audience of over 136,000 . . . plus millions of radio listeners. And, to confirm our belief, in a recent post card survey we found that five out of six radio listeners replying from 13 states preferred WSM's Grand Ole Opry to any other Saturday night program!

A top show . . . a market that has enjoyed 42.8% of America's population increase in the last year . . . a market with a cash farm income of *\$3,321,753,000.00 . . . 50,000 watts on a clear channel . . . that's WSM's Grand Ole Opry, an unusual advertising opportunity.

*SOURCE: DEPT. OF AGRICULTURE, BUREAU OF ECONOMICS



HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Signal. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

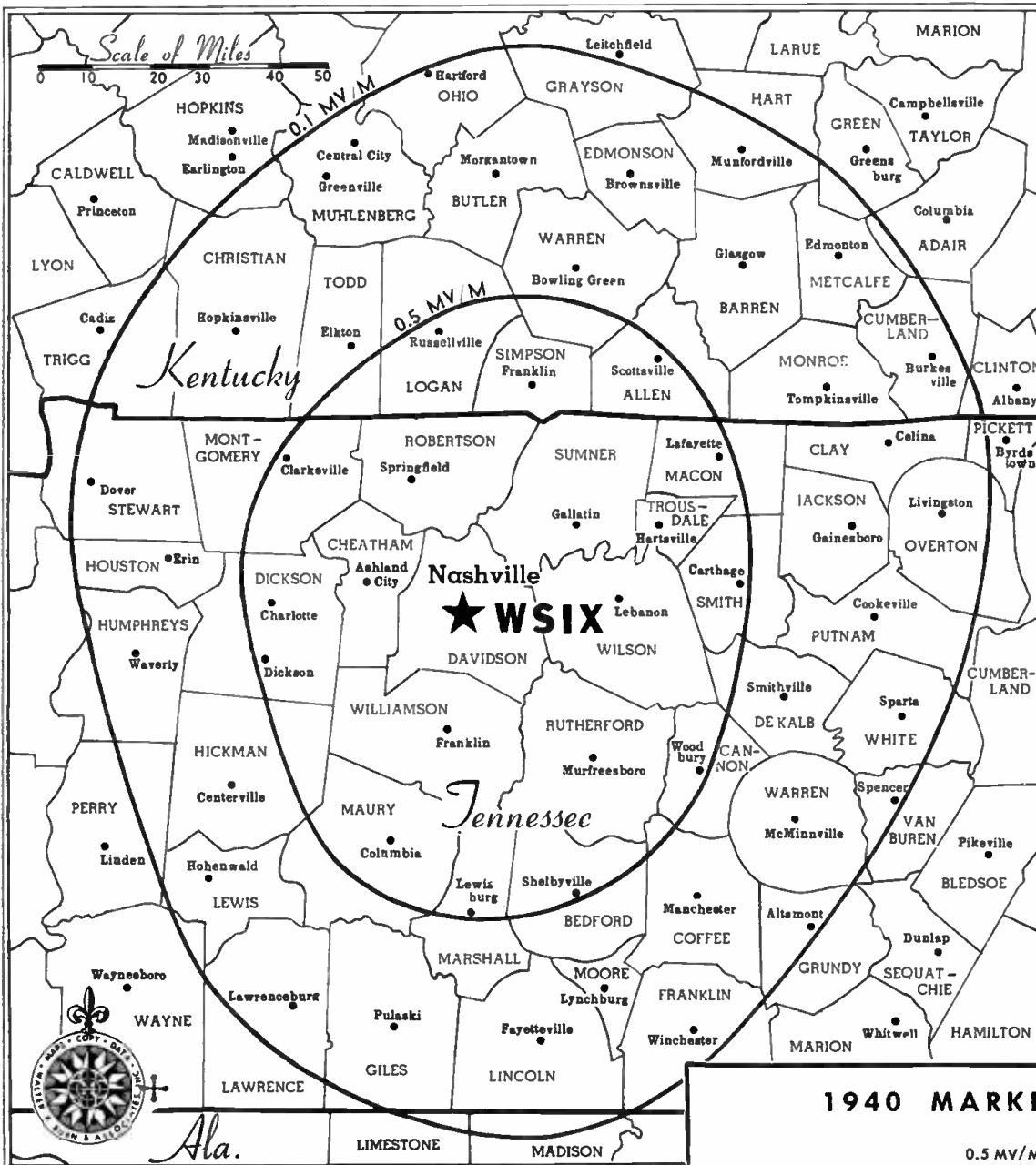
TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MEMPHIS (Continued)	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	Blue MBS	Jack R. Howard James C. Hanrahan Harold R. Krelstein	James C. Hanrahan Mrs. Mildred R. Flippin Joseph G. Deaderick	Spot Sales Standard UP
	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten	Katz World UP
NASHVILLE.....	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant R. N. Maddux F. D. Binns	Raymer World Lang-Worth UP
	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	Blue MBS Southern	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Woelver Jr. Jack Woelver Jr. Bascom E. Porter	Spot Sales Associated Standard Lang-Worth PA
	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston S. Dustin	Jack Stapp Albert E. Gibson George Reynolds	Petry Associated Lang-Worth PA, INS

TEXAS

ABILENE.....	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter	Charles E. Chumley Jr. J. B. Casey	Foreman PA
AMARILLO.....	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	MBS Texas State	Gilmore N. Nunn H. P. Robertson H. P. Robertson	Bonnie Bennett Bonnie Bennett Howard Blaker	INS
	KGNC	1440	5,000-LS 1,000-N	Plains Radio Bcastg. Co. Radio Bldg. 4242	NBC Lone Star	O. L. Taylor John Ballard John Ballard	Raymond Hollingsworth Raymond Hollingsworth William H. Torrey	Wilson World Lang-Worth UP
AUSTIN.....	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	MBS Blue Texas State	H. M. Fentress Hardy C. Harvey Hardy C. Harvey	Pat Adelman Scott Garrison James E. Lewis	Spot Sales UP
	KTBC	1150 SH-WTAW	1,000-D	State Capital Bcastg. Assn. Inc. 119-A West 8th St. 8-4661	R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Dean Turner Gordon Farmer	Walker Thesaurus INS
BEAUMONT.....	KFDM	560	1,000	Beaumont Broadcasting Corp. Box 2950 3883	Blue Lone Star	C. W. Snider C. B. Locke C. B. Locke	John M. Whitney B. R. Patterson Lawrence Sanders	Wilson Thesaurus UP
	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	Mrs. J. L. Mapes Jack Neil G. L. Kirby	Joe S. Trum Ray Wheeler	Branham World PA
BIG SPRING.....	KBST	1490	100	Big Spring Herald Bcastg. Co. 702 Johnson St. 1500	MBS Texas State	Howard Barrett Jack Wallace Jack Wallace	H. M. Terry Charles White Andrew M. Jones	Foreman Standard PA
BRADY.....	KNEL	1490	250-LS 100-N	G. L. Burns Brady 77	G. L. Burns G. L. Burns	Cox & Tanz
BROWNSVILLE.....	KEEW	1490	250-LS 100-N	Eagle Broadcasting Co. San Benito Highway 9518	E. E. Wilson Ingham S. Roberts Ingham S. Roberts	Clovie Weller E. E. Liverance	Forjoe
BROWNWOOD.....	KBWD	1380	1,000-LS 500-N	Brown County Broadcasting Co. 800 Hawkins St. 2401	Wendell Mayes Wendell Mayes A. D. Whisenant	Steve Garrett Tee Corbett A. W. Stewart	Wilson Thesaurus PA
COLLEGE STATION. *WTAW	SH-KTBC	1150	1,000-D	A. & M. College of Texas College Station 4-6724	A. & M. College of Texas	John O. Rosser H. C. Dillingham
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	Partnership H. B. Lockhart E. C. Hughes	Bill Sharpe H. B. Lockhart	Forjoe Thesaurus UP
	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel 6354	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith Fred Burr	Charles Nethery Gerald R. Chinski	Branham Lang-Worth PA
CORSICANA.....	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 30	J. C. West Earle Fletcher Grady Lyle	Charles Payne Jack Cecil	Holman UP
DALLAS.....	KGKO	570	5,000	(See Fort Worth, Tex.)
	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	Albert Swinsky Jr. Clyde W. Rembert Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham Standard PA, INS, UP
	KSKY	660	1,000-D	Chilton Radio Corp. Hotel Stoneleigh Central 6193	A. L. Chilton A. L. Chilton R. G. Terrill	R. G. Terrill Morris M. Ming	Associated PA
	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. Santa Fe Bldg. Riverside 9631	NBC Texas Quality	James M. Moroney Martin B. Campbell Alex Keese	Ralph W. Nimmons Raymond Collins	Petry Thesaurus Lang-Worth UP
	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddie Pete Teddie Durward J. Tucker	Weed PA
DENTON.....	KDNT	1450	100	Harwell V. Shepard Kimbrough Bldg. 276	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Mary Grace Smith Harwell V. Shepard Harwell V. Shepard	UP

COVERING the Nashville Market



WSIX 5000 W. 980 KC.
NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York

Chicago

San Francisco

1940 MARKET DATA

	0.5 MV/M	0.1 MV/M	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, \$	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, \$	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, \$	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, \$	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, \$	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, \$	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
EL PASO	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil L. Trigg	Ted Gates Arthur B. Smith Edward P. Talbot	Wilson Associated INS
	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Mrs. L. E. Brodberg Karl O. Wyler Willard L. Kline	Karl O. Wyler Eric Munro E. L. Gemoeta	Hollingbery Thesaurus Lang-Worth UP
FORT WORTH	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Mrs. Elliott Roosevelt Gene L. Cagle Clyde Pemberton	George Erwin L. Roy Duffy Truett Kimzey	Weed Standard UP
	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth, 3-1234 Dallas, Riverside 9631	Blue Lone Star	Harold Hough, Ft. Worth J. M. Moroney, Dallas Martin B. Campbell, mg. dir. Geo. Cranston, Ft. Worth Alex Keese, Dallas H. R. Turner	Ed Lally, Ft. Worth Ralph Nimmons, Dallas R. C. Stinson, Ft. Worth Raymond Collins, Dallas	Petry World PA, UP
	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough Martin Campbell George Cranston H. R. Turner	Ed Lally Elbert Haling R. C. Stinson	Petry World PA
GALVESTON	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	George Roy Clough George Roy Clough C. V. Bracht	Heien D. Clough C. V. Bracht Lee Clough	Standard Lang-Worth UP
HARLINGEN	KGBS	1240	250	Harbenito Broadcasting Co. P. O. Box 711 1400	McHenry Tichenor Ingham S. Roberts Troy McDaniel	Steel McClanahan Ingham S. Roberts Marvin D. Myers	Forjoe Associated PA
HOUSTON	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry Thesaurus PA
	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle B. F. Orr Ray E. Bright	Harry Grier George McCormick King H. Robinson Tom L. Hiner	Blair World UP
	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	MBS Blue Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Gerald R. Chinski	Branham Lang-Worth PA
HUNTSVILLE	KSAM	1490	250-D	W. J. Harpole & J. C. Rothwell Houston Highway 666	Partnership J. C. Rothwell J. B. McShan Jesse Simms	J. C. Rothwell J. B. McShan Jesse Simms
KILGORE	KOCA	1240	250	Oil Capitol Bstg. Assn. Kilgore 616	Roy G. Terry Roy G. Terry Roy G. Terry	Dorothy Baker Dorothy Baker Dorothy Baker
LAREDO	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2576	Howard W. Davis Howard W. Davis George G. Geyer	George Daisa Hulan K. Smith	Forjoe Cox & Tanz PA
LONGVIEW	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	James R. Curtis James R. Curtis T. R. Putnam	Wilson Lang-Worth UP
LUBBOCK	KFYO	1340	250	Plains Radio Broadcasting Co. 914 Avenue J 5567	Texas State	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Rex Webster W. S. Bledsoe	Wilson World Lang-Worth UP
LUFKIN	KRBA	1340	250	Red Lands Broadcasting Assn. 108 1/2 S. First St. 272	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Kenneth Heizer	Cox & Tanz Standard PA
MIDLAND	KRLH	1230	250	Clarence Scharbauer Estate 117 S. Lorraine 1070	MBS Texas State	Clarence Scharbauer Estate Boyd Kelley Boyd Kelley	Wilson Monroe Wayne Harrell H. F. Ridgway	Cox & Tanz Standard Lang-Worth UP
PALESTINE	KNET	1450	100-D	Palestine Broadcasting Corp. Municipal Bldg. 411	Bert Horswell Bert Horswell Bert Horswell	M. Stevens Frank Goodson	Cox & Tanz Standard TP
PAMPA	KPDN	1340	100	R. C. Hoiles Box 1701 1100	R. C. Hoiles H. E. Kreiger Paul Hill	Harry Wahlberg H. E. Kreiger	Forjoe World PA
PARIS	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	MBS Texas State	A. G. Mayse Lewis O. Seibert Lewis O. Seibert	Helen Wilhite Mitchell Secrest	Foreman Standard PA
PECOS	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21	Jack W. Hawkins Barney Hubbs Jack W. Hawkins	UP
PORT ARTHUR	KPAC	1250	500	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Marjorie Vickers Glenn Boatright	Burn-Smith Standard PA, INS
SAN ANGELO	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS Texas State	KGKL Inc. Lonnie Preston Lonnie Preston	Jack Maynard Frank Jones	Foreman PA
SAN ANTONIO	KABC	1450	250	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue MBS Texas State	R. Early Willson R. Early Willson William H. Joekel	Leona Bender Kenneth R. Hyman Jr.	Rambeau UP
	KMAC	1240	250	Walmac Co. Smith Young Tower Cathedral 6211	Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Charles F. Harris	Burn-Smith INS
	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	Eugene J. Roth Eugene J. Roth James M. Brown	Fred Hammond George W. Ing	Forjoe PA

Maximum Fire Power at Either Range



Selling Dallas and Fort Worth:

*Number One Inland Manufacturing Centers
of the West, South-Central States*

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has the largest coverage area, day and night; more coverage than any other 50,000-watt station in the United States. For more than twenty years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas have got up in the morning . . . have gone to bed at night . . . by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime coverage contour includes more than 45% of the population of Texas (a tremendously big state, population, 6,414,824). Additionally, KGKO serves the southern one third of Oklahoma in this 0.5 MV/M, daytime. ALL THIS, AND:

In the audiences of these two hard-hitting stations are hundreds of thousands of men in Army and Navy camps in the Southwest—the training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News and The Fort Worth Star-Telegram

WFAA-WBAP
DALLAS-FORT WORTH

KGKO
FORT WORTH-DALLAS

Edward Petry and Co., National Representatives

Power to Produce!



KRLD

50 000 WATTS

The Times Herald Station - DALLAS, TEXAS

KRLD
Covers
68%

*of the Rich
Texas Market*

The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE

the **BRANHAM Co.**
Exclusive Representatives

The Taylor-Howe-Snowden Group

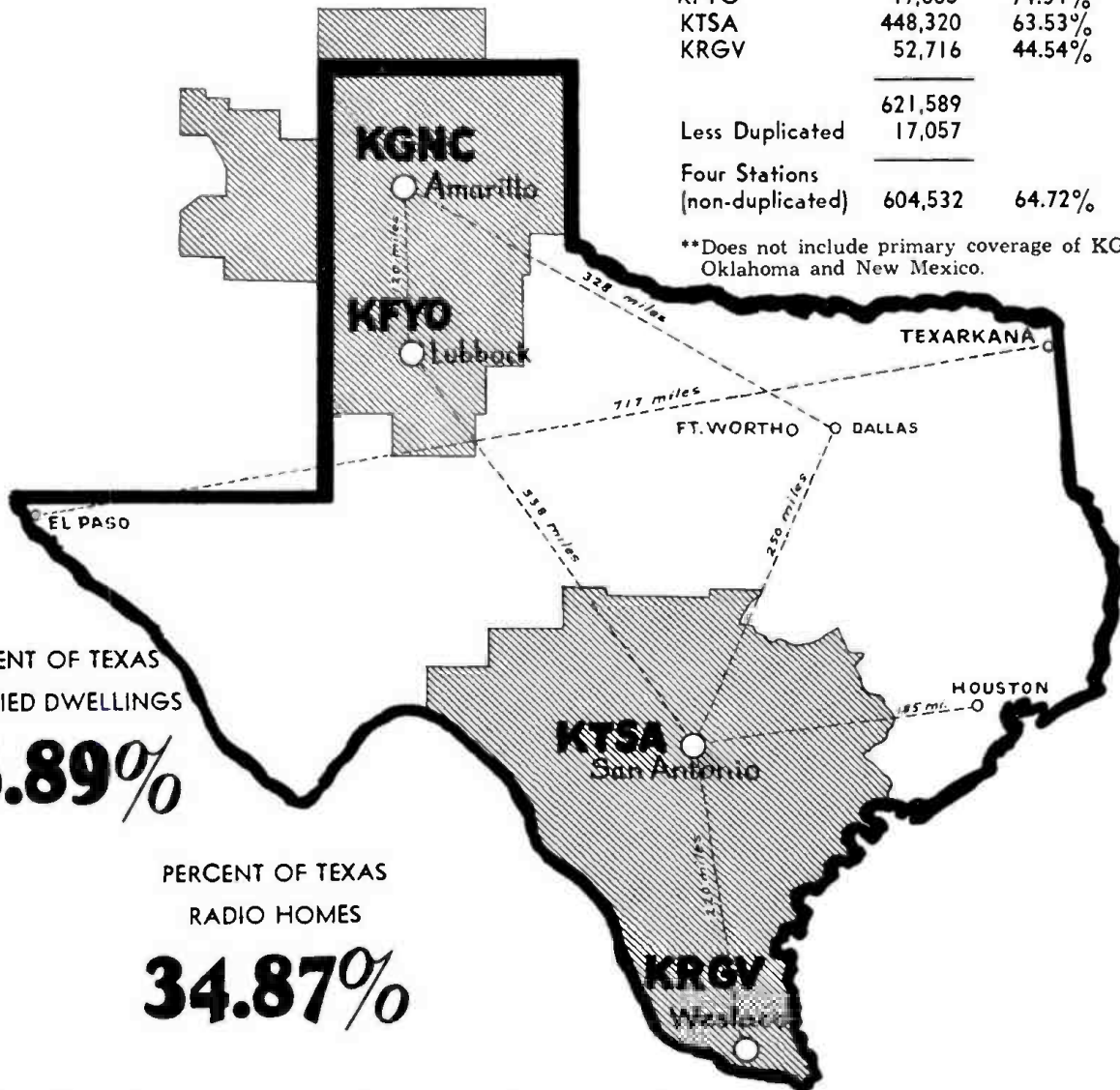
GIVES YOU

Primary **COVERAGE OF**
 4 Primary **TEXAS MARKETS!**

1940 CENSUS—RADIO HOMES IN TEXAS

	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	<hr/>		<hr/>
	621,589		402,987
Less Duplicated	17,057		11,716
	<hr/>		<hr/>
Four Stations (non-duplicated)	604,532	64.72%	391,271

**Does not include primary coverage of KGNC in Oklahoma and New Mexico.



PERCENT OF TEXAS
 OCCUPIED DWELLINGS
35.89%

PERCENT OF TEXAS
 RADIO HOMES
34.87%

Get the Attractive Combination Rate on These Four Close-Knit Stations

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX DIs 297

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

TEXAS—(Continued)

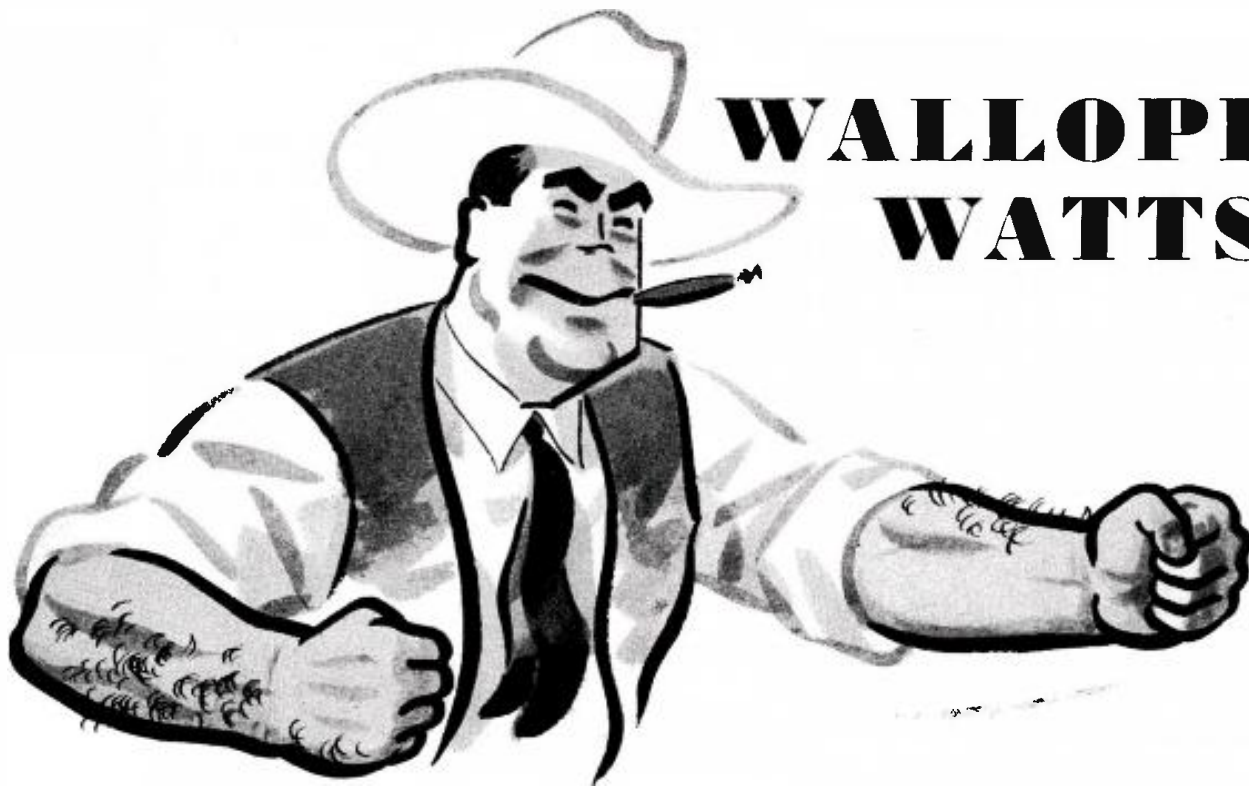
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SAN ANTONIO (Continued)	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson George W. Johnson	Jack O. Mitchell (Jack Schlichenmaier Lewis L. Lacey W. G. Egerton	Blair World Lang-Worth UP
	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half Hugh A. L. Half Ellis Chaney	George L. Marks Walter S. Zahrt Fred Sterling	Petry Thesaurus Standard PA, INS
SHERMAN.....	KRRV	910	1,000	Red River Valley Broadcasting Corp. 421 N. Crockett St. 201	MBS Texas State	G. H. Wilcox L. L. Hendrick C. Wells Jr.	Louise Cobler C. Wells Jr. T. E. Spellman	UP
SWEETWATER.....	KXOX	1240	250	Sweetwater Radio Inc. Radio Bldg. 2341	Sweetwater Radio Inc. Russell Bennitt J. Harley Hubbard	Lee Belding Russell Bennitt George W. Dotson	Holman Thesaurus UP
TEMPLE.....	KTEM	1400	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS Texas State	Frank W. Mayborn Burton Bishop Patt McDonald	C. F. Whitesides Jr. Patt McDonald Paul Shaw	Wilson UP
TEXARKANA.....	KCMC	1450	250	KCMC Inc. 317½ Pine St. 832	MBS Texas State Arkansas	Henry Humphrey Frank O. Myers Herman Cecil	Ernest Hackworth Donald Myers Leonard Lyons	Foreman PA
TYLER.....	KGKB	1490	250	East Texas Broadcasting Co. 115 S. College 1106	James G. Ulmer M. E. Danbom M. E. Danbom John B. Sheppard	UP
VERNON.....	KVWC	1490	250	Northwestern Broadcasting Co. 1813½ Wilbarger St. 1048	MBS Texas State	R. H. Nichols R. H. Nichols W. D. Dixon	Bill Parady Thomas Hudson Earl Johnson	McKee PA
VICTORIA.....	KVIC	1340	250	Radio Enterprises Inc. Victoria Bank & Trust Bldg. 2172	Morris Roberts Cliff Tatom Cliff Tatom C. L. Boyle	UP
WACO.....	WACO	1450	250	Frontier Broadcasting Co. Inc. Amicable Life Bldg. 2700	MBS Blue Texas State	H. M. Fentress R. E. Lee Glasgow	Bernard Helton L. H. Appleman	Spot Sales UP
WESLACO.....	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC MBS Lone Star	O. L. Taylor Guy W. Bradford Guy W. Bradford	Richard Watkins Victor J. Morava Louis Hartwig	Wilson World Lang-Worth UP
WICHITA FALLS....	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasting Co. Harvey-Snyder Bldg. 4182	CBS	Joe B. Carrigan Joe B. Carrigan Charles E. Clough	Cynthia Anderson Leslie Pierce John H. Adams	Raymer Standard UP

UTAH

CEDAR CITY.....	WSUB	1340	100	Southern Utah Broadcasting Co. Box 811 398	Leland M. Perry Arthur Higbee Arthur Higbee	Arthur Higbee Herschell Urie	UP
LOGAN.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	H. F. Laub Reed Bullen Giacus Merrill	Reed Bullen Reed Bullen C. N. Layne	Standard UP
OGDEN.....	KLO	1430	5,000	Interstate Broadcasting Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glasmann George C. Hatch Louis F. Haller	Jack Riaska Edward P. Shurick Jr. W. D'Orr Cozzens	McGillvra Standard UP
PRICE.....	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	UP
PROVO.....	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	W. Shirl Black James Lawrence Gerald Peterson	McGillvra UP
SALT LAKE CITY...	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox W. E. Wagstaff	George A. Provol David N. Simmons John M. Baldwin	Blair Thesaurus World UP, INS
	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp Lennox Murdoch	Glenn Shaw H. Perry Driggs E. G. Pack	Petry Standard Lang-Worth PA, UP
	KUTA	570	5,000	Utah Broadcasting Co. Belvedere Apt.-Hotel 3-2737	Blue	Frank C. Carman Frank C. Carman Jack Burnett	King Harmon Mike Cassidy Lyle Wahlquist	Raymer Standard UP

VERMONT

BURLINGTON.....	WCAN	620	1,000	WCAN Broadcasting Corp. 203 College St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelly H. B. Wight John C. Quill	Weed Associated UP
RUTLAND.....	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee	Philip Weiss Jack H. Weiss George Field	Jack H. Weiss George Field David Lyons	McGillvra Foster UP
ST. ALBANS.....	WWSR	1420	1,000-D	Vermont Radio Corp. Inc. 32 N. Main St. 1390	Lloyd E. Squier Thomas M. Colton William G. Ricker	G. Malcolm Weaver T. M. Colton Norman B. Lyons	Wilson Thesaurus PA
WATERBURY.....	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13-2	Lloyd E. Squier William G. Ricker Lloyd E. Squier Paul Hurd	Wilson Bannan Thesaurus PA, UP



WALLOPING WATTS

The Big Gent with the Big Voice is "pulling no punches" in 1943!

Now, more than ever before, it's sheer **POWER** that counts—everywhere. This is no time for second-raters: There's a war to be won!

WOAI is pounding the Central and South Texas market day and night—each wallop carrying the full force of 50,000 watts on a clear channel. These walloping watts, bringing to listeners the top-notch NBC, TQN and local programs, make WOAI the unchallenged champ in this favored section.

Because of its tremendous power, outstanding popularity and thorough coverage of an important market, WOAI is a "must" on war-planned radio schedules for 1943.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN



WOAI

San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTESVILLE	WCHV	1450	250	Barham & Barham 4th & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Powell Adams	Ed Hase Peyton Short Walter Gray	Cox & Tanz UP
COVINGTON	WJMA	1340	250	Earl M. Key 416½ Main St. 840	Earl M. Key Earl M. Key Earl M. Key	(Edith Ralston Bill Ward Julian J. Ralston	Thesaurus UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	MBS Blue Tri-City	L. N. Dibrell R. Sanford Guyer R. W. Cuddy	William P. Heffernan Edward Gardner Harry W. Spencer	Tri-City Thesaurus TP
FREDERICKSBURG	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. Wolfe & Kenmore Ave. 1260	Richard Field Lewis Jr. William R. Seth William R. Seth	Jean Beckwith William Crooka	UP
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Newman Bldg. 875	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Wilson World UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Blue Tri-City	Edward A. Allen Philip P. Allen J. F. Wright	Claude Taylor Randolph Bean John Orth	Tri-City Standard Lang-Worth TP
MARTINSVILLE	WMVA	1450	250	Martinsville Broadcasting Co. Inc. Thomas Jefferson Hotel 2152	NBC	William C. Barnes John W. Shultz Charles F. Adams	Jack Day John W. Shultz William R. Harmon	Forjoe Lang-Worth PA
NEWPORT NEWS	WGH	1340	250	Hampton Roads Broadcasting Corp. Portlock Bldg., Norfolk Norfolk 2-7031	Blue	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith Standard Lang-Worth PA
NORFOLK	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher Julius L. Grether	Petry Standard Lang-Worth PA, UP
PETERSBURG	WPID	1240	250	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	Petersburg Progress-Index Milton N. Gwaltney Ralph F. Spangler	Milton N. Gwaltney Fred Wagner	Standard UP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Portsmouth	MBS	Tom E. Gilman	World TP
RICHMOND	*WBBL	1240-SH	100	Grace Cov. Presbyterian Church Richmond	M. A. Sitton
	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred H. Wood	Blair Thesaurus Lang-Worth TP
	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	G. Mallory Freeman Walter R. Selden	Petry Associated PA
	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff C. T. Lucy D. C. Woods	Raymer World Lang-Worth UP
ROANOKE	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Jr. Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters World Lang-Worth UP
	WLSL	1490	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	MBS Blue Tri-City	Paul C. Buford James H. Moore Frank E. Koehler	Virginia G. Krebs Edward D. Skotch Philip Briggs	Tri-City Thesaurus Lang-Worth TP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Fred L. Hart Fred L. Hart Fred L. Hart	Sam Cozad Bill Rupp	Sears & Ayer Thesaurus UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Richard Field Lewis Jr. Phil Whitney

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KXRO	1340	250	KNRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Edith Garrett Ross Bates Mac McGoffin	Biddick Keating Standard UP
BELLINGHAM	KVOS	1230 CP-790	250 CP-1,000	KVOS Inc. Bellingham 4200	Don Lee	Rogan Jones Rogan Jones Frank Adams	Keating Thesaurus UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp Centralia 721	MBS Don Lee Pacific	Maj. J. Elroy McCaw Joe Chytil Robert Brister	David Gordon Elaine Gwinh Eltwood Lippencott	Griffith Keating Standard UP

KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Important! Western Washington is now recognized as one of the nation's leading war industry centers. In Seattle alone, population is up 36% over 1940 census figures with retail sales soaring accordingly.



710 kc

THE FRIENDLY STATION—Represented by *FREE and PETERS*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
EVERETT	KEVE	1460	500	Cascade Broadcasting Co. Inc. P. O. Box 650 Main 337	Dr. J. R. Binyon Jack Meves Jack Meves	Mildred Mittet Jack Meves Earl Reilly	Keating World Standard PA
	KRKO	1400	250-LS 100-N	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	Art Campbell C. O. Chatterton C. O. Chatterton	Keating Thesaurus UP
OLYMPIA	KGY	1240	100	KGY Inc. Rockway-Leland Bldg. 6636	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Vern Johnson	Biddick Keating UP
PULLMAN	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	State College of Washington Kenneth E. Yeend	Glenn C. Lorang Kenneth Pendleton UP
SEATTLE	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	Walter L. Wyckoff Robert S. Nichols Robert S. Nichols	Donald E. Klein Robert S. Nichols David O. Fields	Keating Standard UP
	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Maury Rider Loren B. Stone James B. Hatfield	Free & Peters World Standard Lang-Worth PA
	KJR	1000	5,000 CP-50,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Raymer Thesaurus UP
	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave. Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Wheeler Smith Perry C. Lind	Blair Associated Lang-Worth UP
	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Petry Thesaurus PA, UP
	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Main 0110	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George Freeman Associated Lang-Worth PA
	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	First Presbyterian Church
	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Florence Wallace	Rodney McArdle Rodney McArdle John Dubuque	Burn-Smith INS
SPOKANE	KFIO	1230	250	Spokane Broadcasting Corp. Fidelity-Ziegler-Bldg. Riverside 8033	Don Lee Pacific MBS	Arthur L. Smith Richard G. McBroom Richard G. McBroom	Gertrude Longmeier Dee Waymire Thesaurus UP
	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Richard O. Dunning	R. Wallace Brazel Richard E. Green George Langford	Katz Keating Standard Lang-Worth UP
	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Raymer PA
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Petry Associated PA
TACOMA	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy A. Q. Moore	Verne E. Sawyer R. T. McKenzie J. D. Kolesar	Blair Keating World UP
	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	C. C. Cavanaugh Edward J. Jansen Bob Robinson	Rosemary Stewart Ruth Reiser Joseph P. Ernst	Cox & Tanz Standard UP
	KVI	570	5,000	Puget Sound Broadcasting Co. Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Larry Huseby Raymond Griese	Hollingbery Associated Lang-Worth PA
VANCOUVER	KVAN	910	500-D	Vancouver Radio Corp. Box 610 150	Sheldon F. Sackett Ben E. Stone S. W. McCready	Sylvia L. Chandler Marion Sexton S. W. McCready Standard Lang-Worth UP
WALLA WALLA	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	H. E. Studebaker H. E. Studebaker Norval Armes	Jim Shick Milton MacLafferty	Keating World Lang-Worth UP
WENATCHEE	KPQ	1490 SA-560 CP-560	250 SA-1,000-LS 500-N CP-1,000-U	Wescoast Broadcasting Co. 20 Second St. 45	Blue Don Lee	Rogan Jones Helen Wylie Cole E. Wylie	McGillvra Keating Thesaurus Standard UP
YAKIMA	KIT	1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	D. J. Lindberg William Hanson H. B. Murphy	Blair Keating World UP

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WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BECKLEY	WJLS	1240	250	Joe L. Smith Jr. 101 1/2 Main St. 7311	Joe L. Smith Jr. Herbert Kendrick Herbert Kendrick	Peter Arnell Peter Arnell Al J. Ginkel Thesaurus Associated UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 3096	NBC W. Va.	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Stuart Odell Pat Flanagan World UP
CHARLESTON	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee Street Capitol 28-131	CBS W. Va.	Lt. Com. John A. Kennedy Howard L. Chernoff H. V. Diefenbach	William Adams Jeanne Wayne Sprague Odes E. Robinson	Branham Standard PA, UP
	WGKV	1490	100	Kanawha Valley Broadcasting Co. 208 Dickinson St. Capitol 37-541	NBC	Worth Kramer Worth Kramer Wayne H. Jones	Joseph B. Matthews Joseph H. Farris Denzil Pully	McGillvra Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. Pike St. W. 3040	NBC W. Va.	Lt. Com. John A. Kennedy George Blackwell Don Greenleaf	Don McWhorter George Blackwell Conrad Clemons	Branham Thesaurus PA, UP
ELKINS	WJRM (Construction Permit)	1240	250	Allegheny Broadcasting Corp. Elkins	Hon. Jennings Randolph James A. Wilverding
FAIRMONT	WMMN	920	5,000-LS 1,000-N CP-5,000-U	Monongahela Valley Bcastg. Co. Fairmont 3100	CBS	George B. Storer Stanton P. Kettler Stanton P. Kettler	Craig Stewart Robert D. Hough	Blair Standard Lang-Worth PA
HUNTINGTON	WSAZ	930	1,000	WSAZ Inc. Keith-Albee Theater Bldg. 4106	W. Va.	WSAZ Inc. Flem Evans John L. Henry	A. Rauch C. E. Prescott John Csenich	Branham World PA
LOGAN	WLOG	1230	250	C. H. Frey & R. O. Greever Kanada & Chestnut Sts. 761	Clarence H. Frey Robert O. Greever Eddie Vann James McGowan	C. E. Vann Eddie Vann John E. Blackwood Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	Herbert C. Greer Henry B. McNaughton Frank C. Gregg	Walter E. Ekhardt Ray C. Spence	Forjoe World UP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Lt. Com. John A. Kennedy George Clinton George Clinton	Carl Loose Robert Charles Odes E. Robinson	Branham Standard PA, UP
WELCH	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	John W. Blakely Vernon Boylson Vernon Boylson	John Villani Brandon Wallace John Timberlake Associated PA
WHEELING	WKWK	1400	250	Community Broadcasting Inc. Pythian Bldg. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Geider	Richard P. Slade Fred Baker	Spot Sales Standard UP
	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	George B. Storer George W. Smith Paul J. Miller	Cliff Allen Lew Clawson George Skinner Edwin L. Keim	Blair Thesaurus Lang-Worth PA
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Second Ave. at Court St. 1241	George W. Taylor Alice Shein Alice Shein	Alice Shein Vernon Totten World UP

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 Laws St. 1161	MBS	Fr. James A. Wagner Haydn R. Evans J. L. Gallagher	Roger Miller Forster Cooper George Merkel Standard PA
ASHLAND	WATW	1400	100	Upper Mich.-Wis. Bcastg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson N. C. Ruddell John A. Marta	Harry Wills Hine Dahiback UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Northwest No. Central	Walter C. Bridges Walter C. Bridges Clyde Riddle	William Connor H. H. Sonnenburg Thorwald Jorgenson	Hollingsbery Thesaurus UP
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS	A. H. Lange Lucille Fairbanks Lucille Fairbanks Standard PA, UP
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Fr. James A. Wagner Haydn R. Evans Val E. Schneider	Al Michel Syd Rich Wallace Stangle	Weed Associated PA
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	MBS	Sidney H. Bliss James F. Kyler Allan Curnutt	Sally Hester Kyler Paul Ruhle Jr. William Havens Standard PA
LaCROSSE	WKBH	1410	1,000	WKBH Inc. 409 Main St. 450	NBC	Otto M. Schlabach Howard Dahl Howard Dahl	Bernice Callaway Howard Dahl Alvin Leeman	Wilson Standard Lang-Worth UP
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus 4 Badger 580	State of Wisconsin H. B. McCarty (On Leave)	William G. Harley John Stiehl Standard PA
	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Edwin C. Allen Edwin C. Allen	K. F. Schmitt C. W. Wallis Norman R. Hahn	Wilson Associated UP

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

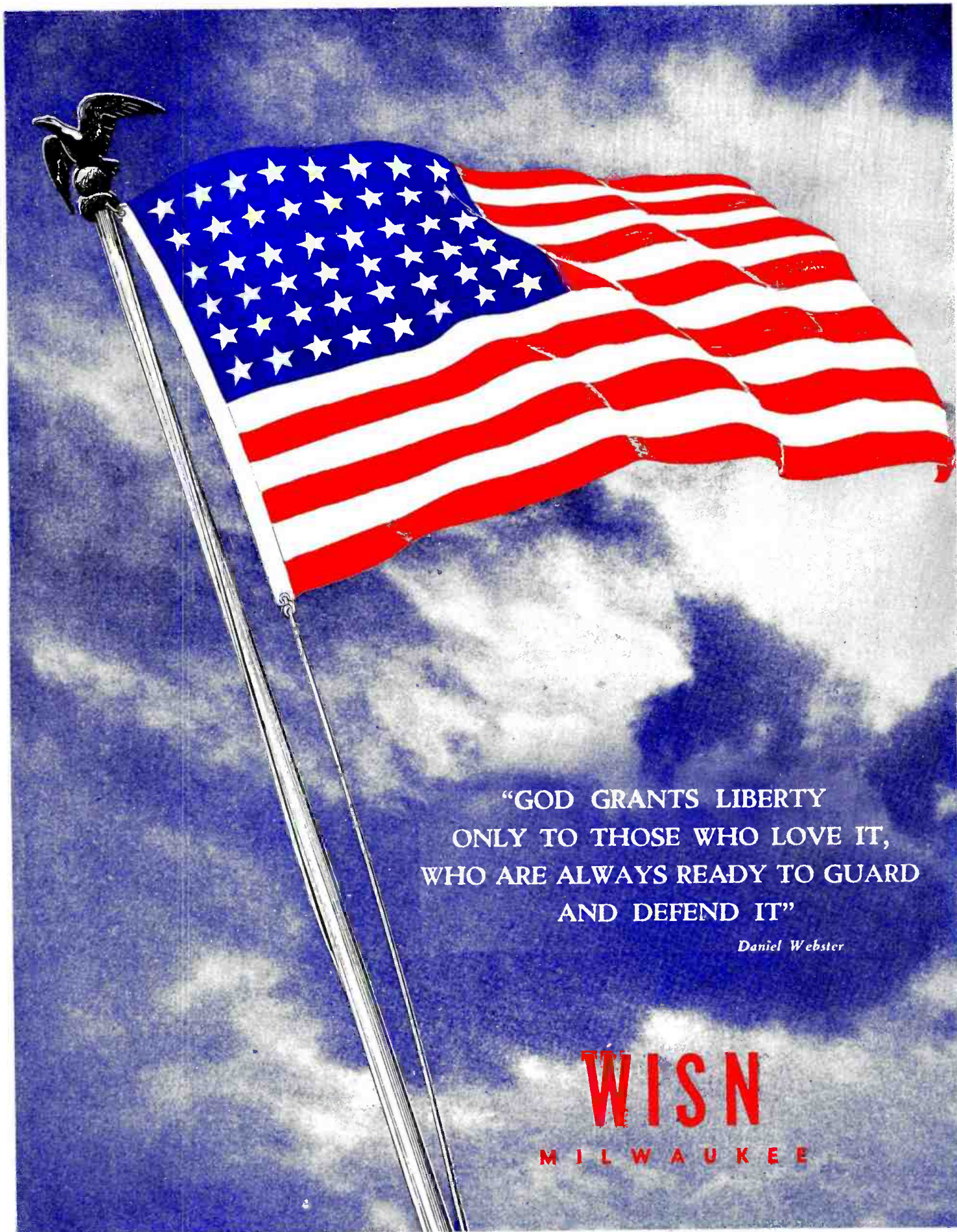
WISCONSIN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MANITOWOC.....	WOMT	1240	100	Francis M. Kadow Radio Bldg. 5015	Francis M. Kadow Francis M. Kadow Maurice Dalley	Den Wodak W. C. Duben	UP
MARINETTE.....	WMAM	570	250-D	M. & M. Broadcasting Co. Radio Park 570	W. E. Walker Joseph D. Mackin Don Wirth	Florence Meyers Martin Lund	Holman Associated UP
MEDFORD.....	WIGM	1490	250	George F. Meyer Medford 5147	George F. Meyer Irma Meyer Irma Meyer	Roy La Mere Walter Ninneman	Back UP
MILWAUKEE.....	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	Blue	Glenn D. Roberts Charles J. Lanphier Charles J. Lanphier	Conrad C. Rice Charles LaForce Raymond H. Host	McGillvra UP
	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods Dreyfus Hugh O'Malley	Katz World Standard INS
	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm L. W. Herzog L. W. Herzog	R. G. Winnie Charles Golling D. W. Gellerup	Petry Associated Lang-Worth PA
OSHKOSH.....	WOSH	1490	250	Howard H. Wilson 151½ Main St. 4580	Blue	Howard H. Wilson Waldemar Porsow Ben Laird	Marjorie Hilliard Robert Kriz Nathan Williams	Wilson Standard PA
POYNETTE.....	WIBU	1240	250	William C. Forrest Poynette 97 R 5	MBS	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	Holman Standard UP
RACINE.....	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS	F. R. Starbuck H. J. Newcomb H. J. Newcomb	H. S. Mann Jr. Dorothy Kousek F. Lee Dechant	Walker Holman INS
RICE LAKE.....	WJMC	1240	250	Walter H. McGenty 401 N. Main St. 550	W. H. & J. J. McGenty Eddie Lee Ralph W. Thompson	Eddie Lee Ralph W. Thompson Ray S. Pearson	Cox & Tanz Standard TP
SHEBOYGAN.....	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	MBS	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona J. Pape Wayne W. Cribb Herbert J. Mayer	Foreman Thesaurus Standard UP
STEVENS POINT....	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point 525	State of Wisconsin F. R. Calvert	W. Paul Wichmann Donald L. Yapp	PA
SUPERIOR.....	WDSM	1230	100	WDSM Inc. Superior 4451	MBS No. Central	James J. Conroy Robert D. Kennedy Robert D. Kennedy	Elma DeMeire Edward Cluett Melvin Laskey	Rambeau
WAUSAU.....	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	MBS	William E. Walker Ben F. Hovel Joseph W. Killeen	Donald R. Burt Roland R. Richardt	Reynolds-Fitz- gerald Associated UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS	William F. Huffman George T. Frechette Bruce Beichl	Bert Mulroy George T. Frechette Garth N. Bowker	Standard PA

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CASPER.....	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway	Marcus R. Nichols Byers A. Fleming	Sears & Ayer Griffith Biddick UP
CHEYENNE.....	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue	William C. Grove William C. Grove William C. Grove	Margaret O'Brien Charles E. Hopkins Gaal Barrett	Burn-Smith UP
POWELL.....	KPOW	1230	250	Albert Joseph Meyer N. Clark St. 222	Albert J. Meyer Albert J. Meyer Albert J. Meyer	Rosemary Meyer Del Brandt	Sears & Ayer Griffith Cox & Tanz Standard PA
ROCK SPRINGS....	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	R. R. West H. L. McCracken Robert Elliott	Michael Reid H. L. McCracken Archie W. Buchanan	Griffith Thesaurus TP
SHERIDAN.....	KWYO	1400	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601	R. E. Carroll Herb W. Siebert Herb W. Siebert	Melvin Hallock Robert Crosshwaite	Sears & Ayer Griffith Standard PA

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MILWAUKEE

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to January 1, 1943)

(Territories and Possessions)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANCHORAGE.....	KFQD	790	250	Anchorage Radio Club Inc. Box 1040 Main 143	William J. Wagner William J. Wagner Ken Laughlin	Ken Laughlin Hal Leighton	Biddick Lang-Worth INS, TP
FAIRBANKS.....	KFAR	610	5,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	Capt. Austin E. Lathrop Wilson K. Foster James N. Teale	Fern Rivera Alvin O. Bramstedt Augie Hiebert	Biddick Thesaurus World PA, UP, TP
JUNEAU.....	KINY	1460	1,000 CP-5,000	Edwin A. Kraft American Bldg., Seattle Juneau 197	Edwin A. Kraft Walter R. Carl Walter R. Carl Bob Nichols	McGillvra Northwest Standard INS, TP
KETCHIKAN.....	KTKN	930	1,000	Edwin A. Kraft American Bldg., Seattle. Wash. Ketchikan 311	Edwin A. Kraft Roy Grandey Dallas Williams	Perry Hilleary Dean Sherman Vincent I. Kraft	Biddick Northwest TP

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HILO.....	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 1476 7877	CBS MBS	J. Howard Worrall A. H. Green	World UP
HONOLULU.....	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. 1534 Kapiolani Blvd. 2323	CBS MBS	J. Howard Worrall Webley Edwards Webley Edwards	Owen Cunningham Ernest Lindemann	Blair Associated World PA
	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Kapiolani & South Sts. 2311	NBC	Lorin P. Thurston Marion A. Mulrony Stewart Ballinger	Kenton Case Robert Thurston Marion A. Mulrony	Katz Thesaurus UP, TP
LIHUE, KAUAI	KTOH	1490	250	Garden Island Pub. Co. Ltd. Lihue 361	Eric A. Knudsen Charles J. Fern Charles J. Fern	Mrs. Clarice B. Taylor Charles K. Izumote Jack C. Wada	Griffith Standard UP

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MAYAGUEZ.....	WPRA	990	5,000-LS 1,000-N	Puerto Rico Adv. Co. Radio Center 269	Andres Camara Ralph P. Perry William Diaz Mendez	Alicia Moreda Ralph P. Perry	TP
PONCE.....	WPAB	1370	1,000	Portorican-American Bestg. Co. Inc. 17 Leon St. 783	Juan Luis Boscio Miguel Soltero Palermo
	WPRP	1420	250	Julio M. Conesa Calle Trujillo 1015	Julio M. Conesa Julio M. Conesa Julio M. Conesa
SAN JUAN.....	WIAC	580	5,000	Enrique Abarca Sanfeliz Ochos Bldg. 2177	Enrique Abarca Sanfeliz Felix Muniz Felix Muniz	Jose A. Torres Martino Felix Muniz Alfonso Sanchez	Standard PA
	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2014	CBS	Leonard Jacob II John A. Zerbe Jose C. Irizarry	David A. Brown John A. Zerbe Angel P. del Valle	WKAQ Associated TP
	WNEL	1320	5,000	Juan Piza Brau 59 100	Juan Piza Juan Piza Juan Piza

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Honolulu

250 w. **KHBC** 1230 kc
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BUP—British United Press PN—Press News Ltd., Radio Subsidiary of Canadian Press TP—Transradio Press
(Affiliated with Associated Press)

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CALGARY.....	CFAC	960	1,000	Southwestern Publishers Ltd. Southam Bldg. Renfrew 1036	CBC Foothills	Harold R. Carson A. M. Cairns Fred R. Shaw	R. H. C. Straker Gail Egan Earle C. Connor	All-Canada Weed Thesaurus World PN
	CFCN	1010	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161	CBC	H. G. Love H. G. Love E. H. McGuire	E. Maloney A. W. Jones W. V. McLaughlin	Inland Radio Representatives Wilson Standard Lang-Worth PN, TP, BUP
EDMONTON.....	CJCA	1230	100	Albertan Publishing Co. Calgary	Gordon Bell	Radio Centre McGillvra
	CFRN	1260	1,000	Sunwapta Bestg. Co. Ltd. C.P.R. Bldg. 22101	CBC	Sunwapta Bestg. Co. G. R. A. Rice A. J. Hopps	S. S. Lancaster J. Jones F. Makepeace	Radio Representatives Wilson Inland BUP
	CJCA	930	1,000	Edmonton Journal Birks Bldg. 2-6131	CBC Foothills	Edmonton Journal G. S. Henry Walker Blake	Reo Thompson Alasdair MacKenzie Gordon Shillabeer	All-Canada Weed Thesaurus World PN
	*CKUA	580	1,000	University of Alberta Edmonton 3-2233	CBC	U of Alberta
GRANDE PRAIRIE..	CFGP	1340	250	Northern Bestg. Corp. Ltd. Grande Prairie, Alta. 153	Foothills	S. C. S. Kerr C. L. Berry C. L. Berry	G. H. Cummings C. L. Berry George Bliss	All-Canada Weed
LETHBRIDGE.....	CJOC	1060	1,000	Lethbridge Broadcasting Ltd. Marquis Hotel Bldg. 3161	CBC Foothills	W. Watson Norman Botterill R. V. Staples	C. A. Perry R. V. Staples J. Ibey	All-Canada Weed Thesaurus PN
MEDICINE HAT....	CJMH (Construction Permit)	1490	100	J. H. Yuill Medicine Hat	J. H. Yuill

BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHILLIWACK.....	CHWK	1340	100	Chilliwack Broadcasting Co. Ltd. 16 Wellington Ave. 6106	CBC	Chilliwack Bestg. Co. Ltd. Jack Pilling Casey Wells	Radio Representatives
KAMLOOPS.....	CFJC	910	1,000	Review Publishing Co. 310 St. Paul St. 1021	CBC	R. E. White D. Homersham D. Homersham	I. G. Clark W. McGowan D. Sharpe	All-Canada
KELOWNA.....	CKOV	630	1,000	Okanagan Broadcasters Ltd. Box 1515 200	CBC	J. W. B. Browne J. W. B. Browne C. G. Elphicke	Miss M. E. Royle C. G. Elphicke J. H. B. Browne	All-Canada Weed Thesaurus
NELSON.....	CKLN	1240	250	News Publishing Co. Ltd. Box 250 19	CBC	News Publ. Co. Inc. Hume A. Lethbridge Hume A. Lethbridge Frank W. Cameron	Stovin & Wright Standard
PRINCE RUPERT....	CFPR	1240	50	F. E. Batt (Leased by CBC) 863	CBC	F. E. Batt C. H. Insaulander S. J. Anderson	Dick Halhed James Gilmore	Stovin & Wright
TRAIL.....	CJAT	610	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 737	CBC	B. A. Stimmel A. H. Nicholl N. A. Harrod	F. E. Fleming E. C. Ayleen	All-Canada Weed Thesaurus
VANCOUVER.....	CBR	1130	5,000	Canadian Broadcasting Corp. Hotel Vancouver Marine 6121	CBC	CBC-Dr. J. S. Thomson Ira Dilworth E. A. Weir, Toronto	Ernest Morgan F. B. C. Hilton	CBC PN, BUP
	CJOR	600	1,000	CJOR Ltd. 846 Howe St. Marine 6464	CBC	G. C. Chandler G. C. Chandler Don Laws	Don Wilson F. McDowell A. H. Chandler	Stovin & Wright McGillvra Thesaurus BUP
	CKMO	1410	100	Sprott-Shaw Radio School 812 Robson St. Marine 1271	CBC	Bruce Arundel W. R. Gardner A. Goodwin	D. G. Hill A. Goodwin R. Whiteside	Radio Representatives Wilson BUP
	CKWX	980	1,000	Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344	CBC	A. Holstead Frank H. Elphicke S. W. Caldwell	Stuart MacKay Kenneth Hughes E. Ross McIntyre	All-Canada Weed World Lang-Worth PN
VICTORIA.....	CJVI	1480	500	Island Broadcasting Co. Ltd. Central Bldg. Garden 2014	H. T. Matson M. V. Cheanut M. V. Cheanut	Barry Wood J. Somers	All-Canada Weed Thesaurus PN

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LS—Operates to Local Sunset.

MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANDON	CKX	1150	1,000	Manitoba Telephone System Eighth St. 4532	CBC	Manitoba Telephone Co. W. F. Seller H. Clark	E. Davies C. E. R. Collins	Stovin & Wright McGillvra Thesaurus BUP
FLIN FLON	CFAR	1400	100	Arctic Radio Corp. Ltd. 120 Main St. 290	J. Gray Mundie R. H. Wright R. H. Wright	Murray Messner Murray Messner Ray Tate	Stovin & Wright McGillvra World BUP
WINNIPEG	CJGX	1460	1,000	(See Yorkton, Sask.)				
	CJRC	630	1,000	Transcanada Communications Ltd. Free Press Bldg. 92-266	CBC	Armada Corp. Gerry Gaetz Waldo Holden	Jack Kemp Norman Chamberlin Bert Hooper	All-Canada Weed World Lang-Worth PN, BUP
	CKY	990	15,000	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Man. Telephone System W. H. Backhouse A. J. Messner	R. H. Roberts W. G. Carpentier W. A. Duffield	Stovin & Wright McGillvra Thesaurus BUP

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAMPBELLTON	CKNB	950	1,000	Restigouche Bestg. Co. Ltd. Chateau Restigouche 8	CBC	Dr. Charles H. Houde Stan Chapman Stan Chapman L. F. Paquet	All-Canada McGillvra
FREDERICTON	CFNB	550	1,000	James S. Neill & Sons Ltd. Fredericton 209	CBC	John Neill J. Stewart Neill J. Stewart Neill	C. G. Stillwell Austin Moore G. B. Cassidy	All-Canada Weed Thesaurus BUP
MONCTON	CKCW	1400	250	Moncton Broadcasting Co. Ltd. Knights of Pythias Hall 3388	CBC	J. L. Black F. A. Lynda C. Chambers	E. McCarron J. White	Stovin & Wright McGillvra World BUP
SACKVILLE	CBA	1070	50,000	Canadian Broadcasting Corp. United Service Bldg. Bishop 6188	CBC	CBC-Dr. J. S. Thomson George Young E. A. Weir, Toronto	George Young L. A. Canning	CBC PN, BUP
ST. JOHN	CHSJ	1150	1,000	New Brunswick Bestg. Co. Ltd. 14 Church St. 8-2307	CBC	H. P. Robinson L. W. Bewick George Cromwell	Ernest Mabey George Cromwell J. G. Bishop	Stovin & Wright McGillvra World PN

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NOVA SCOTIA

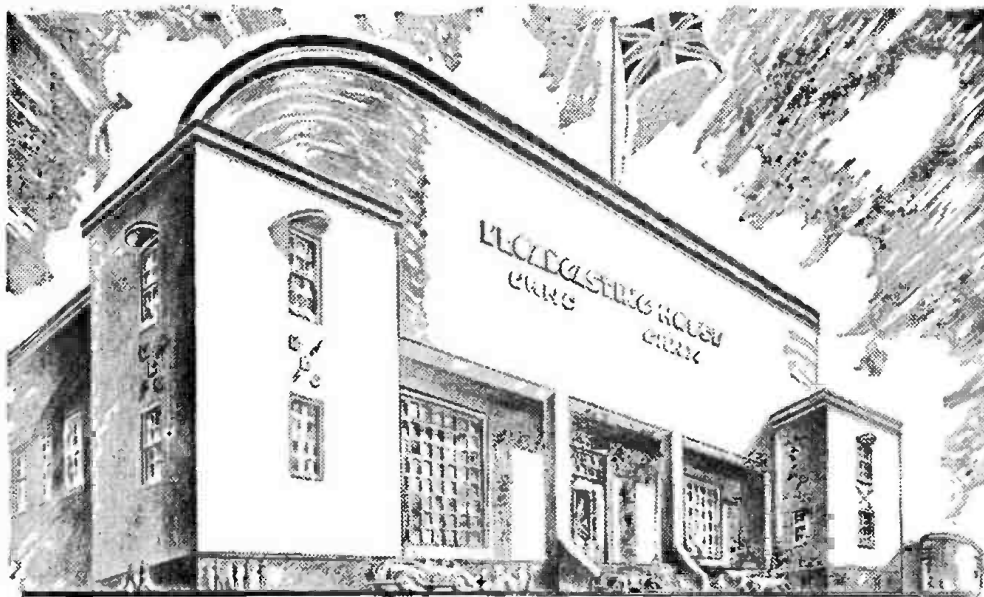
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANTIGONISH	CJFX	580	1,000	Atlantic Broadcasters Ltd. Kirk Block 66		J. Clyde Nunn J. Clyde Nunn R. Munroe	D. Gallivan E. F. MacDonald G. MacDougall	Alexander
HALIFAX	CHNS	960	1,000	Maritime Broadcasting Co. Ltd. Broadcasting House Bishop 8318	CBC	Andrew W. Robb William Coates Borrett Fletcher Coates	Fletcher Coates Berton E. Robinson Arthur Greig	All-Canada Weed Thesaurus Lang-Worth PN, BUP
SYDNEY	CJCB	1270	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall A. Vernon	All-Canada Weed PN
YARMOUTH	CJLS	1340	100	Gateway Broadcasting Co. Radio Bldg. 500	CBC	Laurie L. Smith Laurie L. Smith Ronald C. Fraser	Willard F. King Ronald C. Fraser Donald L. Smith	Dominion TP

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DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANTFORD.....	CKPC	1380	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	Mrs. J. D. Buchanan Mrs. J. D. Buchanan Mrs. M. George	Alexander World BUP
BROCKVILLE.....	CFLC	1450	100	J. C. Whitby Fulford Bldg. 4628	J. C. Whitby J. C. Whitby H. D. Kirby	J. C. Whitby H. D. Kirby G. W. Andrews	Stovin & Wright
CHATHAM.....	CFCO	630	100	John Beardall P. O. Box 275 2626	CBC	John Beardall John Beardall Peter A. Kirkey Peter A. Kirkey Gordon D. Brooks BUP
FORT WILLIAM.....	CKPR	580	1,000	Dougall Motor Car Co. Ltd. Radio Hall South 315	CBC	H. F. Dougall Ralph H. Parker John Downs	Radio Represent- atives Inland Wilson Thesaurus PN
HAMILTON.....	CHML	900	1,000	Maple Leaf Radio Co. Ltd. 36 James St. S. 7-1539	CBC	Senator A. C. Hardy K. D. Soble K. D. Soble	Stu Kenney Lou Spector Bill Crawford	McGillvra Stovin & Wright Associated Standard PN
	CKOC	1150	1,000-LS 500-N	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4484	CBC	H. R. Carson W. T. Cranston William Speers	J. Lyman Potts L. D. Westmoreland L. Horton	All-Canada Weed Thesaurus World BUP
KENORA.....	CKCA	1450	250-LS 100-N	Kenora Broadcasting Co. Hotel Kenicia 717	CBC	J. J. Gray Gerald F. Bourke Russell C. Fawcett	Stovin & Wright
KINGSTON.....	*CFRC	1490	100	Queen's University Whig Standard Bldg. 4401	Dr. R. C. Wallace H. H. Stewart
	CKWS	960	1,000	Allied Broadcasting Corp. Ltd. 306 King St. East 4401	CBC	Hon. W. Rupert Davies Jack M. Davidson Ray Hoff	Bob Kesten Jack Davidson Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
KIRKLAND LAKE...	CJKL	560	1,000	Northern Bcstg. & Publishing Ltd. Arcade Bldg. 27	CBC	R. H. Thomson Ailan Rogerson Allan Rogerson	Duke McLeod T. G. Watson	All-Canada Northern Weed Thesaurus PN
KITCHENER.....	CKCR	1490	250	K. W. Broadcasting Co. Waterloo Trust Bldg. 2-1246	W. C. Mitchell & G. Liddle W. C. Mitchell G. Liddle	Phil Clayton G. Liddle Ion Hartman	Stovin & Wright PN
LONDON.....	CFPL	1570	1,000	London Free Press Printing Co. London, Ont. Metcalfe 5200	CBC	London Free Press Ptg. Co. Charles Thomas Philip Morris	Philip Morris Philip Morris Cecil Yorke	Stovin & Wright McGillvra Thesaurus
NORTH BAY.....	CFCH	600	100	Northern Bcstg. & Publishing Ltd. 37 Main East 2400	CBC	R. H. Thomson C. O. Pickrem J. M. Garson	Ernest Courtney W. Wallace Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
OTTAWA.....	CBO	910	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-2681	CBC	CBC-Dr. J. S. Thomson Charles Wright E. A. Weir, Toronto	Charles Wright E. C. Stewart	CBC PN, BUP
	CKCO	1310	1,000	Dr. G. M. Geldert 272 Somerset St. West 2-3611	Dr. G. M. Geldert Dr. G. M. Geldert Gerald Geldert	Jack MacLaren William McLellan	Stovin & Wright McGillvra Associated Lang-Worth BUP
OWEN SOUND.....	CFOS	1400	250	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave. East 1940	Howard F. Fleming Frank G. Radcliffe William N. Hawkins	Stanley Latham William Vallins	Stovin & Wright McGillvra World PN
PARRY SOUND.....	CHPS	1450	250	Gordon E. Smith Box 1105 700	W. A. Mitchell Gordon E. Smith Gordon E. Smith	D. Mitchell J. Smith G. A. Clement	Stovin & Wright PN
PEMBROKE.....	CHOV	1340	250	Ottawa Valley Bcstg. Co. Pembroke	D. A. Jones E. Gordon Archibald E. Gordon Archibald	Stovin & Wright Thesaurus
PETERBOROUGH...	CHEX	1430	1,000	Peterborough Broadcasting Co. Examiner Bldg. 4641	Hon. W. Rupert Davies Hal Cooke Norman Brown	Don Inisley El Cooke Bert Crump	All-Canada Northern Weed Thesaurus PN
SAULT STE. MARIE.	CJIC	1490	250	Hyland Broadcasting Co. Windsor Hotel 9500	CBC	J. G. Hyland J. G. Hyland J. G. Hyland	Victor Haft Victor Haft M. Fisher	Alexander Thesaurus PN
ST. CATHERINES...	CKTB	1550	1,000	Silver Spire Bcstg. Station Ltd. St. Paul & Yates Sts. 3900	CBC	E. T. Sandell E. T. Sandell E. T. Sandell	J. A. McQuillan W. H. Allen	Alexander McGillvra BUP
STRATFORD.....	CJCS	1240	50	Central Broadcasting Co. Windsor Hotel 1675	F. M. Squires S. E. Tapley S. E. Tapley	Charles Tretthewey M. R. Dunseith George Hildebrand	All-Canada Weed BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SUDBURY.....	CKSO	790	1,000	Sudbury Daily Star 21 Elgin St. 77-505	CBC	W. E. Mason W. J. Woodill W. J. Woodill	James McRae	All-Canada Weed Thesaurus World BUP
TIMMINS.....	CKGB	1470	1,000	Northern Bcstg. & Publishing Ltd. Thomson Bldg. 500	CBC	Roy Thomson T. R. Morrow Harvey Freeman	Harrison Flint Bill Wallace Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
TORONTO.....	CBL	740	50,000	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC	CBC—Dr. J. S. Thomson D. Claringbull E. A. Weir, Toronto	D. Claringbull W. A. Reid	CBC PN, BUP
	CBY	1010	1,000	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC	CBC—Dr. J. S. Thomson D. Claringbull E. A. Weir, Toronto	D. Claringbull W. A. Reid	CBC PN, BUP
	CFRB	860	10,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick E. Lloyd Moore E. Lloyd Moore	Roy Locksley John L. Sharpe	All-Canada McGillvra Thesaurus Lang-Worth PN, BUP
	CKCL	580	1,000	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	MBS	Henry S. Gooderham Henry S. Gooderham A. E. Leary	Maurice D. Rapkin A. E. Leary E. O. Swan	Radio Repre- sentatives McGillvra World BUP
WINDSOR.....	CKLW	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg., Detroit Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordnn Richard E. Jones W. J. Carter	McGillvra Stovin & Wright World BUP
WINGHAM.....	CKNX	920	1,000	W. T. Cruickshank Box 461 158	W. T. Cruickshank W. T. Cruickshank James Maxwell	James Maxwell Fred Russell Joseph McGill	Alexander BUP

BUGLE BLOWING IS NOW THE EXCLUSIVE PRIVILEGE OF THE ARMED FORCES

Up here in Canada, the radio business is so tuned to the job of assisting in Canada's war effort that *most* of the *better* stations have ceased for the duration to use promotion to show how much better they are than the other fellow.

This, we think, is a splendid spirit, and we just want to remind you that we still have the same potential audience of over one-and-a-half million people and the same ideal frequency—580—on the dial, and we are one of the two stations in Canada affiliated with the Mutual network.

CKCL

TORONTO

1000 Watts

580 Kc.

Mutual Broadcasting System

USA—Joseph Hershey McGillvra

Montreal—Radio Representatives Ltd.

**CHML offers you more radio homes with-
in its 1/2 m/v contour per dollar spent—
than any other radio station in Canada.**

$\frac{477851}{769330} = 62.11\%$

It's true. CHML covers 62.11% of all radio homes in Ontario, in its primary and secondary areas.

This information is based on our RCA Field Intensity Contour Map, a copy of which is available on request.

HERE'S HOW.

Total Ontario Homes 769,330

CHML - Primary Area - 309,938

- Secondary " - 167,913 477,851

WHAT ABOUT LISTENERS?

A SINGLE broadcast over CHML, with a simple contest, brought 5,623 letters from 345 Ontario post offices. The contest was broadcast without previous notice.

CHML HAMILTON

1000 Watts, Day and Night • 900 Kc.

In Canada

Metropolitan Broadcasting Service Ltd.: Toronto & Montreal

In U. S. A.

Joseph Hershey McGillvra: New York, Chicago, Los Angeles

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTETOWN..	CFCY	630	1,000	Island Radio Bcastg. Co. Ltd. 85 Kent St. 741	CBC	Lt. Col. K. S. Rogers L. A. McDonald L. A. McDonald	L. A. McDonald Robert F. Large	All-Canada Weed Standard Lang-Worth BUP
SUMMERSIDE.....	CHGS	1480	100	H. T. Holman Ltd. Holman Bldg. 133	CBC	H. T. Holman R. L. Mollison	Albert A. Nicholson Angus MacKee

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMOS.....	CHAD	1340	250	Northern Bcastg. & Publishing Ltd. Capitol Bldg.	CBC No. Quebec	R. H. Thomson Joseph Duguay Dan Carr	Bernard Cowan George H. Pope	All-Canada Northern PN
CHICOUTIMI.....	CBJ	1580	1,000	Canadian Broadcasting Corp. Chicoutimi	CBC	CBC—Dr. J. S. Thomson V. Fortin J. Arthur Dupont, Montreal J. E. Roberts	CBC BUP
HULL.....	CKCH	1240	250	Hull Broadcasting Co. 85 Champlain St. 2-1701	CBC	Syndicat Oeuvres Sociales George Bourassa George Bourassa	George Bourassa George Bourassa Max Gebhardt	Radio Representatives Dominion Thesaurus
MONTREAL.....	CBF	690	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	CBC NBC	CBC—Dr. J. S. Thomson O. Renaud J. Arthur Dupont L. Ducharme	CBC PN, BUP
	CBM	940	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	CBC NBC	CBC—Dr. J. S. Thomson O. Renaud J. Arthur Dupont E. D. Roberts	CBC PN, BUP
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	Blue	A. H. Ginman James A. Shaw M. J. Humphreys	H. H. Hewetson E. H. Smith John Gettenby	All-Canada Weed Thesaurus BUP
	CHLP	1490	250	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	Hon. P. R. DuTremblay Marcel Lefebvre Marcel Lefebvre Alphonse Cloutier	Alexander McGillvra Standard BUP
	CKAC	730	5,000	La Cie de Publication de La Presse 980 St. Catherine St. W. Marquette 3611	CBS	Hon. P. R. DuTremblay Phil. Lalonde Louis Leprohon	Paul Corbell Andre Daveluy Leonard Spencer	Stovin & Wright McGillvra Lang-Worth BUP
NEW CARLISLE....	CHNC	610	1,000	Gaspesian Bcastg. Co. Ltd. Main St. 38	CBC	Dr. Charles Dumont Dr. Charles H. Houde Viateur Bernard J. R. McGough	All-Canada McGillvra
QUEBEC CITY.....	CBV	980	1,000	Canadian Broadcasting Corp. Hotel Frontenac 5658	CBC	CBC—Dr. J. S. Thomson V. Valiquette J. Arthur Dupont, Montreal C. Frenette	CBC PN, BUP
	CHRC	800	1,000	CHRC Ltd. Victoria Hotel 2-8178	CHRC Ltd. J. N. Thivierge J. N. Thivierge	Aurele Pelletier J. A. Hardy Arsene Nadeau	Dominion McGillvra Lang-Worth BUP
	CKCV	1340	100	CKCV Ltd. 142 Rue St. Jean 2-1585	CBC	J. Herve Baribeau Paul LePage Paul LePage	Jean Bender Paul LePage Albert Duberger	Radio Representatives World
RIMOUSKI.....	CJBR	900	1,000	J. A. Brilliant 1 St. John St. 396	CBC	J. A. Brilliant G. A. Laviole F. C. Doak	Stovin & Wright McGillvra
ROUYN.....	CKRN	1400	250	La Cie de Radiodiffusion Rouyn-Noranda Ltd. Reilly Bldg. 1400	CBC No. Quebec	Jack K. Cooke Jean Legault Dan Carr	Bruno Cyr George H. Pope	All-Canada Northern Thesaurus PN
SHERBROOKE.....	CHLT	1240	250	La Tribune Ltd. 3 Marquette St. 2071	CBC	Hon. Jacob Nicol A. Gauthier A. Gauthier	Jeanne Tremblay J. L. Gauthier Romeo Frechette	Dominion Thesaurus PN
STE. ANNE DE LA POCATIONNE	CHGB	1230	250	G. T. Desjardins Ste. Anne de la Pocatiere	CBC	G. T. Desjardins	Stovin & Wright
THREE RIVERS....	CHLN	1450	100	Le Nouvelliste Ltd. Chateau de Blois 4500	Hon. Jacob Nicol Leon Trepanier Leon Trepanier Leon Trepanier	Radio Representatives World PN
VAL D'OR.....	CKVD	1320	100	La Voix D'Abitibi Third Ave. 500	CBC No. Quebec	R. H. Thomson Lucien Godin Lucien Godin	Albert Aube Lloyd Elias George H. Pope	All-Canada Northern PN

DEDICATED TO VICTORY

CFCY

CHARLOTTETOWN, P. E. I.
630 Kc. • 1000 W.

**CFCY CARRIES THE STORY OF THE
WAR TO THE PEOPLE**

*To Thousands of Service Men
To Thousands of Defense Workers
To All the People at Home*

To hundreds of thousands in the Three
Canadian Maritime Provinces we are
more than ever—

"The Friendly Voice of the Maritimes"

Representatives:

U.S.A.: WEED AND COMPANY
CANADA: ALL-CANADA RADIO FACILITIES

The QUEBEC NETWORK

with associated stations of

"ICI RADIO CANADA"

offers advertisers

475,000

French Speaking Radio Homes

A population that can only be reached effectively in its
own language. An area where radio ratings are remarkably
high and consistent.

CBF—Montreal
CBV—Quebec City
CBJ—Chicoutimi
CJBR—Rimouski
CHNC—New Carlisle

CKCH—Hull
CHGB—Ste. Anne de la
Pocatiere
CKRN—Rouyn
CKVD—Val d'Or
CHAD—Amos

*For Rates and Details Write
Commercial Department*

CANADIAN BROADCASTING CORPORATION

1231 St. Catherine St., W.
Montreal

55 York Street
Toronto

In French Québec...



**it's the
FAMILY AUDIENCE
that counts**

● If there's any market where Family Coverage is
essential, it's French Québec.

Jean-Baptiste's family circle is the bulwark of
Québec's way of life. Here all social activities are
centred. Here all purchases are debated and planned.

And the national recreation of French Canada is
Radio. French-Canadian families listen to their
radios in a ratio of 3 to 2 compared with their
English compatriots.

Your entrée to Jean-Baptiste's family circle is
through Station CKAC, the station which com-
mands the *family audience* of French Québec, night
after night throughout the year.

Monthly listenership tests confirm the over-
whelming *family preference* for CKAC programs in
the prosperous French-Canadian market.

CKAC

LA PRESSE, MONTREAL

COLUMBIA BROADCASTING SYSTEM

Canadian Representative
C. W. Wright

U.S. Representative
Joseph H. McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MOOSE JAW.....	CHAB	800	1,000	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan W. E. Cameron	J. S. Boyling G. G. Henderson M. Pickford	All-Canada Weed Lang-Worth BUP
PRINCE ALBERT....	CKBI	900	1,000	Central Broadcasting System Ltd. Sanderson Block	CBC	Lloyd Moffat Lloyd Moffat G. Tonkin	George Dobson Gerald Prest T. Van Nes	All-Canada Weed BUP
REGINA.....	CJRM	980	1,000	Transcanada Communications Ltd. Saskatchewan Life Bldg. 8424	CBC	Transcanada Com. Ltd. F. V. Scanlan B. M. Pirie	G. B. Quinney William McDonald	All-Canada McGillvra Lang-Worth PN
	CKCK	620	1,000	Leader-Post Bcatg. Station CKCK Leader-Post Bldg. 8525	CBC	Victor Sifton Harold A. Crittenden Bob Buss	Wilfred Collier Marj. Walsh E. Strong	All-Canada Weed Thesaurus Standard PN, BUP
SASKATOON.....	CFQC	600	1,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	CBC	A. A. Murphy Vernon Dallin Vernon Dallin	Cy Cairns Cy Cairns Stan Clifton	Radio Repre- sentatives Wilson Inland Thesaurus Standard Lang-Worth BUP
WATROUS.....	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg., Winnipeg 9-7261	CBC	CBC—Dr. J. S. Thomson H. G. Walker E. A. Weir, Toronto	H. G. Walker L. J. Marshall	CBC PN, BUP
YORKTON.....	CJGX	1460	1,000	Yorkton Bestg. Co. Ltd. Smith-McKay Bldg. 324	CBC	Dawson Richardson A. L. Garside L. C. DeGagne	R. J. Priestly L. C. DeGagne A. Mills	Stovin & Wright McGillvra BUP



Head Office — 231 St. James Str.
Montreal, Quebec,
Canada

SPONSORS

are telling their stories to buyers all over Canada by using British United Press Radio Newswire features over the Dominion's dominant broadcasting outlets. There are 12 of these audience-winning scripts, covering the fields of sports, farming, humour, women, Hollywood, war analysis, war reviews and war adventure.

B. U. P.—The World's Best Coverage of the World's Biggest News

PANAMA

[Receiving Sets, 41,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HOK	*La Voz de la Victor	640	250
Panama City	HP5C	*Radio Miramar	730	500
-	HOC	*La Voz de la Victor	1440	25
SHORT WAVE STATIONS				
Colon	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	300
-	HP5B	*Radio Miramar	6030	150
-	HP5G	*Ron Dalley	11780	500
-	HP5H	*La Voz del Pueblo	6122	200
-	HP5J	*La Voz de Panama	9595	250
-	HOA	*Ron Dalley	2340	500

Log compiled as of Jan. 1, 1943.
* Indicates station sells time commercially.

NEWFOUNDLAND

[Receiving Sets, 25,000. Set Tax, \$2 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	700	500
-	VONF	*Broadcasting Corp. of Newfoundland	640	12,000
-	VOCM	*Colonial Broadcasting System	1000	250
-	VOAR	Seventh Day Adventists	950	25
SHORTWAVE STATIONS				
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
-	VONH	*Broadcasting Corp. of Newfoundland	5970	300

Log compiled as of Jan. 1, 1943.
* Indicates station sells time commercially.



DON'T WONDER! KNOW

the advertisers that use Radio and those that do not

THE STANDARD ADVERTISING REGISTER has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 11,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.

330 W. 42nd St. 333 N. Michigan Ave.
New York Chicago

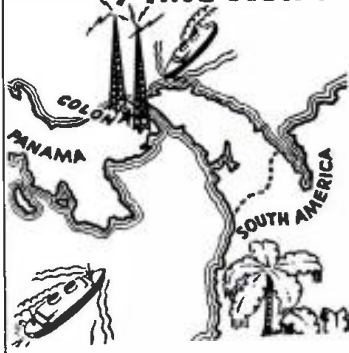
STANDARD ADVERTISING REGISTER

1943 Yearbook Number • Page 167

Advertise over Central America's most modern Stations

RICH PANAMA and the CANAL ZONE

buy American



HOK-HP5K

640 Kc. 6,005 Kc.
Colon, Panama

HP5A

11,700 Kc.

HOC

1,440 Kc.

PANAMA CITY

operated by the
**PANAMA
BROADCASTING
SYSTEM**

Rep: Melcher Guzman Co., Inc.
9 Rockefeller Plaza, New York City

Boost your sales where 190,000*
Americans of the Canal
Zone buy American

*1941 total—present figure not available during wartime

Advertisers Using NBC Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Milling Co., Seattle	Cereals	Whodunit	Friday, 8:30-9:00 P.M. PWT	14	Oct. '42—	Lord & Thomas, San Francisco
Albers Milling Co., Seattle	Cereals	Whodunit	Friday, 9:00-9:30 P.M. PWT	14	Feb. '42-June '42	Lord & Thomas, San Francisco
American Chicle Co., Long Island City, N. Y.	Gum	By the Way	Tues.-Fri., 5:45-6:00 P.M. PWT	6	Mar. '42-Oct. '42	Badger, Browning & Hershey, N. Y.
American Chicle Co., Long Island City, N. Y.	Gum	By the Way	Wed.-Sat., 5:45-6:00 P.M. PWT	6	Oct. '42—	Badger, Browning & Hershey, N. Y.
American Tobacco Co., New York	Lucky Strike	Kay Kyser's Kollege	Wednesday, 10:00-11:00 P.M.	125	Nov. '38—	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike	Information Please	Friday, 8:30-9:00 P.M.	109	Nov. '40—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	America the Free	Saturday, 11:30-12:00 Noon	59	Dec. '41-Aug. '42	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	45	Sept. '40—	Maxon Inc., N. Y.
Bayer Co., New York	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	68	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Bayer Aspirin	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	52	Jan. '40-Sept. '42	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Bayer Aspirin	Lorenzo Jones	Wed., Thurs., Fri., 4:30-4:45 P.M.	56	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Bell Telephone System, New York	Telephone Service	Telephone Hour	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	125	Apr. '40—	N. W. Ayer & Son, N. Y.
Best Foods, New York	Hellman's	We, the Abbotts	Mon.-Fri., 5:30-5:45 P.M.	62	June '41-Apr. '42	Benton & Bowles, N. Y.
Bristol-Myers Co., New York	Minit-Rub	News	Mon., Wed., Fri., 4:45-5:00 P.M. PWT	8	Feb. '41-Feb. '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	87	Sept. '41-June '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Those We Love	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	87	June '42-Sept. '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	126	Oct. '42—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	Mr. District Attorney	Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	126	June '40—	Pedlar & Ryan, N. Y.
Brown & Williamson Tobacco Co., Louisville	Raleighs	Red Skelton	Tuesday, 10:30-11:00 P.M.	118	Sept. '41-June '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Tommy Dorsey	Tuesday, 10:30-11:00 P.M.	118	June '42-Sept. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Red Skelton	Tuesday, 10:30-11:00 P.M.	127	Sept. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	84	May '40-June '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Friday, 9:30-10:00 P.M.	83	June '42-Nov. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Friday, 9:30-9:53 P.M.	83	Nov. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh	Raleigh Serenade	Friday, 9:53-10:00 P.M.	83	Nov. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Uncle Walters Dog House	Friday, 9:30-10:00 P.M.	84	May '41-May '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Tommy Dorsey	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	125	Sept. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Wings of Destiny	Friday, 10:00-10:30 P.M.	83	Oct. '40-Mar. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Capt. Flagg and Sgt. Quirt	Friday, 10:00-10:30 P.M.	83	Mar. '42-Apr. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	People Are Funny	Friday, 10:00-10:30 P.M.	85	Apr. '42—	Russel M. Seeds Co., Chicago
Campana Sales Co., Batavia, Ill.	Campana Balm	Campana Serenade	Saturday, 10:15-10:30 P.M.	53	Oct. '42—	Aubrey, Moore & Wallace, Chicago
Carnation Co., Milwaukee	Milk	Contented Hour	Monday, 10:00-10:30 P.M.	58	May '31—	Erwin Wasey & Co., Chicago
George W. Caswell Co., San Francisco	Coffee	Concert Petite	Sunday, 11:15-11:30 A.M. PWT	7	Apr. '41-Mar. '42	Botsford Constantine & Gardner, San Francisco
Cities Service Co., New York	Gas and Oil	Cities Service Concert	Friday, 8:00-8:30 P.M.	63	Oct. '40—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Bachelor's Children	Mon.-Fri., 10:15-10:30 A.M.; 12:15-12:30 P.M.	62	Sept. '41-Sept. '42	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Bess Johnson	Mon.-Fri., 10:00-10:15 A.M.	62	Apr. '41-Sept. '42	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Sports Newsreel	Saturday, 10:00-10:15 A.M.	126	Oct. '41—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Can You Top This?	Saturday, 9:30-10:00 P.M.	126	Oct. '42—	Ted Bates Inc., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Helpmate	Mon.-Fri., 10:30-10:45 A.M.	35	Sept. '41—	Blackett-Sample-Hummert, Chicago
Cummer Products Co., New York	Molle	Battle of the Sexes	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57	Sept. '38—	Young & Rubicam, N. Y.
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	56	Oct. '40-Apr. '42	BBDO., N. Y.
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid	62	Apr. '42—	BBDO., N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ellery Queen	Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M.	62	Jan. '42-June '42	Ruthrauff & Ryan, N. Y.

(Continued on Page 173)

"This is the NATIONAL BROADCASTING COMPANY..."



SALES POWER



THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company in 1942 far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

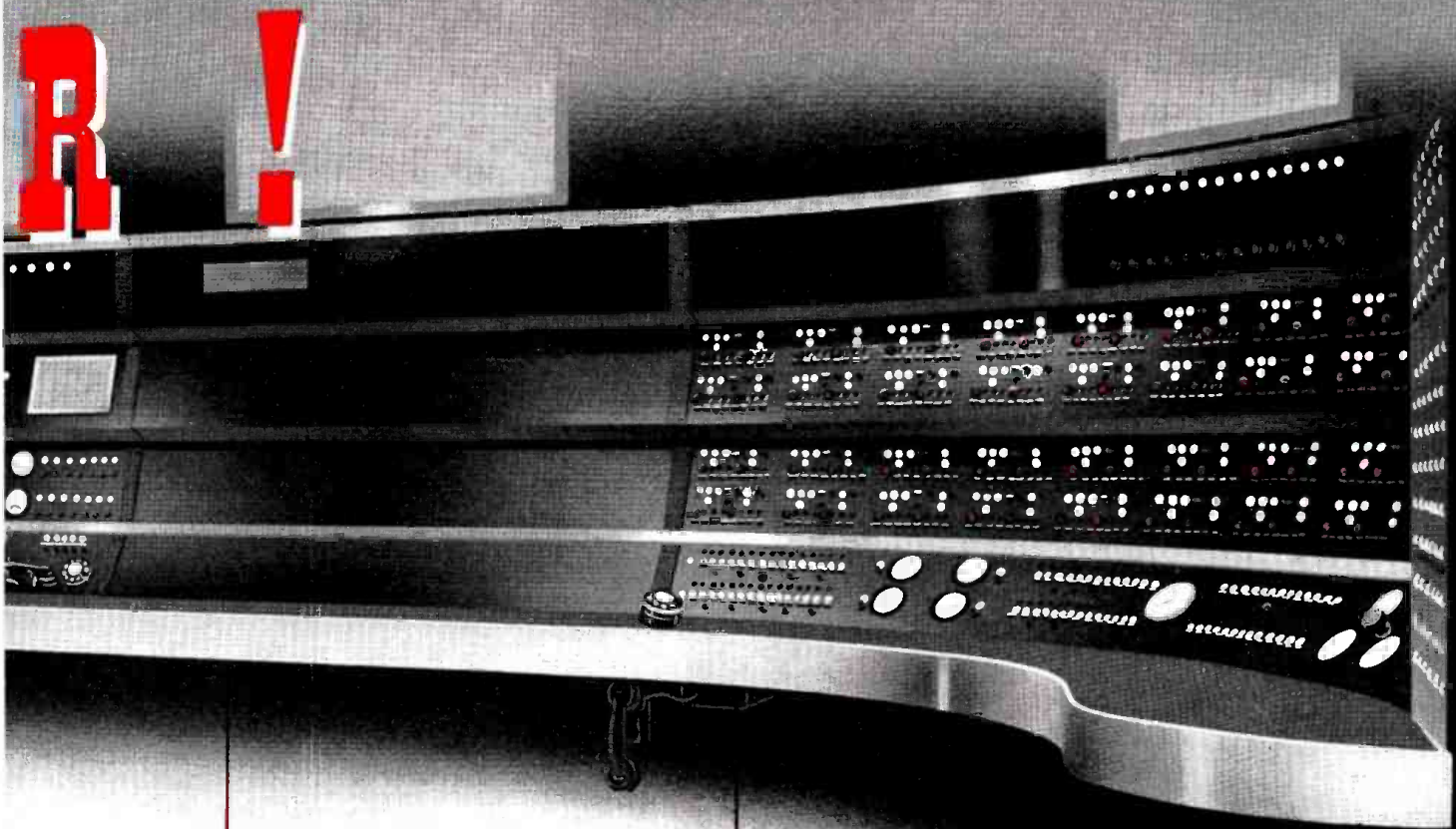
Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that *throughout the country* 51.8% of the radio families "Listen Most" to NBC Stations *at night* as compared to 24.5% for the Second Network. *In the daytime*, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, *NBC programs and stars won more first places than all other networks combined.*



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly \$500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

"This is the NATIONAL BROADCASTING COMPANY..."



"This is the NATIONAL BROADCASTING COMPANY..."



THE NATIONAL BROADCASTING COMPANY
PLEDGES CONTINUING, UNREMITTING SERVICE
TO THE GOVERNMENT AND TO THE
PEOPLE OF AMERICA.

Advertisers Using NBC Network During 1942

[Continued from Page 169]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ellery Queen	Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M.	20	Oct. '42—	Ruthrauff & Ryan, N. Y.
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid	126	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	130	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	126	Sept. '39—	BBDQ, N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	112	Oct. '41-June '42	Young & Rubicam, N. Y.
General Foods Corp., New York	Grape Nuts	Jack Benny	Sunday, 7:00-7:30 P.M.	134	Oct. '42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	91	Sept. '41-June '42	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Post Toasties Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	98	June '42-Sept. '42	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	132	Sept. '42—	Benton & Bowles, N. Y.
General Foods Corp., New York	Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	129	Aug. '41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Diamond Crystal & Bakers	When a Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	76	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	87	Apr. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Night Editor	Thursday, 8:15-8:30 P.M. PWT	6	Oct. '42—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Young Dr. Malone	Mon.-Fri., 10:45-11:00 A.M.	15	Aug. '42—	Benton & Bowles, N. Y.
General Mills, Minneapolis	Cheerios, Flour, Wheaties	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	34	May '38—	Blackett-Sample-Hummert, Chicago Knox Reeves, Minneapolis
General Mills, Minneapolis	All Products	Family Party	Saturday, 10:00-10:30 A.M.	6	Apr. '42-May '42	Blackett-Sample-Hummert, Chicago
Grove Labs, St. Louis	Bromo-Quinine	Sherlock Holmes	Sunday, 10:30-11:00 P.M.	73	Oct. '41-Mar. '42	Russel M. Seeds Co., Chicago
Grove Labs, St. Louis	Bromo-Quinine	Reveille Roundup	Mon., Wed., Fri., 7:45- 8:00 A.M.; 8:45-9:00 A.M.; 10:30-10:45 A.M.	85	Oct. '41—	Russel M. Seeds Co., Chicago
Hall Bros., Kansas City	Greeting Cards	Tony Wons	Tues., Thurs., 1:15-1:30 P.M. Sunday, 4:15-4:30 P.M.	42	Oct. '41-Jan. '42	Henri, Hurst & McDonald, Chicago
Hall Bros., Kansas City	Greeting Cards	Tony Wons	Sunday, 4:15-4:30 P.M.	42	Oct. '41-Mar. '42	Henri, Hurst & McDonald, Chicago
Hecker Products Corp., New York	Shinola	Lincoln Highway	Saturday, 11:00-11:30 A.M.; 1:00-1:30 P.M.	76	May '41-May '42	Benton & Bowles, N. Y.
International Salt Co., Scranton, Pa.	Salt	The Wife Saver	Saturday, 10:30-10:45 A.M.	20	Jan. '42-June '42	J. M. Mathes, N. Y.
Andrew Jergens Co., Cincinnati	Cream & Powder	Adventures of the Thin Man	Wednesday, 8:00-8:30 P.M. Tuesday, 12:00-12:30 A.M.	79	July '41—	Lennen & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	128	Oct. '41-June '42	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Meredith Willson & John Nesbitt	Tuesday, 9:30-10:00 P.M.	83	June '42-Sept. '42	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	128	Sept. '42—	Needham, Louis & Brorby, Chicago
Kolynos Co., Jersey City	Toothpaste	Front Page Farrell	Mon., Tues., 5:45-6:00 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Kraft Cheese Co., Chicago	Cheese & Salad Dressing	Music Hall	Thursday, 9:00-10:00 P.M.	87	July '40—	J. Walter Thompson Co., Chicago
Kraft Cheese Co., Chicago	Parkay	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	61	Aug. '41-June '42	Needham, Louis & Brorby, Chicago
Kraft Cheese Co., Chicago	Parkay	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	68	Aug. '42—	Needham, Louis & Brorby, Chicago
Lever Bros. Co., Cambridge, Mass.	Swan Soap	Burns & Allen	Tuesday, 7:30-8:00 P.M.; 9:00-9:30 P.M.	115	Oct. '41-June '42	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Grand Central Station	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	65	Oct. '41-June '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Swan Soap	Tommy Riggs & Betty Lou	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	126	Oct. '42—	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Edna Mae Oliver	Sunday, 7:00-7:30 P.M.	72	June '42-July '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Miss Tuttle	Sunday, 7:00-7:30 P.M.	72	July '42-Aug. '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Miss Crandell	Sunday, 7:00-7:30 P.M.	72	Aug. '42-Sept. '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Mayor of the Town	Sunday, 7:00-7:30 P.M.	72	Sept. '42-Oct. '42	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	69	June '40-June '42	Stack-Goble Adv. Agency, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	125	June '42—	Roche, Williams, Cunningham, Chicago
Lewis-Howe Co., St. Louis	Tums	Frank Fay	Thursday, 10:30-11:00 P.M.	77	Oct. '41-May '42	Stack-Goble Adv. Agency, N. Y.
Libby Owens Ford, Toledo	Glass	War Correspondents	Saturday, 5:45-6:00 P.M.	46	Dec. '41-Mar. '42	Fuller & Smith & Ross, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	128	June '39—	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Beech-Nut Cigarettes	Don't Be Personal	Friday, 8:30-9:00 P.M. PWT	6	Jan. '42-Mar. '42	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	Soaps	Art Baker—News	Mon.-Fri., 10:30-10:45 A.M. PWT	3	Oct. '42—	Raymond R. Morgan, Hollywood
Lumbermans Mutual Ins. Co., Chicago	Insurance	H. V. Kaltenborn	Sunday, 3:15-3:30 P.M.	5	Mar. '42-Apr. '42	Leo Burnett Co., Chicago
Mars Inc., Chicago	Candy	Doctor I. Q.	Monday, 9:00-9:30 P.M.	90	July '39-Mar. '42	Grant Adv. Inc., Chicago

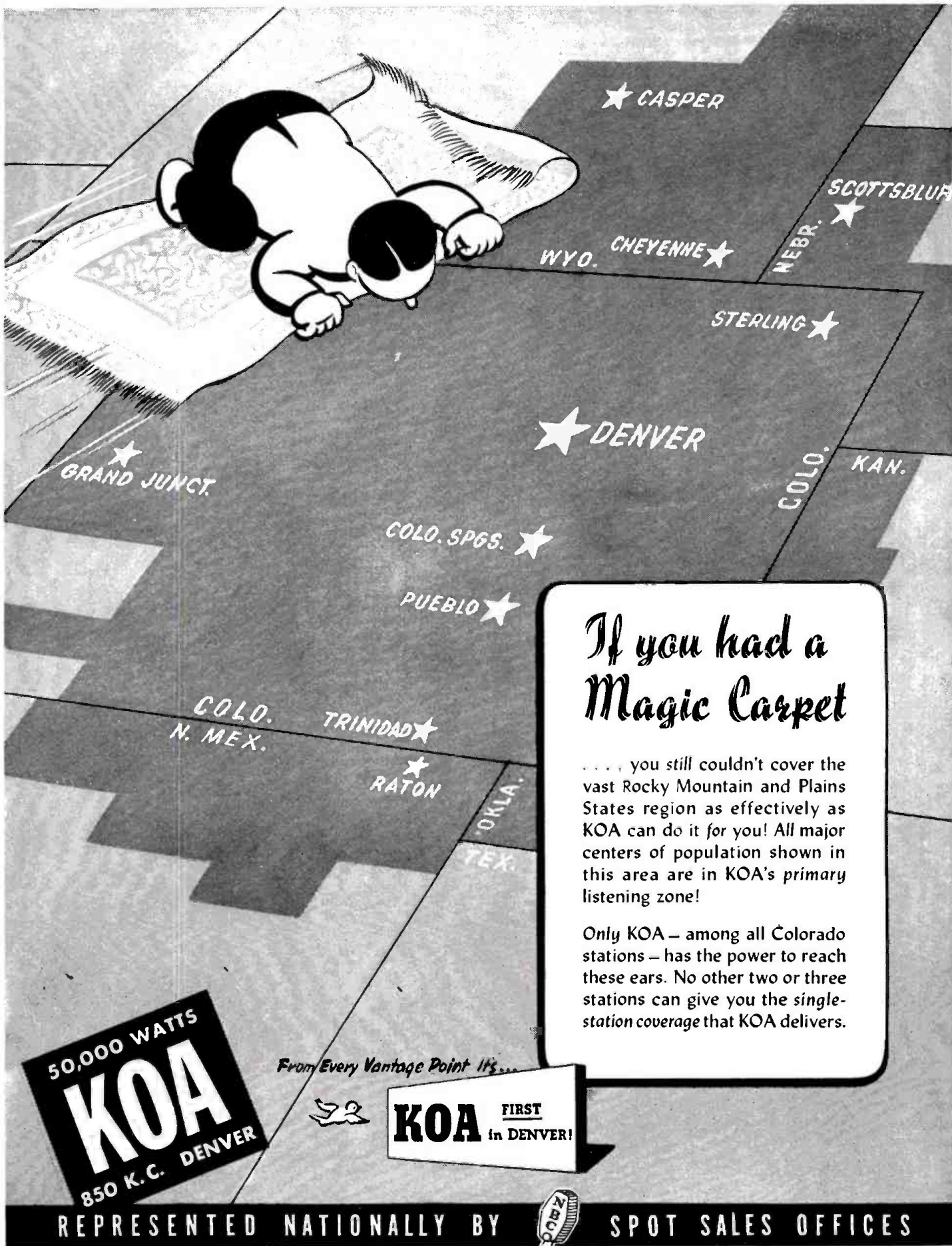
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Advertisers Using NBC Network During 1942

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon., Tues., Thurs., Fri., 8:15-8:30 P.M. PWT	6	Sept. '41-June '42	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	125	Mar. '41—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-10:00 P.M.	65	June '40-June '42	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-9:30 P.M.	58	June '42—	Wade Adv. Agency, Chicago
Modern Food Process Co.	Thrivo Dog Food	Olivio Santoro	Sunday, 11:45-12:00 Noon	18	Sept. '42—	Clements Co., Philadelphia
Benjamin Moore Co., New York	Paints	Betty Moore	Saturday, 10:45-11:00 A.M.	37	Feb. '42-May '42	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:00-3:15 P.M.	55	Nov. '41-Apr. '42	Henri, Hurst & McDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 1:15-1:30 P.M.	33	Apr. '42-June '42	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Philip Morris	Johnnie Presents—Ginny Simms	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	129	Apr. '33—	Blow Co., N. Y.
Northern Pump Co., Minneapolis	Institutional	Upton Close	Saturday, 5:45-6:00 P.M.; 7:45-8:00 P.M.	125	Oct. '42—	BBDO., Chicago
Ohio Oil Co., Findlay, O.	Gas & Oil	Views on the News	Sunday, 4:30-5:00 P.M.	7	Sept. '42-Nov. '42	Stockton, West & Burkhardt, Cincinnati
Ohio Oil Co., Findlay, O.	Gas & Oil	Views on the News	Sunday, 4:30-5:00 P.M.	7	Feb. '42-May '42	Stockton, West & Burkhardt, Cincinnati
Packard Bell Co., Los Angeles	Radios	News Makers	Sunday, 3:45-4:00 P.M. PWT	5	Oct. '42—	Barton A. Stebbins, Los Angeles
Par Soap Co., Oakland, Cal.	Soap	It Happened in the Service	Wednesday, 5:30-5:45 P.M. PWT	21	Apr. '42-May '42	Long Adv. Service, San Francisco
Pepsodent Co., Chicago	Toothpaste & Brushes	Bob Hope	Tuesday, 10:00-10:30 P.M.	64	Sept. '41-June '42	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Brushes	A Date With Judy	Tuesday, 10:00-10:30 P.M.	67	June '42-Sept. '42	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Brushes	Bob Hope	Tuesday, 10:00-10:30 P.M.	126	Sept. '42—	Lord & Thomas, Chicago
Chas. H. Phillips Co., New York	Milk of Magnesia	Stella Dallas	Wed., Thurs., Fri., 4:15-4:30 P.M.	56	June '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Lorenzo Jones	Mon., Tues., 4:30-4:45 P.M.	56	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	74	Sept. '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Haley's M-O	Backstage Wife	Mon., Tues., 4:00-4:15 P.M.	62	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	56	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Guiding Light	Mon.-Fri., 8:30-8:45 P.M.	71	Mar. '41-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 8:30-8:45 P.M.	79	June '42—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipeo	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	40	Apr. '41-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:45-4:00 P.M.	70	Nov. '39-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 11:15-11:30 A.M.	74	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 11:30-11:45 A.M.	23	Apr. '41-June '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 10:45-11:00 A.M.	40	June '42—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene & Teel	Knickerbocker Playhouse	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	38	Sept. '41-Jan. '42	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Abie's Irish Rose	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	42	Jan. '42-June '42	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Abie's Irish Rose	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	127	Sept. '42—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Duz	The Bartons	Mon.-Fri., 11:30-11:45 A.M.	47	Oct. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 11:00-11:15 A.M.	80	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Against the Storm	Mon.-Fri., 3:00-3:15 P.M.	79	Apr. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Against the Storm	Mon.-Fri., 11:30-11:45 A.M.	81	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	64	Apr. '41-June '42	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	64	June '42—	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	62	Aug. '40-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	128	Sept. '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	18	Apr. '41-June '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 8:15-8:30 P.M.	82	Dec. '33—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	White Naptha	Right to Happiness	Mon.-Fri., 11:15-11:30 A.M.	67	Dec. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Laundry Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	67	June '42—	Compton Adv., N. Y.
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Tues., Thurs., Sat., 7:45-8:00 P.M.	39	May '40-May '42	Leo Burnett Co., Chicago
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Mon.-Fri., 7:45-8:00 P.M.	35	May '42—	Leo Burnett Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	That Brewster Boy	Monday, 9:30-10:00 P.M.	51	Sept. '41-Mar. '42	Ruthrauff & Ryan, Chicago
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Cugat—Rumba Revue	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	92	Jan. '41-Jan. '42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Al Pearce & His Gang	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	93	Jan. '42-June '42	William Esty & Co., N. Y.

(Continued on Page 176)



If you had a Magic Carpet

... you still couldn't cover the vast Rocky Mountain and Plains States region as effectively as KOA can do it for you! All major centers of population shown in this area are in KOA's primary listening zone!

Only KOA – among all Colorado stations – has the power to reach these ears. No other two or three stations can give you the single-station coverage that KOA delivers.

50,000 WATTS
KOA
850 K.C. DENVER

From Every Vantage Point It's...



KOA FIRST
in DENVER!



REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Advertisers Using NBC Network During 1942

(Continued from Page 174)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	How'm I doin'	Thursday, 7:30-8:00 P.M.	93	June '42-Sept. '42	William Esty & Co., N. Y.
R. J. Reynolds Co., Winston Salem, N. C.	Camel Cigarettes	Abbott & Costello	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	96	Oct. '42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole Opry	Saturday, 10:30-11:00 P.M.	62	Sept. '41—	William Esty & Co., N. Y.
Richfield Oil Co., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PWT	10	Apr. '31—	Hixson-O'Donnell Co., Los Angeles
Sealttest, New York	Milk & Ice Cream	Rudy Vallee	Thursday, 10:00-10:30 P.M.	71	July '40—	McKee & Albright, Philadelphia
W. A. Sheaffer Co., Ft. Madison, Ia.	Pens & Pencils	World News Parade	Sunday, 8:15-3:30 P.M.	126	Sept. '42—	Russel M. Seeds, Chicago
Sherwin Williams Co., Cleveland	Paint	Metropolitan Auditions	Sunday, 5:00-5:30 P.M.	60	Oct. '41-Mar. '42	Warwick & Legler, N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 8:00-8:30 P.M. PWT	15	Oct. '41-May '42	Barton A. Stebbins, Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Upton Close	Sunday, 3:45-4:00 P.M. PWT	6	Mar. '42-June '42	Barton A. Stebbins, Los Angeles
Skelly Oil Co., Kansas City	Gas & Oil	Clifton Utley	Mon.-Fri., 8:00-8:15 A.M.	20	Aug. '41-June '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Alex Dreier	Mon.-Fri., 8:00-8:15 A.M.	20	June '42-Sept. '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Clifton Utley	Mon.-Fri., 8:00-8:15 A.M.	21	Sept. '42-Dec. '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Alex Dreier	Mon.-Fri., 8:00-8:15 A.M.	21	Dec. '42—	Henri, Hurst & McDonald, Chicago
Sperry Flour Co., San Francisco	Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PWT	6	Jan. '40—	Knox Reeves Adv., San Francisco
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M. PWT	8	May '38—	Knox Reeves Adv., San Francisco
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	82	Sept. '41-June '42	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	Star Spangled Vaudeville	Sunday, 8:00-8:30 P.M.	88	July '42-Aug. '42	Arthur Kudner, N. Y.
Standard Brands, New York	Coffee & Tea	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	134	Sept. '42—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Sunday, 8:30-9:00 P.M.	69	June '40-Aug. '42	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	One Man's Family	Sunday, 8:30-9:00 P.M.	129	Sept. '42—	Kenyon & Eckhardt, N. Y.
Standard Brands, New York	Royal Desserts	The O'Neills	Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M.	126	Oct. '42—	Ted Bates Inc., N. Y.
Standard Oil of California, San Francisco	Gas & Oil	School Broadcast	Thursday, 10:00-10:30 A.M. PWT	12	Oct. '42—	BBDO., San Francisco
Standard Oil of California, San Francisco	Gas & Oil	Standard Symphony	Sunday, 9:00-9:45 P.M. PWT	6	Sept. '42—	BBDO., San Francisco
Standard Oil of N. J., New York	Gas & Oil	Army-Navy Game	Saturday, 1:15-3:45 P.M.	51	Nov. 28, '42 Only	Marshall & Pratt, N. Y.
Tillamook Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 10:00-10:15 A.M. PWT	6	Oct. '41—	Botsford, Constantine & Gardner, Portland
Time Inc., New York	Magazines	March of Time	Thursday, 10:30-11:00 P.M.	52	July '42—	Young & Rubicam, N. Y.
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Wednesday, 8:00-8:30 P.M. PWT	11	Oct. '41-Sept. '42	Lord & Thomas, Los Angeles
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Wednesday, 9:00-9:30 P.M. PWT	11	Sept. '42—	Lord & Thomas, Los Angeles
Vick Chemical Co., New York	Vick Products	The Nichols Family	Sunday, 5:30-6:00 P.M.	74	Nov. '41-Mar. '42	Morse International, N. Y.
Vick Chemical Co., New York	Vitamin Plus	Doctor I. Q.	Monday, 9:30-10:00 P.M.	130	Apr. '42—	Grant Adv. Inc., Chicago
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	69	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Backstage Wife	Wed., Thurs., Fri., 4:00- 4:30 P.M.	62	Sept. '36—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Stella Dallas	Mon., Tues., 4:15-4:30 P.M.	56	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PWT	6	Sept. '41—	Fitzgerald Adv. Agency, New Orleans
Wyeth Chemical Co., Jersey City	Hills Cold Tablets	Front Page Farrell	Wed., Thurs., Fri., 5:45- 6:00 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.



New York: Loren Watson - Peggy Stone
400 Madison Avenue; Eldorado 5-5040

San Francisco: John Livingston
3rd & Market Streets EXbrook 3558

Chicago: Peterson Kurtzer - Aileen Phillips
360 N. Michigan Ave. FRANKlin 8520

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Top Flight Programs

CHICAGO STATION MOST PEOPLE LISTEN TO MOST

The greatest schedule of programs in the world is broadcast by WMAQ Chicago—the first station in the second largest market in the United States.

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| ★ Jack Benny | ★ Horace Heidt |
| ★ Bing Crosby | ★ March of Time |
| ★ Kay Kyser | ★ Carnation Hour |
| ★ Charlie McCarthy | ★ Kaltenborn |
| ★ Aldrich Family | ★ Tommy Dorsey |
| ★ Baby Snooks | ★ Great Gildersleeve |
| ★ Red Skelton | ★ Doctor I. Q. |
| ★ Mr. District Attorney | ★ Ma Perkins |
| ★ Rudy Vallee | ★ Pepper Young |
| ★ Truth or Consequences | ★ Right to Happiness |
| ★ Eddie Cantor | ★ Upton Close |
| ★ Bob Hope | ★ Light of the World |
| ★ Fibber McGee | ★ Mary Marlin |
| ★ Abbott and Costello | ★ Helpmate |
| ★ Abie's Irish Rose | ★ News of the world |
| ★ Fitch Bandwagon | ★ Guiding Light |
| ★ Information Please | ★ Vic and Sade |

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Advertisers Using CBS Network During 1942

* Pacific Coast Stations Only.

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Contract Dates Cover Only Those Contracts Effective in 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Chiclé Co., Long Island City	Chewing Gum	Bill Henry—News Analyst	Tues., Thurs., 5:30-5:45 P.M.; Saturday 9:45-10:00 P.M. PWT eff 2/14 Tues., Thurs., 5:30-5:45 P.M. PWT, Saturday 7:45- 8:00 P.M. PWT	6*	3/5/41-2/28/42	Badger, Browning & Hersey, N. Y.
American Home Products Corp., Jersey City	Anacin	Our Gal Sunday	Mon.-Fri., 12:45-1:00 P.M.	50-56	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Anacin	Easy Aces	Wed., Thurs., Fri., 7:30- 7:45 P.M.	49	10/28/42—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos	Romance of Helen Trent	Mon., Tues., 12:30-12:45 P.M.	40-51	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Bisodol	Romance of Helen Trent	Wed., Thurs., Fri., 12:30- 12:45 P.M.	40-51	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos	Mr. Keen, Tracer of Lost Persons	Wed., Thurs., Fri., 7:45- 8:00 P.M.	49	10/28/42—	Blackett-Sample-Hummert, N. Y.
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill	Mon., Wed., Fri., 6:00- 6:10 P.M.	53	4/28/41-5/22/42	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Saturday 9:00-9:45 P.M.; 12:00-12:45 A.M.	106-116	5/3/41—	Lord & Thomas, N. Y.
Armstrong Cork Co., Lancaster, Pa.	Quaker Rugs	Armstrong Theater of Today	Saturday, 12:00-12:30 P.M.	105-115	10/4/41—	BBDO., N. Y.
Armour & Co., Chicago	Treet	Treat-Time with Buddy Clark	Mon., Wed., Fri., 11:00- 11:15 A.M.	51	2/24/41-2/20/42	Lord & Thomas, Chicago
B. T. Babbitt, Inc., New York City	Bab-O Cleanser	David Harum	Mon.-Fri., 3:00-3:15 P.M.	22	2/2/42—	Duane Wases Co., N. Y.
Barbasol Co.	Shaving Cream	John B. Kennedy	Mon., Wed., Fri., 6:00-6:10 P.M.	36	12/4/42-12/30/42	Erwin Wasey, N. Y.
Bathasweet Corp., New York	Bathasweet Products	Bob Garred	Tues., Thurs., 7:30-7:45 A.M. PWT	6*	10/14/41-5/7/42	H. M. Kieseewetter Adv. Agency, N. Y.
Bekins Van & Storage Co.	Storage	Bill Henry—News Analyst 9/28 Harry Flannery	Mon., Wed., Fri., 5:30- 5:45 P.M. PWT	4*	9/29/41—	Brooks Adv. Agency, Los Angeles
Bowey's Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Saturday, 12:30-1:00 P.M.	45-51	5/31/41—	Sorensen & Co., Chicago
Breakfast Club Coffee, Los Angeles	Coffee	Rita Murray	Tues., Thurs., 8:00- 8:15 A.M. PWT	3*	1/7/41-1/1/42	Lockwood-Shackelford Adv. Agency, Los Angeles
Brown & Williamson Tobacco Corp., Louisville	Tobacco Products	Harry Flannery	Tues., Thurs., Sat., 5:30- 5:45 P.M.	6*	4/14/42—	Russel M. Seeds Co., Minneapolis
Robert T. Bushnell—Candidate for Attorney General of Massachusetts	Political	Talk	Wednesday, 10:30-10:45 P.M.	4**	10/28/42 Only	John W. Queen Co., Boston
California Federation of Labor	Political	Talks	Various Times	4*	9/23/42-11/2/42	Joseph Aurrecochea, Adv. Agency
California Fruit Growers Exchange, Los Angeles	Sunkist Fruits	Hedda Hopper's Hollywood	Mon., Wed., Fri., 6:15- 6:30 P.M.	43	11/3/41-10/30/42	Lord & Thomas, Los Angeles
California Fruit Growers Exchange, Los Angeles	Sunkist Fruits	Today at the Duncans	Mon., Wed., Fri., 6:15- 6:30 P.M.	43	11/2/42—	Lord & Thomas, Los Angeles
California Packing Co., San Francisco	Del Monte Products	William Winter—News Analyst	Mon.-Fri., 12:30-12:45 P.M. PWT eff 1/17 Mon.-Sat., 12:30-12:45 P.M. PWT eff 2/23 Mon.-Sat., 2:00-2:15 P.M. PWT	14*	1/12/42-4/11/42	McCann-Erickson, San Francisco
California Prunes & Apricot Growers	Sunsweet Prunes	Dick Joy, News	Saturday, 8:55-9:00 P.M. PWT	6*	3/14/42—	Long Adv. Service, San Francisco
Campana Sales Corp., Batavia, Ill.	Campana Balm, DDD, Dreakin, Coolies	First Nighter	Friday, 9:30-9:55 P.M.	54	9/2/41-5/29/42	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden	Soups, Tomato Juice	Arkansas Traveler—Boh Burns	Tuesday, 8:30-8:55 P.M.; 12:30-12:55 A.M.	65	9/16/41-6/9/42	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camden	Soups, Tomato Juice	Radio Readers Digest	Sunday, 9:00-9:30 P.M.	65	9/13/42—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice	Amos 'n 'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	62	3/81/41—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Fletcher Wiley	Mon.-Fri., 2:30-2:45 P.M.	35	4/28/41-4/3/42	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Franco-American Products, eff 4/6 Soups	Lanny Ross	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	58	4/7/41-5/1/42	Ruthrauff & Ryan, N. Y. eff 4/6 Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice	Man I Married	Mon.-Fri., 11:15-11:30 A.M.; 3:00-3:15 P.M.	57	7/21/41-4/3/42	Ward Wheelock Co., Philadelphia
Celanese Corp. of America, New York	Celanese Products	Great Moments in Music	Wednesday, 10:15-10:45 P.M. 59-116 eff 5/20 Wed., 10:00-10:30 P.M.		1/7/42—	Young & Rubicam, N. Y.
Chamberlain Laboratories, Des Moines	Hand Lotion	Dave Lane, Songs	Tuesday, 9:55-10:00 P.M. PWT	6*	4/7/42-7/14/42	Cary-Ainsworth, Des Moines
Chamberlain Laboratories, Des Moines	Hand Lotion	Phil Hanna, Songs	Tuesday, 9:25-9:30 P.M. PWT	6*	7/21/42-3/25/42	Cary-Ainsworth, Des Moines
Chesebrough Mfg. Co., New York	Vaseline Preparations	Dr. Christian	Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	65-114	10/29/41—	McCann-Erickson, N. Y.
Chrysler Corp., Detroit	Institutional	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.; eff 1/22 Thursday, 9:00-9:30 P.M.	81-61	9/11/41—	Ruthrauff & Ryan, N. Y.
Citizens Rights Committee	Political	Talks	Various Times	4*	10/22/42-11/1/42	W. L. Gleason & Co.
Coca-Cola Co., Atlanta	Coca-Cola	Pause That Refreshes on the Air—Andre Kostelanetz	Sunday, 4:30-5:00 P.M.	112-116	11/30/41—	D'Arcy Adv. Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Hobby Lobby	Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	73	10/3/42—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Hobby Lobby eff 10/6 Al Jolson	eff 7/21 Tuesday 8:30- 8:55 P.M.; 12:00-12:25 A.M.	69	10/4/41—	Ted Bates Inc., N. Y. eff 10/6 Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt & Marge	Mon.-Fri., 10:15-10:30 A.M.; 4:15-4:30 P.M.	77	12/29/41-3/27/42	Sherman & Marquette, Chicago

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Advertisers Using CBS Network During 1942

[Continued from Page 179]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Colgate-Palmolive-Peet Co., Jersey City	Toothpowder	Stepmother	Mon.-Fri., 10:30-10:45 A.M.; 4:00-4:15 P.M.	54	12/29/41-7/10/42	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Octagon & Crystal White	Woman of Courage	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M.	61	12/29/41-7/10/42	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Guy Lombardo Orchestra	Saturday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	73	8/2/41-7/11/42	Ted Bates Inc., N. Y.
Colonial Dames, Inc., Hollywood	Cosmetics	Find the Woman	Friday, 9:55-10:00 P.M. PWT	8*	12/19/41—	Glasser-Gailey & Co., Los Angeles
Committee for Furtherance of Democratic Principles in Massachusetts	Political	Talks	Various Times	4**	10/21/42-11/2/42	Harry M. Frost Co., Boston Copley Adv. Agency
Committee for Re-Election of Governor Olson	Political	Talks	Various Times	4*	9/20/42-11/2/42	Ewing C. Kelly Advertising
Committee for State Improvement (Massachusetts)	Political	Talk	Tuesday, 3:50-4:00 P.M.	4**	11/3/42 Only	Harry M. Frost Co., Boston
Continental Baking Co., New York	Wonder Bread	Bachelor's Children	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M.	45	9/28/42—	Ted Bates Inc., N. Y.
Continental Baking Co., New York	Wonder Bread	Maudie's Diary	Thursday, 7:30-8:00 P.M.; 11:30-12:00 M.; eff 2/19 rep 12:30-1:00 A.M.	45	12/4/41-9/24/42	Ted Bates Inc., N. Y.
Continental Radio & Television Corp., Chicago	Admiral Radios	World News Today	Sunday, 2:30-2:55 P.M.	41	10/4/42—	Cruttenden & Eger, Chicago
Gano Culwell for Governor	Political	Talks	Various Times	4*	9/18/42-9/24/42	Arthur Cooksey
Corn Products Refining Co., New York	All Products	Stage Door Canteen	Thursday, 9:30-10:00 P.M.	43-53	7/30/42—	C. L. Miller Co., N. Y.
Curtiss Candy Co., Chicago	Candy	Jackson Wheeler—News eff 10/3 Warren Sweeney	Sat., Sun., 11:00-11:05 A.M.	39-112	1/3/42—	C. L. Miller Co., N. Y.
Eagle Oil & Refining Co., Inc.	Golden Eagle Gas	The World Today	Sunday, 11:30-12:00 N. PWT	4*	11/9/41-2/1/42	General Adv. Agency, Los Angeles
Elgin National Watch Co., Elgin, Ill.	Watches	Elgin Thanksgiving Canteen	Thursday, 4:00-6:00 P.M.	112	11/26/42 Only	J. Walter Thompson, Chicago
Elgin National Watch Co., Elgin, Ill.	Watches	Elgin Christmas Program	Friday, 4:00-6:00 P.M.	114	12/25/42 Only	J. Walter Thompson, Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Monday, 8:00-8:30 P.M.	69	8/4/41—	Ruthrauff & Ryan, N. Y.
J. C. Eno, U. S. Ltd., Bloomfield, New Jersey	MacLeans Toothpaste	Hollywood Whispers	Tues., Thurs., 5:15-5:30 P.M. PWT	3*	9/29/42—	Atherton & Currier, N. Y.
Eversharp, Inc., Chicago	Pens & Pencils	Take It or Leave It	Sunday, 10:00-10:30 P.M.	80-116	9/21/41—	Biow Co., N. Y.
J. A. Folger Co., San Francisco	Coffee	American Home Front	Tues., Wed., Thurs., 5:15-5:30 P.M. PWT eff 4/23 Tues., Thurs., Fri., 5:15-5:30 P.M. PWT	8*	4/7/42-7/3/42	Raymond R. Morgan Co., Hollywood
J. A. Folger Co., San Francisco	Coffee	American Home Front	Friday, 5:15-5:30 P.M. PWT	6*	9/18/42—	Raymond R. Morgan Co., Hollywood
Ford Motor Co., Dearborn	Motor Cars	Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	58	9/28/41-8/1/42	McCann-Erickson, N. Y.
Gallenkamp Stores Co., San Francisco	Shoes	Dick Joy—News	Sunday, 11:55-12:00 N. PWT	6*	3/22/42-4/12/42	Long Adv. Service, San Francisco
Gallenkamp Stores Co., San Francisco	Shoes	Wm. Winter—Analyst	Sunday, 5:30-5:45 P.M. PWT	4*	4/19/42-6/7/42	Long Adv. Service, San Francisco
General Cigar Co., New York	Van Dyck Cigars	Wm. Winter—News Analyst	Wed., Sun., 9:30-9:45 P.M. PWT eff 7/1 Wed., Sun., 9:00-9:15 P.M. PWT	3-7*	4/1/42—	Federal Adv. Agency, N. Y.
General Electric Co., Bridgeport	Electronics Division of Radio & Television Department	Frazier Hunt	Tues., Thurs., Sat., 6:00-6:15 P.M.; 10:45-11:00 P.M.	51	3/3/42—	Maxon Inc., N. Y.
General Foods Corp., New York	Jell-O	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	5*	12/29/41-5/1/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	116	9/18/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	91	10/3/41-6/26/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	William L. Shirer	Sunday, 5:45-6:00 P.M.	55	5/31/42-8/23/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We, the People eff 3/17 Duffy's Tavern	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	68	10/7/41-6/30/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	William L. Shirer	Sunday, 5:45-6:00 P.M.	55-92	10/5/41-5/24/42; 8/30/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	6*	10/5/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts Flakes & Wheatmeal	We Love & Learn	Mon.-Fri., 2:30-2:45 P.M.	90	4/6/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts Flakes & Wheatmeal	Those We Love	Sunday, 2:00-2:30 P.M.	116	10/11/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	LaFrance, Satina, Postum, Post Raisin Bran	Joyce Jordan	Mon.-Fri., 2:15-2:30 P.M. 6:00-6:15 P.M.; eff 2/23/43 rep 3:30-3:45 P.M.	75	9/29/41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet, Diamond Salt	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	78	9/29/41—	Young & Rubicam, N. Y. Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Young Dr. Malone	Mon.-Fri., 2:00-2:15 P.M. 7:15-7:30 P.M. eff 8/14 cancel repeat	86	10/6/41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Bran Flakes	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	6*	5/4/42-10/2/42	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Kate Hopkins	Mon.-Fri., 2:45-3:00 P.M.	51	10/6/41-4/3/42	Benton & Bowles, N. Y.
General Mills, Inc., Minneapolis	Wheaties	Stories America Loves eff 10/20 Kitty Foyle	Mon.-Fri., 9:45-10:00 A.M.; 11:45-12:00 Noon eff 3/30 Mon.-Fri., 10:15-10:30 A.M.; 11:45-12:00 Noon eff 12/7 rep 11:30-11:45 A.M.	40	9/29/41—	Knox Reeves Adv., N. Y.

Advertisers Using CBS Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills, Inc., Minneapolis	Bisquick Softasilk 6 1-10 19	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M.; 11:30-11:45 A.M. eff 12/7 rep. 11:15-11:30 A.M.	40	3/17/42--	Knox Reeves Adv., N. Y.
General Mills, Inc., Minneapolis	Gold Medal Flour	Hymns of All Churches	Mon., Tues., Thurs., 9:45-10:00 A.M.	39	3/24/41-3/16/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Cheerios	Hymns of All Churches	Mon., Tues., Wed., 9:45-10:00 A.M.	31	7/27/42-9/23/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Bisquick	Betty Crocker	Wed., Fri., 9:45-10:00 A.M.	39	3/24/41-3/16/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Cheerios	Harvey & Dell	Mon., Tues., Wed., 9:45-10:00 A.M.	31	3/30/42-7/22/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	None	Thus We Live	Thurs., Fri., 9:45-10:00 A.M.	31	4/2/42-9/25/42	BBDÖ., Minneapolis
General Mills, Inc., Minneapolis	Sperry Flour	Sam Hayes, News	Mon.-Fri., 1:15-1:30 P.M. PWT eff 11/23 Mon.-Fri., 4:15-4:30 P.M. PWT	7*	6/1/42--	Westco Adv. Agency, San Francisco
General Motors Corp., Detroit	Institutional	Cheers from the Camps	Tuesday, 9:30-10:30 P.M.	116	6/9/42-9/22/42	Campbell-Ewald Co., Detroit
General Petroleum Corp., Los Angeles	Gas and Oil	I Was There	Sunday, 8:30-9:00 P.M. PWT eff 1/26 Monday, 9:00-9:30 P.M. PWT	9*	4/27/41-10/19/42	Smith & Drum, Los Angeles
Gillette Safety Razor Co., Boston	Razors & Blades	Orange Bowl Football Game	Thurs., approx. 2:00-4:30 P.M.	53	1/1/42 Only	Maxon Inc., Detroit
Gillette Safety Razor Co., Boston	Razors & Blades	Kentucky Derby	Saturday, 6:15-6:45 P.M.	93	5/2/42 Only	Maxon Inc., Detroit
Golden State Co., Ltd., San Francisco	Dairy Products	Dave Lane, Songs	Mon., Wed., Fri., 3:00-3:15 P.M. PWT	4*	3/9/42-5/15/42	Ruthrauff & Ryan, San Francisco
Golden State Co., Ltd., San Francisco	Dairy Products	Wm. Winter—News	Sunday, 5:30-5:45 P.M. PWT	4*	6/14/42-8/23/42	Ruthrauff & Ryan, San Francisco
Gulf Oil Corp., Pittsburgh	Gas and Oil	Screen Guild Theater	Sunday, 7:30-8:00 P.M.	80	9/28/41-4/19/42	Young & Rubicam, N. Y.
Gulf Oil Corp., Pittsburgh	Gas and Oil	We, the People at War	Sunday, 7:30-8:00 P.M.	80	4/26/42--	Young & Rubicam, N. Y.
Hollywood Democratic Committee	Political	Talk	Sunday, 9:15-9:45 P.M. PWT	4	11/1/42 Only	Dana Jones Co., Los Angeles
Richard Hudnut, New York	Cosmetics	Hollywood Showcase	Monday, 9:30-10:00 P.M. PWT	7*	12/1/41-9/21/42	Benton & Bowles, N. Y. eff 3/30 Kenyon & Eckhardt, N. Y.
Independent Citizens Committee	Political	Talk	Monday, 10:45-11:00 P.M.	7***	11/2/42 Only	Leighton & Nelson, Schenectady
Independent Petroleum & Consumers Assn.	Political	Talks	Various Times	4*	8/18/42-8/22/42	V. G. Freitag
International Cellulose Cotton Products Co., Chicago	Kleenex	Ginny Simms	Friday, 9:55-10:00 P.M.	54	9/19/41-5/29/42	Lord & Thomas, Chicago
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Silver Theater	Sunday, 6:00-6:30 P.M.	64	1/4/42-4/19/42	Young & Rubicam, N. Y.
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Edward R. Murrow	Sunday, 6:00-6:15 P.M.	26-58	4/26/42--	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Voice of Broadway	Saturday, 11:30-11:45 A.M.; 1:30-1:45 P.M. eff 1/15 Thursday, 6:15-6:30 P.M.	69	4/5/41-2/19/42	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Voice of Broadway	Tuesday, 6:15-6:30 P.M.	65	8/19/41-9/22/42	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Edwin C. Hill	Tuesday, 6:15-6:30 P.M.	65	9/29/42--	Young & Rubicam, N. Y.
Johns-Manville Corp., New York	Bldg. Insulation	Elmer Davis eff 6/22 Cecil Brown	Mon.-Fri., 8:55-9:00 P.M.	56	12/29/41--	J. Walter Thompson Co., N. Y.
Kenny for Attorney General	Political	Talks	Various Times	4*	10/21/42-11/1/42	Raymond R. Morgan Co.
Lady Esther Co., Chicago	Cosmetics	Orson Welles eff 2/9 Freddie Martin eff 10/19 Screen Guild Players	Monday, 10:00-10:30 P.M.	66-116	2/17/41--	Pedlar & Ryan, N. Y.
Lever Brothers Co., Cambridge	Lux Soap & Flakes	Lux Radio Theater	Monday, 9:00-10:00 P.M.	74-116	1/5/42-7/13/42 9/14/42--	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Tommy Riggs & Betty Lou	Tuesday, 9:00-9:30 P.M.	114	7/7/42-9/29/42	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Burns & Allen	Tuesday, 9:00-9:30 P.M.	114	10/6/42--	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Bright Horizon	Mon.-Fri., 2:00-2:15 P.M. Mon.-Fri., 11:30-11:45 A.M.; 2:00-2:15 P.M. Mon.-Fri., 11:30-11:45 A.M.	10* 76 48	1/5/42-4/8/42 4/6/42-7/31/42 10/26/42--	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Silver Dust	Bright Horizon	Mon.-Fri., 11:30-11:45 A.M.	49	8/25/41-4/3/42 8/8/42-10/23/42	BBDÖ., N. Y.
Lever Brothers Co., Cambridge	Lifebuoy	Meet Mr. Meek	Wednesday, 7:30-8:00 P.M. eff 1/21 Wednesday 8:00-8:30 P.M.	59	10/8/41-4/1/42	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Lifebuoy	Arkansas Traveler	Wednesday, 9:00-9:30 P.M.	117	10/7/42--	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Rinso	Big Town	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M. eff 1/22 Thursday 9:30-10:00 P.M.	70	10/3/41-7/2/42	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Rinso	Mayor of the Town	Wednesday, 9:30-10:00 P.M.	117	10/7/42--	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	79	6/30/41--	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon; 2:15-2:30 P.M. eff 12/4 Cancel repeat	65	6/30/41--	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Crumit & Sanderson	Saturday, 8:00-8:30 P.M.	52	10/3/42--	Roche, Williams & Cunningham, Chicago
Liggett & Myers Tobacco Co., New York	Chesterfields	Glenn Miller Orch. eff 9/29 Harry James & His Music Makers	Tues., Wed., Thurs., 10:00-10:15 P.M. eff 2/26 Wed. Thurs., Fri., 10:00-10:15 P.M. eff 5/5 Tues., Wed., Thurs., 7:15-7:30 P.M.; 11:15-11:30 P.M.	97-116	12/31/41--	Newell-Emmett, N. Y.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Thomas J. Lipton, Inc., Hoboken	Tea	Helen Hayes Theater	Sunday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	60	10/5/41-2/1/42	Young & Rubicam, N. Y.
Lockheed Aircraft Corp., Burbank	Institutional	Ceiling Unlimited	Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	57	11/9/42—	Lord & Thomas, Los Angeles
P. Lorillard Co., New York	Old Gold Cigarettes	Nelson Eddy	Wednesday, 8:00-8:30 P.M.	62-114	4/29/42—	J. Walter Thompson, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap & Sierra Pine Soap	Knox Manning eff 8/31 Bob Anderson	Mon.-Fri., 12:15-12:30 P.M. PWT	12*	12/29/41—	Raymond R. Morgan Co., Los Angeles
Ludens, Inc., Reading	Menthol Cough Drops	Dave Lane, Songs	Tuesday, 9:55-10:00 P.M. PWT Thursday, 9:25-9:30 P.M. PWT	4*	11/4/41-8/19/42	J. M. Mathes Inc., N. Y.
Luxor Ltd., Chicago	Luxor Toiletries	Wayne King Orchestra	Saturday, 7:30-8:00 P.M.	35	2/22/41-2/14/42	Lord & Thomas, Chicago
Macfadden Publications, New York	Liberty	Paul Sullivan	Tues., Thurs., 6:00-6:10 P.M.	20	11/18/41-2/12/42	Erwin, Wasey & Co., N. Y.
Macfadden Publications, New York	Liberty	Bob Garred	Mon., Wed., Fri., 7:30- 7:45 A.M. PWT	6*	8/13/41-8/10/42	Erwin, Wasey & Co., N. Y.
Macfadden Publications, New York	Liberty	Edwin C. Hill	Wed., Fri., 6:00-6:10 P.M.	19	5/27/42-6/19/42	Erwin, Wasey & Co., N. Y.
Magazine Repeating Razor Co., New York	Schick Razors and Blades	Duffy's Tavern	Thursday, 8:30-8:55 P.M.; 12:00-12:25 A.M.	59	9/18/41-8/12/42	J. M. Mathes Inc., N. Y.
Manhattan Soap Co.	Sweetheart Soap	Bob Garred eff 10/2 Dick Joy	Tues., Thurs., Sat., 7:30- 7:45 A.M. PWT eff 8/12 Mon., Wed., Fri., 7:30- 7:45 A.M. PWT	6*	5/12/42—	Franklin Bruck Adv. Corp.
Massachusetts Democratic State Committee	Political	Talks	Various Times	4**	8/26/42-9/26/42	C. Brewer Smith Adv. Agency, Boston
Massachusetts Republican State Committee	Political	Talks	Various Times	4**	10/25/42-11/2/42	Harold Cabot Co., & John W. Queen Adv. Agency, Boston
McKesson & Robbins Inc., Bridgeport	Calox; eff 6/14 Bexel	Dick Joy—News	Mon., Wed., 8:55-9:00 P.M. PWT Sunday, 8:25-8:30 P.M. PWT	6*	8/2/42-9/13/42	J. D. Tarcher & Co., N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Bob Garred eff 10/3 Dick Joy	Tues., Thurs., Sat., 7:30- 7:45 A.M. PWT	6*	8/13/42—	Russel M. Seeds Co.
Mentholatum Co.	Mentholatum Salve	William Winter—News Analyst	Sunday, 5:30-5:45 P.M. PWT	18*	10/11/42—	J. Walter Thompson Co.
Mode O'Day Corp.	Dress Shops	Knox Manning eff 9/6 Dick Joy	Sunday, 5:45-5:55 P.M. PWT	11*	4/12/42-10/4/42	Glasser-Gailey & Co., Los Angeles
C. F. Mueller Co., Jersey City	Macaroni Products	Mark Hawley	Wed., Thurs., Fri., 4:45- 5:00 P.M. eff 3/4 Wed., Thurs., Fri., 3:15-3:30 P.M.	12	11/12/41-5/8/42	Maxon Inc. eff 8/18 Duane Jones Co., N. Y.
Nesbitt Fruit Products, Inc.	Fruit Products	Bob Garred	Saturday, 5:45-5:55 P.M. PWT	6*	12/27/41-6/20/42	Walter K. Neill
New York State Republican Committee	Political	Talks	Various Times	7***	10/5/42-11/2/42	Duane Jones Co., N. Y.
Northern Pump Co., Minneapolis	Institutional	Great Lakes Training Station Graduation	Wednesday, 5:00-5:30 P.M.	116	10/28/42 Only	BBDO., Minneapolis
Olson for Governor	Political	Talks	Various Times	4*	8/9/42-10/30/42	Direct & Milton Weinberg Adv., Los Angeles
Pacific Coast Borax Co., New York	Borax, Flakes, Boraxo	Death Valley Days	Thursday, 8:00-8:30 P.M.; 12:30-1:00 A.M. eff 2/19 rep 11:30-12:00 Mid eff 7/2 Thursday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	59	7/3/41—	McCann-Erickson, N. Y.
Par Soap Co., Oakland	Par Household Soap	Galen Drake	Tues., Thurs., 1:00-1:15 P.M. PWT	12*	8/18/42—	Tomaschke-Elliott, Oakland
Paramount Pictures, Inc.	Holiday Inn	Preview	Wednesday, 9:30-10:00 P.M.	62	8/26/42 Only	Buchanan & Co., N. Y.
Parker Pen Co., Janesville	Quink	Eric Sevareid	Sat., Sun., 8:55-9:00 P.M.	57-115	6/27/42—	J. Walter Thompson Co.
Peter Paul, Inc., Oakland	Candy	Bob Garred	Mon., Wed., Fri., 5:45- 5:55 P.M. PWT	6*	7/16/41-7/3/42	Brisacher, Davis & Staff, San Francisco
Peter Paul, Inc., Oakland	Candy	Truman Bradley Bob Anderson	Mon., Fri., 5:45-5:55 P.M. PWT Wednesday, 5:45-5:55 P.M. PWT	6*	10/5/42—	Brisacher, Davis & Staff, San Francisco
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Saturday Night Serenade	Saturday, 9:45-10:15 P.M.	61	10/11/41—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Mary Lee Taylor	Tues., Thurs., 11:00-11:15 A.M.; 1:45-2:00 P.M. eff 8/6 cancel repeat	75	10/28/41—	Gardner Adv. Co., St. Louis
Philco Corp., Philadelphia	Institutional	Our Secret Weapon	Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	119	10/16/42—	Sayre M. Ramsdell Assoc., Philadelphia
Philip Morris & Co., Ltd., New York	Philip Morris Cigarettes	Philip Morris Playhouse	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	100-115	8/15/41—	The Biow Co., N. Y.
Philip Morris & Co., Ltd., New York	Philip Morris Cigarettes	Crime Doctor	Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M.	70-115	5/4/41—	The Biow Co., N. Y.
Pillsbury Flour Mills Co.	All Products	Clara, Lu & Em	Mon., Wed., Fri., 11:00- 11:15 A.M.	14-40	6/8/42-12/4/42	McCann-Erickson, Chicago
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	What's On Your Mind	Friday, 6:00-6:30 P.M. PWT eff 4/19 Sunday, 9:00- 9:30 P.M. PWT	14* 10*	10/10/41-6/7/42	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	Wm. Winter—News Analyst	Mon.-Fri., 2:30-2:45 P.M. PWT eff 12/7/42 Mon.-Fri., 12:30-12:45 P.M. PWT	8*	5/4/42—	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	Bob Garred eff 10/2 Truman Bradley	Mon., Wed., Fri., 5:45- 5:55 P.M. PWT	6*	7/6/42-10/2/42	Raymond R. Morgan Co., Hollywood
Plough Inc., Memphis	St. Josephs Aspirin	Don't You Believe It	Saturday, 9:45-10:00 P.M. PWT	8*	10/3/42—	Lake-Spiro-Shurman Co., Memphis
Procter & Gamble Co., Cincinnati	Ivory Snow	Mary Martin	Mon.-Fri., 5:00-5:15 P.M.	20	12/29/41-3/27/42	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow & Dreft	Shirley Temple in Junior Miss	Wednesday, 9:00-9:30 P.M.	70	3/4/42-8/25/42	Benton & Bowles, N. Y. Blackett-Sample-Hummert, Chicago

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Dreft & Duz, Duz only eff 4/13	The Goldbergs	Mon.-Fri., 5:15-5:30 P.M. eff 4/8 Mon.-Fri., 2:45-3:00 P.M. 56 eff 6/29 Mon.-Fri., 1:45-2:00 P.M.; 2:45-3:00 P.M. 58 eff 8/17 cancel rep.	53	12/29/41—	Blackett-Sample-Hummert, Chicago Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 1:30-1:45 P.M.	6	3/30/42-6/26/42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Woman in White eff 9/28 Ma Perkins	Mon.-Fri., 1:15-1:30 P.M.	59	12/29/41—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 1:30-1:45 P.M.	46	12/29/41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 5:30-5:45 P.M.	27	12/29/41-3/27/42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	61	12/29/41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Ransom Sherman	Friday, 7:00-7:30 P.M. PWT Friday, 10:00-10:30 P.M. eff 3/4 Wednesday, 9:30-10:00 P.M.	6* 65 73	1/2/42-1/17/42 1/23/42-6/24/42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	25	12/29/41-6/26/42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso & Camay	Pepper Young's Family	Mon.-Fri., 2:45-3:00 P.M.	25	6/29/42—	Pedlar & Ryan, N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	Prudential Family Hour	Sunday, 5:00-5:45 P.M.	60-82	8/31/41—	Benton & Bowles, N. Y.
Public Health League of Calif.	Political	Talk	Friday, 10:15-10:30 P.M. PWT	4	10/30/42 Only	R. H. Alber Co., Los Angeles
Quaker Oats Co., Chicago	Quaker Oats	That Brewster Boy	Wednesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. eff 6/5 Friday, 9:30-10:00 P.M. Friday, 10:00-11:00 P.M.	67-82	3/4/42—	Ruthrauff & Ryan, Chicago
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Camel Caravan	Friday, 10:00-11:00 P.M.	115	7/10/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Thanks to the Yanks	Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M.	115	10/31/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	How'm I Doin'?	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M. eff 5/15 Friday, 10:00-10:30 P.M.	99-105	1/9/42-7/3/42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Al Pearce Program	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	98	10/3/41-1/2/42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	80-115	9/29/41-6/22/42 9/28/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Vaughn Monroe Orchestra	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	114	6/29/42-9/21/42	William Esty & Co., N. Y.
Scudder Food Products	Food Products	Bob Garred	Saturday, 5:45-5:55 P.M. PWT	4*	6/27/42-7/18/42	Brisacher Davis & Staff
Seaside Oil Co., Los Angeles	Gas and Oil	Spelling Beeliner	Sunday, 5:30-5:55 P.M. PWT	6*	4/13/41-4/5/42	McCarty Co., Los Angeles
Smith Bros. Co., Poughkeepsie	Cough Drops	Bob Anderson	Mon., Wed., Sat., 8:55-9:00 P.M. PWT Sunday, 8:25-8:30 P.M. PWT	6*	11/9/41-3/1/42	J. D. Tarcher & Co., N. Y.
Smith Bros. Co., Poughkeepsie	Cough Drops	Dick Joy	Tuesday, 9:25-9:30 P.M.; Thursday, 8:55-9:00 P.M. PWT	7*	11/17/42—	J. D. Tarcher & Co., N. Y.
Smith Bros. Co., Poughkeepsie	Cough Drops	Nelson Pringle	Mon., Wed., 7:45-8:00 A.M. PWT	7*	11/16/42—	J. D. Tarcher & Co., N. Y.
Soil-Off Mfg. Co., Glendale	Cleaning Fluid for Walls & Wood Work	Bob Garred eff 10/3 Truman Bradley	Tues., Thurs., 5:45-5:55 P.M. PWT 9/5 Tues., Thurs., Sat., 5:45-5:55 P.M. PWT	6*	2/6/41—	Buchanan & Co., Los Angeles
E. R. Squibb & Sons, New York	All Products	Keep Working, Keep Singing America—Frank Parker	Mon., Wed., Fri., 6:30-6:45 P.M.	56	12/29/41—	Geyer, Cornell & Newell, N. Y.
Standard Oil Co. of New Jersey, New York	Gas and Oil	Army and Navy Game	Sat., 1:15-4:00 P.M. approx.	47	11/28/42 Only	Marschalk & Pratt, N. Y.
Sterling Products, Inc., Wheeling	Bayer	Second Husband eff 4/21 American Melody Hour	Tuesday, 7:30-8:00 P.M.	76	7/29/41-4/14/42	Blackett-Sample-Hummert, Chicago
Sterling Products, Inc., Wheeling	Ironized Yeast	A Helping Hand	Mon.-Fri., 3:00-3:15 P.M. eff 2/2 Mon.-Fri., 4:00-4:15 P.M.	4	10/13/41-4/10/42	Ruthrauff & Ryan, N. Y.
Sterling Products, Inc., Wheeling	Ironized Yeast	Are You a Missing Heir? eff 10/6 Lights Out	Tuesday, 8:00-8:30 P.M. 11:30-12:00 Mid	75	1/6/42-9/29/42	Ruthrauff & Ryan, N. Y.
Sterling Products, Inc., Wheeling	Dr. Lyons & Bayer	Second Husband	Mon.-Fri., 11:15-11:30 A.M.	40	8/3/42—	Blackett-Sample-Hummert, N. Y.
Sterling Products, Inc., Wheeling	Mulsified Oil Shampoo & Phillips Dental	Amanda of Honeymoon Hill	Mon.-Fri., 10:30-10:45 A.M.	40	8/3/42—	Blackett-Sample-Hummert, N. Y.
Sunnyvale Packing Co., San Francisco	Rancho Soups	Jane Endicott eff 7/6 Galen Drake	Mon., Wed., Fri., 10:45-11:00 A.M. PWT eff 8/17 Mon., Wed., Fri., 1:00-1:15 P.M. PWT	9*	1/5/42—	Lord & Thomas, San Francisco
Texas Co., New York	Gas and Oil	Fred Allen Jane Froman-Al Goodman (7/5-9/27)	Wednesday, 9:00-10:00 P.M. eff 3/8 Sunday, 9:00-10:00 P.M. Sunday, 9:30-10:00 P.M.	83 117	10/1/41-6/28/42 10/4/42—	Buchanan & Co., N. Y.
Tidewater Associated Oil Co.	Gas and Oil	Football Play-By-Play	Sat., 2:15-5:00 P.M. approx. PWT	9*	9/26/42-12/12/42	Lord & Thomas, San Francisco
Union Oil Co., Los Angeles	Gas and Oil	Nelson Pringle	Mon.-Fri., 7:45-8:00 A.M. PWT	6*	7/7/41-9/25/42	Lord & Thomas, Los Angeles
United Fruit Co., New York	Fruit	The World Today	Mon.-Fri., 6:45-7:00 P.M.	36	2/2/42-6/26/42	BBDO, N. Y.
U. S. Tobacco Co., New York	Model Tobacco	Gay Nineties Revue	Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	63	5/26/41—	Arthur Kudner, N. Y.
Vick Chemical Co., New York	Vapo-rub, Va-tro-nol	News for Women	Mon.-Fri., 3:15-3:30 P.M.	5	10/27/41-1/23/42	Morse International, N. Y.
Earl Warren for Governor Committee	Political	Talks	Friday, 8:15-8:30 P.M. PWT Thursday, 3:00-3:30 P.M. PWT	4* 5*	8/14/42 Only 10/22/42 Only	Eugene F. Rouse & Co., Los Angeles Campaigns Inc., San Francisco
Welch Grape Juice Co., Westfield	Grape Juice	Irene Rich	Friday, 7:15-7:30 P.M.; 11:15-11:30 eff 8/16 Sunday, 6:15-6:30 P.M.	65	6/5/42—	H. W. Kastor & Sons Adv. Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	Gene Autry	Sunday, 6:30-7:15 P.M.; eff 7/12 Sunday, 6:30-7:00 P.M.	68-114	11/2/41—	J. Walter Thompson Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	Scattergood Baines eff 6/15 Ben Bernie	Mon.-Fri., 5:45-6:00 P.M.	77-115	11/3/41—	Arthur Meyerhoff & Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	The First Line	Thursday, 10:15-10:45 P.M. eff 5/7 Thursday 10:00-10:30 P.M.	69-113	1/1/42	Arthur Meyerhoff & Co., Chicago

JUDGE US BY THE COMPANIES We Keep!

8 CONSECUTIVE YEARS ON WFIL

Lit Brothers
F. G. Vogt and Sons

7 CONSECUTIVE YEARS ON WFIL

Sam Gerson
Henry A. Hurst
Lichley's Jewelry Co.
Dr. Locke Shoe Shop

6 CONSECUTIVE YEARS ON WFIL

Abbott's Dairies
Bailey's Furniture
Freihofer Baking Co.
Parkway Baking Co.

NATIONAL

B. C. Remedy
Lydia Pinkham

5 CONSECUTIVE YEARS ON WFIL

Atlantic City Steel Pier
Dr. Mallas
John B. Stetson

NATIONAL

Ex Lax, Inc.

4 CONSECUTIVE YEARS ON WFIL

Dr. Algase
Christian Science
Christian Voices
Anton Dorfner
Electric Association
Wm. Greitz Brewing Co.
Phila. Dairy Products
Woodside Park

NATIONAL

Carter Products
MacFadden Publications

3 CONSECUTIVE YEARS ON WFIL

Atlantic Refining Co.
Bandler's
Bell Telephone Co.
Commonwealth Optical
Electric Storage Battery
Fels and Co.
Gainsburg Optical
General Baking Co.
Home Builders' Show
Ivins Bakery
Mission Bell
Philco Distributors
Wilf Brothers
Wilson Line

NATIONAL

Beaumont Co.
D'Arrigo Brothers
Doyle Packing Co.
J. C. Eno, Ltd.
Gruen Watch Co.
Gulf Oil Corp.
Hecker Products
John Morrell & Co.
Procter & Gamble
Quaker Oats Co.
Stanback Co.
Vick Chemical Co.
Washington State Apples
Yager Liniment

2 CONSECUTIVE YEARS ON WFIL

Brookside Distributors
Browning King & Co.
Chamberlain Aircraft Corp.
Erlanger Brewing
Evening Public Ledger
Gimbel Brothers
Land Title Bank & Trust Co.
James Moroney
Morris Plan Bank
National Bakers Service
Original Trenton Cracker
Parisian Tailors
Phila. & Reading Coal Co.
Quaker City Fed. Savings
Stephano Brothers
Seven Up Bottling Co.
Dr. Shor
Stephen Girard Garage
Strawbridge & Clothier
Suburban Co.
P. B. White & Co.

NATIONAL

Allcock's Plaster
American Chicle
Amer. Cigar & Cigarette Co.
Block Drug Co.
California Fruit Growers Assn.
Consumer's Waste Paper Committee
J. B. Ford Sales
General Electric Co.
Dr. Jayne & Son, Inc.
Manhattan Soap Co.
Murline Co.
Edgar A. Murray Co.

2 CONSECUTIVE YEARS ON WFIL (Cont'd) NATIONAL (cont'd)

O'Sullivan Rubber Co.
Pierces Proprietaries
Plough, Inc.
Simon & Schuster
Smith Brothers
Studebaker Corp.
William Wrigley, Jr. Co.

NEW WFIL ACCOUNTS DURING 1942

Autocar Co.
Barr's Jewelry
Breyer Ice Cream
Corliss, Inc.
Curtis Publishing Co.
Dad's Root Beer
Delaware County Ind. Union
Drexel Institute
E. I. Dupont de Nemours
George B. Evans Laboratories
Mort Farr
Flower Shaw
Ford Motor Co.
Garden State Racing Assn.
George Gorson
Hardwick & Magee Co.
Dr. Luther Harr
International Circuit Breaker
Jacob Hornung Brewing
Jersey Shore Steel
Phil Klein
Kotzen Furniture
Morry Krause
J. E. Kunkel Coal
Lucky Tester
Lukens Steel Co.
Lyons Finance
Mangels Store
Mary Jane Shoe Co.
Nat'l Stammerer's Institute
Navis Co.
Northwest Cherry Bureau
Palumbo's Restaurant
Phila. Association Retail Druggists
Phila. Auto Trade Association
Pierce-Phelps
Charles Morris Price School

NEW WFIL ACCOUNTS DURING 1942 (cont'd)

Publiker Commercial Alcohol
Roma Wine
Shopping With Dorothy
Shuman Brothers
Spatola Importing Co.
Stone Harbor
Supplee Wills Jones Co.
Warner Brothers
West Laurel Hill Cemetery
Wildwest Rodeo
Ben Wilkes

NATIONAL

Air Associates
American Industrial Salvage
American School
Chamberlain Sales
Charm Kurl
Clark Gardner Nursery
Cocilana, Inc.
Cooper Blades
Consolidated Drug
Fashion Frocks
Garrett and Co.
Golden Center Wheat Germ
Iowa Soap Co.
Journal of Living
Larus & Brothers
Thomas Learning
Lever Brothers
Minute Man Soup
National Biscuit
Norwich Pharmacal Co.
Olson Rug Co.
Pabst Brewing Co.
Pepsi-Cola Co.
Pepsodent Co.
F. W. Schumacher & Co.
Seack & Kade, Inc.
Skinner Manufacturing
Sunway Vitamins
Sweets Co. of America
Taylor Read Corp.
U. S. Tobacco Co.
Willard Tablets
William H. Wise

WFIL'S BEST SUCCESS STORY - SATISFIED ADVERTISERS!

WFIL

PHILADELPHIA'S BLUE NETWORK STATION
National Representatives - THE KATZ AGENCY, INC.

560 KC • THE BEST FREQUENCY IN PHILADELPHIA

Advertisers Using Blue Network During 1942

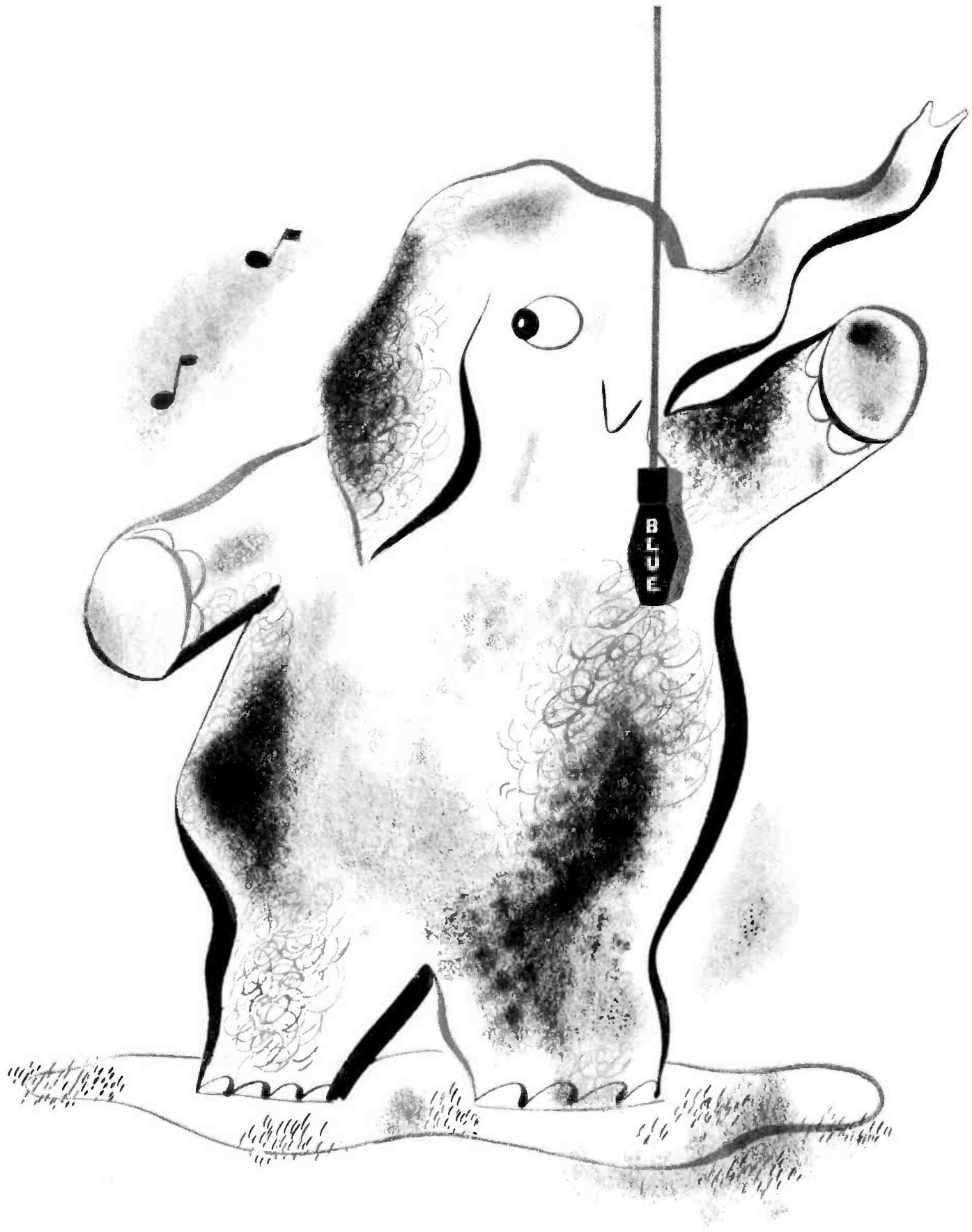
All time shown is EWT unless otherwise indicated.

RR means recorded repeat.

Rpt. means live repeat.

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works Detroit	Paint	Breakfast Club	Tues. Fri., 9:45-10:00 A.M.; 11:00-11:15 A.M. (RR)	70	Feb. '42-May '42	Henri, Hurst & McDonald, Chicago
Adam Hat Stores, New York	Men's Hats	Boxing Bouts	Various Times	130	May '41--	Glicksman Adv. Co., N. Y.
Affiliated Products, Jersey City	Edna Wallace Hopper Products	John's Other Wife	Mon., Tues., Wed., 11:30-11:45 A.M.; 1:45-2:00 P.M. (RR)	124	Mar. '41-July '42	Blackett-Sample-Hummert, N. Y.
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Gracie Fields	Mon.-Fri., 9:55-10:00 P.M.	125	Oct. '42--	Ruthrauff & Ryan, N. Y.
Anacin Co., Jersey City	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.	71	June '35-Oct. '42	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon.-Fri., 11:45-12:00 Noon; 2:00-2:15 P.M. (RR)	124	Mar. '40-July '42	Blackett-Sample-Hummert, N. Y.
Austin Studios, Los Angeles	Photographs	Hero of the Week	Saturday, 9:55-10:00 P.M.	7	Aug. '42--	Glasser-Gailey & Co., Los Angeles
P. Ballantine & Sons, Newark	Beer	Three Ring Time	Tuesday, 8:30-9:00 P.M.; 11:00-11:30 P.M. (RR)	85	Dec. '41-June '42	J. Walter Thompson, N. Y.
Bayer Co., New York	Aspirin	American Melody Hour	Wednesday, 9:00-9:30 P.M.	67	Oct. '41-April '42	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Aspirin	Second Husband	Wed., Thurs., Fri., 11:00-11:15 A.M.; 1:15-1:30 P.M. (RR)	124	April '42-July '42	Blackett-Sample-Hummert, N. Y.
A. S. Boyle Co., Jersey City	Old English Products	Breakfast at Sardi's	Mon., Wed., Fri., 12:55-1:00 P.M. (Noon); 9:55-10:00 A.M. PWT	13	Sept. '42--	J. Walter Thompson, N. Y.
Bristol-Myers Co., New York	Mum	In Person—Dinah Shore	Friday, 8:15-8:30 P.M.; 11:15-11:30 P.M. (Rpt)	117	Nov. '41--	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Minit Rub	Duffy's	Tuesday, 8:30-9:00 P.M.; 12:00-12:30 A.M. Mid (Rpt)	120	Oct. '42--	Young & Rubicam, N. Y.
Cal-Aspirin, New York	Cal-Aspirin	Amanda of Honeymoon Hill	Friday, 3:15-3:30 P.M.	55	Feb. '40-Jan. '42	Blackett-Sample-Hummert, N. Y.
Calavo Growers, Los Angeles	Calavos	Breakfast at Sardi's	Tues., Fri., 9:45-9:50 A.M. PWT	13	Dec. '42--	J. Walter Thompson, Los Angeles
Canada Dry Ginger Ale, New York	Ginger Ale	Michael Piper	Friday, 9:30-9:55 P.M.	95	Oct. '41-Feb. '42	J. M. Mathes Inc., N. Y.
Carter Products, New York	Carter's Little Liver Pills	Inner Sanctum Mystery	Sunday, 8:30-9:00 P.M.; 9:30-10:00 P.M. (RR)	61	Jan. '41--	Ted Bates Inc., N. Y.
Carter Products, New York	Arrid	Jimmie Fidler from Hollywood	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M. (RR)	68	March '42--	Small & Seiffer, N. Y.
Carter Products, New York	Carter's Little Liver Pills	Good Ole Days	Sunday, 8:30-9:00 P.M.	9	Jan. '42-July '42	Roche, Williams & Cunningham, N. Y.
Chlorine Solutions, Los Angeles	Hy-Pro	Breakfast at Sardi's	Saturday, 9:45-10:00 A.M. PWT	9	Sept. '42--	Barton A. Stebbins Adv. Agency, Los Angeles
D. L. Clark Candy Co., Pittsburgh	Candy	Service with a Smile	Thursday, 8:00-8:30 P.M.	58	Oct. '41-Mar. '42	Albert P. Hill Co., Pittsburgh
Coca-Cola Co., Atlanta	Coca-Cola	Spotlight Bands	Mon.-Sat., 9:30-9:55 P.M.	138	Sept. '42--	D'Arcy Adv. Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Breakfast Club	Fri., Sat., 9:00-9:15 A.M.	65	Nov. '41-Mar. '42	BBDO., Minneapolis
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Breakfast Club	Fri., Sat., 9:45-10:00 A.M.; 11:45-12:00 Noon (RR)	74	Oct. '42--	BBDO., Minneapolis
Cummer Products Co., New York	Energine	Manhattan at Midnight	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid (Rpt)	64	July '40--	Young & Rubicam, N. Y.
Ex-Lax, Brooklyn	Ex-Lax	The Street Singer	Mon., Wed., Fri., 4:00-4:15 P.M.	26	Jan. '42-July '42	Joseph Katz Co., N. Y.
Fisher Flouring Mills, Seattle	Flour & Cereal	Breakfast at Sardi's	Mon., Thurs., 9:45-9:50 A.M. PWT	13	July '42--	Pacific National Adv. Agency, Seattle
Ford Motor, Dearborn	Ford Cars	Watch the World Go By	Every Day, 9:00-8:15 P.M.; 11:00-11:15 P.M. (Rpt)	125	July '42 -	Maxon Inc., Detroit
General Foods Corp., New York	Post Toastries	Don Winslow of the Navy	Mon.-Fri., 6:00-6:15 P.M.; 7:00-7:15 P.M. (RR); 8:00-8:15 P.M. (RR)	138	Oct. '42--	Benton & Bowles, N. Y.
General Mills, Minneapolis	Kix	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.; 8:00-8:30 P.M. (RR)	51	May '42--	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Cheerios	Hop Harrigan	Tues.-Sat., 9:00-9:15 P.M. (RR)	13	Sept. '42--	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Kix	Lightning Jim	Mon., Wed., Fri., 10:30-11:00 P.M. (RR)	13	May '42-Sept. '42	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.; 6:30-6:45 P.M. (Live rpt); 7:30-7:45 P.M. (RR); 8:30-8:45 P.M. (RR)	106	Aug. '42--	Knox-Reeves Adv., Minneapolis
Hall Bros., Kansas City	Greeting Cards	Meet Your Navy	Friday, 10:00-10:30 P.M.	113	Aug. '42--	Henri, Hurst & McDonald, Chicago
Hecker Products Co., New York	H-O Oats	Moylan Sisters	Sunday, 5:00-5:15 P.M.	14	May '42--	Clements Co., Philadelphia
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	66	April '40--	Ruthrauff & Ryan, N. Y.
Andrew Jergens Co., Cincinnati	Jergens Lotion	Walter Winchell	Sunday, 9:00-9:15 P.M.; 10:30-10:45 P.M. (Rpt)	111	Oct. '39--	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Woodbury Soap	Farker Family	Sunday, 9:15-9:30 P.M.; 10:45-11:00 P.M. (Rpt)	111	Oct. '39--	Lennen & Mitchell, N. Y.
Kellogg Co., Battle Creek, Mich.	Pep	Breakfast at Sardi's	Mon.-Fri., 9:50-9:55 A.M. PWT	13	Jan. '43--	Kenyon & Eckhardt, N. Y.
Kerr Glass Mfg. Corp., Los Angeles	Kerr Mason Jars & Caps	Breakfast at Sardi's	Mon.-Fri., 9:50-9:55 A.M. PWT thru 8/28 Mon., Wed., Fri., 9:50-9:55 A.M. PWT 8/31-9/25	10	Aug. '42-Sept. '42	Raymond R. Morgan & Co., Hollywood
Kolynos Co., Jersey City	Kolynos Toothpaste	Mr. Keen—Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	72	Jan. '41-Oct. '42	Blackett-Sample-Hummert, N. Y.

(Continued on Page 188)



people are different from elephants!

Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will*.

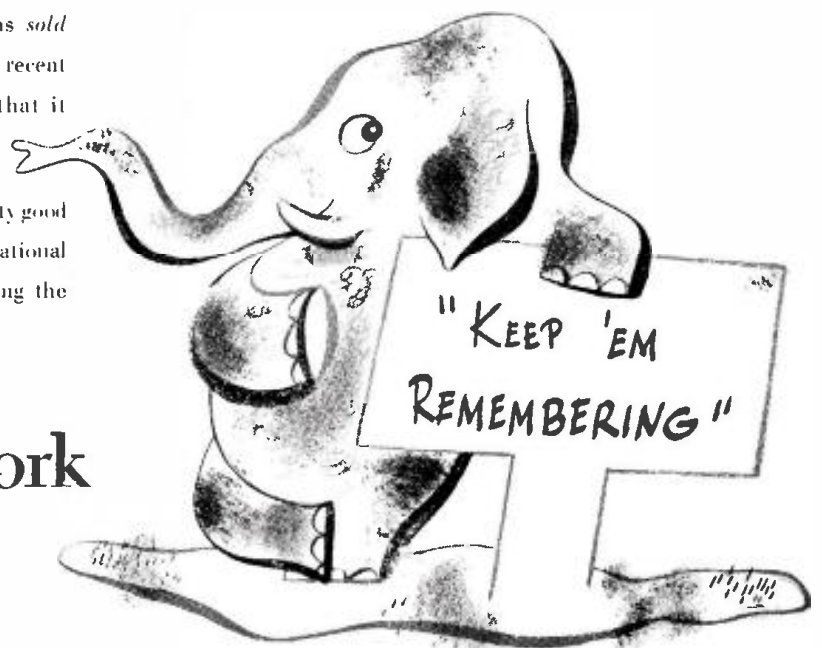
"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the

home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service

the **blue** network



Advertisers Using Blue Network During 1942

[Continued from Page 185]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lance, Inc., Charlotte, N. C.	Toastchee Sandwiches	Sunday Toastchee Time	Sunday, 4:30-5:00 P.M.	64	Aug. '42-Dec. '42	Morse International, N. Y.
Langendorf United Bakeries, San Francisco	Bakery Products	Red Ryder	Tues., Thurs., Sat., 7:30-8:00 P.M. PWT	5	Feb. '42—	Ruthrauff & Ryan, N. Y.
Loew's Inc., New York	MGM Pictures	The Lion's Roar	Mon.-Fri., 7:00-7:05 P.M.	52	Nov. '42—	Donahue & Coe., N. Y.
P. Lorillard & Co., New York	Cigarettes (Old Gold)	New Old Gold Show	Friday, 8:00-8:30 P.M.	60	Nov. '41-Apr. '42	J. Walter Thompson, N. Y.
Mail Pouch Tobacco Co., Wheeling, W. Va.	Cigars & Tobacco	Counterspy	Monday, 9:00-9:30 P.M.	60	Sept. '42—	Walker & Downing, Pittsburgh
Mennen Co., Newark	Mennen Lotion	Capt. Flagg & Sgt. Quirt	Sunday, 7:30-8:00 P.M.; 8:30-9:00 P.M. (RR)	85	Sept. '41-Jan. '42	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon.-Thurs., 8:15-8:30 P.M.; 11:15-11:30 P.M. (Rpt)	70	Sept. '41—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Quiz Kids	Sunday, 7:30-8:00 P.M.; 11:30-12:00 Mid (RR)	66	Sept. '40—	Wade Adv. Agency, Chicago
Minneapolis-Honeywell Regulator Co., Minneapolis	Air Conditioning Machinery	Alias John Freedom	Monday, 10:15-10:45 P.M.	124	Aug. '42—	Addison Lewis & Associates, Minneapolis
Modern Food Process Co., Philadelphia	Philadelphia Scrapple	Olivio Santoro	Sunday, 5:15-5:30 P.M.	18	Sept. '40-Sept. '42	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Thrive Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	26	Oct. '39-Feb. '42	Clements Co., Philadelphia
C. F. Mueller Co., Jersey City	Macaroni	Morning Market Basket	Wed., Thurs., Fri., 10:00-10:15 A.M.	20	Sept. '42—	Duane Jones Co., N. Y.
Neighbors of Wooderaft, Portland, Ore.	Life Insurance	Grandpappy & His Pals	Sunday, 2:00-2:30 P.M. PWT	24	May '41—	MacWilkins & Cole, Portland, Ore.
Nestle's Milk Products Co., New York	Nestle's Products	Breakfast at Sardi's	Wednesday, 9:40-9:45 A.M. PWT Saturday, 9:30-9:45 A.M. PWT	13	Sept. '42—	Leon Livingston Adv. Agency, San Francisco
Northwestern Yeast Co., Chicago	Yeast	Songs of a Dreamer	Mon., Wed., Fri., 10:00-10:15 A.M.	18	Oct. '42—	MacFarland Aveyard Co., Chicago
Ontario Travel & Publicity Bureau, Toronto	Travel Bureau	The Ontario Show	Friday, 7:00-7:30 P.M.	47	Mar. '42-June '42	Walsh Adv. Co., Toronto
Pacquin, Inc., New York	Creams	Speaking of Glamour	Sunday, 10:30-10:45 A.M. PST Thursday, 4:30-4:45 P.M. PST	13	Sept. '41-Mar. '42	William Eaty & Co., Hollywood
Pan American Coffee Bureau, New York	Coffee	Over Our Coffee Cups	Sunday, 6:45-7:00 P.M.	130	Sept. '41-Apr. '42	Buchanan & Co., N. Y.
Pepsi-Cola Co., Long Island City, N. Y.	Pepsi-Cola	War Bond Contest	Mon.-Fri., 9:55-10:00 P.M.	171	May '42-July '42	Newell-Emmett Co., N. Y.
Phillips Chemical Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon.-Thurs., 3:15-3:30 P.M.	55	Feb. '40-Jan. '42	Blackett-Sample-Hummert, N. Y.
Phillips Chemical Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon., Tues., Wed., 11:15-11:30 A.M.; 1:30-1:45 P.M. (RR)	122	Jan. '42-July '42	Blackett-Sample-Hummert, N. Y.
Photo-Developing Co., Los Angeles	Film Developing	Breakfast at Sardi's	Mon., Wed., Fri., 9:40-9:45 A.M. PWT	13	May '42-July '42	Mayers Co., Los Angeles
Pillsbury Flour Mills Co., Minneapolis	Flour	Musical Millwheel	Thurs., Fri., Sat., Sun., 10:00-10:15 A.M.	50	Sept. '41-June '42	McCann-Erickson, Chicago
Ralston-Purina Co., St. Louis	Cereal	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.	68	Sept. '41-Mar. '42	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis	Cereal	Elsa Maxwell	Friday, 10:00-10:15 P.M.	65	Jan. '42-June '42	Gardner Adv. Co., St. Louis
R. J. Reynolds Co., Winston-Salem, N. C.	Tobacco	Cugat Rumba Review	Tuesday, 8:00-8:30 P.M.	95	Oct. '41-June '42	William Eaty & Co., N. Y.
Seaside Oil Co., Santa Barbara, Cal.	Gas & Oil	Seaside News	Mon., Wed., Fri., 5:30-5:45 P.M. PWT	11	May '42-Aug. '42	McCarty Co., Los Angeles
Serutan Co., Jersey City	Serutan	Drew Pearson	Sunday, 7:00-7:15 P.M.; 8:45-9:00 P.M. (RR)	27	Oct. '41—	Raymond Spector Co., N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions of the Air	Sunday, 6:30-7:00 P.M.	138	Nov. '42—	Warwick & Legler, N. Y.
Skinner & Eddy Corp., Seattle	Soup	Breakfast at Sardi's	Mon.-Fri., 9:35-9:40 A.M. PWT	10	June '42—	J. William Sheets Co., Seattle
Dr. Earle S. Sloan, New York	Sloan's Liniment	Gangbusters	Friday, 9:00-9:30 P.M.	63	Oct. '41-Apr. '42	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Gangbusters	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid (RR)	96	Sept. '42—	Warwick & Legler, N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	News	Friday, 9:55-10:00 P.M.	94	Nov. '41 Mar '42	J. D. Tarcher & Co., N. Y.
Socony-Vacuum Oil Co., New York	Petroleum Products	Raymond Gram Swing	Mon.-Thurs., 10:00-10:15 P.M.	118	Sept. '42—	J. Stirling Getchell, N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Monday, 8:00-8:30 P.M.	60	Oct. '41-June '42	Kenyon & Eckhardt, N. Y.
Standard Oil of Indiana, Chicago	Gas & Oil	Auction Quiz	Friday, 8:00-8:30 P.M.	43	July '41-Jan '42	McCann-Erickson, Chicago
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	24	Junr. '32—	Roche, Williams & Cunyngnam, Philadelphia
Swift & Co., Chicago	Swift Bacon & Ham	Breakfast Club	Thurs., Fri., Sat., 9:30-9:45 A.M.; 10:45-11:00 A.M. (RR)	92	Feb. '41-Nov. '42	J. Walter Thompson Co., Chicago
Swift & Co.	Bacon & Ham	Breakfast Club	Tues.-Sat., 9:30-9:45 A.M.; 11:30-11:45 A.M. (RR)	142	Nov. '42—	Blackett-Sample-Hummert, N. Y.
Joseph Tetley, N. Y.	Jiffy Soups	Morning Market Basket	Tues., Thurs., Sat., 10:00-10:15 A.M.	10	Nov. '40—	Duane Jones, N. Y.
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M. (Approximately)	163	Nov. '41-Mar. '42	Buchanan & Co., N. Y.
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M. (Approximately)	173	Nov. '42—	Buchanan & Co., N. Y.

Advertisers Using Blue Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Tidewater Associated Oil Co., San Francisco	Petroleum Products	Football	Saturday, 2:00-5:00 P.M. PWT	19	Sept. '42-Nov. '42	Lord & Thomas, San Francisco
Time Inc., New York	Magazine	March of Time	Friday, 9:00-9:30 P.M.	81	Oct. '41-June '42	Young & Rubicam, N. Y.
Trimont Clothing Co., New York	Men's Clothing	Dorothy Thompson	Thursday, 8:45-9:00 P.M.	65	Mar. '42-June '42	Emil Mogul Inc., N. Y.
Trimont Clothing Co., New York	Men's Clothing	Dorothy Thompson	Sunday, 9:45-10:00 P.M.; 12:30-12:45 P.M. (RR)	62	Sept. '42-Dec. '42	Emil Mogul Inc., N. Y.
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 8:45-7:00 P.M.; 7:45-8:00 P.M. (RR); 8:45-9:00 P.M. (RR)	76	Sept. '42—	Blackett-Sample-Hummert, Chicago
Washington Cooperative Egg & Poultry Assn., Seattle	Linden Chicken	Breakfast at Sardi's	Tuesday, 9:40-9:45 A.M. PWT	13	Sept. '42—	Pacific National Adv. Agency, Seattle
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Second Husband	Mon., Tues., 11:00-11:15 A.M.; 1:15-1:30 P.M. (RR)	54	Apr. '42-July '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	54	June '38-Apr. '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Amanda of Honeymoon Hill	Thurs., Fri., 11:15-11:30 A.M.; 1:30-1:45 P.M. (RR)	122	Jan. '42-July '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Monday Mertyground	Monday, 10:00-10:30 P.M.	68	Oct. '41-Apr. '42	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice, Westfield, N. Y.	Grape Juice	Dear John	Sunday, 9:30-9:45 P.M.; 12:00-12:15 A.M. (RR)	55	Oct. '40-Mar. '42	H. W. Kastor & Sons, Chicago
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:30-6:00 P.M.	64	Oct. '41-June '42	Critchfield & Co., Chicago
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:30-6:00 P.M.	72	Oct. '42—	Critchfield & Co., Chicago
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.	65	Sept. '41—	J. Walter Thompson Co., N. Y.
Williamson Candy Co., Chicago	Candy Bars	Famous Jury Trials	Tuesday, 9:00-9:30 P.M.	62	Oct. '41—	Aubrey, Moore & Wallace, Chicago
Wilson Milk Co., Indianapolis	Milk	Smile Awhile	Mon., Wed., Fri., 11:30-11:45 A.M.	11	Oct. '42—	Keeling & Co., Indianapolis
Wyeth Chemical Co., New York	Hills Cold Tablets	John's Other Wife	Thurs., Fri., 11:30-11:45 A.M.; 1:45-2:00 P.M. (RR)	70	Mar. '40-July '42	Blackett-Sample-Hummert, N. Y.

52% OF IDAHO'S PEOPLE HAVE 52% OF THE BUYING POWER

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National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.

Advertisers Using Mutual Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday, 1:00-1:15 P.M.	10	10/15/39-4/28/40 10/13/40-4/13/41	Weston-Barnett, Chicago
Anacin Co., Jersey City	Anacin	Front Page Farrell John B. Hughes	Mon.-Fri., 1:30-1:45 P.M. Tues., Wed., 10:00-10:15 P.M. Wed., Sat., 10:00-10:15 P.M.	79	6/23/41-3/20/42 3/24/42-10/6/42 10/14/42—	Blackett-Sample-Hummert, N. Y.
Barbasol Co., Indianapolis	Barbasol	Gabriel Heatter	Sunday, 8:45-9:00 P.M.	14 55	4/6/41-10/25/42 11/1/42—	Erwin, Wasey & Co., N. Y.
Bayuk Cigars Inc., Philadelphia	Phillies	Inside of Sports Cal Tinney	Tues., Thurs., Sat., 7:45-8:00 P.M. Mon., Wed., Fri., 8:00-8:15 P.M.	76	6/14/39-6/27/42 8/4/41— 11/7/41 Friday Added	Ivey & Ellington, Philadelphia
Benson & Hedges, New York	Virginia Rounds Cigarettes	Paul Schubert	Mon.-Fri., 10:30-10:45 P.M.	8	8/17/42—	Duane Jones Co., N. Y.
Bullard Co., Bridgeport, Conn.	Institutional	Presentation of Plane to Army	Tuesday, 4:00-4:30 P.M.	40	10/13/42 Only	Direct
Campana Sales Co., Batavia, Ill.	Campana Balm & Hand Lotion, Old South Toiletries, Dreskin Coolies, etc.	First Nighter	Sunday, 6:00-6:30 P.M.	125	10/4/42—	Aubrey, Moore & Wallace, Chicago
Chase Brass & Copper Co., Bridgeport, Conn.	Institutional	Army-Navy "E" Award	Thursday, 2:30-3:30 P.M.	34	10/15/42 Only	Direct
Coca-Cola Co., Atlanta	Coca-Cola	Spotlight Bands	Mon.-Fri., 10:15-10:30 P.M. Saturday, 10:15-10:45 P.M. Mon.-Fri., 9:30-9:45 P.M. Saturday, 9:30-10:00 P.M.	123	11/3/41-1/31/42 2/2/42-5/2/42	D'Arcy Adv. Co., St. Louis
Conti Products Inc., New York	Conti Shampoo & Soap	Treasure Hour of Song Walter Compton	Saturday, 8:00-8:30 P.M. Friday, 10:00-10:30 P.M. Sunday, 10:45-11:00 A.M.	23	1/24/42-5/2/42 5/8/42-7/17/42 7/26/42—	Birmingham, Castleman & Pierce, N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	24	9/26/37-3/20/38 9/25/38-3/19/39 9/24/39-4/7/40 9/29/40-4/20/41 9/28/41-3/22/42 9/27/42—	Ruthrauff & Ryan, N. Y.
Detroit Bible Class, Detroit	Religious Talks	Detroit Bible Class	Sunday, 10:00-10:30 A.M.	99	11/10/40—	Aircasters Inc., Detroit
Diebold Safe & Lock Co., Canton	Institutional	Army-Navy "E" Award	Monday, 2:30-3:00 P.M.	10	8/31/42 Only	Sweeney & James Co., Cleveland
Garrett Wine Co., New York	Wine	Maid of America	Tuesday, 8:30-9:00 P.M.	2	3/10/42-5/26/42	Ruthrauff & Ryan, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing Raymond Clapper	Mon., Thurs., 10:00-10:15 P.M. Mon., Thurs., 10:00-10:15 P.M.	85	9/25/39-9/21/42 9/24/42—	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M. Local	99	9/29/41-6/26/42	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Corn Kix	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	43	5/5/41-5/1/42	Blackett-Sample-Hummert, Chicago
Gillette Safety Razor Co., Boston	Gillette Safety Razors and Blades	Boxing Bouts World Series Cotton Bowl Army All-Star Football	10:00 P.M.— 1:15 P.M.— 2:00 P.M.— Various Times	192 263 154 154	Various Dates 9/30, 10/1, 3, 4, 5 Jan. 1, 1942 8/30, 9/6, 9, 12, 13, 16, 19, 20	Maxon Inc., N. Y.
Gospel Broadcasting Assn.	Religion	Old Fashioned Revival Hour	Sunday, 9:00-10:00 P.M.	195	1/3/37—	R. H. Alber Co., Los Angeles
Gospel Broadcasting Assn.	Religion	Pilgrim Hour	Sunday, 2:00-3:00 P.M.	99	9/6/42—	R. H. Alber Co., Los Angeles
Gotham Silk Hosiery Co., New York	Hosiery	Strictly Personal, Pegeen Fitzgerald	Mon., Wed., Fri., 1:35-1:45 P.M.	55	11/16/42—	Grady & Wagner Advertising, N. Y.
Hecker Products Corp., Chicago	Ceresota & Aristos Flour	This Is Life	Mon., Wed., Fri., 12:15-12:30 P.M.	6	9/8/41-6/5/42	Leo Burnett Co., Chicago
Howard Clothes, New York	Men's Clothing	Adventures of Bulldog Drummond True Story Theatre of the Air	Sunday, 6:30-7:00 P.M. Wednesday, 8:30-9:00 P.M.	11 11	4/6/41-6/22/41 9/28/41-3/22/42 9/23/42—	Redfield-Johnstone, N. Y.
Iglehart Brothers, Evansville, Ind.	Swansdown Family Flour	Johnson Family	Mon., Wed., Fri., 4:30-4:45 P.M.	31	3/3/41-3/27/42	Young & Rubicam, N. Y.
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter, Occasionally Cheese & Turkeys	Boake Carter	Mon., Wed., Fri., 4:45-5:00 P.M. Mon., Wed., Fri., 12:00-12:15 P.M.	22	10/20/41-3/27/42 4/6/42—	Campbell-Mithun, Minneapolis
Lansdowne Steel & Iron Co., Gadsden, Ala.	Institutional	Army-Navy "E" Award	Wednesday, 12:15-12:30 P.M.	2	9/16/42 Only	Direct
Lumberman's Mutual Casualty Co., Chicago	Insurance	Upton Close	Sunday, 5:15-5:30 P.M.	56	11/22/42—	Leo Burnett & Co., Chicago
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sunday, 1:30-2:00 P.M.; 4:30-5:00 P.M. Repeat	199	10/24/37-4/17/38 10/23/38-4/16/39 10/29/39-4/21/40 10/27/40-4/20/41 10/19/41-4/19/42 10/25/42—	Kelly, Stuhman & Zahrdt, St. Louis Eff. 12/41— Kelly, Zahrdt & Kelly, St. Louis
Marrows Inc., Chicago	Mar-O-Oil Shampoo	George Fisher, Hollywood Reporter	Tues., Thurs., 12:30-12:45 P.M. Sunday, 1:15-1:30 P.M.	69	1/2/41-7/1/41 9/28/41-4/26/42	Hays-MacFarland & Co., Chicago
Pabst Brewing Co., Chicago	Pabst Blue Ribbon Beer	Pro Football Games	Sunday, 1:45	115	12/13/42 Only	Lord & Thomas, Chicago
Paramount Pictures Corp., New York	Picture Premiere	Birth of the Blues The Fleet's In	Saturday, 9:00-9:30 P.M. Friday, 9:45-10:00 P.M.	70 82	11/1/41 Only 3/27/42 Only	Buchanan & Co., N. Y.
People's Church Inc., Indianapolis	Religion	Cadle Tabernacle	Sunday, 12:00-12:30 P.M.	136	10/18/42—	Ivey & Ellington, Philadelphia
Pepperell Manufacturing Co., Boston	Pepperell Sheets, etc.	Eleanor Early—Commentary	Thursday, 12:15-12:30 P.M.	20	4/23/42-7/16/42	H. B. Humphrey Co., Boston
Pharmaco Inc., Newark	Feen-a-mint & Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M. Friday, 9:30-10:00 P.M.	189	9/29/40-5/3/42 5/8/42—	Wm. Esty & Co., N. Y.

Advertisers Using Mutual Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours—Arthur Hale	Tues., Thurs., Sat., 7:30-7:45 P.M.	29	1 6'40-6 29 40 10/1/40-2/1 41 2 1'41-9'27, 41 1/6/42—	Sherman K. Ellis Co., N. Y. Eff. 2/1/41 Hixson-O'Donnell Adv., N. Y.
Riggio Tobacco Corp., New York	Regent Cigarettes	Regent Time—Jerry Wayne	Mon., Tues., Wed., 10:30-10:45 P.M.	16	1 5'42-2'25 42	M. H. Hackett Inc., N. Y.
R. B. Semler Inc., New Canaan, Conn.	Kreml	Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 P.M.	56	8/7/40—	Erwin, Wasey & Co., N. Y.
Schenley Import Corp., New York	Cresta Bianca Wines	Cresta Blanca Carnival	Wednesday, 9:15-10:00 P.M.	68	10/14/42—	Wm. H. Weintraub & Co., N. Y.
Standard Brands, New York	Fleischmann Yeast	What's My Name?	Tuesday, 8:00-8:30 P.M.	86	1/6/42-6/30/42	Kenyon & Eckhardt, N. Y.
Standard Oil Co., New Jersey	Standard Oil Products	Army-Navy Football Game	Saturday, 1:15—	60	11/28/42 Only	Marshall & Pratt
Studebaker Corp. (Pacific Division)	Studebaker Automobiles	John B. Hughes. News	Tues., Wed., Sat., 10:00-10:15 P.M. Tues., Wed., Sat., 12:15-12:30 A.M. Tues., Thurs., 12:30-12:45 A.M. Tues., Thurs., Sat., 12:30-12:45 A.M. Mon., Wed., Fri., 12:30-12:45 A.M.	37	9/30/41-6/2/42 6/2/42-7/2/42 7/2/42-8/28/42 9/1/42-9/29/42 9/29/42—	Roche, Williams & Cunningham, Chicago
Voice of Prophecy Inc., Washington, D. C. (Formerly Titled—General Conference of Seventh Day Adventists)	Religion	Voice of Prophecy	Sunday, 7:00-7:30 P.M.	185	1/4/42—	Jack Parker & Assoc., Hollywood Eff. 10/4/42 G. C. Hoskin & Assoc., Chicago
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	83	9/30/40-7/4/41 9/29/41-6/26/42	Blackett-Sample-Hummert, Chicago
Wesley Radio League	Religion	Rev. J. Zoller	Sunday, 11:00-11:30 A.M.	127	11/1/42—	Aircasters Inc., Detroit
Western Conference of Teamsters, Los Angeles		Curtain America	Monday, 9:30-10:00 P.M.	2	8'24/42—	Clarence Juneau Agencies, Los Angeles
Whitehall Pharmacal Co., New York	Aspartane	John B. Hughes—News Arthur Van Horn—A.P. News	Mon.-Fri., 12:00-12:15 P.M. Mon., Wed., Fri., 1:30-1:35 P.M.	93	6/23'41-3/20'42 4/20/42—	Blackett-Sample-Hummert, N. Y.
Worumbo Manufacturing Co., Lisbon Falls, Me.	Institutional	Army-Navy "E" Award	Friday, 11:30-12:00 Noon	23	10 2'42 Only	Direct
Young People's Church of the Air, Philadelphia	Religion	Rev. Percy Crawford	Sunday, 3:30-4:00 P.M.	187	10'13 40-1'5 41 1/19'41-4/13 41 10 19'41—	R. H. Alber Co., Los Angeles Eff. 1/19/41 Ivey & Elington, Philadelphia
Zonite Products Corp., New York	Forhan's Toothpaste	Gabriel Heatter	Tues., Thurs., 9:00-9:15 P.M.	12	1 6/41-7'3 41 10 7 41—	Erwin, Wasey & Co., N. Y.

COOPERATIVELY SPONSORED MUTUAL NETWORK PROGRAMS

Local Sponsors Public Finance Corp.	Various	Adventures of Bulldog Drummond	Sunday, 6:30-7:00 P.M. Monday, 8:30-9:00 P.M.	Varies	9/28/41-3/22 42 10 26, 42—	Varies
Local Sponsors Royal Crown Cola	Various	B. S. Bercevic Philip Keyne-Gordon	Mon.-Fri., 11:15-11:30 A.M. Mon.-Fri., 6:01-6:15 P.M. (eff. 6/8/42)	Varies	4/28/41-8/1'42 8/2/42—	Varies
Local Sponsors Belk-Leggett Co.	Various	Bill Hays Reads the Bible	Mon.-Fri., 12:15-12:30 P.M.	Varies	9/2/42—	Varies
Local Sponsors Grove's Bromo-Quinine	Various	Boake Carter	Mon.-Fri., 12:00-12:15 P.M.	Varies	6/8/42—	Varies
Local Sponsors McKesson, Bedsole & Colvin	Various	Cedric Foster	Mon.-Fri., 2:00-2:15 P.M.	Varies	9/1/41— 7/13/42—	Varies
Local Sponsors Old Molineaux Wines, Inc.	Various	For Your Information	Friday, 8:30-8:45 P.M.	Varies	11/7/41-4/30/42	Varies
Local Sponsors Morey Mercantile Co.	Various	Johnson Family	Mon.-Fri., 4:30-4:45 P.M.	Varies	1/2/41—	Varies C. L. Miller Co., N. Y.
Local Sponsors Italian Swiss Colony Wine	Various	Fulton Lewis, Jr.	Mon.-Fri., 7:00-7:15 P.M.	Varies	10/17/38—	Varies
Local Sponsors Hawaii Brewing Co.	Various	Here's Morgan	Mon.-Fri.,	Varies	11/3/41-1/30/42	Varies
Local Sponsors Interstate Bakeries	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	Varies	1/18/37—	Varies
Local Sponsors Master Loan Co., Baltimore	Various	Letters to My Son	Sunday, 12:45-1:00 P.M.	Varies	7/12/42-10/4/42	Varies Adam F. Ebry Adv. Assoc.
Local Sponsors Southwest Tablet Mfg. Co.	Various	Shafter Parker & His Circus	Mon.-Fri., 5:15-5:30 P.M.	Varies	9/15/41-1/23/42	Varies Gandy Adv. Co., Dallas
Local Sponsors Wherry Furniture Co.	Various Furniture	The Shadow	Sunday, 5:30-6:00 P.M.	Varies	9/24/39-3/17/40 9/29/40-4/20/41 9/28/41-3/22/42 9/27/42—	Varies
Local Sponsors Forheimer Flour Co., Inc.	Various	President's News Conference	Tuesday, 5:00-5:05 P.M. & Friday, 11:30-11:35 A.M.	Varies	2/24/42—	Varies
Local Sponsors O'Rorke Bakery	Various	Superman	Mon.-Fri., 5:30-5:45 P.M.	Varies	9'7/42—	Varies
Local Sponsors Andy Lotshaw & Co.	Various	Your Date with Don Norman	Mon.-Fri., 1:45-2:00 P.M.	Varies	3'30/42-8'21/42	Varies Arthur Meyerhoff & Co., Chicago

OUR WEEKLY DUTY — BUY WAR BONDS!

Advertisers Using Canadian Broadcasting Corp. Networks During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., Toronto	Soup	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	Apr. '41—	Cockfield, Brown & Co., Toronto
Carnation Co., Toronto	Milk	Le Quart d'Heure de Detente	Tues., Thurs., 10:30-10:45 A.M.; 10:45-11:00 A.M.	4	Oct. '41-Aug. '42 Sept. '42—	Baker Adv. Agency, Toronto
Carter Products, New York	Little Liver Pills	Inner Sanctum Mystery	Sunday, 8:30-9:00 P.M.	15	Jan. '42-June '42	Street & Finney, N. Y.
Carter Products, New York	Arrid	Jimmy Fidler	Monday, 7:00-7:15; 8:15-8:30 P.M. Sunday, 9:30-9:45 P.M.	15	Mar. '42-June '42 July '42-Aug. '42	Small & Seifer, N. Y.
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste & Tooth Powder, Palmolive Soap, Princess Soap Flakes	Happy Gang	Mon.-Fri., 1:15-1:45 P.M.	33	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Musical Beauty Box	Thursday, 9:00-9:30 P.M. 10:00-10:30 P.M.	33	Jan. '42-Feb. '42 Feb. '42-Apr. '42	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Penny's Diary	Thursday, 8:05-8:30 P.M. Friday, 8:30-9:00 P.M.	33	Apr. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Palmolive Shave Cream Cue Dentifrice	Share the Wealth	Saturday, 8:30-9:00 P.M.; 11:30-12:00 Mid	32	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tuesday, 9:00-9:30 P.M. Saturday, 8:30-9:00 P.M. Tuesday, 8:30-9:00 P.M.	4	Jan. '42-Feb. '42 Feb. '42-June '42 Oct. '42-Dec. '42	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste Halo Shampoo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12:00 Noon	5	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toronto
Dominion of Canada, Dept. of Agriculture	Prairie Farm Assistance	Talks	10:45-11:00 P.M.	11	Various Dates	J. J. Gibbons Ltd., Regina
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Mart Kenney	Monday, 10:00-10:30 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Dramatic Show	Wednesday, 10:00-10:30 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	All Star Show	Friday, 10:00-11:00 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	They Tell Me	Mon.-Fri., 1:45-2:00 P.M.	70	Aug. '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Mart Kenney	Monday, 8:00-8:30 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Dramatic Show	Wednesday, 9:30-10:00 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	All Star Show	Friday, 8:00-9:00 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	La Metairie Rancourt	Mon.-Fri., 11:15-11:30 A.M.	11	Aug. '42—	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	3rd Victory Loan	All Star Show	Wednesday, 9:00-10:00 P.M.	54	Oct. '42-Nov. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	Nazi Eyes on Canada	Sunday, 7:30-8:00 P.M.	52	Sept. '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	Notre Canada	Friday, 8:00-8:30 P.M.	10	Sept. '42—	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	Varieties 1942	Monday, 8:00-8:30 P.M.	11	Oct. '42-Nov. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Munitions & Supply, Ottawa	Voices of Victory	Friday, 10:00-10:30 P.M.	52	Mar. '42-June '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	Soldier's Wife	Mon.-Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	46	May '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	Talk	Tuesday, 2:00-2:15 P.M.	9	May 26, '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	Le Courier du Jour	Mon.-Fri., 10:15-10:30 A.M.	9	Aug. '42—	Adv. Agencies of Canada, Montreal
General Foods, Toronto	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.	27	Jan. '42-May '42	Baker Agency, Toronto
General Foods, Toronto	Grape-Nuts Flakes, Bakers Cocoa	Jack Benny	Sunday, 7:00-7:30 P.M.	27	Oct. '42-Dec. '42	Baker Agency, Toronto
General Foods, Toronto	Jell-O and Jell-O Pudding	Le Cure de Village	Thursday, 8:00-8:30 P.M.	4	Jan. '42-May '42	Baker Agency, Toronto
General Foods, Toronto	Grape-Nuts Flakes, Bakers Cocoa	Aldrich Family	Thursday, 8:30-9:00 P.M.	28	Jan. '42-Sept. '42	Baker Agency, Toronto
General Foods, Toronto	Post Bran Flakes, Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.	28	Sept. '42-Dec. '42	Baker Agency, Toronto
General Motors Products of Canada, Ottawa	General Motors Products	Cheers from the Camps	Tuesday, 9:30-10:30 P.M.	24	June '42-Sept. '42	MacLaren Adv. Co., Toronto
Gillette Safety Razor Co. of Canada, Montreal	Razors and Blades	Boxing Bouts	10:00 P.M. to Conclusion	26	Various Dates	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada, Montreal	Razors and Blades	World Series	2:15 P.M. to Conclusion	46	Sept. 30, Oct. 1, 3, 4, 5, '42	Maxon Inc., N. Y.
L. O. Grothe, Montreal	Boston Tobacco	Tommy Duchesne	Tues., Thurs., 7:15-7:30 P.M.	5	Sept. '41-May '42	Canadian Adv. Agency, Montreal
L. O. Grothe, Montreal	Boston Tobacco	Variety Ensemble	Tues., & Thurs., 7:45-8:00 P.M.	5	Sept. '42—	Canadian Adv. Agency, Montreal
Hudson's Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Saturday, 11:30-12:00 Mid 11:00-11:30 P.M.	11 15	Nov. '41-May '42 Oct. '42—	Cockfield, Brown & Co., Winnipeg
Imperial Oil, Toronto	Imperial Oil Products	NHL Hockey	Saturday, 9:00-10:30 P.M.	50	Nov. '41-Apr. '42 Oct. '42—	MacLaren Adv. Co., Toronto
International Silver Co., Hamilton	Silverware	Silver Theatre	Sunday, 6:00-6:30 P.M.	32	Oct. '41-Mar. '42	Young & Rubicam, Toronto

(Continued on Page 194)

54 Programmes

sponsored by

26 National Advertisers

are now heard in Canada over

CBC NETWORKS

SIX YEARS have passed since the inception of the Canadian Broadcasting Corporation . . . six years of progress and accomplishment . . . of steady expansion in programmes and facilities.

Through the networks of the CBC, Canadian listeners from coast to coast enjoy an exceptional broadcast service, made up of the *best* in radio entertainment . . . from Canada . . . Great Britain . . . and from the United States. Month by month, CBC service continues to expand . . . with *more* programmes . . . *better* programmes . . . programmes of widening interest and increasing variety.

This service has been a major factor in building the prestige and popularity of all CBC network stations and their loyal listening audience. In Canada, network programme ratings are unusually high . . . a fact well known to the many advertisers whose top flight commercial programmes are heard over CBC stations and networks.

Today, 26 of these prominent advertisers use CBC networks regularly. Ranking high in popularity . . . occupying an important place in CBC network schedules . . . their 54 programmes are convincing evidence of the effectiveness of network radio in Canada.

Through its national network, CBC programmes are available to 93.67% of Canada's radio homes.

CBC English Network Programmes

(As at January 1st, 1943)

Colgate-Palmolive-Peet Co., Limited
Happy Gang
Penny's Diary
Share The Wealth

Department of Finance
They Tell Me
War Finance Programme

General Foods, Limited
Jack Benny
Aldrich Family

Gillette Safety Razor Co. of Canada, Limited
Championship Fights

Hudson's Bay Company
Red River Barn Dance

Imperial Oil, Limited
N. H. L. Hockey Broadcasts

S. C. Johnson & Son, Limited
Fibber McGee and Molly

Kraft Cheese, Limited
Kraft Music Hall

Lamont Corliss & Company
John & Judy

Lever Bros., Limited
Big Sister
Lucy Linton's Stories from Life
Lux Radio Theatre

Thos. J. Lipton, Limited
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[Continued from Page 192]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	Fibber McGee and Molly	Tuesday, 9:30-10:00 P.M.	32	Jan. '42-June '42 Sept. '42—	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	John Nesbitt and Meredith Willson	Tuesday, 9:30-10:00 P.M.	32	June '42-Sept. '42	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	Le Vieux Maitre d'Ecole	Mon., Wed., Fri., 10:45-11:00 A.M.	3	Jan. '42-Dec. '42	Vickers & Benson, Montreal
Kraft Cheese Co., Montreal	Kraft Products	Kraft Music Hall	Thursday, 9:00-10:00 P.M.	28	Jan. '42-Dec. '42	J. Walter Thompson Co., Montreal
Lamont Corliam Co., Toronto	Ponds Cosmetics	John and Judy	Tuesday, 9:00-9:30 P.M.	28	Jan. '42-June '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	32	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Sunlight Soap	Lucy Linton's Stories from Life	Mon.-Fri., 11:45-12:00 Noon; 12:30-12:45 P.M.	33	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lux Soap and Flakes	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	30	Jan. '42-July '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap and Flakes	Story of Dr. Susan	Mon.-Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	33	Jan. '42-May '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Town	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	32	Jan. 6-21, '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Sunlight Soap	Vers le Soleil Avec Tante Lucie	Mon.-Fri., 1:30-1:45 P.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Lionel Parent Chante	Mon.-Fri., 6:30-6:45 P.M.	4	Jan. '42-Sept. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lux Soap and Flakes	C'Est la Vie	Mon.-Fri., 10:45-11:00 A.M.	6	Jan. '42-June '42	J. Walter Thompson Co., Toronto
Thos. J. Lipton, Toronto	Tea and Soup	Tea Musicale	Sunday, 6:00-6:30 P.M.	34	Jan. '42-Mar. '42 Oct. '42-Dec. '42	Vickers & Benson, Toronto
Maple Leaf Milling Co., Toronto	Tea Bisk, Red River Cereal, Special Cake Flour	Good Luck	Mon., Wed., Fri., 7:00-7:15 P.M.	32	Oct. '42—	Cockfield, Brown & Co., Toronto
McCull-Fontenac Oil Co., Toronto	McCull-Fontenac Products	Fred Allen	Sunday, 9:00-10:00 P.M.; 9:30-10:00 P.M.	13 14	Mar. '42-June '42 Oct. '42—	Ronalds Adv. Agency, Montreal
McCull-Fontenac Oil Co., Toronto	McCull-Fontenac Products	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	35	Nov. '42—	Ronalds Adv. Agency, Montreal
Mireille Inc., Montreal	Beauty Products	Pour Votre Beaute	Mon., Wed., Fri., 10:00-10:15 A.M.	6	Sept. '42—	No Agency
Procter & Gamble Co., Toronto	Ivory Snow and Crisco	Mary Marlin	Mon.-Fri., 2:00-2:15 P.M.; 3:00-3:15 P.M.	26 27	Jan. '42-June '42 July '42-Dec. '42	Benton & Bowles, N. Y.
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	27	Jan. '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Camay and Chipso	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	27	Jan. '42-Dec. '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	P & G Soap	Right to Happiness	Mon.-Fri., 2:15-2:30 P.M.; 4:00-4:15 P.M.	18 19	Jan. '42-June '42 July '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	Mon.-Fri., 3:45-4:00 P.M.	27	Jan. '42-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Oxydol and Ivory Bar	Road of Life	Mon.-Fri., 10:45-11:00 A.M.; 11:00-11:15 A.M.	28	July '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Oxydol	Woman in White	Mon.-Fri., 12:30-12:45 P.M.	24	Jan. '42-Feb. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Oxydol and Ivory Bar	The Bartons	Mon.-Fri., 10:45-11:00 A.M.	26	Feb. '42-June '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory Bar	Against the Storm	Mon.-Fri., 3:00-3:15 P.M.	27	Jan. 1-16, '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Life Can Be Beautiful	Mon.-Fri., 3:00-3:15 P.M.; 3:45-4:00 P.M.	25 15	Jan. '42-June '42 July '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 12:15-12:30 P.M.	4	Jan. '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:00-10:15 A.M.; 11:45-12:00 Noon; 10:30-10:45 A.M.	4	Jan. '42-June '42 July '42-Aug. '42 Sept. '42-Dec. '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 1:00-1:15 P.M.	4	Jan. '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory	La Pension Velder	Mon.-Fri., 7:00-7:15 P.M.	4	Jan. '42-Sept. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory	La Vie Commence Demain	Mon.-Fri., 7:15-7:30 P.M.	4	Sept. '42-Dec. '42	Compton Adv., N. Y.
Royal Canadian Air Force	Recruiting Campaign	Freres d'Equipage	Sunday, 9:00-9:30 P.M.	10	Sept. '42—	Canadian Adv. Agency, Montreal
RCA Victor Co., Montreal	Voice of Victor	Thursday, 8:05-8:30 P.M.	31	Oct. '42—	Lord & Thomas of Canada, Toronto
St. Lawrence Starch Co., Port Credit	Beehive Corn Syrup, Durham Corn Starch	Wes McKnight	Saturday, 7:15-7:30 P.M.; 7:00-7:15 P.M.	39	Jan. '42-Apr. '42 Oct. '42—	McConnell, Eastman & Co., Toronto
Standard Brands, Montreal	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	35	Jan. '42-June '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Montreal
Sterling Drugs, Windsor	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	35	Jan. '42-Dec. '42	Blackett-Sample-Hummert, N. Y.
Sterling Drugs, Windsor	Phillips Milk of Magnesia Products	Waltz Time	Friday, 9:00-9:30 P.M.	36	Jan. '42-Dec. '42	Blackett-Sample-Hummert, N. Y.
Sterling Drugs, Windsor	Ironized Yeast, Molle Shave Cream	Canadian Theatre of the Air	Friday, 9:30-10:00 P.M.	32	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Sterling Drugs, Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Tuesday, 8:00-8:30 P.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Tucketts, Hamilton	Buckingham Cigarettes	Blended Rhythm	Tuesday, 8:30-9:00 P.M.	41	Jan. '42-June '42 Sept. '42-Dec. '42	MacLaren Adv. Co., Toronto
Wm. Wrigley Jr. Co., Toronto	Chewing Gum	Treasure Trail	Tuesday, 10:15-10:45 P.M.	9	Jan. '42-Dec. '42	Tandy Adv. Agency, Toronto
J. B. Williams Co., Montreal	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.	16	Jan. '42-June '42	J. Walter Thompson Co., Montreal

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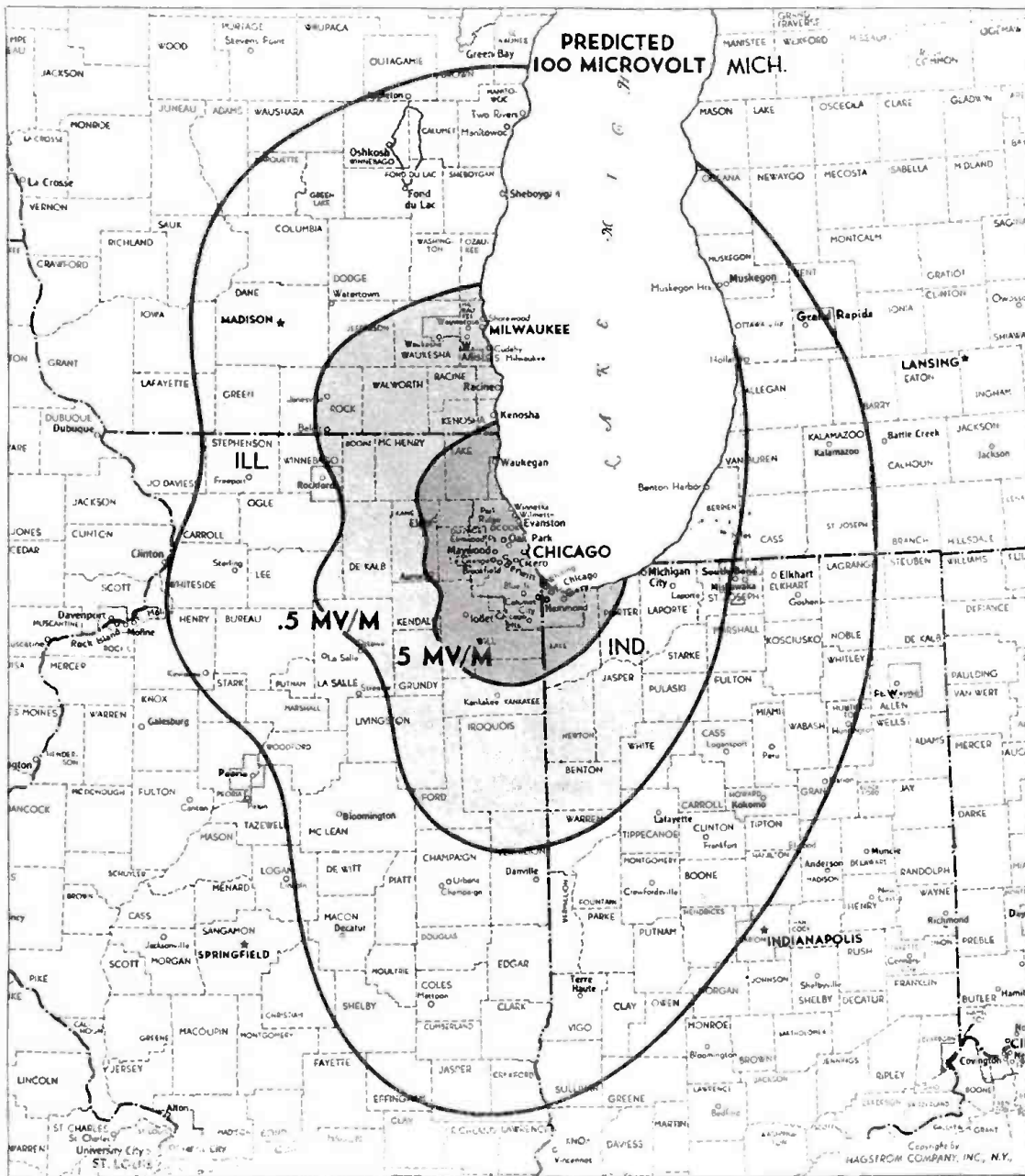
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	PRIMARY (5 MV Area)	SECONDARY (0.5 MV Area)	PREDICTED (0.1 MV Area)
POPULATION—1940 Census	4,706,614	1,885,079	3,167,534
RETAIL SALES—1940 Census	\$1,949,181,000	\$707,109,000	\$1,027,057,000
RADIO HOMES—1940—N.A.B.	1,241,073	487,422	805,832

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ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: John A. Reilly, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; Thomas Gavin, sales manager.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ATLANTIC COAST NETWORK—Comprising WNEW, New York; WWDC, Washington; WFBR, Baltimore; WPEN, Philadelphia; WELI, New Haven; WNBC, Hartford; WCOP, Boston; WFCI, Pawtucket-Providence (basic stations); WBOC, Salisbury, Md., and WJEJ, Hagerstown, Md. (supplementary stations). Headquarters: 501 Madison Ave., New York. Officials: Harold A. Lafount, president; Edward Codel, general manager; Ted Steele, program director; G. Bennett Larson, Washington manager.

BLUE RIDGE NETWORK—Regional hookup comprising WFBC, Greenville, S. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. Represented nationally by Weed & Co.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha; KFAA, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. General Manager: Don Searle, KOIL.

CONNECTICUT BROADCASTING SYSTEM—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president; James T. Milne, WELI, secretary-treasurer. Represented nationally by Headley-Reed.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport. and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Muland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

DANIEL BOONE REGIONAL NETWORK—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General Manager: Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc., and (Southwest) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. Northern California: KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KEM, Eureka; KHSL, Chico; KVCY, Redding; KERE, Fresno; KYOS, Merced. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

GEORGIA MAJOR MARKET TRIO—Net operated as network but offers joint rates, can be linked as network, rates on request. Comprises WGST, Atlanta; WTOG, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

GOLDEN WEST NETWORK—Comprising KFBK, Sacramento, key station; KSFO, San Francisco; KVG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS, Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno. Manager: David H. Sandeberg. Represented nationally by Paul H. Raymer Co.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KUEB, Price, all in Utah. General Manager: George C. Hatch, KLO. Sales Manager: Louis Haller, KLO. Represented nationally by Joseph Hershey McGillivra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGV, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSB, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Medical Arts Bldg., Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSB-KGNC-KRGV. Managing Director: James W. Pate.

MARYLAND COVERAGE NETWORK—Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELI, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beuwkes, advertising, sales promotion and publicity director; Irene Donnelly, traffic manager. Represented nationally by Paul H. Raymer Co.

(Continued on page 202)

Mason-Dixon Radio Group

7 Stations Covering One of Today's Greatest Sales-Producing Areas

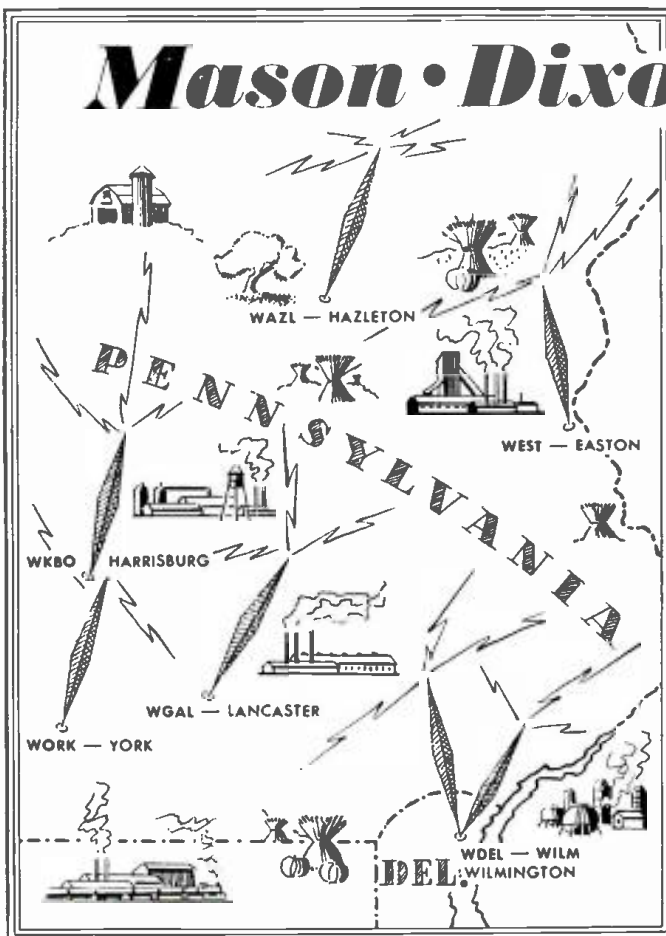
This group of stations offers advertisers rich sales opportunities. The markets covered are diversified — industrial and agricultural — now booming with activity. For information write main office or national representative.

- | | |
|-------------------------------|--------------------------------|
| WDEL Wilmington, Del. | WKBO Harrisburg, Penna. |
| WORK York, Penna. | WAZL Hazleton, Penna. |
| WGAL Lancaster, Penna. | WEST Easton, Penna. |
| WILM Wilmington, Del. | |

Main Offices: 8 West King Street, Lancaster, Pennsylvania

National Representative — PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES



NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations...

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WLOL, Minneapolis-St. Paul...

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee...

PACIFIC BROADCASTING CO.—Affiliated with Don Lee Broadcasting System, Washington Outlets: KOL, Seattle; KMO, Tacoma...

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRWA, Reading; WSAW, Allentown...

Bridgeton, N. J. Operates as network or split as desired. Other cities available on order...

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport...

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea...

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WLAP, Lexington, Ky.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston...

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring...

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTW, Wilson; WGTC, Greenville; WGBR, Goldsboro...

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations...

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg...

YANKEE NETWORK—Comprising WNAC, Boston; Mass.; WHTT, Hartford, Conn.; WEAN, Providence, R. I.

sented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave. Boston...

Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont.

CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—Owned: CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal...

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCJ, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie...

HOUE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos...

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CJRC, Winnipeg; CJRM and CKCK, Regina, Sask.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, President; Arthur Wolf, vice-president...

DESCRIPTION OF SERVICE: Keystone Broadcasting System, is a transcription network principally covering secondary markets from coast to coast...

ALABAMA—WMSL, Decatur; WBHP, Huntville; WJHO, Opelika; WJRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARIZONA—KWJB, Globe; KCRJ, Jerome.

ARKANSAS—KLCN, Blytheville; KFPA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff.

COLORADO—KGWV, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta.

FLORIDA—WFTM, Ft. Myers; WTMC, Ocala; WDLF, Panama City; WSPB, Sarasota; WTAL, Tallahassee.

GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WGA, Gainesville; WKEU, Griffin; WLAC, LaGrange; WGA, Moultrie; WRLC, Toccoa; WGOV, Valdosta; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KRCL, Lewiston; KWAL, Wallace.

ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WSOY, Decatur; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WTRC, Elkhart; WKMO, Kokomo; WLBC, Muncie; WKBV, Richmond; WAOV, Vincennes.

IOWA—KFVD, Fort Dodge; KBZ, Ottumwa.

KANSAS—KVAK, Atchison; KNBO, Dodge City; KIUL, Garden City; KVG, Great Bend.

KENTUCKY—WCMI, Ashland; WHLN, Harlan; WOMI, Owensboro.

MAINE—WAGM, Presque Isle.

MARYLAND—WFMD, Frederick.

MASSACHUSETTS—WOCB, West Yarmouth; WHAI, Greenfield; WESX, Marblehead.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WSAW, Saginaw; WTCM, Traverse City.

MINNESOTA—KFAM, St. Cloud; KWLM, Willmar; *KATE, Albert Lea; *KGDE, Fergus Falls; *KVOX, Moorhead; *KWNO, Winona.

MISSISSIPPI—WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCW, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg.

MISSOURI—KHMO, Hannibal; KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCC, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFV, Kearney; KGNF, North Platte; KGKY, Scottsbluff.

NEW HAMPSHIRE—WLNH, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAWE, Carlsbad; KICA, Clovis; KWEE, Hobbs; KGFL, Roswell; KTNM, Tucuman.

NEW YORK—WMOB, Auburn; WKNY, Kingston; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WCNC, Elizabeth City; WGNB, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFR, High Point; WFTC, Kinston; WRAL, Raleigh; WCBT, Roanoke Rapids; WMFD, Wilmington; WGTW, Wilson.

NORTH DAKOTA—*KDLR, Devils Lake; KOVC, Valley City; *KILO, Grand Forks; *KSJB, Jamestown; *KGCU, Mandan; *KLPW, Minot.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBND, Bend; KLEB, La Grande; KMED, Medford; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WCED, Du Bois; WMRF, Lewisport.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFX, Pierre; KOBH, Rapid City; KWAT, Watertown.

TENNESSEE—WHUB, Cookeville.

TEXAS—KNEL, Brady; KEWE, Brownsville; KEYS, Corpus Christi; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPND, Pampa; KIUN, Pecos; KTEM, Temple; KVVC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan; KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

VIRGINIA—WCHV, Charlottesville; WJMA, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WPID, Petersburg; WLPM, Suffolk; WINC, Winchester.

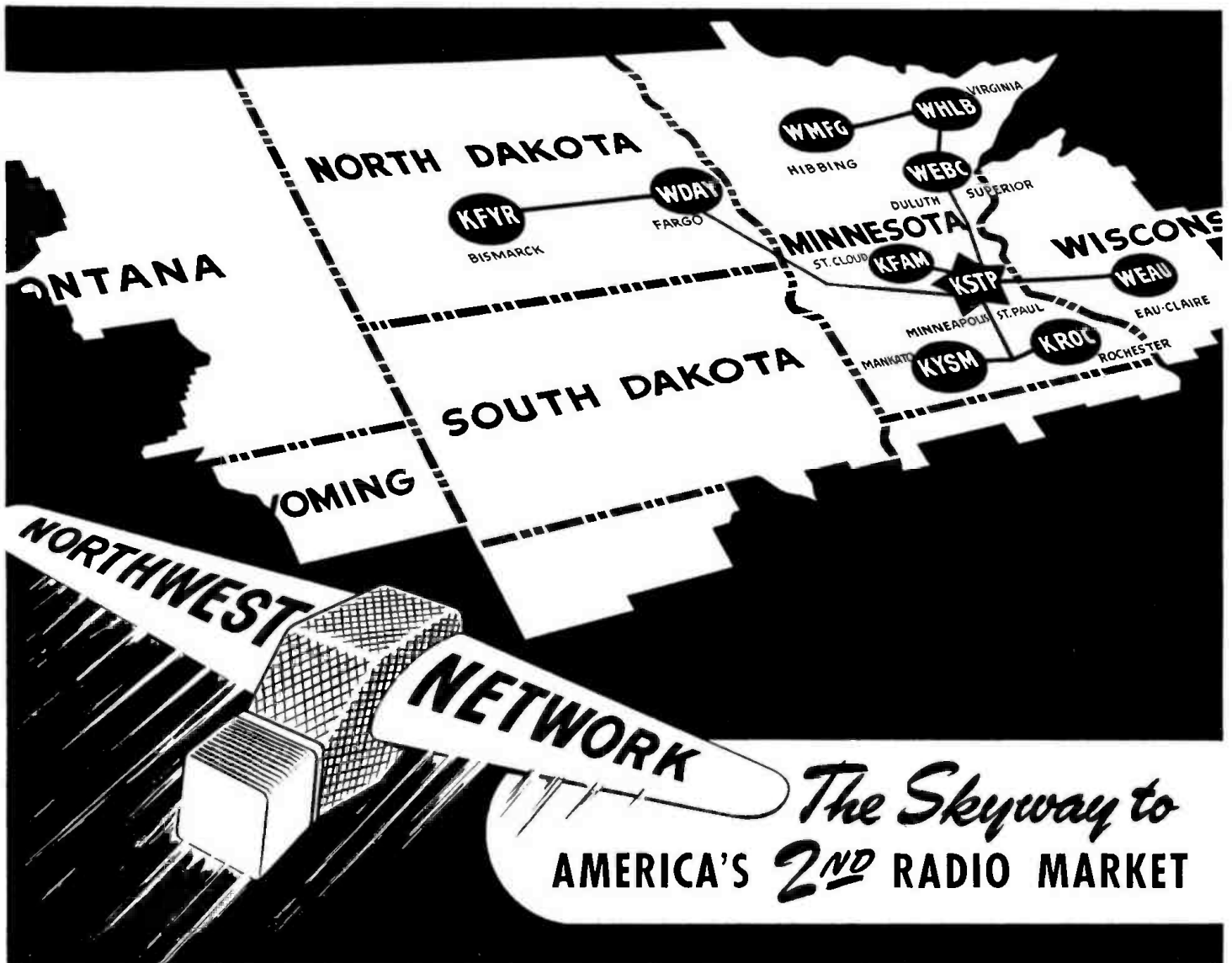
WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KEA, Centralia; KGY, Olympia; KEVR, Seattle; KTBI, Tacoma; KUJ, Walla Walla; KPQ, Wenatchee.

WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WDRW, Welch; WBTH, Williamson.

WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMT, Manitowoc; WMAM, Marinette; WIGM, Medford; WIBU, Poynette; WRJN, Racine.

WYOMING—KDFN, Casper; KFBC, Cheyenne; KPWF, Powell; KVRB, Rock Springs; KWYO, Sheridan.

*North Central Broadcasting System—Available as a group.



FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the Northwest Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing • WHLB Virginia • KROC Rochester
 KYSM Mankato • KFAM Saint Cloud • WEAU Eau Claire • WDAY Fargo • KFJR Bismarck

Represented Nationally by Edward Petry & Co. • Executive Offices: Radisson Hotel, Minneapolis

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

BLUE NETWORK OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

H. J. BRENNAN STATIONS—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

ARDE BULOVA STATIONS—WOV and WNEW, New York; WCOP and WORL, Boston; WPEN, Philadelphia; WNBC, Hartford (minority interest); WELL, New Haven (minority interest). Chief executive: Harold A. Lafount, 501 Madison Ave., New York.

BURRIDGE D. BUTLER STATIONS—WLS, Chicago; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz. (minority).

A. L. CHILTON STATIONS—KLRA and KGHI, Little Rock; KSKY, Dallas.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (minority interest).

CBS OWNED AND OPERATED STATIONS—Owned: WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. All affiliates of CBS network; all represented nationally by Radio Sales Inc.

THE COWLES STATIONS (Including Iowa Broadcasting System)—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.—Sioux City, Ia. Available as a group. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quorton, vice-president; Craig Lawrence, vice-president, KSO-KRNT; Robert Dillon, commercial manager, KSO-KRNT; William Quorton, commercial manager, WMT; Phil Hoffman, general manager and vice-president, WNAX; Ted Enns, national sales manager.

E. B. CRANEY-T. J. SYMONS ESTATE STATIONS—KGR, Butte; KXL, Portland, Ore.; KFPY, Spokane, Wash.; KPPA, Helena, Mont. (Craney only); KRBM, Bozeman, Mont. (Craney only).

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara. General manager: Lewis Allen Weiss, KHJ.

GENE T. DYER STATIONS—WSBC, WAIT and WCBD, Chicago.

FORT INDUSTRY CO. STATIONS (George B. Storer-John H. Ryan)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (minority). Headquarters: WSPD.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3rd. [See Yankee Network.]

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by Spot Sales Inc.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHTT, Hartford; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

M. BERNARD HANKS-HOUSTON HARTE STATIONS—KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex.

HEARST RADIO INC.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WINS, New York City; WISN, Milwaukee. Headquarters: 285 East 48th St., New York City. President: C. B. McCabe. General Manager: E. M. Stoer.

WILLIAM K. JENKINS-ARTHUR LUCAS STATIONS—WRDW, Augusta, Ga.; WMOG, Brunswick, Ga.; WLAG, LaGrange, Ga.; WSAV, Savannah, Ga.

JOHN A. KENNEDY STATIONS—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority).

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

LEE NEWSPAPER SYNDICATE STATIONS—KGLO, Mason City, Ia.; KOIL, Omaha; KFAB, Lincoln, Neb.; WIBA, Madison, Wis.; WKBH, La Crosse, Wis.; KHMO, Hannibal, Mo. (All station holdings through affiliated newspapers.)

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

K. G. & GLENN MARSHALL STATIONS—WBRC, Birmingham, Ala.; WMBR, Jacksonville, Fla.; WFOY, St. Augustine, Fla.

McCLATCHY BROADCASTING CO. STATIONS—Stations controlled by McClatchy newspaper interests: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. President: Eleanor McClatchy. (See Golden West Network for network data.)

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEGC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La.

NBC OWNED AND MANAGED STATIONS—Owned: WEAJ, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

NORFOLK NEWSPAPERS (Norfolk Virginia-Pilot and Ledger-Dispatch)—WTAR, Norfolk; WRNL, Richmond; WPID, Petersburg, Va.

J. LINDSEY & GILMORE NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.

PHOENIX REPUBLIC & GAZETTE STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz. (minority); KYCA, Prescott, Ariz. (minority).

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC Beverly Hills, Cal. (Stock in WJR and WGAR publicly held.)

ADELINE B. RINES STATIONS—WCHS, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, Memphis, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPG, Memphis. Scripps-Howard Radio Inc. headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president; James C. Hanrahan, WMPG, executive vice-president; Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president.

TAYLOR-HOWE-SNOWDEN STATIONS—KGNC, Amarillo; KTSA, San Antonio; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex. Operating executive: O. L. Taylor, KGNC.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Also shortwave station WBOS, Boston. Also FM stations W6TB, Boston; W75P, Pittsburgh; W49FW, Fort Wayne; W67PH, Philadelphia. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter C. Evans, vice-president; Lee Wailes, manager; W. E. Jackson, sales, advertising and publicity manager; Frank V. Webb, assistant advertising and sales promotion manager; Ted Kenney, technical manager; F. A. Logue, auditor; G. H. Hawkins, program supervisor.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.

Michigan's Most Powerful Independent Radio Station!

Situated in the center of Michigan's most populous area—the southeastern counties. Three million people in them—75,000 wrote to WCAR in 12 months!

"Flexibility in scheduling programs permits us to "tailor" them to the desires of the radio audience and the objectives of the advertisers; 1000 S-T-R-E-A-M-L-I-N-E-D watts on 1130 K.C. carries the message far and wide.

W-CAR

Pontiac, Michigan • 1000 Watts on 1130 Kilocycles

FROM KANSAS CITY . . . A LETTER TO WHB ALUMNI IN THE ARMED SERVICES



WE THOUGHT you'd like to see a picture of the War Posters that have now supplanted the lush Petty girls who used to adorn our lobby . . . before Pearl Harbor. We have a big exhibit of these posters—U. S. A. and all the United Nations. The biggest one says "EVERY MINUTE COUNTS." And that's the way we feel about it, here at home. Radio has a big job to do "at war" . . . and WHB is enlisted for the duration.



JOHN T. SCHILLING, WHB vice-president and general manager, stands before "Let's All Fight" poster painted for the Treasury Department by his brother-in-law, F. E. Warren of New York.



ARMY-NAVY "E" AWARDS to Kansas City firms have been colorful ceremonies, many of them originated by WHB to the "Greater Kansas City Network" composed of all Kansas City stations.



"SHARE THE MEAT" is explained on Swift & Company's daily "Martha Logan's Kitchen" program, with Dick Smith, Ensign Mariam Ransburg of the WAVES, and Swift home economists.



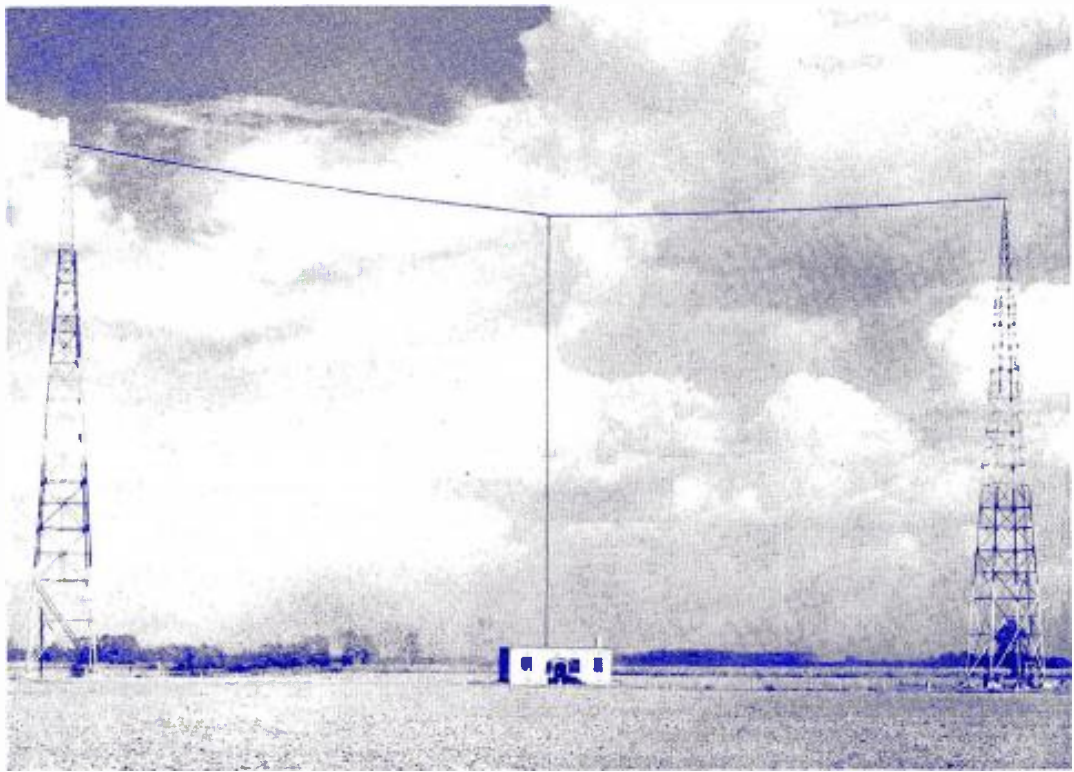
"MEET YOUR NAVY" is weekly half-hour show originated by WHB to Kansas State Network, with dramatic cast and musicians from Olathe, Kansas, Naval Air Station.



K. C. WAR CHEST AND UNITED CHARITIES campaign doubled any previous year's quota, with WHB the only Kansas City station to present a daily "Dollar by Dollar" report direct from headquarters.



"AMERICAN WAR DADS," organized in Kansas City in 1942, already has 228 chapters located in many states; and promises to become a powerful nation-wide organization of fathers who have sons or daughters in the armed services. At mike: Nat Milgram, founder and national president.



OVER IN North Kansas City, the faithful WHB transmitter still puts out that swell signal on 880 kilocycles, to the western half of Missouri and the eastern third of Kansas. But the programs it carries these days are vastly changed!

War news and commentaries dominate the schedule, of course . . . with Bob Caldwell, Jr., and Dick Smith each doing two WHB Newsbureau broadcasts a day, using Associated Press service. And what a magnificent battery of Mutual commentators we have! . . . Fulton Lewis, Jr., Raymond Clapper, Boake Carter, Upton Close, Cedric Foster, John B. Hughes, Billy Repaid, Leo Cherne and Phillip Keyne-Gordon. In addition, Mutual's newsrooms flash bulletins every half-hour—and the WHB Newsbureau supplements them with important local items. We sincerely believe that Kansas City's best war-time news coverage is heard over WHB.

But we haven't stopped giving our listeners the musical programs that won WHB its early fame! The Musical Clock still ticks away tunefully every morning . . . the "Staff Frolic" is now the "Canteen Frolic" broadcast daily



ARMISTICE DAY, 1942. General Rufus S. Ramey, of Fort Riley, as principal speaker at services held on Liberty Memorial Mall.



WESTERN MUSIC is still a prime favorite in this area. Jesse Rodgers and WHB's "Trail Blazers" carry on with songs of the home, the hills and the range.



SPEAKING OF OPERATIONS . . . WHB broadcast this one coast-to-coast for Mutual. Theme: "Civilian Rehabilitation for War Effort."



VICTORY WINDOW in the Jones Store, K. C.'s largest downtown department store, presents a daily WHB broadcast, with Herb Cook and Reese Wade selling War Bonds at the rate of \$10,000 a week or better.



AMERICAN RED CROSS War Fund Drive went way over quota . . . and its "Blood Bank" is off to a good start! WHB helped with dramatic programs.

from the Kansas City Canteen before a visible audience of soldiers, sailors, WAVES and WAAC's . . . and "The Cook Tenor" still has that melodious half-hour every afternoon! WHB is happy that we were the first Kansas City station to return ASCAP music to the air—and our daily schedules are jam-packed with good music to build war-time morale.

IN OUR LOBBY, the WHB Honor Roll is conspicuously displayed . . . and more names have been added since this photo was taken. We're proud of all you fellows! . . . and of our WAVE, too! . . . Ensign Helen Chambers. To pay the Victory Tax and buy War Bonds seems little enough for us to do . . . which is one reason why we schedule a great many special war-service broadcasts, and photograph them for the ever-changing display on our Honor Roll. Soon we expect to open a "WHB War Museum and Victory Studio" at a ground floor location downtown . . . with trophies on view from the Pacific, from Africa and from all the other battlefronts where Americans are fighting.

Those battlefronts have caused new faces to appear in every WHB department . . . but "Uncle John" and at least eight other of your former



"HIT 'EM ON THE NOSE" was a War Stamp sales stunt, cooked up by WHB in Foreman & Clark's lobby. Hit Hitler, Mussolini or Hirohito with a dart and get a War Stamp free!



WHB's MARINE DECK (outdoor artists' lounge) without a man in sight! And will the girls be glad when "Johnnie Comes Marching Home"!



ADMIRAL HAYNE ELLIS, Kansas City's Director of Civilian Defense, and associates use WHB to give instructions regarding area's first black-out.



CIVILIAN DEFENSE PANEL in weekly discussion of problems affecting the Kansas City workers for OCD



HALL OF FAME in WHB corridors contains hundreds of photos of our great and near-great. And for the duration, the hallways are decorated in red, white and blue!



OUR "MAGIC CARPET" is this short-wave mobile transmitter KWBB, mounted in a truck, and used to relay program transmissions from remote points beyond telephone lines. WHB still covers the "hard to cover" remote control events.



PROGRAM DIRECTOR John Wahlstedt, 11 years at WHB, still sings daily as "The Cook Tenor."



NEWSBUREAU CHIEF Bob Caldwell, Jr., broadcasts two commercial shows daily and supervises the Translux News Bulletin Sign operated by WHB at one of the Katz Drug Stores on a busy downtown corner.



CHIEF ENGINEER Henry E. Goldenbert, youthful as he looks, has worked at WHB since 1922; and with John Schilling is one of WHB's two members in Kaltenborn's "20 Year Club" of radio veterans.



PRESIDENT Don Davis, commercial manager, 11 years with WHB, still has that grin . . . although the WHB four-man sales department is WHB's heaviest War casualty to date.

co-workers are still here on the job—fair, fat, forty-fivish or 4-H! And we've a new Musical Director . . . Bob McGrew . . . who has given WHB its finest staff band since the days of Sol Bobrov, George Morris and Jimmie Atkins! In addition, there's that sparkling music on Mutual's great daytime variety shows: "Tom, Dick and Harry" . . . "The Cheer-Up Gang" . . . "Shady Valley Folks" . . . "Mutual Goes Calling" . . . and "Yankee House Party."

In the field of serious music we have Alfred Wallenstein's "Sinfonietta" and, of course, the Philadelphia Orchestra. Mutual also brings us that grand quiz show, "Double or Nothing" . . . and such dramatic highlights as "The First Nighter" and "The Shadow."

We've added more religious features, too . . . and in these times, particularly, listeners seem to welcome them.

As the organ plays, and souls seek solace in the Divine Word . . . our hopes and prayers go out to you . . . prayers for an early Victory, and for your safe return to WHB . . . where your former jobs, or better ones, will be waiting for you!



WAR PROGRAM MANAGER is WHB veteran Dick Smith, now devoting his time exclusively to WHB's programs in behalf of the War Effort.



CONTINUITY EDITOR Harold Reese Wade does the Swift & Co. scripts; appears in Jones' Victory Window; writes and M. C.'s "Show Time."



NEWS EDITOR John Carcill, after 15 years with the Associated Press, feels very much "at home" with WHB's A. P. printers; supervises local news gathering; and will be Curator of the WHB War Museum opening soon.



CHIEF ANNOUNCER Bruce Robertson does the "Musical Clock," the Wilson Milk program and other important commercial and service programs.

WHB • KANSAS CITY

Directory of Transcription, Recording, Program Producing, Script, Talent and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined.
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Advertisers Recording Service Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording service
J. T. Ainley Co.	Chicago, Ill.	55 E. Superior St.	Superior 5310	J. T. Ainley	Production
Air Features Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
All-Canada Radio Facilities, Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Victory Bldg. Electric Ry. Chambers 543 Seymour St.	R-2021 Lancaster 6400 Elgin 2464 Marine 3314	H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin	Production, transcriptions
Alton Alexander Radio Production	New York City	Radio City	Columbus 5-7035	Alton Alexander	Production, scripts
Norman Alexandroff Artists Bureau	Chicago, Ill.	410 So. Michigan Ave.	Wabash 6762	Norman Alexandroff	Talent
Charles H. Allen	New York City	1270 Sixth Ave.	Circle 7-4124	Charles H. Allen	Talent
Allied Record Mfg. Co.	Hollywood, Cal. Washington, D. C.	1041 N. Las Palmas Ave. Earle Bldg.	Hollywood 5107 Executive 3792	Louis I. Goldberg Jerry Mara	Transcription processing, phonograph records, apparatus
American Foundation for the Blind	New York City	15 W. 16th St.	Chelsea 3-2821	R. B. Irwin	"Talking book" records and machines
American Institute of Food Products	New York City	75 West St.	Bowling Green 9-9188	Robert A. Bories	Production
American-Jewish Broadcasting Co. Inc.	New York City	86 Chamber St.	Worth 2-3322	Herman Younglieb	Jewish programs
American Radio Syndicate	New York City	1 E. 44th St.	Murray Hill 6-3488	Horton Hards	Scripts
Arcy Agency	New York City	1619 Broadway	Columbus 5-7374	Fred Robbins	Talent
Laura Arnold	New York City	545 Fifth Ave.	Murray Hill 2-2795	Laura Arnold	Talent
Asch Recording Studios	New York City	117 W. 46th St.	Bryant 9-3137	M. Asch	Transcriptions, records, scripts
Arthur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Foreign language programs
Associated Broadcasting Co.	Chicago, Ill.	817 E. 92d St.	Triangle 2244	Frank J. Kovach	Production, scripts, recording
Associated Broadcasting Co. Ltd.	Montreal, Que.	Dominion Sq. Bldg.	Belair 3325	M. Maxwell	Production, scripts, recording
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	Clinton M. Finney	Transcription library, production, scripts
Associated Releases	Hollywood, Cal.	P. O. Box 1213	Hillside 0181	Arthur Solomon	Production, scripts
Audio Recording Studio	Vancouver, B. C.	850 Hastings St.	Marine 9053	Production, recordings, scripts
Audio-Scriptions Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
Clarence J. Austin	New York City	218 W. 14th St.	Chickering 2-7128	C. J. Austin	Talent
Basch Radio Productions	New York City Chicago, Ill. Cleveland, O. Boston, Mass.	17 E. 45th St. 223 No. La Salle St. Bulkley Bldg. Statler Bldg.	Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225	Charles J. Basch Jr. F. R. Jones Alonzo Hawley Robert C. Foster	Transcriptions, production, scripts
Batchelor Enterprises Inc.	New York City	30 Rockefeller Plaza	Circle 6-4224	Walter Batchelor Howard Reilly	Production, talent, scripts
Beck Recording Studios	Minneapolis, Minn.	1722 Hennepin Ave.	Atlantic 8901	Joseph H. Beck	Sound-slide films, production, scripts
Bennett-Downie Associates Inc.	Los Angeles, Cal.	6677 Maryland Drive	Whitney 5552	R. G. Harris	Transcriptions, production
M. S. Bentham	New York City	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts
Phil Berg-Bert Allenberg Inc.	Beverly Hills, Cal. New York City	121 S. Beverly Dr. 501 Madison Ave.	Crestview 6-3131 Eldorado 5-1076	Phil Berg Nelson Hesse	Production, talent
Stanley Bergerman Inc.	Los Angeles, Cal.	9165 Sunset Blvd.	Crestview 6-3196	Stanley Bergerman	Talent
Herman Bernie Inc.	New York City	1270 Sixth Ave.	Columbus 5-6647	Herman Bernie	Production, talent
Harry Bestry	New York City	1776 Broadway	Chickering 4-3393	Harry Bestry	Talent
Beverly Recording Studios	Chicago, Ill.	1805 W. 95th St.	Cedar crest 4677	Roy Young	Transcriptions
Walter Biddick Co. (Radio Program Div.)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	R. Katz	Transcriptions
G. C. Bird & Assoc.	Hollywood, Cal.	1745 N. Gramercy Pl.	Hempsted 1753	G. C. Bird	Transcriptions
Joseph Bloom	New York City	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Scripts, production
Brinckerhoff Studios Productions Inc.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. Brinckerhoff	Production, recording
Briscoe & Goldsmith Inc.	New York City	522 Fifth Ave.	Murray Hill 2-6244	George Goldsmith	Talent
Broadcast Productions	Chicago, Ill.	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, recording, radio training school
Broadcasters Mutual Transcription Service	St. Louis, Mo.	818 So. Kingshighway	Franklin 2060	Charles E. Harrison	Recording service, production
Broadcasting Program Service	New York City	45 W. 45th St.	Bryant 9-4324	Herbert Rosen	Transcriptions, scripts, production
Chamberlain Brown	New York City	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
Curtis Brown—Alan Collins Inc.	New York City	347 Madison Ave.	Murray Hill 6-6170	Alan Collins	Scripts
Champion Recording Service	New York City	18 East 50th St.	Eldorado 5-1860	Omar Champion	Recording service
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production
Czech Broadcasting Service	Chicago, Ill.	25 E. Jackson Blvd.	Webster 2323	Adele J. Fiala	Czech, Slavish and other foreign-language programs.
Chicago Recording Studios Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production, scripts
Chicago Tribune—New York News Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adaptable to broadcasting

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Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Christensen Recording Services	Chicago, Ill.	306 S. Wabash Ave.	Webster 7795	Carle A. Christensen	Recording service, production, scripts
Arthur B. Church Productions	Kansas City, Mo. New York City Los Angeles, Cal.	Pickwick Hotel 745 Fifth Ave. 721 N. Croft Ave.	Harrison 2650 Wickersham 2-8900 Walnut 0735	Arthur Church Bob Braun	Production, scripts, transcriptions
Herman Citron Theatrical Enterprise	New York City	607 Fifth Ave.	Plaza 8-2213	Ben Kuchuk	Talent
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York City	711 Fifth Ave.	Plaza 3-0820	O. O. Bottorf	Talent
Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 No. LaSalle St.	Humboldt 2-0880 Central 5275	George H. Clark L. S. Toogood	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 No. Michigan Ave.	Franklin 7100	Leslie Clucas	Production, talent
Ted Collins Corp.	New York City	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Columbia Concerts Inc.	New York City Chicago, Ill.	113 W. 57th St. Wrigley Bldg.	Circle 7-6900 Superior 2542	Arthur Judson Arthur Wisner	Talent
Columbia Recording Corp. (Subsidiary of CBS)	New York City Hollywood, Cal. Chicago, Ill.	799 Seventh Ave. 6624 Romaine St. 410 N. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	Robert J. Clarkson Andrew J. Schrade Girard D. Ellis	Phonograph records, transcriptions, recording
Commercial Broadcasting Services, Ltd.	Toronto, Ont.	Concourse Bldg.	Elgin 2625	E. A. Byworth	Transcriptions, production
The Compo Co. Ltd.	Lachine, Que.	131 18th Ave.	Dexter 0905	R. A. Chislett	Processing transcriptions & recordings
Hallam Cooley Agency	Hollywood, Cal.	9111 Sunset Blvd.	Crestview 5-6161	Hallam Cooley	Talent
Consolidated Radio Artists Inc.	New York City Chicago, Ill.	30 Rockefeller Plaza 333 No. Michigan Ave.	Columbus 5-3580 Franklin 8300	Charles E. Green Ann Richardson	Production, talent
Low Cowan & Co.	Chicago, Ill.	8 So. Michigan Ave.	Randolph 2022	Lou Cowan	Production
Everett N. Crosby Ltd.	Hollywood, Cal.	9028 Sunset Blvd.	Crestview 1-1171	Larry Crosby	Talent
Dadawell Recorded Features	St. Petersburg, Fla.	735 16th Ave., So.	76-393	Jack E. Dadawell	Production, scripts, recording
Decca Records Inc.	New York City	50 W. 57th St.	Columbus 5-2300	Edward Strauss	Phonograph records, transcriptions
Alfred Dixon Speech Systems Inc.	New York City	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production, recording
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Walter P. Downs Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Dominion Sq. Bldg. 123 Braemar Ave. 428 Brandon Ave. 6421 Yew St.	Marquette 6368 Hudson 0393 4-8422 Kerrisdale 1209-Y	Walter P. Downs E. J. Piggott E. L. McGibbon Ray Peverley	Production, recording, scripts
Draesemer Radio Productions	Hollywood, Cal.	5205 Hollywood Blvd.	Walnut 1759	Isabelle Draesemer	Production, scripts, transcriptions
Harry S. Dube	New York City	RKO Bldg.	Columbus 5-7035	J. Knight	Talent
Eccles Disc Recordings Inc.	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording service (Educational discs)
Charles Eckart Co.	Los Angeles, Cal.	250 No. Juanita	Drexel 7259	Charles Eckart	Phonograph records
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melroe Ave.	Gladstone 2189	Bert B. Gottschalk	Recordings, airchecks
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production, talent
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Fred De Jaeger	Production, recording
Sara Enright	New York City	234 W. 44th St.	Lackawanna 4-8553	Sara Enright	Talent
Lawrence Evans Artist Management Inc (Division of Columbia Concerts Inc.)	New York City	113 West 57th St.	Circle 7-6900	Lawrence Evans	Talent
Exclusive Radio Features Co. Ltd.	Toronto, Ont.	14 McCall St.	Adelaid 5112	George W. Halnan	Production, transcriptions
F. & M. Stageshows Inc. (Farchon & Marco)	New York City	50 Rockefeller Plaza	Circle 7-5630	Sam Shayon	Production, talent
Fadiman Associates Ltd.	New York City	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Featured Artists Service	New York City	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Talent, scripts
Marguerite Felber Advertising Agency	Hollywood, Cal.	Granite 8367	Marguerite Felber	Production, scripts
Feldman-Blum Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Ralph H. Blum	Talent, production
Herman Fialkoff Attractions	New York City	701 Seventh Ave.	Longacre 5-5759	Herman Fialkoff	Talent
Film Associates Sound Studio	Dayton, O.	429 Ridgewood Drive.	Walnut 4641	E. R. Arn Jr.	Production, recordings, scripts
Carl Fischer Inc.	New York City	119 W. 57th St.	Circle 7-2965	Max Rittershausen	Transcriptions
Frieda Fishbein	New York City	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts
Bernie Foyer	New York City	1674 Broadway	Columbus 5-1930	Bernie Foyer	Talent
Freddie Fralick Management	Beverly Hills, Cal.	204 So. Beverly Drive	Crestview 5-6111	Freddie Fralick	Talent
George Frank Inc.	Hollywood, Cal.	1626 No. Vine St.	Hillside 3188	George Frank	Talent
Frankay & Harry Jackson	New York City	48 W. 48th St.	Longacre 5-0242	Harry Jackson	Production, transcriptions, recording service
Frederick Bros. Music Corp.	New York City Chicago, Ill. Hollywood, Cal.	309 RKO Bldg. 75 E. Wacker Dr. 1585 Crossroads of the World	Circle 6-2144 State 0003 Hollywood 5173	Henry Frankel W. Carl Snyder R. D. Marshall	Production, talent
Frontenac Broadcasting Agency	Toronto, Ont.	394 Bay St.	Elgin 4553	A. R. Robertson	Production, scripts
Allen A. Funt Radio Production	New York City	62 Vanderbilt Ave.	Murray Hill 4-6148	Dorothy Funt	Production
Gale Inc.	New York City	48 W. 48th St.	Longacre 3-6110	Moe Gale	Talent
Gamble Hinged Music Co.	Chicago, Ill.	218 S. Wabash Ave.	Harrison 1360	E. E. Gamble	Recording, scripts
General Amusement Corp.	New York City Chicago, Ill. Hollywood, Cal. Cincinnati, O.	RKO Bldg. 360 N. Michigan Ave. 9028 Sunset Blvd. Carew Tower	Circle 7-7550 State 6288 Crestview 1-8101 Main 1197	Frank Cooper Art Weems Ralph Wonders Art Frew	Transcriptions, production, scripts, talent
General Sound Corp.	New York City Washington, D. C. Chicago, Ill. Hollywood, Cal.	29 W. 57th St. 1124 Vermont Ave. 221 N. La Salle St. Sunset & Vine	Plaza 3-3015 Republic 1984 Central 5275 Hollywood 8211	D. Vanston Robert J. Coar L. S. Toogood Glen Wallichs	Recording service, production, scripts

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Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Gennett Records	New York City Richmond, Ind. Los Angeles	67 West 44th St. 1344 So. Flower St.	Murray Hill 2-3376 7117 Prospect 2035	Charles Michaelson Ryland E. Jones Phillip Johnston	Speedy-Q and Gennett sound effects
William Gernannt	New York City	521 Fifth Ave.	Vanderbilt 6-1750	William Gernannt	Production
Mitchell Gertz Agency	Hollywood, Cal.	8506 Sunset Blvd.	Crestview 6-7018	Mitchell Gertz	Talent
Eve Gincher	New York City	152 W. 42nd St.	Bryant 9-8799	Eve Gincher	Talent
Nat C. Goldstone Agency	Hollywood, Cal.	9121 Sunset Blvd.	Crestview 6-1071	Louis Rantz	Talent
Harry S. Goodman	New York City Chicago, Ill. Los Angeles, Cal.	19 E. 53rd St. American Natl. Bank Bldg. 207 So. Spring St.	Wickersham 2-3338 Randolph 7115 Vandike 1777	Harry S. Goodman A. D. Paker George E. Ruthenberg	Production, syndicated transcriptions, scripts
Gordoni Radio Productions	Chicago, Ill.	1258 So. Michigan Blvd.	Calumet 6700	Lilla Gordoni	Production, recording, talent
Harry Green	New York City	1619 Broadway	Columbus 5-5925	Harry Green	Talent
Gronbach Productions Inc.	New York City	18 E. 41st St.	Lexington 2-9479	Stanley M. Lazarus	Production, scripts
Al Grossman	New York City	RKO Bldg.	Circle 5-8422	Al Grossman	Talent
Gruenberg & Stark	New York City	30 Rockefeller Plaza	Axel Gruenberg Richard Stark	Production
The Guidi Italian Radio Programs	Boston, Mass.	261 Hanover St.	Capitol 5322	Velleda E. Guidi	Italian programs
Sylvia Hahlo	New York City	145 W. 58th St.	Circle 7-7440	Sylvia Hahlo	Talent
Mitchell J. Hamilburg Agency	Hollywood, Cal.	9130 Sunset Blvd.	Crestview 1-5108	M. J. Hamilburg Irving Fromer	Talent
Mark Hanna	New York City	654 Madison Ave.	Regent 4-6250	Molly Binton	Talent
Harris Radio Productions	Hollywood, Cal.	8253 Santa Monica Blvd.	Gladstone 8419	Leon Harris	Talent
Harris P. Steele Inc.	New York City	50 W. 67th St.	Endicott 2-9555	Wager S. Harris	Production
Harris Radio Productions	Hollywood, Cal.	8253 Sunset Blvd.	Gladstone 8419	Leon Harris	Talent
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-9260	Harry Harrison	Recording, production
Harvey & Howe Inc.	Chicago, Ill. New York City	919 N. Michigan Ave. 295 Madison Ave.	Delaware 1155 Lexington 2-6910	W. S. Harvey Jr. Edward Brett	Production, scripts, recording
Sam Hayes	Hollywood, Cal.	NBC Radio City	Hollywood 6161	Sam Hayes	Recorded news and sports commentaries
Leland Hayward Inc.	New York City Beverly Hills, Cal.	444 Madison Ave. 9200 Wilshire Blvd.	Eldorado 5-4100 Crestview 1-5151	Larry White Barron Polan	Talent
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	George Heid	Production, scripts, recording
Walter Herzbrun Agency	Los Angeles, Cal.	9000 Sunset Blvd.	Crestview 6-4157	Walter Herzbrun	Talent & writers
Hispano Broadcasting Co.	Los Angeles, Cal.	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording service
Illinois Educational Sound Service	Chicago, Ill.	20 No. Wacker Drive	Randolph 3550	Richard Bradley	Production, recording
International Artists Inc. Recording Studios	Hollywood, Cal.	1512 No. Gordon St.	Hollywood 7391	Dixon McCoy	Recording service, transcriptions, air-checks
International Commercial Broadcasting Co.	Chicago, Ill.	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Jewish programs & talent
Lou Irwin Inc.	Hollywood, Cal.	9134 Sunset Blvd.	Crestview 1-7131	Lou Irwin	Talent
Fred Jacky	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	Christine Blackie	Production
Sam Jaffe Agency	Hollywood, Cal.	8555 Sunset Blvd.	Crestview 6-6121	Jennings Lang	Talent, production
J. M. Rush Jermon	New York City	155 E. 44th St.	Murray-Hill 2-6236	Rush Jermon	Talent
William E. Jones	Chicago, Ill.	360 No. Michigan Ave.	Central 2798	William E. Jones	Production
Walter Kane Agency	Hollywood, Cal.	8584 Sunset Blvd.	Crestview 6-2396	Walter Kane	Talent
Stella Karn	New York City	56 W. 45th St.	Vanderbilt 6-3860	Stella Karn	Production
Kasper-Gordon Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper Aaron S. Bloom	Production, scripts, syndicated transcriptions, recording
Kated Corp.	New York City	1819 Broadway	Circle 7-0094	Ted Collins	Production (Kate Smith)
Jesse L. Kaufman Inc.	New York City	1841 Broadway	Columbus 5-2050	Jesse L. Kaufman	Production, talent
John Keating	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording, scripts
Keenan's Music Service	Bridgeport, Conn.	P. O. Box 2140	5-9715	Eddie Keenan	Transcriptions
David Wayne Kennedy Industrial	Los Angeles, Cal.	9817 Denker Ave.	Pleasant 1-2240	David W. Kennedy	Recordings
Kent-Johnson Inc.	New York City	34 W. 53rd St.	Plaza 3-7246	Austen Croom-Johnson	Talent, production, transcription
Kermit-Raymond Corp.	New York City Cleveland, O. Chicago, Ill. Rochester, N. Y. San Francisco, Cal.	745 Fifth Ave. Bulkley Bldg. 223 N. La Salle St. 6 George St. 544 Market St.	El Dorado 5-5511 Prospect 2922 State 5096 Stone 6360 Sutter 6557	Raymond R. Green Alonzo Hawley F. R. Jones John E. Allen Theodore Segall	Production, recording, scripts, talent
Key Recordings	New York City	103 Park Ave.	Lexington 2-2811	Andrew Portnow	Recordings
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Chester Weil	Newspaper features adaptable to broadcasting
King-Trendle Broadcasting Corp.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	H. Allen Campbell	Production
Al Kingston & Co. Inc.	Hollywood, Cal.	8582 Sunset Blvd.	Crestview 1-8161	Al Kingston	Talent
Laboratoire de Redaction	Montreal, Que.	1434 St. Catherine St. W.	Lancaster 9572	Marcel Baulu	Scripts
Langlois & Wentworth Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Production
Lang-Worth Feature Programs Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcription Library (public domain), production

(Continued on Page 214)

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Directory of Transcription, Production and Related Services

(Continued from page 212)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Don Lee Productions	Hollywood, Cal.	5515 Melrose Ave.	Hollywood 8111	Clifford C. McDonald	Recording service
Florence Lennon (Roxanne)	New York City	7th Ave. & 55th St.	Circle 7-3900	Florence Lennon	Talent, production
M. C. Levee Agency	Hollywood, Cal.	1300 N. Crescent Heights Blvd.	Gladstone 3115	M. C. Levee	Talent
W. Biggie Levin	Chicago, Ill.	612 No. Michigan Ave.	Superior 0506	W. Biggie Levin	Talent
Jack Lewis Theatrical Enterprises	New York City	1564 Broadway	Longacre 5-8176	Jack Lewis	Production, talent
Lichtig & Englander Agency	Los Angeles, Cal.	8776 Sunset Blvd.	Crestview 1-2141	H. H. Lichtig	Talent
Lord Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Production
Estelle Lutz Artists Bur.	Chicago, Ill.	410 So. Michigan Ave.	Harrison 3435	Estelle Lutz	Production, talent, scripts
A. & S. Lyons Inc.	New York City Beverly Hills, Cal.	515 Madison Ave. 356 No. Camden Dr.	Plaza 3-5181 Crestview 1-6131	Arthur H. Ashley Wynn Rocamora	Production, talent, scripts
C. P. MacGregor	Hollywood, Cal.	729 So. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, recording
Hal R. Makelim Productions	Chicago, Ill.	360 No. Michigan Ave.	State 3472	Hal Makelim	Production
Gene Mann-Jess Smith Inc.	Hollywood, Cal.	8949 Sunset Blvd.	Crestview 1-1135	Gene Mann Jess Smith	Talent
R. U. McIntosh & Associates Inc.	No. Hollywood, Cal.	10558 Camarillo St.	Sunset 2-9275	R. U. McIntosh	Transcriptions
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen E. R. Junge	Production, scripts
Melotone Recording Studio	New York City	25 Central Park, W.	Circle 6-1366	Mera M. Weinstock	Recording service, transcriptions
Metropolitan Broadcasting Service Ltd.	Toronto, Ont. Montreal, Que.	21 Dundas Sq. Drummond Bldg.	Adelaide 0181 Harbor 5838	Kenneth D. Sobie Frank Starr	Production, scripts, recording
Meyers Recording Service	Philadelphia, Pa.	1414 McKean St.	Dewey 3435	Recording service
Charles Michelson Radio Transcriptions	New York City Los Angeles Richmond, Ind. St. Louis, Mo. Des Moines, Ia.	67 W. 44th St. 1344 So. Flower St. South First & B St. 818 S. Kingshighway 412 9th St.	Murray Hill 2-3376 Prospect 2035 1117 Franklin 2060 4-2994	Charles Michelson Philip Johnson Ryland Jones Chas. E. Harrison Russell McBride	Sound effects Library, transcriptions
Michelson & Sternberg Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Mid-West Transcriptions Inc.	St. Louis Park, Minn.	4835 Minnetonka Blvd.	Walnut 9131	K. L. Sueker	Recording service, production
Miller Broadcasting System Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Monter-Gray Inc.	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Talent
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production
William Morris Agency	New York City Hollywood, Cal. Chicago, Ill. Cleveland, O.	1270 Sixth Ave. 202 N. Canon Dr. 203 N. Wabash Ave. Keith Bldg.	Circle 7-2160 Crestview 1-6161 State 3632 Maine 1525	Nat. Lefkowitz William Morris Morris Silver Pat Lombard	Production, talent
Leo Morrison Inc.	Beverly Hills, Cal.	204 So. Beverly Drive	Crestview 1-9191	Leo Morrison	Talent
Sidney P. Morse (General Amusement Corp.)	Chicago, Ill.	360 No. Michigan Ave.	State 6288	Sidney P. Morse	Production
Music City	Hollywood, Cal.	1501 N. Vine St.	Hollywood 8211	Hugh J. Casadin	Recording service, airchecks
Music Corporation of America	Chicago, Ill. New York City Cleveland, O. Dallas, Tex. San Francisco, Cal. Beverly Hills, Cal. London W1, England	430 N. Michigan Ave. 745 5th Ave. Union Commerce Bldg. Tar Petroleum Bldg. 111 Sutter St. 9370 Burton Way 16 Bond St.	Delaware 1100 Wickersham 2-8900 Cherry 6010 2-1448 Exbrook 8922 Bradshaw 2-3211 Regin 5506	M. B. Lirney William R. Goodheart Jr. DeArv Barto Norman Stepper Ruel Freeman Burt M. Hutch Margaret Weiner	Talent, production
Musicraft Corp.	New York City	480 Lexington Ave.	Plaza 3-7070	Paul Puner	Recordings
Muzak Transcriptions Inc.	New York City	151 W. 46th St.	Bryant 9-1216	Clinton M. Finney	Transcriptions, recording service (vertical & lateral)
National Artists Bureau	Chicago, Ill.	203 N. Wabash Ave.	Rando ph 3 153	Phil Phillips	Scripts, production
NBC Radio-Recording Division	New York City Chicago, Ill. Hollywood, Cal. Washington, D. C.	30 Rockefeller Plaza Merchandise Mart Sunset Blvd. & Vine Trans-Lux Bldg.	Circle 7-3377 Superior 3377 Hollywood 3151 Republic 4000	C. Lloyd Erner Frank E. Cuzzinell Robert F. Schuetz E. William Young	Transcription Library (Thesaurus), syndicated programs, production, scripts, recording
National Broadcasters & Entertainers	Indianapolis, Ind.	Hotel Washington	Market 2341	Kay Keiser	Production, recording, scripts, talent
National Concerts & Artists Corp.	New York City Hollywood, Cal. Chicago, Ill. San Francisco, Cal.	711 Fifth Ave. Sunset at Doheny Merchandise Mart 111 Sutter St.	Plaza 3-0820 Crestview 1-7121 Superior 4042 Brook 8033	A. H. Morton Daniel S. Tutchill Charles B. Smith Victor B. Brown Larry Allen	Talent, production
National Recording Co.	New York City	851 W. 42nd St.	Circle 6-0700	Ben Greene	Recording service, production
National Vocarium	New York City	610 Fifth Ave.	Circle 7-5479	Robert Vincent	Transcriptions, production, scripts
Nationality Broadcasting Assn. Inc.	Cleveland, O.	Carnegie Hall	Main 4057	Frederick Wolf	Recordings, foreign language programs
Johnnie Neblett Co.	Chicago, Ill.	59 E. Van Buren St.	Harrison 9498	Production
Neff Radio Productions	Detroit, Mich.	Stroh Bldg.	Randolph 3006	M. A. Neff	Production, scripts, recording
Meyer B. North	New York City	1564 Broadway	Bryant 9-8667	Meyer B. North	Talent
John J. O'Connor	New York City	1697 Broadway	Circle 6-3500	John J. O'Connor	Talent
Eugene P. O'Fallon Inc. (KFEL)	Denver, Col.	Albany Hotel	Keystone 0178	Frank L. Bishop	Recording
Lillian Okun Inc.	New York City	2 West 67th St.	Trafalgar 7-8916	Lillian Okun	Production, scripts
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald	Programs for Latin American stations
Parker-Piper Talent Productions	Chicago, Ill.	540 No. Michigan Ave.	Delaware 8220	Donna Parker Peter Piper	Talent, production
James Parks Co. (Affiliate A. & S. Lyons Inc.)	Chicago, Ill.	333 No. Michigan Ave.	Central 7980	James Parks	Production, talent

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Directory of Transcription, Production and Related Services

(Continued from page 214)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Pearl-Tone Recording Studios	Des Moines, Ia.	Plymouth Bldg	3-3626	Sidney J. Pearlman	Recording, air-checks, transcriptions
Peterson Radio Productions	New York City	1467 Broadway	Wisconsin 7-0069	William Smith	Production, scripts, (religious programs)
Photo & Sound Inc.	San Francisco, Cal.	153 Kearney St.	Exbrook 2103	Melvin S. Jacobus	Production, recording, sound slide films
Pittsburgh Star Radio Program	Pittsburgh, Pa.	904 Webster Ave.	Court 3797	A. Certo	Italian program
Poinsettia, Inc.	Pitman, N. J. Chicago, Ill. Louisville, Ky.	100 Cedar Ave. 4447 W. Irving Park Rd. 705 So. First St.	511 Palisade 5610 Wabash 3773	F. L. Pedrick L. H. Ottofy George Neville Jr.	Recording and processing, supplies
Polish Broadcasting Bureau	Buffalo, N. Y.	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish features
Ralph L. Power	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions & scripts for export; sells Australian-produced transcriptions & scripts
Premier Radio Enterprises Inc.	St. Louis, Mo.	1218 Olive St.	Garfield 3395	H. S. Somson	Recording, production, scripts
George Logan Price Inc.	Los Angeles, Cal.	946 S. Normandie Ave.	Federal 7372	G. L. Price	Production, transcriptions, scripts
Rai Purdy Productions	Toronto, Ont.	37 Bloor St., W.	Randolph 7200	E. W. Edge	Production, scripts
Radio Centre Ltd.	Toronto, Ont.	74 Wellington St., W.	Waverly 2036	D. Spencer Grow	Recording
RCA Mfg. Co. Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 No. Sycamore Ave.	Camden 8000 Murray Hill 4-6200 Whitehall 4600 Hillside 5171	Frank B. Walker George L. Keane A. E. Hindle Harry Meyerson	Transcriptions, phonograph records, recording
Radio Events, Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts
Radio Features of America	New York City	37 W. 46th St.	Bryant 9-9622	Oliver W. Nicoll Alma Sandra Munsell	Production, scripts, talent
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Spot announcements
Radio Producers of Hollywood	Hollywood, Cal.	930 No. Western Ave.	Hollywood 6506	Lou R. Winston	Production, transcriptions
Radio Productions	New York City	52 Vanderbilt Ave.	Murray Hill 4-6148	Allen Funt	Packaged & syndicated programs
Radio Programme Producers	Montreal, Que.	1440 St. Catherine St., W.	Marquette 1183	Paul L'Anglais	Production, recording, scripts
Radio Receiving Record Co.	Providence, R. I. San Diego, Cal.	304 Smith St. 2172 Front St.	Dexter 4081 Main 7532	Lewis A. McGowan Jr. Eleanor Osborne	Recording service
Radio Recorders Inc.	Los Angeles, Cal.	932 No. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service, production
Radio Recording Studios	Chicago, Ill.	1244 W. Carmen Ave.	Edgewater 6461	Myron Bachman	Recording service, air-checks
Radio Recording Studios	New York City	1619 Broadway	Columbus 5-9037	A. Moran	Recording service
Radio Transcription Co. of America, Ltd.	Hollywood, Cal.	Hollywood Blvd & Cosmo St.	Hollywood 6928	Grace Gibson	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	53 N. Duke St.	2-1387	M. S. Miller	Scripts
Radiocraft Studios	Hollywood, Cal.	5968 Santa Monica Blvd.	Hollywood 9762	Francis Corby	Production, transcriptions, air-checks
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, scripts
Betty Raskin	New York City	489 Fifth Ave.	Murray Hill 2-2492	Betty Raskin	Talent
Rec-Art Recording Studio	Los Angeles, Cal.	1203 So. Main St.	Prospect 9232	Al Norman	Recording service
Reeves Sound Studios	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Transcriptions, phonograph records, off-the-air recordings
Religious News Service	New York City	381 Fourth Ave.	Murray Hill 3-8246	Louis Minsky	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service, production
Rockhill Radio Inc.	New York City	18 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production
Rodeheaver-Bennett Radio Production	Chicago, Ill.	Daily News Bldg.	Central 9842	Walter F. Bennett G. L. Brown	Transcriptions, production, religious and syndicated programs
Norman Ross Inc.	Chicago, Ill.	605 No. Michigan Ave.	Superior 2168	Norman Ross	Production, talent
Allen Roth	New York City	48 W. 48th St.	Longacre 3-3836	Allen Roth	Talent
Royal Recording Co.	Berkeley, Cal.	601 Ashby Ave.	Ashberry 5453	Don Hambly	Recording service
Art Rush Inc.	Beverly Hills, Cal.	Crestview 1-2165	Art Rush	Talent, production
Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.)	New York City	113 W. 57th St.	Circle 7-6900	Jack Salter	Talent
Saltimieras Radio Advertisers	Chicago, Ill.	6912 So. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts, (Lithuanian programs)
James L. Saphier Agency	Hollywood, Cal.	6331 Hollywood Blvd.	Hollywood 7211	James L. Saphier	Production, talent
G. Schirmer Inc.	New York City	3 E. 43rd St.	Murray Hill 2-8100	R. V. Hyndman	Recording service
Schramm Studios	New Orleans, La.	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service, production
Bernard L. Schubert Inc.	New York City	501 Madison Ave.	Plaza 8-0771	Bernard L. Schubert	Production
The Script Library	New York City	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Sellers Inc.	Dallas, Tex.	912 Commerce St.	Central 5292	J. E. Sellers	Production, recording, scripts
Myron Selznick Ltd.	Beverly Hills, Cal. New York City	9700 Wilshire Blvd. 610 Fifth Ave.	Crestview 1-9171 Circle 7-8200	Joe C. Donohue Bruce Powell	Talent, production
Service Programs Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3489	Gladys Miller	Scripts
Shaffer-Waible Radio Productions	New York City	400 E. 56th St.	Eldorado 5-2372	Lloyd Shaffer Fred Waible	Production, scripts
Max Shagrin Agency	Hollywood, Cal.	6253 Hollywood Blvd.	Granite 5171	Max Shagrin	Talent
Mary L. Shank	New York City	1619 Broadway	Columbus 5-1332	Mary L. Shank	Latin American talent
Stephen Slesinger	New York City	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Production
Edward Sloman Productions	Hollywood, Cal.	3782 Sunset Blvd.	Crestview 1-2242	Edward Sloman	Production, transcriptions

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Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
The Small Co.	Hollywood, Cal.	8272 Sunset Blvd.	Hollywood 2722	Reuber Smoler	Talent
J. Hall Smith Recording Studios	Detroit, Mich.	Madison Theatre Bldg.	Cherry 6350	J. Hall Smith	Recording service, production, scripts
Harry Smith Recordings	New York City	2 W. 46th St.	Melrose 3-2937	Robert E. Scheuring	Recording service
Sound Studios Inc.	Washington, D. C.	1124 Vermont Ave.	Republic 1931	Robert J. Coar	Recording service (vertical & lateral), production, scripts
Sound Workshop	Los Angeles, Cal.	445 So. La Cienega Blvd.	Braishaw 2-1233	Robert E. Gray	Recording service, transcriptions, air-checks
Henry Souvaine Inc.	New York City	30 Rockefeller Plaza	Circle 7-5665	David Hale Halboern	Production, scripts, talent
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2935	Philip Johnson	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-9403	Clarence Schmidt	Sound-on-film recordings
Stage 8	Hollywood, Cal.	6580 Sunset Blvd.	Hillside 5915	Patrick Michael Canning	Production, transcriptions
Standard Radio, Inc.	Hollywood, Cal. Chicago, Ill. Dallas, Tex. Seattle, Wash.	6404 Hollywood Blvd. 360 No. Michigan Ave. P. O. Box 933 White-Henry-Stuart Bldg.	Hillside 0188 State 3153 Central 3350 Main 6626	Gerald Kine Milton M. Blink Herbert Denny Hal Pearce	Transcription library, transcriptions
Star Radio Programs Inc.	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Frank Stempel Agency	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 6-5774	Frank Stempel	Talent
Douglas F. Storer	New York City	RKO Bldg.	Circle 7-1150	John Curtiss	Production, talent
Studio & Artists Recorders	Hollywood, Cal.	6107 Sunset Blvd.	Hillside 9211	Lewis Finston	Recording, air-checks
Edwin Strong Inc.	New York City	71 W. 45th St.	Bryant 9-5758	John J. Kelly	Recording, transcription, production
Superman Inc.	New York City	480 Lexington Ave.	Plaza 3-0740	Robert Maxwell	Production, scripts, transcriptions
H. N. Swanson Inc.	Hollywood, Cal.	8523 Sunset Blvd.	Crestview 1-5115	Ruth Gidlow	(Writers only)
Technisonic Recording Laboratories	St. Louis, Mo.	818 So. Kingshighway	Franklin 2060	C. E. Harrison	Recording service, production
Transamerican Broadcasting & Television Corp.	New York City	1 East 54th St.	Plaza 5-9300	John L. Clark	Transcription, production
Transcribed Radio Shows	New York City	2 W. 47th St.	Longacre 5-3440	E. Mack	Recording, scripts, production, transcriptions
Trarstudio Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gillis Jr.	Recording service, production, scripts
United Artists Bureau	Des Moines, Ia.	1162 Sixth Ave.	4-5553	Bob Eaton	Recording service, production
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1685	Egmont Sonderling	Production, recording service
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Sound Systems	Detroit, Mich.	5840 Second Blvd.	Trinity 2-9354	James V. Syracuse	Recording service, scripts, production
United States Recording Co.	Washington, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording service
United Transcribed System	Toronto, Ont.	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording service, scripts
Universal Radio Productions	Chicago, Ill.	737 N. Michigan Ave.	Delaware 1756	R. E. Burke	Production
Universal Recording Co. Inc.	New York City	1270 Sixth Ave.	Circle 5-4895	Allen Beat	Recording service
Urab Recording Studio	New York City	245 W. 34th St.	Chickering 4-3314	Recording service
Thomas J. Valentino, Inc.	New York City	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording service, sound-effect records
Rudy Vallee Presents Inc.	Hollywood, Cal.	8820 Sunset Blvd.	Crestview 15169	Mannie Lowy	Talent
Video & Sound Enterprises	Omaha, Neb.	Box 517	Atlantic 4200	Franklin O. Pease	Recording service
Frank W. Vincent Agency	Beverly Hills, Cal.	242 N. Canon Drive	Crestview 6-2041	Frank W. Vincent	Talent
Robert Vincent, Inc.	New York City	485 Madison Ave.	Plaza 3-2248	Robert Vincent	Production
Owen Vinson & Co.	Chicago, Ill.	360 N. Michigan Ave.	Central 6769	Owen Vinson	Production, scripts
A. George Volck Inc.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 6-8121	A. George Volck	Talent & writers
Waxelbaum & Co.	New York City	132 W. 43rd St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish radio programs
Carl Wester & Co.	Chicago, Ill.	360 No. Michigan Ave.	Randolph 6922	Carl W. Wester	Production
Austin Wilder	New York City	745 Fifth Ave.	Plaza 3-8034	Austin Wilder	Talent
Fletcher Wiley Productions	Hollywood, Cal.	Columbia Square	Hollywood 1212	Fletcher Wiley	Syndication of Housewives' Protective League
Joe Williams	New York City	1650 Broadway	Circle 5-9422	Joe Williams	Talent
Alice Blaine Wolf	New York City	9 St. Lukes Place	Walker 5-5591	Alice Blaine Wolf	Scripts
Wolf Associates Inc.	New York City Hollywood, Cal.	RKO Bldg. 1491 No. Vine St.	Circle 7-4885 Gladstone 0676	Edward Wolf L. Wolfe Gilbert	Production
World Broadcasting System Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 301 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2009	Percy L. Deutsch Read Wight C. C. Lazarevich Pat W. Campbell Harold A. Lafont	Transcription Library, transcriptions, production, scripts, talent
World High Fidelity Recording Inc.	Montreal, Que.	1159 St. Lawrence Blvd.	Lancaster 8333	Aurais Boisvert	Recording service, film recording, production
World Talent Bureau (Unit of World Broadcasting System)	New York City	711 Fifth Ave.	Wickersham 2-2100	Charles Gaines	Talent
Ben Yost Enterprises	New York City	1650 Broadway	Circle 6-6532	Ben Yost	Production
Frederic W. Ziv Inc.	Cincinnati, O.	2486 Reading Rd.	University 6124	Frederic W. Ziv	Transcriptions, scripts, production, recording service
KMBC Artists Bureau	Kansas City, Mo.	Pickwick Hotel	Harrison 2650	James W. McConnell	Talent
KSTP Artists Bureau	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	David P. Stone	Talent, production
WFAA-KGKO Artists Service	Dallas, Tex.	Santa Fe Bldg.	Riverside 9631	Martin B. Campbell	Production, talent
WFIL Broadcasting Co.	Philadelphia, Pa.	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Recording service
WLS Artist Bureau	Chicago, Ill.	1230 Washington Blvd.	Monroe 9700	George R. Ferguson	Talent
WLW Promotions Inc. (Talent Booking Division)	9th & Elm Sts.	Cincinnati, O.	Cherry 1822	Bill McCluskey	Talent
WMCA Artists Bureau	New York City	1657 Broadway	Circle 6-2200	Charles S. Wilshin	Talent, production
WNEW Artists Bureau	New York City	501 Madison Ave.	Plaza 3-3300	Bernice Judis	Talent, production
WOR Program Service	New York City	1440 Broadway	Pennsylvania 6-8600	Nathan M. Abramson	Talent, production
WOR Recording Studios	New York City	1440 Broadway	Pennsylvania 6-1346	Ray S. Lyon	Recording service, production, scripts, talent
WSM Artists Service	Nashville, Tenn.	National Bldg.	6-7181	Ford Rush	Talent

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n. Network programs rn. Regional network programs sa. Local studio announcements sp. Local studio programs t. Transcriptions tn. Transcription announcements
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A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sp ne*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store) *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Staff, San Francisco. *ta sa sp t n*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *n sa t ta*

J. N. ADAM & Co., Buffalo (dept. store). Direct. *sa sp*

ADAM, MELDRUM & ANDERSON Co., Buffalo (dept. store). *sp*

ADLER SHOES FOR MEN, New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

AETNA LIFE INSURANCE Co., Hartford (and affiliates). Agency: Arthur Kudner Inc., N. Y. *ta*

AFFILIATED PRODUCTS, Jersey City (Edna Wallace Hopper cosmetics). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

AGENCY FOR PRACTICAL CHRISTIANITY, Agency: Huber Hoge & Sons, N. Y. *t*

AGNEW-SURPASS SHOE STORES, Brantford, Ont. (chain) Agency: All-Canada Radio Facilities, Toronto. *t*

AIR TRANSPORT Co., New York (airline services). Agency: Erwin, Wasey & Co., N. Y. *sa*

AIRCRAFT SPOTTERS GUILD, New York (book). Agency: Huber Hoge & Sons, N. Y. *ta*

THE AIRCRAFT TIMES, Los Angeles. Direct. *sp*

AIRPORT GROUND SCHOOLS Inc., Hollywood (technical training). Agency: West-Marquis, Los Angeles. *t ne sa*

AKRON SAVINGS & LOAN Co., Akron. Direct. *sp*

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *sp sa*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agency: Erwin, Wasey & Co., Chicago; Lord & Thomas, San Francisco. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

ALBER'S SUPER MARKET, Cincinnati. *sp*

ALKINE LABS., New Brunswick, N. J. (Flennaly cough remedy). Agency: Redfield-John-tone, N. Y. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

ALLIANCE BOOK Corp., New York. *sa*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIED TRADE SCHOOLS, Chicago. Agency: Engle Adv., Chicago. *sp*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *n sa sp*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALMS & DOEPKE, Cincinnati (dept. store) *sp*

ALPINE COFFEE Co., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

ALTON BOX BOARD Co., Alton, Ill. Agency: Olian Adv. Co., St. Louis. *sa*

ALUMINUM GOODS Mfg. Co., Manitowoc, Wis. (Mirror utensils). *sp*

ALUMINUM INDUSTRIES Inc., Cincinnati. Agency: Keelor & Stites, Cincinnati. *sp*

AMB-A TIP CIGAR Co., Baltimore (Earl Marshall Amber Tip cigars). Agency: Milton Adv., Baltimore. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago. *sa*

AMERICAN AIRCRAFT INSTITUTE, Chicago (trade school). Agency: M. A. Ring Co., Chicago. *sp sa*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BREWING Co., New Orleans (Regal beer). Agency: Walker Sausage Adv., New Orleans. *n sp*

AMERICAN CAN Co., New York (Keg-lined beer cans). Agency: Young & Rubicam, N. Y. *n*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: P. J. Brown & Hersey, N. Y.; Grant Adv., N. Y. *ta t sp sa n*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *sa n ta sp*

AMERICAN CRANBERRY EXCHANGE, New York (Eaton cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN EXPRESS Co., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN FELT SLIPPER Co., New York. Direct. *sp*

AMERICAN FILM STUDIOS, LaCrosse, Wis. (film developing). Agency: Schaffer Brennan Margulis Adv. Co., St. Louis. *sa*

AMERICAN FRUIT GROWERS, Pittsburgh (Blue Goose). Agency: Walker & Downing, Pittsburgh. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., Bin-I Oil Co., A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co., Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co. Agencies: Blackett-Sample-Hummert, N. Y. (Black Flag, Kolynos, Bledol); John F. Murray Adv. Agency, N. Y. (Anacin). *sa ne sp t n*

AMERICAN INDUSTRIAL SALVAGE COMMITTEE, New York. McCann-Erickson, N. Y. *sa*

AMERICAN INST. OF FOOD PRODUCTS, New York. Agency: Scheck Adv. Agency, Newark. *sp*

AMERICAN IRON & STEEL INSTITUTE, New York. Agency: McCann-Erickson, New York. *ta*

AMERICAN KITCHEN PRODUCTS Co., New York. Agency: Raymond Spector Co., New York. *sa*

THE AMERICAN LABOR PARTY, New York. *sp*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sa n sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

AMERICAN POULTRY JOURNAL, Chicago. Agency: Schaffer Brennan Margulis Adv. Co., St. Louis.

AMERICAN POWER & LIGHT SUBSIDIARIES, Seattle (public utility). Agency: McCann-Erickson, San Francisco. *sp*

AMERICAN PRODUCTS Co., Cincinnati (Z n l food and toilet products, Jiff wax, Veeco wax remover). Agency: E. H. Brown Adv. Agency: Chicago. *t n sp*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SCHOOL, Chicago (home study courses). Agencies: Equity Adv., New York; Buchanan & Co., Chicago. *ne sa sp*

AMERICAN SERVICE PIN Co., American flags). Agency: Northwest Radio Adv. Corp., Seattle. *sa*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half), L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall). *n t ta sa sp*

AMERICAN WRITING MACHINE Co., New York (typewriters). Agency: Lee-ford Adv. Agency, N. Y. *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t sp*

ANDES CANDIES, Chicago. Direct. *sa*

ANGLO CALIFORNIA NATL. BANK, San Francisco. Agency: Ruthrauff & Ryan, San Francisco. *sa*

APPLIED MERCHANDISING Inc., New York (candy bars). Agency: Mason, Au & Magenheimer, N. Y. *sa*

THE AQUARIUM RESTAURANT, New York. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sp ta*

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Presba, Fellers & Presba, Chicago. *ne sa t*

ARDEN FARMS Co., Los Angeles (ice cream). Agency: Productive Adv. Agency, Los Angeles. *sa*

ARGUS Inc., Ann Arbor, Mich. Agency: Guy C. Core Co., Jackson, Mich. *sa*

ARLINGTON & WASHINGTON PARK JOCKEY CLUBS, Agency: Schwimmer & Scott, Chicago. *sa*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Lord & Thomas, Chicago. *sa t sp ta*

ARMSTRONG CORK Co., Lancaster, Pa. (trugs). Agency: BBDO, N. Y. *n sp*

ARONSON - CAPLIN Co., New York (underwear). Agency: Grey Adv., N. Y.

ART METAL WORKS, New York (Ronson lighters). Agency: Cecil & Presbrey, N. Y. *sa sp*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *sp ne*

ASSOCIATED FUR INDUSTRIES, Chicago. Agency: Robert Kahn & Assoc., Chicago. *sa*

ASSOCIATED LABS., Long Island City (Vitamin Quota, Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., Agency: Lord & Thomas, San Francisco. *sp*

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC YEAST CORP., Brooklyn. Direct. *sp*

ATLANTIS SALES CORP., Rochester, N. Y. (mustard, barley & groats). Agency: J. Walter Thompson Co., N. Y. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff, Chicago. *sa ne sp*

ATLAS CANNING Co., Glendale, N. Y. (Rex New Miracle dog food). Agency: Director & Lane, N. Y.

ATLAS IMPORT & EXPORT Co., Philadelphia (wine). Agency: Phillip Klein, Philadelphia. *sa*

ATLAS MUTUAL BENEFIT ASSN., Wilmington. Agency: Schaffer, Brennan, Margulis Adv. Co., St. Louis. *sp*

AURORA PRODUCTS Co., Cleveland (American Star skin lotion). Agency: Ray Taylor & Assoc., Cleveland. *sa*

AUSTIN STUDIOS, Los Angeles (photographers). Agency: Glasser-Galley & Co., Los Angeles. *n sp*

AUSTIN TECHNICAL INSTITUTE, Newark (home study course in blue print reading). Agency: Emil Mogul Co., New York. *sa*

AUTOCAR Co., Ardmore, Pa. Agency: Gray & Rogers, Philadelphia. *sp*

AVALON LANE Co., New York. Agency: Director & Lane, New York. *sa*

AVOSET INC., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sp sa*

AXTON-FISHER TOBACCO Co., Louisville (All Americans, 20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago; Blackett-Sample-Hummert, Chicago. *sp n sa*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

BABCOCK & WILCOX Co., New York (steam boilers). *sp*

MRS. BAIRD'S BAKERY, Fort Worth. Agency: Tracy-Locke-Dawson, Dallas. *sa*

C. H. BAKER & Co., Los Angeles (shoe chain). Agency: Garfinkel Adv. Agency, Los Angeles. *sa*

BAKERS LIFE & CASUALTY Co. (family insurance). Agency: United Adv. Cos., Chicago.

BALBO OIL Co., Brooklyn (edible oil). Agency: Commercial Radio, New York. *sp*

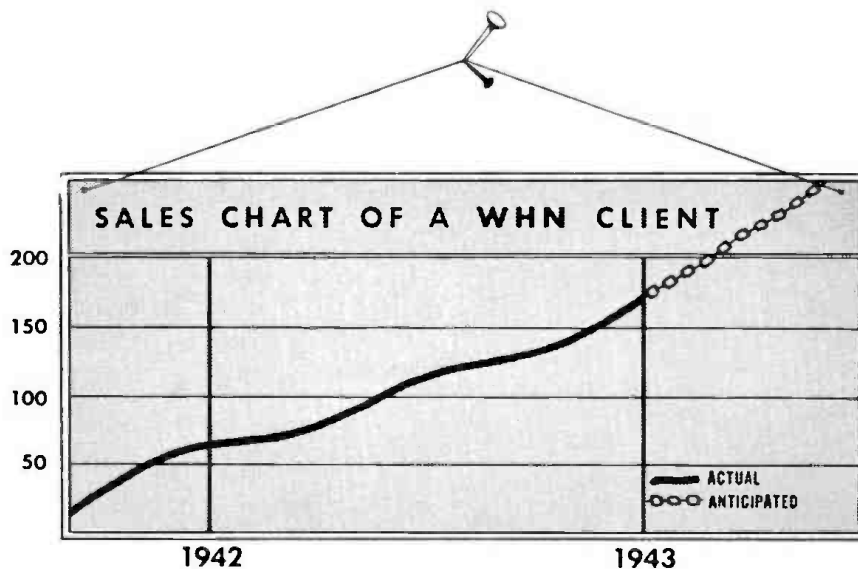
BALDWIN HILLS PROPERTIES, Los Angeles (Baldwin Hills Village). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa*

P. BALLANTINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. *sa ta sp n*

BALTIMORE GOSPEL TABERNACLE, Baltimore. Agency: Fred Wellman Co., Chicago. *sp*

BALTIMORE TRANSIT Co., Baltimore. Agency: Van Sant, Dugdale & Co., Baltimore. *sa*



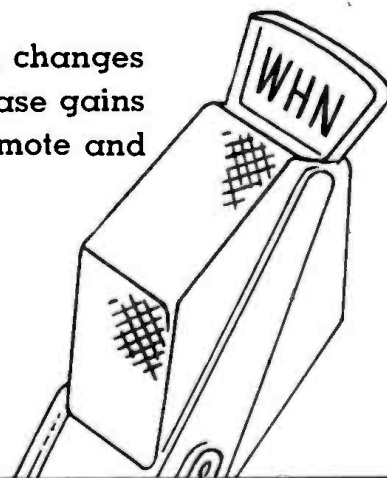
THE PRIME REASON...

More food advertisers...known to be among the shrewdest of buyers of radio time...spent more money on **WHN** in 1942 than ever before. This is glowing testimony to results brought by **WHN's** 50,000 watts, to a strong clear signal in an area housing 12% of the U. S. population, to **WHN's** delivery of extensive audiences...to **WHN's** programs.

For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices...all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943...with marketing shifts and product changes...you have reason to hold, consolidate...increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get **prime results**.

✓ In 1942 **WHN** welcomed 17 new food advertisers... 11 new drug and toilet goods advertisers... to its ever-expanding list of distinguished clients. 89 new clients "discovered" the power of **WHN**.



WHN - New York - 50,000 Watts - 1050 K. C.

1540 Broadway, Bryant 9-7800 • Chicago Office: 360 N. Michigan, Randolph 5254

DIRECTORY OF 1942 NATIONAL RADIO ADVERTISERS

L. BAMBERGER & Co., Newark, department store. Agency: Victor van der Linde, Inc., New York. *sp*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: Charles R. Stuart. San Francisco, and direct. *rn sp ta sa*

BARBARA ANN BAKING Co., Los Angeles (bread). Agencies: Heintz Pickering & Co., Los Angeles; Scholts Adv. Service, Los Angeles. *sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., N. Y. *n ne sa sp ta*

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soups). Agencies: Glasser-Galley & Co., Los Angeles; Erwin, Wasey & Co., Los Angeles. *sp*

BARNES & NOBLE, New York (books). *sa*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa sp ne*

BARRICINI CANDY Co., Long Island City (candies). Agency: Kind A.l.v., New York. *sp*

BASIC FOODS Inc., Los Angeles (vitamin products). Agency: Elucidator Publications Inc., Hollywood. *sp*

BATA SHOE Co., Frankford, Ont. Agency: J. J. Gibbons, Toronto. *sa*

BATEMAN-EICHLER & Co., Los Angeles (stocks, bonds). Agency: Elwood J. Robinson Adv., Los Angeles. *ne*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp n*

BAUER & BLACK, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sa*

BAUSCH & LOMB OPTICAL Co., Rochester, N. Y. Agency: Direct. *sp*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed inoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa ne sp n t*

B. C. TREE FRUITS LTD., Vancouver (apples). Agency: Canadian Adv. Agency Ltd., Kelowna, B. C. *sa*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. *rn sp t sa*

BEAU BRUMMELL TIES Inc., Cincinnati, O. Agency: Key Adv. Co., Cincinnati. *sa*

DR. BEAUCHAMP DENTAL SERVICE, Los Angeles (dentist). Agency: Charles Stahl Adv. Agency, Los Angeles. *sp ne sa t*

BEAUMONT LABS., St. Louis (4-Way cold tablets. Vaporizing Rub). Agencies: H. W. Kastor & Sons, Chicago; Russel M. Seeds Co., Chicago. *sa ta sp ne*

BECKMAN FUR STORE, Los Angeles (retail). Agency: Glasser-Galley Co., Los Angeles. *ne t*

BEEBE LABS., St. Paul (poultry vaccine). Agency: Campbell-Mithun Inc., Minneapolis. *ta*

BEECHAM'S PILLS, Bloomfield, N. J. Agency: Atherton & Currier, N. Y. *sa*

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa t n*

BEEBMAN'S LABORATORY, Atlanta (BGO. BQR, remedies). Agency: Harvey Massengale Co., Atlanta. *sp ta*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agencies: Ferry-Hanly Co., Chicago; Kane Adv. Agency, Bloomington and direct. *sp rn*

BEKINS VAN & STORAGE Co., Los Angeles (agency). Agencies: Brooks Adv. Agency, Los Angeles; Charles N. Stahl Adv. Agency, Hollywood. *sa n ne*

BELFAST BEVERAGE Co., San Francisco (soft drinks). Agency: M. E. Harlan Adv., San Francisco. *ne sa*

BELGIAN INFORMATION CENTER, New York. Agencies: Gotham Adv., New York; Albert Frank-Guenther Law, N. Y. *ne sp t sa*

BELL BROOK DAIRIES, San Francisco (milk). Agency: Botsford, Constantine & Gardner, San Francisco. *ta*

BELL TELEPHONE Co., of Canada, Montreal (Yellow Directory Pages). Agencies: Lord & Thomas of Canada Ltd., Montreal; Cockfield, Brown & Co., Montreal. *sa*

BELL TELEPHONE SYSTEM, New York. Agency: N. W. Ayer & Son, N. Y. *n*

BELL TELEPHONE Co. of Penna., Pittsburgh (service). Direct. *sa*

DR. BELL WONDER MEDICINE Co., Kingston, Ont. Agency: Dominion Bcstg. Co., Toronto. *t*

BELMONT LABS., Detroit (Belo food products). Agency: Smith & Sweeney, N. Y.

BENDIX AVIATION Corp., South Bend. Agency: Buchanan & Co., New York. *sp n*

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp ne t*

BEN-HUR PRODUCTS Inc., Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n ne*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSON & HEDGES, New York (Virginia Rounds). Agencies: Maxon Inc., N. Y.; Duane-Jones Co., N. Y. *sp ne sa*

BENSON SHOPS Inc., Los Angeles (women's chain apparel). Agency: Glasser-Galley & Co., Los Angeles. *t sa*

BEPEP SALES Corp., Pittsburgh (vitamins). Agency: Wiltman & Pratt, Pittsburgh. *sa*

BERGHOFF BREWING Corp., Fort Wayne, Ind. Agency: L. W. Ramsey Co., Chicago. *sa ta*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery). Agency: Geare-Mars-ton, Philadelphia. *sp sa*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*

BETHLEHEM STEEL Co., Bethlehem, Pa., direct. *sp*

BEVERLY HILLS TRANSFER & STORAGE Co., Beverly Hills, Cal. Agency: Ted Factor Adv., Los Angeles. *sp*

BIBLE MISSION Co., New York. *sa*

BICKFORD'S, New York (restaurants). Agency: Roberts & Reimers, N. Y. *sa*

BIRMINGHAM ELECTRIC Co. *t*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agency: J. M. Korn & Co., Phila. *sp ne*

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago. *n*

BITA-LIFE Co., Kansas City (Bita-Life). Agency: Merritt Owens Adv. Co., Kansas City. *ne*

BLATZ BREWING Co., Los Angeles. Agency: Lou Sterling & Assoc., North Hollywood. *sp*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal Capsules); J. Walter Thompson, N. Y. (Dentu Grip). *ta t sp sa*

BLOOMINGDALE BROS., New York. Direct. *sa sp*

BLOUNT PLOW WORKS, Evansville, Ind. (Flexible cultivators). *ta*

BLUE BIRD POTATO CHIPS, Inc., Oakland, Cal. (Laura Scudder food products). Agency: Brisacher, Davis & Staff, Los Angeles. *sa*

BLUE JAY MFG. Co., Huntington, W. Va. (overall). *sp*

BLUE RIBBON BOOKS, N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle. *t sa*

BLUE SEAL EXTRACT Co., Cambridge, Mass. (King orange soda). Agency: Goulston Co., Boston.

HARRY BLUM'S NATURAL BLOOM Inc., Passaic, N. J. (cigars). Agency: Lester Harrison Assoc., New York. *sa*

H. C. BOHACK Co., New York (Tenderay Beef). Agency: E. M. Freystadt Assoc., N. Y. *sp sa*

BOHEMIAN DISTRIBUTING Co., Los Angeles (Acme beer). Agency: Brian-Davis & Staff, Los Angeles. *t ta n t*

ROLLE & DETZEL, New York (furniture). Direct. *sa*

BOND CLOTHING STORES, N. Y. Agency: Neff-Rogow, N. Y. *sa sp*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BON MARCHE DEPT. STORE, Seattle. *t*

BONNE BELL COSMETICS Inc., Cleveland, O. (Victory cosmetic stockings). Agency: Belden & Maitland Inc., Cleveland.

BOOKHOUSE FOR CHILDREN, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sp sa*

BOOK LEAGUE OF AMERICA, New York (subsidiary of Doubleday-Doran & Co., N. Y.). Agencies: Huber Hoge & Son, New York; Raymond Spector Co., N. Y. *sp sa*

W. E. BOOTH Co., Toronto (Selo Film). Agency: Lord & Thomas of Canada. *sp sa*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam, Hollywood. *sp*

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y.; Pedlar & Ryan, N. Y. (Reid's Ice Cream). *n sp*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin, Wasey & Co., N. Y. *sp ta*

BOSTON & MAINE RR., Boston (transportation). Agency: Harold Cabot & Co., Boston. *sa t*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sp ta*

BOVRIL (CANADA) LTD., Montreal (food). Agency: J. J. Gibbons Ltd., Montreal. *sa*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *n sp*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

A. S. BOYLE Co., Los Angeles (Harmony vitamins) (Pacific Coast branch). Agency: J. Walter Thompson Co., San Francisco. *ne sp sa*

WALTER N. ROYSEN Co., Oakland, Cal. (paint). Agency: Emil Reinhardt Adv., Oakland. *sa*

E. J. BRACH & SONS, Chicago (candy). Agency: U. S. Adv. Corp., Chicago. *sa*

BRANDRAM-HENDERSON LTD., Montreal (paints). Agency: Stanfield & Blaikie, Montreal. *ta*

BRASS RAIL RESTAURANTS, New York. Agency: Blackstone Co., N. Y. *sp*

BRAUN BAKING Co., Pittsburgh. Agency: W. E. Long Co., Chicago. *sp*

BREAKFAST CLUB COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

BREUNER'S, Oakland, Cal. (furniture). Agency: Emil Reinhardt Adv., Oakland. *sa*

BREWING CORP. OF AMERICA, Cleveland (Black Label). Direct. *sp t*

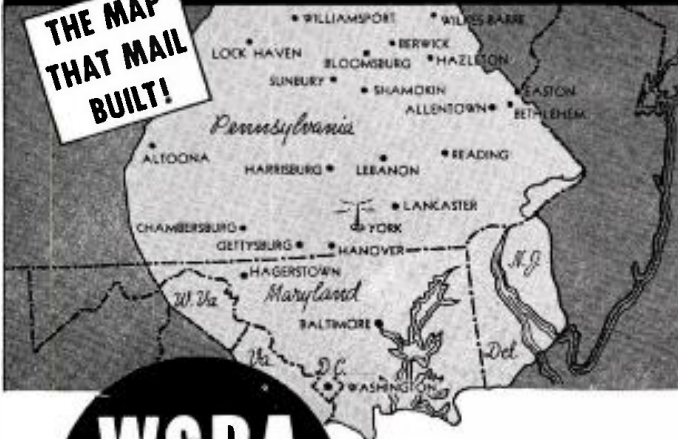
BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta sp*

L. S. BRIGGS Inc., Baltimore (meat). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

The Time to Buy in Central Pennsylvania

THE MAP THAT MAIL BUILT!



WSBA 900

THE "MID-POINT" ON YOUR DIAL

People . . . thousands of them . . . in 44 prosperous counties of Central Pennsylvania and Northern Maryland listen to WSBA. Mail response proves it! A rich market normally . . . richer now with increased industrial and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.

WHAT'S WHAT IN *Boston*

*Week AFTER Week
WCOP's
influence is getting
More and More
POWERFUL!*

1. WCOP plays 3 roles in campaigns: (a) primary force by itself. (b) supporting force with others. (c) mopping up force.
2. WCOP has proven to be the most convenient and economical testing station in the East.
3. WCOP has been selected as a key station in the Atlantic Coast Network.
4. WCOP has much more than time to sell . . . it is a constructive force in the life of Boston.
5. WCOP merchandises advertisers' programs. Ask us to tell you how!
6. WCOP has done an outstanding job selling WAR BONDS . . . it can sell for you, too!
7. WCOP has attracted top-notch public spirited executives to its microphone. Do you know why?
8. WCOP coordinates radio technique with selling ability to make programs pay a profit.
9. WCOP has 117 accounts on its airways this week . . . and more are added weekly.
10. WCOP averages 584 letters each week of fan mail alone . . . and going higher every week.
11. WCOP consistently receives testimonials unsolicited from advertisers . . . want to see them?
12. WCOP is getting more and more radio dollars from more and more advertisers . . . do YOU know why?
13. WCOP has grown faster in sales and audience in proportion than any other Boston station.
14. WCOP has a few choice availabilities NOW for immediate taking . . . but better hurry!
15. WCOP belongs on your advertising schedule for 117 reasons . . . shall we enumerate them for you?
16. WCOP has what it takes to put a feather in the cap of any time buyer. Just ask us.
17. WCOP has a plan and program to fit your very needs . . . yours for the asking.
18. WCOP will give you more, dollar for dollar, than any station in the East . . . make us prove it!
19. WCOP stands on its own feet, as a test station or part of a campaign. Let's show you how!
20. WCOP is Boston's family station . . . when you're selling families, buy WCOP!
21. WCOP does a full time job, whether it's a spot or a full hour . . . we can back that up!
22. WCOP has sold everything from a magazine to a mattress . . . what have YOU to sell?
23. WCOP can make your story another Boston success story . . . just ask us for the plot!
24. WCOP definitely belongs to Boston . . . and you can get its listeners to belong to you.

WCOP

**BELONGS
OR YOUR
*Schedule***



COPLEY PLAZA HOTEL • BOSTON

1942 NATIONAL-REGIONAL RADIO ADVERTISERS

W
B
N
X

CREATING

*Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft*

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

W
B
N
X

5000 Watts
New York City

FOR OFFENSE *Buy U.S. Bonds Today*
FOR DEFENSE

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.) Agencies: Young & Rubicam, N. Y. (Mint & Rub. Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubber-set products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ne*

BRITISH-AMERICAN OIL Co., Toronto (gasoline). Agency: J. Walter Thompson Co., Toronto. *sp*

BRITISH COLUMBIA ELECTRIC RAILWAY Co. Ltd., Vancouver. Agency: Gourlay Adv., Vancouver. *ne sp*

BROADWAY DEPT STORE, Los Angeles. Agency: Lee Ringer Adv., Los Angeles. *ne*

BROADWAY - HOLLYWOOD DEPARTMENT STORE, Hollywood, Cal. Agency: Lee Ringer Adv., Los Angeles. *sp*

BROADWAY-PASADENA DEPT. STORE Inc., Pasadena, Cal. Agency: Bogardus Adv., Pasadena. *ne*

BROMO SELTZER LTD., Toronto (proprietary). Agency: Ruthrauff & Ryan, N. Y. *sp*

BROOKLYN & NEW YORK PARAMOUNT THEATERS. Agency: Buchanan & Co., N. Y. *sa*

BROOKS Inc., Los Angeles (clothing chain). Agency: Stodel Adv. Agency, Los Angeles. *ta sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes); Russel M. Seeds Co., Chicago. *t sp n*

BROWN'S BREAD, Toronto. Agency: McConnell-Eastman, Toronto. *sa t*

LANE BRYANT, New York (clothing). Agencies: Huber Hoge & Sons, N. Y.; E. H. Brown, Chicago. *sa ne*

W. K. BUCKLEY Ltd., Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta sa sp*

BUCKNELL U. Lewisburg, Pa. Agency: Edward L. Wertheim, New York. *sp*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *ta sa*

BUITONI PRODUCTS, New York (spaghetti & sauce). Agency: Carlo Vinti Adv., N. Y. *ta*

BULLARD Co., Bridgeport, Conn. (institual). Direct. *n sp*

BULLOCK'S Inc. (dept. store), Los Angeles. Agency: Dana Jones, Los Angeles. *ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BULOVA WATCH Co., Toronto. Agency: MacLaren Adv. Co., Toronto. *sa*

BUNTE BROS. CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURGESS BATTERY Co., Chicago. Agency: Duane Wannamaker Adv., Chicago. *sa*

BURGESS SEED & PLANT Co., Galesburg, Mich. Agency: George H. Hartman Co., Chicago.

BURLINGTON MILLS CORP. OF NEW YORK (bedspreads & drapery fabrics). Agency: J. M. Mathes Inc., N. Y. *sa*

BURMA-VITA Co., Minneapolis (Burma-Shave). Agencies: Hays MacFarland & Co., Chicago; MacFarland, Aveyard & Co., Chicago. *ta sa n*

BURNHAM & MORRILL Co., Portland, Me. (B. & M. baked beans). Agency: Charles W. Hoyt Co., Boston. *ta sa*

BURNS & Co., Calgary, Alta. (meat packers). *sa*

W. ATLEE BURPEE Co., Philadelphia (seeds). Agency: Flagler Adv. Co., Buffalo. *sp*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agencies: Cy Leland, Fort Worth; Rowland Broiles Co., Fort Worth. *t n sp ne*

P. S. BUSTIN DRUG Co., Toronto. Agency: Frontenac Broadcasting Co., Toronto. *ta*

BYERS FLOUR MILLS, Camrose, Alta. (cereals). Agency: Stewart-McIntosh, Calgary, Alta. *t*

C

CADILLAC MOTOR CAR Co., Detroit. Agency: John Adams, Detroit. *ta*

JOHN E. CAIN, Boston (mayonnaise). Agency: Chambers & Wiswell, Boston. *sa*

CAL-ASPIRIN, New York (Cal-Aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocados). Agencies: Lord & Thomas, Los Angeles; J. Walter Thompson Co., San Francisco. *sa rn sp*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta*

CALIFORNIA AIRCRAFT INST., Los Angeles. Agency: Hillman-Shane-Breyer Inc., Los Angeles. *t sp*

CALIFORNIA FEDERAL SAVINGS & LOAN ASSN., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp ta*

CALIFORNIA FEDERATION OF LABOR. Agency: Joseph Aurrecochea Adv. Agency. *sp n*

CALIFORNIA FIGGO Co., Los Angeles (Flego, coffee substitute). Agency: Culbreth Co., Los Angeles. *sa*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles & Toronto. *sa sp n*

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar). Agencies: Botsford, Constantine & Gardner, San Francisco; McCann-Erickson, San Francisco. *sp*

CALIFORNIA PACKING Corp., San Francisco (canned food). Agency: McCann-Erickson, San Francisco. *ne n t*

CALIFORNIA PIE BAKING Co., Brooklyn. Direct. *sp*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *n ne*

CALIFORNIA RETAIL GROCERS ASSN., San Francisco. Direct. *sp*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Francisco, Cal. *sa*

CALO FOOD PRODUCTS, San Francisco (dog food). Agency: Theodore H. Segall Adv., San Francisco. *sp sa*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa sp*

CAMPBELL CEREAL Co., Minneapolis, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa ta sp ne*

CAMPBELL FINANCE Corp. Ltd., Toronto. Agency: Ronalds Adv., Toronto. *sa ta*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agencies: Ward Wheelock Co., Philadelphia; Ruthrauff & Ryan, N. Y. *sp n*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta sp t rn sa*

FEDERAL GOVERNMENT OF CANADA, Ottawa. Agency: Adv. Agencies of Canada, Ottawa. *sa*

CANADA STARCH Co., Toronto (corn syrup). Agency: Vickers & Benson, Toronto. *sp sa t*

CANADIAN CANNERS, Hamilton, Ont. Agency: Russell T. Kelley Ltd., Hamilton, Ont. *sp*

CANADIAN COOPERATIVE WOOL GROWERS Ltd. (Dri-Kil). Agency: E. W. Reynolds & Co., Toronto. *sa*

CANADIAN DEPT. OF AGRICULTURE. Agency: J. J. Gibbons Ltd., Regina.

CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto. *rn sa*

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. *sa ta*

CANADIAN NATIONAL CARBON Co., Toronto (Eveready). Agencies: Clarke E. Locke, Toronto; Locke, Johnson & Co., Toronto. *n sp ta t*

CANADIAN RED CROSS SOCIETY, Toronto. Agency: A. McKim, Toronto. *ta*

CANADIAN SHREDDED WHEAT Co. Ltd., Toronto. Agency: Cockfield, Brown & Co. Ltd., Toronto. *t*

CANADIAN WATERPAINTS, Montreal. Agency: J. J. Gibbons Ltd., Montreal. *sa*

CANARY BIRDS Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

CANYON BROS. MFG. Co., St. Louis (cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t sa sp*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa t*

CARNATION Co., Toronto (milk). Agency: Baker Adv. Agency, Toronto. *t sp*

CAROLINE PRODUCTS Co., Litchfield, Ill. (Miltut milk compound). Agency: Henri, Hurst, McDonald, Chicago. *sa*

CAROLINA BAKING Co., Columbia, S. C. Agency: Freitag Adv., Atlanta. *ta*

CARSON ELECTRIC Co., Youngstown, Ohio. *t*

CARSON FURNITURE Co., St. Louis. *sp*

CARSON PIRIE SCOTT & Co., Chicago (dept. store). Agency: Wade Adv. Agency, Chicago. *sp*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rn*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin aperin); Stack-Goble, N. Y.; Roche, Williams & Cunningham, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arrid). *sp ta t sa n*

CASE CLOTHES, LEWIS APPAREL, WESTERN CLOTHES, WORTH CLOTHES, New York (chain stores, men's clothes). Agency: Frank B. Sawdon Adv., N. Y. *t*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. *n*

CELANESE CORP. OF AMERICA, New York. Agency: Young & Rubicam, N. Y. *n sp t*

CENTAUR Co., Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies: Pedlar & Ryan, New York; Young & Rubicam, N. Y. *sa*

CENTLIVRE BREWING Corp., Fort Wayne. Agency: Westheimer & Co., St. Louis. *ne*

CENTRAL WINERY, Fresno, Cal. (Legend, Lango, Golden Wine brands). Agencies: Weisa & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. *sa*

CHAMBERLAIN AIRCRAFT Corp., Philadelphia (defense industries school). Agency: Stewart-Jordan Co., Philadelphia.

CHAMBERLIN LABS., Des Moines (hand lotion). Agency: Cary-Ainsworth, Des Moines. *n sp sa*

CHAMBERLAIN SALES Corp., Des Moines (cosmetics). Agency: Cary-Ainsworth, Des Moines. *sa ta*

CHAMBERLAIN TECHNICAL SCHOOL, New York (trade school). Agency: Reias Adv., New York. *sp*

CHAPMAN ICE CREAM Co., Los Angeles (chain stores). Agencies: Ted Dahl Adv. Agency, Los Angeles; Brisacher, Davis & Staff, Los Angeles. *sp*

CHARM KURL Co., St. Paul (permanent wave kit). Agency: Guenther-Bradford & Co., Chicago. *sp*

CHASE BRASS & COPPER Co., Waterbury, Conn. Direct. *sp n*

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville. Ont. *ta sa*

CHATHAM MFG. Co., Elkin, N. C. (blankets). Agencies: M. H. Hackett Inc., N. Y.; Cahn-Miller Inc., Baltimore. *sp ne*

CHATTANOOGA ELECTRIC POWER BOARD, Chattanooga. *t*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*

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DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

CHEMICAL TREATING & EQUIPMENT Co., New York (mending tape). Agency: Reiss Adv., New York. *sp*

CHEMICALS Inc., San Francisco & Oakland (Vano). Agencies: Botaford, Constantine & Gardner, San Francisco; Sidney Garfunkle Adv. Agency., San Francisco. *sp sa*

CHESAPEAKE & OHIO RAILWAY Co., Huntington, W. Va. *sp*

CHESAPEAKE & POTOMAC TELEPHONE Co., Baltimore. Direct and Agency: Henry Kaufman Adv., Washington. *sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa*

CHICAGO AIR COLLEGE, Chicago. Agency: M. A. Ring Co., Chicago. *t sp*

CHICAGO COLLEGE OF LAB. TECHNICIANS. Agency: Bisberne Adv. Co., Chicago.

CHICAGO DAILY NEWS, Chicago (news-paper). *t sp sa*

CHICAGO HERALD AMERICAN, Chicago. Agency: Bozell & Jacobs, Chicago. *sp sa*

CHICAGO MILK FOUNDATION (dealer's assn.). Agency: McCann-Erickson, Chicago. *ta*

CHICAGO MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunningham, Chicago. *ta n*

CHICAGO MOTOR CLUB. Agency: Aubrey, Moore & Wallace, Chicago. *t ne*

CHICAGO, ROCK ISLAND & PACIFIC RAILWAY Co., Fort Worth. *ta*

CHICAGO SUN, Chicago (newspaper). Agencies: Wade Adv. Agency; MacFarland-Aveyard & Co., Chicago. *sa sp*

CHICAGO TECHNICAL COLLEGE, Chicago. Agency: Buchanan & Co., Chicago. *sp*

CHIDNOFF STUDIOS, New York. *sa*

CHLORINE SOLUTIONS Inc., Los Angeles (Hydro). Agency: Barton A. Stebbins Adv., Los Angeles. *sa sp n*

CHRISTIAN RADIO HOME & GOSPEL CHURCH, Jersey City. Direct. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS FOR ILLINOIS, Chicago. Agency: Charles Garland Co., Chicago. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS, Nevada, Ia. (religious). Agency: Fairall & Co., Des Moines. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS, New York. Agency: Christian Science Radio Committee of Greater New York. *sp*

CHRISTIAN SCIENCE MONITOR, Boston. Agency: A. W. Ellis Co., Boston. *sa*

CHRISTIAN SCIENCE CHURCHES, New York. Direct. *sp*

CHRISTIE-BROWN & Co., Toronto (bread). Agency: Cockfield, Brown & Co., Toronto. *sp*

CHRISTMAS CLUB, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSoto); Lee Anderson Adv. Co., Detroit. *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CHURCH OF THE OPEN DOOR, Los Angeles. Agency: Smith & Bull Adv., Los Angeles. *sp*

CIGAR INSTITUTE OF AMERICA, New York (institutional). Agency: Lambert & Feasley, N. Y. *sa*

CINCINNATI BALL CRANK Co. Agency: Perry-Brown Inc., Cincinnati. *ne sp*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n sa sp*

THE CITY OF PARIS DRY GOODS Co., San Francisco. Direct. *sp*

CLAFLIN-DENISON LABS., Providence, R. I. (salve). Agency: Cory Snow Inc., Boston.

CLAIROL Inc., Stamford, Conn. (Clairol products). Agency: Grey Adv. Agency, N. Y. *ta*

HAROLD H. CLAPP Inc., Rochester. Agency: Young & Rubicam, N. Y. *n ta*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*

CLARK BROS. CHEWING GUM Co., Pittsburgh. Agency: Walker & Downings, Pittsburgh.

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (patent medicine). Agency: Hutchins Adv. Co., Rochester.

CLEVELAND TWIST DRILL Co., Cleveland. Agency: O. S. Tyson & Co., New York. *sp*

CLICQUOT CLUB Co., Killis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLIX SLIDE FASTENER Co., New York. Direct. *sp*

CLUETT, PEABODY & Co., New York (men's apparel). Agency: Young & Rubicam, N. Y. *ne sa sp*

COAST CIGAR Co., San Francisco (Natividad cigars). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCA COLA Co., Jackson, Miss. and of Penna., Pittsburgh. Agency: D'Arcy Adv. Co., St. Louis. *sp t*

COCILANA Inc., N. Y. Agency: Al Paul Lefton, Philadelphia. *sa*

D. COHEN & SON, New York (men's clothes). Agency: Atlantic Adv. Co., New York. *sa*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave cream); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octagon, Klek, Palmolive soap, Vel); Ward Wheelock Co., N. Y.; Wm. Esty & Co. N. Y. (Super Suds). *n sa sp*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc., Toronto; Lord & Thomas, Toronto. *n rn*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Galley & Co., Los Angeles. *sa ta ne n sp*

STATE OF COLORADO, Adv. & Publicity Dept., Denver. Agency: Max Goldberg Adv. Agency, Denver. *sa*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA OUTFITTING Co., San Francisco. *ne sp*

COLUMBIA PICTURES Corp., New York. Agency: Weiss & Geller Inc., N. Y. *sa*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Benton & Bowles, N. Y. *n sp ta sa t*

COMET RICE Co., New York. Agency: Leche & Leche, Dallas. *sa*

COMMERCE INSURANCE AGENCY, New York. Agencies: Lew King Agency, N. Y.; Klinger Adv. Corp., N. Y. *sp*

COMMUNIST PARTY, New York. *sp*

COMMUNITY OPTICIANS, Brooklyn. Direct. *sp sa*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta sp*

CONFECTIONS Inc., Chicago (Old Style popcorn). Agency: Raymond C. Hudson & Assoc., Chicago. *ta*

CONGRESS CIGAR Co., Newark & New York (La Palina). Agencies: Marschalk & Pratt, N. Y.; Schwimmer & Scott, Chicago. *n sa sp ta*

G. E. CONKEY Co., Chicago (Y O dog food). Agency: Rogers & Smith, Chicago. *sa*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONNECTICUT BUS Co., Hartford (transportation problems). Agency: Wilson & Haight, Hartford. *n t*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sa sp ta*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (perfume). Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agencies: McCann-Erickson, N. Y.; BBDO, N. Y. *sp sa*

CONSOLIDATED HOTELS Inc., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *sa*

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp sa*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary). Agency: Benson & Dall, Chicago. *t*

CONSUMERS CREDIT Co., Hollywood (personal loans). Agency: Al Paul Lefton Co., Hollywood. *ta*

CONSUMERS Co., Chicago (coal). Agency: Jim Duffy Inc., Chicago. *sp*

CONTI PRODUCTS Corp., New York (soap). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp ne*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agencies: Benton & Bowles, N. Y.; Ted Bates Inc., N. Y. *n sa sp*

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco). Agency: Tracy-Locke-Dawson, N. Y. *ta sa sp*

CONTINENTAL RADIO & TELEVISION Corp., Chicago (radios). Agency: Crutenden & Eger, Chicago. *n sp*

COOK COUNTY DISTRIBUTORS, Chicago (used cars). Agency: Bennett Ades Adv. Agency, Chicago. *sa*

COOK PRODUCTS Corp., San Francisco (sauce). Agency: Rhoades & Davis, San Francisco. *n*

COOPER & COOPER Inc., Brooklyn (razor blades). Agency: Hoffelinger Agency, N. Y. *sa*

O. A. COOPER Co., Humboldt, Neb. (feeds). Agency: France & Duc, Omaha. *sa*

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE, Ithaca, N. Y. (seeds, feeds and fertilizers). *sp*

COOPERATIVE LEAGUE OF THE USA, New York (regional coop groups representative). Agency: Atherton & Currier, N. Y.

CORD - MEYER DEVELOPMENT Co., Forest Hills, N. Y. (real estate). Agency: Furman-Feiner, N. Y. *t*

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal). Agency: Rhoades & Davis Adv., San Francisco. *sp*

CORN FIX Co., Newark (corn remover). Agency: J. M. Korn Inc., Philadelphia.

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel; Mazola; Lint). *n t sp*

A. CORRARO, New York (women's wear). Agency: De Lucca Adv. *sp*

COTTON BROS., Alexandria, La. (bread). Agency: W. E. Long Co., Chicago. *ta*

CRAWFORD'S, Kansas City, Mo. Agency: Paul Miller Adv. Co., Kansas City.

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*

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235 E. 45th Street New York, N. Y.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. n sp

CREATIVE AGE PRESS, New York (books, *Tomorrow*). Agency: Brearley Service Organization, New York. sa

CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. rn t n

CROSSE & BLACKWELL, Baltimore (food). Agency: Van Sant, Dugdale & Co., Baltimore. sa

CROSSE & BLACKWELL, Toronto. Agency: A. McKim Ltd., Toronto. sa

CROWELL PUBLISHING Co., New York (*American Woman's Home Companion*, *Callier's*). Agency: McCann-Erickson, N. Y. sp

CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. sa

CROW'S HYBRID CORN Co. Agency: Critchfield & Co., Chicago.

CROYDON LABS., Philadelphia (Lan-O-Derm). Agency: S. Duane Lyon, New York.

CUBBISON CRACKER Co., Los Angeles. Agencies: Adv. Arts. Agency, Los Angeles; Elwood J. Robinson Adv., Los Angeles. sp

CUDAHY PACKING Co., Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cunningham, Chicago; Reiwitch & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. n sp t sa

CUMBERLAND BREWING Co., Cumberland, Md. (Old Export beer). Agencies: McDaniell, Fisher & Spelman, Akron; Wilbur K. Bishop, Cumberland. sa ta

CUMMER PRODUCTS Co., New York & Bedford, O. (Molle shaving cream, Energine, Diamond Dyes). Agency: Young & Rubicam, N. Y. n sp

CUNNINGHAM DRUG Co., Detroit. Agency: Simons-Michelson Co., Detroit. ne

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*). Agency: BBDO, N. Y. sa ta n

CURTISS CANDY Co., Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. n ta sa

D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcom-Howard, Chicago; J. M. Korn & Co., Philadelphia. sa ta

DAILY NEWS, Chicago (newspaper). Direct. sa

DAIRY BELLE FARMS, San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. sa sp

DAIRYLAND PRODUCTS, Shreveport. ne n

DAITCH DAIRY STORES, New York. Direct. ne

DALGLISH & Co. Ltd., Toronto (Javex). Agency: MacLaren Adv. Co., Toronto. sa

DALLAS POWER & LIGHT (institutional). Agency: Bozell & Jacobs, Omaha. sa

DANS CANCELLATION SHOES, Philadelphia (retail stores). Agency: Dan Rivkin, Philadelphia. sa

KAY DAUMIT, Chicago (cosmetics). Agency: Hal R. Makelim, Chicago.

DAVIDSON BROS., New York (Mary Barron Slips). Agency: Briggs & Varley Inc. sp

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Breese Assoc.:

Charles Dallas Reach, Newark (Cut-Rite waxed paper; Davis baking powder) Charles W. Hoyt Co., N. Y. (O.K. baking powder); Sherman K. Ellis & Co., N. Y. n sp t sa

DAVIS HAT Co., Dallas. Agency: Grant Adv., Dallas. sp

DEAN STUDIOS, Des Moines (photography service by mail). Agency: Lessing Adv. Co., Des Moines. sp

DEISEL-WEMMER-GILBERT Corp., Detroit (cigars). Agency: Century Adv. Agency, Detroit. sp sa

DeKALB AGRICULTURAL ASSN., DeKALB, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. sp t ta

R. V. DELAPENHA & Co. (New York 'marmalade'). Agency: Gotham Adv., New York.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. n sp

DELAHANTY INSTITUTE, New York (training for civil service exams). sa

De MARTINI MACARONI Co., New York. Direct. sp

DENALAN Co., San Francisco (dental plate cleanser). Agency: Rhoades & Davis Co., San Francisco. rn

De NOBILI CIGAR Co., Long Island, N. Y. Direct. sp

C. S. DENT & Co. (division of Grandpa Soap Co., Cincinnati), (Dent's tooth gum, tooth drops, ear drops), Cincinnati. Agency: Keeler & Stites Co., Cincinnati.

DENVER & RIO GRANDE WESTERN RAILROAD. Agency: J. R. Kupsick Adv., N. Y. sa

DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Badger, Brown & Hersey, N. Y. sa

DeFREE Co., Holland, Mich. Agency: Roche, Williams & Cunningham, Chicago.

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. sa

DETROIT BIBLE CLASS, Detroit (religious). Agency: Aircasters, Detroit. sp n

DIEBOLD SAFE & LOCK Co., Canton (institutional). Agency: Sweeney & James Co., Cleveland. n sp

DIF Corp., Garwood, N. J. (Cleansers). Agency: Grey Adv., New York. sa

D. L. & W. COAL Co., Toronto. Agency: Vickers & Benson, Toronto. t

DIMPLE TIE Corp., New York. Agency: Morton Freund, New York. sp

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food). Agency: Brisacher, Davis & Staff, Los Angeles. sp

JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. sa ta

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. sa t ta

DOMINION OF CANADA (Dept. of Agriculture), Ottawa. Agency: J. J. Gibbons Ltd., Regina. n sp

DOMINION OF CANADA (Dept. of Finance), Ottawa (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. n sp

DOMINION OF CANADA (Dept. of Munitions & Supply, Dept. of Public Printing & Stationery), Ottawa. Agency: Adv. Agencies of Canada, Toronto, Ottawa. sa n

DOMINION OF CANADA (Prices & Trade Board), Ottawa. Agency: Adv. Agencies of Canada, Toronto. n sp

DOUBLE COLA BOTTLING Co., Waco, Tex. (Chukker). Agency: Barnes-Chase Co., Los Angeles. ta

DOUBLE MIX, Kansas City. Agency: Jerome G. Galvin Adv. Co., Kansas City, Mo. sa

DOUBLEDAY, DORAN & Co., New York (books). Agency: Huber Hoge & Sons, N. Y. ta sp sa

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. Agency: Blow Co., Hollywood. ta

DOUGLAS SHOE Co., Boston. Agency: H. Cabot & Co., Boston. sa ta

DOVER BREWERIES, Hartford Conn. Agency: H. A. Salzman Inc., New York. ta

DOWNTOWN BUSINESS MEN'S ASSN., Los Angeles (sales week). Agency: Rodrick Mays Adv., Los Angeles. sa ta

DRAKE BAKERIES, New York. Agency: Young & Rubicam, N. Y. sa

DREWERY LTD. OF U.S.A., South Bend (beer). Agency: R. A. Moritz Co., Davenport. Ia. rn ta

DREZMA Inc., New York (Drezma). Agency: Blaine-Thompson Co., N. Y. Direct. sa

DRYDEN & PALMER, New York (Gravy Master seasoning). Agency: Samuel C. Croot Co., N. Y. sa sp

DRYDOCK SAVINGS INSTITUTION, New York. Agency: Anderson, Davis & Platte, N. Y. sp sa

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. sp ta

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. rn sp

DUGAN BROS. OF NEW JERSEY, Newark (bakers). Agency: Charles Dallas Reach Co., Newark.

DUNN SHOE STORES, Philadelphia (retail shoes). sp

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. sa sp n t

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. sp

DWARFIES Corp., Council Bluffs, Ia. Agency: Buchanan-Thomas Adv. Co., Omaha. sa

DWIGHT-EDWARDS Co., San Francisco (Nob Hill coffee). Agency: McCann-Erickson, San Francisco. sa

DYE-ANA DYES Inc., Chicago (Dye-Ana Tint & Dye Tablets). Agency: Fogerty-Jordan-Phelps Co., Chicago.

E

EAGLE OIL & REFINING Co. Inc. (Golden Eagle gas). Agency: General Adv. Agency, Los Angeles. sp n

EAGLE ROLLER MILL, New Ulm, Minn. (Eagle flour). sp

EAGLE VINEYARDS, San Francisco (Baronet wine). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Frederick Seid, San Francisco. sp sa

EAGLESON Co., San Francisco (dept. store). Direct. sp

EASTERN - COLUMBIA, Los Angeles (chain dept. store). Agency: Stodel Adv. Co., Los Angeles. ta

EASTERN PIONEER HYBRID CORN Co., Yellow Springs, Ohio (seed). Agency: Wallace Adv., Des Moines. t

EASTERN WINE Corp., New York. Agency: H. C. Morris & Co., N. Y. sa ta

EASTMAN KODAK Co., Rochester. Direct. sp

E DEL BRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New York. sp sa

DWIGHT EDWARDS Co., San Francisco (Safeway coffee subsidiary). Agency: McCann-Erickson, San Francisco. sa

JOHN EICHLER BREWING Co., New York. Agency: Geare-Marston Inc., Philadelphia. sp sa

ALBERT EHLERS Inc., New York (coffee). Agency: S. T. Seidman & Co., N. Y.

ELECTRIC BOAT Co., New York. Agencies: Peck Adv., N. Y.; Paris & Peart, N. Y. n

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. n

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Taylor & Jenkins, Pittsburgh. sa sp

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. n ta sp

EMERSON RADIO & PHONOGRAPH Corp., New York. Agency: Buchanan & Co., N. Y. sp rn n

EMM-AN-CEE Co., Chicago. Agency: Stanley Pflaum Assoc., Chicago. sa

SOMETHING'S HAYWIRE!

The KFAR Program Department Says:



"Why don't we hear from the Japs on Kiska and Attu . . . EVERYBODY ELSE IN ALASKA LISTENS AND WRITES IN."

Maybe U. S. boys with silver wings are cutting down our listening audience.

(Ed. Note: We hope so.)

K F A R
FAIRBANKS, ALASKA
5000 WATTS
(Alaska's Most Powerful)
610 KILOCYCLES

FAIRBANKS OFFICE: Lathrop Building
SEATTLE OFFICE: 1411 Fourth Ave. Bldg.

Shopping for Shows?—Here's the Best in Recorded Broadcasting!

**NBC COMPLETE PACKAGE SHOWS
READY TO BROADCAST
EASY TO SELL!**



LET'S TAKE A LOOK IN YOUR MIRROR WITH STELLA UNGER

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime, how she can make the most of her present wardrobe, how to get along happily without many household products not now available, and similar subjects. Doing a fine job for advertisers selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas



TIME OUT FOR FUN AND MUSIC



Series I—With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatoners (26)

Series II—With Ted Steele and Grace Albert (26)

Sprightly quarter-hours filled with amusing banter and bright, gay music. Both series—26 programs each—feature an original theme and a build-up by the artists for the commercials by local announcer. Successfully used by a wide variety of sponsors. For one or two broadcasts weekly.

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—with music or without, comment or comedy, drama or down-to-earth talks... every one of them timely and thrilling! Pick the programs suited to your station's needs.

NEW!

The Name You Will Remember

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. Arranged for a 3-a-week broadcast in five-minute periods. All-inclusive merchandising and publicity plan, with complete material for sales program. Scoring spectacular success as local "live" show. The title alone should clinch the sale!

Addition *THE NAME YOU WILL REMEMBER* for your hard-to-sell prospects!



William Lang

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts.

Minimum contract: 65 episodes



Get full details about these dollar-bringing shows today!

Other NBC Recorded Features:

HOLLYWOOD HEADLINERS—with Stella Unger
Intimate inside stories about Hollywood stars (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY—with Wm. L. Stidger
Down-to-earth philosophy that helps meet today's problems (117 5-min. pgms.)

WHO'S NEWS—Informal chats with headline personalities (39 5-min. pgms.)

5-MINUTE MYSTERIES—Clues and solution complete in each episode (63 pgms.)

WRITE FOR AUDITIONS, RATES AND AVAILABILITY

NBC Radio Recording Division
NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

See also Advertisement on Page 211

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

EMMCO INSURANCE Co., South Bend. Agency: MacDonald-Cook Co., South Bend. *ne sp*

EMPIRE DIAMOND Co., Jefferson, Ia. Agency: Lessing Adv., Des Moines. *sp*

EMPIRE GOLD BUYING SERVICE, New York. Agencies: Harry Oppenheim; Furman, Feiner & Co., N. Y. *sa*

THE EMPORIUM, San Francisco (department store). Direct. *sa*

J. C. ENO Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *sa ta*

J. C. ENO Ltd., Toronto (toothpaste, Eno's salts). Agency: Atherton & Currier, Toronto. *sa sp t*

ENOSIL CHEMICAL Co., Oakland (floor wax). Agency: Tomaschke-Elliott, Oakland. *sa*

EPHAZINE Co., London, England (medicine). Agency: A. McKim Ltd., Toronto. *sa*

ESQUIRE PUBLICATIONS Inc., Chicago (Coronet). Agency: Schwimmer & Scott, Chicago. *t sa*

ESSEX HOUSE, New York (apt. & transient hotel). Agency: Kelly, Nason Inc., N. Y. *sa*

ESSO MARKETERS, New York, etc. (Standard Oil marketers). Agency: Marschalk & Pratt, N. Y. *sp*

ESTERBROOK STEEL PEN MFG. Co., New York. Agency: National Export Adv. Service, N. Y.

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

ETNE FOOD PRODUCTS, New York (Caponatina). Agency: Cricci Adv., N. Y. *sp*

ETON PUB Corp., New York (Young America). Direct.

EVANS FUR Co., Chicago (retail furriers). Agency: State Adv. Co., Chicago. *sp*

GEORGE B. EVANS LABS., Philadelphia (druggists). *sa ta*

EVERSHARP Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n sp*

EX-LAX MFG. Co., Brooklyn (laxative). Agencies: Joseph Katz Co., Baltimore; Cockfield, Brown & Co., Toronto, Montreal. *t sa ta rn sp n*

EXELLO PRESS, Chicago (personal stationery by mail). Agency: Robert H. Kahn & Assoc., Chicago. *sp*

F

FAIRCHILD SONS Inc., New York (morticians).

FAIRMONT CREAMERY Co., New York (butter). Agency: Joshua Epstein Agency, N. Y. *sp*

FALLS CITY BREWING Co., Louisville, Ky. (beer). Agency: Anfenger Adv., St. Louis. *ne t ta*

FALSTAFF BREWING CORP., St. Louis (Falstaff beer). Agencies: Ruthrauff & Ryan, N. Y.; Blackett-Sample-Hummert, Chicago. *sp sa n*

FAMILY CIRCLE Inc., Newark (Family Circle Magazine). Direct. *sa*

FAMILY POLICY SERVICE, New York (insurance counsellor). Agencies: Gunn-Mears, New York; Intercity Adv., N. Y. *t sp*

FANNY FARMER CANDY SHOPS, Rochester, N. Y. Agency: J. Walter Thompson Co., N. Y. *sa*

FANT MILLING Co., Sherman, Tex. (Gladiola flour). Agency: Albert Couchman Adv. Agency, Dallas. *sp sa*

FARM JOURNAL MAGAZINE, San Francisco. Agency: Clarence B. Juneau Agencies, Los Angeles. *sa*

FARMERS COTTON OIL Co., Wilson, N. C. *sp*

FARMERS UNION LIFE INS. Co., Des Moines. Fairall & Co., Des Moines. *sp*

FASHION FROCKS, Cincinnati. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

FATHER FLANAGAN BOYS HOME, Boystown, Neb. Agency: Bozell & Jacobs, Omaha. *sp*

FATHER JOHN'S MEDICINE Co., Lowell, Mass. Agency: McConnell Eastman & Co., Montreal. *sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp ta*

FAWCETT PUBLICATIONS (True Magazine). Agency: Joseph Katz Co., N. Y. *ta sa*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL INSURED SAVINGS & LOAN ASSN., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

FEDERAL LIFE & CASUALTY Co., Elgin, Ill. Agency: J. L. Stewart Agency, Chicago.

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agencies: Heintz, Pickering & Co., Los Angeles; Allied Adv. Agencies, San Francisco. *sa t sp*

FEDERAL SAVINGS & LOAN INSTITUTE OF CAL., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa sp*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. *sp rn*

FELS & Co., Philadelphia (Fels Naptha soap). Agency: S. E. Roberts Inc., Philadelphia. *n sp t sa*

FELTMAN & CURME SKOE STORES, Los Angeles (chain). Agencies: Advertising Arts Agency, Los Angeles; Russell C. Comer, Kansas City. *sa*

FEMININE PRODUCTS, New York (Ardid deodorant). Agencies: Street & Finney, N. Y.; Small & Seifer, N. Y. *ta sa*

FENN BROS., New York (butter brickle ice cream). Agency: BBDO, N. Y. *sa*

JACQUES FERBER, Philadelphia (furs). Agency: J. M. Korn Adv. Agency, Philadelphia.

WILLIAM FILENE'S SONS Co., Boston. Agency: John C. Dowd, Boston. *sa*

FILTREX CORP., Jackson, Mich. (vacuum cleaner) (sub. of Sparks-Withington Co.). Agency: Guy C. Core Co., Jackson. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agencies: Sweetney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *n sa sp t*

FIRST FEDERAL SAVGS. & LOAN ASSN., Chicago. Agency: Jewell F. Stevens Co., Chicago. *ne*

FIRST INDUSTRIAL LOAN Co., Los Angeles (finance). Agency: Robert F. Dennis Inc., Los Angeles. *sa*

FIRST NATIONAL BANK, Kingsport, Tenn. *t*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn sa*

FISCHER BAKING Co., Newark. Agencies: W. E. Long Co., Chicago; Scheck Adv. Agency, Newark. *ta*

FISHER FLOURING MILLS Co., Seattle (Biskit-Mix flour). Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *sp sa ne n*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp n sa t ta*

FITGER BREWING Co., Duluth. Agency: Sherman & Marquette, Chicago. *ta sp n*

THE FLAG PET FOOD CORP., New York (dog and cat food). Agency: Sternfeld-Godley Inc., N. Y.

FLAKO PRODUCTS Corp., Milltown, N. J. (pastry mix). Agency: H. B. LeQuatte Inc., N. Y. *rn sp sa*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *sa*

FLEET WING Corp., Cleveland (gas, oil). Agency: Griswold-Eshleman Co., Cleveland. *sa*

FLEMING & SONS Inc., Dallas (Wallrite). Agencies: Couchman Adv., Dallas; Pondrom & Collins, Dallas. *ta sa*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; Blackett-Sample-Hummert, N. Y.; W. W. Garrison & Co., Chicago. *sa t n rn*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Laussen & Salomon, Chicago. *sa sp*

J. A. FOLGER & Co., San Francisco (food, coffee). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, Chicago. *t sp n*

J. A. FOLGER & Co., Kansas City (coffee). Agency: Lord & Thomas, Chicago; Grant Adv., N. Y. *t*

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

FOOD HEALTH INSTITUTE, New York. Agency: Herbert Albert, New York. *sa*

LAMONT FORBES Co., Jersey City (La-Cumba Cordial cocktail). Agency: Nachman & Co., New York. *sa*

J. B. FORD Co., Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *ta*

LUTHER FORD & Co., Minneapolis (Mrs. Stewart's Blueing). Agency: Campbell-Mithun, Minneapolis. *ta*

FORD DEALER ADV. FUND. Agency: McCann-Erickson, New York.

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal. *n sp sa t rn*

FOREMAN & CLARK, Chicago (clothing). Agency: Firestone Adv. Agency, St. Paul. *sa sp*



"We are particularly grateful for the job you are doing . . . splendid cooperation!"
Gillette Safety Razor Company
(Cavalcade of Sports)

"We appreciate very much your cooperation . . . it's a pleasure to do business with a station that puts forth such effort for its client."
Cary-Ainsworth, Inc., Des Moines
(Oelwein Chemical Company)

" . . . an outstanding job in giving this program some very real publicity backing in your territory."
Wm. Esty & Co., New York
("Double or Nothing")

"This is certainly swell cooperation and we do appreciate it."

Franklin Bruck Adv. Corp., N. Y.
(Manhattan Soap Company)

1000 W. **WROK** MUTUAL
ROCKFORD, ILLINOIS
Represented Nationally By The HEADLEY - REED COMPANY

FOREMÁN & CLARK. Los Angeles (clothing chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Botsford, Constantine & Gardner, San Francisco. *nc sp sa*

FORT PITT BREWING Co., Sharpsburg, Pa. Agencies: BBDO, N. Y. and Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

42 PRODUCTS Inc., Los Angeles (toiletries). Agency: Milton Weinberg Adv. Co., Los Angeles. *t*

H. D. FOSS Co., Boston (Cynthia Sweets). Agency: Albert Frank-Guenther Law, Boston. *sa*

FOSTER-MILBURN Co., Buffalo (Doan's pills). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *sa ta ne*

E. FOUGERA & Co., New York (Vapex, etc.). Agencies: Small & Seiffer, N. Y. (Don Juan lipstick); Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham, Castleman & Fierce, N. Y. *sa sp*

FOULD'S MACARONI Co., Libertyville, Ill. Agency: Cambell-Ewald, Chicago. *ta sa*

I. J. FOX, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. *sp sa*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa sp ta*

FOX STAND FOODS Inc., Boston (dried dog food). Agency: H. L. Moore, Boston.

FOX WEST COAST THEATERS, San Francisco. Direct. *sp*

HEINRICH FRANCK & SONS Inc., Port Huron, Mich. (chicory). Agency: Bullard, Port Huron, Mich.

FRANCO-AMERICAN CHEMICAL Co., Montreal (proprietary). Agency: S. A. Conover Co., Boston. *sa*

FRANK & SEDER Inc., Pittsburgh (department store). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

FREE STATE BREWING Co., Baltimore. Agency: Harry J. Patz Co., Baltimore. *nc n*

FREIHOFFER BAKING Co., Philadelphia (Hollywood Bread). Agency: Richard A. Foley Adv., Philadelphia.

FRENCH BAUR Co., Cincinnati. *sp*

FRENCH WINE Co., Buffalo. Agency: Ellis Adv. Co., Buffalo. *n*

FRIEDMAN PAINT Co., Oakland, Cal. (wholesale paints). Agency: Ryder & Ingram, Oakland, Cal. *sa*

FRITO Co., Dallas (salted corn chips). Agency: Ray K. Glenn Adv. Co., Dallas. *sp ne*

FRONTIER REFINING Co., Cheyenne, Wyo. Agency: Betts-Koerber Inc., Denver. *sp*

FROSTED FOODS Corp. (Birds Eye frosted foods), New York. Agency: Young & Rubicam Inc., New York.

FRUIT & VEGETABLE PROMOTIONS (Long Island cauliflower). Agency: Marvin Vin Agency, New York.

FRUIT INDUSTRIES LTD., Los Angeles (Guasti wine). Agency: Brisacher, Davis & Staff, Los Angeles. *ta ne sa*

FRUIT WINE CO. OF AMERICA, Brooklyn. Agency: Emil Mogul Co., N. Y. *sa sp*

FRUITATIVES PRODUCTS, Hull, Que. (liver tablets). Agency: Lord & Thomas of Canada, Toronto. *sa*

FRYE AIRCRAFT Co., Omaha. Agency: Driver & Co., Omaha. *sa*

FUCH'S BAKING Co., Miami. Agency: W. E. Long Co., Chicago. *ta*

W. P. FULLER & Co., San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa t*

FUNK JEWELRY Co., Phoenix. *sp*

FUNK BROS. SEED Co., Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

G

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa n ne*

GALLO WINE Co., Modesto, Cal. Agency: Charles H. Mayne Co., Los Angeles. *ta*

GAMBARELLI & DAVITTC WINE Co., New York. Agency: De Biasi Adv., New York. *sp*

GAMBLE Stores, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

MORE Retail Sales than Los Angeles!

Maybe you've never realized it before, but the area served by KMA—151 rich, productive counties in Iowa, Nebraska, Missouri and Kansas—is one of America's greatest markets. With 2,916,923 people, the KMA area normally accounts for \$156,014,000 in grocery store sales (18% more than Detroit!); \$30,943,000 in drug store sales (16% more than Philadelphia!); \$820,186,000 in total retail sales (5% more than Los Angeles!)

This tremendous market is covered completely by KMA—the only regional station serving the entire area with two major networks. For full details of the KMA market, audience, mail pull, etc., write for your copy of our market data brochure. Or just ask Free & Peters.

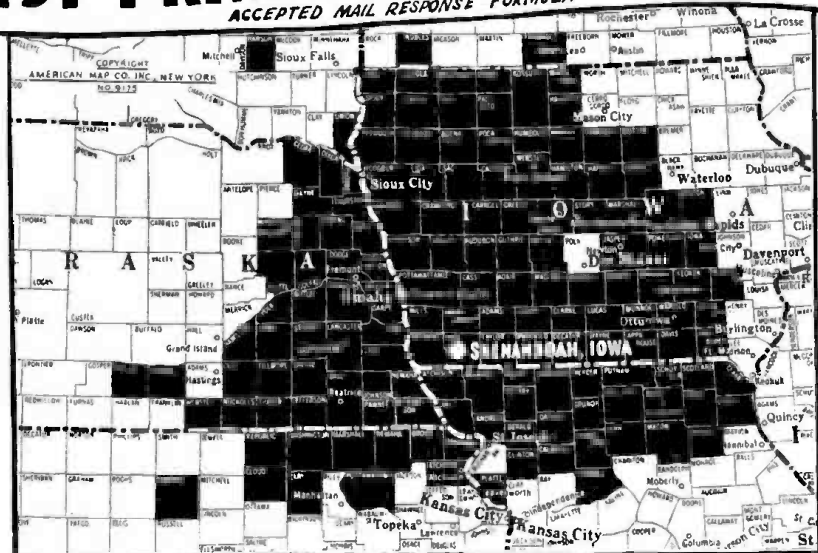
America's No. 1 Farm Market

Take a good look at the map below. KMA's 151 primary counties are right in the heart of the world's greatest agricultural region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! Here are 296,581 farms with an average value of \$10,590 each . . . 1,939,062 rural people whose 1942 income is up 43%!

In short, here is America's No. 1 Farm Market—and it can be reached most effectively through KMA, the area's *only* full-time farm station. Devoting 13½ out of 19½ hours daily to the specific needs of its people, KMA is *listened* to as most stations would like to be! Get the proof—send for a copy of our latest market data brochure.

151 PRIMARY COUNTIES

ACCEPTED MAIL RESPONSE FORMULA



Blue Network
Mutual Network
5000 Watts
Full Time

KMA

The No. 1
Farm Station
in The No. 1
Farm Market



151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

GARDEN CITY PUBLISHING Co., New York (business encyclopedia). Agency: Huber Hoge & Sons, N. Y. t

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Co., Seattle, n sp t ta sa

GARRETT & Co., Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson Inc., Toledo; Ruthrauff & Ryan, Chicago & N. Y. sp sa n

GARRETT Corp., Inglewood, Cal. (aircraft equipment). Agency: J. Walter Thompson Co., Los Angeles.

GARST & THOMAS, Coon Rapids, Ia. (seed corn). Agency: R. J. Potts-Calkins & Holden, Kansas City. sa

GARST & THOMAS, Des Moines (seed corn). t

GARTH-WEST, Boston (Ultra-tan). Agency: Chambers & Wisell, Boston.

GEBHARDT CHILI POWDER Co., San Antonio. Agency: Pitluk Adv. Agency, San Antonio. sa

GEM PACKING Co., New York (oil). Agency: Piedmont Adv., N. Y. sp

GENERAL BAKING Co., New York (Bread). Agencies: Newell-Ermettt Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. n sp sa t ta

GENERAL BREWING Corp., San Francisco (Lucky Tiger Beer). Agency: McCann-Erickson, San Francisco. sa t

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). n t rn ta ne

GENERAL DRY BATTERIES OF CANADA, Toronto. Agency: A. McKim, Ltd., Toronto. sp sa

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland, and Bridgeport, Conn. (electrical devices). Agencies: Maxon Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland; N. W. Ayer & Son, N. Y. n sa t sp ne

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum, Sanka); Benton & Bowles, N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's, Certo, Diamond Crystal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal salt, Maxwell House coffee); Young & Rubicam, N. Y. (Wheat-Meal). n t sa ta sp

GENERAL FOODS Ltd., Toronto (Certo, Palmolive soap, Colgate tooth paste, Halo shampoo). Agency: Baker Adv., Toronto. n sa

GENERAL MILLS, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago (Kix); Knox Reeves Adv. Minneapolis (Wheaties); Westco Adv. Co., San Francisco (Sperry flour); BBDO, N. Y. n sa t sp sa ta

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co., N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John J. Adams, Detroit; BBDO, N. Y. n sa sp rn ta

GENERAL MOTORS OF CANADA, Ottawa, Ont. Agency: MacLaren Adv. Co., Toronto. sp

GENERAL PETROLEUM Corp., Los Angeles. Agency: Smith & Drum, Los Angeles. rn sa

GENERAL SEAFOODS Corp., Boston (Forty Fathom Fish). Agency: Allev & Richards Co., Boston & N. Y. sa

GENESESE BREWING Co., Rochester, N. Y. Agency: John P. Smith Co., Rochester. sa

GEORGIE PORGIE Co., Council Bluffs, Ia. (cooked cereal). Agency: Buchanan-Thomas Adv. Co., Omaha. sa

GERBER Co., Memphis (dept. store). Direct. ne

GERMAIN MONTEIL COSMETIQUES Corp., New York (cosmetics). Agency: Clements Co., Philadelphia. sp

GILBERT-BARKER MFG. Co., West Springfield, Mass. Agency: McCann-Erickson, N. Y. sp

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. n sp

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: Maxon Inc., Detroit. n

GILMORE OIL Co., Los Angeles (Red Lion Record Breaker gasoline). Agencies: Botsford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. rn sa ta

GILSON MFG. Co., Guelph, Ont. (furnaces). Agency: R. C. Smith & Son, Toronto. sp

GIMBEL Bros., Pittsburgh (dept. store). Agency: J. Grant Co., Pittsburgh. ta

GIVEL FURNITURE Co., E. Chicago. Direct. sa

GLASER-CRANDELL Co., Chicago (Derby barbecue sauce). Agency: Earle Ludwig, Chicago. sp

GLOBE BREWING Co., Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. sp ne t

GLOBE MILLS, Seattle (flour). Agency: McCann-Erickson, San Francisco. sp

GOEBEL BREWING Co., Detroit (Gold Label beer, Goebel Bantam beer). Agency: Brooks, Smith, French & Dorrance, Detroit. sp

GOLAN WINES, Los Angeles. Agencies: Brown & Thomas, N. Y.; Weiss & Geller, N. Y. sp sa

GOLDBAN PHARMACEUTICAL Co., Camden (Tarpinod cough remedy). Agency: Harry Feigenbaum, Philadelphia. sp ne

GOLDEN AGE Corp., Los Angeles (macaroni). Agency: Brisacher, Davis & Staff, Los Angeles. sa

GOLDEN GLINT Co., Seattle (shampoo). sa

GOLDEN STATE Co., San Francisco (dairy products). Agency: Ruthrauff & Ryan, San Francisco. sp ta ne sa

GOLDENROD ICE CREAM Co., Chicago. Agency: Goodkind, Joice & Morgan, Chicago. sa

SAMUEL GOLDWYN Inc., New York. Agency: Donahue & Coe, New York. sa

GOOCH MILLING & ELEVATOR Co., Lincoln, Neb. Agency: Potts-Turnbull, Kansas City, Mo. sp

GOODALL Co., Cincinnati (sub. of Goodall Worsted Co.) Sanford, Me. Agency: Ruthrauff & Ryan, N. Y.

GOOD FOODS Inc., Minneapolis (Skippy peanut butter). Agency: Campbell-Mithun Inc., Minneapolis. t

GOOD HUMOR ICE CREAM Co., Los Angeles. Agency: Western Adv. Agency, Los Angeles. sp

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. sp rn sa

A. GOODMAN & SONS, N. Y. (noodles). Agency: Al Paul Lefton Co., N. Y. sa ne

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan, N. Y. (Seal O Matic inner tube); Buchanan & Co., N. Y.; Griswold-Eshleims Co., Cleveland (tractor tires); BBDO, N. Y. sp

GOODYEAR RUBBER Co., Middleton, Conn. Agency: N. W. Ayer & Son, N. Y. sa

GOODYEAR SERVICE STORES, Los Angeles (Southern Cal. chain). Agency: Smith & Bull Adv., Los Angeles. ne sa t

GORTON'S CHILDREN'S WEAR SHOPS, Pasadena (chain). Agency: Charles N. Stahl, Hollywood. sp

GOSPEL BROADCASTING ASSN., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. sp n t

GOSPEL TABERNACLE, New York (religious). Direct. sp

GOTHAM SILK HOSIERY, New York. Direct. n sp

GRABOSKY BROS., Philadelphia (cigars). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. sa

GRAHAM Co., New York (Rainbow dried grocery products). Agency: Blaine-Thompson Co., N. Y. sa

L. J. GRASS NOODLE Co., Chicago (soup). Agency: Charles Silver & Co., Chicago. sp sa

GRAVEN-INGLIS Co., Stockton, Cal. (bread). Agency: Sydney Garfinkel Adv., San Francisco. sp sa

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. rn sa ta

GREAT EASTERN FUEL Co., Brooklyn (Convert-O-Grate). Agency: Director & Lane, N. Y. ne sa

GREAT WEST DISTRIBUTERS, Calgary, Alta. Agency: Stewart-McIntosh Ltd., Calgary. ne

GREAT WESTERN LAUNDRY Co., Chicago. Agency: Salem N. Baskin Adv. Agency, Chicago. sp

GREATERN NEW YORK CONFERENCE OF THE SEVENTH DAY ADVENTIST, New York. Direct. sp

GREEN'S CHILDREN'S SHOE STORES, Los Angeles (chain). Agency: Charles N. Stahl Adv., Hollywood. sp

GREENSPAN BROS., Perth Amboy, N. J. (Flagstaff canned foods). Agency: Weiss & Geller, New York. sp sa

GRENNAN BAKERIES, Minneapolis. Agency: Campbell-Mithun, Minneapolis. sa

WM. GRETZ BREWING Co., Philadelphia. Agency: Howard Seberhagen, Philadelphia. sp

GREY HOSIERY MILLS (Mary Grey Hosiery). Bristol, Va. Agency: Houck & Co., Roanoke.

GRIESEDECK BROS. BREWERY, St. Louis. Agencies: Ruthrauff & Ryan, N. Y.; BBDO, Chicago. sp sa ne

GRIESEDECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. sp sa

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Birmingham, Castleman & Pierce, N. Y. sa n sa sp t ta

GRIGGS, COPPER & Co., St. Paul (food). Agency: McCord Co., Minneapolis. sa

GROCERY STORES Co., Libertyville, Ill. Agency: Joseph Jacobs Jewish Market Organization.

L. O. GROTHE LTD., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. n sp

GROVE LABS., St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago. n ne sa sp t

GRUEN WATCH Co., Cincinnati. Agencies: Compton Adv., N. Y.; McCann-Erickson, N. Y. t sa

GRUEN WATCH Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. sp

GUARDIAN TOBACCO Co., New York. Agency: Calkins & Holden, New York. sa

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. sp n ne

GULF OIL Corp., Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. n t sp

S. GUMPERT Co., New York. Agency: Director & Lane Adv., New York.

GUNTHER BREWING Co., Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. sp sa t

NEWELL GUTRADT Co., San Francisco (cleanser). Agency: Botsford, Constantine & Gardner, San Francisco. ta

GUTTA PERCHA & RUBBER, Toronto (tires). Agency: A. McKim Ltd., Toronto. sp

H

HAAS BROS., San Francisco (wholesale grocery). Agencies: Robert Smith Adv. Agency, Los Angeles; Leon Livingston Adv., San Francisco. ne rn sp

HALDEMAN-JULIUS PUB. Co., Girard, Kan. (books). Agency: Huber Hoge & Sons, N. Y. sp

With a full showing of billboards, Warner Bros. KFWB tells the millions of listeners in Southern California it's the only independent station in the West using the three NEWS services. The William G. Rambeau Company (New York-Chicago) will gladly tell you of other features that make KFWB one of the outstanding stations in radio!

Harry Maizlish
General Manager

JAMES B. HALL Inc., New York. Agency: Arthur Rosenberg Co., New York.

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp n*

HALL HARDWARE, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*

PETER HAND BREWERY Co., Chicago (Meister Bran beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

JAMES HANLEY Co., Providence, R. I. (ale). Agency: Harold Cabot Co., Boston. *ta*

CHRIS HANSEN'S LABS., Little Falls, N. Y. (Junket). Agency: Mitchell-Faust Adv. Co., Chicago. *ta sa sp*

CHRIS HANSEN'S LABS., Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ta*

HANSON & MATSON Co., Chicago (Oakfield farms. butter). Agency: Duane Wanamaker Adv., Chicago. *sa*

HARDWICK & MAGEE, Philadelphia (rug & carpet). Agency: Harry Feigenbaum. *ne*

HARLEYSVILLE MUTUAL CASUALTY Co. and MUTUAL AUTO FIRE INSURANCE Co., Harleysville, Pa. (insurance). Agency: Carter-Thompson Co., Philadelphia.

HARTUNG AIRCRAFT CORP., Cleveland (school). Direct. *sp*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEL Co., New York (watches). Agency: A. W. Lewin, New York. *sp ne sa*

HASKINS BROS & Co., Omaha (soap). Agencies: Presba, Fellers & Presba, Chicago; Sidney Garfinkel Adv. Agency, San Francisco. *sa sp t*

J. A. HAUGH MFG. Co., Toronto (work clothes). Agency: Wm. Orr & Co., Toronto. *ne*

HAUSWALD BAKERY, Baltimore. Agency: Paul Brown Adv., Baltimore. *sa*

HAWAIIAN PINEAPPLE Co. Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*

HEALTHAIDS Inc., Jersey City (Serutan, vitamin beverage). Agencies: Raymond Spector Co.; Ruthrauff & Ryan, N. Y. *t n sa sp ne*

HECKER PRODUCTS Co., New York (H-O oats). Agency: Clements Co., Philadelphia. *sp n*

H. J. HEINZ Co., Pittsburgh (Swertl soap; soup). Agency: Maxon Inc., Detroit. *sa*

WM. HENRY Co., Los Angeles (Van Camps Tenderoni). Agency: Calkins & Holden, New York. *sp*

HERALD AMERICAN, Chicago (news-paper). Agency: Bozell & Jacobs, Chicago. *sa*

DR. HESS & CLARK Inc., Ashland, O. (livestock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*

HIGGINS INDUSTRIES Inc., New Orleans. Agency: Bauerlein Inc., New Orleans. *sp n*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

HILLS BROS., New York (dates, bread mix). Agency: Blow Co., N. Y. *sa*

HILLS BROS., San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*

HIRESTRA LAB. Inc., New York (Endocrine skin cream). Agency: Van Dolen, Givaudan & Maseck, New York. *sa sp*

DR. HISS FOOT CLINIC, Los Angeles. Agency: Erwin, Wasey & Co., Los Angeles. *sa sp t*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HOFFMAN BEVERAGE Co., Newark (soft drinks). Agency: BBDO, N. Y. *ta sp*

HOLLAND FURNACE Co., Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Goble Adv. Agency, Chicago; Roche, Williams & Cunningham, Chicago. *n t*

R. M. HOLLINGSHEAD Corp., Camden, N. J. Agency: James G. Lamb Co., Philadelphia.

HOLLYWOOD FILM STUDIOS, Hollywood. Agencies: Phil Gordon Agency; Raymond R. Morgan, Hollywood. *sp sa n*

HOME DIATHERMY Co., New York. *sa*

HONEY DEW LTD., Toronto (restaurants). Agency: F. H. Hayhurst Co., Toronto. *sp*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot Co., Boston. *ta ne t*

JACOB HORNUNG BREWING Co., Philadelphia (beer). Agency: John Falkner Arndt, Phila. *t sp*

HOROWITZ-MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y.

HOUSE OF BETTER LIVING, Los Angeles (natural foods). Agency: Associated Adv. Agency: Los Angeles. *sp*

HOUSE OF HOLLYWOOD, Los Angeles (cosmetics). Agency: Eugen F. Rouse & Co., Los Angeles

HOUSE OF OLD MOLINEAUX (wines), Boston. Agency: Hirshon-Garfield, Boston.

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n ru sa t sp ta*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp n*

W. J. HOWEY Co., Lake County, Fla. (hotel resort). Agency: Beaumont & Hohman, Chicago. *sa*

HUBBARD GROCERY Co., Charleston, W. Va. (distributors of Moon Rose products). *ne*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*

HUDSON'S BAY Co., Winnipeg (raw furs division). Agency: Cockfield, Brown & Co., Winnipeg. *n sp*

HUDSON'S BAY Co., Winnipeg (liquor, raw fur, department store). Agency: Cockfield, Brown & Co., Winnipeg. *sa*

HUDSON CANADIAN FUR Co., Brooklyn. Direct. *sp*

HUDSON COAL Co., Scranton. Agency: Leighton & Nelson, Schenectady. *sp ne*

HUDSON PULP & PAPER Corp., New York & Philadelphia (paper napkins). Agency: Joseph Katz Co., N. Y. *sa*

HUDSON SALES Corp., Los Angeles. Agency: Mayers Co., Los Angeles. *ta ne*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Pollyea Adv., Terre Haute. *sa ta*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HUMPHREYS HOMEOPATHIC MEDICINE Co., New York. Agency: Atherton & Currier Inc., N. Y. *sa*

HYDE PARK BREWERIES, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*

I

ICE FOLLIES, San Francisco. Agency: Allied Adv., San Francisco. *sa*

IDEAL PUBLISHING Co., New York (movie magazine). Direct. *ne*

IGLEHART BROTHERS Co., New York (flour), subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*

ILLINOIS BELL TELEPHONE Co., Chicago. Agency: N. W. Ayer & Son, N. Y. *sa*

ILLINOIS COMMERCIAL MEN'S ASSN., Chicago (personal accident insurance). Agency: L. W. Ramsey Co., Chicago. *sp*

ILLINOIS MEAT Co., Chicago (Redi-Meat). Agency: Neisser-Meyerhoff, Chicago. *n*

IMPERIAL OIL LTD., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL OPTICAL Co., Toronto. Agency: Vickers & Benson, Toronto. *sp*

IMPERIAL TOBACCO Co., Montreal (Winchester cigarettes). Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDEPENDENT DRUGGISTS ASSN., Toronto (drug stores). A. McKim Ltd., Toronto. *sa sp*

INDEPENDENT LOCK Co., Fitchburg, Mass. Agency: Wm. B. Remington Inc., Springfield, Mass. *sp n*

INDEPENDENT PNEUMATIC TOOL Co., Aurora, Ill. (Thor tools). Agency: O'Grady-Andersen, Chicago.

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185 N. Wabash Ave.
Chicago, Ill.

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INDIANA BELL TELEPHONE Co. Indianapolis. Direct. *sa*

INDUSTRIAL FEDERAL SAVINGS & LOAN Co., Denver. *sp*

INDUSTRIAL SHIPBUILDING & ENGINEERING Co., Los Angeles (welding school). Agency: Chas. H. Mayne Co., Los Angeles. *sp ta t*

INDUSTRIAL UNDERGARMENT Corp., New York (smocks). Agency: Norman D. Waters & Assoc., New York. *sa*

INLAND MILLS, Des Moines (Certainty flour). Agency: Son de Regger & Brown, Des Moines. *sp*

INTERCONTINENTAL AUDIO-VIDIO Corp., New York. Agency: S. Duane Lyon, New York.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Klecnex). Agency: Lord & Thomas, Chicago. *n sa*

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton. Agency: N. W. Ayer & Son, N. Y. *t sp*

INTERNATIONAL HARVESTER Co., Chicago (McCormick - Deering dealers; twine). Agencies: Aubrey, Moore & Wallace, Chicago; McCord Co., Minneapolis. *sa sp*

INTERNATIONAL MILLING Co., Greenville, Tex. (Robin Hood flour). Agency: Campbell-Mithun, Minneapolis. Direct. *ta sp sa*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes Inc., N. Y. *n sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

INTERNATIONAL SILVER Co., Hamilton, Toronto (silverware). Agency: Young & Rubicam, Toronto. *sp ne n*

INTER-OCEAN CASUALTY Co., Dallas. Agency: Direct. *ne*

INTERSTATE BAKERIES Corp., Kansas City, Mo. (butternut bread, Dolly Madison cake). Agencies: Potts-Turnbull Adv. Co., Kansas City, Mo.; Potts, Calkins & Holden, Kansas City; K. J. Potts & Co., Kansas City. *ne*

INTERSTATE BAKERIES Corp., Los Angeles. Agency: Scouts Adv. Service, Los Angeles; Dan B. Miner Co., Los Angeles. *ra ta sa*

INTERSTATE BAKERIES Corp., Tuscola, Ill. Direct. *sa ta*

INTERSTATE CIRCUIT Inc., Dallas (meatlers). Direct. *sp*

INTERSTATE COTTON OIL REFINING Co., Snelman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv., Dallas. *ra sp*

INTERSTATE LUMBER Co., Dallas (building materials). Direct. *sa*

INTERSTATE NURSERIES, Hamburg, Ia. Agency: Buchanan-Thomas, Omaha. Direct. *sp t*

IOWA SOAP Co., Burlington, Ia. Agency: James G. Lamb Co., Phila. *sp t*

IRONITE VITAMIN Co., Chicago. Agency: Jones Frankel Co., Chicago. *sp*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n ra sa*

ITALIAN-SWISS COLONY, San Francisco (wines). Agency: Leon Livingston Adv., San Francisco. *t ne sa sp*

ITALIAN VINEYARD WINE Co., Guasti, Cal. (IVC wines). Agency: Dan B. Miller Co., Los Angeles. *ta*

IVEL FUR Co., New York. *sa*

J

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Adv. Agency, Chicago. *sa*

JANTZEN KNITTING MILLS, Portland, Ore. (Jan suntan cream). Agency: Botaford, Constantine & Gardner, San Francisco.

DR. D. JAYNER & Son, Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t*

JELSERT Co., Chicago. Agency: George H. Hartman Co., Chicago.

JENKINS BROS., Bridgeport, Conn. (valve mfrs.). Agency: Horton-Noyes, Providence. *sp*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, New York. *sa n ne*

A. B. JOFFE Co., San Francisco (men's clothing). Agency: Arthur Kaplan Adv., N. Y. *sa*

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *sp n*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n*

JOHNSON, CARVELL & MURPHY, Los Angeles (Kelllogg's roach & ant paste). Agencies: Elwood J. Robinson, L. A. Adv., Los Angeles; W. C. Jeffries Co., Los Angeles. *ta*

JOHNSON, CARVELL & MURPHY, Los Angeles (grocery). Agency: heintz Pickering & Co., Los Angeles. *sp*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tox toothbrushes). Agencies: Ferris-Hanly Co., N. Y.; (Band-Aid), Young & Rubicam, N. Y. *n sa*

JOY CANDY SHOPS, Chicago. Agency: Malcolm-Rowland Adv. Agency, Chicago. *sa*

JULIAN & KOKENGE Co., Columbus, O. (foot saver shoes). Agency: Moore & Wallace, Chicago.

K

L. R. KALLMAN & Co., Chicago (Dress Shield deodorant). Agency: J. R. Hamilton Adv., Chicago. *sa*

KASCO MILLS, Waverly, New York. Agency: Campbell-Sanford Adv. Co., Cleveland. *sp sa*

H. S. KASS CLOTHIERS, Chicago. Agency: White Adv. Agency, Chicago. *sp*

KAY PREPARATIONS Co., New York (Formula Jol for skin diseases). Agency: Director & Lane, N. Y. *sa*

KELITE PRODUCTS Inc., Los Angeles (laundry cleaner). Agency: Little & Co., Los Angeles. *sp*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumoels, Air-Tite and whole wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Brain, Pep, Gro-Pup, Bran Flakes); Hays, MacFarland & Co., Chicago (wheat Krispies and reds). *ta sp sa*

KELLOGG CO. OF CANADA, London, Ont. (corn flakes). Agency: J. Walter Thompson Co., Toronto. *ta sa*

KELLOGG ANT PASTE Co., Los Angeles (antidote). Agencies: W. C. Jeffries, Los Angeles; Elwood J. Robinson, Los Angeles. *ta sa*

HENRY KELLY IMPORTING & DISTRIBUTION Co., New York (Old Dutch Brand wines). Agency: Walter W. Wiley Adv., New York.

KERR BROS., Toronto (candy). Agency: Elns Adv. Co., Toronto. *sa*

KERR GLASS FGF. Corp., Los Angeles (mason jars). Agency: Raymond R. Morgan Co., Hollywood. *n sa*

KILMER & Co., Inc., Stamford, Conn. (Dr. Kumer's Vitamin Tablet). *sa*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt, Oakland. *sa t*

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meany Co., Los Angeles. *ta sa*

KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son, Inc., N. Y.; Newell-Emmett Co., N. Y. *sa sp*

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Chas. W. Hoyt Co., N. Y. *sa*

KNOX Co., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp sa ne*

KOLYNOS Co., New Haven (toothpaste). Agencies: Blackett-Sample-Hummert, N. Y. and Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*

KOPPERS Co., Pittsburgh, Pa. (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*

KOTHE WELLS & BAUER, Chicago (coffee). Agency: Russel M. Seeds, Chicago. *sa*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KRAFT CHEESE, Montreal. Agency: J. Walter Thompson Co., Montreal. *n sp*

KREMOLA Co., Chicago. Agency: M. A. Ring Co., Chicago.

KRESGE'S LTD., Toronto (chain stores). Direct. *sp*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

G. KRUEGER BREWING Co., Newark. Agency: Compton Adv., N. Y. *ta sp*

KRUTH CHINA Co., St. Louis. *sp*

L

L. B. LABS, Hollywood (hair oil). Agency: Glasser-Galley & Co., Los Angeles *sa ne*

L. T. S. Co., Elvira, O. (rubber heels). Agency: Carr-Liggett, Cleveland. *sa*

JOHN LABATT LTD., London, Ont. (brewers). Agency: J. Walter Thompson Co., Toronto. *sp n*

LABEL REDEMPTION BUREAU, Los Angeles. Agency: Barton A. Stebbins Adv., Los Angeles. *sa*

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. *n sa sp*

LADY ESTHER LTD., Toronto (cosmetics). Agency: Pedlar & Ryan Inc., N. Y. *n sp*

LAMB & LAMB PUBLISHING Co., Chicago (book for servicemen's families). Agency: Gourfain-Cobb and Irving J. Rosenbloom Adv., Chicago. *sp*

DR. J. O. LAMBERT Ltd., Montreal (medicinal). Agency: J. E. Hoyt Reg., Montreal. *n sp t*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine toothpaste). Agencies: Lambert & Feasley, N. Y.; Rutnraut & Ryan, Chicago. *n sa t sp*



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LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LAMONT FORBES Co., Jersey City (La Cumba Cordial & Cocktail). Agency: Nachman & Co., New York. *sa*

LANCE Inc., Charlotte, N. C. (cheese crackers). Agencies: Nachman-Rhodes Adv. Agency, Charlotte; Morse International, N. Y. *rn*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *ne sp t n*

LAND TITLE TRUST Co., Philadelphia (bank). Agency: Stewart-Jordan Adv., Philadelphia. *sp*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco. *rn sp sa*

LANGLEY'S LTD., Toronto (chain cleaner). Agency: A. McKim, Toronto. *sa*

LANSOWNE STEEL & IRON Co., Gadsden, Ala. (institutional). Direct. *n sp*

LANTEEN MEDICAL LABS., Chicago (Vi-Teens vitamin tablets). Agency: Vandenberg Co., Chicago.

V. LaROSA & SONS, New York. Agencies: M. H. Hackett, N. Y.; Commercial Radio Service, N. Y. *sp sa*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *ta sa sp*

LATA WINERY Co., Dinuba, Cal. (Lata, St. Charles wines). Agency: Barton A. Stebbins, Los Angeles. *sa*

LAURA SECOND CANDY SHOPS, Toronto (chain). Agency: Cockfield, Brown & Co., Toronto. *sp*

S. F. LAWRASON & Co., London, Ont. (cleaning products). Agency: Norris-Patterson Ltd., Toronto. *sp*

LEAVITT DEPT. STORES, Manchester, N. H.

L. M. LeBOLD & Co., Rochester, N. Y. Agency: Gradu & Wagner Co., New York.

THOMAS LEEMING & Co., New York (Baume & Mercier). Agency: Wm. Esty & Co., N. Y.; Kenyon & Eckhardt, N. Y. C. *sa*

HERMAN LEFKOE Co., Philadelphia (optical store). Agency: H. H. Dittman, Philadelphia. *ne*

DR. LE GEAR MEDICINE Co., St. Louis (poultry remedy). Agency: Simmonds & Simmonds, Chicago.

A. J. LEGUM FURNITURE Co., Norfolk, Va. (furniture). *sp*

LEHN & FINK PRODUCTS Co., New York. Agency: Wm. Esty & Co., N. Y. (Hinds Honey & Almond cream); Lennan & Mitchell, N. Y. (Lysol). *n sa ta sp*

P. J. LeROY Co., New York

LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*

LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinso), Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap, Vimms), BBDO, N. Y.; Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Lipton tea, Spry, Swan soap). *ta n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y. *t n sa*

HOTEL LEXINGTON, New York City.

LEWIS CIGAR Co., New York (Seidenberg cigars). Agency: Lewis Adv., New York. *ne*

LEWIS CLOTHES, New York. Agency: Sawdon Agency, N. Y. *sa*

WILLIAM A. LEWIS CLOTHING Co., Chicago. Agency: Gourfain-Cobb Adv. Agency, Chicago. *ne*

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago (Tums); J. Walter Thompson Co., Chicago (Tums); Roche, Williams & Cunningham, Chicago and N. Y. *sp n*

LEWIS-HOWE Co., Windsor, Ont. (medicinal). Agency: R. C. Smith & Co., Ltd., Toronto. *sa*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: Eastman & Co., Toronto. *t sa sp*

LIBBY-OWENS-FORD GLASS Co., Toledo, and Chicago. Agency: Fuller, Smith & Ross, Cleveland & N. Y. *ne n*

H. LIEBES & Co., San Francisco (dept. store). *sp*

LIEBMANN BREWERIES, Brooklyn. Agency: Young & Rubicam, New York. *sp*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*

LINDSAY RIPE OLIVE Co., Lindsay, Cal. Agency: Lord & Thomas, Los Angeles. *sp*

LION OIL Co., El Dorado, Ark. Agency: Anfenger Adv. Co., St. Louis. *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea, Continental soup). Agency: Young & Rubicam, N. Y. *sa n*

THOMAS J. LIPTON, Ltd., Toronto (tea). Agency: Vickers & Benson, Montreal. *n sa ta*

LISTENWALTER & GOUGH, Los Angeles (Nu Enamel). Agency: Noble Adv. Co., Los Angeles. *sa*

LIT BROTHERS, Philadelphia (department store). *sp*

LITTLE CROW MILLING Co., Warsaw, Ind. (flour). Agency: Rogers & Smith, Chicago. *sp t*

LIVINGSTON BROS., San Francisco (dept store). Direct. *sp*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t sp*

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. Agency: Lord & Thomas, Los Angeles. *sp n*

LOCKWEDGE SHOE Corp. of America, Columbus, O. (Dr. M. W. Locke shoes). Agency: Moore & Wallace, Chicago.

LOEW'S THEATRES, New York (*Wanted Wings*). Agency: Donahue & Coe, N. Y. *sa*

LOG CARIN BREAD Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *ta sa*

LOMA LINDA FOOD Co., Arlington, Cal. (cereal). Agencies: Lisle Sheldon Adv., Los Angeles; Gerth-Kochlin Adv., Los Angeles; Gerth-Pacific Adv. Agency, Los Angeles. *rn sa sp*

LOMAY & MOLGAARD, San Francisco (Dr. Hamilton's Dog Food). Agency: Frederick Seid, San Francisco. *n sa*

R. LOMONTE Co., New York (surgical appliances). Direct. *sp*

S. K. LONGREN, New York (Flag manufacturer). Agency: Van Dolen, Givaudan & Masseeck, New York. *sa*

LONGINES-WITTMAYER Co., New York (clocks, watches). Agencies: Arthur Rosenthal Co., N. Y.; Russell T. Kelly, Ltd., Montreal. *sa n ta t*

LOOK, Inc., Des Moines (magazine). Agency: Raymond Spector Co., N. Y. Direct. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers etc.). Agency: Newell-Emmett Co., N. Y. *n*

P. LORILLARD Co., New York (Old Gold, Beach, No. 1 cigarettes, etc.). Agencies: Lennan & Mitchell, N. Y.; J. Walter Thompson Co., N. Y. (Old Gold). *n t rn sp sa*

LORING STUDIOS Inc. Agency: Julian Gross Adv., Hartford.

LORSTAN STUDIOS, Newark (photographs). Agency: United Adv., Newark. *sp*

LOS ANGELES BREWING Co., Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sa sp*

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter). Agency: Western Adv. Agency, Los Angeles. *t sp*

LOS ANGELES RAILWAY Co., Los Angeles (transportation). Agency: Smith & Bull, Los Angeles. *sa*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp ta t n ne*

LOS ANGELES UNION STOCKYARDS, Los Angeles (livestock). Agency: Allied Adv. Agencies, Los Angeles. *sa*

LOTITO BROS. Winery, Roscoe, Cal. (West Coast wines). Direct. *sa*

ANDY LOTSHAW Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. *sp n*

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LOUISVILLE REFINING Co., Louisville, Ky. Agency: M. R. Kopmeyer Adv. Agency, Louisville, Ky. *sp*

LOWE BROS. Co., Toronto (paints). Agency: MacLaren Adv. Co., Toronto. *sp*

FREDERICK F. LOWENFELS & SON, New York (Hotel Bar butter). Agency: Al Paul Lefton Co., New York. *sa*

WALTER M. LONEY Co., Montreal (candy). Agency: Harry E. Fester Agencies, Toronto. *sp*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes Inc., N. Y. *sp sa*

LUKENS STEEL Co., Coatesville, Pa. Agency: G. M. Basford Co., N. Y.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. *ta n ne*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agencies: Kelly - Stuhlman & Zahndt, St. Louis; Kelly, Zahndt & Kelly, St. Louis. *n t sp*

LUXOR HOTEL & BATHS, New York. Agency: Arthur Rosenberg Co., N. Y. *sp*

LUXOR LTD., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *t sp n*

LYNN FOOD PRODUCTS Co., Chicago (Mary Lynn Soups). Agency: Bozell & Jacobs, Chicago.

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, Hollywood. *n rn sp t sa ta*

M

REV. JOHN F. MacARTHUR, Eagle Rock, Cal. (religious). Agency: Dean I. Simmons. *sp*

MacDONALD TOBACCO LTD., Montreal (British Consol cigarettes). Agency: Richardson-Macdonald Adv. Service, Toronto. *n sa t*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris & Co., N. Y. *n sa sp rn*

MAC'S SUPER GLOSS Co. (auto polish), Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *ta*

R. H. MACY, New York (department store). Agency: Young & Rubicam, N. Y. Direct. *sp*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes, Inc., N. Y. *n sp*

I. MAGNIN & Co., San Francisco (women's wear). Agency: Erwin, Wasey & Co., San Francisco. *sp sa*

MAGNOLIA OIL Co., Dallas. *sp*

MAIL POUCH TOBACCO Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp n*

MAJOR VITAMINS Inc., New York. Agency: Grey Adv., New York. *sa sp n*

MALTEX Co., Burlington, Vt. (Maltex cereal). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MAMMA MIA IMPORTING Co. (edible oil). Direct. *sp*

MANCHESTER BISCUIT Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. *ne*

MANCHESTER LAUNDRY Co., Philadelphia. Agency: Cox & Tanz, Philadelphia. *t ta*

MANGELS-HEROLD Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia. *sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n rn ta sp sa ne*

B. MANISCHEWITZ Co., Jersey City (matzoahs). Agency: A. B. Landau Inc., N. Y. *sa sp*

MANSFIELD SHOES, Whitman, Mass. Agency: Fuller & Smith & Ross Inc., New York.

MANTHO-KREOAMO Co., Clinton, Ill. (M-K for Colds). Agency: Albert Kircher Co., Chicago. *ta n*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp t*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. *sp t n*

MARCH OF TIME Inc., New York. *sa*

CHAS. MARCHAND Co., New York (Golden Hair Wash). Agency: Joseph Katz Co., N. Y. *sa*

MARIN DAIRYMEN'S ASSN., San Francisco. Agency: Richard Byrne Adv., San Francisco. *sp*

MARKMAN CREDIT CLOTHIERS, Chicago. Agency: Markleish Adv., Chicago. *sp*

MARLIN FIREARMS Co., New Haven (razor blades). Agency: Craven & Hedrick, N. Y. *ta sa*

MARROW'S Inc., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

JORDAN MARSH Co., Boston (dept. store). Agency: John C. Dowd, Boston. *sp*

HOB MARTIN LTD., Southport, England (dog medicines). Agency: A. McKim Ltd., Toronto. *sa*

MARTIN & PINE Co., Cleveland (Day's Pine Cleanser). Direct. *sa*

THOMAS MARTINDALE Co., Philadelphia. Agency: Frank Wellman Agency, Philadelphia. *sp*

JOSEPH MARTINSON, New York (coffee). Agencies: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. *ne sp*

MARY JANE SHOES, Philadelphia (chain shoe stores). Agency: Solis S. Cantor, Philadelphia.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

DR. JOHN MATTHEWS, Los Angeles (religious). Agency: Tom Westwood Adv., Los Angeles. *rn*

MAY Co., Los Angeles. (Department Store). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne sp*

MAY-STERN Co., Pittsburgh (furniture). Agency: J. Grant Co., Pittsburgh. *sa*

MAYO BROS. VITAMINS, Los Angeles (vitamin B products). Agency: Bert Butterworth Agency, Hollywood. *sa sp*

McCANN LABS., New York (food). Direct. *sp*

McCOLL FRONTENAC OIL Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. *n sp*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agencies: McCord Co., Minneapolis; Cramer-Krasselt Co., Milwaukee. *sp sa*

DR. L. D. MCGEAR MEDICINE Co., St. Louis. Agency: Simonds & Simonds, Chicago. *sa*

McILLHENNY Co., Avery Island, La. (sauce). Agency: Aubrey, Moore & Wallace, Chicago. *sa ta*

D. McKELVY Co., Minneapolis (Seaforth toiletries for men). Agency: BBDO, New York. *sa*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Moore & Wallace, Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher & Co., N. Y. *sa sp rn n ta ne*

McMAHAN FURNITURE STORES, Santa Monica, Cal. Direct. *ns t*

McMILLAN PETROLEUM Co., Los Angeles (Ring Free Oil). Agency: Roy S. Durstine Inc., New York. *sa*

McMILLEN FEED MILLS, Fort Wayne, Ind. (Dogburger dog food). Agency: Sherman K. Ellis & Co., Chicago.

MEADOW GOLD DAIRIES Inc., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *sp*

MEADOW GOLD PRODUCTS Corp., Brooklyn. Direct. *sp*

MEDUSA PRODUCTS OF CANADA, Toronto (paints). Agency: McConnell-Eastman, Toronto. *sa*

B. MEIER & Co., New York (Broadcast Redi-Meat Dist, Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc., H. C. Morris, N. Y. *n t sa*

MELVILLE SHOE Corp., New York (John Ward, Tom McAn shoes). Agency: Neff-Rogow, N. Y. *ne*

MEM Inc., New York. Agency: Lee Sohn Adv., N. Y.

MENDENHALL MFG. Co., New York (perfume). Direct. *sp*

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n ne sp*

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. *sa n ne*

MERRITT CHEMICAL Co., Greensboro, N. C. (foot and skin powders). Agency: Redfield-Johnstone, N. Y. *sa*

METRO-GOLDWYN-MAYER Corp., New York (motion pictures). Agency: Donahue & Coe, N. Y. *sa ta*

MEYENBURG MILK PRODUCTS Co., San Jose, Cal. (dairy products). Agency: M. E. Harlan, San Francisco. *sp*

MEYERS STUDIOS, Toronto (photo stores). Agency: All-Canada Radio Facilities, Toronto. *t*

MICHAEL FLYNN MFG. Co., Philadelphia (metal windows). Agency: William Jenkins, Philadelphia.

MICHIGAN BELL TELEPHONE Co., Detroit. Agency: N. W. Ayer & Son, Detroit. *sa*

MICHIGAN CASUALTY Co., Detroit. Agency: First United Broadcasters, Chicago. *ne*

MICHIGAN MILK PRODUCERS ASSN. Agency: C. H. Chapman Adv.

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City; R. J. Potts-Calkins & Holden, Kansas City. *sp ta ne*

MID-TOWN CATERING Co., Los Angeles (restaurant chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne*

MILES LABS., Chicago, Ill., Elkhart, Ind. (Alka-Seltzer, One-A-Day). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *t sa sp n*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILLER & Co. (telescopes). Agency: United Adv. Co., Chicago. *sp*

MILLER BREWING Co., Milwaukee. Agency: Rickard, H. C. Mulberger, Inc., Milwaukee. *sp sa*

DOUGLAS MILLER Co., Philadelphia (K-y headache tablets). Agency: Harry Feigenbaum, Philadelphia. *sp ne*

MILLER FUR Co., Chicago (retail furriers). Agency: Julian Frank Adv. Co., Chicago. *sa*

MILLER NORTH BROAD STORAGE Co., Philadelphia. Agency: Cox & Tanz, Philadelphia. *sp*

MILLER TELESCOPE Co., Chicago. Agency: United Adv. Cos., Chicago.

MINNEAPOLIS HONEYWELL REGULATORY Co., Minneapolis. Agencies: Addison Lewis & Assoc., Minneapolis; Ronalds Adv., Toronto. *sp n*

MINNEAPOLIS MILLING Co., Minneapolis. Agency: Mason-Webster, Minneapolis. *sa*

MINNEAPOLIS STAR JOURNAL & TRIBUNE. Direct. *sp*

MINNESOTA FARM BUREAU FEDERATION, St. Paul. Agency: McCord Co., Minneapolis. *sp*

MINNESOTA MILK FOUNDATION, Minneapolis. Direct. *ne*

MINNESOTA PHARMACEUTICAL TRAVELERS, St. Paul. *sa t*

MINNESOTA PHARMACEUTICAL ASSN., St. Paul. *sa t*

MINNESOTA STATE TOURISTS BUREAU, St. Paul. Agency: Campbell-Mithun, Minneapolis. *sa*

DAVE MINOR PIANO COURSE, Chicago. Agency: United Adv. Cos., Chicago.

P. W. MINOR & SON, Batavia, N. Y. (Treadeasy shoes). Agency: Stewart, Hanford & Casler, Rochester, N. Y. *ta sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIREILLE Co., Montreal (beauty lotion). Agency: Ronalds Adv. Ltd., Toronto. *n*

MISSION PACKING Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv., Los Angeles. *ta sa sp*

MODE O' DAY Corp., Los Angeles (women's apparel). Agency: Glasser-Galley & Co., Los Angeles. *n sa ne*

MODEL LAUNDRY, St. Paul. *ne*

MODERN BISCUIT Co., Brooklyn. Direct. *sp*

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food, Philadelphia scrapple). Agency: Clements Co., Philadelphia. *n sp*

MODESTO WINE & VINEGAR Co., Modesto, Cal. (vinegar). Direct. *sa*

MOHAWK BEDDING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *ns t*

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MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. sa

BENJAMIN MOORE & Co., New York (bain). Direct. n sp

MOORE'S INC., San Francisco (men's clothing stores). Agency: Brisacher, Davis & Staff, San Francisco. sa

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. n n n sp sa

PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Revelation tobacco, Dunhill Major cigarettes). Agency: Biow Co., N. Y. n n sp n

MORTON SALT Co., Chicago. Agency: Blackett-Sample-Hummert, Chicago. sp t ta sa

MOTHER HUBBARD DISTRIBUTORS, New York (Golden Center Toasted Wheat Germ). Agency: H. C. Morris & Co., N. Y.

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. ne sp

MOXIE Co., Boston (soft drink). Agency: Alley & Richards Co., Boston. sa ta

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhardt, N. Y.; Duane Jones, N. Y.; Maxon Inc., N. Y. ne n sp sa

JOHN MULLENS & SONS, New York (furniture). Direct. sp sa

MULLER BROS., Hollywood (auto service) (Protegom, rubber treatment). Agency: Mayers Co., Los Angeles. ta

MULLER GROCERS BAKING Co., Grand Rapids. Agency: Bolt Adv. sa

MURINE CO., Chicago (eye drops). Agency: BHDO, N. Y. sa ta

MURPHY - PHOENIX Co., Cleveland (soap). Direct. sa

MURPHY FEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Co., Chicago; Critchfield & Co., Chicago. n sp sa

ARTHUR MURRAY SCHOOL OF DANCING, New York (instruction by mail). Agency: Ruthrauff & Ryan, New York. sa

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. sa n t sp

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Detroit. Direct. sp

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. sa t ta

MUTUAL SYSTEM LOANS INC., New York. Agency: J. R. Kupsick Adv., N. Y.

F. E. MYERS & BRO. Co., Ashland, O. (Mfcs. pumps, water systems, cylinders, hay tools, door hangers). Agency: Mumm, Romer, Robbins & Pearson, Columbus. sp

MYSTIC FOAM Corp., Cleveland (cleaner). Agency: Fred R. Johnson, Los Angeles. t

N

NACTO CLEANER Corp., New York (spot remover). Agency: R. T. O'Connell Co., New York.

F. C. NASH & Co., Pasadena (dept. store). Direct. ne

NASSOUR BROS., Los Angeles (42 oil shampoo). Agency: Milton Weinberg Adv. Co., Los Angeles. sp

NATIONAL AERONAUTICS COUNCIL INC., New York (Aircraft Spotters Guide). Agency: Huber Hoge & Sons, N. Y. sa

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat Cereals, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency, N. Y. (Cubs, NBC bread); Botsford, Constantine, Gardner, San Francisco. n sp t sa ta

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cereals). Agency: Cockfield, Brown & Co., Toronto. t ta

NATIONAL BOWLING RECREATION ARENA, New York. Direct. sp

NATIONAL CHEESE INSTITUTE, Chicago. Agency: J. Walter Thompson, Chicago.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. n t sp

NATIONAL DRUG & CHEMICAL Co. of Canada, Montreal. Agencies: A. McKim Ltd., Montreal; Cockfield, Brown & Co., Toronto. sa ta

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. sa sp

NATIONAL HOUSE FURNISHING Co., Salem, Mass. t

NATIONAL LEAD Co., New York and San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. sa sp n t

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion shampoo). Agency: Chas. Dallas Reach Co., Newark. ta

NATIONAL SCHOOLS, Los Angeles. Agencies: Huber Hoge & Sons, N. Y.; Equity Adv. Agency, N. Y. t sp

NATIONAL SHAWMUT BANK, Boston. Agency: Doremus & Co., Boston. ne

NATIONAL SHOE STORES, New York. Agency: Ennil Mogul, N. Y. t sa

NATIONAL SOAP & REFINING Co. (Linal granulated soap). Agency: Son De Regger & Brown Adv., Des Moines. sp

NATIONAL STEEL CAR Co. Ltd. (aircraft division). Agency: Ronalds Adv. Ltd. sa

NATIONAL SUPPLY Co., Ambridge, Pa. (oil field equipment). Agency: Walker & Downing, Pittsburgh. sp

NATIONAL TOILET Co., Paris, Tenn. (cosmetics). Agency: Roche, Williams & Cunningham, Chicago. ta sa

DEPT. OF NATIONAL WAR SERVICES, Ottawa (rubber salvage). Agency: R. C. Smith & Son, Toronto. ta

NEDICK'S STORES, New York (orange drink refreshment stands). Agency: Weiss & Geller, N. Y. sp n sa

NEHI CORP., Baltimore (Royal Crown Cola). Agency: BBDO, N. Y. sa ta

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. n t sa ta

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance). Agency: Mac Wilkins & Cole, Portland. n n sp

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. sp sa ne

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agencies: Walter K. Neill Inc., Los Angeles; Kelso Adv. Agency, Los Angeles. ne sa t n

NESTLE-LE MUR Co., New York (permanent wave). Agency: R. T. O'Connell Co., N. Y. sp

NESTLE'S MILK PRODUCTS, New York. Agency: Leon Livingston Adv. Agency, San Francisco. sp n sa n

NEWARK CHEESE Co., New York. Agency: J. G. Proctor Inc., N. Y. sa ne

NEWARK STAR LEDGER, Newark. sa

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agency: M. E. Harlan Adv. Agency, San Francisco. sa sp ne

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Doremus & Co., Boston. sa

NEW ENGLAND TELEPHONE Co., New Haven. Agency: BBDO, N. Y. sa

NEW YORK DRAFTING INSTITUTE (trade school). Agency: Gunn-Mears Adv., New York. t sp

THE NEW YORK POST, New York. sa
NEW YORK RETAIL DRY GOODS ASSN. sa

NEW YORK SAVINGS BANK, N. Y. Agency: Ruthrauff & Ryan. sa

NEW YORK STATE MILK PUBLICITY BUREAU. Agency: J. N. Mathes, N. Y. t sa

NEW YORK STATE SAVINGS BANK ASSN., New York. Agency: Ruthrauff & Ryan, New York. sa

The Popular Classics with a blend of the Modern...and NEWS

WLIB

gives New York what it likes BEST and wants MOST: The POPULAR CLASSICS WITH A BLEND OF THE MODERN and NEWS... the kind of programs that keep Metropolitan New York - New Jersey - Connecticut radios tuned to 1190 ALL DAY, EVERY DAY!*

WLIB

has attained a prominent place in New York's press. Rave notices, reviews, and program listings recognize WLIB'S unique program policy. And...

WLIB

has already firmly established itself among New York's keenest LOCAL advertisers, who check results, must get results and BUY results. Alert national advertisers are following the parade to WLIB.

RKO BUILDING, NEW YORK • Chicago Representative - The WALKER CO.

STILL
Maintaining New York's
LOWEST
RATE for Effective Coverage of the huge Metropolitan buying market

*We KNOW because WLIB listeners by the thousands, tell us so, when subscribing to our Master Program Booklet at \$1 per year.



NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

Clear Channel
1190
on your dial

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

NEW YORK TELEPHONE CO., N. Y. Agency: BBDO, N. Y. *ta sa*

NEW YORK TUNNEL AUTHORITY (Queens Midtown Tunnel Authority). Agency: Grey Adv. *sa*

NEWSREEL THEATERS, New York. Direct. *ne sa*

AUSTIN NICHOLS & Co., Brooklyn (liquor). Agencies: Alfred Lilly Co., N. Y.; Swafford & Koehl, N. Y. *sa*

NORRIS STAMPING & MFG. Co., Vernon, Cal. Agency: Heintz, Pickering & Co., Los Angeles. *sp*

NORTH AMERICAN ACCIDENT INSURANCE CO., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

NORTH AMERICAN AVIATION INC., Inglewood, Cal. Agency: BBDO, N. Y. *sa*

NORTHERN MUTUAL CASUALTY INS. Co., Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

NORTHERN PUMP Co., Minneapolis. Agency: BBDO, Minneapolis, Chicago. *n ne*

NORTHERN QUEBEC MILK DISTRIBUTORS, Quebec. *sa sp*

NORTHRUP, KING & Co., Minneapolis (seed, feed). Agency: Olmsted-Hewitt, Minneapolis. *sp sa*

JOHN NORTHWAY & SON, Toronto (chain women's clothier). Direct. *t*

NORTHWESTERN BELL TELEPHONE, Des Moines. Direct. *sa*

NORTHWESTERN CHERRY GROWERS ASSN., Seattle. Agency: Pacific Natl. Adv., Seattle. *sa*

NORTHWESTERN YEAST Co., Chicago (Yeastfoam, Maca yeast). Agencies: Benson & Dall, Chicago; Hays, MacFarland-Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol). Agencies: Law-

rence C. Gumbinner Adv. Agency, N. Y.; Export Adv. Agency, N. Y. *t sp sa*

NORWICH UNION FIRE INSURANCE Co., Toronto. Agency: F. H. Hayhurst Co., Toronto.

NOURSE OIL CO., Kansas City. Agency: Barrons Adv. Co., Kansas City, *ta sa*

NOVA-KELP Ltd., Montreal and Toronto (health food). Agencies: Stanfield & Blacklie, Toronto; A. McKim Ltd., Montreal. *sa ta*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

NOXON INC., New York (metal polish). Agency: Raymond Spector Co., N. Y. *sa*

NU-OX Products Co., New York (Klenzo cleaning products). Direct. *sa sp*

NUTRENA MILLS, Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne*

NUTRILITE PRODUCTS INC., Los Angeles (vitamins). Direct. *sp*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agency: Calkins & Holden, N. Y. *rn sa*

OAKLAND POST ENQUIRER, Oakland, Cal. (newspaper). Direct. *sp*

O'BRIEN CANDY Co., San Jose, Cal. (nutty brittle). Agency: Brisacher, Davis & Staff, San Francisco.

O'CEDAR CORP., Chicago (polish). Agencies: H. W. Kaestor & Sons, Chicago; Aubrey, Moore & Wallace, Chicago. *ta sa*

O'CONNOR Moffatt & Co., San Francisco (dept. store). Agency: Ruthrauff & Ryan, San Francisco. *sp ne*

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo). Agency: Cary-Ainsworth, Des Moines. *sp sa*

OERTELS BREWING Co., Louisville ('92' beer). Agency: M. R. Kopmeyer Co., Louisville. *sp*

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Montreal and Toronto. *sa*

O'HARRA BUS LINES, Anchorage, Alaska. Agency: Ralph L. Power Agency, Los Angeles. *t*

OHIO BELL TELEPHONE Co., Cleveland. Direct. *sa*

OHIO OIL Co., Columbus and Findlay. Agency: Stockton, West & Burkhart, Cincinnati. *n ne*

O'KEEFE & MERRITT Co., Los Angeles (gas stove). Agency: Richard B. Atchison Adv., Los Angeles. *ne sa*

O'KEEFE'S BEVERAGES, Toronto (soft drinks). Agency: A. McKim Ltd., Toronto. *sa t*

OLD BEN COAL Corp. (Green Marked Stoker Coal), Chicago. Agency: J. R. Hamilton Adv. Agency, Chicago. *sp ta*

OLD COUNTRY TROTTER ASSN., Mineola, N. Y. Agency: M. H. Hackett, New York. *sa*

OLD DUTCH MILLS INC., New York (Old Dutch coffee). Agency: Peck Adv. Agency, N. Y. *sa sp*

OLD FASHIONED REVIVAL HOUR, Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp*

OLD SMOKY SALES Co., San Francisco (Old Smoky barbecue seasonings). Agency: Knollin Adv., San Francisco.

OLIVE TABLET Co., Columbus (Dr. Edwards Olive Tablets). Agency: Erwin, Wasey & Co., N. Y.

OLSON RUG Co., Chicago (rugs). Agency: Presba Fellers & Presba, Chicago. *sa t sp*

OMAR BAKERIES AND OMAR MILLS, Omaha (flour). Agencies: Hays MacFarland & Co., Chicago; MacFarland-Aveyard & Co., Chicago. *t sa sp n*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Cecil & Presbrey, N. Y. *sa sp*

OMEGA SHOE POLISH Co., Los Angeles (shoe polish). Agencies: John H. Riordan Co., Los Angeles; Ted Factor Adv., Los Angeles. *sp*

OMNIBOOK INC., New York (book digest). Direct. *sa*

ONTARIO DEPT. OF LABOR, Toronto (farm service). Agency: James Fisher Co., Toronto. *sp*

ONTARIO FRUIT & VEGETABLE GROWERS ASSN., Hamilton. Ont. Agency: Russell T. Kelley Ltd., Hamilton. *sa*

ONTARIO TRAVEL BUREAU, Toronto. Agency: Walsh Adv. Co., Toronto. *n sp*

OPITZ, JOHN INC., New York (J-O insecticide). Agencies: W. I. Tracy & Co., N. Y.; Tracy, Kent & Co., N. Y. *sa sp*

OPUM CHEMICAL CO., New York (Dioxygen Cream). *t*

ORANGE CRUSH Co., Chicago (beverage). Agency: Aubrey, Moore & Wallace, Chicago. *ta*

ORANGE CRUSH Ltd., Toronto (soft drink). Agency: Cockfield, Brown & Co., Toronto. *sa*

ROBERT ORR & CO., Nashville, Tenn. (Hermitage coffee, food). *sp*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agency: Birmingham, Castleman & Pierce, N. Y. *ta sa sp*

OVERMAN & Co., New York. Agency: John P. Myers Co., N. Y. *sp*

OWEN DRUG Co., Salisbury, N. C. (headache powders). Agency: J. Carson Brantley, Salisbury, N. C. *ta*

OWEN SOUND KINSMEN, Owen Sound, Ont. *ne*

OWENS ILLINOIS PACIFIC COAST Co., San Francisco (glass). Direct. *sa*

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y. (poultry grit). Agency: Cecil & Presbrey, N. Y. C. *sa*

PACIFIC BREWING & MALTING Co., San Francisco (Weiland's beer). Agencies: Brewer-Weeks Co., San Francisco; Long Adv. Service, San Francisco; Leon Livingston Adv. Agency, San Francisco. *sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n sp*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann - Erickson, San Francisco. *sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa n*

PACIFIC GUANO Co., Berkeley, Cal. (Gaviota). Agency: Tomaschke - Elliott Adv., Oakland, Cal. *sa*

PACIFIC STATES LOAN Co., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *sp*

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). Direct. *sa*

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A. Stebbins, Los Angeles. *n ne*

PACQUIN INC., New York (hand cream). Agency: Wm. Esty & Co., N. Y. and Hollywood. *t*

PACQUIN'S HAND CREAM Co., Montreal. Agency: Ronalds Adv. Agency, Toronto. *t*

PAN AMERICAN AIRWAYS, New York. Agency: J. Walter Thompson Co., N. Y.

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. *sa sp ta n*

PANATE Co., Chicago (hair treatment). Agency: Salem E. Baskin Adv. Agency, Chicago.

PAR SOAP Co., Oakland, Cal. Agencies: Tomaschke-Elliott, San Francisco; Brisacher, Davis & Staff, San Francisco; Long Adv. Service, San Jose. *n ne rn*

PARA MFG. Co., Newark, N. J. (shower curtains & window drapes). Agency: United Adv., Newark. *sa*

PARAFFINE COMPANIES, San Francisco (Pabco paint). Agency: Brisacher, Davis & Staff, San Francisco. *t*

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Schaffer, Brennen, Margulis Adv. Co., St. Louis.

PARAMOUNT MACARONI MFG. Co., Brooklyn. Agency: J. Franklyn Viola. *sp*

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholtz Adv. Service, Los Angeles. *n sa ta*

PARFUMS WEIL PARIS, New York. Agency: Kelly, Nason, Inc., New York. *sa*

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: San sheft Inc., Buffalo, N. Y. *sp*

PARKE-BERNET GALLERIES INC., New York. Agency: Wm. I. Hamilton, Inc., N. Y.

PARKER PEN Co., Janesville, Wis. (pens, Quink). Agencies: Blackett-Samuel-Hummert, Chicago; J. Walter Thompson Co., Chicago. *ne n*

PARKWAY BAKING Co., Philadelphia (Parkway Bread). Agency: J. M. Korn, Philadelphia. *sa*

PARR VITAMIN Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

PASTEUR & Co., New York (Pasteur products). Agency: Ansonia Adv., N. Y. *sp*

PATHFINDER magazine, Washington. Agency: United Adv. Cos., Chicago.

JOHN G. PATON Co., New York (Yuban coffee, honey). Agencies: Chas. W. Hoyt Co., N. Y.; Schwimmer & Scott, Chicago. *sa*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp ne*

PEABODY Co., Mendenhall, Miss. Agency: Southern Adv. Co., Mendenhall, Miss. *sp*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine de-ert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *rn t ta*

PENMAN Co., Chicago (fountain Pens). Agency: United Adv. Co., Chicago.

SOUTH CAROLINA'S No. 1 Market

GREENVILLE COUNTY POPULATION 136,580

- First in total radio homes of all counties in state.
- First among South Carolina counties in total population.
- First among South Carolina counties in white population.
- First in total volume in wholesale sales in the state.
- First in total retail sales volume in all South Carolina.
- First among South Carolina counties and business payrolls.
- First among the state counties' industrial payrolls.

WFBC-GREENVILLE

- With 5,000 watts power day and night, WFBC is now the most powerful station in Western Carolinas and dominates a rich area which contains over 500 cotton, rayon, nylon, worsted, bleaching, dyeing, finishing and garment plants running 24 hours a day in three shifts far an all-time production high.
- Army khaki, linen harness for paratroopers, fine waven cottons for parachutes are only a few of the products this territory is making in great quantity.
- The only NBC Red Network station in the rich industrial Piedmont Section, WFBC has 500 M/V at the only cigarette paper mill now available for the united nations, 2,500 M/V at the Greenville Army Air Base, 2000 M/V at the Greenville Glider Training Field, 700 M/V at Camp Croft. We even make baseball bats.
- Over 120 commercial unit hours on NBC per month.

Heart of the Industrial Piedmont

MOST POWERFUL IN WESTERN CAROLINA

P

PABST SALES Co., Chicago. Agencies: Lord & Thomas, Chicago; Warwick & Legler, N. Y. *n rn sa sp*

PENN CAMERA EXCHANGE, New York. sa

PENN SALT MFG. Co., Philadelphia (smoked salt). Agency: Sherman K. Ellis & Co., Chicago. sa

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep, Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kieseewetter Adv. Agency, N. Y. sp n

PENNANT OIL & GREASE Co., Los Angeles. Agency: Brisacher, Davis & Staff, Los Angeles. t sp

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. and Chicago. sa rn ta

PENNZOIL Co., Los Angeles (petroleum products). Agencies: Mayers Co., Los Angeles; Fuller & Smith & Ross, Cleveland.

PEOPLE'S CHURCH Inc., Indianapolis (Cadle Tabernacle). Agency: Ivey & Ellington, Philadelphia. n sp

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. ta ne

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. sa t rn

PEPPERELL MFG. Co., Boston, Mass. (sheets, fabrics) Agency: H. B. Humphrey Co., Boston. ne n

PEPPERIDGE FARMS, Fairfield, Conn. (bakery products). Agency: Kenyon & Eckhardt, New York. sp

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agency: Newell-Emmett Co., N. Y. sp n ta sp

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. n t sa sp

PERFECT PACKED PRODUCTS, Long Island City, N. Y. (Colonial brand pickles, relishes). Agency: H. A. Salzman, New York. sa

PERSONAL FINANCE Co., Los Angeles and Newark. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lefton Co., Los Angeles. sp sa ta

PETER PAUL Inc., Naugatuck, Conn. (Mounds and Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Brisacher, Davis & Staff, San Francisco. sa sp ne n

PETERSON BAKERIES, Omaha. Agency: W. E. Long Co., Chicago. ta

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors). direct. sp

PET MILK SALES Corp., St. Louis (Pet evaporated, condensed milk). Agency: Gardner Adv. Co., St. Louis. t sa sp

PETRI WINE Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. sa sp ta

PETROL Corp., Los Angeles (gasoline). Agency: Dana Jones Co., Los Angeles. sp

PEIFFER BREWING Co., Detroit. Agency: Maxon, Inc., Detroit. sp t ne

F. H. PFUNDER Co., Minneapolis (stomach tablets). Agency: Sorensen & Co., Chicago. sp

PHARMACO Inc., New York, Newark (Feen-a-Mint). Agency: Wm. Esty & Co., N. Y. n sp

PHILADELPHIA & WESTERN Co., Philadelphia (transportation). Direct. sp

PHILADELPHIA Co., Pittsburgh (utility). sa sp

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia. Agency: Scheck Adv. Agency, Newark. sp

PHILADELPHIA RECORD (newspaper), Philadelphia. Direct. sp

PHILADELPHIA & READING COAL & IRON Co., Philadelphia (coal). Agency: McKee & Albright, Philadelphia. sa

PHILADELPHIA TEXTILE FINISHERS Inc., Philadelphia. Agency: Oswald Adv., Philadelphia.

PHILCO RADIO & TELEVISION Corp., Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia. n t sp

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk-of-magnesia). Agency: Blackett-Sample-Hummett, N. Y. sp n t

DR. P. PHILLIPS CANNING Co., Orlando (fruit juice). Agency: C. L. Miller Co., N. Y. sp

PHILLIPS PACKING Co., Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. sa sp

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. n sp sa ne

WM. E. PHILLIPS Co., Los Angeles (jewelry). Agency: Mayers Co., Los Angeles. ne sa

PHOENIX CANDY Co., New York. Direct. sp

PHOTO DEVELOPING Inc., Cincinnati (Photo-Photo) Agency: Mayers Co., Los Angeles. n ne sa

PHOTO DEVELOPING Inc., Los Angeles (photo developing). Agency: Mayers Co., Los Angeles. sp n sa

PIEL BROS., Brooklyn (beer). Agency: Sherman K. Ellis & Co., N. Y. n t sp

PIERCE BROS., Los Angeles (mortuary). Agency: Philip J. Meany Co., Los Angeles. sp

PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; S. H. Hayhurst Co., Toronto. ta sa t

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago, Minneapolis. n sp sa

PILSENER BREWING Co., Chicago (beer). Agency: Jim Duffy Inc., Chicago. sa

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. t sa sp

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. t sp n sa

PIONEER BEVERAGE Co., Oakland, Cal. (Golden Bridge). Agency: Ryder & Ingram, Oakland. sa

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. sp sa

PIONEER BAKING Co., Sacramento. Agency: W. E. Long Co., Chicago.

PIONEER BEVERAGE Co., Oakland, Cal. (beverages). Agency: Ryder & Ingram, Oakland. sa

PIPEMAN Co., New York.

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. sa

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Taylor & Jenkins, Pittsburgh. sp

PITTSBURGH DAIRY COUNCIL, Pittsburgh. Agency: Ketchum, McLeod & Grove, Pittsburgh. t

PLANKINTON PACKING Co., Milwaukee. Agency: Cramer-Krasselt Co., Milwaukee. sa n

PLANNED FOODS, New York (Rose Mill Pate Gras). Agency: Blaker Adv., New York. sa

PLANTERS EDIBLE OIL Co., N. Y. Agencies: Pettinella, N. Y., Raymond R. Morgan, Hollywood. sp

PLANTERS EDIBLE OIL Co., Wilkes-Barre. Agency: Goodkind, Joice & Morgan, Chicago. sp

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles. ta ne n sp

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. sp sa rn

PLOUGH, Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Ltd., Toronto. sp ta sa n

MARTIN J. POLLACK, New York (publishing). Agency: Emil Mogul Co., New York. sp ne ta

POLLOCK & NEELSON, Chicago (clothing). Agency: Irving Rocklin & Assoc., Chicago. sa

POLLOCK-KEY Co., Fort Scott, Kan. (overall). Agency: McJunkin Adv., Chicago. sa

POPE LABS., New York (Joint Ease liniment). Agencies: Street & Finney, N. Y.; Chas. A. Weeks Co., N. Y. ta sa

POPULAR SCIENCE MONTHLY, New York (magazine). Popular Science Pub. Co., N. Y. Agency: Joseph Katz Co., N. Y. ta sa

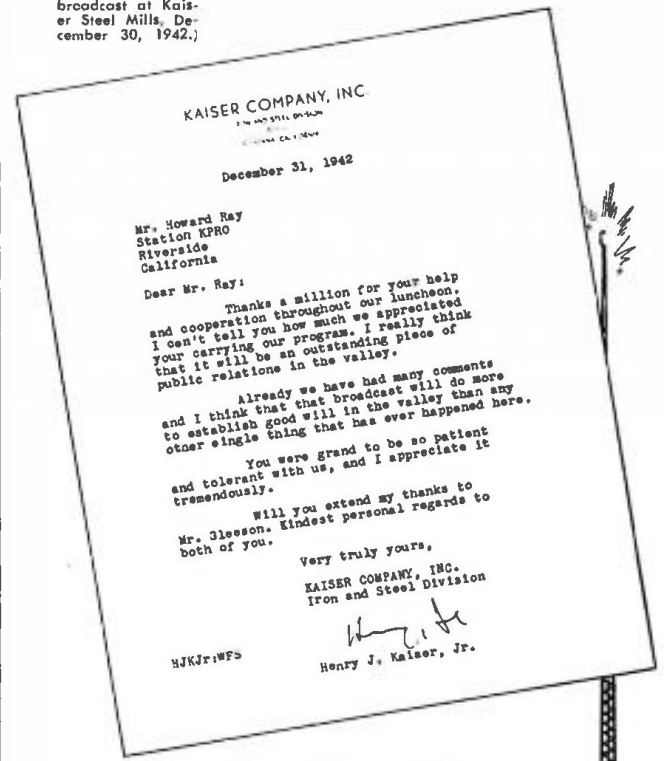
PORTLAND CEMENT ASSN., Chicago. Agency: Roche, Williams & Cunningham, Chicago. sp

PORTLAND CEMENT ASSN., New York. Agency: Roche, Williams & Cunningham, Chicago. sp

"THIS VALLEY . . . a GREAT INDUSTRIAL EMPIRE!"

-Henry J. Kaiser

(From KPRO's EXCLUSIVE luncheon broadcast at Kaiser Steel Mills, December 30, 1942.)



KPRO

RIVERSIDE • FONTANA • SAN BERNARDINO

"The Voice of the Valley of Paradise"

Most powerful station between Los Angeles and San Diego—the only station in the "Valley of Paradise" that covers this great new "Industrial Empire."

Represented nationally by J. H. McGILLVRA, INC.

Radio Station KPRO
Business Office: Riverside, Calif.



Send for free pictures of Kaiser Steel Mill, map of the "Valley of Paradise" and complete analysis of advertising costs and coverage in this tremendous new area.

IS MERCHANDISING AS IMPORTANT

AS *All That?*

It's pretty hard to define the exact value of the Merchandising Services offered by Radio Stations. Because, as you know, there are merchandising services of all sorts and descriptions . . . *some* effective . . . others . . . huh uh.

When you buy WFBM's facilities, you're buying *listeners*.

Sure, it's nice to know that the radio station of your choice offers Merchandising Services . . . but . . . the pay-off on any successful selling plan goes to the campaign that's *balanced*.

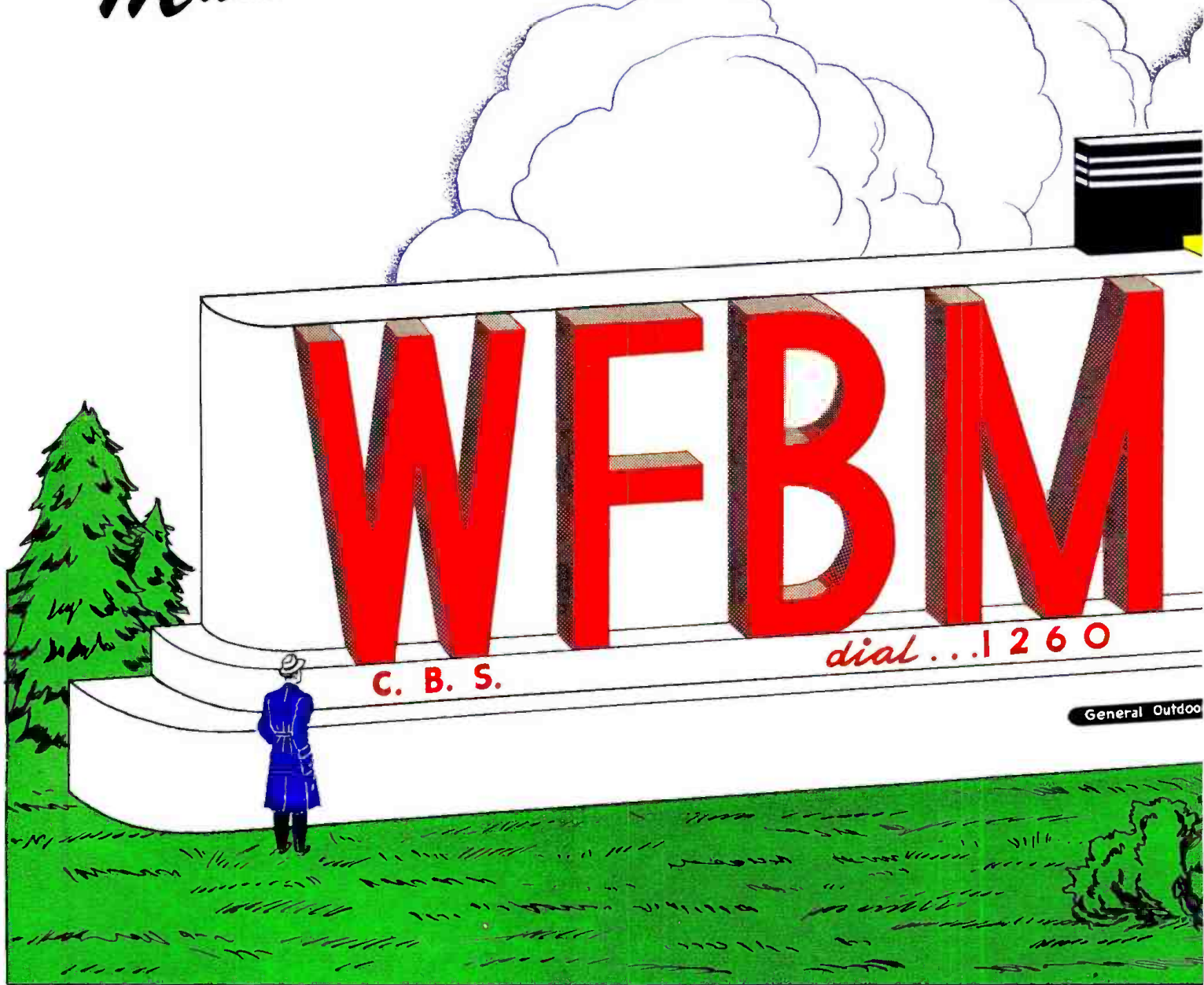
Don't get us wrong! We're sold on Merchandising Services. But, Merchandising doesn't come *first* with WFBM. . . . Merchandising Services only *complete* the sales plan.

First: Distribution; Second: Broadcasting; and THEN—Merchandising.

YES, we have Merchandising Services. In fact, a seven-point plan comprehensive enough to be of real value to you in the Indianapolis Market. Look it over . . .

On the following pages 

"Mammoth Merchandiser"



General Outdoor



IT'S A WHOPPER!

WFBM'S Number One Merchandising Service . . . "The Mammoth Merchandiser" is a huge, painted outdoor board, located for strategic reminder value at the busiest traffic intersection on the North side of Indianapolis. And that means it's practically in the lap of luxury as far as buying power's concerned. Actual size of the board . . . 72 feet long . . . 19 feet high! Actual value to advertisers: Immense! Your program, spot-lighted on WFBM's Mammoth Merchandiser, gets real attention from droves of listeners and buyers.

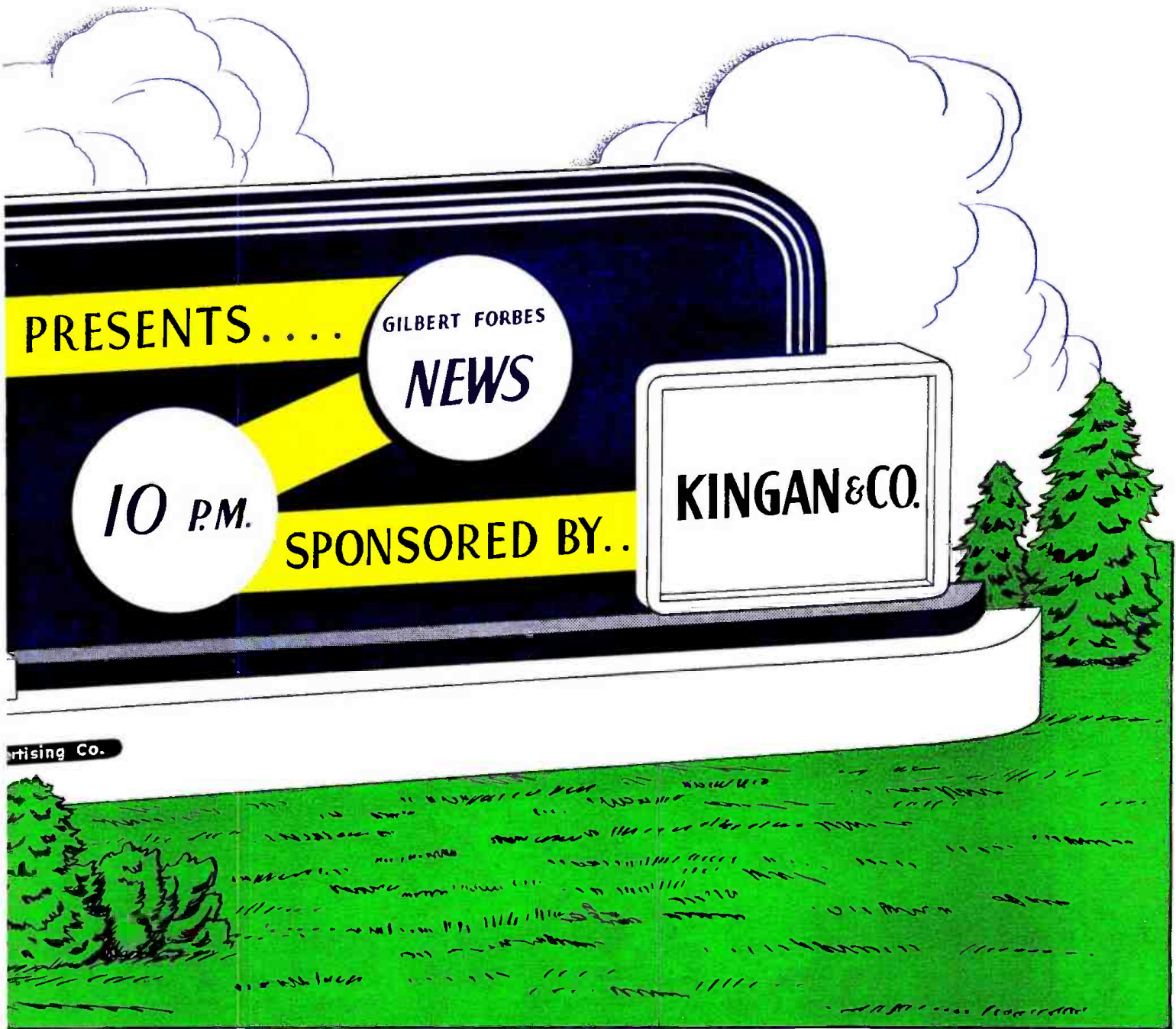
Plus

Plus

Plus

Columbia

F O R C E N T R A L I N D I A N A



Letters to the trade . . . mailed to wholesalers and retailers. WFBM maintains an active up-to-date list that numbers up in the thousands.

Courtesy announcements . . . to heighten interest in new programs.

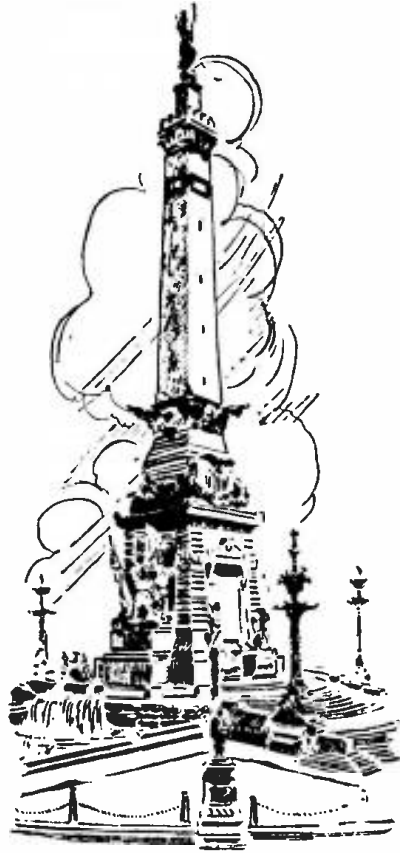
Taxiposters . . . on the backs of hundreds of cabs . . . to carry the name of your program.

Plus Taxi News . . . a read-while-you-ride service that puts WFBM program news into the hands of thousands of cab-riders.

Plus Grocery Briefs and Drug Briefs . . . those newsy "Kiplinger Type" trade letters that carry the name of your product right into your dealers hands every month.

Plus Newspaper ads . . . to tie-up your program and time of broadcast with readers of Indianapolis newspapers.

5 0 0 0 W A T T S D A Y A N D N I G H T



No. 48 *MONUMENT CIRCLE*

WFBM's exclusive Merchandising Services cannot be duplicated anywhere in Indiana. That's important to remember.

But it's MORE important to remember that your broadcast campaign needs LISTENERS. WFBM has the listeners. If you're planning a sales campaign in Central Indiana, send your messages to market via WFBM.

No. 48 Monument Circle is the home address of Indiana's most popular radio programs.

INDIANA'S FIRST RADIO STATION

W F B M

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

- F. SCHUMACHER & Co., New York (prints). Agency: Anderson, Davis & Platte, N. Y. *sp sa*
- SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago; Roche, Williams & Cunningham, Chicago. *n sa*
- SCOTT & BOWNE, Bloomfield, N. J. (Scott's Emulsion). Agency: Atherton & Currier, N. Y. *sp*
- SCOVILL MFG. Co., Waterbury, Conn. Agency: McCann-Erickson, N. Y. *sp*
- SCUDDER FOOD PRODUCTS, Monterey Park, Cal. (potato chips, peanut butter, toasted nuts). Agency: Brisacher, Davis & Staff, Los Angeles. *ne sa n*
- WILLIAM S. SCULL & Co., Seattle (Minute Man soup). Agency: Compton Adv., N. Y. *sa*
- SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ns*
- SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan & Co., Los Angeles. *sa t*
- SEALY MATTRESS Co., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp*
- SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n sp*
- SEAMAN BROS., New York. *sa*
- SEASIDE OIL CO., Santa Barbara, Cal. Agency: McCarty Co., Los Angeles. *n ns sa*
- SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.); Wiltman & Pratt, Pittsburgh. *t rn sa*
- SEASIDE OIL Co., Los Angeles. Agency: McCarty Co., Los Angeles. *n sp*
- SEASONETTE DISTRIBUTING AGENCY, Pasadena, Cal. (food seasoning). Agency: Eugene Rouse & Co., Los Angeles. *sp*
- SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co., Seattle. *ne*
- SEBASTIAN LATHE Co., Covington, Ky. Agency: Allen, Heaton & McDonald, Cincinnati. *sp*
- SECURITIES ACCEPTANCE Corp., Omaha. Agency: Bozell & Jacobs, Omaha. *sa*
- SECURITY FIRST NATIONAL BANK, Los Angeles (investments). Agency: Dana Jones Co., Los Angeles. *sa*
- SEECK & KADE, New York (Pertussin). Agency: Erwin, Wasey & Co., N. Y. *sp ta sa t*
- SEEMAN BROS., New York (White Rose tea, Flava-Bake, Kitchen Magic). Agency: J. D. Tarcher & Co., N. Y. *sp ns*
- SELECTED DAIRIES, Winston-Salem, N. C. *t*
- SELECTED RISKS INDEMNITY Co., Branchville, N. J. Agency: Parker-Allston Assoc., New York.
- SEMINOLE FLAVOR Co., Chattanooga, (Double Cola). Agency: McJunkin Adv. Co., Chicago. *ta*
- R. B. SEMLER Inc., New York (Krem hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp ns*
- SEMPRAY JOVENAY, Grand Rapids (cosmetics). Agency: Roche, Williams & Cunningham, Chicago. *sa ta*
- MARTIN SENOUR Co., Ltd. (paints). Agency: J. J. Gibbons, Toronto. *ta*
- SENTINEL INSURANCE Co., Des Moines. *sa*
- SERUTAN Co., Jersey City (Proprietary). Agency: Raymond Spector Co., N. Y. *sp t ne*
- SERVICE PEN Co., Chicago (service pen by mail). Agency: United Adv. Cos., Chicago. *sp*
- SERVUS CLOTHES, N. Y. (mens clothes). Agency: Klinger Adv., N. Y. *sp*
- SEVEN-UP BOTTLING Co., Durham, N. C. and Los Angeles (beverage). Agencies: Glasser-Galley & Co., Los Angeles; Rhoades & Davis, San Francisco; Raymond Keane, Denver; Harvey-Massengale Co., Durham. *sa sp*
- SHALER Co., Waupun, Wis. (Rislone motor oil). Agency: Kirkgasser-Drew Adv. Agency, Chicago. *sa ta*
- SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Davis & Staff, San Francisco. *sa*
- FRANK G. SHATTUCK Co., New York (Schnaffs Restaurants). Agency: Al Paul Letton Co., N. Y.
- W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seeds Co., Chicago. *sp t sa n ne*
- SHEFFIELD BRICK & TILE Co., Sheffield, Ia. (drain tile). Agency: W. D. Lyon Co., Cedar Rapids.
- SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*
- SHELL OIL Co., New York. Agency: J. Walter Thompson Co., N. Y. *ta sa sp t rn*
- S. A. SHERER, Los Angeles (loans). Agency: Smith & Bull, Los Angeles. *sa*
- H. B. SHERMAN MFG. Co., Battle Creek, Mich. (hose nozzles). Agency: Wilson Barrett Adv., Kalamazoo, Mich. *sa*
- SHERWIN-WILLIAMS Co., Cleveland. (Kemtone paint). Agencies: Warwick & Legler, N. Y.; Newell-Emmett Co., N. Y. *sa sp*
- SHIRRIFF'S Ltd., Toronto (marmalade). Agency: Cockfield, Brown & Co., Toronto. *sp rn*
- SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*
- SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn sp n*
- SILVER SUDS Co., Philadelphia (Silver Bath polish). Direct. *sa*
- FRANKLIN SIMON & Co., New York (fur storage dept.). Agency: Hirshon-Garfeld, New York. *sa*
- SIMON ACKERMAN CLOTHES, N. Y. Agency: Ehrlich & Neuwirth, N. Y. *sa*
- SIMON & SCHUSTER, New York (tax instruction book). Agency: Northwest Radio Adv. Co., Seattle. *t sa sp*
- SIMONIZ Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sa sp t*
- ROBERT SIMPSON Co., Toronto (national chain dept. stores). Agency: Harry E. Foster Agencies, Toronto. *sp*
- SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Hixson-O'Donnell Adv., N. Y. *n sp*
- SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *ne n*
- SKILLERN'S DRUG STORES, Dallas. Agency: Grant Adv., Dallas. *t*
- SKINNER & EDDY Corp., Seattle (Minute Man soup mixes). Agencies: J. M. Mathes Inc., N. Y.; J. William Sheets Co., Seattle. *sp n*
- SKINNER MFG. Co., Omaha (Skinner's raisin bran, macaroni products). Agency: Ferry-Hanly Co., Kansas City. *sa ta*
- SKRUDLAND PHOTO SERVICE, Chicago. Agencies: A. N. Baker Adv. Co., Chicago; United Adv. Co., Chicago. *sp sa*
- DR. EARLE S. SLOAN Inc., New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*
- W. & J. SLOANE, San Francisco (retail furniture). Agency: A. E. Nelson Adv. *sp*
- SMART & FINAL Co., Wilmington, Cal. (food products). Agency: Heintz, Pickering & Co., Los Angeles. *sp*
- SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*
- SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. (Amber and James River brand hams). Agency: Carter-Thompson Co., Philadelphia.
- SNELEENBURG'S, Philadelphia (dept. store). Agency: Solis S. Cantor, Philadelphia. *sa*
- SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *n sa t sp ta ne*
- SODUS CREAMERY Corp., Long Island City, N. Y. (creamed cottage cheese).
- SOLOFF MFG. Co., Glendale, Cal. (Paint cleaner). Agency: Hillman-Shane Adv., Buchanan & Co., Los Angeles. *sa sp n ne*
- SOLO'S WOMEN'S SPECIALTY SHOP, Philadelphia. Agency: Vernik Adv., Philadelphia. *sp*
- SOLVAY SALES Corp., New York. Agency: Atherton & Currier, N. Y. *sp*
- SOMMER & KAUFMAN, San Francisco (shoes). Agency: W. J. Wilkin Co., San Francisco. *sa*
- SONOMA MARIN MILK Co., San Francisco (dairy products). Direct. *sa*
- SONTAG DRUG STORES, Los Angeles (chain). Agency: Milton Weinberg Co., Los Angeles. *sp*
- SOUTHERN CALIFORNIA ALL-YEAR CLUB, Los Angeles (vacation resort). Agency: Lord & Thomas, Los Angeles. *ta*
- SOUTHERN CALIFORNIA GAS Co., Los Angeles (public utility). Agency: McCann-Erickson, San Francisco. *t*
- SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. Agency: Mayers Co. *sa*
- SOUTHERN COTTON OIL Co., New Orleans. Agency: Tracey-Locke-Dawson, N. Y. and Dallas. *sp*
- SOUTHERN COUNTIES GAS Co., Los Angeles (public utility). Agency: McCann-Erickson, San Francisco. *t*
- SOUTHERN MILLING & MFG. Co., Tulsa (prefabricated houses). Agency: Watts, Payne Adv. Co., Tulsa. *t*
- SOUTHERN NEW ENGLAND TELEPHONE Co., New Haven, Conn. Agency: BBDO, N. Y. *sa sp*
- SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *ta sp sa*
- SPARK-O-LIFE Co., Kansas City, Mo. Agency: Ferry-Hanly Co., Kansas City, Mo. *sp*
- SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp t*
- SPERRY CANDY Co., Milwaukee (Denver sandwich). Agencies: Cramer-Krasselt, Milwaukee; Arthur Meyerhoff Co., Chicago. *sa*
- SPERRY FLOUR Co., San Francisco (flour, cereals). Agencies: Westco Adv. Co., San Francisco and Knox Reeves Adv., Minneapolis. *n sp t ne*
- SPRATT'S PATENT Ltd., Newark (dog food). Agency: Paris & Peart, New York.
- SPIEGEL Inc., Chicago (mail order). Agency: J. L. Stewart Agency, Chicago. *sa*
- SPRINGHILL NURSERY Co., Tipp City, O. (Bohlender Nurseries). Agency: Leo Boulette, Three Rivers, Mich.
- E. R. SQUIBB & SONS, New York (dentist cream). Agencies: Geyer, Cornell & Newell, N. Y.; Dorland International Inc., N. Y. (for foreign adv.) *n sp*
- A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*
- STALEY MILLING Co., Kansas City, Mo. Agency: Potts-Turnbull Adv. Co., Kansas City, Mo. *t*
- STANBACK Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C.; Klinger Adv. Corp., N. Y.; Dave Lodge, Philadelphia. *sp sa t ta n*
- STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *t*
- STANDARD B. VITAMINS Inc., New York (Major "B" B, complex tablets). Agency: Charles W. Hoyt Co., New York.
- STANDARD BEVERAGES, San Francisco (Par-T-Pak). Agency: Brisacher, Davis & Staff, San Francisco. *sp*
- STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y.; Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatin and puddings, baking powder, Fleischmann's liquors). *sa n sp t rn*
- STANDARD BRANDS, Montreal (Fleischmann's food products). Agencies: J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa*
- STANDARD OIL Co. of Cal., San Francisco. Agency: BBDO, San Francisco. *n sp*
- STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson, Chicago. *ta rn sp n*
- STANDARD OIL Co. of N. J., New York (Esso). Agency: Marshalk & Pratt, N. Y. *n sp*
- STARBUST MFG. Co., New York (blouses). Agency: Norman D. Waters, New York. *ta*
- STARCK PIANO Co., Chicago. Agency: George H. Hartman Co., Chicago. *sp*
- STEAK SPECIALTIES Co., Los Angeles (fresh frozen steaks). Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp*
- FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto. *sa*
- STEGMAIER BREWING Co., Wilkes-Barre, Pa. Agency: Crolly Agency, Wilkes-Barre. *ta*
- GEO. S. STEIN BREWERY, Buffalo. Agency: Ellis Adv. Co., Buffalo. *sp*
- STELLA CHEESE Co., Brooklyn. Agency: Commercial Radio Service, N. Y. *sp*
- STENOTYPE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago.
- STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Altkin-Kynett Co., Philadelphia. *sp sa t*
- STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin). Agencies: Blackett-Sample-Hummert, Chicago (Phillips Milk of Magnesia); Ruthrauff & Ryan, N. Y. (ironized yeast; Mollie Shaving cream). *n*
- STERLING INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Neal Adv. Agency, Chicago; E. H. Brown Adv., Chicago. *sp*
- STERLING PRODUCTS, New York (Bayer aspirin, Danderine, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer Products); Sherman & Marquette, Chicago. *n t sp*
- STERN'S NURSERY, Geneva, New York (trees). Agency: W. L. Wright Co., Rochester. *sa*
- STEVENS CHEMICAL PRODUCTS Co., Brampton, Ont. (Eskimo-Kloth). Agency: F. H. Hayhurst Co., Toronto. *ta sa*
- STEVENS INST. OF TECHNOLOGY, Hoboken, N. J. *sa*
- STOKELY BROS. & Co., Indianapolis (Van Camp's Tenderon, beans). Agency: Calkins & Holden, N. Y. *sa n*
- STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*
- FINLAY STRAUS JEWELRY Co., New York.
- STRAUS SECURITIES Co., Chicago (investments). *t*
- STREET & SMITH PUBLICATIONS, New York (magazines). Agency: Victor Van der Linde Adv. Agency, N. Y. *sa*
- STRIETMANN BISCUIT Co., Cincinnati (Dixie Vanilla Wafers). Agencies: Harry M. Miller Inc., Cincinnati; Stockton-West-Burkhart. *sp t*
- STRYKERS SOAP Co., San Francisco (1-2-3 cleanser). Agency: Botsford, Constantine & Gardner, San Francisco. *ta*
- STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agencies: Roche, Williams & Cunningham, Chicago; Schwimmer & Scott, Chicago. *sa t sp ns n*
- SUDBURY LABS., S. Sudbury, Mass. (Chaperone). Agency: Mason L. Ham Adv., Boston. *sa*
- SUMMIT HOTEL, Uniontown, Pa. Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*
- SUMNER RHUBARB GROWERS Assn., Seattle. Agency: Brewer-Weeks Co., San Francisco. *sa*
- SUN DRUG STORES, Pittsburgh. *ne n*
- SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunningham, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa ta t*

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

SUNBROCK'S CIRCUS, Chicago. Direct. *sa*

SUNLITE BAKERY, San Francisco (bread). Agency: W. E. Long Co., Chicago. *sp t*

SUNNY SALLY VEGETABLE GROWERS, Vernon, Cal. Agency: Tyler T. Smith Adv., Hollywood. *sp*

SUNNYVALE PACKING Co., San Francisco (Rancho soups). Agency: Lord & Thomas, San Francisco. *n sa sp n*

SUNSET MAGAZINE (home and garden periodical). Agency: Brisacher, Davis & Staff. *sp*

SUNWAY FRUIT PRODUCTS Co., Chicago (vitamins). Agencies: Schwimmer & Scott, Chicago; Sorensen & Co., Chicago; Northwest Radio Adv. Co., Seattle. *sa sp*

SUPERIOR AGENCIES, New York. Agency: Klinger Adv., New York. *sp*

SUPERIOR SEAFOOD Co., Los Angeles. Agency: Hillman-Shane-Breyer, Los Angeles. *sp*

SUTHERLAND LIVESTOCK COMMISSION Co., Sutherland, Neb. *sa sp*

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes). Agency: Gotham Adv. Co., N. Y. *t*

SWEETS CO. OF AMERICA, New York (Tootsie Rolls). Agencies: Biow Co., N. Y.; Duane Jones Co., N. Y. *n ta m*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese); Needham, Louis & Brorby, Chicago. *ta sa n sp*

T

TATMAN Inc., Chicago (silver and glass-ware store). *t*

W. A. TAYLOR & Co., New York (Martini & Rossi vermouth). Agency: J. Walter Thompson Co., N. Y. *sa*

TAYTON Co., Los Angeles (cosmetics). Agencies: Allen C. Smith Adv. Co., Kansas City; Barton A. Stebbins Adv., Hollywood; BBDO, Los Angeles. *sp n*

TEN-B-LOW Co., Columbus, O. (ice cream mix). Agency: Ralph H. Jones Co., Cincinnati. *ta sa*

TERMINAL BARBERSHOPS, New York. Agency: Maxon Inc., New York. *sp*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne velvet beer). Agency: Wm. Polyea Adv. Agency, Terre Haute. *t sp*

JOSEPH TETLEY & Co., New York (tea, soup mix). Agencies: Maxon Inc., Duane Jones Co., N. Y. *sp n m t*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp*

THAYER Co., Gardner, Mass. (carriages). Agency: Wm. B. Remington Inc., Springfield, Mass.

S. B. THOMAS Inc., Long Island City, N. Y. (Protein bread and English muffins). Agencies: Merrill Anderson Co., N. Y.; Sherman K. Ellis & Co., N. Y. *sp ne*

THOMPSON HYBRED CORN Co., Des Moines (Hybrid corn). Agency: Cary-Ainsworth, Des Moines. *sa*

THRIFTY DRUG Co., Los Angeles (chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t sp ne*

TIDE WATER ASSOCIATED OIL Co., San Francisco, New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TIDY HOUSE PRODS., Des Moines (household cleaners). Agency: Cary-Ainsworth, Des Moines. *sa sp*

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *n sp n*

TIME Inc., New York (magazines, news-reel). Agencies: Young & Rubicam, N. Y.; Grant Adv. S. A. Mexico City. *sp n*

TIVOLI-UNION BREWING Co., Denver. Agency: Lane-Freiberger Adv., Denver.

TOURNEAU WATCH Co., New York. Agency: Mervin J. Chasen, New York. *sa*

TOVREA PACKING Co., Phoenix (food products). *sp*

TOWER FINANCE Corp., Chicago. Agency: Irving Rocklin & Assoc., Chicago. *sa*

TRAVELERS CASUALTY INSURANCE Co., Chicago. Agency: First United Broadcasters, Chicago. *sa sp*

TREAT Co., Brooklyn (potato chips). Agency: Arthur Rosenberg Co., N. Y.

TRIANGLE RESTAURANTS, Chicago (chain). Agency: C. Wendell Muench & Co., Chicago. *ne*

TRIMOUNT CLOTHING Co., New York (Clipper Craft clothes). Agency: Emil Mosul Co., N. Y. *n ta ne*

JOHN F. TROMMER Inc., Brooklyn, N. Y. Agency: Federal Adv. Agency, N. Y. *ta sp*

TRU-ADE BOTTLING Co., Los Angeles (fruit beverage). Agency: Beaumont & Hohman, Los Angeles. *ta sp*

BEN TUCKER FURS, N. Y. Direct. *sp*

TUCKETT'S Ltd., Hamilton, Ont. (Buchingham, Wingo cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *t ta sa n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Warren G. Fehlman Adv., Huntington Park, Cal. *sp*

J. L. TUTTLE Co., Oakland, Cal. (Cottage cheese). Agency: Emil Reinhardt, Oakland. *sa*

TWENTIETH CENTURY FOX FILM Corp., New York. Agency: Kayton-Spiro, N. Y. *n sa*

TWIN CITY RETAIL DRUG ASSN., St. Paul. *sa t*

TWIN CITY SHELLAC Co., Brooklyn. Agency: Diener & Dorskind, N. Y. *m t*

U

UNCLE SAM BREAKFAST FOOD Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

UNION LIFE INSURANCE Co., Chicago. Agency: Rocklin Irving Assoc., Chicago. *sp m*

UNION OIL CO. OF CALIF., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *n sp n*

UNION OIL Co., Vancouver, B. C. Agency: Stewart-McIntosh, Vancouver. *sp*

UNION SQUARE GARAGE, San Francisco. *sp*

UNION SUGAR Co., San Francisco. Agency: Carl C. Wakefield, San Francisco. *sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Co., N. Y.; Lawrence Fertig & Co., N. Y. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y., *t ta*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED FRUIT Co., New York. Agency: BBDO, N. Y. *n sp*

UNITED INSTITUTE OF AERONAUTICS, New York & Hoboken. Agencies: Equity Adv. Agency, N. Y.; J. R. Kupscik Adv., N. Y. *sp ne sa*

UNITED INSURANCE Co., Chicago (surety sales). Agency: J. L. Stewart Agency, Chicago. *sp*

UNITED STATES ENTERPRISES, Los Angeles (first aid kits). Agency: Charles H. Mayne, Los Angeles. *t*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED VITAMIN Co., Chicago (anti-gray hair vitamins). Agency: First United Broadcasters, Chicago.

UNIVERSAL MATCH DIVISION, of the Pan American Match Corp., St. Louis (Red Cross cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

UNIVERSAL PICTURES Co., New York. Agency: J. Walter Thompson Co., N. Y. *sa*

UTAH OIL REFINING Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agencies: Klinger Adv. Agency; First United Broadcasters, Inc., Chicago. *sp t sa*

V

VACU-MATIC CARBURETOR Co., Los Angeles (auto gasoline economizer). Agency: Charles N. Stahl. *t sp*

VADSCO SALES Corp., Long Island City, N. Y. (Mavis, Djer-kias, Delettretz toilet-ries). Agency: Woltman, Barton & Gold, N. Y.

VAL VITA FOOD PRODUCTS Inc., Fullerton, Cal. (food packers). *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

VANGUARD SALES Co., New York (hand protector). Agency: Abbott Kimball Inc., N. Y. *sa*

VAN'S SHOE DRESSINGS, Los Angeles. Agency: Elwood J. Robinson, Adv., Los Angeles. *ta*

VELIE-RYAN Soft Drink Distributors, Rochester, Minn. *ta sa*

JAMES VERNOR Co., Detroit, Mich. (ginger ale). Agency: Richardson-MacDonald Adv. Service, Ltd., Toronto.

VICK CHEMICAL Co., N. Y. C. (Vick's Vapo-rone, Vapo-rub, Vatronal). Agencies: Morse International, N. Y.; Grant Adv., Chicago. *n sa sp n t ta*

F. G. VOGT & Sons, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOICE OF PROPHECY Inc. (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

W

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp sa*

WALKER'S AUSTEX CHILI Co., Austin, Tex. Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WALTHAM PEN Co., Chicago. Agency: United Adv. Cos., Chicago. *sa*

HENRY K. WAMPOLE & Co., Perth, Ont. (proprietary). Agency: J. J. Gibbons, Montreal. *ta n sa*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa sp*

A. WANDER Ltd., Peterborough, Ont. (Ovaltine). Agency: A. McKim Ltd., Toronto. *sa*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman K. Ellis & Co.; J. Walter Thompson Co., N. Y.; W. E. Long Co., Chicago. *n sp ta sa*

WARNER Bros. Pictures, New York. Agency: Blaine-Thompson Co., N. Y. *t*

WARTIME PRICES & TRADES Board, Ottawa, Can. (price ceiling). Agencies: McLaren Adv. Co. Ltd., Toronto; Canadian Adv. Agency, Montreal. *ta n sp*

WASHINGTON APRICOT GROWERS Assn., Seattle. Agency: Izzard Co. *sa*

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle. Agency: Pacific National Adv. Agency, Seattle. *sa n*

WASHINGTON STATE APPLE Commission, Wenatchee, Wash. Agency: J. Walter Thompson Co., San Francisco. *sa sp*

WASHINGTON STATE RETAIL GROCERS AND MEAT DEALERS Assn. *sp*

WASHINGTON WATER POWER Co., Spokane. Agency: Syverson-Kelley Adv., Spokane. *sp*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark. *sp ne*

WCOU

Lewiston-Auburn

Leading Salesman in Maine's No. 1 Industrial Market

Do you realize 44% of Maine industry is concentrated in the Lewiston-Auburn trade area? Lewiston-Auburn is first in per capita food sales for Maine, first in industrial payrolls, first in product values, first in wage earners. Here's a comparison of Maine's first two markets:

Market	Payrolls	Wage Earners	Product Values
Lewiston-Auburn	\$9,721,605	11,979	\$36,997,000.
Market B	3,468,141	3,548	21,715,000.

Hooper Station Listening Index Proves WCOU the Dominant Station in Maine's First Industrial Market.

INDEX	WCOU	STATION A	STATION B	OTHERS
8 a.m.-12 N				
Mon., Thurs., Fri.	56.0	32.4	5.6	6.0
12 N-6 p.m.				
Mon. thru Fri.	52.9	35.8	5.2	6.1
6 p.m.-10:30 p.m.				
Sun. thru Sat.	48.2	32.5	14.5	4.8

MBS

Yankee Network

Represented nationally by Forjoe & Co.

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample-Hummert, Chicago. *n sp t*

WAYNE KNITTING MILLS, Fort Wayne, Ind. (hosiery). Agency: Aubrey, Moore & Wallace, Chicago. *sa*

WEATHER MAN, Chicago (weather indicators). Agency: Robert Kahn & Associates, Chicago. *sp*

GEORGE WEIDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *t sa*

WEINSTEIN Co., San Francisco (department store chain). Agency: Botsford, Constantine & Gardner, San Francisco. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta sp*

WELCH GRAPE JUICE Co., Toronto (beverage). Agency: Cockfield, Brown & Co. Ltd., Toronto. *sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner, San Francisco. *n sa*

WENATCHEE REX SPRAY Co., Wenatchee, Wash. (Flytox). Agency: Western Agency Inc., Seattle. *ta*

M. WERK Co., St. Bernard, O. (soap). Agency: Frederic W. Ziv Adv. Agency, Cincinnati. *sa sp*

WESCO CHEMICALS Ltd., Montreal (paints). Agency: J. J. Gibbons Ltd., Montreal.

WESLEY RADIO LEAGUE, Detroit (religious). Agency: Aircasters, Detroit. *sp n*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Davis & Staff, San Francisco. *sa sp t*

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. *sa*

WESTERN CONFERENCE OF TEAMSTERS, Los Angeles (labor union). Agency: Clarence B. Juneau Agencies, Los Angeles. *sp n*

WESTERN ELECTRIC Co., New York (Audiphone). Agency: Newell-Emmett Co., New York. *ne*

WESTERN FEDERAL SAVINGS & LOAN Assoc., Los Angeles (investments). Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa t*

WESTINGHOUSE E & M Co., E. Pittsburgh, Philadelphia, Pa. Agencies: Fuller & Smith & Ross, N. Y.; Young & Rubicam, N. Y. *n rn sp*

GEORGE WESTON Ltd. of Canada (biscuits). Agency: Kaspar-Gordon, Boston. *t*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t sp*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n sp*

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n rn t ta*

WHITE MOTOR Co., Cleveland. Agency: D'Arcy Adv. Co., Cleveland. *n sp*

WHITEHALL PHARMACAL Co., New York (Aspertane, etc.). Agency: Blackett-Sample-Hummert, N. Y. *ne n*

WIDMERS WINE CELLARS, Naples, N. Y. Agency: Baldwin & Strachan, Buffalo. *ta*

WIEBOLT STORES, Chicago (dept. store chain). Agency: Needham, Louis & Brorby, Chicago. *sp*

WILBERT PRODUCTS, New York (wax). Agencies: W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. *t sp ta sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

WILLIAMS Co., Kokomo, Ind. (Bouffant washing agent, O-Gee cleanser). Agency: MacDonald-Cook Co., South Bend.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n*

J. B. WILLIAMS Co. Canada, Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t n sp*

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. *sp sa*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa n sp*

WILSON LINE, Philadelphia (steam-hip line). Agency: John Faulkner Arndt & Co., Philadelphia. *sp sa*

WILSON & Co., Chicago (lard, Mor. dog food). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WILSON & Co., Los Angeles (oleomargarine). Agency: Brisacher, Davis & Staff, San Francisco.

WINNIPEG MERCHANTS, Winnipeg, Man. Agency: Stovin & Wright Ltd., Winnipeg. *sp*

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *n t sa sp ta*

WOLFE'S NURSERY, Stephenville, Tex. Agency: Pindrom & Collins, Dallas. *ta*

WOMEN'S TECHNICAL INSTITUTE, Glendale, Cal. (aircraft, radio assembly trade school). Agency: Ideas Associated, Glendale. *t*

WONDER BAKERIES, Toronto. Agency: J. J. Gibbons Ltd., Toronto. *sa*

WOODMEN ACCIDENT Co., Lincoln, Neb. (health, accident insurance). Agency: Frank R. Steel & Assoc., Chicago. *ne*

HUGH M. WOODS MERCANTILE Co., Denver (lumber). Direct.

WOOLRICH WOOLEN MILLS, Woolrich, Pa. Agency: Edward Cave Co., N. Y. *sa*

F. W. WOOLWORTH & Co., New York (chain store). Agency: Lynn Baker Co., N. Y. *sp sa ta*

WORLD GLOBE ENTERPRISES, Chicago. Agency: United Adv., Chicago. *ne*

WORUMBO MFG. Co., Lisbon Falls, Me. (institutional). Direct. *n sp*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Arthur Meyethoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vandenberg & Rubins, Chicago; J. Walter Thompson Co., Chicago. *sp n sa*

WM. WRIGLEY Co. of Canada, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. *n sp*

WYETH CHEMICAL Co., New York, Jersey City (Hill's cold tablets). Agency: Blackett-Sample-Hummert, New York. *sp n*

WYLER & Co., Chicago (dehydrated soups, vegetable flakes, bouillon cubes). Agency: Goodkind, Juice & Morgan, Chicago. *sa ne*

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

YECKES-EICHENBAUM Inc., New York. Agency: Samuel C. Croot, N. Y.

YELLOW CAB Co., Philadelphia (taxicabs). Agency: Aaron & Brown Adv. Agency, Philadelphia. *sp*

YORKTOWN SHIRT SHOPS, Los Angeles (chain haberdashers). Agency: Charles N. Stahl, Hollywood. *ne*

YOUNG PEOPLE'S CHURCH OF THE AIR, Stroudsburg, Pa. Agencies: Ivey & Ellington, Philadelphia; R. H. Alber Co., Los Angeles. *n sp*

Z

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *n ne*



WAAT
NEW JERSEY'S First STATION
970 ON THE DIAL
ON THE AIR 24 HOURS A DAY —

NEWARK EVENING NEWS — NEW JERSEY'S LEADING NEWSPAPER
PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR—THE BEST BUY*
IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone Mitchell 2-6400
Executive and Sales Office: 15 Hill St., Newark, N. J.

* Pulse of New York Surveys

Success Stories: The Effective Use of Radio

Summary-Index of Articles on Radio Selling and Merchandising
Published in BROADCASTING, 1938-42 Inclusive, with Dates of Publication

Automotive

SELLING RADIO TO USED CAR DEALERS. By Lew Trenner, WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of \$500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. By Frank Bull, Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used car, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. By Paul Brines. Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. By Fred Baker, Baker, Cameron, Soby & Penfield. Hartford. April 1, 1940, p. 32. Jack, the Tire Expert. General Tire distributor of Hartford, claims to have the granddad of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. By Ivar F. Wallin, Jr., president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 21½ hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number. Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

26 HOURS PER WEEK. Feb. 17, 1941, p. 45. Chicago Auto distributor signs big contract with WIND, Gary, Ind., after selling its entire stock of 250 cars in a trial period of five weeks.

LALLY'S SUCCESS. August 11, 1941, p. 37. Play-by-play baseball broadcasts on KSO, Des Moines, brought in the customers to Lally's Service Inc., Des Moines auto repair and service concern.

A BOOM IN AUTO REPAIRING. Sept. 1, 1941, p. 22. Birmingham Chevrolet Co., Birmingham, Mich., reports that after its first two months on WCAR, Pontiac, Mich., repair sales rose 57%. Then sponsoring a program of awarding prizes via telephone, sales continued to leap.

Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 30. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards,

newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. By Edward C. Stodel, president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. By Paul Brines. Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend \$1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. By J. B. Kiefer, vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 54. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venturer into the radio field and, after two years, sings radio's praises. There is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. By Hassel W. Smith, manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

SELLERS OF SALES. Jan. 20, 1941, p. 10. Adam Hats has been using radio since 1928. Business was good. But ever since they started broadcasting prize fights on a nation-wide NBC hook-up, Adam Hats has become a by-word with sports fans the country over. Proof? In 1931 12 stores handed their line; in 1941 there were over 2,000.

FURNITURE THAT MUSIC SELLS. Feb. 17, 1941, p. 38. Concert program, now in its ninth year on KALE, Portland, Ore., has made Powers Furniture Co. one of the most successful dealers in that city. Featuring different items each day, tying in with double-page newspaper spreads, is the success formula.

90% GOES TO RADIO. April 21, 1941, p. 41. Bell Clothing Co. of Tulsa, Okla., has realized a 60% return from out of town business since it went on the air seven years ago on KVOO, Tulsa, 90% of its advertising budget has since been devoted to radio.

THEIR FAITH IN RADIO PAID. By Will Russell. Will Russell & Co., San Francisco. May 12, 1941, p. 58. The Albert S. Samuels Co., Jewelers of Oakland, wanted a program that would sell diamonds. They started a man-on-the-street from local hotel, emphasizing the love angle. For 13 weeks the program on KSFQ, San Francisco accomplished absolutely nothing. Then the formula began to "take" and within another month sales were up 46%.

FURNITURE STORE'S DREAMS COME TRUE. By Masry Nee, advertising director, P. A. Nee Co., Washington, D. C. May 19, 1941, p. 28. Three years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years, had a radio inspiration, which led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, *Dreams Come True*, and when the business volume showed greater and greater increases, they upped their radio budget. It now tops all other media used.

CLIPPER CRAFT BUILDING ON RADIO. Aug. 11, 1941, p. 23. Trimount Clothing Co., Boston, originator of the Clipper Craft Plan whereby individual stores meet

the competition of the chains, tried radio on six eastern stations in the fall of 1940. It clicked so well that the company has successively expanded to a network of 63 NBC-Blue stations and spots on 15 stations.

THRIFTTEE MAKES SOME MONEY. By Bert A. Phillips, United Advertising Agency, Los Angeles. October 13, 1941, p. 52. Thrifttee Outlet Co., Los Angeles clothing store, finds itself hopelessly overstocked. Radio comes to the rescue with shelf-emptying results. Sponsor has been on the air ever since with more than 17 hours per week of western music plus one-minute transcribed announcements on most local outlets.

THE CONSTANT HAMMERING AWAY. May 26, 1941, p. 37. C. C. Funk & Sons Furniture Store, Bristol, Conn., decided to try radio on WDR, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Successes that followed definitely established radio as a permanent part of their advertising budget.

SCHIFF'S SHOES SHIFT TO RADIO. By Robert Wasdon, sales manager, WGKV, Charleston, W. Va. May 18, 1942, p. 45. "Radio can sell," says the manager of Schiff's Super Shoe Market, Charleston, after 30-day trial of 15 spots daily on WGKV, followed by regular use of 5 spots daily.

RADIO INTRODUCES NEW LINE. Aug. 3, 1942, p. 64. The Pep Boys, Los Angeles manufacturers of auto accessories, who use radio extensively in New York, Washington, Philadelphia and the West Coast, extend their merchandising to sale of work clothes, after four years of successful radio advertising.

NEWS MAKES SALES HEADLINES. By Milton Lewis, president, Wm. A. Lewis Clothing Co., Chicago. Aug. 31, 1942, p. 27. Skeptical of its ability to pay for a five weekly quarter-hour newscast, Chicago clothier has boosted business volume so that it is largest in firm's history.

COLUMBIA OUTFITTING CO. LIKES RADIO. By Bernard Sieroty, president and general manager, Columbia Outfitting Co., San Francisco. Sept. 14, 1942, p. 52. Not experimentation, but consistent pounding away for years with a definite radio advertising policy, brought 2,000% cash return on original investment time and time again. The company keeps radio in its advertising budget as a *must*.

Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer; Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. By H. Kenneth Taylor, vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. By William R. Duchane, advertising manager, W. D. Hardy Co., Muekegon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of

program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 196. Hazleton, Pa., store completes sixth year of sponsorship of Juvenile Program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFLB, shows increase of 50% in Oriental rug sales over a period of one year.

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinnocchio*.

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDA, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. By Joseph Creamer and John P. Nell. Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 15, 1940, p. 104. Program sponsored by Sears-Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR'. Nov. 15, 1940, p. 46. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

DEPARTMENT STORE PROMOTES BY AIR. By Leonard A. Murchison, merchandising and sales director, H. P. Wasson & Co., Indianapolis. Feb. 10, 1941, p. 24. Indianapolis department store shows how its alert use of radio, coupled with clever merchandising tie-ins, has increased the volume of business of one of the nation's finest fashion-minded stores.

IT'S A GIFT IN CLEVELAND. Feb. 17, 1941, p. 18. Large clothing firm with a variety program of news and music, features a new type of give-away. Using three roulette wheels to determine winners of cash awards, the program, heard first over WCLE, and later transferred to WHK, commands one of the largest daytime audiences in Cleveland.

RADIO FIGURES IN A STORE'S SUCCESS. By Robert E. Bernard, apparel merchandising mgr., Wise-Smith's Department Store, Hartford. May 12, 1941, p. 60. Of course corsets are not always an up-lifting subject. But this store gave the problem serious thought and came up with *Figures in Music*, on WDR, Hartford, designed for younger patrons of the store. Satisfied customers have given the store tremendous good-will, and of course, success with corsets has done it.

DEPARTMENT STORE PIONEER. By Bernard Winn, radio director, E. W. Edwards & Son, Syracuse, N. Y., June 2, 1941, p. 34. E. W. Edwards & Son of Syracuse, after 10 years of successful use of radio with various programs, sees careful planning the formula to success. It recommends a coordination of radio and other media of publicity for best results.

MRS. BLOOM'S BOOM ZOOMS SEARS' SALES. *By P. J. Aylward,* manager, Sears, Roebuck & Co., Columbia, S. C. *Jtly 14, 1941, p. 26.* When Mrs. Bloom took over for Sears, Roebuck & Co. on WIS, and began describing individual rooms in the home and advising homemakers on decorations, sales boomed. The individual sales that built into large unit sales were amazingly handled by Mrs. Bloom.

A DEPARTMENT STORE BUILT BY RADIO. *By K. K. Hackathorn,* sales manager, WHK-WCLE, Cleveland. *Sept. 22, 1941, p. 21.* Burt's Inc., Cleveland department store, was a modest little jewelry store a decade ago. Then General Manager L. O. Klivans began using radio on an increasing scale. Gradually radio built the store to its present proportions as one of the city's most thriving businesses.

FILENE SYSTEM SAID TO EDUCATE PUBLIC. *Jan. 5, 1942, p. 24.* George H. Jaspert, commercial manager of WTAG, Worcester, outlines progress in the new technique used by Filene Department Store, Worcester, and describes the possibilities of radio for other retail establishments.

RADIO AIDS DEPARTMENT STORE. *By Harry H. Hoessly,* sales and promotion manager, WHKC, Columbus, O. *Jan. 12, 1942, p. 35.* Columbus retailer successfully publicized its Christmas Toyland department by series of programs on WHKC.

RADIO VITAL TO STORES, SAYS SHUMAKER. *Jan. 19, 1942, p. 14.* Brooks Shumaker, general manager of the Worcester store of William Filene's Sons Co., reports results of extensive radio sales promotion campaign to sales promotion division of National Retail Dry Goods Assn. at annual convention, Jan. 12-16, 1942.

A DEPARTMENT STORE'S BRIEF DRAMAS. *By George Glevis,* publicity director, The New Boston Store, Utica, N. Y. *Feb. 2, 1942, p. 54.* Cooperation of this store with WIBX, in an effective series of five-minute dramas, rather than the old advertising technique of bombastic spot announcements, brought surprising results.

DEPARTMENT STORE ANSWERS WOMEN'S QUESTIONS BY RADIO. *By J. A. Hirschmann,* sales promotion manager, Bloomingdale's, New York. *May 18, 1942, p. 67.* A metropolitan department store finds radio a timely medium in wartime.

BOLSTERING SALES BOOSTING MORALE. *By Lloyd H. Rosenblum,* advertising manager, Rosenblum's Inc., Cleveland. *May 18, 1942, p. 71.* Collaboration of Rosenblum's Department Store, advertising agency and WHK-WCLE, Cleveland, resulted in creation of a broadcast of what goes on behind the war scene in plants, stores, schools, theaters and recreation centers. The series went over big, won customers.

GERBER GOES FOR NEWS IN A BIG WAY. *June 8, 1942, p. 20.* "We believe that 'tops' in merchandising which is retailing news coupled with 'tops' in news is the best association over the radio that can be obtained for radio distribution," says Benjamin R. Michael, president, John Gerber Co., Memphis, who went all out for radio, to publicize the department store.

DEPARTMENT STORE'S ONE-YEAR TEST. *Aug. 10, 1942, p. 49.* J. N. Adam & Co., Buffalo, get long range results as well as immediate returns from planned program aimed at recognition and goodwill.

STORE MEETS HALF OF CLIENTELE DAILY. *By E. M. Stuart,* sales and publicity director, Broadway Department Store, Los Angeles. *Sept. 28, 1942, p. 20.* Continuing audience surveys lead this store to claim for its news program on KHJ, Los Angeles, that more So. California residents listen from 10:15 a.m. one day to 5:45 p.m. the following day, than to any other program, local or network. Radio advertising enables the store to talk with more than half its customers daily.

DEPARTMENT STORE SERIES STARTED ON COOPERATIVE BASIS. *Oct. 26, 1942, p. 54.* A 'radio first' on two counts: Sales-resistant retailers decided to use radio advertising, and the seven competitive department stores sponsor the same program on KQW, San Francisco-San Jose.

SALES SECRETS OF A DEPARTMENT STORE. *By Walter T. Grosscup,* executive vice-president, Lit Brothers, Dept. Store, Philadelphia. *Dec. 7, 1942, p. 11.* Successful in its use of radio where others have failed, Lit Brothers' radio experience is condensed into a few simple principles and tips for effective selling.

(Continued on page 250)

To reach Southern California

★ *Most rapidly growing market in the West!*

use KMPC, Los Angeles

★ *Most powerful independent in the West!*

War industries, plus natural attractions, have brought a tremendous population increase to Southern California (population of Los Angeles county alone is now more than 3,000,000 as against 2,785,643 in 1940). KMPC, beaming more than 38,000 watts by directional transmitting over all of Southern California, gives you unsurpassed coverage of this rich market at minimum cost. KMPC is third in power of all Los Angeles stations, but is only fifth in cost!

★ **KMPC** 710 KC ★ Clear Channel

G. A. RICHARDS, *President*
ROBERT O. REYNOLDS,
Vice-Pres. and General Manager

Under same management as
WJR, "The Goodwill Station",
Detroit and WGAR, "Cleveland's
Friendly Station", Cleveland.

PAUL H. RAYMER CO.,
National Representatives

Now!
10,000 Watts
(DIRECTIONAL)
**Most Powerful Independent
in the West**



Success Stories: The Effective Use of Radio

(Continued from page 249)

Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. By Jack Part, advertising manager, Mason Remedies Ltd. Jan. 15, 1938, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. By Joseph M. Allen, advertising manager, Bristol-Myers. Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

THEY LISTEN IN THE MORNING. By George Schneider, radio director, Gerst Adv. Agency, Cleveland. Sept. 1, 1938, p. 64. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. By Walter J. Nell, president, Neff-Rogow Inc., Advertising, New York. Aug. 15, 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. By A. L. Merrill, radio advertising manager, Peoples Drug Stores Inc., Washington, D. C. Aug. 15, 1939, p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nation-wide

broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store broadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. By Walter A. Wade, Wade Adv. Agency, Chicago. Sept. 1, 1939, p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.

AWAKENING BOSTON'S DRUGGISTS. By J. Bain Thompson, Division of Drug Merchandising, WEEI, Boston. Oct. 15, 1939, p. 30. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. By Paul Brines, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's *Jerseys* program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. By Ivan Frankel, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 5-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. By Grace Glasser, president, Glasser-Galley & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

CASH FROM CAMERAS. Feb. 17, 1941, p. 8. Muncie, Ind., drug dealer, using a weekly program built around material furnished by manufacturers and local events interesting to camera fans on WLBC, finds sales in photographic supplies up over \$10,000 in 1940.

NEWS BOOSTS SALES. March 24, 1941, p. 43. Detroit's Cunningham Drug Stores was so satisfied with its radio *News Ace* feature, that it renewed the program over five stations in the Detroit area calling for 123 newscasts weekly.

THEY BUY CHA-GOBE IN HARTFORD. By E. S. Churchill, sales mgr., Cha-Gobe Co., Hartford. September 29, 1941, p. 73. Test of street program on WHT, that city, convinced nasal filters manufacturer that radio was the best medium for instantaneous results.

DRUG PLAN SUCCESSFUL. March 2, 1942, p. 20. Working closely with the Alabama Pharmaceutical Assn. WSGN, Birmingham, reports extraordinary results for its "drug plan" consisting of four quarter-hour weekly broadcasts and a bulletin published for members of the drug association.

DRUG TRADE COOPERATES WITH MILES. By Oliver R. Capelle, sales promotion manager, Miles Labs. Inc., Elkhart, Ind. March 2, 1942, p. 20. The manufacturers of Alka-Seltzer and One-A-Day vitamin tablets achieve success in radio advertising by appeal to the entire population, by developing remote regions, by presenting programs the majority like, and by honest claims for their products.

MILES DISC SERIES BRINGS SALES GAIN. March 16, 1942, p. 14. Miles Labs., Elkhart, Ind., sponsors of *Lum 'n' Abner*, renewing the series, reports sales of Alka-Seltzer in Keystone counties, where the programs are aired, to be up 28% over counties beyond range of stations used.

HOOK DRUG STORE CHAIN, AFTER YEAR ON AIR, ENLARGES ITS SCHEDULE. March 30, 1942, p. 43. Successful series of Indiana's largest chain of drug stores, the Hook Drug Co., has resulted in renewal and increased purchase of time.

A SHAMPOO SPONSOR'S DAYTIME SUCCESS. By Myrtle Marrow, president and general manager, Marrow's Inc., Chicago. April 27, 1942, p. 26. Sixteen years of surging sales of Mar-O-Oil demonstrate why this company allots more than 95% of its advertising appropriation to daytime radio.

RADIO SELLS SOME MEDICINE. Aug. 31, 1942, p. 28. Letter of sponsor, Frank Heathcox, Mountain Herb Products Inc., Hickory, N. C., tells of unusual growth of small business and radio advertising with growth of radio station.

Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. By R. M. Meisel, advertising manager, Industrial Morris Plan Bank, Detroit. Feb. 15, 1938, p. 80. A \$10 bill in one bank has as much value as \$10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1938, p. 63. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1938, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 26. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. By C. W. Grove, president, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. By R. M. Meisel, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S PROGRAMS. By Charles C. Alsup, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. Builders of Clovis program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. By Jack E. Berry, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won a national prize as one of the best sponsored by a bank in the U. S. in 1938.

TWO SUCCESSFUL FINANCE SHOWS. By Luther Weaver, Luther Weaver & Associates, Minneapolis-St. Paul. Nov. 15, 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free a miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." By Ralph W. Pitman, president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 61.7%.



NEW HAVEN THE *Talented* TEST CITY

New Haven presents the national advertiser a balance of peace and wartime industries now operating at a maximum as reflected by record-breaking annual retail sales of \$150,000,000 and payrolls exceeding \$30,000,000.

Now and after the war, WELI offers the national buyer a proven advertising medium, highly esteemed in its primary area of 247,000 radio homes by virtue of its Blue Network, local programming, showmanship and merchandising features.

For maximum coverage at economical rates in an IDEAL TEST MARKET, it is WELI. Ask James T. Milne, manager, for proof.

WELI

Member of
BLUE NETWORK
ATLANTIC COAST NETWORK
CONNECTICUT BROADCASTING
SYSTEM

"New Haven's Own Station"
960 KC • 1000 Watts



DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

HOW A BANK USES BROADCASTS. By Robert J. Izant, vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

LOAN FIRM ON SIX DAYS A WEEK. Jan. 13, 1941, p. 32. Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, on the air every day but Saturday with two programs over WTCN and WLOL, using a minimum of time for commercials, traces 243 new accounts directly to radio during the past 12 months.

INSURER'S SUCCESS. March 3, 1941, p. 28. Employers' Casualty Co., of Dallas, Texas, has been on the air for six years. In that time their annual premium income has grown from less than one million to over three million. Figure it out for yourself.

MORRIS PLAN'S SPELLING BEE. July 14, 1941, p. 51. For three successive years Morris Plan in Fort Wayne has been sponsoring a county-wide spelling bee that is rapidly becoming a tradition. The station, WGL, and the sponsor have donated a plaque to rotate to the winning school each year.

AUTO LOAN BUSINESS UP 150%. July 21, 1941, p. 36. As a result of this remarkable success over WCSC, Charleston, S. C., the Citizen & Southern Bank is planning to extend its radio activities to its Columbia and Spartanburg, S. C. branches.

A BANK'S QUIZ SUCCESSFUL. September 1, 1941, p. 49. Firestone Park Trust & Savings Bank of Akron, O., tried a quiz program, titled *Was I Right?* on WAKR in that city, and got good results. Two teams made up of prominent citizens of Akron, participated on each broadcast.

SOME TIPS TO BANK SPONSORS. November 3, 1941, p. 26. Dominant financial program preference is for spot announcement, according to an analysis of radio advertising based on a canvas of 795 stations and experience of 688 bank sponsors.

LOANS STIMULATED BY RADIO. Aug. 31, 1942, p. 49. Installment loan business increased by Security-First National Bank, Los Angeles, through consistent use of spot announcements on 11 California radio stations, despite war curtailments.

FROM OKLAHOMA TO 46 OTHER STATES. By Louis W. Grant, president, Home Federal Savings & Loan Assn. of Tulsa. Sept. 28, 1942, p. 18. Experimenting with radio boosted business from one county to 77 Oklahoma communities outside Tulsa and to 46 other states besides.

Foods and Beverages

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers*, which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. By Harry W. Witt, CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. By R. W. Byrne, account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city and its weekly program, *The Marin-Deli Amateur Hour*, has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. By Emil Brisacher, Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce*, which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. By Grace Glasser, president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has their program, *The Marines Tell It To You*, been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS. TUCKER'S SHORTENING. Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. By Wayne Varnum, Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KPRC sells items successfully by announcing daily specials plus one super "breath-taking special."

RADIO AT THE POINT OF SALE. By Paul C. Brines. March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. By Edith Abbott, Botsford, Constantine & Gardner, San Francisco. June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. By Gordon Dalme, Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohlsen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. By Helen Kennedy, assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heart-strings sells dated coffee in big way.

(Continued on page 252)

RADIO'S BIG NEWS-NAME OF THE YEAR!

NOW ON 180 MUTUAL STATIONS
FULTON LEWIS JR.

Available for
Sponsorship in Your City

All over America they're hearing and talking about Fulton Lewis, Jr. . . an outstanding feature that means RESULTS for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WM. B. DOLPH, WOL, WASH., D. C.



ORIGINATING FROM **WOL WASHINGTON, D. C.**
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

in
WASHINGTON

its
WOL

FOR QUICK, LOW COST

RESULTS!

IN THE SPOTLIGHT

24 HOURS

A DAY

WOL Audience Leads Nation in Family Income

Get The Facts from WOL, Washington, D. C.

Affiliated with **MUTUAL BROADCASTING SYSTEM**

SPOT SALES, INC. — Natl. Rep. — New York, Chicago, San Francisco

Success Stories: The Effective Use of Radio

(Continued from page 251)

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. By Fred-eric W. Zit, Frederic W. Ziv, Advertising, Cincinnati. Jan. 15, 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary*, French-Baur Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

LITTLE BUDGET. BIG RESULTS. By Ed. S. Stokes, president, Stokes Canning Co., Denver. Jan. 15, 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16% over any peak in last 29 years.

DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. By Harold S. Kahn. Apr. 15, 1940, p. 87. Quiz for parents on child-raising brings women to plant for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

BREAD AND THE REDUCING DIET. By William H. Horsley, president, Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

SUCCESS FORMULA. Aug. 1, 1940, p. 151. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUN-KIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and sets enthusiastic reception.

GROCER. DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. By Charles Quimby, advertising manager, Quimby Baking Co., Uhrichsville. O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

HAPPY BAKERS. March 3, 1941, p. 44. Bakers of Mankato, Minn., were in a dilemma. Bread sales kept falling. What to do about it? They appealed to KYSM who arranged an audience-participating quiz program. Bread wrappers started to pour in. Sales boomed and the bakers are again happy.

WHEN RADIO SUPPORTS THE STAFF OF LIFE. By Milton Peterson, general manager, Peter Pan Bakeries. March 3, 1941, p. 11. Here's one company which is firmly convinced that a well-established

program can challenge any other medium in the field of quick response to direct-action-new-product selling. They have been using a plain folksy story called *Toby and Susie* which has a large established audience—and those listeners buy bread!

S. & F TALKS OVER ITS SOARING TURNOVER. By Tom Paul, advertising manager, Smart & Final Co., Los Angeles. March 17, 1941, p. 11. The smart thing to do, S & F, West Coast wholesale house decided, was to let radio sell its groceries. They bought a piece of reasonable radio time on KFAB, Los Angeles, and sat back to see what would happen. It happened, and S & F came back for more with *Johnny Murray Talks It Over* on KFI. Well, 27,000 sets of silver and three carloads of glassware as premiums tell the story pretty well.

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time, finds an increase of 32% in its business within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940, p. 85. Safety program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

THE SALES OF BREAD AND CAKE RISING. April 14, 1941, p. 44. When Continental Baking Co. started to take its *Your Marriage Club*, on the road it played to an average of 5000 people a show. To get into the show, each person had to go to its Wonder Bread dealer to get a ticket. That killed two birds with one stone. It brought good will and sold the bread. Perfect combination.

STORY OF PRESSURE. May 5, 1941, p. 46. A Des Moines company had a new product to market and realized it would be tough to put over. They turned to KRNT, that city, and within a month sales quadrupled.

IT SELLS AND IT CREATES GOODWILL. By Robert J. Davis, vice president, Brisacher, Davis & Staff, Los Angeles-San Francisco. June 2, 1941, p. 18. It was an old problem with the farmer. Middleman expenses. A cooperative group on the West Coast decided to use radio to try to beat it. They put on *The American Challenge*. Today it carries the load of acquainting housewives on the Coast with their fresh products. Increased business reflects the results.

SPOTS MOVED THE APPLES. June 30, 1941, p. 24. An intensive three-day schedule of spot announcements on 25 stations resulted in the disposal of a Washington State bumper crop of what might have been a total loss due to the closing of export markets in warring countries.

MORE THAN A KRAFTY FOOT IN THE DOOR. By John H. Platt, advertising director, Kraft Cheese Co., Chicago. July 14, 1941, p. 11. Eight years of continuous sponsorship by Kraft has made sales history for the company. From the first two-hour network show on NBC in 1933 to the present *Kraft Music Hall*, Kraft has shot its sales messages to the public in a concentrated and successful form.

BEHIND THE STROH CURTAIN. By Arden Yinkey, Zimmer-Keller, Detroit. July 21, 1941, p. 34. Quality musical program featuring 36-piece all-string orchestra, did a fine merchandising job for Stroh Brewery Co. of Detroit. The half-hour evening show was presented before capacity audiences in and around the city. Station used was WJR.

1000 WATTS
FULL TIME

• KLX MEMO •

910 KILOCYCLES



19th, 20th, 21st Floors
Tribune Tower
Oakland, California

San Francisco Office
307 Monadnock Bldg.

KLX centers the dial at 910

KLX THE TRIBUNE STATION in Metropolitan Oakland

85% increase in KLX business within 3 months. Agencies are following the trend by switching from the more costly stations to KLX with its lower cost per listener.

90% more special events than any other Oakland station. Recently KLX broadcast 20 remote programs in one day. A common KLX occurrence is an exclusive broadcast of a Ship Launching, an Army-Navy "E" Award Ceremony, a Hospitality House Show, a State Guard Celebration, or interviews with heroes returning from the war zones.

450 listeners responded to a single request made on a KLX Sports Program which offered a dog for adoption.

1ST in a comprehensive 60-city analysis, Oakland was rated as the top-ranking test market on the Pacific Coast (3rd in the United States) KLX serves Metropolitan Oakland which has a 25% increase in population since 1941.

61.53% of the audience among stations located in Metropolitan Oakland and, in the entire San Francisco Bay Area, KLX rates first among independents, according to recent surveys.

1,295 books sold for one account during December.

In Metropolitan Oakland, KLX has exclusive on Associated Press News and World Broadcasting System.

General Manager... ADRIEL FRIED

National Representative... JOSEPH HERSHEY MCGILLVRA

A BUCK FOR A BOX—THE MILLER METHOD. By J. J. Werner, sales and advertising director, Miller Cereal Mills Co., Omaha. July 28, 1941, p. 22. Starting from scratch, Miller successfully introduced a muffin mix by radio and then followed up with a hit program that paid a buck for each of the sponsor's box tops found in the home of housewives called during the show.

SELLERS OF SALES. September 29, 1941, p. 38. *Adelaide Hawley*, editor of WABC's *Woman's Page of the Air*, makes good use of her knowledge of the housewife's problems in her broadcasts for the New York State Bureau of Milk Publicity and the Krug Baking Co. Both sponsors have had remarkable response in the New York area.

TILLAMOOK GETS \$10.90 FOR EVERY \$1. By *David M. Botsford*, president, Botsford, Constantine & Gardner, Portland, Ore. October 13, 1941, p. 18. Tillamook County Creamery Assn. of Portland, Ore., has found its weekly 15-minute Coast regional network program an effective and profitable low-cost advertising medium.

SELLERS OF SALES. R. C. Williams Co., New York, distributors of Royal Scarlet brands (food products), were determined to put Royal Scarlet brand name back in the public mind. Radio was tried so successfully that within four months the Williams Co. had expanded its radio time threefold. October 13, 1941, p. 53.

A LIVESTOCK MARKET PROSPERS. October 20, 1941, p. 33. North Portland Livestock Market News and Educational Foundation, Portland, Ore., started a daily noon quarter-hour livestock market commentary on KEX, that city, resulting in increased business for the market. Estimated daily listening audience is 250,000.

SUCCESS FOR SUPER MARKET. October 27, 1941, p. 40. *Charles Crouch*, vice-president of Super Market Institute and manager of 22 Lucky Stores in Northern California, tells of the Lucky Stores' radio success on KGO, Oakland. Super Markets Institute Convention in Philadelphia was so impressed that many Super Market operators planned similar promotional tieups.

NATION HAS ANOTHER CUP OF COFFEE. By *Michael A. Raymond*, account executive, Buchanan & Co., New York. March 9, 1942, p. 14. Extensive merchandising program conducted by stations in different sections of the country in co-operation with the Pan-American Coffee Bureau of New York has resulted in a "coffee-conscious" nation. Screen announcements, direct mail, special events, broadcasts, spot announcements and other media were used.

RADIO PEDDLES THE GROCERIES. By *A. L. Moragne*, merchandising service manager, Robert Orr & Co., Nashville. May 11, 1942, p. 106. Hermitage food products' sales boom with radio publicity.

FARM CO-OP UPSETS AN OLD THEORY. By *Fred W. Meyer*, president and manager, Michigan Milk Producers Assn. June 8, 1942, p. 22. Michigan milk consumption took a "noticeable upturn" after dairy farmers of the local area used WWJ, Detroit, to tell the story of the dairy farmer and the Michigan Milk Producers Assn. through *Cream of the News* programs.

WOMAN COLUMNIST USES SUCCESSFULLY BY NEW YORK FIRM. By *Walter B. Bruce*, advertising manager, H. C. Bohack Co., New York. June 8, 1942, p. 46. Sales of Tencray beef advertised on Mary Margaret McBride's broadcast were up 29% over previous year, says this executive of a New York firm.

BRASS RAIL FOR GOOD OLD DAYS. June 29, 1942, p. 41. The Brass Rail restaurant, located in the most competitive restaurant spot in the world, Times Square, New York, experimented with a series of "memories" programs, *Moment of Memory*, which proved their worth within a few weeks.

TENDERONI SOLVES PRIORITY PROBLEMS. Sept. 7, 1942, p. 12. Heavy advertising and courageous pioneering with a new product when Government priorities removed from the market Van Camp's biggest seller, pork and beans, resulted in a sales record for Tenderoni equal or better than the old pork and beans record.

PET'S FIRST CHOICE. Oct. 19, 1942, p. 53. For the tenth year, Pet Milk Co., St. Louis, renews its CBS contract for *Mary Lee Taylor* and for the seventh its contract for *Saturday Night Serenade*. Firm has increased business 165% since it first started radio advertising.

LITTLE JOYCE'S BIG BOOST. Nov. 9, 1942, p. 32. Popular sales assistant on KROC, Rochester, Minn., is Little Joyce, "Sonovox" personality who increased sales of Nesbit Orange drink 31% during a one-month spot campaign.

SPECIAL TECHNIQUE NEEDED IN APPEALS TO LATIN AMERICA. Nov. 9, 1942, p. 41. "Radio used with intelligence is our most important method of communicating goodwill. Used carelessly, it can turn upon its handler", says the United Fruit Co., probably the oldest and largest American firm doing business South of the Rio Grande. Firm tells how radio advertising of North American products can be effective in Latin America.

Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1938, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1923.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. By *Jimmie Barry*, advertising manager, KFPW, Fort Smith, Ark. Aug. 1, 1938, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR radio property valued at \$15,000 for a total advertising outlay of \$161.25, in two weeks time.

YOUNG AMERICA SELLS THE NORGE LINE. By *George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 15, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires goodwill.

THE FHA SENDS AN INVITATION TO SPONSORS. By *George T. Van der Hoej*, Chief, Radio & Motion Picture Section, Federal Housing Authority. Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

RADIO-BUILT HOUSE IN CAROLINA. Jan. 20, 1941, p. 12. To educate its audience in the problems of home-making from the ground-breaking to the house-warming, WSCS, Charleston, S. C., sponsors the building of a model home, broadcasting for 15 minutes each day on-the-spot with an informal serial.

BROADCASTS CAN SELL PIANOS. March 31, 1941, p. 34. Various programs the country over have shown that radio can move pianos, says report of National Manufacturers Assn.

THEY ALL KNOW THE WILF BROTHERS. By *Philip Klein*, president, Philip Klein Adv. Agency, Philadelphia. Feb. 24, 1941, p. 16. Philadelphia firm selling floor coverings and venetian blinds, trying radio over WFIL, just a year ago, finds a real boom in sales after over 25 years in business. Owner of store broadcasts commercials in person, establishing a closer relationship between store and buyers; sales increases show the public likes the friendly contact.

tionship between store and buyers; sales increases show the public likes the friendly contact.

SELLERS OF SALES. March 10, 1941, p. 24. Since 1928 the Benjamin Moore & Co. (paints) has been on the air with *Betty Moore*, a program setting forth the problems of interior decoration. Betty Moore also conducts a club, the members of which get a free decorating booklet each fall and spring. Since taking the air mail responses have doubled each succeeding year except 1938. In 1928 there was one factory now there are seven.

REALTORS GETTING RESULTS FROM RADIO. By *Samuel J. Henry*, radio director, Vincent Tutching & Assoc. April 7, 1941, p. 18. Homes are a pretty big item to try to move via radio. WJSV, Washington, went out whole hog. They had homes for sale from four to 40 thousand dollars. First week *Homes on Parade* had 3 sponsors, by the 7th week the program was sold out with 15 participating sponsors. One reports nearly \$250,000 increase in sales over last year. Proof enough that radio can move large items.

RADIO SAMPLES MERCHANDISE. By *Russell E. Wells*, vice-president, Charles E. Wells Music Co., Denver. May 5, 1941, p. 43. Good-will sells merchandise as well as high pressure salesmanship. So Wells Music Co., Denver, conducts free music classes, a Junior police band and a marimba orchestra, in connection with its *Wells of Music*, on KOA, Denver. Does it work? Well, the company just renewed its 52-week contract.

FIVE SPONSORS WITH ONE IDEA. June 2, 1941, p. 23. Five companies cooperate to give the public information on building to sell homes they have had a hand in building. Although the program is young, many houses have been sold and many rival companies are trying to get time on the program—a good indication that it's going over.

11 HOMES WERE SOLD. June 2, 1941, p. 24. How to sell homes? Here's one formula that worked. An announcement on a popular participating program of the coming of a broadcast remotod from a new home; a one time broadcast of that remote. Result: 11 homes sold.

(Continued on page 254)

Success Stories: The Effective Use of Radio

(Continued from page 253)

A LOCAL'S \$50,000 HOUSE. July 14, 1941, p. 24. WJLS, Beckley, W. Va., invited building manufacturers of all types to join in building a cooperative model house on a half-cash, half-time basis. A daily broadcast from the construction site plugging the homes resulted in more business for the Participating firms.

HOW RADIO SELLS FURNITURE. July 21, 1941, p. 33. A survey conducted among 2,000 furniture retailers, shows that three-fourths of furniture retailers using radio get satisfactory results.

MRS. BLOOM'S FURNITURE SUCCESS. October 20, 1941, p. 28. Morrison-Neese furniture store, Greensboro, N. C., was having trouble selling its budget line until *Winifred Bradford Bloom* arrived fresh from a successful season at WIS, Columbia, S. C. Mrs. Bloom's informal, artistic morning broadcasts on WBIG, Greensboro, brought the customers in droves and another Bloom boom was created.

A FURNITURE STORE'S EXTRA PUNCH. By *Sol Laderberg*, advertising manager, A. J. Legum Furniture Co., Norfolk, Sept. 14, 1942, p. 49. Radio offer of proprietor to buy War Bonds with money coming in from special sales events brought tremendous returns. Firm is "sold" on radio.

SACHS 20 YEARS OF RADIO. Sept. 28, 1942, p. 49. Investing millions in radio has brought big returns to Sachs. The furniture store celebrated 20 years of continuous radio advertising on most of New York's stations at one time or another.

Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. By *J. Frank Beatty*, Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia. Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERS BLUE COAL TO RED INK. By *Bruce Robertson*, Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. By *Wayne Varnum*, KSO-KRNT, Des Moines, Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations

in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. By *Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

ASSOCIATED TO SPEND \$250,000 IN 15TH GRID SEASON ON COAST. Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends \$250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

THEY TRIED RADIO. Jan. 13, 1941, p. 20. Des Moines coal company, abandoning all other advertising media for radio—using KSO and KRNT—finds 1940 sales up 20% over the previous year.

THIRTY SECONDS TO GO IN DENVER. Jan. 20, 1941, p. 43. Quiz contest sponsored by Bay Petroleum Corp., over KOA, Denver, calls contestants who have registered at neighborhood stations, by phone and poses question to be answered within thirty seconds. Prizes are in form of credit memo for certain number of gallons of gas. Average of six new customers per day since contest started.

THE NEWS THAT MOVES RICHFIELD'S OIL. By *Robert M. Hixson*, Hixson-O'Donnell Advertising Inc., Los Angeles, Jan. 27, 1941, p. 20. Richfield Oil Corp. of California claims its 15 minute newscast, *Richfield Reporter*, heard six times weekly over Pacific Coast NBC-Red, to be the longest success in the history of network radio. Anyone who has any counter-claims will have to show evidence to better Richfield's record of over 10½ million give-aways since 1932, for each represents a personal call.

THE 700TH 'STANDARD SYMPHONY HOUR.' March 10, 1941, p. 18. For 13 years, the Standard Oil Co. of Cal., has sponsored a symphony hour during which no commercial announcement has been used. Their measuring stick of success is calculated in the volume of good-will that is constantly paying off in dollars and cents.

AN IDEA THAT SUCCEEDED PDQ. By *Chet Crank*, Dana Jones and Chet Crank Inc., Los Angeles, May 5, 1941, p. 34. When the Petrol Corp., Los Angeles, went looking for a radio program they wanted one that would have to be inexpensive and have general public appeal. They went to KFI, Los Angeles, and came up with *PDQ Quiz Court* which was the answer to their prayer—for it merchandised itself and built both good-will and new customers.

Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Reddy Kilowatt—Your Electrical Servant*, which promptly sold 84,000 copies. Then followed a radio series, *Ruth and Reddy* tying in with the book and showing how the mythical Reddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. By *Karl B. Micky*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 12½ millions of the "Chef's" recipe book had been distributed by local dealers during that period.

HOW RADIO SERVES THE ELECTRIC UTILITIES. By *R. T. Harris*, R. T. Harris Advertising Agency, Salt Lake City, Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot, for all-around effectiveness and is on the air consistently over a nine months' period each year.

SELLERS OF SALES. April 28, 1941, p. 46. When an advertiser buys radio time for a 30-day trial and the program is still going strong after 5½ years—that's success in any man's language, especially to Chicago & North Western Railroad, sponsor. Surveys show it grows more popular with age.

A UTILITY TELLS ITS STORY. By *Harvey A. Brassard*, Syverson-Kelley Inc., Spokane, Wash. June 15, 1942, p. 62. The Washington Water Power Co. reached a wide audience through its radio series, the *Reddy Kilowatt Kitchen Kwiz* on KFPY, Spokane, and got its message to the public in an entertaining manner.

GOOD MUSIC FOR UTILITY PROGRAMS. By *Richard Oddie*, Radio Time-buyer, McCann-Erickson, San Francisco, Aug. 17, 1942, p. 34. Two-hour evening concert on KYA, San Francisco, sponsored by Pacific Gas & Electric Co., San Francisco, with a minimum of commercials, has proved tremendously successful in building good will and increasing direct sales.

Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. By *Walter McCrea*, sales manager, Allied Advertising Agencies Inc., Los Angeles, Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Housewives Protective League* on KNX, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCO USES BROADCASTS. By *W. W. Sebald*, Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over \$300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild Headquarters. Lecture follows dinner after which members give names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. By *Edward P. Franklin*, assistant manager, KJBS, San Francisco, July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. By *J. R. Lunke*, James R. Lunke & Associates, Chicago, July 15, 1938, p. 13. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

the "Boss" has gone to War
but we're carrying on

WLAP Lexington, Ky.
Ted Grizzard, Manager

WCMJ Ashland, Ky. and
Huntington, W. Va.
Warren Davis, Manager
L. D. Newman, Station Director,
Huntington

KFAD Amarillo, Texas
Howard Robertson, Mgr.

Gilmore N. Nunn, (in the Army) President

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 69. NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. *By Lindsey Spight*, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1939.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15, 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. *By Herbert Lyner*, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Foot* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES. April 15, 1939, p. 58. Firm's radio budget for 1939 tops \$800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 32. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS A MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcasts far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. *Mafazine Razor Co.* contracts for half-hour period on the air for the Louis-Galento fight and saves \$1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. *By Robert J. McAndrews*, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 36-station NBC-Red network plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

A SPOT A DAY. Oct. 15, 1939, p. 67. Altoona firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. *By Paul Brines*, Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The*

Missus, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1½ million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. *By Frank Baker*, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of fussy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. *By Gomer Bath*, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher." Gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. *By Douglas Cronin*, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. *By Walker Gullatt*, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WDRG, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 45. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than \$10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 32. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM—BIGGEST USER OF RADIO TIME. *By J. Frank Beatty*, Nov. 15, 1940, p. 19. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. *By Donald E. Finlayson*, WLS, Chicago. Dec. 1, 1940, p. 38. In its 16 years on the air, *WLS National Barn Dance* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

SUCCESS IN TEXAS. Jan. 20, 1941, p. 47. Sun Bowl Festival, promoted by air, draws many; offer to give away pictures of Sun-Bowl parade draws over 10,000 responses from 17 states and two Canadian Provinces.

SELLERS OF SALES. Feb. 3, 1941, p. 11. When a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Make Believe Ballroom*, heard over WNEW, New York.

TOBACCO'S ROAD TO SUCCESSFUL SELLING. *By Edward Codel*, Feb. 24, 1941, p. 13. In 1930, when they first ventured into radio, the name Brown & Williamson was practically unknown to the radio audience. Today, 11 years after, they are one of America's largest radio advertisers and tobacco dealers. Variety programs and strong copy have aided in successful sales.

(Continued on page 258)

Western Nebraska's Dependable Daytime Station Since 1930

K G N F

Great Plains Broadcasting Company

North Platte, Nebr.

1000 Watts

National Representative: The Walker Company

Success Stories: The Effective Use of Radio

(Continued from page 255)

SELLERS OF SALES. April 14, 1941, p. 22. When the head of a large firm such as American Tobacco Co. takes his hat off to the salesmanship of radio, that's 'ruff' said. They've been at it since 1927 and have no regrets.

A WEEKLY BENEFITS BY RADIO. June 23, 1941, p. 26. A unique story of newspaper-radio cooperation. A weekly of Longmont, Col., saw station KFKA, Greeley, 35 miles away, take much of the town's advertising money. Paper owner hit on idea of buying time on radio and giving all his advertisers a free spot. It's worked to both their advantages.

FIGHT BOOSTS SALES. July 7, 1941, p. 8. Gillette Safety Razor Co., Boston, reports that retailers' sales of its items featured on the Louis-Conn fight over MBS, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts.

LARGER CROWDS AT LAKE COMPOUNCE. By Julian Norton, manager, Lake Componce, Bristol, Conn., amusement, Aug. 11, 1941, p. 42. When the amusement park had its second most successful season in 1940 after using radio, small wonder that the contract with WDRG, Hartford, was renewed in 1941 for an extensive schedule of spots, street interviews and recorded programs.

HIGGINS MOVES BOATS OVER THE AIRWAVES. By George W. Rappaveia, assistant to president, Higgins Industries Inc., New Orleans, Sept. 1, p. 14. A spot schedule as a sort of a courtesy gesture to WDSU, New Orleans, after Manager Joseph Uhalt had bought a motor boat, brought such pleasing results that Higgins went for two programs. Now, firmly sold on radio, the sponsor is launching its third series to sell the boats.

MR. MEINECKE GETS PERSONAL. Sept. 8, 1941, p. 10. Like most small city retailers, A. S. Meinecke, manager of Meinecke Bros. hardware firm, depended on local announcers to merely read his

spot radio advertising. Then he evolved a "hello neighbor" policy in which he, himself, transcribed the announcements in his own inimitable style. The personalized approach immediately clicked with the listeners.

PHILADELPHIA LAUNDRY CLEANS UP. October 20, 1941, p. 48. Five month campaign on WIP, Philadelphia, by Manchester Laundry Co. in that city, has increased the customer list by more than 1500. Musical quiz, awarding 10 sets of movie passes for guessing correct titles, was used.

RADIO GIVES MUSICAL SHOW A LIFT. By Marlo Lewis, radio director, Blaine-Thompson Co., New York, November 3, 1941, p. 22. Lukewarm reception of "Hellzapoppin'" turns into sensational success overnight when radio is added in promotion of Broadway musical. Survey disclosed that radio brought in thousands of customers who never before spent \$3.30 for a ticket to a Broadway show.

TAX BOOK SERIES AGAIN SUCCESSFUL. Jan. 12, 1942, p. 12. Simon & Schuster, New York, publishers, got half a million orders for tax guide book, *Your Income Tax*, after extensive direct sales campaign on 588 stations, one of the largest spot campaigns in radio history.

RADIO IS FOUND SUPERIOR TO OTHER MEDIA. Jan. 19, 1942, p. 20. An extensive survey of the influence of paid forms of advertising upon consumer purchases, made by Kent State U., Kent, O., leads Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, to the conclusion that radio is 'overwhelmingly' better as a force to impel sales, than magazine, newspaper and other advertising media.

NEWS BOOM ON WEST COAST. Jan. 26, 1942, p. 14. Firms long resistant to radio advertising are booked for news roundups as new listening interest spurts.

KYW SELLS RADIO TO PHILADELPHIANS. By Leslie Joy, general manager, KYW, Philadelphia, Feb. 9, 1942, p. 46. "Radio, Sentinel of Freedom" campaign by KYW utilized an art contest of posters and art interpretations depicting the things that make radio tick.

MAIN RADIO ACCOUNTS SURVIVING PRIORITIES. Feb. 16, 1942, p. 11. Radio's anchor accounts (food, drugs, toilet goods and tobaccos), which comprise 80% of the industry's advertising revenues, are not reducing their air time, according to analysis of basic commodities by BROADCASTING.

IN SUPPORT OF SPOT ANNOUNCEMENTS. By Harold Bratsberg, continuity editor, KPYY, Spokane, March 30, 1942, p. 57. Good spots can be, not 'sore' spots, but worth their weight in gold, says this writer of spots who has concrete evidence to prove it.

NUMBER OF SPONSORS PER PROGRAM RISES, SAYS WITMER, SEEING GOOD YEAR FOR NBC. March 30, 1942, p. 60. Roy C. Witmer, NBC vice-president in charge of sales, tells NBC "war clinic" that 1942 should be another banner year for networks as sales mediums.

THEY LISTEN TO BESSIE BEATY. April 20, 1942, p. 29. Surveys of C. E. Hooper and WOR report more listeners tune in on Miss Beaty's program than to any other woman's series in New York City. And participating commercial sponsors capture a land-office business.

THEY MUST BE AT MIDNIGHT. By Rudy Frank, State Theater, Hartford, June 8, 1942, p. 47. A startled radio salesman discovers that late spots are just what the customer wants, when he scheduled spot announcements of a late show for defense workers in Hartford area. The spots soon brought results—a full house for State Theater.

BUDGET IS SMALL—BUT OH, WHAT A SHOW! By Norman Livingston, radio director, Redfield-Johnstone, New York, June 29, 1942, p. 40. Cooperative programs offer big-time radio to local and regional advertisers. A seven-year selling job proves the value of this medium.

WARTIME INDUSTRY AND RADIO. By Harry Camp, sales manager, WGAR, Cleveland, June 29, 1942, p. 30. Large industrial firms buy radio time to inform the public of government honors awarded them for production excellence, and to tell their complete story to the public.

WINCHESTER'S FRIENDLY PROGRAMS. July 13, 1942, p. 67. WELL, New Haven, carries successful promotion by the Winchester Repeating Arms Co., designed to foster appreciation of Winchester's war effort in the community and to encourage local talent.

AND NOW THEATRES TURN TO RADIO. By Marlo Lewis, radio director, Blaine-Thompson Co., New York, July 13, 1942, p. 22. Stage and movie producers learn that radio has now become a "must" expenditure for advertising.

THE NIGHT IS LONG—AND CHEERFUL. By Jerry Lawrence, producer-conductor, WOR, New York, July 27, 1942, p. 16. The great all-night audience, recently augmented by vast numbers of war workers on late shifts, proves to be a valuable market. Experiments in all-night selling brought sales to I. J. Fox Fur Co., Rum & Maple Tobacco, Marlin Blades and Carter's Little Liver Pills.

WOR WARTIME SEARCH FOR NEW CLIENTS GETS 201 NEW ACCOUNTS IN SIX MONTHS. July 27, 1942, p. 16. WOR's report with seven points radio advertisers might use to guide them in future months plus an intensive solicitation for new accounts resulted in a 24% increase of business, and the station discovered a number of its new sponsors advertised although affected by the war.

NEWS SELLS HEARING AIDS. By Dr. Dwight H. Stoughton, Stoughton Drug Stores, Hartford, Aug. 3, 1942, p. 42. WDRG, Hartford, quarter-hour news program sells Western Electric Audiphone, a hearing device.

A RUG CLEANING JOB BY RADIO. Aug. 17, 1942, p. 48. Radio has played a major part in expansion of the rug cleaning department of Miller North Broad Storage Co., Philadelphia. Three consecutive years on WIP, Philadelphia, proved it.

REVIVING THE CAMERA BUSINESS. By Walt Dennis, KVOO, Tulsa, Aug. 24, 1942, p. 49. When Hitler & Co. knocked the bottom from the camera trade, KVOO stepped in with a scheme to build up a huge volume of business in photostating old letters, birth certificates, family Bibles, wills and documents. The station became salesman and purchasing agent for the Tulsa Camera Record Co. through successful use of spot announcements.

SEED FIRM'S SUCCESS. Sept. 7, 1942, p. 10. Lundberg Seed Co., Osceola, Wis., did a land office business after heavy spot schedule and sponsorship of OEM feature, *You Can't Do Business With Hitler*, on WJMC, Rice Lake, Wis.

BUSINESS ORGANIZATIONS TURN TO RADIO. By T. J. McInerney, publicity secretary, Bronx (N. Y.) Board of Trade, Oct. 26, 1942, p. 69. Increased use of radio by business men's groups, trade and civic organizations is indicated by U. S. Chamber of Commerce survey.

THE OLDEST SPONSORS ON WOR. Oct. 26, 1942, p. 61. WOR finds that 41 sponsors have been advertising through that station for four or more consecutive years, 10 for over seven years, and one sponsor, Dugan Bros., New York, has used WOR for 16 years.

SALES LESSONS LEARNED FROM YEAR OF WAR. By Eugene S. Thomas, sales manager, WOR, New York, Nov. 9, 1942, p. 20. WOR met the challenge of wartime changes by careful analysis of listeners' tastes and trends, helped its advertisers to stay on the air when financial crises arose, and reached an all-time high in sales of new business. Sixty-day sales campaign, Sept. 1-Oct. 30, brings in 20 'first' sponsors.

HEAVY INDUSTRY'S GOODWILL. Nov. 9, 1942, p. 42. To maintain goodwill, Aluminum Industries Inc., Cincinnati, although it has no product to sell, sponsored football series on WKRC, that city.

ADVERTISING WON'T BE KILLED BY THE WAR. By Charles W. Williams, professor of economics and commerce, U of Louisville, Nov. 16, 1942, p. 22. The period of reconstruction will provide an excellent opportunity to sell, according to Prof. Williams.

FROM 1 BARN TO 2 MILLIONS. By Mervin Clough, Nov. 16, 1942, p. 57. Col. E. C. Sticklebn, western cattle buyer and auctioneer of Goshenburg, Neb., attributes to radio his success in building livestock commission sales business.

SOLVING A WARTIME PROBLEM. By George H. Jaspert, general manager, WPAT, Paterson, N. J., Nov. 16, 1942, p. 32. A local station does a tremendous job in aiding war plant employment bottlenecks.

WAR PLANT SERIES ON COAST HONORED. Nov. 23, 1942, p. 45. A series titled *Pledge Adherence* aimed to build worker morale and understanding of problems, and a vocational guidance series, *Youth Looks to Tomorrow*, both on KIRO, Seattle, receive awards for outstanding merit among programs released by U. S. stations. The former series was planned by Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard in cooperation with KIRO.

NOTHING TO SELL. Nov. 23, 1942, p. 53. With nothing to sell, Edward E. Stokes, President of Sebastian Lache Co., Covington, Ky., buys time on WKCY, Cincinnati, to plug American Red Cross blood donor service.

THEY ADVERTISE IN WARTIME. Dec. 7, 1942, p. 47. A survey of Publishers' Information Bureau revealed that radio advertising expenditures of ten leading industries for the first eight months of 1942 remained at 85.1% of the level maintained for peacetime advertising, despite the fact that seven of the ten concerns have been converted to war industries.

138 ADVERTISERS BUY RADIO IN NEW YORK FOR FIRST TIME. Dec. 25, 1942, p. 20. 48. Successful use of radio by numerous advertisers on four New York outlets of major networks and four leading independent stations is revealed in the story of 138 new advertisers, and an optimistic outlook for radio is seen in large scale advertising during the last six months of 1942. Amusements, schools, perfumes and retailers were among new sponsors.

IN 1942 KWJJ ESTABLISHED RECORDS

1. more sponsored NEWS time than any other Portland Station.
2. Produced 468 hours of Local time for National sponsors.
3. KWJJ produced in 1942—4000 spots for National advertisers.
4. 19 hours broadcast days—11 hours sponsored.

The Public is Dialing NEWS!

KWJJ

KWJJ BROADCAST COMPANY, INC.

Portland, Oregon

Wilbur J. Jerman Established 1927 John Egan
President 1080 on your Dial Secretary-Treasurer

Nat'l Rep.: BURNS-SMITH CO., New York, N. Y.

Portland's only independent full time station

Bibliography of Literature Pertaining to Broadcasting

Editor's Note: Due to space limitations, the cumulative bibliography published in previous *Yearbooks* is suspended. This listing emphasizes the wartime literature of radio, including references to magazine articles published during 1942 of particular significance to the broadcasting industry. The bibliography was prepared specially for BROADCASTING by Frances Sprague, general librarian of NBC, and is necessarily abridged to include only a representative selection.

GENERAL

B.B.C. AT WAR. By *Antonia White*. British Broadcasting Corp. 1942. How the departments of the B.B.C. carry on in wartime.

B.B.C. HANDBOOK. 1940-41-42. The official account of British radio during war years.

BROADCAST STATION SAFETY. SABOTAGE—PROTECTION DATA. By *Donald Phillips*. (COMMUNICATIONS. Sept. 1942, p. 16.) Compilation of precautions.

BROADCASTING IN WAR TIME. By *Ivor Brown*. (THE LISTENER. Feb. 13 to March 20, 1941.) Series of articles on radio in England.

BROADCASTING UNDER WAR CONDITIONS. By *J. B. Epperson* and *Beverly Dudley*. (ELECTRONICS. Aug. 1942, p. 34.) "Technical operation of broadcasting stations adversely affected by shortages of equipment and well-trained technical personnel. Advocates pooling arrangements of spare parts."

CBC WAR EFFORT. Canadian Broadcasting Corp. Toronto. 1942. (FIVE YEARS OF ACHIEVEMENT, No. 3.) Brief description of program experiments from 1936-1941.

ENGINEERING LOOKS TO WARTIME DEMANDS. By *L. C. Smeby*. (BROADCASTING. March 9, 1942, p. 20.) Graveness of problem of technical operations—personnel, replacement, priorities, etc.

HOW TO CARE FOR TRANSMITTER AND TUBES. By *C. H. Singer*. (BROADCASTING. March 30, 1942, p. 28.) Vital problems in view of wartime shortages.

INTERNATIONAL BROADCASTING IN NATIONAL DEFENSE. By *R. F. Guy*. (BROADCASTING. J. Feb. 1942, p. 4.) NBC's short wave broadcasting, illustrated with figures showing coverage in percent of maximum field intensity, to Europe and South America.

MAGAZINES AND RADIO CRITICISM. By *R. J. Landry*. Nat. Assn. of Broadcasters. 1942. Reprint of article from *Variety*, in defense of American radio in wartime, written in response to critical magazine articles.

MAINTAINING BROADCAST OPERATIONS IN WAR. By *J. A. Ouimet*. (BROADCASTING. July 6, 1942, p. 20.) Plant maintenance. By Asst. Chief Engineer. Canadian Broadcasting Corp.

NAB SELECTIVE SERVICE HANDBOOK; & SUPPLEMENTS. Nat. Assn. of Broadcasters. 1942. Information on selective service as applied to radio industry.

RADIO AND THE FARMER DURING THE WAR. By *Morse Salisbury*. (BROADCASTING. April 6, 1942, p. 12.) U. S. Dept. of Agriculture advises how radio can help in farmer's work for more food production.

THE RADIO FRONT. Radio Bureau. Office of War Information. 1942. A wartime newsletter issued periodically to the radio industry.

RADIO IN WARTIME. By *C. A. Stepmann*. Oxford Univ. Press. 1942. The dependence of modern war strategy on radio in order to coordinate movements of tanks, planes and ships; radio propaganda, government monitoring stations; are briefly summarized.

RADIO IN WARTIME. Univ. of Chicago. 1942. A Univ. of Chicago Round Table broadcast by Wm. Benton, J. L. Fly, and Harold Lasswell.

RADIO IN WARTIME BRITAIN. By *W. M. Newton*. (Inst. for Education by Radio. EDUCATION ON THE AIR. 1941, p. 13-26.) How BBC has adapted broadcasting to war needs.

RADIO IN WARTIME CANADA. By *Ernest Bushnell*. (Inst. for Education by Radio. EDUCATION ON THE AIR. 1941, p. 3-12.) Short description of radio's war effort.

RADIO JOINS UNCLE SAM'S WAR MACHINE. By *R. F. Connor*. (BROADCASTING. Aug. 17, 1942, p. 12.) Southern California radio sets up an alert system with the Fourth Fighter Command, and also covers war programs.

RADIO: KEY TO NATIONAL UNITY. By *R. J. Landry*. (ATLANTIC MONTHLY. April 1942, p. 593.) The vital part radio can play in uniting the country and aiding its morale during the war.

RADIO STEPS INTO LEADING WARTIME ROLE. By *Sol Taitshoff*. (BROADCASTING. Oct. 12, 1942, p. 7.) Tremendous importance of radio's part in the war, as disclosed in testimony before a House Appropriations Subcommittee, as OWI seeks funds for short wave.

RADIO TODAY. THE PRESENT STATE OF BROADCASTING. By *Arno Huth*. Geneva Research Center. 1942. This detailed factual study of radio in all countries, furnishes indispensable background for a study of broadcasting and the war.

RADIO'S ROLE IN THE DEFENSE OF FREEDOM. By *Byron Price*. (BROADCASTING. May 18, 1942, p. 13.) Address before NAB Convention by the Director of Censorship.

RELIGIOUS BROADCASTING IN WARTIME. Nat. Conference of Christians and Jews. 1942 Proceedings of religious sessions at the Inst. for Education by Radio. May 1942.

SERIES OF ARTICLES ON RADIO IN WARTIME BRITAIN. By *Maria Codel*. (BROADCASTING. Sept. 21 to Oct. 26, 1942.) Series of articles from England, written while author was observing British radio, and radio for the American troops abroad.

SHORTWAVE OUTLETS GEARED FOR AFRICAN PUSH. (BROADCASTING. Nov. 16, 1942, p. 14.) Account of how all stations under OWI went into action in aiding African campaign.

A SYMPOSIUM ON RADIO IN THE WAR EFFORT. (PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Oct. 1942, p. 479.) Common interests of the different branches of radio in the war effort. By the Presidents of RMA, NAB and IRE.

U. S. SIGNAL CORPS. RADIO NEWS. Nov. 1942. Special issue devoted to these communications specialists, a digest of their course of training, organization, etc. Extensively illustrated.

WAR CONVENTION MAPS PLANS FOR FUTURE. (BROADCASTING. May 18, 1942, p. 7.) Nat. Assn. of Broadcasters' Convention.

WAR SERVICE BULLETIN. Nat. Assn. of Broadcasters. Bulletins to the industry explaining war as it relates to their business—bond sales, man power, censorship, training courses, etc.

WARTIME SHOWMANSHIP SURVEY. Survey on war messages and programs on the air, conducted by *VARIETY* (May 20 to June 17, 1942).

WINGED WORDS—NEW WEAPON OF WAR. By *F. B. Colton*. (NATIONAL GEOGRAPHIC. Nov. 1942, p. 662.) The double role of radio in today's war. How its use on battlefields and as propaganda has made it a weapon "as vital as bullets and bombs." Well illustrated.

ADVERTISING, AUDIENCE STUDIES

ENLISTED MEN PREFER MUSIC. NEWS. COMEDY. (BROADCASTING. Oct. 5, 1942, p. 8.) Summer survey by Research Branch of the Army's Special Service Division, of 15 camps from coast to coast.

FEDERAL DRIVE TO SPUR FOOD ADVERTISING. (BROADCASTING. March 23, 1942, p. 9.) Use by Government in national nutrition program.

HOW WAR IS CHANGING READING AND LISTENING HABITS. By *Ben Duffy*. (ADVERTISING & SELLING. May 1942, p. 13.) "The effect of changed living and working conditions on radio and other advertising media."

INDUSTRY FACES FUTURE WITH CONFIDENCE. (BROADCASTING. May 11, 1942, p. 26-32.) Symposium of key figures in the industry, representing ANA, AAAA, CAB, and NAB.

IS THE WARTIME AUDIENCE UP OR DOWN? C. E. Hooper Inc. 1942. Description of the Hooper versus the Crossley survey methods of audience determination. Two letters reprinted from BROADCASTING.

MEET THE SOLDIER. KFEL. 1942. The listening habits and preferences of the soldiers in three Army posts near Denver.

THE RADIO AND THE WAR. By *Curtis Nettels*. (NEW REPUBLIC. May 18, 1942, p. 666.) A criticism of the radio advertiser and the war.

RADIO INDUSTRY OUTLOOK STILL FAVORABLE. By *F. E. Pellegrin*. (BROADCASTING. March 2, 1942, p. 12.) Radio advertising and the war discussed by NAB official.

WAR LISTENING SINCE PEARL HARBOR. By *A. W. Lehman*. (BROADCASTING. May 11, 1942, p. 27.) Recent data on listener surveys by the manager of the CAB.

WHAT WILL WAR DO TO RADIO ADVERTISING? By *Joseph Creamer*. (ADVERTISING & SELLING. April 1942, p. 25.) Changes in types of advertising, listening habits, and interests. Resume of Canadian war experience is included.

COMMENTATORS AND CORRESPONDENTS

ASSIGNMENT TO BERLIN. By *H. W. Flannery*. Alfred A. Knopf Inc. 1942. A CBS radio correspondent relates experiences from Autumn 1940 to Fall 1941.

BERLIN DIARY. By *W. L. Shirer*. Alfred A. Knopf Inc. 1941. Germany in its war preparation and its first year of conflict, as told by a CBS foreign representative.

FROM THE LAND OF SILENT PEOPLE. By *Robert St. John*. Doubleday, Doran & Co. Inc. 1942. The tragic campaign in Greece, Crete and Yugoslavia as witnessed by this NBC foreign correspondent.

HOW WAR CAME. By *R. G. Swing*. W. W. Norton & Co. Inc. 1939. A compilation of his broadcasts over the period from the seizure of Czechoslovakia to entrance of war by England and France. Broadcast over MBS.

I BROADCAST THE CRISIS. By *H. V. Kaltenborn*. Random House, Inc. 1938. A day by day account of the crisis in Sept.-Oct. 1938 as broadcast by Kaltenborn. Includes in log form his own and other news broadcasts.

LAST TRAIN FROM BERLIN. By *Howard Smith*. Alfred A. Knopf, Inc. 1942. Life in Germany from the time she attacked Russia until Dec. 7th, as reported by a CBS man.

SUEZ TO SINGAPORE. By *Cecil Brown*. Random House, Inc. 1942. A keen and frank analysis of the conduct of the war, and story of his broadcasting experiences, by a CBS foreign correspondent.

THIS IS LONDON. By *E. R. Murrow*. Simon & Schuster, Inc. 1941. A selection of his CBS broadcasts from London from Aug. 1939 to end of 1940.

PROPAGANDA

ALL CHILDREN LISTEN. By *Dorothy Gordon*. George W. Stewart, Publisher, Inc. 1942. Radio propaganda for young people as practised in Axis countries. The vital need for its use by democracies is stressed.

AMERICA CALLING ALL PEOPLES. By *Earl Sparling*. National Broadcasting Co. 1942. The part played by shortwave radio from America—particularly NBC—in broadcasting for America.

BIBLIOGRAPHY—RADIO WARTIME PROPAGANDA, and Supplements. By *Waldo Abbot*. Univ. of Michigan Extension Service. 1942. Suggested material for his course at U. of Michigan.

BROADCASTING FOR DEMOCRACY. By *Otto Friedmann*. George Allen & Unwin Ltd. London. 1942. Psychological and sociological viewpoint of propaganda. Recommends an Allied General Council for Propaganda.

FOREIGN POLICY AND THE SHORT-WAVES. By *Wells Church*. (BROADCASTING. Aug. 31, 1942, p. 13.) Constructive suggestions as to our policy in broadcasting to other nations.

GOVERNMENT PROPAGANDA. By *Lowell Mellett*. (ATLANTIC MONTHLY. Sept. 1941.) Views on the subject given by the director of the Office of Government Reports.

HE BOMBS TOKYO EVERY DAY. By *F. J. Taylor*. (SATURDAY EVENING POST. July 25, 1942, p. 9.) The beaming of KGEI's news and music programs on the Far East.

LONDON CALLING—GOEBBELS JAMMING. By *W. D. Bayles*. (SATURDAY EVENING POST. April 11, 1942, p. 9.) "From subterranean studios BBC carries on its propaganda programs, and directs the continental V army."

LORD HAW-HAW OF HAMBURG: HIS BRITISH AUDIENCE. By *Henry and Ruth Durant*. (PUBLIC OPINION QUARTERLY. Sept. 1940, p. 443.) The size and type of British audience, and effect of Germany's radio propaganda.

NATIONAL MORALE AND RADIO. Evaluation of School Broadcasts, Ohio State U. 1941. Bulletin proposing an agency for coordinating use of radio in building morale.

NET REPORTERS AT SCENE OF AEF DRIVE. (BROADCASTING. Nov. 23, 1942, p. 22.) Account of first broadcasts from Africa. Lists radio correspondents abroad.

NEWS IS A WEAPON. By *Matthew Gordon*. Alfred A. Knopf, Inc. 1942. Nazi techniques of propaganda via news whether printed or on radio.

PROPAGANDA BY SHORT WAVE. Ed. by *H. L. Childs* and *J. B. Whitton*. Princeton U. Press. 1942. The Princeton Listening Center "eavesdropped" on foreign radio propaganda for 20 months. In this book, the staff analyzes and reports on its work.

PROPAGANDA BY SHORT WAVE: 1. BERLIN CALLING AMERICA. By *Harold Graves Jr.* (PUBLIC OPINION QUARTERLY. Dec. 1940, p. 601; March 1941, p. 38) Two articles in which the Director of the Princeton Listening Center analyzes propaganda directed to America.

RADIO GOES TO WAR. By *C. J. Rolo*. G. P. Putnam's Sons. 1942. An evaluation of radio as a weapon of war. Includes the development of international radio.

RADIO IN WARTIME. By *S. H. Dryer*. Greenberg Publishers Inc., 1942. The Director of the University of Chicago Round Table critically evaluates radio war propaganda directed to the American public. Commentaries by Landry, Bernays, and others are included in this frank and analytical discussion.

RESULTS OF PROPAGANDA DRIVE. By *W. L. Shirer*. (BROADCASTING. Nov. 28, 1942, p. 22) Excerpts on significance of the opening of U. S. propaganda drive at time of African invasion, beginning with Roosevelt's speech to the French.

THE TEST—CAN THE ENEMY UTILIZE IT? By *J. H. Ryan*. (BROADCASTING. Feb. 16, 1942, p. 15.) The Assistant Director of Censorship suggests formula to gauge propaganda.

WAR BY RADIO. By *J. B. Whitton*. (FOREIGN AFFAIRS. April 1941, p. 584.) Examples of effectiveness of radio propaganda, particularly that of Germany.

WAR ON THE SHORT WAVE. By *H. N. Graves Jr.* Foreign Policy Assn. 1941. Concise account of use of radio as a propaganda weapon by European countries.

RADIO SCRIPTS FOR WAR

BOMB DOORS OPEN, AND OTHER RADIO WAR FEATURES. . . . Ed. by *Cecil McGivern*. George Allen & Unwin Ltd. 1941. Six BBC plays about participation in the war.

LISTEN, HANS! By *Dorothy Thompson*. Houghton Mifflin Co. 1942. Shortwave broadcasts directed to Hans in Germany, endeavoring to spread the truth about war, America and Germany.

PLAYS FOR AMERICANS. By *Arch Oboler*, *Farrar* & *Rinehart*, Inc. 1942. Plays written for the war effort. Permission is given to use them without royalty on any sustaining program until the end of the war.

(Continued on page 281)

Directory of BROADCASTING EQUIPMENT MANUFACTURERS

Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration. Asterisk (*) indicates manufacturer of recording equipment.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y.	45 Water St.	Cuba 4	J. A. Comstock	Transformers
*H. W. Action Co. Inc.	New York	370 7th Ave.	Longacre 5-4884	H. A. Bengueyfield	Transcription needles, cutting needles, semi-permanent needles, phonograph needles
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	6-8221	S. I. Cole	Transmitting capacitors and resistors, mica-paper-oil filled-electrolytic capacitors
*The Alliance Mfg. Co.	Alliance, O.	Lake Park Blvd.	Alliance 6237	R. F. Doyle	Record changer motors
*Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	J. Strauss	Recording machines, recording blanks, recording amplifiers, accessories
*Allied Record Mfg. Co.	Hollywood, Cal. Washington, D. C.	1041 N. Las Palmas Ave. 601 Earle Theatre Bldg.	Hollywood 5107 Executive 3792	Louis I. Goldberg Jerry Mara	Processing and pressing, electrical transcriptions and phonograph records
Altec Lansing Corp.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	Jas. B. Lansing	Loud speakers, amplifiers, horns, transformers, and two way speaker systems
American Microphone Co. Ltd.	Los Angeles, Cal.	1915 S. Western Ave.	Parkway 1161	F. A. Yarbrough	Microphones
Amperex Electronic Products	Brooklyn, N. Y.	79 Washington St.	Cumberland 6-4430	S. Norris	Radio transmitting and rectifying tubes, water-cooled and air radiation types of all sizes
Amperite Co.	New York	561 Broadway	Canal 6-1446	S. Rutenberg	Microphones, stands, boom stands
Amplifier Co. of America	New York	17 W. 20th St.	Chelsea 2-6998	N. M. Haynes	Amplifiers, regulators, transformers, reactors, equalizers, filters, preamplifiers, regulated power supplies
Victor J. Andrew Co.	Chicago	363 East 75th St.	Radcliffe 1183	Victor J. Andrew	Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters
*The Astatic Corp.	Youngstown, O.	830 Market St.	4-5213	R. T. Schottenberg	Microphones, phonograph pickups, recording heads, microphone stands, accessories
Atlas Resistor Co.	New York	423 Broome St.	Canal 6-1054	W. A. Merrill	Resistors
Atlas Sound Corp.	Brooklyn, N. Y.	1443 39th St.	Windsor 8-550	R. C. Reinhardt	Microphone floor stands, boom stands, special microphone mountings, monitor speakers, table stands, shielded microphone connectors, speaker baffles, projectors, cabinets, high-powered and weather proof speakers for sound trucks
*Audak Co. Inc.	New York	500 Fifth Ave.	Lackawanna 4-3723	George V. Sullivan	Microdyne pickups and cutting heads
*Audio Devices Inc.	New York	1600 Broadway	Circle 5-5696	Bryce Haynes	Recording discs, cutting and playback needles, recording accessories
Bendix Radio Corp.	Baltimore, Md.	Baltimore	Towson 1460-R	W. J. Holey	Radio equipment and projects
Blaw-Knox Co.	Pittsburgh, Pa. Chicago New York Philadelphia Birmingham	P. O. Box 1198 Peoples Gas Bldg. 342 Madison Ave. 1617 Penna. Blvd. Brown-Marx Bldg.	Sterling 2700 Harrison 7633 Vanderbilt 3-3746 Rittenhouse 1681 3-4931	E. J. Staubitz	Radio towers, vertical radiators
Biley Electric Co.	Erie, Pa.	Union Station Bldg.	26-857	G. E. Wright	Quartz crystals, holders and oven mountings
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	Dry cells and radio batteries
*Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	V. B. Phillips	Pickups, microphones, headphones, equalizers
Bud Radio Inc.	Cleveland, O.	2118 E. 55th St.	Henderson 7166	Max L. Haas	Variable condensers, cabinets, dials, chokes, insulators
Burgess Battery Co.	Freeport, Ill.	Freeport	Main 3300	J. A. McIlroy	Dry batteries
William W. L. Burnett Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Talbot 4943	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service for radio stations
*Canadian Marconi Co.	Montreal, Quebec	211 St. Sacrament St.	Marquette 7081	M. M. Elliott	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments
*Chicago Sound Systems Co.	Chicago	2124 S. Michigan Ave.	Victory 2887	Mr. McGee	Transcription players, special cabinets, P.A. amplifiers, speakers
*Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago	216 High St. 221 N. La Salle St.	Humboldt 2-0880 Central 6275	George H. Clark	Transcription processing
Clarostat Mfg. Co. Inc.	Brooklyn, N. Y.	285 N. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" and "T" pads, resistors
*Classic Record Co.	New York	2 West 46th St.	Bryant 9-0143	Eli E. Oberstein	Records
Collins Radio Co.	Cedar Rapids, Ia. New York	855 35th N. E. 11 W. 42nd St.	3-0241 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters
Cornell-Dubilier Elec. Corp.	South Plainfield, N. J.	1000 Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Capacitors
Corning Glass Works	Corning, N. Y.	Corning	372	C. J. Phillips	Insulators, piping for cooling systems
Cornish Wire Co. Inc.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-3458	Lewis Newman	Attenuators, attenuation boxes, decades, decade boxes, line equalizers, output meters, transmission measuring sets, potentiometers, fixed pads, rheostats, loudspeakers controls, VU meter panel, volume level indicator, faders, switches, meter multipliers, resistors, measuring equipment

(Continued on Page 262)



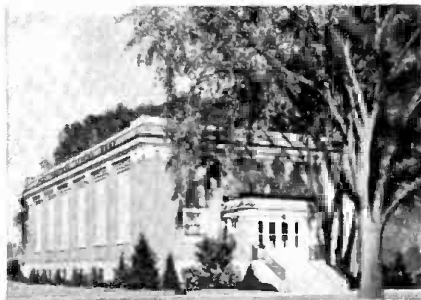
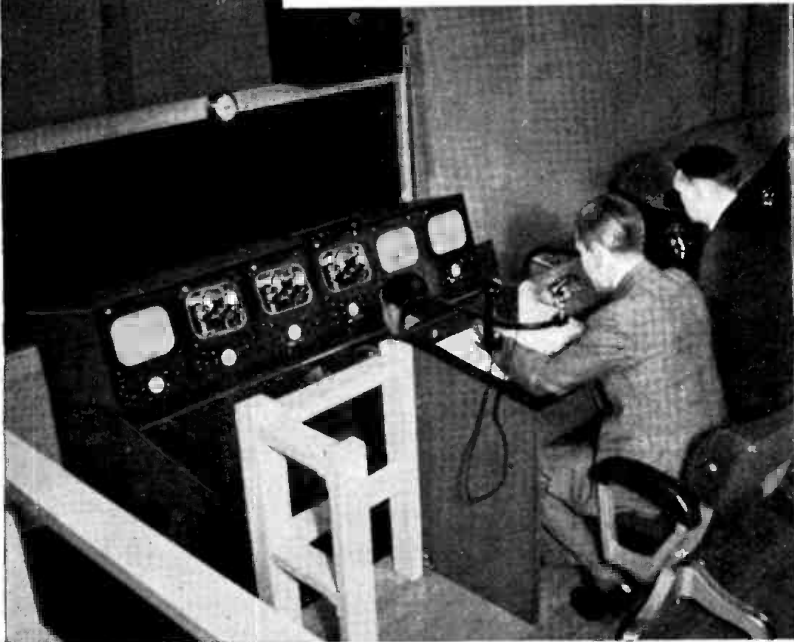
A heavy responsibility rests on all men in war industries . . . especially upon executives and engineers.

Their knowledge of confidential operations should not be the subject of discussions beyond the confines of the plant . . . nor should their natural pride in accomplishments cause them to speak unthinkingly. Discretion is an essential part of war production.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET BROOKLYN, NEW YORK



G-E TELEVISION APPARATUS + G-E PROGRAMMING EXPERIENCE =



WITHIN the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.

YOUR FUTURE TELEVISION SYSTEM



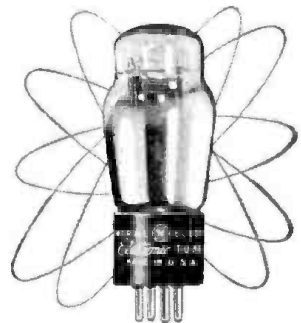
Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that

will get the most out of the latest developments in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



LEADER IN RADIO, TELEVISION, AND ELECTRONICS
GENERAL  **ELECTRIC**

160-02-6918

TELEVISION

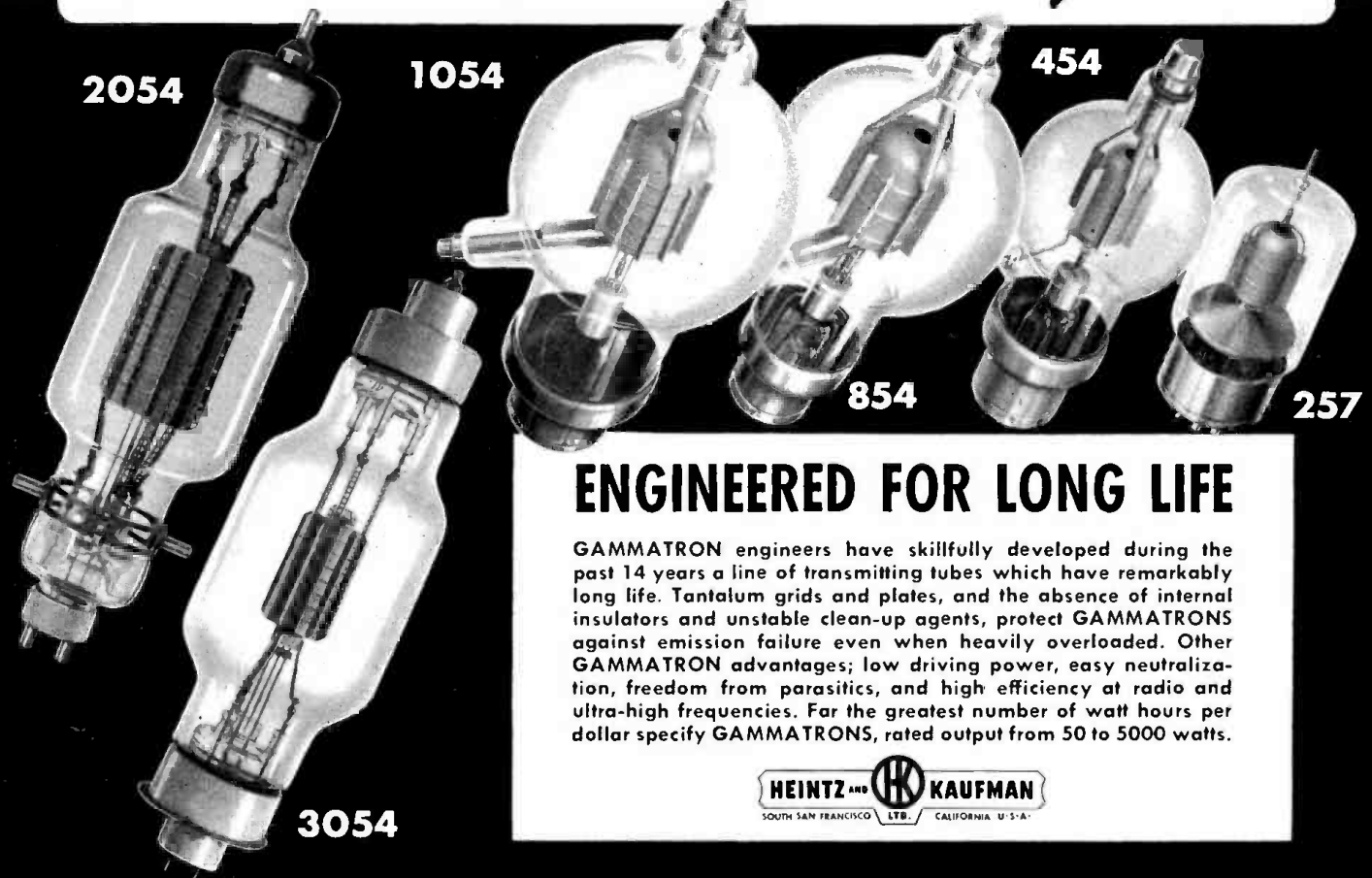
DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 258)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Doolittle Radio Inc.	Chicago	7421 S. Loomis Blvd.	Stewart 2808	C. M. Rodman	Transmitters, frequency monitors, transmission line and equipment built to specification
Allen B. Du Mont Laboratories Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	Leonard F. Cramer	Cathode-ray oscillographs and modulation Monitors, cathode-ray tubes
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	Samuel Sherman	Discontinued for duration
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Manufacturing equipment for transmitting tubes
Eitel-McCullough Inc.	San Bruno, Cal.	San Bruno	San Bruno 117	J. A. McCullough	Transmitting tubes, condensers, rectifiers
Electro-Voice Mfg. Co. Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	Albert Kahn	Microphones
Epiphone Inc.	New York	142 W. 14th St.	Chelsea 2-4408	E. A. Stathopoulos	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1127 Hinman Ave.	University 2758	W. W. Lloyd	Sound-proof doors
*Fairchild Aviation Corp.	Jamaica, N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	Charles V. Kettering	Manufacture discontinued for duration. Transcription equipment repair and service maintained
*Federal Recorder Co. Inc.	Chicago	630 S. Wabash Ave.	Harrison 8330	Ralph Rubenstein	Recorders and accessories, blank discs, recording and play back needles
Federal Telephone & Radio Corp. (Subsidiary of International Telephone & Telegraph Co.)	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric Inc.	New York	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio and power transformers for transmitting equipment, chokes, filters, reactors
Ferris Instrument Corp.	Boonton, N. J.	110 Cornelia St.	Boonton 8-0781	Harold E. Barnes	Signal generators, noise meters, electronic laboratory test equipment
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Discontinued for duration
*Gates Radio & Supply Co.	Quincy, Ill.	Quincy	522	F. J. Pippenger	All types of radio broadcast transmitters, speech equipment, turn tables, recording equipment, microphones, equalizers, sound effect tables and allied equipment to broadcast field
General Electric Co.	Schenectady, N. Y. Atlanta Boston Chicago Cleveland Dallas Denver Los Angeles New York Philadelphia Portland, Ore. San Francisco Washington, D. C.	1 River Road 187 Spring St. N. W. 140 Federal St. 840 S. Canal St. 4966 Woodland Ave. 1801 N. Lamar St. 650 Seventeenth St. 212 N. Vignes St. 570 Lexington Ave. 1405 Locust St. 920 S. W. Sixth St. 235 Montgomery St. 806 15th St., N. W.	4-2211 Walnut 9796 Hubbard 1800 Wabash 5611 Endicott 4464 LD-987 Keystone 7171 Madison 7381 Wickersham 2-1311 Pennypacker 9000 Atwater 0281 Douglas 3740 Metropolitan 3600	Dr. W. R. G. Baker E. T. Austin S. H. Magruder E. G. Abbott R. E. Hardy F. C. Neal F. C. O'Kelly P. G. Caldwell D. C. Hierath P. J. Walton L. R. Elder E. A. Whitehead T. B. Jacobs	Complete frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high fidelity monitoring loudspeakers, television studio equipment and oscillo-scopes. Transmitting tubes, quartz crystals for every purpose, square wave generators and measuring apparatus
General Radio Co.	Cambridge, Mass.	30 State St.	Trowbridge 4400	A. E. Thiessen	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters
*Gould-Moody Co.	New York	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording blanks, recoting used aluminum discs, recording and transcription styli
*Graybar Electric Co. Inc.	New York New York Boston Philadelphia Richmond Atlanta Jacksonville, Fla. Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 180 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St., N. W. 12th & Main Sts. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 201 Santa Fe Ave. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	D. B. McKey F. J. Stahl J. P. Lynch G. I. Jones L. E. Walker W. A. Northington E. C. Toms R. M. Sauppe R. F. Grossett K. S. Deichman A. W. Hallett Harry Fritz G. E. Brown R. G. McCurdy J. A. Costelow Cecil Ross Walter Johnson S. W. Scott C. A. Martin	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone
Hallcrafters Co.	Chicago	2611 S. Indiana Ave.	Calumet 1600	W. J. Halligan	Receivers
Hammarlund Mfg. Co. Inc.	New York	460 W. 34th St.	Longacre 5-1300	L. A. Hammarlund	Transmitting parts, receiving parts, commercial short wave receivers
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed, tapped, adjustable and ferrule style resistors, rheostats
Harris Mfg. Co.	Los Angeles, Cal.	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Playback needles, steel and sapphire cutting needles, electric phonographs, acetate recording blanks
Hartenstine-Zane Co. Inc.	New York	225 Broadway	Barclay 7-8390	Chas. J. Hartenstine	Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted. Ground systems
Harvey-Wells Communications Inc.	Southbridge, Mass.	North Street	Southbridge 1940	Richard A. Mahler	Radio transmitting equipment, radio receiving equipment, audio amplifiers, special electronic devices, rectifier and power supply equipment, piezo-electric quartz crystals
Heintz & Kaufman Ltd.	So. San Francisco, Cal.	So. San Francisco	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes
Hipower Crystal Co.	Chicago	2035 W. Charleston St.	Armitage 0654	Frank Lazarik R. W. Groth	Piezo electric quartz crystals and holders
Hollister Crystal Co.	Boulder, Col.	1617 Pearl St.	1720	Herb Hollister	Quartz oscillators
Ideal Commutator Dresser Co.	Sycamore, Ill.	Sycamore	Sycamore 77	B. E. Holub	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precision grinders, commutator resurfacers

(Continued on Page 266)

GAMMATRON *Transmitting Tubes*



ENGINEERED FOR LONG LIFE

GAMMATRON engineers have skillfully developed during the past 14 years a line of transmitting tubes which have remarkably long life. Tantalum grids and plates, and the absence of internal insulators and unstable clean-up agents, protect GAMMATRONS against emission failure even when heavily overloaded. Other GAMMATRON advantages; low driving power, easy neutralization, freedom from parasitics, and high efficiency at radio and ultra-high frequencies. Far the greatest number of watt hours per dollar specify GAMMATRONS, rated output from 50 to 5000 watts.

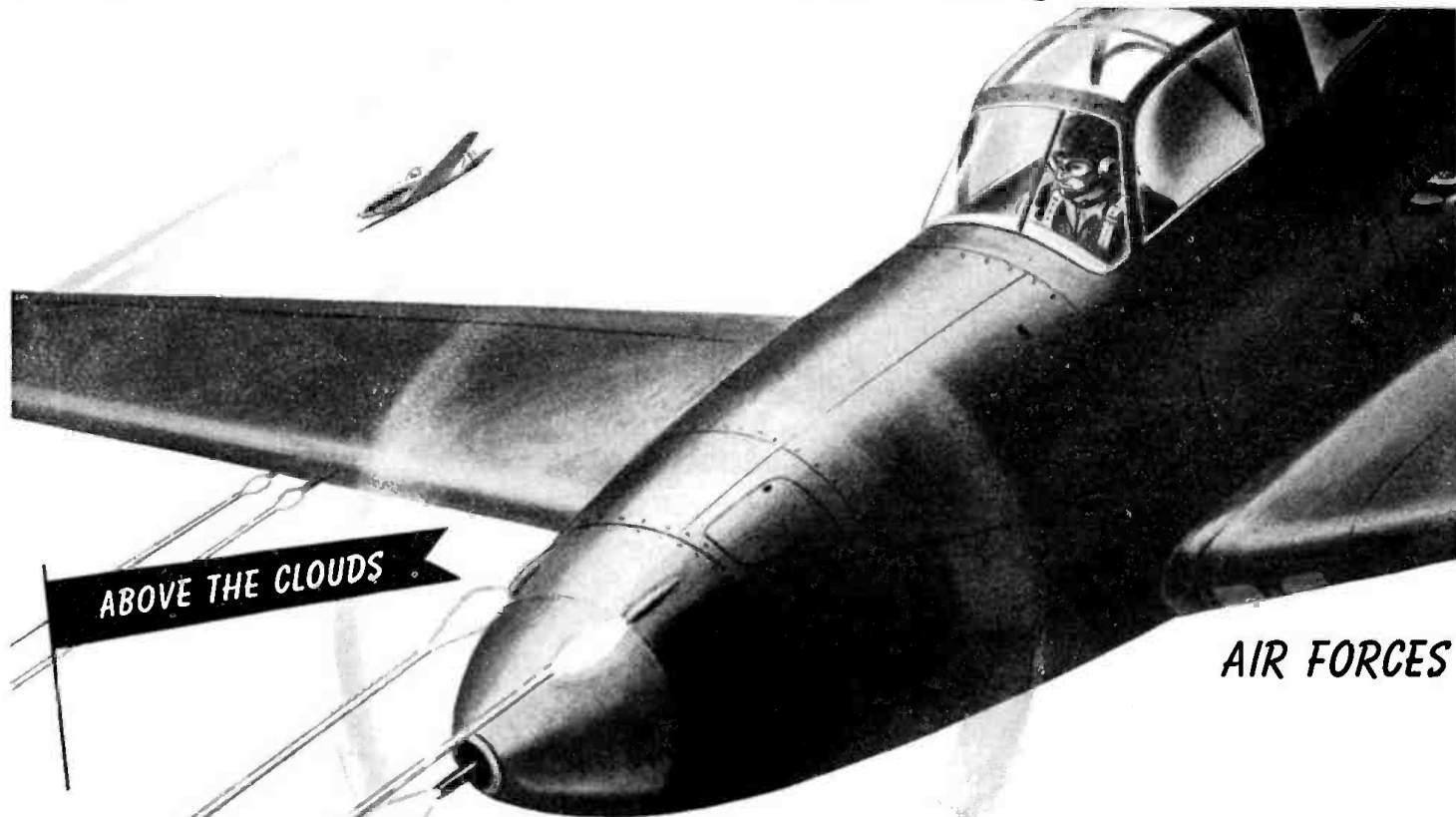


TYPE NUMBER	24	54	152L	158	254	257*	304L	354C	354E	454L	454H	654	854L	854H	1054L	1554	2054A	3054	
MAXIMUM POWER OUTPUT:																			
Class 'C' R.F.	90	250	610	200	500	230	1220	615	615	900	900	1400	1800	1820	3000	3600	2000	5300	
PLATE DISSIPATION:																			
Watts	25	50	150	50	100	75	300	150	150	250	250	300	450	450	750	1000	1200	1500	
AVERAGE AMPLIFICATION FACTOR	25	27	10	25	25		10	14	35	14	30	22	14	30	13.5	14.5	10	20	
MAXIMUM RATINGS:																			
Plate Volts	2000	3000	3000	2000	4000	4000	3000	4000	4000	5000	5000	4000	6000	6000	6000	5000	3000	5000	
Plate M.A.	75	150	500	200	225	150	1000	300	300	375	375	600	600	600	1000	1000	800	2000	
Grid M.A.	25	30	75	40	40	25	150	60	70	60	85	100	80	110	125	250	200	500	
MAXIMUM FREQUENCY, Mc.:																			
Power Amplifier	200	200	175	100	175	150	175	50	50	150	150	50	125	125	100	30	20	30	
INTERELECTRODE CAP:																			
C grid—plate u.f.	1.7	1.8	5	4.6	3.6	0.04	9	3.8	3.8	3.4	3.4	5.5	5	4	5	11	18	15	
C grid—filament u.f.	2.5	2.1	7	4.7	3.3	13.8 In.	12	4.5	4.5	4.6	4.6	6.2	6	8	8	15.5	15	25	
C plate—filament u.f.	0.4	0.5	0.4	1.0	1.0	6.7 Out.	0.8	1.1	1.1	1.4	1.4	1.5	0.5	0.5	0.8	1.2	7	2.5	
FILAMENT:																			
Volts	6.3	5.0	5-10	12.6	5.0	5.0	5-10	5	5	5	5	7.5	7.5	7.5	7.5	11	10	14	
Amperes	3	5	13-6.5	2.5	7.5	7.5	13-26	10	10	11	11	15	12	12	21	17.5	22	45	
PHYSICAL:																			
Length, inches	4¼	5 1/8	7¾	4¾	7	6¾	7¾	9	9	10	10	10¾	12½	12½	16½	18	21¼	30¾	
Diameter, inches	1¾	2	2½	2	2½	2½	3½	3¾	3¾	3¾	3¾	3¾	5	5	7	6	6	9	
Weight, Oz.	1½	2½	8	4	6½	6	9	6½	6½	7	7	14	14	14	42	56	66	200	
Base	Small UX	Std. UX	John-son #213	Std. UX	Std. 50	Giant Pin	John-son #213	Std. Watt	Std. Watt	Std. Watt	Std. Watt	Std. Watt	Std. Watt	Std. Watt	John-son #214	HK 255	W. E. Co.	HK 255	
*Beam Pentode.																			
NET PRICE	4.75	8.00	30.00	18.50	13.50	27.50	65.00	24.50	24.50	27.50	27.50	75.00	75.00	75.00	175.00	225.00	300.00	395.00	



WRITE FOR FULL DATA ON **GAMMATRONS**

WESTERN ELECTRIC EQUIPMENT



AIR FORCES

ON LAND AND WATER



INFANTRY



ARTILLERY



*ARMORED
FORCE*



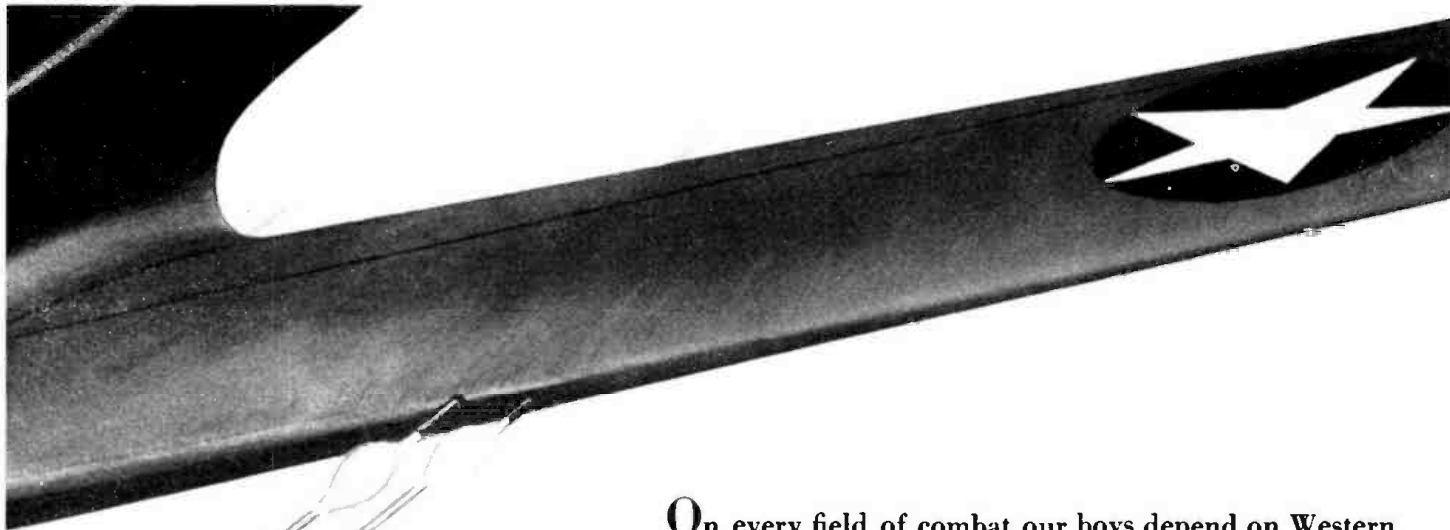
NAVY



COAST GUARD

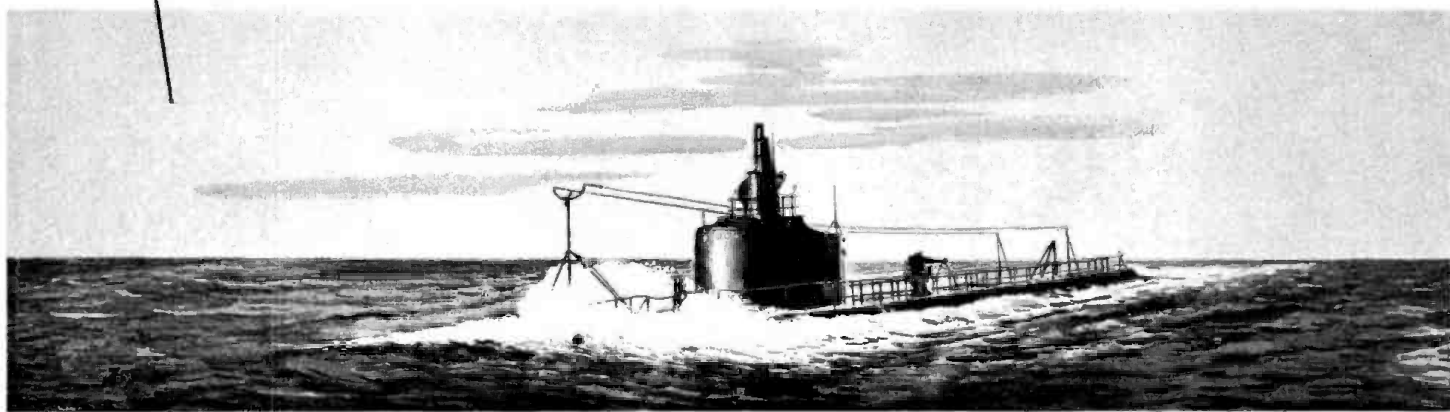
Western

FIGHTS ON EVERY FRONT!



On every field of combat our boys depend on Western Electric gear. As one of the largest manufacturers of communications equipment for the Armed Forces, the increased knowledge and facilities of today's efforts will bring you still finer Western Electric Radio units for better broadcasting tomorrow.

AND UNDER THE SEA




Electric

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 262]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
*Imperial Record Co.	New York	2 West 46th St.	Bryant 9-0143	Eli E. Oberstein	Phonograph records
International-Stacey Corp.	Columbus, O.	875 Michigan Ave.	University 2123	Ferguson Barnes	Self-supporting and guyed uniform cross-section radiators, F-M, television and short wave antenna supporting towers, ground screens, airway towers
Isolantite Inc.	Belleville, N. J.	Belleville	Belleville 2-4600	H. L. Quick	High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0714	Charles F. Jacobs	Antenna spreaders, adjustable separator
Johns-Manville Sales Corp.	New York	22 E. 40th St.	Lexington 2-7600	H. R. Berlin	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
E. F. Johnson Co.	Waseca, Minn.	Waseca	Lloyd W. Olander	Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas
Kenyon Transformer Co. Inc.	New York	840 Barry St.	Dayton 9-0100	Richard B. Shimer	Transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	1913 Montrose St.	Myron E. Kluge	Discontinued for duration
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off and transmission line insulators, special radio insulators, condensers-high pressure gas filled from 100 mmf, 7.5 Kv carrier RMS to 2000 mmf, 15 Kv
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lektra Laboratories Inc.	New York	30 E. 10th St.	Algonquin 4-0230	B. Eisenberg	Microphone, inter-communicating systems
John E. Lingo & Sons, Inc.	Camden, N. J.	Camden	Camden 0487	J. E. Lingo	Tubular steel vertical radiators, turnstile antennas (for FM and television), ultra high frequency antennas, portable vertical radiators (dural for emergency uses), UHF antenna support poles
Lifetime Sound Equipment Co.	Toledo, O.	1101 Adams St.	Main 5643	Wm. H. Manoff	Microphones, floor stands, speakers, baffles, microphone cable, accessories
Littelfuse Inc.	Chicago	4757 Ravenswood Ave.	Longbeach 7778	G. E. Spates	High voltage fuses, high voltage fuse mountings, fuse clips, low voltage instrument fuses, fuse mounting, video and vacuum fuses, special fuses
*Lowell Needle Co. Inc.	Putnam, Conn.	1 Wildore St.	186	Elliott D. Dean	Needles
Memovox Inc.	Beverly Hills, Cal.	405 N. Maple Drive	Bradshaw 2-4479	Walter M. Fagan	Recording and transcribing instruments
*Miles Reproducer Co. Inc.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film machines
*Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Blank discs, recording accessories
National Battery Co.	St. Paul, Minn.	First National Bank Bldg.	Cedar 7471	G. W. Mixon	Storage batteries
Northern Electric Co. Ltd.	Montreal, Quebec	1261 Shearer St.	Wilbank 3131	S. T. Fisher	Microphones, speech input equipment, transmitters, antenna systems and accessory equipment
Ohmite Manufacturing Co.	Chicago	4835 W. Flournoy St.	Austin 0068	Roy S. Laird	Chokes, R. F. plate chokes and power line chokes; resistors, wire-wound, vitreous enameled, fixed or adjustable; rheostats, all porcelain, vitreous enameled, close control; switches, rotary tap, all ceramic high current
Pacific Sound Equipment Co.	Hollywood, Cal.	1534 Cahuenga Blvd.	Heampstead 5141	William L. Maas	Playback machines, recording equipment and accessories
Par-Metal Products Corp.	New York	32-62 49th St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis and accessories for transmitters and audio equipment
*Permo Products Corp.	Chicago	6415 Ravenswood Ave.	Briargate 2420	E. C. Steffens	Playback needles and recording styli
*Phonograph Needle Mfg. Co. Inc.	Providence, R. I.	42 Dudley St.	Dexter 5952	J. Hayden Moody	Transcription needles
Poinsettia Inc.	Pitman, N. J.	100 Cedar St.	Pitman 511	F. Warner	Record manufacturing equipment and recorders
Precision Piezo Service	Baton Rouge, La.	427 Mayflower St.	5359	C. E. Pearce	Crystals and holders
Premier Crystal Laboratories Inc.	New York	63 Park Row	Beekman 3-2824	H. M. Bach	Crystals, crystal holders, dials, pilot light indicators, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
*Presto Recording Corp.	New York Detroit Philadelphia Belmont, Mass. Kansas City, Mo. Minneapolis Cleveland Chicago Silver Spring, Md. Los Angeles Seattle Dallas Rochester, N. Y. Denver Montreal New York	242 W. 55th St. 18288 Appoline Ave. 140 S. Juniper St. 350 Lake St. 302 Reliance Bldg. 88 S. Tenth St. 1836 Euclid Ave. 600 S. Michigan Ave. 5334 Hollywood Blvd. 104 Battery St. P. O. Box 1805 76 Brookwood Rd. 507 Fourteenth St. 702 Dominion Sq. Bldg. 25 Warren St.	Circle 5-7760 University 1-0180 Pennypacker 0542 Belmont 4510 Victor 4631 Atlantic 4216 Main 1565 Harrison 4240 Shepherd 4003 Hillside 9133 Sen. 2560 Dallas 37093 Cul. 5548 Ch. 4277 Mar. 6368 Barclay 7-5513	Ralph C. Powell Art Adams Al Batis Henry M. Lane C. E. Terry E. H. Van Krevelan Ernest P. Scott Leroy W. Beier M. F. Taylor Norman B. Neely L. D. Marsh J. Earl Smith Geo. S. Driacoll R. C. Mulnix Walter P. Downs M. Simmons	Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables
*Radiad Service	Chicago	720 W. Schubert Ave.	Buckingham 4800	Edward L. Foertsch	Transcription players, transcription carrying cases
Radio City Products Co. Inc.	New York	127 W. 26th St.	Wisconsin 7-0486	M. Reiner	Vacuum tube voltmeters, volt-ohm-milliameters, tube testers, resistance limit bridges, selective circuit analyzers, oscillators, signal generators, oscilloscopes

(Continued on Page 270)



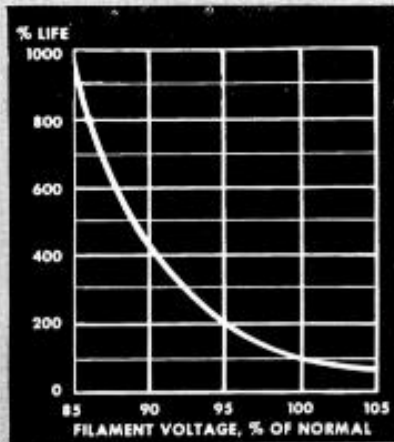
Since 1934 world's
Largest Manufacturers
of sound recording
equipment and discs...

WALTER
FRAME

.... now becoming a major supplier of
Electronic Equipment for the Armed Forces

Presto Recording Corporation

NEW YORK, N. Y., U. S. A.

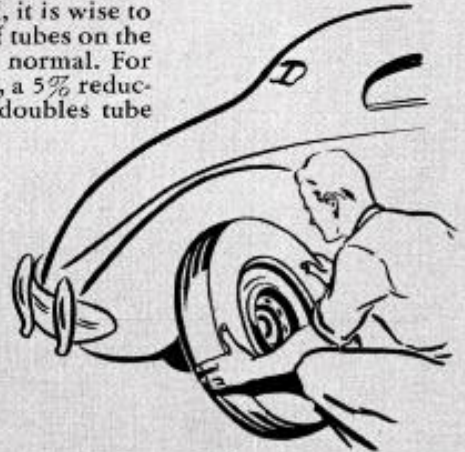


◀ REDUCE FILAMENT VOLTAGE

Whenever tubes are lightly loaded, it is wise to operate the filaments of all types of tubes on the low side—as much as 5% below normal. For tubes with pure tungsten filaments, a 5% reduction in filament voltage actually doubles tube life. See accompanying chart.

ROTATE SPARES ▶

Like auto tires, vacuum tubes should not stand unused for long periods. Rotate your spares to assure every bit of service of which they are capable.



HOW TO MAKE TRANSMITTING

LONG LIFE—not maximum output—is the keynote of transmitting tube operation today in many services where, because of war restrictions, it may prove difficult to replace tubes that wear out. Since care in the use of tubes—even far beyond what might ordinarily be considered necessary—should pay big dividends in longer life, the following suggestions are worthwhile:

HIGH-VACUUM TYPES

For tube types using pure tungsten filaments, a reduction of only 5% in the filament voltage doubles tube life. A reduction of 15% increases it almost tenfold! Thus, for types such as the 207, 891, etc., it is wise to decrease filament voltage to 80% of normal for standbys of less than two hours. For longer periods, the tubes should be shut down.

Care should always be taken in starting up tungsten filaments. Never should the filament current exceed, even momentarily, a value of more than 150% of normal.

For types using thoriated-tungsten filaments and oxide-coated filaments, the filament may be operated on the low side—as much as 5% below normal voltage—if the loading is light. The filament voltage should be increased gradually to maintain output. Toward the end of life,

additional service may be obtained by operating the filament above its rated voltage. During standby periods of less than 15 minutes, the filament voltage may be decreased to 80% of normal to conserve life.

For heater-cathode tube types, where some operating delay can be tolerated, it is a good practice to drop the heater voltage as much as 20% during long or frequent standby periods.

For all types, reduce dissipation of grids and plates to a minimum to avoid overloading and, thus, obtain materially longer life.



Use the RCA Instruction Sheets as your guide to conservative transmitting tube use for long, dependable operation! Sheets on any RCA Tube gladly sent upon request.



Transmitting

PROVED IN COMMUNICATION'S MOST EXACTING

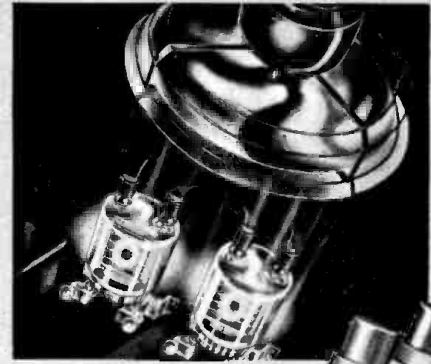


RESTS DURING STANDBYS

As indicated below, there are worthwhile opportunities for conserving tube life during long or frequent standbys.

KEEP THEM COOLER ▶

A good way to increase the life of tubes is to keep them cooler. One method of doing this is to reduce plate voltage and dissipation to the lowest permissible limits. Another, and often more feasible, method is to use forced-air cooling. Use it on tubes, even where it is not specified and increase it above the normal amount where it is specified.



TUBES LAST LONGER

MERCURY-VAPOR TYPES

Operation of mercury-vapor rectifier tubes at conservative ratings and in conjunction with properly designed smoothing filters is your best assurance of long, satisfactory performance. Other factors worthy of consideration are:

Before putting tubes into service, always wipe bulbs clean to avoid leakage and resultant heating effects.

Heat tubes adequately (without application of plate voltage) to distribute mercury properly the first time they are used.

Before applying plate voltage, always allow adequate time for preheating cathodes to insure proper mercury-vapor pressure.

Maintain filament voltages within

specified limits to provide the proper amount of barium at the surface of the cathodes.

Use forced ventilation when it is recommended to obtain specified ambient temperature. Even when not specifically recommended, this may be desirable under some conditions of operation.

Limit arc-back current to a reasonable value by including protection in the equipment.

1942 RCA GUIDE FOR TRANSMITTING TUBES

Completely revised with much new material added, including Special Reference Chart of air-cooled and water-cooled transmitting tubes, transmitting and television rectifiers, cathode-ray tubes, phototubes and special-purpose tubes. 37 pages devoted to transmitting tube data; 6 pages to transmitting-circuit facts; and 20 pages to transmitter construction. Price 35c through RCA Tube and Equipment Distributors, or from Commercial Engineering Section, RCA Manufacturing Co., Inc., Harrison, N. J.



Tubes

APPLICATIONS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 266]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
*Radio Corporation of American (RCA Victor Division)	Camden, N. J.	Front & Cooper Sts.	Camden 8000	I. R. Baker T. A. Smith S. W. Goulden	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment
	New York	411 Fifth Ave.	Ashland 4-7605	
	Chicago	589 E. Illinois St.	Delaware 4300	
	San Francisco	170 Ninth St.	Hemlock 8300	
	Dallas	Santa Fe Bldg.	Dallas 7-1371	
Atlanta	Citizens & Southern Bank Bldg.	Walnut	
*RCA Victor Co. Ltd.	Montreal, Quebec	Lenoir St.	Wellington 3671	J. L. McMurray	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment
	Vancouver, B. C.	1206 Homer St.	Marine 3671	F. A. Boyle	
	Calgary, Alta.	537 Eighth Ave.	Maine 4476	F. T. Myles	
	Winnipeg, Man.	168 Main St.	97201	E. P. Burns	
	Toronto, Ont.	36 Bredalbane St.	Midway 8454	N. J. Sims	
Halifax, N. S.	99 Brunswick St.	Bishop 6187	C. C. Bowers		
Radio Engineering Labs. Inc.	Long Island City, N. Y.	35-54 36th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation broadcast transmitters
Radiotone Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording machines, recording amplifiers, recording accessories
*Rangertone Inc.	Newark, N. J.	73 Winthrop St.	Humboldt 2-0123	H. M. Neustadt	Phonograph recording needles, chimes, chimes vibrascope and bell recordings
The Rauland Corp.	Chicago	4245 N. Knox Ave.	Mulberry 5000	R. M. Gray	Pre-amplifiers, monitoring amplifiers, inter-communication systems, microphones
*Reecon Corp.	New York	178 Prince St.	Walker 5-6151	S. Nester	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles, record renewer for acetate records, blanks
The Charles E. Schuler Engineering Co.	Newark, O.	Box 631	4319	Charles E. Schuler	Full line of self-supporting and guyed radio towers
Scientific Radio Service	Hyattsville, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo-electric crystals
*Shure Brothers	Chicago	225 West Huron St.	Delaware 8381	J. A. Berman	Microphones, microphone stands, accessories, pickups, call letter nameplates
*Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Automatic graphic high speed level recorders, frequency response recorders
*Speak-O-Phone Recording & Equipment Co.	New York	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment
*Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Harry Gennett, Jr.	Sound effect records

(Continued on Page 272)

IDECO

BUILDERS OF

RECENT INSTALLATIONS

WJR . MICHIGAN	WFBC . SOUTH CAROLINA
WHKC . . . OHIO	WMMN . WEST VIRGINIA
WGBF . INDIANA	WISH . . INDIANA
KRLH . . TEXAS	WDDO . TENNESSEE

INTERNATIONAL-STACEY CORP.

INTERNATIONAL DERRICK & EQUIPMENT DIVISION

COLUMBUS, OHIO



P-A Controls

★ For P-A equipment and setups, control room, remote pickup and transmitting equipment generally, just remember that you can standardize on Clarostat. It's a remarkably complete line. Also, for years Clarostat has been standard equipment in most broadcasting stations.

Today Clarostat is 100% in war production. That comes first. But inasmuch as broadcasting remains an essential part of winning the war, you can still get Clarostat replacements with proper priorities. Therefore . . .

Ask your Clarostat jobber about the controls and resistors you need. He can help you with wartime problems. Or write us for loose-leaf catalog.

Widest choice of sound-system controls—T- and L-pads, mixers, faders, etc.

Constant-impedance output attenuators for distortionless control of loud-speakers.

Wire-wound potentiometers and rheostats, single and multiple units, tapers, taps.

Composition-element controls with new Stabilized Element providing new standard of performance and life.

Power resistors, flexible resistors, glass-insulated resistors and heating elements, ballasts, etc.



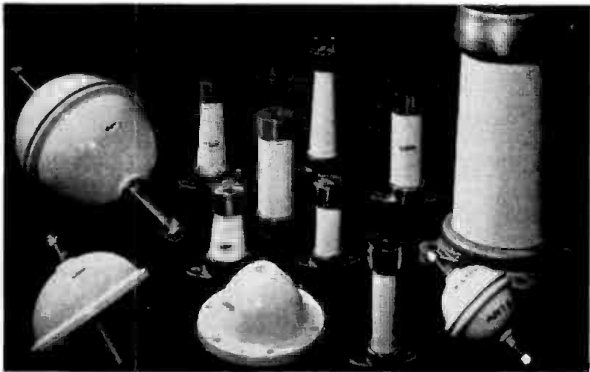
★ CLAROSTAT MFG. CO., Inc. • 285-7 N. Gu. St., Brooklyn, N. Y.



FOR HIGH-FREQUENCY POWER SOURCES

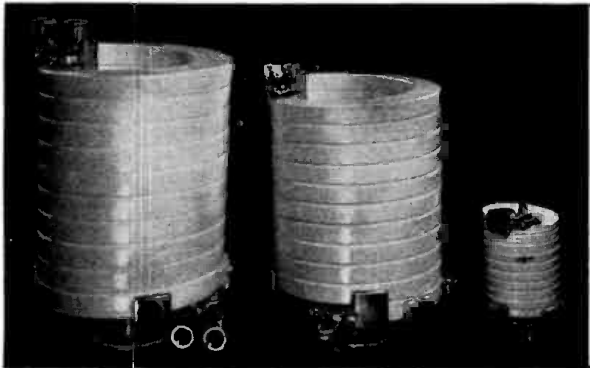
LAPP GAS-FILLED CONDENSERS

In any electronic circuit, wherever lump capacitance is needed, Lapp condensers will save space, save power and save trouble. Available for duty at almost any conceivably-useable voltage rating and capacitance, they bring to any application notable mechanical and electrical advantages: practically zero loss, smallest space requirement, non-failing, puncture-proof design, constant capacitance under temperature variations. *Shown, at left, Unit No. 25934, rated at 200 amp., 6500 volts, capacitance variable 4300 mmf. to 11000 mmf.; right, Unit No. 23722, rated at 50 amp., 7500 volts, capacitance 45 mmf. to 75 mmf.*



STANDOFF, BOWL, ENTRANCE INSULATORS

Standoff, bowl, entrance and other special-purpose insulators are available in wide range as standard Lapp catalog items. Other insulators of special design are easily produced by Lapp methods, either in porcelain or steatite. The wide choice of such insulators available from Lapp simplifies the design of high-frequency equipment. Also, Lapp is equipped for production of many special assemblies, of porcelain or steatite, and the associated metal parts.



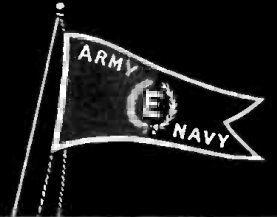
LAPP PORCELAIN WATER COILS

For cooling of high-frequency tubes in radio transmitters and other electronic power sources, Lapp porcelain water coils have been widely used. With nothing about the porcelain to deteriorate, sludging is eliminated, and with it the need for cleaning and water changes. Porcelain pipe and fittings in any needed size are also available as catalog items. We welcome inquiry on any Lapp equipment for experimental or industrial electronic application.

Lapp

INSULATOR CO., INC.

LEROY, N. Y.



DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

Continued from Page 270

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Standard Electrical Products Co.	St. Paul, Minn.	300 E. Fourth St.	Cedar 2211	Solen M. Goffstein	Relays, variable transformers
Swan Engineering Co. Inc.	Newark, N. J.	410 Frelinghuysen Ave.	Bigelow 8-2020	George Swan	Fabricated bent tubular parts
Taylor Tubes Inc.	Chicago	2342 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Journal Square 4-1066	Henry Kovarik	Discontinued for duration
Thordarson Electric Mfg. Co.	Chicago	500 W. Huron St.	Whitehall 6444	C. Hahne	Transformers, reactors, wave filters, amplifiers, electronic devices
Tower Sales & Erecting Co.	Portland, Ore.	6100 NE Columbia Blvd.	Trinity 7303	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
Triplett Electrical Instrument Co.	Bluffton, O.	Harmon Rd.	323-W	N. A. Triplett	Instruments, test equipment
Truscen Steel Co.	Youngstown, O.	Albert St.	Youngstown 32171	Geo. F. Bateson	Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screens
The Turner Co.	Cedar Rapids, Ia.	909 17th St. N. E.	3-2607	Harry W. Johnson	Microphones
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United Transformer Co.	New York	150 Varick St.	Walker 5-4850	S. L. Barat	Transformers, reactors, voltage regulators, filters, equalizers, rectifiers
Universal Microphone Co. Ltd.	Inglewood, Cal.	424 Warren Lane	Orchard 7-4216	J. R. Fouch	Microphones
Universal Motor Co.	Oshkosh, Wis.	412 Universal Drive	613	C. J. Gaffney	Electric generating plants for standby service
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South Street	Mo. 8-9570	A. A. Berard	Rheostats, relays, resistors
*Webster Electric Co.	Racine, Wis.	Racine	Jackson 6776	R. Ferda	Phonograph pickups, recording heads, amplifiers
Western Electric Co. (See Graybar Electric Co.)					
*Western Sound & Electric Labs. Inc.	Milwaukee, Wis.	3512 W. St. Paul Ave.	West 3050	Edward M. Dieringer	Amplifiers, microphones, recording equipment, recorders
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Edmondson 2300	C. F. Feast Walter C. Evans, V. P.	Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights
Weston Electrical Instrument Corp.	Newark, N. J.	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	All types of electrical measuring instruments
Wincharger Corp.	Sioux City, Iowa	E. 7th and Division Sts.	8-6513	M. M. Lasensky	Radio towers (guyed) lighting equipment, anchors, erection, ground system
John Wright Instrument Maker	Portland, Ore.	5212 S. E. 87th Ave.	Sunset 4905	John Wright	Custom built electrical instruments, repair service

**HIGH LEVEL
MONITORING**
minus
EYE FATIGUE



**INSTRUMENTS FOR EVERY
COMMUNICATIONS NEED**

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Model 45
Precision
Portable DC
Instruments
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Model 430
Portable
AC-DC
Instruments
- 

Model 763
Direct-
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Ohmmeter
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Model 685
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Milliammeter

WESTON
TYPE 30
**VOLUME LEVEL
INDICATOR**

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator forestalls eye-strain and fatigue... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

The News Gets Around

KVAK WBTA WPAD
 WMFI KGFW KADA KEYS
 WJRD WFIN KFEEQ KJHI
 WRAL WTAL WHBF KVCV KODL WJHL WLBC KFUN WKRO WTCM WGAA
 WDBC WSPA KHSL KUJ WCBI WLAG WLBC KWRC WKRO WTCM WGAA
 WIOD WINN WMRC KDYL WCBI WLAG WLBC KWRC WKRO WTCM WGAA
 WMRN WJHO WFIG KOVO KCRJ WMSL KFXM KWTN WCBT WLBFB WRDR WDEF
 KORN WMFD KUTA WSIX WIHL KSCJ KXL WROL KABR KWBD WDAK WPAY
 WGTC WCAX
 WAPD WAPO WHUB WGAC
 KGLO WINE
 KBIZ WSAZ
 KDJH
 KFRO
 WGGG KRLC
 WTOC
 WSKY WKMO
 WSOC KBWD
 WIZM WJPF KMYC
 WHLN WHBQ WSYB KGA WMT KDAL WLBZ KPAS WPAR KGY WIZM WJPF KMYC
 WSKB WROL WFTM WFTM KGA WMT KDAL WLBZ KPAS WPAR KGY WIZM WJPF KMYC
 XEAW WGAA WOPI WMDF KDAL WLBZ KPAS WPAR KGY WIZM WJPF KMYC
 WTMC KFXJ WJPR WHBB WHBB WBLJ KSLM KFSG WKVO WHMA KROS WQBC KFED
 WTMC KFXJ WJPR WHBB WHBB WBLJ KSLM KFSG WKVO WHMA KROS WQBC KFED

The news gets around and today's big news is the efficiency, strength and low cost of Wincharger Vertical Radiator.

A sensationally increasing number of commercial stations are using these towers. These stations know their audiences have better listening because the scientific design of Wincharger Vertical Radiators insure the top signal strength needed for strong efficient coverage. They also know they have the ideal directional array towers, because slender, uniform, cross sections insure current distribution that closely follows the ideal sinusoidal curve.

... But, efficiency alone is only a part of the story. The sturdy Wincharger Vertical Radiators naturally have * the attractive appearance so essential to distinguished stations * the durability that shows up in lowered maintenance cost.

Combine all of these advantages with a sensationally LOW INITIAL COST and it's easy to see why more stations are using Wincharger Vertical Radiators every day.

Complete erection service, including lighting equipment, anchors, base and ground system, is available.

WRITE TODAY FOR COMPLETE DETAILS AND QUOTATIONS.

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

Board of War Communications

(Formerly the Defense Communications Board; name changed by Executive Order of President Roosevelt, June 15, 1942)

Organization and Functions

EXECUTIVE ORDER Creating the DCB and Defining Its Functions and Duties

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount;

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.

2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.

3. The Assistant Secretary of State in charge of the Division of International Communications.

4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

Creation and Authority: The Defense Communications Board (now Board of War Communications) was created by Executive Order of the President on Sept. 24, 1940 under authority of the Communications Act of 1934 (48 Stat. 1064), as amended.

MEMBERS

James Lawrence Fly, Chairman, FCC, *chairman*.
Maj. Gen. Dawson Olmstead, Chief Signal Officer, U. S. Army.
Capt. Carl F. Holden, Director of Naval Communications
Breckenridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury, *secretary*.
Capt. R. J. Mauerman, Coast Guard, *Assistant Secretary*.

ALTERNATES

E. K. Jett, Chief Engineer, FCC.
Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch
Capt. Thomas B. Inglis, Assistant Director of Naval Communications
Francis C. deWolf, Division of International Communications, State Dept.
Capt. E. M. Webster, Coast Guard.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.*

FRANKLIN D. ROOSEVELT
The White House
Sept. 24, 1940

*NOTE: Administrative Order of the President dated January 7, 1941, provides that the work and activities of the Defense Communications Board shall be coordinated in and through the Office for Emergency Management under the direction and supervision of the President.

EXECUTIVE ORDER Amending Executive Order No. 8546 of Sept. 24, 1940, creating the Defense Communications Board and Defining Its Functions and Duties

By virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered that Executive Order No. 8546 of September 24, 1940, creating the Defense Communications Board and defining its functions and duties, be, and it is hereby, amended by substituting for the words "Assistant Secretary of the Treasury in Charge of the Coast Guard," wherever they appear in the said order, the words "Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities."

FRANKLIN D. ROOSEVELT
The White House,
Dec. 6, 1941.

EXECUTIVE ORDER Prescribing Regulations Governing the Use, Control and Closing of Radio Stations and the Preference or Priority of Communications

WHEREAS The Senate and House of Representatives of the United States of America in Congress assembled have declared that a state of war exists between the United States and the Imperial Japanese Government;

AND WHEREAS Section 606 of the Communications Act of 1934 (48 Stat. 1104; U.S.C. title 47, sec. 606) authorizes the President under such circumstances to cause the closing of any radio station and the removal therefrom of its apparatus and equipment, and to authorize the use or control of any such station and/or its apparatus and equipment by any agency of the Government under such regulations as the President may prescribe upon just compensation to the owners, and further authorizes him to direct that communications essential to the national defense and security shall have preference or priority;

AND WHEREAS It is necessary to insure the national defense and the successful conduct of the war that the Government of the United States shall take over, operate, and have use or possession of certain radio stations or parts thereof within the jurisdiction of the United States, and shall inspect, supervise, control or close other radio stations or parts thereof within the jurisdiction of the United States, and that there should be priority with respect to the transmission of

certain communications by wire or radio;

NOW, THEREFORE, by virtue of authority vested in me under the Constitution of the United States and under the aforementioned joint resolution of Congress dated December 8, 1941, and under the provisions of the aforementioned Section 606 of the Communications Act of 1934, I hereby prescribe that from and after this date the Defense Communications Board created by the Executive Order of September 24, 1940 (hereinafter referred to as the Board) shall exercise the power and authority vested in me by Section 606 of the Communications Act of 1934 pursuant to and under the following regulations:

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental radio facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific radio stations and facilities or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of radio stations and facilities or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

4. Every department and independent agency of the government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No radio station or facility shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall not interfere with the procurement needs of civilian governmental agencies, the normal functioning of industry or the maintenance of civilian morale.

6. Until and except so far as said Board shall otherwise provide the owners, managers, boards of directors, receivers, officers and employees of the radio stations shall continue the operation thereof in the usual and ordinary course of business, in the names of their respective companies, associations, organizations, owners or managers, as the case may be.

7. The head of any department or agency which uses or controls any radio station pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such radio station and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (d) of Sec-

(Continued on page 276)



STATION WTMJ, Milwaukee (NBC)



STATION KPO, San Francisco (NBC)
STATION KGO, San Francisco (Blue Network)

★

*The
2 largest
studios
built in
1942
both use
Sound
Control by
Johns-Manville*

★

**Leading stations from coast to coast assure high
broadcast quality with Sound Control
by Johns-Manville**

- | | | |
|--|--------------------------|--|
| CFRB Toronto, Ont., Can. | WBTM Danville, Va. | WNAX Yankton, S. Dak. |
| CKAC Montreal, Que., Can. | WCAL Northfield, Minn. | WNBC Hartford, Conn. |
| CKGB Timmins, Ont., Can. | WCKY Cincinnati, Ohio | WNYC New York, N. Y. |
| KDKA Pittsburgh, Pa. | WCHS Charleston, W. Va. | WOAI San Antonio, Tex. |
| KFJZ Ft. Worth, Tex. | WCOU Lewiston, Me. | WOI Ames, Ia. |
| KGEI San Francisco, Cal. | WCSH Charleston, S. C. | WOR Newark, N. J. |
| KGER Los Angeles, Cal. | WCSH Portland, Me. | WOW New York, N. Y. |
| KGEO Ft. Worth, Tex. | WDAF Kansas City, Mo. | WOW Omaha, Nebr. |
| KGNO Amarillo, Tex. | WDAN Danville, Ill. | WOWO Ft. Wayne, Ind. |
| KGNC Amarillo, Tex. | WDRC Hartford, Conn. | WPFT Raleigh, N. C. |
| KGO-KPO San Francisco, Cal. | WDBE Duluth, Minn. | WRC Washington, D. C. |
| KMBC Kansas City, Mo. | WFAA Dallas, Texas | WRNL Richmond, Va. |
| KMOX St. Louis, Mo. | WFBR Philadelphia, Pa. | WSA Spartanburg, S. C. |
| KNX (Columbia Square) | WFIL Philadelphia, Pa. | WSPA Spartanburg, S. C. |
| KNX Hollywood, Cal. | WFMJ Youngstown, O. | WTAM Cleveland, Ohio |
| KOWH Omaha, Nebr. | WGES (Tribune Square) | WTHT Hartford, Conn. |
| KOY Phoenix, Ariz. | WGN Chicago, Ill. | WTMJ Studios, Milwaukee, Wis. |
| KRE Berkeley, Calif. | WGY Schenectady, N. Y. | WNWC Asheville, N. C. |
| KSCJ Sioux City, Iowa | WHAS Louisville, Ky. | WWJ Detroit, Mich. |
| KSL Salt Lake City, Utah | WHBC Canton, Ohio | WVAB Ashabula Star Bureau, Ashabula, Ohio |
| KSTP St. Paul, Minn. | WHCO Ithaca, N. Y. | Belle Isle Radio Station, Detroit, Mich. |
| KWKH Shreveport, La. | WHYN Holyoke, Mass. | Dept. of Interior, Washington, D. C. |
| KYSM Mankato, Minn. | WIRE Indianapolis, Ind. | Washington, D. C. |
| KYW Philadelphia, Pa. | WISH Indianapolis, Ind. | Merchandise Mart (NBC) Chicago, Ill. |
| WABC (CBS Key Station) New York, N. Y. | WJDD Chicago, Ill. | Radio City, Hollywood, Calif. |
| WAIT Chicago, Ill. | WJLS Backley, W. Va. | Radio City, N. Y. City, N. Y. |
| WAKR Akron, Ohio | WKIP Poughkeepsie, N. Y. | Silverspire Broadcasting Co. St. Catherine's, Ont., Can. |
| WBBM Chicago, Ill. | WKY Okla. City, Okla. | |
| WBEN Buffalo, N. Y. | WLAW Lawrence, Mass. | |
| WBNS Columbus, Ohio | WLAY Grand Rapids, Mich. | |
| | WLWL Minneapolis, Minn. | |
| | WLS Chicago, Ill. | |

JOHNS-MANVILLE is proud of the fact that J-M Sound Control Materials are making a contribution to the magnificent wartime job our broadcasting stations are doing.

During 1942, the two largest studios that were built joined the long list of stations in the four big networks that have insured brilliant broadcast quality through the use of J-M Acoustical Materials and methods.

If you have a sound control problem—whether it involves acoustical correction or sound isolation—Johns-Manville Engineers can show you how to achieve the best results at minimum cost. For complete details, write Johns-Manville, 22 East 40th St., New York.

JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND
ACOUSTICAL ENGINEERING SERVICE



(Continued from page 274)
 tion 606 of the Communications Act of 1934 (U.S.C., title 47, sec. 606 (d)).

8. By subsequent order of the Board, the use, control, or supervision of any radio station or facility or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part to the owners thereof and any restrictions placed on any radio station or facility pursuant hereto may be removed in whole or in part.

9. The Board is hereby designated, in accordance with the provisions of Section 606(a) of the Communications Act of 1934, to make such arrangements as may be necessary in order to insure that communications essential to the national defense and security shall have preference or priority with any carrier subject to the Communications Act of 1934. The Board may issue any regulations which may be necessary to accomplish this purpose.

10. All terms herein used shall have the meanings ascribed to such terms in Section 3, as amended, of the Communications Act of 1934.

11. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other governmental agency under these Presidential regulations shall be published in the Federal Register.

FRANKLIN D. ROOSEVELT
 The White House,
 Dec. 10, 1941.

* * *

EXECUTIVE ORDER

Prescribing Regulations Governing the Use, Control, and Closing of Stations and Facilities for Wire Communications

WHEREAS section 606 (d) of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606), as amended by the act of January 26, 1942, Public Law 413, 77th Congress, provides, in part as follows:

Upon proclamation by the President that there exists a state or threat of war involving the United States, the President, if he deems it necessary in the interest of the national security and defense, may, during the period ending not later than six months after the termination of such state or threat of war and not later than such earlier date as the Congress by concurrent resolution may designate*** (2) cause the closing of any facility or station for wire communication and the removal therefrom of its apparatus and equipment, or (3) authorize the use or control of any such facility or station and its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

WHEREAS the United States is now at war with the Empire of Japan, Germany, and Italy; and

WHEREAS it is necessary in the interest of the national security and defense, and for the successful prosecution of the war that the Government of the United States take over, use, and operate certain facilities for wire communication, or parts thereof, within the jurisdiction of the United States, and inspect, supervise, control, or close certain facilities for wire communication, or parts thereof, within the jurisdiction of the United States:

NOW, THEREFORE, by virtue of the authority vested in me by the aforementioned section 606 (d), as amended, of the Communications Act of 1934, and as President of the United States, it is hereby ordered that from and after this date the Defense Communications Board (hereinafter referred to as the Board) created by Executive Order No. 8546 of September 24, 1940, shall exercise the power and authority vested in me by section 606 (d) of the said Com-

munications Act of 1934, as amended, pursuant to and under the following regulations:

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental wire facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific facilities for wire communication or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of facilities for wire communication or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

4. Every department and independent agency of the Government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any facility for wire communication and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No facility for wire communication shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pur-

suant to this Order shall not interfere with the procurement needs of civilian governmental agencies, the normal functioning of industry or the maintenance of civilian morale.

6. Until and except so far as said Board shall otherwise provide, the owners, managers, boards of directors, receivers, officers and employees engaged in wire communication shall continue the operation thereof in the usual and ordinary course of business, in the names of their respective companies, associations, organizations owners or managers, as the case may be.

7. The head of any department or agency which uses or controls any facility for wire communication pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such facility and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (e) of Section 606, as amended, of the Communications Act of 1934.

8. By subsequent order of the Board, the use, control, or supervision of any facility for wire communication or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part to the owners thereof and any restrictions placed on any station or facility for wire communication pursuant hereto may be removed in whole or in part.

9. All terms herein used shall have the meanings ascribed to such terms in Section 3, as amended, of the Communications Act of 1934.

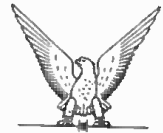
10. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other governmental agency under these Presidential regulations shall be published in the FEDERAL REGISTER.

FRANKLIN D. ROOSEVELT
 The White House,
 March 6, 1942.



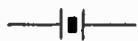
Today, production of Bliley Quartz Crystals is limited, almost without exception, to the needs of our fighting forces. Every effort is being expended to meet and to exceed the voluminous requirements of our vast fighting machine. That these efforts have been at least partially successful, is reflected in the Army-Navy "E" Award bestowed upon Bliley employees in recognition of their splendid work. Of course they are proud and happy, too, but no letup will occur until the "unholy three" are begging for mercy.

BLILEY
Crystals

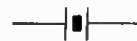


Tomorrow, Bliley Crystals will again take their place of prominence in all fields of frequency control. Expanded facilities, greatly improved production procedures and increased engineering knowledge gained through the meeting of strict governmental requirements under high production will all work together towards a better-than-ever civilian product. Many new types of applications undoubtedly will exist as a result of current military developments—whatever the application, there will be a Bliley Crystal Unit designed and engineered for it.

Accurate



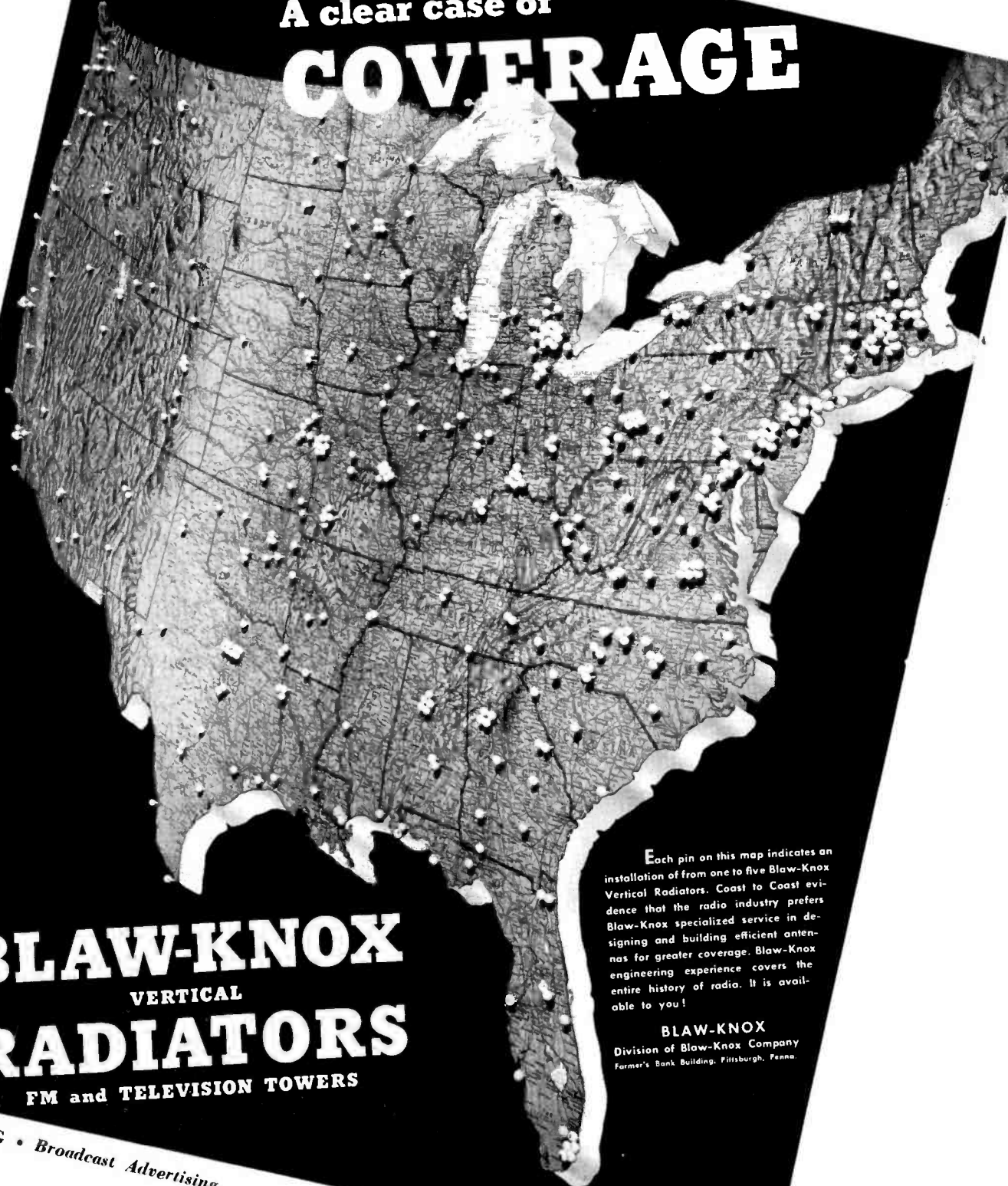
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1943 Yearbook Number • Page 277

Board of War Communications: Committees

Note: All alternates same affiliation as regular member unless otherwise indicated

The Board, acting under authority contained in Paragraphs 5 and 7, of the President's Order, designates the following committees to assist in carrying out its functions and to provide for continuing studies and for contact with other government agencies and with the civil communication industry. The Board, as it may deem necessary, from time to time, may appoint further committees or make changes or additions in existing committees or in the definitions of their respective functions. In addition to their other functions all of the committees named below should examine and consider existing and proposed precautions against interruptions of communication facilities within their purview, and should recommend any changes which might be considered necessary from the standpoint of national defense.

Coordinating Committee

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it. Members: E. K. Jett, FCC, *chairman*. Francis C. deWolf, State Dept. Col. Wesley T. Guest, War Dept. Comdr. Franz O. Willenbacher, Navy Dept. Capt. E. M. Webster, Coast Guard.

Law Committee

The duties of the Law Committee include the furnishing of legal opinions and advice and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be deemed necessary, with other committees. Members: Charles R. Denny, FCC, *chairman*. Col. Conrad E. Snow, War Dept. John E. Shea, Treasury Dept. Comdr. Franz O. Willenbacher, Navy Dept. Raymond T. Yingling, State Dept.

Industry Advisory Committee

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem. Members and alternates:

Walter S. Gifford, A. T. & T., *chairman*; Keither S. McHugh, alternate. David Sarnoff, RCA; Dr. C. B. Jolliffe, alternate and *secretary*. Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate. Col. Sosthenes Behn, I. T. & T.; Frank W. Phelan, All America Cables & Radio Inc., alternate. Ellery W. Stone, Postal Telegraph Inc. Joseph Pierson, Press Wireless Inc. William E. Beakes, Tropical Radio Telegraph Co.; R. V. Howley, alternate. R. A. Phillips, U. S. Independent Telephone Assn.; Louis Pitcher, alternate. A. N. Williams, Western Union; E. R. Shute, alternate.

Labor Advisory Committee

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee. Members and alternates:

Robert J. Watt, AFL, *chairman*. Lawson Wimberley, International Brotherhood of Electrical Workers, alternate. Paul E. Griffith, National Federation of Telephone Workers, *secretary*; Joseph A. Bierns, alternate. Joseph P. Selly, CIO; Daniel Driesen, American Communications Assn., alternate.

Priorities Planning Committee

The duties of this committee include the submission of expert advice and recommendations to the Board through the Coordinating Committee on all priorities problems incident to the proper carrying out of its national defense mission.

With the requirements of national defense as a primary consideration, the Priorities Planning Committee will:

- Formulate a program covering the over-all requirements of the communications industry during the war;
- Recommend, for ultimate transmission to the War Production Board, policies covering communications problems which may affect the entire industry or a major subdivision thereof;
- Make recommendations as to orders which should be promulgated to implement any program for the use of critical materials in the communications industry;
- Recommend basic rules to guide the Communications Branch of the War Production Board in the processing of applications.

The Committee may call upon the priorities representatives of the numbered committees of the Board as well as other government and industry experts for advice.

The Priorities Planning Committee will report directly to the Coordinating Committee. The members of the Committee, however, will be assigned office space with the Communications Branch of WPB and will serve as consultants to the Chief of the Branch. Each member of the Priorities Planning Committee will be available at the request of the Chief of the Communications Branch to represent the BWC on the Board of Appeals of WPB. Members and alternates:

Lt. Col. Lyle D. Wise, War Dept., *chairman* (telephone). George J. Dempsey, FCC, *secretary* (telephone). Lt. Brewster H. Marshall, Navy Dept. (radio).

I. Amateur Radio Committee

The duties of this Committee include the study of all phases of amateur radio facilities. With the requirements of national defense as a primary consideration, the committee shall recommend precautions and restrictions with respect to amateur radio operations under various emergency conditions, and the allocation of such amateur facilities as may be required by the Army or the Navy. Members and alternates: George W. Bailey, American Radio Relay League, *chairman*; K. B. Warner, alternate. William N. Krebs, FCC; L. C. Quaintance, FCC, alternate. National Youth Administration. Lt. Comdr. John L. Reinartz, Navy Dept. Robert R. Burton, Office of Civilian Defense. Lt. Col. E. F. French, Army Signal Corps; Lt. Raymond B. Jewett, alternate.

II. Aviation Communications Committee

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

R. O. Smith, Aeronautical Radio Inc., *chairman*. American Assn. of Airport Executives. American Export Airlines Inc. American Federation of Labor. R. L. Jones, A. T. & T.; F. A. Cowan, A. T. & T., alternate. Howard G. Stokes, Dept. of Commerce (Civil Aeronautics Administration); Eugene Sibley, alternate. George K. Rollins, FCC; Seymour Krieger, alternate. Charles R. Helms, National Advisory Committee for Aeronautics. John J. Moran, National Federation of Telephone Workers. Navy Dept. H. C. Leuteritz, Pan-American Airways System. A. F. Connery, Postal Telegraph Inc. Roger Wolfe Kahn, Private Fliers Assn.; John M. Wells, Southbridge, Mass., alternate. Arthur Lebel, State Dept. Lt. Comdr. F. A. Leamy, Coast Guard; Lieut. Comdr. E. K. Rhodes, alternate. Col. Wallace G. Smith, Army Air Forces; Col. E. L. White, alternate. Delbert M. Little, Dept. of Commerce (Weather Bureau); Ivan R. Tannehill, alternate. P. J. Howe, Western Union; H. M. Saunders, alternate.

III. Cable Committee

The duties of this Committee include the study of all phases of submarine cable communications facilities used in the international or overseas service. With the requirements of national defense as a primary consideration, the Committee shall recom-

mend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

C. Mills, Mexican Telegraph Co., *chairman*. Benedict P. Cottone, FCC, *secretary*; David C. Adams, FCC, alternate. Forest L. Henderson, All America Cables & Radio; John O. Wiseman, All-America Cables & Radio, alternate. William J. Fox, AFL; Paul C. Holmes, alternate. James Dunlop, Commercial Cable Co.; Harold H. Higginson, alternate. Congress of Industrial Organizations; Ray Lauria; Western Union, alternate. Vincent D. Cooper, National Federation of Telephone Workers. Lt. Comdr. David S. Rau, Navy Dept. Joseph Keating, State Dept. Lt. Comdr. Oliver A. Peterson, Coast Guard; Lt. F. S. Clark, alternate. Maj. Charles E. Ward, Army Signal Corps. I. S. Coggeshall, Western Union; J. R. Hyland, alternate.

IV. Domestic Broadcasting Committee

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration. Members and alternates:

Neville Miller, NAB, *chairman*; Howard S. Frazier, alternate. A. D. Ring, consulting engineer, Washington, *secretary*. Lawson Wimberley, AFL; Maynard Marquardt, WCFI, Chicago, alternate. G. L. Best, A. T. & T.; H. H. Carter, A. T. & T., alternate. Kenneth H. Berkeley, WMAL, Washington. The Blue Network; George D. Milne, alternate. John Shepard 3d, Yankee Network, Broadcasters' Victory Council; O. L. Taylor, KGNC, Amarillo, Tex., alternate. Earl H. Gammons, CBS Washington. Edgar Thomas Darlington, CIO; Sidney Adler, American Communications Assn., alternate. John V. L. Hogan, Facsimile Inc. George P. Adair, FCC. Walter J. Damm, WTMJ, Milwaukee, FM Broadcasters Inc. W. E. Macfarlane, WGN, Chicago. Mutual Broadcasting System; Fred Weber, MBS, alternate. Frank M. Russell, NBC Washington; O. B. Hanson, alternate. John J. Moran, National Federation of Telephone Workers. Harold A. Lafount, National Independent Broadcasters; Andrew W. Bennett, Washington, alternate. Dr. W. R. G. Baker, General Electric Co., National Television System Committee of the Radio Manufacturers Assn. Engineering Dept.; V. M. Graham, Sylvania Electric Products Inc., alternate.

(Continued on page 280)

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(Continued from page 278)

William B. Lewis, chief, Radio Bureau, Office of War Information; Douglas Meservey, alternate. Elery W. Stone, Postal Telegraph-Cable Co.; M. A. Connery, alternate. Harvey Otterman, State Dept. Louis Pitcher, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate. Lt. Adrian Murphy, Army Signal Corps. H. P. Corwith, Western Union; A. W. Donaldson, alternate.

V. Interdepartment Radio Advisory Committee

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities. Members and alternates: Dr. J. H. Dellinger, Bureau of Standards, *chairman*; I. H. Simson, alternate. Comdr. T. A. M. Craven, FCC, *vice-chairman*; P. F. Siling, *secretary* and alternate. E. W. Loveridge, Dept. of Agriculture. Stephen L. Windes, Dept. of Interior (Bureau of Mines); Howard F. Carl, alternate. T. D. Quinn, Dept. of Justice; H. G. Walls, alternate. Dept. of Labor. D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate. Lt. Comdr. Paul D. Miles, Navy Dept. Roy M. Martin, Postoffice Dept.; Charles M. Knoble, alternate. Thomas Burke, State Dept.; F. C. deWolf, alternate. Capt. E. M. Webster, Coast Guard. Lt. Arthur L. Budlong, alternate. Lt. Col. A. G. Simson, War Dept.; Capt. William E. Plummer, alternate.

VI. International Broadcasting Committee

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates: Walter C. Evans, Westinghouse Electric & Mfg. Co., *chairman*; Lee B. Wailes, Westinghouse Radio Stations Inc., alternate. P. F. Siling, FCC, *secretary*; Wayne Mason, alternate. Louis Barnett, AFL; Lawson Wimberly, International Brotherhood of Electrical Workers, alternate. Wesley I. Dumm, Associated Broadcasters Inc., San Francisco; Royal V. Howard, alternate. Earl H. Gammons, CBS Washington; Edmund Chester, CBS New York, alternate. Howard E. Way, Dept. of Commerce. James D. Shouse, Crosley Corp., Cincinnati; R. J. Rockwell, alternate. Robert S. Peare, General Electric Co. Alfred J. McCosker, MBS; Fred Weber, alternate. John F. Royal, NBC New York; Dr. Charles B. Joffile, RCA, alternate. Comdr. F. O. Wellenbucher, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate.

Don Francisco, Office of the Coordinator of Inter-American Affairs; John W. G. Ogilvie, alternate. Murry Brophy, Office of War Information; Roy Corderman, alternate. Harvey Otterman, State Dept. Maj. Gen. Alexander D. Surles, War Dept. Walter S. Lemmon, World-Wide Broadcasting Corp.

VII. Radiocommunications Committee

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facilities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates: Capt. E. M. Webster, Coast Guard, *chairman*; Lt. Comdr. O. A. Peterson, alternate. W. G. Thompson, A. T. & T. Long Lines Dept.; F. M. Ryan, Bell Laboratories, alternate and *secretary*. Andrew McDonald, AFL; David D. Barry, Radio Officers Union, alternate. R. J. Baker, American Merchant Marine Institute. G. G. Langdon, Assn. of Edison Illuminating Companies. Wayne P. Paschal, CIO. Dr. J. H. Dellinger, Bureau of Standards; I. H. Simson, Civil Aeronautics Administration, alternate. H. E. Kent, Edison Electric Institute. William N. Krebs, FCC; Paul M. Lion, alternate. Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate. Gilbert R. Johnson, Lake Carriers Assn.; C. M. Jansky Jr., Washington, alternate. Herman E. Hageman, Lorain County Radio Corp.; Lorain, O.; Frank C. Dunbar, alternate. Haradan Pratt, Mackay Radio & Telegraph Co.; L. Spangenberg, alternate. D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate. W. I. Harrington, Mutual Telephone Co., Honolulu; Alvah H. Scott, alternate. John J. Moran, National Federation of Telephone Workers, Navy Dept. Joseph Pierson, Press Wireless Inc. Charles J. Pannill, Radiomarine Corp. of America; Arthur J. Costigan, alternate. William A. Winterbottom, RCA Communications Inc.; William H. Taylor, alternate. T. J. Phillips, South Porto Rico Sugar Co. R. V. Howley, Tropical Radio Telegraph Co.; C. C. Harris, alternate. Capt. E. M. Webster, Coast Guard; Lt. Comdr. O. A. Peterson, alternate. Byron H. Larabee, U. S.-Liberia Radio Corp. Col. Wesley T. Guest, War Dept.; Capt. William E. Plummer, alternate.

VIII. State and Municipal Facilities Committee

The duties of this Committee include the study of all phases of State and Municipal communications facilities, including Municipal and State Police Radio Stations, Inter-City Police Radio Stations, State Forestry Radio Stations, Marine Fire Radio Stations, and State and municipally owned or leased wire facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these

facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates: Capt. Donald S. Leonard, Michigan State Police, Detroit, International Assn. of Chiefs of Police, *chairman*; Edward J. Kelly, alternate. G. E. Nielsen, FCC, *secretary*; Nathan David, alternate. Dept. of Agriculture (Forest Service). Territorial Government of Alaska. American Municipal Assn. Maurice B. O'Neil, New Orleans Police Dept., Associated Police Communications Officers Inc.; John E. Murnane, alternate. F. W. Besley, Maryland State Forester, Assn. of State Foresters; F. C. Pederson, alternate. Stewart G. Wilson, Council of State Governments. E. P. Coffey, Federal Bureau of Investigation; J. A. Martin, alternate. Herbert A. Friede, Supt. of Fire Alarm System for District of Columbia, International Assn. of Fire Fighters and International Assn. of Fire Chiefs. Carl Budwesky, City Manager, Alexandria, Va., International City Managers Assn. Lloyd N. Chatterton, Cleveland Dept. of Public Safety, International Municipal Signal Assn. Inc. Alvin C. Hutton, Bureau of Standards. Lt. Comdr. G. L. Caswell, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate. Lt. Comdr. J. W. Ryssy, Coast Guard, U. S. Conference of Mayors. Lt. Col. F. H. Lanshan, Army Signal Corps; Capt. John E. Watters, alternate.

IX. Telegraph Committee

The duties of this Committee include the study of all phases of landline record communications, both domestic and connecting international landline services and facilities (except federally owned facilities) including leased line, teletypewriter exchange, wirephoto and facsimile services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates: E. R. Shute, Western Union, *chairman*; R. H. Vehling, alternate. William J. Norfleet, FCC, *secretary*; Mark S. McCoy, alternate. Hugh C. McKenny, AFL (Commercial Telegraphers Union); Joseph J. Lenahan, Telegraph Employees Federation of New York, alternate. H. S. Osborne, A. T. & T. J. A. Jones, Southern Railway System, Washington, Assn. of American Railroads; L. J. Prendergast, alternate. G. G. Langdon, Assn. of Edison Illuminating Companies. Dominick Panza, CIO (American Communications Assn.); Louis Seibenberg, alternate. H. E. Kent, Edison Electric Institute. Harry Bacharach, N. J. Board of Public Utilities Commissioners, National Assn. of Railroad & Utilities Commissioners. John J. Moran, National Federation of Telephone Workers. Lt. Comdr. David S. Rau, Navy Dept. Elery W. Stone, Postal Telegraph-Cable Co.; Cecil Hitchen, alternate. Lt. Col. Clinton B. Allsop, Signal Corps; Capt. Vernon B. Bagnall, alternate.

X. Telephone Committee

The duties of this Committee include the study of all phases of landline telephone communications, both domestic and connecting international landline and submarine cable telephone services and facilities (except

federally owned facilities) including leased line telephone services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Z. Z. Hugus, A. T. & T., *chairman*; John B. Rees, alternate. E. C. Blomeyer, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate and *secretary*. American Federation of Labor; Lawson Wimberly, International Brotherhood of Electrical Workers, alternate. J. A. Jones, Southern Railway, Assn. of American Railroads; L. J. Prendergast, alternate. G. G. Langdon, Assn. of Edison Illuminating Companies. H. E. Kent, Edison Electric Institute. Manfred K. Toppen, FCC, alternate. Alvah H. Scott, Mutual Telephone Co., Honolulu. Leon J. Jourd'homme, Nashville, National Assn. of Railroad & Utilities Commissioners. Ernest Weaver, Western Electric Co., National Federation of Telephone Workers. Comdr. R. E. Melling, Navy Dept. R. G. McLaughlin, Postal Telegraph-Cable Co. Lt. Comdr. Oliver A. Peterson, Coast Guard; Lt. F. S. Clark, alternate. Lt. Col. N. A. Topping, Army Signal Corps.

XI. U. S. Government Facilities Committee

The duties of this Committee include the study of all phases of non-military governmental communications facilities with a view to possible military use and the coordination of these facilities including wire, cable and radio facilities owned or leased for government operation, with communications facilities of the Army, Navy, and Coast Guard. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates: A. G. Simson, Dept. of Agriculture (Forest Service). Daryl A. Myse, FCC, *secretary*; Nathan H. David, alternate. Eugene Sibley, Dept. of Commerce (Civil Aeronautics Administration); Howard S. Stokes, alternate. Stephen L. Windes, Dept. of Interior (Bureau of Mines); Harold F. Carl, alternate. Willard F. Kelly, Dept. of Justice; H. J. Walls, alternate. Lt. Comdr. Paul D. Miles, Navy Dept. Lt. Comdr. J. W. Ryssy, Coast Guard. Col. W. T. Guest, War Dept. Ivan R. Tamehill, Dept. of Commerce (Weather Bureau); Thomas R. Brookes, alternate.

XII. Communications Liaison Committee for Civilian Defense

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in

planning for the most efficacious use of communications facilities for civilian defense. Members and alternates:

- William N. Krebs, FCC, *chairman*;
Allen W. Saylor, *alternate*.
Herbert A. Friede, Supt. of Fire Alarm System, District of Columbia. International Assn. of Fire Chiefs and International Assn. of Fire Fighters.
Alvin C. Hutton, Bureau of Standards.
William B. Lewis, Office of War Information; Douglas W. Meservey, *alternate*.
Maj. Charles F. Fell, Army Signal Corps; Capt. M. V. Fredenham, *alternate*.
Joseph P. Selly, CIO (American Communications Assn.), Labor Advisory Committee.
Neville Miller, NAB, representing Committee IV.
R. H. Vehling, Western Union, representing Committee IX.
Ralph I. Mabbs, A.T.&T., representing Committee X; Clyde S. Bailey, U. S. Independent Telephone Assn., *alternate*.

XIII. Priorities Liaison Committee

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special prob-

lems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice. Members and alternates:

- Lt. Comdr. R. H. Griffin, Navy Dept., *chairman*.
Gerald C. Gross, FCC, *secretary*;
Manfred K. Toepfen, *alternate*.
J. T. Keating, State Dept.; Harvey Otterman, *alternate*.
Lt. Comdr. J. W. Rysser, Coast Guard.
Lt. Col. Lyle D. Wise, War Dept.;
Capt. John G. Hubbard, *alternate*.
Leighton H. Peebles, War Production Board.

- Priorities Representatives
Of the Numbered Committees**
Committee I—George W. Bailey.
Committee III—Forest L. Henderson and I. S. Coggeshall.
Committee IV—Dr. W. R. G. Baker.
Committee VI—R. J. Rockwell and M. J. Prescott.
Committee VII—Arthur J. Costigan and Harnden Pratt.
Committee VIII—Capt. Donald S. Leonard and Lloyd N. Chatterton.
Committee IX—Ellery W. Stone and E. R. Shute.
Committee X—John B. Rees, and E. C. Blomeyer.
Committee XII—Herbert A. Friede and George W. Bailey.

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(Continued from page 257)

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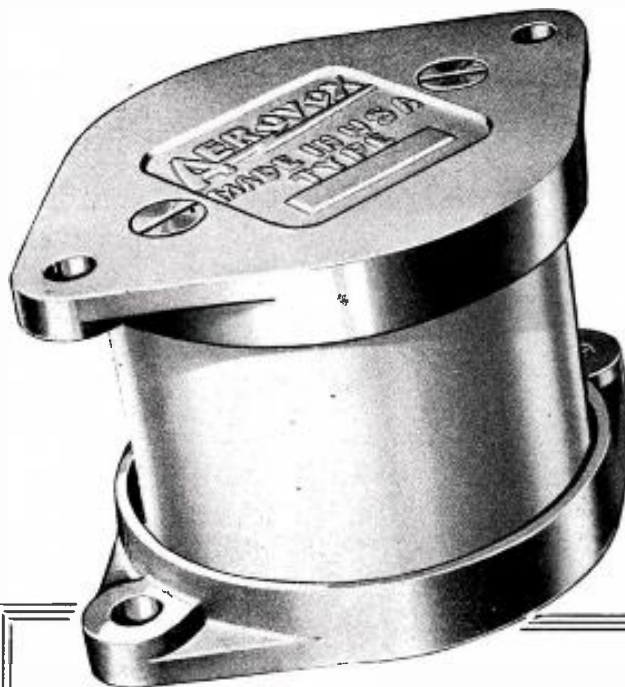
TELEVISION: THE WARTIME INSTRUCTOR. By Austin Leacarbourn. (Radio News, May 1942, p. 42.) How television is being used to instruct air raid wardens.

PAUL F. GODLEY

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859



Capacitors

• Until recently the mica stack-mounting type and other extra-heavy-duty transmitting capacitors in mica, oil-filled, electrolytic and paper plug-ins, and other types, were definitely "special" or made to order. Previous costs reflected the custom-built angle.

Aerovox, however, has made these extra-heavy-duty transmitting capacitors standard items in regular production, as listed in the Aerovox Transmitting Capacitor Catalog. Such capacitors are now available to broadcasters and equipment builders for initial use, alterations or maintenance, subject to priorities, of course. Before placing your next order, therefore, be sure to check Aerovox standard types and prices.

Write for DATA...

• If you are designing, building or maintaining broadcast equipment, write on business letterhead for your copy of the Aerovox Transmitting Capacitor Catalog. Consult our local jobber regarding your urgent capacitor needs—or write us direct.



Wartime Regulations Pertaining to Broadcast Operations

Opinions and Regulations Issued by FCC-BWC and WPB

EDITOR'S NOTE: Since the war's outbreak both the transmitting and receiving ends of broadcasting, from the production standpoint, have undergone radical change. Regulations applying to broadcasting and related services likewise have been altered or relaxed, to meet vital wartime requirements.

Scarcity of critical materials for the manufacture of both transmitting and receiving equipment necessitated shutting down of civil production by the War Production Board (ordered April 22, 1942 in WPB order L-44, as amended). Demand for radio operators and technicians by the armed services resulted in relaxation of requirements for operators of standard broadcast stations (FCC Orders No. 91, 91-A and 91-B). Minimum operating schedules of stations were reduced by recommendation of the Defense Communications Board, now the Board of War Communications (FCC Orders No. 94 and 94-A). Licensing of new broadcast stations or modification of existing facilities, where critical materials or extra manpower would be involved, was stopped in the Memorandum Opinion of the FCC on April 27, 1942, in effect "freezing" existing assignments. All standard broadcast stations on Dec. 1, 1942, went on a wartime operating basis to conserve tubes and equipment reducing their power output by 1 db. and making other transmitter adjustments reducing wear and tear (FCC Order No. 107).

Published herewith are the salient final orders and revised regulations issued by the FCC (pursuant to orders of the BWC) and by the WPB relating to wartime operations of stations and to production of apparatus and replacement parts:

FCC MEMORANDUM OPINION

April 27, 1942

In the Matter Policy and Procedure for the Handling of Broadcast Applications exclusive of International, ST, Developmental, High Frequency Experimental and Non-Commercial Educational.

Since the adoption of the Commission's Memorandum Opinion of February 23, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restrictions upon the use of materials and skilled personnel for the construction and operation of radiobroadcast stations are necessary. Public interest demands that the requirements of the armed services be met before materials and skilled personnel can be used for the expansion of existing or the construction of new broadcast services.

On April 16, 1942, the Defense Communications Board recommended to the War Production Board and this Commission that there be immediately placed in effect the following policy:

"No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any Standard, Television, Facsimile, Relay or High Frequency (FM, Non-Commercial Educational, Experimental) broadcast station."

Upon consideration of this recommendation, the Commission has adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay, or high frequency (FM) broadcast station. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations heretofore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations heretofore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: Every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station,¹ shall, on or before June 1, 1942, file with the Commission a formal petition embodying a statement of such facts and circumstances as he believes would warrant the granting of his application in the public interest. The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

¹ Includes all such applications filed prior to the date hereof irrespective of present status.

FCC NOTICE TO ALL LICENSEES OF STANDARD BROADCAST STATIONS

November 6, 1942

The Commission today adopted Order No. 107 which requires readjustment of standard broadcast station transmitters for operation in accordance with engineering practices designed to conserve equipment, particularly vacuum tubes, to the maximum extent possible consistent with maintenance of efficient broadcast service. This action has been found necessary because of increasing needs of the armed forces for radio equipment and consequent decreasing supply of such equipment available for other uses.

Such readjustment will include, among other things, a reduction in the antenna current and the filament and plate voltages applied to the tubes, particularly the filament voltage of tubes employing tungsten filaments. It is estimated that 5% reduction in the filament voltage of tubes employing this type of filament will approximately double the life of such tubes. However, in the case of tubes employing oxide coated or thoriated tungsten filaments the filament voltages must be kept constant at the rated voltages in order to obtain the maximum life. In addition, reduction of the plate voltages reduces the emission requirements and heating of the tubes which effects a further extension of the life of tubes. These will have no practical effect as far as service to the broadcast listeners is concerned but will result in a material increase in the life of the equipment.

In conjunction with the above Order, there is issued a *Manual on the Adjustment of Standard Broadcast Transmitters** prepared and approved by the Board of War Communications setting forth the procedure to be followed in readjusting the equipment and in making regular checks of such adjustments. It is realized that this Manual may not cover all points or may not be specifically applicable to the particular equipment. However, it is required that each station follow the principles set out therein and will be held responsible for operation in accordance therewith.

The Commission at the same time adopted Order No. 94-A superseding its previous Order No. 94 and suspending Section 3.71 of the Rules and Regulations with respect to requiring each standard broadcast station to operate at least two-thirds of the authorized time during the broadcast day, i.e. 6 A.M. to midnight, and in lieu thereof only requires operation for one-third of the broadcast day. This permits a voluntary reduction in time of operation from 12 hours daily, in the case of an unlimited time station, to 6 hours daily. There is no restriction on the maximum hours of operation except as provided by their present licenses and the Rules and Regulations of the Commission.

Stations taking advantage of this relaxation should arrange their schedules so as to best serve the public, but insofar as possible the number of operating periods should not be increased since the heating and cooling of the tubes sets up strains which may cause them to fail prematurely. The procedure set forth in the Manual in this regard should be followed very carefully.

The necessity of each broadcast station conserving its equipment to the maximum cannot be over-emphasized. In this connection, attention is invited to a survey made by the Board of War Communications which showed that if no new tubes could be supplied to broadcast stations and the tubes continued to fail at the present rate, within one year 67½% of the broadcast stations would be silenced due to the lack of one or more tubes. The several government departments concerned in this are making every effort to provide adequate replacements of tubes and parts to broadcast stations consistent with the supplying actual equipment required by the military forces. However, it is apparent that the full cooperation of each user of such equipment must be obtained if broadcasting is to be maintained at its present high level.

* Available at the FCC upon request.

FCC ORDER NO. 94-A

REDUCING MINIMUM OPERATING SCHEDULES

November 6, 1942

At a session of the FCC held at its offices in Washington, D. C. on the 6th day of November, 1942;

It appearing (1) That the demand by the military services has decreased the supply of trained personnel available for the operation of broadcast stations, and (2) that there is a scarcity of materials for the maintenance of broadcast stations, and

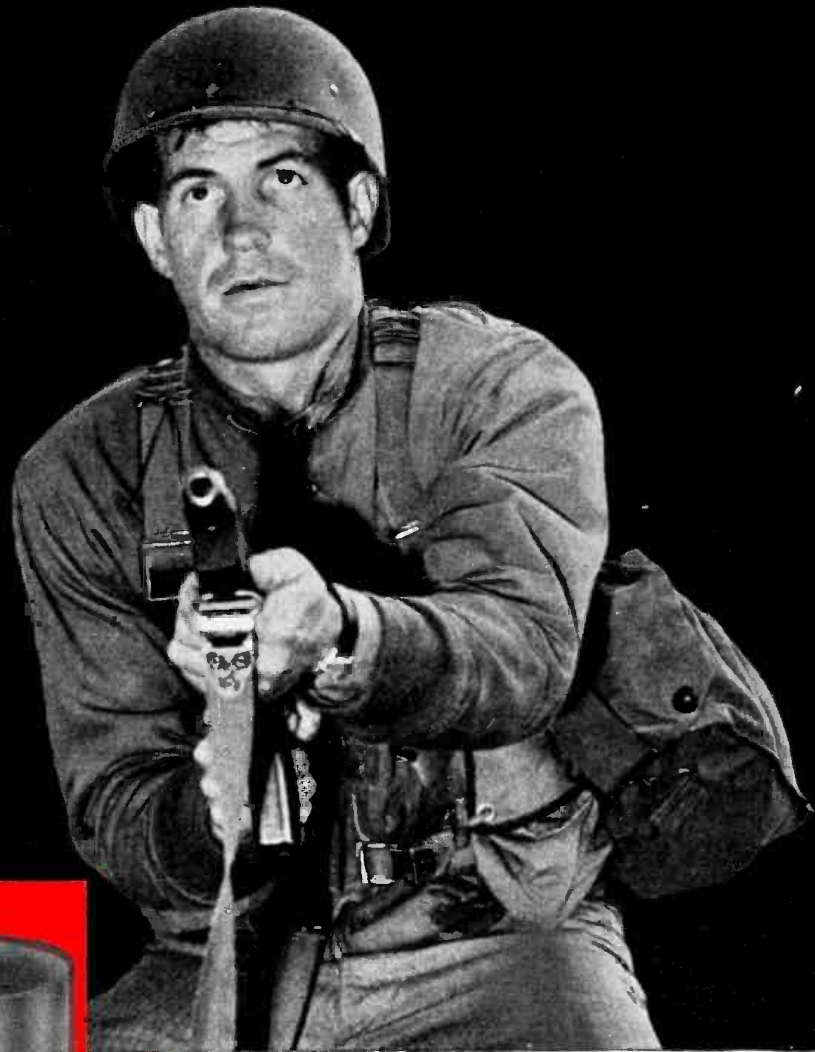
It further appearing that a relaxation of the Commission's Rules, Regulations and other requirements with respect to minimum operating schedules for broadcast stations will serve the public interest;

Now, therefore it is ordered:

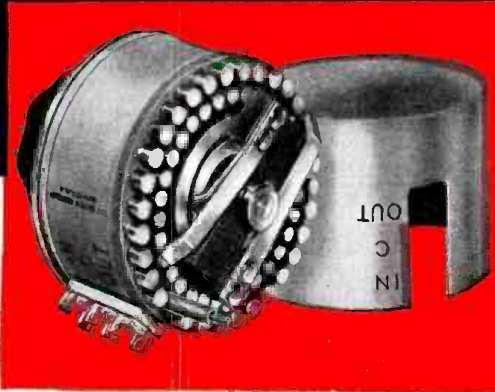
1. That until further order of the Commission Section 3.71 of the Rules and Regulations with respect to minimum operating schedules for standard broadcast stations be, and it is hereby, suspended; and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, except that in an emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

It is further ordered, That Order No. 94 be, and it is hereby, repealed.

(Continued on page 284)



U. S. Marine Corps Photo



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With equal ruggedness, DAVEN attenuators, in actual combat zone equipment or in war production operation, are meeting the most critical standards for accurate and consistent performance.

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THE DAVEN COMPANY

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NEWARK, NEW JERSEY

Wartime Regulations Pertaining to Broadcast Operations

Opinions and Regulations Issued by FCC-BWC and WPB

(Continued from page 282)

FCC ORDER NO. 107

Covering Changes in Method or Methods of Determining Certain Constants of Standard Broadcast Stations

November 6, 1942

At a session of the FCC held at its offices in Washington on the 6th day of November, 1942.

Pursuant to the request of the Board of War Communications.

It is ordered:

1. That the provision of Section 3.52 of the Rules and Regulations with respect to determining the operating power of Standard Broadcast stations by the indirect method be, and they are hereby, suspended, and in lieu thereof, the following provisions be, and they are hereby substituted:

Operating power; indirect measurement.—The operating power determined by indirect measurement from the plate of input power of the last radio stage is the product of the plate voltage (E), the total plate current of the last radio stage (I_p), and the proper factor (F) given in the following tables: that is

$$\text{Operating Power } E_p \times I_p \times F$$

A. Factor to be used for stations employing plate modulations in the last radio stage¹

	Factor (F) to be used in determining the operating power from the plate input power
Maximum rated carrier power of transmitter: ²	
100-1,000 watts	0.88
5,000 and over watts	1.00

B. Factor to be used for stations of all powers using low level modulation¹

	Factor (F) to be used in determining the operating power from the plate input power
Class of power amplifier in the last radio stage:	
Class B	0.44
Class BC ³	0.82

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage¹

	Factor (F) to be used in determining the operating power from the plate input power
Type of tube in the last radio stage:	
Table C ¹	0.32
Table D ¹	0.44

2. That the provisions of the 6th paragraph of Section 7, "Further Requirement for Direct Measurement of Power", of the Standards of Good Engineering Practice, reading

"An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency gives the value of the antenna resistance."

Be, and they are hereby, suspended and in lieu thereof the following provisions be, and they are hereby, substituted therefor:

An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The value of the point on the ordinate where this curve intersects the operating frequency multiplied by the factor 1.26, gives the value of the antenna resistance.

3. That each broadcast station shall operate in accordance with best engineering practice for the conservation of equipment. The instructions and suggestions set forth in "The Manual for the Adjustment of Broadcast Equipment" and any subsequent amendments or additions thereto shall be the basis of such operation and for points not specifically covered or where they may not be specifically applicable to the particular equipment, the principles set out shall be followed. In all other particulars, operation shall be in accordance with the Rules and Regulations and Standards of Good Engineering Practice governing Standard Broadcast stations.

It is further ordered, That the license of each standard broadcast station shall be modified so as to conform to this order.

This order shall be effective at 3 a.m. (EST) on Dec. 1, 1942.

¹ See Power Rating of Vacuum Tubes.

² The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19).

³ All linear amplifier operation where efficiency approaches that of Class C operation.

FCC ORDER NO. 91-B

May 27, 1942

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C. on the 26th day of May, 1942.

The Commission having under consideration its Orders No. 91 and 91-A and the request of the Defense Communications Board that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and.

It appearing, That the demand of the military services for radiotelegraph and radiotelephone operators has increased as a result of the war and that such demand has decreased the number of operators qualified for operation of broadcast stations resulting in a shortage of such operators:

It is ordered, That until further order of the Commission, notwithstanding the provisions of Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators, a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of a higher class could not otherwise be operated, may be operated by holders of any class commercial operator license:

Provided, however, That all classes of commercial operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first-class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitter equipment other than minor adjustments which normally are needed in the daily operation of a station:

Provided, further, That a broadcast station may be operated by a holder of a restricted radiotelephone operator permit only in the event such permit has been endorsed by the Commission to show the operator's proficiency in radiotelephone theory as ascertained through examination.

Provided, further, That a Class IV station on a local channel frequency may be operated by a holder of a restricted radiotelephone operator permit which has been endorsed by the Commission to show the operator's proficiency in the operation of the particular station concerned, as ascertained by certification of the first class radiotelephone operator in charge of the station, on condition that in a technical emergency such operator shall not attempt to make any adjustment, but shall immediately shut down the station, and on further condition that the restricted radiotelephone permittee shall show proficiency in radiotelephone theory as ascertained by examination not later than 6 months after the date of the above endorsement.

Provided, further, That nothing contained herein shall be construed to relieve a station licensee of responsibility for the operation of the station in exact accordance with the Rules and Regulations of the Commission; and.

Provided, further, That Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this order.

WPB PREFERENCE RATING ORDER P-133

October 5, 1942

PART 3037—ELECTRONIC EQUIPMENT
[Preference Rating Order P-133]

Section 3037.5 *Preference Rating Order P-133*—(a) *Definitions.* For the purpose of this order:

(1) "Operator" means any individual, partnership, association, business trust, corporation, receiver or any form of enterprise whatsoever, whether incorporated or not, the United States, and the several states thereof, and any political, corporate, administrative or other division of agency thereof, to the extent engaged in any activity listed in Schedule A, hereof.

(2) "Material" means any commodity, equipment, accessory, assembly, or product of any kind.

(3) "Maintenance" means the upkeep of an operator's buildings, structures and equipment in sound working condition; and this, without regard to whether the expenditures therefor are for any reason required to be recorded in the operator's accounting records in accounts other than maintenance and repair.

(4) "Repair" means the reconstruction or restoration without expansion, improvement or change of design of any portion of an operator's buildings, structures and equipment when such portion has been rendered unsafe or unfit for service by wear and tear or other similar causes, but not including reconstruction or restoration of any portion damaged or destroyed by fire, flood, tornado, earthquake, act of God or the public enemy; and this, without regard to whether the expenditures therefor are for any reason required to be recorded in the operator's accounting records in accounts other than maintenance and repair.

(5) "Operating supplies" means any material which is essential to and consumed directly in the operation of any of the services specified in (a) (1) above but does not include recording discs, film, other recording media, fuel, office or building supplies, or equipment of any kind.

(b) *Assignment of preference rating.* Subject to the terms of this order, preference rating of A-1-j is hereby assigned:

(1) To deliveries of material to an operator for operating supplies and for maintenance and repair.

(2) To deliveries to any supplier of material to be physically incorporated in other material required by an operator for operating supplies, maintenance or repair.

(c) *Persons entitled to apply preference rating.* The preference rating hereby assigned shall be applied where a preference rating is required to obtain material for maintenance, repair and operating supplies by:

(1) Any operator engaged in an activity in Schedule A hereof and may be applied by

(2) Any supplier, provided deliveries to an operator or another supplier are to be made by him, which are of the kind specified in paragraph (b) and have been rated pursuant to this order.

(d) *Applicability of priorities regulations.* This order and all transactions affected thereby are subject to all applicable provisions of the priorities regulations of the War Production Board, as amended from time to time.

(e) *Restrictions on inventory and use.* The preference rating hereby assigned may be applied by any operator, provided:

(1) Such rating is not used to replace in inventory more than one spare tube for each active tube socket.

(2) Such rating is not used to replace in inventory any spare parts except:

(i) Those subject to frequent failure, deterioration or other exhaustion.

(ii) Those which are so unique that failure would inevitably result in long delay in resumption of essential operations.

(Continued on page 308)

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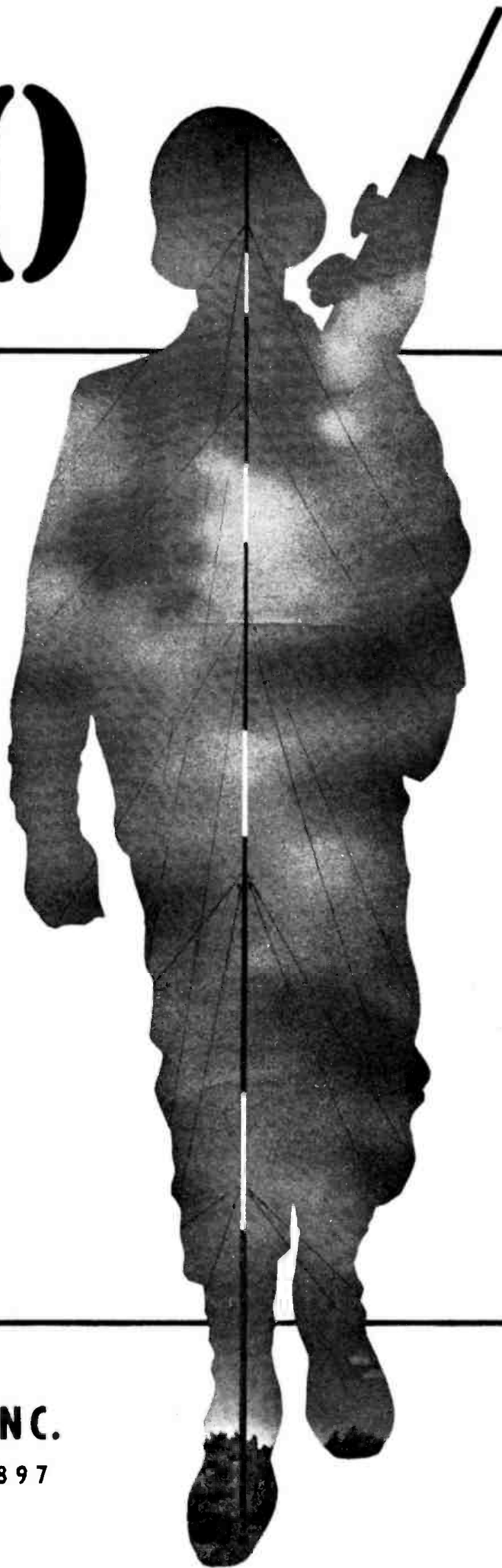
Lingo Vertical Radiators stand as dependable, sturdy sentinels at scores of America's transmitters. Like our fighting men at the front, they ask no favors . . . they know but one command—*performance!*

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A Wartime Directory of the Federal Government

MAJOR DEPARTMENTS, OFFICES AND AGENCIES PARTICIPATING IN THE WAR PROGRAM

[See index pages for quick references]

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National 1414

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Secretaries: Marvin Hunter McIntyre, Stephen Early, Maj. Gen. Edwin Martin Watson.

Personal Secretaries: Marguerite A. LeHand, Grace Tully.

Executive Clerk in Charge of Executive Offices: Rudolph Forster.

Executive Clerk: Maurice C. Latta.

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Special Assistant to the President: Harry L. Hopkins.

Special Executive Assistant: Eugene Casey.

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Secretary of the Treasury: Henry Morgenthau Jr.

Secretary of War: Henry L. Stimson.
Attorney General: Francis Biddle.

Postmaster General: Frank C. Walker.

Secretary of the Navy: Frank Knox.

Secretary of the Interior: Harold L. Ickes.

Secretary of Agriculture: Claude R. Wickard.

Secretary of Commerce: Jesse H. Jones.

Secretary of Labor: Frances Perkins.

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Navy Dept. Bldg.
Republic 7400

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Commanding General, Materiel Command, Army Air Forces: Maj. Gen. O. P. Echols.

Member of Operations Division, General Staff, Army: Col. Ford L. Fair.

Chief of Bureau of Aeronautics, Navy: Rear Admiral J. S. McCain.

Head of Plans Division, Bureau of Aeronautics, Navy: Capt. H. B. Sallada.

Member of Plans Division, Naval Operations, Navy: Capt. J. P. Whitney.

Secretary: Jarvis Butler.

BUREAU OF THE BUDGET

17th St. & Pennsylvania Ave.
Executive 3300

Director: Harold D. Smith.

Assistant Director: Wayne Coy.

General Counsel: Edward G. Kemp.

Dozens of new Federal offices have sprung into being in Washington since the war began, and many others have been shifted from one department to another. In the directories herewith, the editors of BROADCASTING have undertaken to provide a handy reference to the key executives of the major executive departments, offices, agencies and establishments, giving addresses and telephone numbers and listing, wherever they exist, the information, radio and press representatives from whom further data may be obtained. We cannot guarantee the continuing accuracy of this directory due to the changes occurring daily. It is as accurate to early January, however, as it was possible to make it. Note that all agencies listed without boxed heads come under the jurisdiction of the one immediately preceding that is boxed.

DEPT. OF AGRICULTURE

14th St. & Independence, S.W.
Republic 4142

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Under Secretary of Agriculture: Paul H. Appleby.

Assistant Secretary of Agriculture: Grover B. Hill.

Director, Food Production Administration: Herbert W. Parisius.

Assistant Director: Clifford Townsend.

Director Food Distribution Administration: Roy F. Hendrickson.

Assistant Director: Clarence W. Kitchen.

Director of Information: Morse Salisbury.

Assistant Directors of Information: Duncan Wall, Keith Himebaugh, Whitney Tharin.

Chief, Radio Service: Wallace L. Kaderly.

Chief, Press Service: Whitney Tharin.

Chief, Division of Publications: Dr. M. C. Merrill.

Solicitor: Robert H. Shields.

Coordinator, Office of Land Use Coordination: Ernest H. Wiercking (acting).

Director of Personnel: T. Roy Reid.

Director, Extension Service: M. L. Wilson; chief information officer, L. A. Schlup.

Director, Office of Foreign Agricultural Relations: Leslie A. Wheeler; head, information section, J. Clyde Marquis.

Director, Office of Agricultural War Relations: Sam Bledsoe; information officer, Harold Lewis.

Administrator, Agricultural Adjustment & Conservation Administration: M. Clifford Townsend; information chief, Wayne Darrow; radio officer, Emil Corwin.

Chief, Agricultural Adjustment Agency: Fred A. Wallace.

Chief, Soil Conservation Service: Hugh H. Bennett.

Manager, Federal Crop Insurance Corp.: Leroy K. Smith.

Chief, Sugar Division: Joshua A. Bernhardt.

Administrator, Agricultural Research Administration: E. C. Aughter; information coordinator, Gove Hambridge.

Chief, Agricultural Chemistry and Engineering: W. W. Skinner, acting; information chief, Frank L. Teuton.

Chief, Bureau of Animal Industry: John R. Mohler; information chief, Dallas S. Burch.

Chief, Bureau of Dairy Industry: O. E. Reed; information chief, L. S. Richardson.

Chief, Bureau of Entomology & Plant Quarantine: P. M. Annand; information chief, J. A. Hyslop.

Chief, Bureau of Home Economics: Louise Stanley; information chief, Ruth Van Deman.

Chief of Plant Industry: R. M. Salter; information chief, E. G. Moore.

President, Commodity Credit Corp.: J. B. Hutson; information chief, Frank Gage.

Governor, Farm Credit Administration (Kansas City): A. G. Black; information chief, E. B. Reid; information, Washington, D. C., Val Sherman; radio officer, Val Sherman.

Administrator, Farm Security Administration: C. B. Balkwin; information chief, J. H. Bryan.

Chief, Forest Service: Earle H. Clapp; information chief, Dana Parkinson; radio officer, C. E. Randall.

Administrator, Rural Electrification Administration (St. Louis): Harry Slatery; information chief, Allyn Walters; head, editorial section, Harold Hartozensis; radio, Osmund Molarsky.

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Executive 3800

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Chief of Information & Recruiting Division: Carson C. Hathaway; assistant (recruiting), Amy A. Haradon.

Administrative Assistant for Information (Radio): Richard E. Schneider.

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Secretary: Brig. V. Dykes.

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British Deputy: Sir Robert Sinclair.

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British Executive Officer: Thomas H. Brand.

Canadian Deputy: E. P. Taylor.

U. S. Secretary: John P. Gregg.

British Secretary: P. Hlayward.

(Continued on page 288)

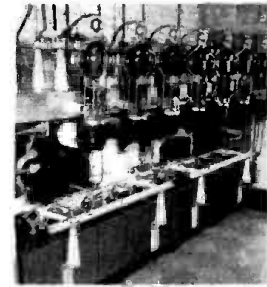
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RADIO has collapsed time and rolled back horizons to draw the world's peoples into a community group with the glimmerings of mutual understanding. Radio is the cornerstone of a finer world. Incidental only is its spectacular role as key weapon of totalitarian warfare. Radio's greater destiny bridges the conflict to maintain a genuine Peace by holding men together for their common good.

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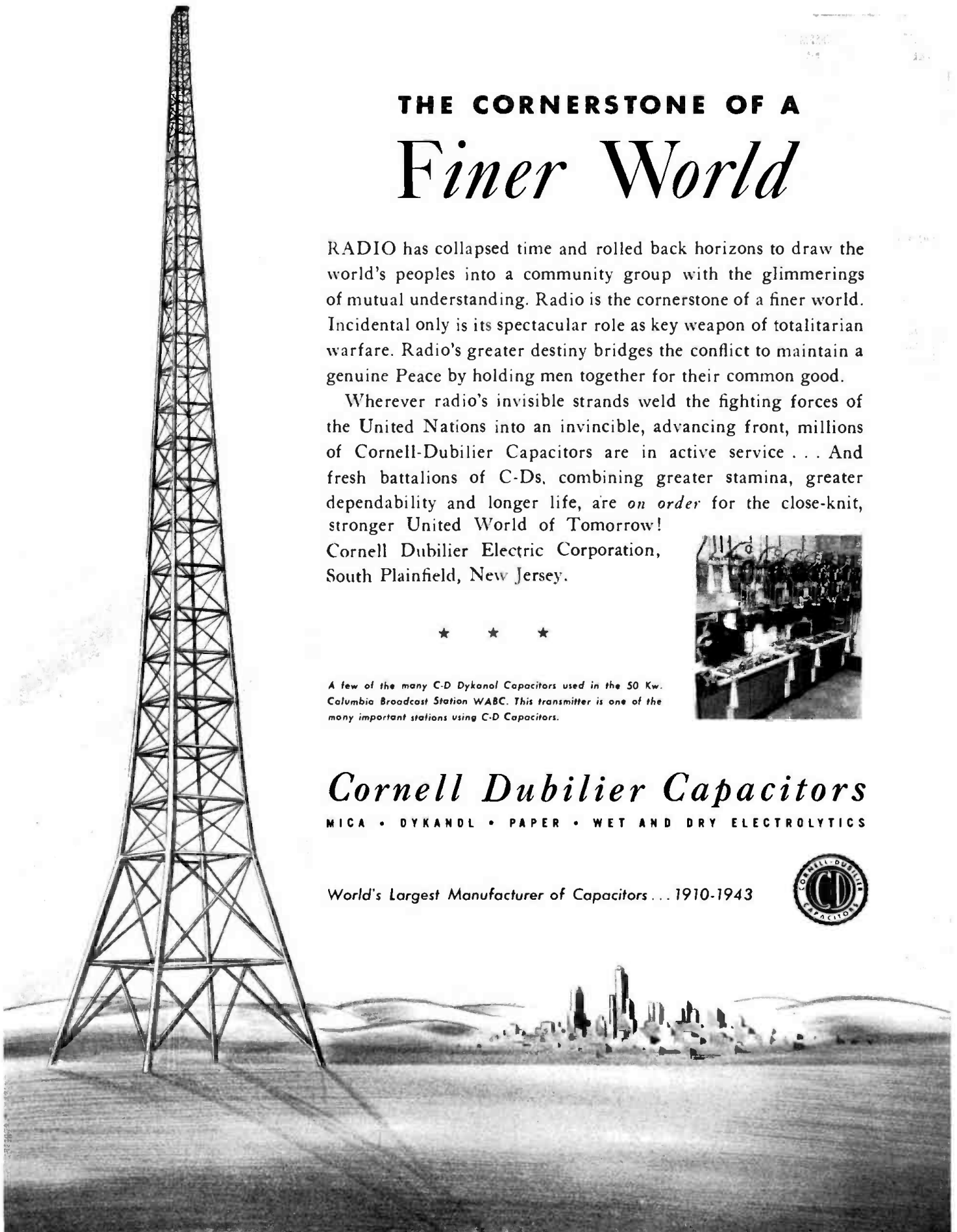
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Assistant Secretary of Commerce: Wm. R. Clayton.
Special Aviation Assistant to the Secretary: Wm. Burden.
Chief of Division of Current Information: Clarence G. Marshall.
Assistant Chief of Division of Current Information: Alfred O'Leary.

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Executive Assistant to the Director: O. P. Hopkins.

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Woodley 1720

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Assistant Director (Research and Testing): E. C. Crittenden.
Assistant Director (Commercial Standardization): A. S. McAllister.
Chief of Radio Section: Dr. J. H. Dellinger.

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24th & M Sts., N.W.
Michigan 3200

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Assistant Chief, Technical Services: Charles C. Clark.
Assistant Chief, Scientific Services: C. G. Rossby.
Chief, Division of Station Operations: Joseph R. Lloyd.
Chief, Division of Synoptic Reports and Forecasts: Ivan R. Tammchill.

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Department of Commerce Bldg.
District 2200

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Assistant Director: Rear Admiral J. H. Hawley.
Principal Electrical Engineers: Herbert G. Dorsey.
Chief Clerk: C. H. Dieck.

U. S. PATENT OFFICE
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District 2200
Also Richmond, Va.

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First Assistant Commissioner: Leslie Frazer, Richmond, Va.
Assistant Commissioners: Henry Van Arsdale, Conder C. Henry, Grattan Kerans.
Solicitor: W. W. Cochran.

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Department of Commerce Bldg.
District 2200

Administrator of Civil Aeronautics: Charles I. Stanton.
Chief of Communications Division: Eugene Sibley.
Information and Statistics Director: Roscoe Wright; Fred Hamlin (acting).

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(Dept. of Commerce)
District 2200

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General Counsel: George C. Neal.
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Information Director: Fred Hamlin.

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Chief Engineer: Lt. Col. L. B. Lent.
Staff Assistant in Charge of Information: John L. Demarest.

OFFICE OF ECONOMIC STABILIZATION
East Wing White House
National 1414

Director: James F. Byrnes.
Assistants to Director: Ben V. Cohen, Donald Russell.
Head Attorney: Edward F. Prichard.
Administrative Officer: Cassie Connor.

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Dept. of Commerce Bldg.
District 2200

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Assistant Executive Director in Charge of Office of Imports: Morris Rosenthal.
Assistant Executive Director in Charge of Economic Warfare Analysis: William T. Stone.
Chief, Export Control Branch: Col. A. N. Ziegler.
General Counsel: Monroe Oppenheimer.
Administrative Officer: David B. Vaughn.
Chief, Information Section: James B. Hesselmann; assistant, Richard Blaisdell.

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Wayne Coy, Liaison Officer

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Office of War Information: Elmer Davis, Director.
Office of Scientific Research & Development: Dr. Vannevar Bush, director.
Office of Civilian Defense: James M. Landis, director.
Office of the Coordinator of Inter-American Affairs: Nelson Rockefeller, coordinator.
Office of Defense Health & Welfare Services: Paul V. McNutt, director.
Office of Defense Transportation: Joseph B. Eastman, director.
Office of Lend-Lease Administration: E. R. Stettinius Jr., administrator.
Office of Price Administration: Leon Henderson, administrator.
Office of Alien Property Custodian: Leo T. Crowley, custodian.
War Manpower Commission: Paul V. McNutt, chairman.
War Relocation Authority: D. S. Myer, director.
War Shipping Administration: Rear Admiral Emory S. Land, USN retired, administrator.
War Production Board: Donald M. Nelson, chairman.

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Dupont Circle Bldg.
Republic 7500

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Deputy Director: Philip Bastedo.
Assistant Director in Charge of Civilian Protection: Brig. Gen. U. S. Grant 3d.
Natl. Commander, Civil Air Patrol: Major Earle Johnson.
Chief, Facility Security Branch: Col. G. M. Peck.
Special Advisor to Director and Chief, Public Advice and Counsel Division: E. A. Sheridan.
Assistant to the Director and Chief, Administrative Branch: John B. Martin.
State and Local Mobilization Division: Hugh Jackson, Chief.

BOARD OF WAR COMMUNICATIONS
New Postoffice Bldg.
Executive 3620
[See pages 278-281]

OFFICE OF WAR INFORMATION
Social Security Bldg.
Republic 7500

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Associate Director: Milton S. Eisenhower.
Assistant Director: Archibald MacLish.
Assistant to the Director: George Barnes.
Assistant Director for Management: Vernon A. McGee.
Domestic Operations Branch:
Director of Domestic Operations: Garbner Cowles Jr.
Assistant Directors of Domestic Operations: James Allen, William B. Lewis.
Special Assistant in Charge of Special Events: A. A. Schechter.
Interdepartmental Staff:
Production and Transportation Information: A. H. Feller, Deputy Director.

Economic Problems and Policies: James Allen, Deputy Director.
The United Nations: Arthur Sweetser, Deputy Director.
The Enemy: Leo C. Rosten, Deputy Director.

Questions Not Otherwise Assigned: Robert Huse, Deputy Director.

Military Information: Nicholas Roosevelt, Deputy Director.
The Production Drive: Clyde Vandeberg, Deputy Director.

Division of Campaigns: Andrew Dudley, Chief.

Bureau of Intelligence: Chief, R. Keith Kane.

Bureau of Motion Pictures: Chief, Lowell Mellett.

News Bureau: Chief, George Lyon; Assistant Chief, George McMillan.
Bureau of Publications and Graphics: Chief, J. R. Fleming.

**Radio Bureau:* Acting Chief, Douglas Meservey; Special Assistant to the Chief, Dick Dorrance; Campaigns Manager, William Spire; Administrative Officer, William A. Wheeler; Deputy Chief, Hollywood, Nat. Wolf; Deputy Chief, New York, 224 W. 57th St., Merritt Barum; Government Liaison Division, Chief, Philip H. Cohen; Program Service Division, Chief, George Zachary; Allocations Division, Chief, Seymour Morris; Industry Relations Division, Acting Chief, Richard Connor.

Bureau of Special Operations: Chief, Dr. Lyman Bryson; Associate Chief, Katherine C. Blackburn; Assistant Chief, Herbert Hunsaker.

Field Service Division: Deputy Director in Charge, Robert Huse.

Overseas Operations Branch:
Director of Overseas Operations: Robert Sherwood.

Associate Director: Joseph Barnes, N. Y. Office, 224 W. 57th St.

Assistant Director: Philip Hamblet.

Outpost Bureau: Chief, James Vinen.

Communication Facilities Bureau: Chief, Murry Brophy.

Intelligence and Planning Board: Chief, Wm. D. Whitney.

Bureau of Overseas Publications: Chief, John Hackett (N. Y. Office).

Radio Program Bureau: Chief, John A. Housman.

Pacific Bureau, San Francisco: Chief, Owen Lattimore.

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**Regional Consultants to Radio Bureau:* Herbert L. Pettey, WIN, New York; G. Richard Shafto, WIS, Columbia, S. C.; and James H. Moore, WSLS, Roanoke, assistant; Thad Holt, WAPT, Birmingham; James T. Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Gene T. Dyer, WAIT, Chicago; Merle Jones, KMON, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; and Karl O. Wyler, KTSM, El Paso, assistant; Robert Hudson, Rocky Mountain Council, Denver; Arthur Westlund, KRE, Berkeley, Calif.; Lawrence McDowell, KFOX, Long Beach, Calif.; and Dick Lewis, KJAR, Phoenix, Ariz., assistant; Harold Fellows, WEEI, Boston; Sheldon F. Sackett, KVAN, Vancouver, Wash.; and Robert S. Nichols, KEVR, Seattle, associate; William B. Way, KYOO, Tulsa.

(Continued on page 292)



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Devotion to our common cause and ultimate Victory means, of course, that our service to you has not been up to the standard we should like. Our men in the field who formerly served you have also, of necessity, been called in to do important war work. But, in spite of these handicaps, we are still earnestly interested in aiding you wherever possible. Our skills, our knowledge and our resources are yours to command wherever available. We will be glad to assist you with your equipment problems and request that you write to us if you feel that we can be of service to you.



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RCA Victor Division

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Assistant Director of Nutrition: M. L. Wilson; deputy, William S. Sebrell.
Director of Information: Mrs. Zilpha Franklin, Acting.
Director, Program Operations Branch: Dean Snyder.

NATIONAL HOUSING AGENCY

1600 Eye St., N.W.
Republic 8360

Administrator: John B. Blandford Jr.
General Counsel: Leon H. Keyserling.
Assistant to the Administrator in Charge of Information: James King.
Commissioner, Federal Public Housing Authority: Herbert J. Emmerich; Acting Chief, Inquiries, Charles Alldredge.
Commissioner, Federal Housing Administration: Abner Ferguson; public relations, Robert Smith.
Commissioner, Federal Home Loan Bank Administration: John H. Fahy; public relations, Howard Vickery.

**OFFICE OF THE COORDINATOR
OF INTER-AMERICAN AFFAIRS**

Dept. of Commerce Bldg.
Republic 7500

New York Branch: 444 Madison Ave.
Murray Hill 3-6805

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Special Advisors to the Coordinator: Enrique S. deLozada, John S. Dickey.
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Executive Administration: Assistant Coordinator, Percy L. Douglas; Inter-American Navigation Corp., Alexander Peabody; Transportation Div., Norris Mumper, Air; J. Stanton Robbins, Overland; Administrative Service Div., H. P. Martin; Fiscal Division Director, Gerald G. Smith.
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Radio Division: Director, Don Francisco; Associate Director, John W. Ogilvie; Assistant Director, Walter C. Krause; Chief, Program Content, Russell Pierce; Chief, Regional Operations, Paul R. Kruming; Associate Chief, Regional Operations, Arthur C. Peters, New York Office; Manager, William A. Hillpot; Assistant Manager, Wilfred Roberts; Executive Assistant, Frederick A. Long; Head, Program Arrangements for the Other American Republics, Raleigh L. Haydon; Head, Program Production, John F. White; Head, Regional Operations, John C. Jensen; Associate Head Shortwave Supervisor, Guy Hickok.

Science and Education: Kenneth Holland.

**OFFICE OF
LEASE-LEND ADMINISTRATION**

515 Twenty-second St., N.W.
Republic 7500

Administrator: Edward R. Stettinius Jr.
Senior Deputy Administrator: Bernhard Knollenberg.
Assistants to the Administrator: John D. East, Hayden Raynor, Ira C. Hopkins.
Senior Consultant: John L. Pratt.
Deputy Administrators: Arthur D. Van Buskirk, Philip Young.
Senior Assistant Administrators: Maj. Gen. C. M. Wessen, J. E. Orchard, F. W. Ecker, L. J. Martin.
General Counsel: Oscar Cox.

Assistant General Counsel: George W. Ball.

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4th & Independence Ave., S.W.
Republic 7500

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Deputy Administrator in Charge of Professional Services: Dexter M. Keezer.
Acting Deputy Administrator for Administrative Management: Edward N. Hay.
Deputy Administrator in Charge of Information: Robert W. Horton; Press and Campaigns Division Director, Leigh M. Plummer; Consumer Division Acting Director, Robert W. Strauss; Group Services Branch, Chief, J. Paul Leonard; Educational Services Branch, Walter Cocking.
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General Counsel: C. David Ginsburg.

WAR PRODUCTION BOARD

New Social Security Bldg.
4th & Independence, S.W.
Republic 7500

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War Production Drive Headquarters: Director, W. G. Marshall.
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Smaller War Plants Division: Director, Lou E. Holland.
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Administrative Division: Administrative Officer, James G. Robinson.
Legal Division: General Counsel, John Lord O'Brian; Solicitor, Milton Katz.
Office of Civilian Supply: Director, Joseph L. Weiner.
Labor Production Division: Director, Wendell Lund.
Aircraft Production Division: Director, H. E. Talbott.
Shipbuilding Division: Director, Capt. J. O. Gawne.
Radio and Radar Division: Director, Ray C. Ellis; Chief, Civilian Radio Branch, Frank H. McIntosh; Chief, Special Electronic Applications, Marvin Holbs; Chief, Plant Facilities and Schedule, Myron E. Whitney; Chief, Components Branch, Sidney K. Wolf; Chief, Field Branch, Frank S. Horning; Chief, Critical Materials, Milton J. Lowenstein; Chief, Vacuum Tubes, Capt. William A. Gray; Chief, Priorities, P. S. Boland.
Office of Program Vice Chairman: Program Vice Chairman: Ferdinand Eberstadt.
Executive Assistant: Brig. Gen. J. L. Phillips, Donald D. Davis.
Office of Director General for Operation: Director General, Curtis E. Calder; Assistant Director General, John R. Kimberley.
Office of Deputy Director General for Staff: Deputy Director General, H. W. Dodge.
Office of Deputy Director General for Industry Divisions: Deputy Director General, Dr. Ernest W. Reid.
Office of Director of Industry Advisory Committees: Director, Barry T. Leithhead.
Office of Deputy Director General for Field Operations: W. T. Childress.
Organizational and Procedural Control Office: Acting Director, J. H. Ward.
Resources Agencies: Conservation Division: Howard Conoley.
Salvage Division: Paul C. Cabot.
Resources Protection Board: Chairman, William K. Frank.
Materials Redistribution Branch: Chief, Col. C. R. Baxter.
Used Equipment Branch: Chief, Neal Andrews.

Division of Stockpiling and Transportation: Director, Dr. W. Y. Elliott.

Program Bureau: Director, Donald D. Davis.

Distribution Bureau: Deputy Director General, J. A. Krug.

Facilities Bureau: Director, Fred Searls Jr.

Administrative Office of Program Vice Chairman: Executive Office, Francis Sette.

**OFFICE OF SCIENTIFIC
RESEARCH AND DEVELOPMENT**

1530 P St., N.W.
Republic 7500

Director: Vannevar Bush, Carnegie Institute.
Executive Secretary: Dr. Irvin Stewart.
Senior Administrative Officer: Cleveland Norcross.
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Republic 7500

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Assistant Director: Brig. Gen. C. D. Young.
Executive Assistant: Joseph L. White.
General Counsel: Jack G. Scott.
Advisor on Material and Equipment Requirements: Warren W. Kelly.
Advisor on Railroad Abandonments: Ralph H. Jewell.
Information Officer: Bryant Putney.
Chief, Personnel Section: Everett H. Bellows.
Division of Waterway Transport: Assistant Director in Charge, Ernst Hulzborn.
Division of Coastwise and Interoceanic Transport: Director, Charles F. Kellers.
Division of Inland Waterways: Director, Edward Clemens.
Division of Great Lakes: Director, A. T. Wood.
Division of Local Transport: Director, Guy A. Richardson.
Division of Materials & Equipment: Director, Warren W. Kelly.
Division of Motor Transport: Director, John L. Rogers.

(Continued on page 294)

*business
on waves*



Illustration shows 3—300 foot Galvanized guyed Lehigh Vertical Radiators of Radio Station KMPC, Beverly Hills, California.

ON THE AIR AND ON THE SEA

There is really only one business today and that is to win the war. While we are not producing radiators for commercial air waves, Lehigh Towers are today performing important tasks for our armed forces in all parts of the world. In addition, Lehigh is engaged in other essential war effort—that of producing equipment that is to transport armament and men over the ocean waves.

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Division of Railway Transport: Director, Victor V. Boatner.

Division of Rates: Director, G. Lloyd Wilson.

Division of Storage: Director, Leo M. Nicholson.

Division of Traffic Movement: Director, Henry F. McCarthy.

Division of Transport Conservation: Director, John R. Turney.

Division of Transport Personnel: Director, Otto S. Beyer.

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Republic 7500

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Assistants to Administrator: Charles W. Straub, R. W. Bunch, Vernon Northrop.

Director, Division of Financial Statistics: Vernon Northrop.

WAR RELOCATION AUTHORITY
910 17th St., N.W.
Republic 7500

Director: D. S. Myer.

Deputy Director: E. M. Rowalt.

Chief Publications and Reports: John Baker.

Solicitor: P. M. Glick.

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Republic 6620

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Special Consultant, Veterans Administration: Gen. George H. Wood.

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New Postoffice Bldg.
Executive 3620
[See pages 307-308]

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National Press Bldg.
Executive 8400

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Directors: Phillips L. Goldsborough, Preston Delano.

Secretary: E. F. Downey.

Director, Public Relations: J. Forbes Campbell.

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1800 Pennsylvania Ave.
Executive 0100

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Chief of Publications Division: Calvin Dold.

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Republic 1100

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Special Assistant to the Chairman: Elliott Thurston.

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General Counsel: Walter Wyatt; general attorney, Legal Division, J. P. Dreibelbis; assistant general attorneys, George B. Vest, B. Magruder Wingfield.

FEDERAL SECURITY AGENCY

Social Security Bldg.
Republic 6530

Administrator: Paul V. McNutt.

Assistant Administrator: Watson B. Miller.

Executive Assistant to Administrator: Morris Collins.

Director of Information: Mrs. Zilpha C. Franklin, Acting.

Chief of Radio & Film Section: Vacant.

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1712 G St., N.W.
Republic 6530

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Assistant Executive Director: Wm. L. Mitchell.

Director, Informational Service: Max Stern.

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Bethesda, Md.
Oliver 4200

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Assistant Surgeons General: Dr. M. C. Guthrie, Dr. Lawrence Kolb, Dr. Paul M. Stewart, Dr. W. F. Ossendorf, Dr. J. W. Mountin, Dr. E. R. Coffey, Dr. R. A. Vonderlehr.

Chief Clerk and Administrative Officer: Daniel Masterson.

Chief of Health Education Section (Public Relations): Dr. E. R. Coffey.

Chief of Publications and Radio Section: D. A. Dance.

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Assistant to the Commissioner: C. F. Klinefelter.

Assistant Commissioner for Vocational Education: J. C. Wright.

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Director, Engineering Defense Training Program: George W. Case.

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CIVILIAN CONSERVATION CORPS

(In Process of Liquidation)
810 Eighteenth St.
Republic 6530

Director: James J. McEntee.

Assistant Director (executive): M. A. Stephens.

Chief Clerk: Richard K. McKey.

Assistant to the Director (press and radio): Guy D. McKinney.

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Assistant Commissioner: P. B. Dunbar.

Principal Technical Adviser: Charles W. Crawford.

Chief Food and Drug Inspector: George P. Larrick.

Assistant to the Commissioner: F. B. Linton.

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Import Division: Vacant.

Division of State Cooperation: W. A. Queen.

Bacteriological Division: A. C. Hunter.

Cosmetic Division: Dan Dable.

Drug Division: Robert P. Herwick.

Food Division: W. B. White.

Microanalytical Division: Henry Welch.

Division of Pharmacology: H. O. Calvery.

Vitamin Division: E. M. Nelson.

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Assistant to Chairman and Director of Information: Martin A. White; assistant, Nick N. Carey.

FEDERAL WORKS AGENCY

No. Interior Dept. Bldg.
Republic 7337

Administrator: Maj. Gen. Philip B. Fleming.

Assistant Administrator: Baird Snyder.

Executive Assistant: Ernest Hall.

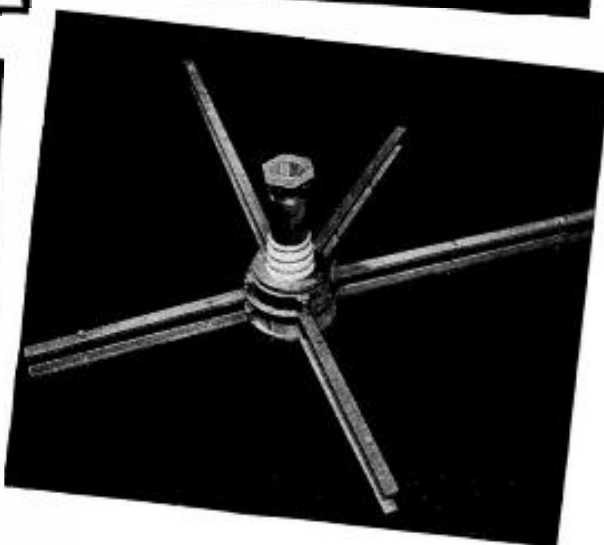
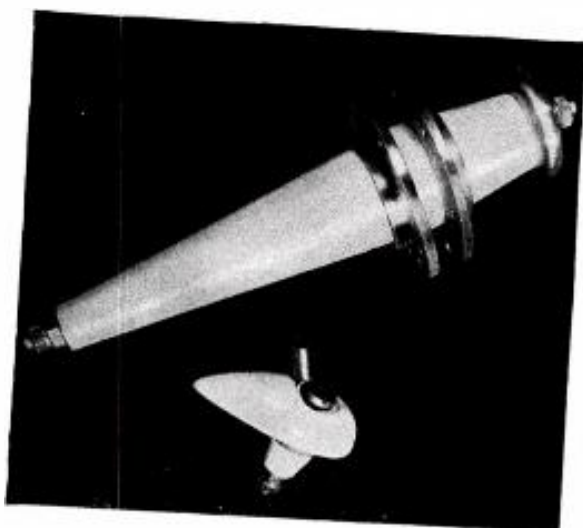
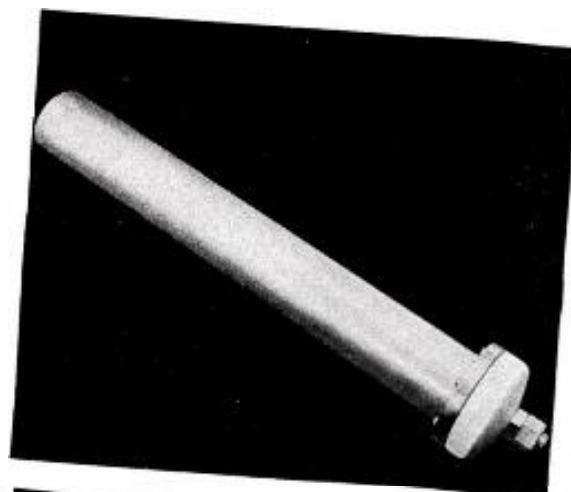
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Chief Engineer: Col. William N. Carey.

Director of Information: M. L. Ramsey; assistant, Aubrey Taylor.

(Continued on page 296)

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(Continued on page 298)



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Assistant Secretary for Air: Artemus L. Gates.

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Chief, Bureau of Supplies and Accounts: Rear Admiral W. B. Young.

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Judge Advocate General: Rear Admiral W. B. Woodson.

Director, Naval Research: Rear Admiral Harold G. Bowen.

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Chief, Analysis Section: Comdr. W. M. Galvin.

Chief, Magazine Section: Lt. Comdr. Walter Karig.

Chief, Special Events Section: Lt. Comdr. Frank Courtney.

Radio Section: Chief, J. Harrison Hartley; *Staff:* Lt. Charles Dillon, Lt. J. C. Shattuck, Ensign Oscar Hume, Lt. W. J. Bailey, Branch, Radio Section, 580 Fifth Ave., New York; Lt. Comdr. M. S. Reichner; Lt. Thayer Cummings and Lt. Arthur Deutsch, Assistants.

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Third Naval District, 90 Church Street, New York City: Lt. Comdr. R. A. Brown.

Fourth Naval District, 1315 Walnut St., Philadelphia: Lt. Comdr. J. L. Tinney.

Fifth Naval District, Naval Operating Base, Norfolk, Va.: Lt. Comdr. Wilson Starbuck.

Sixth Naval District, Fort Sumter Hotel Bldg., Charleston, S. C.: Lt. Comdr. Peyton T. Anderson Jr.

Seventh Naval District, DuPont Bldg., Miami: Lt. Comdr. W. M. Pepper Jr.

Eighth Naval District, Federal Building, New Orleans: Comdr. James G. Stahlman.

Ninth Naval District, U. S. Naval Training Station, Great Lakes, Ill. Chicago Branch Office, 333 No. Michigan Ave.: Lt. P. H. Faust.

Tenth Naval District, San Juan, P. R.: Lt. Comdr. Harwood Hull.

Eleventh Naval District, San Diego, Cal.: Lt. Comdr. E. R. Anderson. Los Angeles Office, Van Nuys Bldg.; Lt. Comdr. H. A. Bolton, USN retired, Assistant District Public Relations Officer.

Twelfth Naval District, Federal Office Bldg., San Francisco: Capt. John W. Gates, USN retired.

Thirteenth Naval District, Exchange Bldg., Seattle: Lt. Comdr. Maynard B. Jones.

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Fifteenth Naval District, Headquarters Bldg., Balboa, Canal Zone: Lt. John J. Hurley.

Pacific Fleet: c/o Fleet Postoffice, San Francisco: Lt. Comdr. Waldo Drake.

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U. S. Naval Forces in Europe, 20 Grosvenor Square, London, England: Lt. Comdr. R. E. Vining.

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Western Recruiting Division, 100 Harrison St., San Francisco: Maj. John S. Winch. Capt. Charles R. Payne.

Southern Recruiting Division, Atlanta National Bldg., Atlanta: Maj. Meigs O. Frost.

Eastern Recruiting Division, 1700 Sansom St., Philadelphia: Capt. John H. Breiel.

Central Recruiting Division, U. S. Court House Bldg., Chicago: Capt. John V. Sandberg.

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New River, N. C.: Capt. Arthur Wimer.

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Communications Officer: Comdr. Joseph F. Farley.

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Chief, Radio Engineering Section: Comdr. Irwin L. Gill.

Public Relations Officer: Capt. Ellis Reed-Hill; assistant, R. C. Smith.

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Decatur 2723

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Assistant to the Superintendent: Capt. V. K. Coman, USN, Retired.

Chief Clerk: L. Neely.

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17th St. between
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Assistant Director: Pedro de Alba.

Counselor: William Manger.

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(Continued on page 300)

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Commissioner of Internal Revenue: Guy T. Helvering.
Comptroller of Currency: Preston Delano.
Chief, Secret Service Division: Frank J. Wilson.
Director, Bureau of the Mint: Nellie Tayloe Ross.
General Counsel: Randolph Paul.
Director of Press Relations: Charles Schwarz.
Executive Director War Savings Staff: Eugene W. Sloan.
Director of Press & Radio for War Savings Staff: Vincent F. Callahan.
Chief of Radio Section, War Savings Staff: Marjorie L. Spriggs.
Staff of Radio Section: Emerson Waldman, Ruth Girard, Morton Millman, William S. Rainey, Jules Alberti, Estelle Broderick, Everett G. Opie.

VETERANS ADMINISTRATION

Vermont Ave. between
 H and I Sts.
 District 6110

Administrator of Veterans Affairs: Gen. Frank T. Hines.
Assistant Administrators: Col. George E. Ijams, Maj. Omer W. Clark, Harold W. Breining.
Chief of Press Relations: Edward Lewis; assistant, Mrs. Inez Pugh.

WAR DEPARTMENT

Pentagon Bldg.
 Arlington, Va., Republic 6700

Secretary of War: Henry L. Stimson.
Under Secretary of War: Robert P. Patterson.
Assistant Secretary of War: John J. McCloy.
Assistant Secretary of War for Air: Robert A. Lovett.
Army Chief of Staff: Gen. George C. Marshall.
Services of Supply: Lt. Gen. B. B. Somervell.
Army Ground Forces: Lt. Gen. L. J. McNair.
Army Air Forces: Lt. Gen. H. H. Arnold.
Army Signal Corps: Maj. Gen. Dawson Olmstead, chief signal officer; assistant and executive officer, Brig. Gen. James A. Code Jr.; assistant executive officer, Lt. Col. James W. Baldwin.
Adjutant General: Maj. Gen. James A. Ulio.
Provost Marshal General: Maj. Gen. Allen W. Gullion.
Judge Advocate General: Maj. Gen. Myron C. Cramer.
Chief of Special Services: Brig. Gen. F. H. Osborne; executive officer, Col. Raymond W. Hardenbergh; Lt. Col. Thomas H. A. Lewis, in charge of radio.
Chief of Army Chaplains: Brig. Gen. William R. Arnold.

Bureau of Public Relations

Director: Major Gen. A. D. Surles.
Deputy Director: Col. Stanley Grogan.
Assistants to the Director: Lt. Col. William E. Slater (S.O.S.); Col. Wm. P. Nuckols (Air Forces); Col. Faulkner Heard (Ground Forces).
Chief, News Division: Col. R. Ernest Dupuy.
Chief, War Intelligence Division: Col. F. V. Fitzgerald.
Chief, Industrial Service Division: Col. A. R. Ginsburgh.
Chief, Press Branch: Lt. Col. M. E. Newton.
Chief, Radio Branch: Lt. Col. E. M. Kirby.
Chief, Radio Branch, Hollywood: R. C. Coleson.
Chief, Pictorial Branch: Lt. Col. Curtis Mitchell.
Chief, Publications Branch: Maj. Douglas Parmentier, acting.
Chief, Continental Liaison Branch: Capt. John H. Galloway, acting.
Chief, Review Branch: Lt. Col. J. T. Winterich.
Chief, Overseas Liaison Branch: Maj. J. Bomar.
Chief, Analysis Branch: Lt. Col. George W. Hibbert.

Service Commands, PRO Officers

First Service Command, 808 Commonwealth Ave., Boston, Mass.: Maj. Walter A. Brown.
Second Service Command, 90 Church St., New York City: Lt. Col. Jack J. Rohan, (Eastern Defense Command) Lt. Col. Ed. J. Glavin.
Third Service Command, U. S. Post-office, Baltimore: Lt. Col. Jas. P. Wharton.
Fourth Service Command, Postoffice Bldg., Atlanta: Col. Stacy Knopf.
Fifth Service Command, Fort Hayes, Columbus, O.: Maj. E. L. Nelson.
Sixth Service Command, Postoffice Chicago: Capt. Oscar N. Taylor.
Seventh Service Command, Federal Bldg., Omaha: Maj. Robert W. Reed.
Eighth Service Command, Fort Sam Houston, Tex.: Lt. Col. Royden Williamson.
Ninth Service Command, Fort Douglas, Utah: Capt. A. E. Gilbert.

NOTE: Because of rapid turnover in personnel, it is suggested that communications to the various Armies or Corps Areas be addressed simply to "Public Relations Officer in charge of Radio".



Frequency Measuring Service



Why You Should Subscribe to This RCA Service

Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable, and skillfully operated is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value, but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

RCA's laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years of experience in systematic, precise, measurements of the frequencies of RCA and foreign commercial radio stations, operating on frequencies ranging from .013 to 140 Megacycles.

Numerous Broadcasting, Police, Aviation, and Commercial stations throughout the United States, and in Canada, Mexico, and the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to the Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than two parts in ten million which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA Laboratories are acceptable to the FCC.

For Routine Service Apply at the Nearer Office

For Emergency Service Phone or Telegraph the Nearer Laboratory (Always Open)

Commercial Department
New York, N. Y.
66 Broad Street
Phone: HAnover 2-1811

Commercial Department
San Francisco, Calif.
28 Geary Street
Phone: Garfield 4200

Riverhead, N. Y.
Phone: Riverhead 2290
or Telegraph via Western Union
Riverhead, New York

Point Reyes, Calif.
Phone: Inverness 9-W
or telegraph via Western Union
Point Reyes Station
Marin Co., Calif.

R. C. A. COMMUNICATIONS, Inc.

A RADIO CORPORATION OF AMERICA SERVICE

A new 19" x 28" R.C.A. Communications map of the world will be sent upon request. Please mention the name of this publication.

Television Stations Authorized by the FCC

(As of Jan. 15, 1943 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Channel No. 1	50,000-56,000 kc.	Channel No. 2	60,000-66,000 kc. 66,000-72,000 kc.	Channel No. 4	78,000-84,000 kc.	Channel No. 5	84,000-90,000 kc. 96,000-102,000 kc.	Channel No. 7	102,000-108,000 kc.
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GROUP B

Channel No. 8	162,000-168,000 kc.	Channel No. 10	186,000-192,000 kc. 204,000-210,000	Channel No. 12	210,000-216,000 kc.	Channel No. 15	258,000-264,000 kc.	Channel No. 17	282,000-288,000
Channel No. 9	180,000-186,000	Channel No. 11		Channel No. 13	234,000-238,000	Channel No. 16	264,000-270,000	Channel No. 18	288,000-294,000
				Channel No. 14	236,000-246,000				

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated	Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Balaban & Katz Corp., Chicago, Ill.	WBKB	2	800	The Journal Co., Milwaukee, Wis.	WMJT	3	1,200
Columbia Broadcasting System Inc., New York City	†WCBW	2	1,000 CP-2,400	National Broadcasting Co. Inc., New York City	†WNBT	1	1,800
Don Lee Broadcasting System, Hollywood, Cal.	KTSL	1	5,600	Philco Radio & Television Corp., Philadelphia, Pa.	†WPTZ	3	1,000
General Electric Co., Schenectady, N. Y.	†WRGB	3	3,100	Zenith Radio Corp., Chicago, Ill.	WTZR	1	1,270

†License covering CP issued. All others authorized for construction.

EXPERIMENTAL

Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Power in Watts Aural	Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Power in Watts Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	1,000	1,000	Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	----	Metropolitan Television, Inc., New York, N. Y.	W2XMT	8	250	250
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAB	2	7,500	7,500	Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	10,000
The Crosley Corp., Cincinnati, Ohio	W8XCT	1	1,000	1,000	Purdue University, West Lafayette, Ind.	W9XG	3	750	750
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50	State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	----
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000	Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	W3XV'T	1	1,000	1,000	Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000
Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	W9XAK	1	100	100					

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859



Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

Du Mont television equipment is distinguished by several innovations and marked advances. The electronic view finder; the camera chain of handy, portable units for studio or remote pickup; perfected synchronizing signal generators that stay in "sync" with minimum attention; improved film pickup and chain, etc.

The Du Mont Synchronomatic (flexible) television system permits wide range of scanning standards, which are automatically compensated for by a simplified television receiver of lowered cost. Eliminates obsolescence and other economic drawbacks. The Du Mont "memory" screen permits halving the number of frames without flicker, for finer pictorial detail or for narrowed channel.

Standard line of large-image television receivers. 14- and 20-inch teletrons. Table and console models. DeLuxe models with all-wave broadcast reception included.

BROADCASTING AIDS . . .

★ In your present broadcasting work, Du Mont can be of immediate aid. Du Mont cathode-ray tubes and Du Mont oscillographs are widely used for engineering, maintenance and operational activities.

Du Mont Type 213-A Modulation Monitor here shown is a "must" in safeguarding today's high broadcasting standards. Permits monitoring and study of radio-frequency transmissions. Contains own resonant circuit tuned to transmitter frequency and coupled by means of low-impedance link to source of modulated radio frequency. Modulated envelope or trapezoidal modulation patterns. Tune circuit frequency range of from 400 kc. to beyond 40 mc. per second.

Also standard Du Mont oscillographs meeting every need. Special equipment developed and built for unusual requirements.



CONSULT US ON
TELEVISION . . .

Remember **DU MONT**

when you're ready for **TELEVISION**

★ Sunday night will long be remembered by New York pioneer television fans as Du Mont Television Night. For even in the darkest hour of war, when television activity has dropped to its lowest ebb, Du Mont engineers, program director, studio assistants, and a galaxy of entertainers, have been putting on scheduled programs of outstanding entertainment value, while relaxing from their war job activities.

Thus the logical climax to Du Mont television engineering. Those same engineers responsible for many television innovations, refinements, advances, have been trying out their ideas under actual telecasting conditions. And what they have thereby experienced is reflected in further, up-to-the-minute, vital engineering developments. Meanwhile, such telecasting practice is tied in with the development and production of home television receivers. Television—from camera to home receiver—can be specified by just one word: **DU MONT**.



DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS OF THE U. S.

**Indicates Station Holding Construction Permit But Operating On A Commercial Basis Under Special Temporary Authorization Of The FCC Using the Facilities of Previously Authorized Experimental FM Stations.*

(Corrected to Jan. 15, 1943)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses

CALIFORNIA

*K45LA, LOS ANGELES—CP issued to Don Lee Broadcasting System (KHJ). Frequency: 44.5 mc. Service Area: 7,000 sq. mi.

K61LA, LOS ANGELES — CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

W53H, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. (WTIC). Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

*W65H, HARTFORD—CP issued to WDRC, Inc. (WDRC). Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

ILLINOIS

W51C, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

*W59C, CHICAGO—CP issued to WGN Inc. (WGN). Frequency: 45.9 mc. Service Area: 10,800 sq. mi. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

*W67C, CHICAGO—CP issued to Columbia Broadcasting System Inc. (WBBM). Frequency: 46.7 mc. Service Area: 10,800 sq. mi.

*W75C, CHICAGO—CP issued to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Service Area: 10,800 sq. mi. Personnel: Henry C. Crowell, director.

W83C, CHICAGO—CP issued to WIIFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

INDIANA

W45V, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; John B. Caraway Jr., chief engineer.

*W49FW, FORT WAYNE—CP issued to Westinghouse Radio Stations Inc. (WOW-WGL). Frequency: 44.9 mc. Service Area: 6,100 sq. mi.

W73I, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

W71SB, SOUTH BEND—CP issued to South Bend Tribune (WSBT). Frequency: 47.1 mc. Service Area: 7,100 sq. mi. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; Mark Boyden, chief engineer.

LOUISIANA

W45BR, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

W39B, BOSTON—Licensed to The Yankee Network Inc. (WNAC). Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, president; staff, see Yankee Network.

*W43B, BOSTON—CP issued to The Yankee Network Inc. (WNAC). Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, president; staff, see Yankee Network.

*W67B, BOSTON—CP issued to Westinghouse Radio Stations Inc. (WBZ). Frequency: 46.7 mc. Service Area: 6,700 sq. mi. Personnel: C. S. Young, director.

MICHIGAN

W45D, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

*W49D, DETROIT—CP issued to John Lord Booth (WJLB). Frequency: 44.9 mc. Service Area: 6,800 sq. mi. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

*K49KC, KANSAS CITY—CP issued to Commercial Radio Equipment Co. Frequency: 44.9 mc. Service Area: 4,400 sq. mi. Personnel: Everett L. Dillard, director.

NEW JERSEY

W95NJ, JERSEY CITY—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency: 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

W49BN, BINGHAMTON—Licensed to Wylie B. Jones Advertising Agency (WBNF). Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: E. Ray McCloskey, director.

W39NY, NEW YORK—CP issued to City of New York. Municipal Broadcasting System (WNYC). Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: Bertrand Arnou, operator.

*W47NY, NEW YORK—CP issued to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Service Area: 8,500 sq. mi. Personnel: E. M. Finney, executive in charge.

W55NY, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service Area: 8,500 sq. mi.

W59NY, NEW YORK—CP issued to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Service Area: 8,500 sq. mi. Personnel: John V. L. Hogan, director; Hugh K. Voice, commercial; Russell D. Valentine, chief engineer.

*W63NY, NEW YORK—CP issued to Marcus Loew Booking Agency (WIIN). Frequency: 46.3 mc. Service Area: 8,500 sq. mi. Personnel: William Fariss, director.

*W67NY, NEW YORK—CP issued to Columbia Broadcasting System Inc. (WABC). Frequency: 46.7 mc. Service Area: 8,500 sq. mi. Personnel: Arthur Hull Hayes, director.

*W71NY, NEW YORK—CP issued to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Service Area: 8,500 sq. mi.

*W75NY, NEW YORK—CP issued to Metropolitan Television Inc. Frequency: 47.5 mc. Service Area: 8,500 sq. mi.

W51R, ROCHESTER—Licensed to Stromberg-Carlson Telephone Manufacturing Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director.

W47R, ROCHESTER—Licensed to WHIEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director.

W47A, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Service Area: 6,600 sq. mi.

W85A, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: John R. Sheehan, director.

NORTH CAROLINA

*W41MM, WINSTON-SALEM. CP issued to Gordon Gray (WSJS). Frequency: 44.1 mc. Service Area: 69,400 sq. mi. Personnel: Gordon Gray, owner; Harold Essex, director; Norris O'Neil, business manager; Robert Estes, production manager; C. M. Smith Jr., chief engineer.

OHIO

*W45CM, COLUMBUS—CP issued to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Service Area: 12,400 sq. mi. Personnel: Lester F. Nafzger, director and chief engineer; James Blower, program director; Herbert Welch, promotion.

PENNSYLVANIA

W47P, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

*W75P, PITTSBURGH—CP issued to Westinghouse Radio Stations Inc. (KDKA). Frequency: 47.5 mc. Service Area: 8,400 sq. mi. Personnel: Patti Littell, director.

*W49PH, PHILADELPHIA—CP issued to Pennsylvania Broadcasting Co. (WIP). Frequency: 44.9 mc. Service Area: 9,300 sq. mi. Personnel: Clifford C. Harris, director.

W53PH, PHILADELPHIA — Licensed to WFIL Broadcasting Co. (WFIL). Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; Felix Meyer, assistant program director; L. E. Littlejohn, chief engineer.

*W57PH, PHILADELPHIA — CP issued to Westinghouse Radio Stations Inc. (KYW). Frequency: 45.7 mc. Service Area: 9,300 sq. mi. Personnel: Leslie Joy, director, James Begley, program manager; Eleanor Ulmer, continuity & program planning.

W69PH, PHILADELPHIA — Licensed to WCAU Broadcasting Co. (WCAU). Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: H. B. Watton, director; Norris West, program director.

W65PH, PHILADELPHIA—CP issued to Senboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

*W73PH, PHILADELPHIA—CP issued to Wm. Penn Broadcasting Co. (WPEN). Frequency: 47.3 mc. Service Area: 9,300 sq. mi. Personnel: Jerry Austin, director; Charles W. Burtis, chief engineer.

TENNESSEE

W47NV, NASHVILLE—Licensed to Nashville Life & Accident Insurance Co. (WSM). Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

K47SL, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah (KSL). Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

W55M, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, program director; Charles Golling, merchandising and promotion manager; D. W. Gellerup, chief engineer.

"Mom . . . Mom . . . This is me, Ricky . . . I'm talkin' from Australia . . . Hou's it sound? . . ."

It sounds like this . . . Like the little boy who got homesick at Summer camp . . .

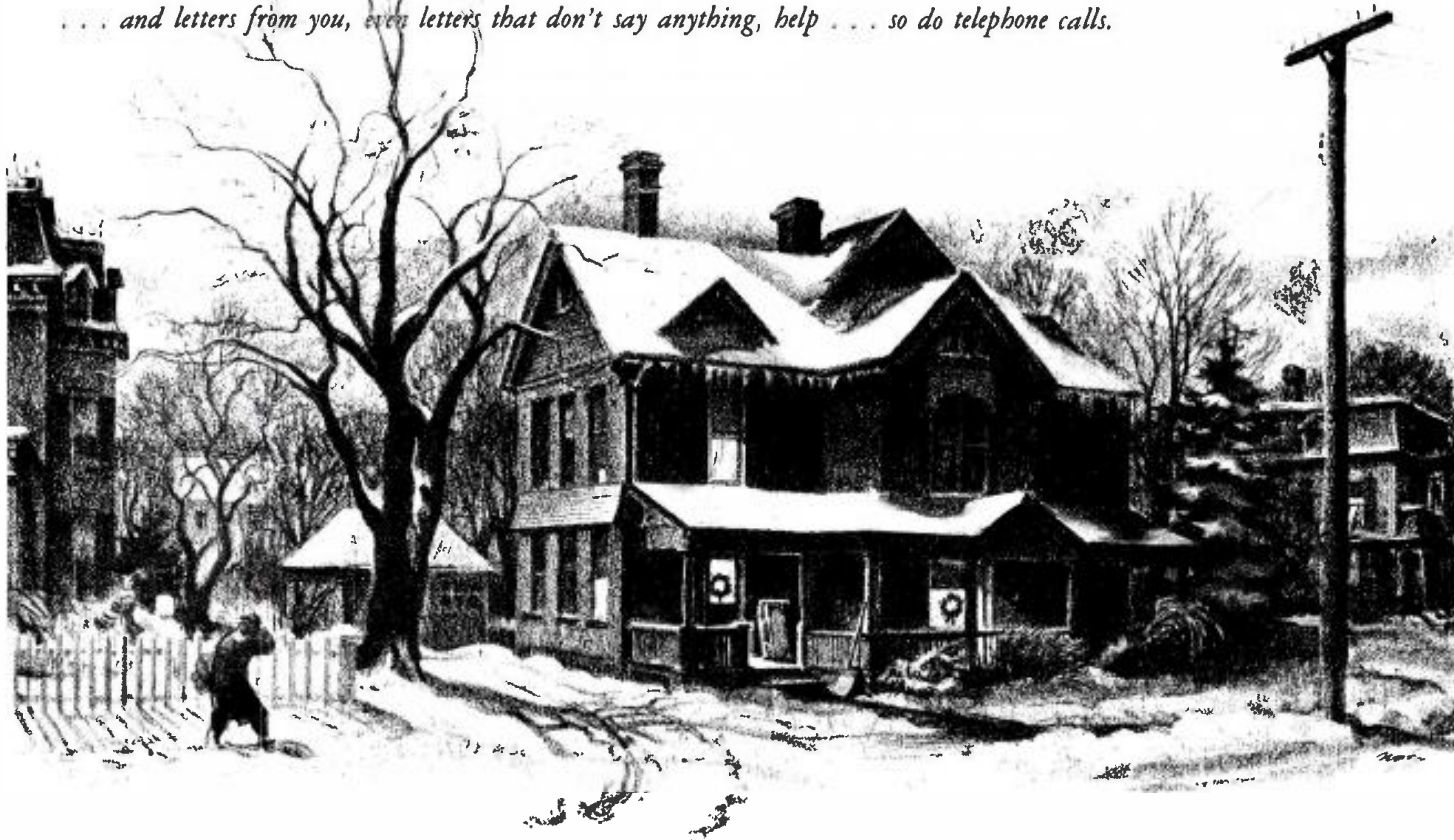
Like the kid who used to go dancing at the Dreamland pavilion.

It sounds like Ricky . . . The most important sound on earth!

He's big now and brave and tough enough to walk through

the side of a ship. But he's got an awful weakness for "Back Home"

. . . and letters from you, even letters that don't say anything, help . . . so do telephone calls.



Our big job at Stromberg-Carlson is making some of the equipment they use for these talks . . . Making communications equipment for battle . . . And making it just as reliable and just as durable as 48 years' experience has taught us!

There's another important job for each and every one of us . . . And that is to buy War Bonds and Stamps . . . as many and as often as we possibly can. It's the least we can do.

In radios, telephones, sound systems . . . there is nothing finer than a



STROMBERG-CARLSON

International Broadcasting Stations of the United States and Canada

Authorized by FCC as of January 1, 1943

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered in December, including suspension of the normal license term of one year.

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts	Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
KWID	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61	100,000	WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63	50,000 SA-100,000 (on 9.67)
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57	50,000	WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	6.14, 9.57, 11.87, 15.21, 17.78, 21.54	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	SA- 9.48 SA- 9.59 SA-15.267 in lieu of 15.27	10,000	WRUL	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.18, 15.35, 17.75, 21.46	50,000
WCRC	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57	50,000	†WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75	50,000 to 100,000 SA- 7,000
WLWO	The Crosley Corp. Mason, O.	SA- 9.48 SA- 9.59 SA-15.267 in lieu of 15.27	75,000	WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6	20,000
KGEI	General Electric Co. Near Belmont, Cal.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	50,000	CANADA			
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 7.25, 9.53, 9.55, 11.73, 15.21, 15.33	50,000	Call Letters	Licensee and Location	Frequency in mc.	Power in Watts
WGEO	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.55, 11.8475, 15.33, 21.6, 21.59	100,000	CFCK	Canadian Marconi Co., Montreal Transmitter: Montreal, Que.	60.05	75
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	SA- 9.53 SA- 9.65	50,000 SA-100,000 (on 9.67)	CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto Transmitter: Township of King, Ont.	60.7	1,000
		6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63		CFVP	Voice of the Prairies Ltd., Calgary, Alta. Transmitter: Strathmore, Alta.	60.8	100
		SA-11.893		CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. Transmitter: Bedford, N. S.	61.3	500
				CJCK	Eastern Broadcasters Ltd., Sydney, N. S. Transmitter: South Bar Road near Sydney, N. S.	60.1	1,000
				CJRO	Transcanada Communications Ltd., Winnipeg, Man. Transmitter: Middlechurch, Man.	61.5	2,000
				CJRX	Transcanada Communications Ltd., Winnipeg, Man. Transmitter: Middlechurch, Man.	117.2	2,000
				CKFX	Standard Broadcasting Co. Ltd., Vancouver, B. C. Transmitter: Lulu Island, B. C.	60.8	10

†-Construction permit.
SA-Special Authorization.

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive	Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.	American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Milton Murray, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.	Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Frank Gillmore, Pres.
American Communications Association	CIO	10 Bridge St. New York City Bowling Green 9-3007	Joseph Selly, Pres.	National Assn. of (NABT) Broadcast Engineers & Technicians		1509 N. Vine St. Hollywood, Cal. Granite 7273	J. II. Brown, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3706	E. J. Brown, Pres.	<i>Organizations affiliated with Associated Actors & Artistes of America</i>			
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2546	James C. Petrillo, Pres.	Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.	American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy.
American Advertising Guild	CIO	31 E. 27th St. New York City Murray Hill 5-5532	Howard Willard, Pres. Anne Hanley, Secy.	American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-5644	Lawrence Tibbett, Pres. Mrs. Blanche Witherspoon, Ex. Secy.
Radio Writers' Guild of the Authors League of America	6 E. 39th St. New York City Murray Hill 5-6930	Paul Franklin, Pres.	American Guild of Variety Artists	AFL	1650 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
				Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311 545 Fifth Ave. New York City Murray Hill 2-0184	James Cagney, Pres. Kenneth Thomson, Ex. Secy. Mrs. Florence Marston, Eastern Representative

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone Executive 3620

(For field offices and staffs, see page 308)

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Senior Clerk Stenographer: Farrell D. McGonigal
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Secretary: Laura L. Hollingsworth

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Benedict P. Cottone, Assistant General Counsel
Secretary: L. Grace Albin
Nathan David, Assistant General Counsel
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Fanny Neyman, Principal Legal Administrator
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Tyler Berry, Attorney Examiner
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Hugh B. Hutchins, Senior Attorney
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Stephone Tuhy, Jr., Associate Attorney

Max Goldman, Associate Attorney
Violet L. Haley, Associate Attorney
Daniel W. Meyer, Associate Attorney
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Ruth C. Maryick, Assistant Attorney
Margaret H. McMahon, Assistant Attorney
John P. Southmayd, Jr., Associate Attorney
Vincent B. Walch, Assistant Attorney
Maurice W. Wihton, Junior Attorney
Allen W. Saylor, Attorney-Investigator
Robert L. Zimler, Investigator
Dallas Smythe, Head Economist

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Secretary: Ruth Richter
Chief of Broadcast Section: Clara M. Iehl
Chief of Commercial and National Defense Registration Section: John Fulmer
Chief of Amateur and National Defense: J. B. Beadle

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Nicholas F. Cureton, Chief

Press
Russell R. Clevenger, Director of Information

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Secretary: Eunice W. Kirkland
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George E. Sterling, Assistant Chief Engineer
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(Chief Technical Information Division)
Ralph D. Jones, Principal Engineer
Manfred K. Toepfen, Head Engineer
Glen E. Nielsen, Principal Electrical Engineer
Raymond Asserson, Senior Engineer
Cyril M. Braum, Senior Engineer
Virgil R. Simpson, Senior Radio Engineer
Howard C. Looney, Senior Engineer
Alexander T. Jenkins, Principal Engineer
William N. Krebs, Head Radio Engineer
Paul M. Lion, Principal Radio Engineer
Wayne Mason, Assistant to the Chief Engineer
Glenn E. West, Senior Engineer
Clure H. Owen, Senior Engineer
Noble C. Shumway, Jr., Senior Engineer
James E. Barr, Senior Engineer
Marion H. Woodward, Principal Engineer
Edward W. Allen, Jr., Senior Radio Engineer
Curtis B. Plummer, Radio Engineer
John E. Doane, Radio Engineer
George J. Dempsey, Senior Engineer
Albert L. Kreis, Senior Radio Engineer
Harold R. Woodyard, Radio Engineer
Leland C. Quaintance, Senior Radio Engineer
Earl M. Johnson, Radio Engineer
Taft Nicholson, Associate Radio Engineer
Leslie R. Brady, Senior Radio Engineer
John R. Evans, Associate Engineer
John D. Corley, Radio Engineer
George B. Donohue, Engineer
Harry J. Meese, Engineer
Alphonus L. O'Toole, Engineer
Joseph H. Wofford, Associate Electrical Engineer
Daniel H. Arnold, Associate Radio Engineer
George R. Stewart, Assistant Radio Engineer
Howard P. Duckworth, Associate Engineer
Charles E. Goeking, Associate Engineer
James Ruberticchio, Assistant Engineer
Donald C. Kanode, Associate Radio Engineer
George L. Gadea, Engineering Aide
Bernard Carpenter, Engineering Draftsman
Herbert L. Beury, Engineering Aide
Irving J. Shepperd, Associate Electrical Engineer
Ralph J. Renton, Radio Engineer
Chalmer H. Neeb, Associate Radio Engineer
Cecll G. Harrison, Senior Telephone & Telegraph Engineer

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Secretary: Frances Groom
Hugo Reyer, Assistant Chief Accountant

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Robert E. Hodson, Chief, Minute Section
Lawrence A. Corridon, Chief of Contracts and Audits
George Stillwagon, Budget and Fiscal Section
J. B. Beadle, Acting Director of Personnel
Robert D. Leigh, Director, Foreign Broadcast Intelligence Service

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 21, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—May 23, 1934
Thad H. Brown, Ohio
January 21, 1932 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—Dec. 31, 1934
Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)
Irvin Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

**Field Offices of the
Federal Communications Commission**
Chief of Field Division: William D. Terrell, Washington, D. C.

District No.	City	Address	Inspector in Charge
1	Boston, Mass.	Customhouse	Charles C. Kolster
2	New York, N. Y.	641 Washington St.	Arthur Batcheller
3	Philadelphia, Pa.	1200 U. S. Customhouse, 2nd & Chestnut St.	Forest F. Redfern
4	Baltimore, Md.	Ft. McHenry	Edward W. Chapin
5	Norfolk, Va.	402 New P. O. Bldg.	Nathan A. Hallenstein
6	Atlanta, Ga.	411 Federal Annex	Paul H. Herndon, Jr.
7	Savannah, Ga.	-----	Edward H. Hackman
7	Miami, Fla.	P. O. Box 150	Arthur S. Fish
	Tampa, Fla.	-----	Milton W. Grinnell
8	New Orleans, La.	Customhouse	Theodore G. Deiler
9	Galveston, Texas	404 Federal Bldg.	
10	Dallas, Texas	302 U. S. Terminal Annex	Louis L. McCabe
10	Beaumont, Texas	-----	William E. Clyne
11	Los Angeles, Calif.	1749 U. S. P. O. & Courtthouse Bldg.	Bernard H. Linden
	San Diego, Calif.	307 U. S. Customhouse	Alfred L. Ritter
12	San Francisco, Calif.	Customhouse	Francis V. Sloan
13	Portland, Ore.	207 New Courthouse Bldg.	Kenneth G. Clark
14	Seattle, Wash.	308 New Federal Bldg.	Landon C. Herndon
15	Denver, Colo.	-----	Donald A. Murray
16	St. Paul, Minn.	298 U. S. P. O. & Courtthouse Bldg.	Edwin S. Heiser
17	Kansas City, Mo.	927 U. S. Courthouse	William J. McDonnell
18	Chicago, Ill.	246 U. S. Courthouse Bldg.	Harold D. Hayes
19	Detroit, Mich.	1025 New Federal Bldg.	Emery H. Lee
	Cleveland, O.	-----	Charles F. Kocher
20	Buffalo, N. Y.	328 Federal Bldg.	Walter L. Davis
21	Honolulu, T. H.	Aloha Tower	John H. Homsy
22	San Juan, P. R.	Box 2987	William R. Foley
23	Juneau, Alaska.	-----	Herbert H. Arlowe

MONITORING STATIONS

--	Grand Island, Nebr.	-----	Benjamin E. Wolf
--	Allegan, Mich.	-----	Irl. D. Ball

ACCOUNTING OFFICES

--	New York, N. Y.	45 Broadway	
--	Atlanta, Ga.	713 Atlanta National Bldg. Max Krumbolz	
--	St. Louis, Mo.	1860 Railway Exchange Bldg. Lon A. Cearley	
--	San Francisco, Calif.	605 Market St.	

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules 4.131-4.137)
† Under Construction.

Call Letters	Licensee & Location	Frequency in Kc.	Power in Watts
KALW	Board of Education of the San Francisco Unified District, San Francisco, Cal.	42,100	1,000
†WBZ	Board of Education, City of Chicago, Chicago, Ill.	42,500	1,000
WBKY	University of Kentucky, Beattyville, Ky.	42,900	100
WBOE	Cleveland City Board of Education, Cleveland, O.	42,500	1,000
†WCAH	Board of Education, City of Buffalo, Buffalo, N. Y.	42,900	1,000
WIUC	University of Illinois, Urbana, Ill.	42,900	250
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	42,100	1,000

Note—All stations employ FM except WBKY which uses AM (A3) emission.

Wartime Broadcast Regulations

(Continued from page 284)

(3) Such rating is not used in any case to increase the value of an operator's inventory of repair parts, other than tubes, above the value of such inventory on the date of this order.

(4) Such rating is not used to replace in inventory a new part if the defective part can be repaired with a smaller consumption of raw material.

(5) The tube which has been replaced from operator's inventory or for which replacement is required has been operated to failure.

(6) The operator has returned to the manufacturer any power tube rated at 25 watts or more which has failed, unless such tube is to be repaired.

(7) Equipment which has failed has been operated within the ratings specified by the manufacturer.

(8) Such rating is not used to build up inventory of operating supplies other than tubes, in excess of requirements for a three-month period.

(9) Such operator was actively engaged in one of the activities listed on Schedule A hereof, on the date of issuance of the order, or has received specific authorization for his installation from the Director General for Operations of the War Production Board.

(f) *Application and extension of rating.* An operator or supplier, in order to apply the preference rating assigned by this Order, shall endorse the following statement on the purchase order or contract for such material signed manually or as provided in Priorities Regulation No. 7 (§944.27) by an official duly authorized for such purposes.

CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

Name of Purchaser	Address
By _____	_____
(Signature and title of duly authorized officer)	Date

(g) *Violations.* Any person who wilfully violates any provision of this order, or who in connection with this order, wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of, or from processing or using material under priority control and may be deprived of priorities assistance.

(P.D. Reg. 1, as amended, 6 F.R. 6380; W.P.R. Reg. 1, 7 F.R. 561; E.O. 9024, 7 F.R. 329; E.O. 9040, 7 F.R. 527; E.O. 9125, 7 F.R. 2719; sec. 2 (a), Pub. Law 671, 76th Cong., as amended by Pub. Laws 89 and 507, 77th Cong.)
Issued this 5th day of October 1942.

ERNEST KANZLER,
Director General for Operations.

SCHEDULE A

1. Radio communication, including broadcasting.
2. Sound recording for commercial purposes.
3. Radio direction finding.

**McNARY AND WRATHALL
CONSULTING RADIO ENGINEERS**

●
FREQUENCY MODULATION

TELEVISION

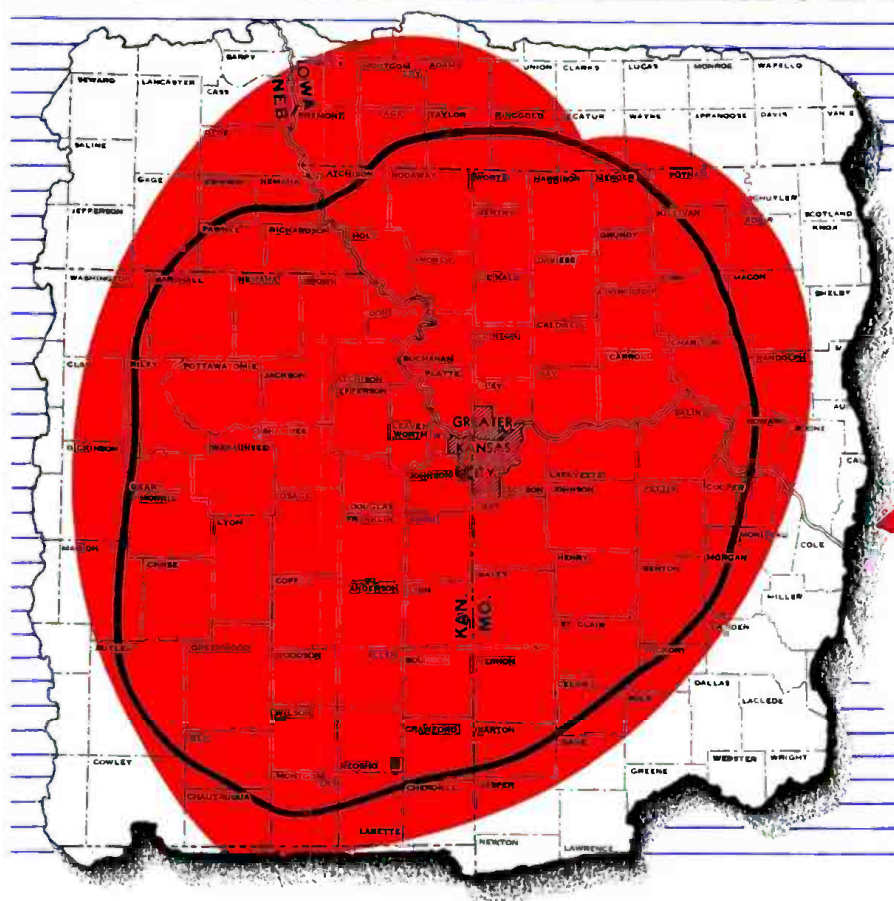
BROADCAST

ELECTRONIC DEVICES

**DIRECTIONAL ANTENNA DESIGN
AND ADJUSTMENTS**

●
FIELD MEASUREMENTS

**983 NATIONAL PRESS BLDG.—WASHINGTON, D. C.
DISTRICT 1205**



HOW TO WIN THE HEART OF AMERICA

FIRST, of course, you have to understand the make-up of the Heart of America.

It's a vast 78-county area, *evenly divided into two parts*. Its 2,160,000 population is 51% urban and 49% rural. The Heart of America is both the industrial capital of the Midwest and the nation's agricultural center. It's Greater Kansas City's booming factories and distributing organizations—PLUS some 47,000 square miles of busy farm country.

So your selling effort in the Heart of America mustn't be *half-hearted*. You need *both* the rural and urban halves of the area. *Don't take either without the other*.

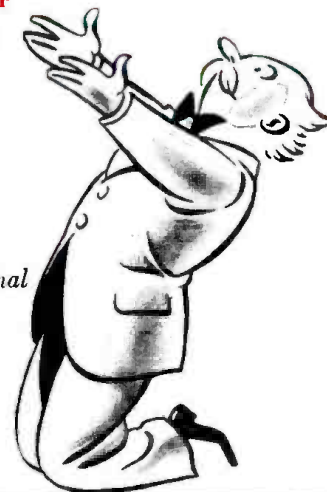
For a complete conquest, your best bet is KMBC—the station that can be heard and is listened to throughout the Heart of America.

KMBC lays down a powerful primary signal whose half-millivolt contour encircles the entire Heart of America . . . and KMBC provides secondary or "plus" coverage of an additional million people in six states.

KMBC supplies custom-built programs for both rural and urban halves of the Heart of America in a complete broadcast service furnished by no other station. And the basic network schedule carried by KMBC is heard only on KMBC by 94% of all Heart of America listeners.

That's the secret. To win the Heart of America—all of it—you must have this whole-Hearted *signal* coverage, coupled with whole-Hearted *program* coverage.

Wise advertisers know this. That's why they continue using KMBC over and over.



To learn something of why KMBC is first in the Heart of America, turn the page



Personalities Preferred in the Heart of America



ERLE SMITH
KMBC News Editor

Former Kansas City managing editor . . . author of hundreds of published articles and short stories . . . veteran of more successful sponsorships than any newscaster in the Heart of America . . . ace of Kansas City's night-time newscasters.



JOHN CAMERON SWAYZE
KMBC News

Former Kansas City newspaper feature writer, editor, columnist . . . with Erle Smith, one of Kansas City's two oldest newscasters in point of service . . . His noon-time and Sunday newscasts outrank all competition.



JOHN FARMER
KMBC News

Former press service bureau chief in Hartford and Kansas City . . . publisher of his own rural weekly newspaper . . . presents Kansas City's only newscast edited and written for farm listeners . . . handles all KMBC morning newscasts.



NANCY GOODE
KMBC Happy Kitchen

Graduate home economist and former home service director of statewide utility company . . . one-time college home economics instructor . . . conducts Kansas City's longest-established and most-sponsored participating program.



JUNE MARTIN
KMBC Food Scout

Adviser to thousands on daily "best buys" in fresh foods . . . conducts the original daily broadcast from Kansas City's vast Produce Market . . . a favorite with home-makers and grocery retailers for whom she coordinates buying and selling.



CAROLINE ELLIS
Women's Commentator

Former author-star of "Caroline's Golden Store" on CBS and NBC for General Mills . . . one of the best-loved personalities in the Midwest . . . her daily commentary show holds major audiences against terrific competition.



WALT LOCHMAN
KMBC Sportscaster

Leading sports authority in this area . . . play-by-play reporter of baseball, football, boxing, and what have you . . . voted America's favorite minor-league announcer in "Sporting News" poll—probably Kansas City's favorite radio voice.



PHIL EVANS
Director, Farm Service

National agricultural authority on NBC . . . has thousands of personal friends among farmers . . . voted by county agents, livestock growers and listeners generally, the favorite farm personality in KMBC's area.



BOB RILEY
KMBC Marketcaster

For the fourth year, conducts KMBC's livestock market service—only such broadcasts authorized from the Kansas City Livestock Exchange . . . placed second to Phil Evans in County Agents-Stockmen poll of farm personalities.

Because listeners tune in not to stations but to programs — to people — KMBC has always emphasized personalities. KMBC employs by far the largest station staff in the Heart of America. Only KMBC in this area has a full-time news department with three veteran newsmen . . . a full-time farm service division . . . a complete home-service department . . . Artists Bureau . . . sports department . . . education department . . . special features division . . . and so on. Each artist—each personality—is individually publicized and promoted. Each has his special following. Collectively, therefore, these audiences include most Heart of America radio listeners.



Here's New Evidence of KMBC Leadership in the Heart of America



Survey after survey continues to point out KMBC's decisive superiority in audience in Greater Kansas City. KMBC has more first-place quarter-hour periods, day and night, than any other station. That's important to know—but Greater Kansas City is only a *part* of the Heart of America.

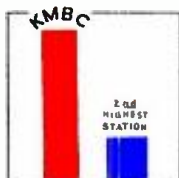
So to secure reliable information on *rural* listenership in the Heart of America, extensive studies were made at both the Missouri and Kansas State Fairs in the summer of 1942. Personal-interview surveys were conducted by an independent firm of professional market analysts.



Persons living in the 78-county Heart of America area were questioned specifically about "service" programs—the features best calculated to build rural listening *habits* . . . News, Farm Talks, Markets, Farm Programs and Home-Service Features.

● **Tabulated results of these surveys, based on nearly 5,000 interviews, showed that:**

In the Heart of America, KMBC audiences, in each of the five service-program classifications, outrank those of all other stations!



And for service programs as a whole:

KMBC has 350% more regular listeners than the nearest competing station . . . virtually as many regular listeners as twenty-five other stations combined—all that were mentioned!

In and out of Kansas City—throughout the Heart of America—listeners prefer KMBC



SAM H. BENNETT
Director of Sales



ARTHUR B. CHURCH
President and Founder of KMBC



KARL KOERPER
Vice-Pres. & Managing Director

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

KmBC of Kansas City

SINCE 1928, THE BASIC COLUMBIA STATION FOR MISSOURI AND KANSAS

Are They Ridin' for YOUR Brand?



Mr. Advertiser:

An Omaha dairy, troubled with a 250,000-pound surplus of cheese, bought The Texas Rangers Transcribed Library for a 13-week campaign on WOW. Result: In just ten weeks, the dairy's entire cheese production—surplus and all—was sold out! Distribution in the Omaha area had mounted from 2% to 85%! The advertiser, having naturally renewed, is now turning the talents of The Texas Rangers solely to milk procurement. The point is, The Texas Rangers Transcribed Library can do a similar selling job for *your* product. There's no better time to start than now.

Mr. Station Manager:

The finest endorsement of The Texas Rangers Library comes from the stations using it . . . There's WJZ, New York—KNX, Hollywood—WENR, Chicago, serving giant markets. KOIN, Portland—WROL, Chattanooga—WSYR, Syracuse—KSFO, San Francisco, reaching middle-sized markets. In smaller markets are stations like WMBD, Peoria—KOBH, Rapid City, S. D.—WHBF, Rock Island. All doing a great job! Smart station operators from coast to coast can tell you plenty about how The Texas Rangers Library builds audience and sales!

Big-name Hollywood talent, tested and proved on network and screen—yours at less than the cost of untried local talent. Yours without personnel problems—without temperament troubles—without draft difficulties. The Texas Rangers may go to war, but their music stays home—more than 300 individual selections, including the best of *every type* of familiar music.

Advertisers and station men alike who are interested in gathering listeners and selling goods should immediately write for further details to George E. Halley, Hotel Pickwick, Kansas City, Missouri.

The Texas Rangers Transcribed Library

AN ARTHUR B. CHURCH PRODUCTION

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of January 1, 1943

(Continued from page 313)

WJSV...Washington, D. C.	WLEU.....Erie, Pa.	WMRO.....Aurora, Ill.	WPAR...Parkersburg, W. Va.	WSAY.....Rochester, N. Y.	WTCN...Minneapolis, Minn.
WJTN...Jamestown, N. Y.	WLIB...Brooklyn, N. Y.	WMSL...Decatur, Ala.	WPAT...Paterson, N. J.	WSAZ...Huntington, W. Va.	WTEL...Philadelphia, Pa.
WJW...Akron, O.	WLLH...Lowell, Mass.	WMT...Cedar Rapids, Ia.	WPAX...Thomasville, Ga.	WSB...Atlanta, Ga.	WTHT...Hartford, Conn.
WJWC...Hammond, Ind.	WLNH...Laconia, N. H.	WMUR...Manchester, N. H.	WPAY...Portsmouth, O.	WSBA...York, Pa.	WTIC...Hartford, Conn.
WJZ...New York, N. Y.	WLOF...Orlando, Fla.	WMVA...Martinsville, Va.	WPDQ...Jacksonville, Fla.	WSBC...Chicago, Ill.	WTJS...Jackson, Tenn.
WJZM...Clarkesville, Tenn.	WLOG...Logan, W. Va.	WNAB...Bridgeport, Conn.	WPEN...Philadelphia, Pa.	WSBT...South Bend, Ind.	WTMA...Charleston, S. C.
WKAQ...San Juan, Puerto Rico	WLOK...Lima, O.	WNAC...Boston, Mass.	WPIC...Sharon, Pa.	WSFA...Montgomery, Ala.	WTMC...Ocala, Fla.
WKAR...East Lansing, Mich.	WLOL...Minneapolis, Minn.	WNAD...Norman, Okla.	WPID...Petersburg, Va.	WSGN...Birmingham, Ala.	WTMJ...Milwaukee, Wis.
WKAT...Miami Beach, Fla.	WLPM...Suffolk, Va.	WNAX...Yankton, S. D.	WPR...Mayaguez, Puerto Rico	WSIX...Nashville, Tenn.	WTMV...E. St. Louis, Ill.
WKBB...Dubuque, Ia.	WLS...Chicago, Ill.	WNBC...Hartford, Conn.	WPRO...Providence, R. I.	WSJS...Winston-Salem, N. C.	WTNJ...Trenton, N. J.
WKBB...LaCrosse, Wis.	WLVA...Lynchburg, Va.	WNB...Binghamton, N. Y.	WPRP...Ponce, Puerto Rico	WSKB...McComb, Miss.	WTO...Savannah, Ga.
WKBN...Youngstown, O.	WLW...Cincinnati, O.	WNBH...New Bedford, Mass.	WPTF...Raleigh, N. C.	WSLB...Ogdensburg, N. Y.	WTO...Toledo, O.
WKBO...Harrisburg, Pa.	WMAL...Washington, D. C.	WNBZ...Saranac Lake, N. Y.	WQAM...Miami, Fla.	WSLI...Jackson, Miss.	WTRC...Elkhart, Ind.
WKBW...Richmond, Ind.	WMAM...Marinette, Wis.	WNL...San Juan, Puerto Rico	WQAN...Scranton, Pa.	WSLS...Roanoke, Va.	WTRY...Troy, N. Y.
WKBW...Buffalo, N. Y.	WMAN...Mansfield, O.	WNEW...New York, N. Y.	WQBC...Vicksburg, Miss.	WSM...Nashville, Tenn.	WTSP...St. Petersburg, Fla.
WKBY...Muskegon, Mich.	WMAQ...Chicago, Ill.	WNLC...New London, Conn.	WQXR...New York, N. Y.	WSMB...New Orleans, La.	WTM...Trenton, N. J.
WKBU...Griffin, Ga.	WMAS...Springfield, Mass.	WNOE...New Orleans, La.	WRAL...Raleigh, N. C.	WSNJ...Bridgeton, N. J.	WWDC...Washington, D. C.
WKIP...Poughkeepsie, N. Y.	WMAZ...Macon, Ga.	WNOX...Knoxville, Tenn.	WRAL...Reading, Pa.	WSNY...Schenectady, N. Y.	WWJ...Detroit, Mich.
WKNE...Kokomo, Ind.	WMBD...Peoria, Ill.	WNYC...New York, N. Y.	WRBW...Columbus, Ga.	WSOC...Charlotte, N. C.	WWL...New Orleans, La.
WKNE...Keene, N. H.	WMBG...Richmond, Va.	WOAI...San Antonio, Tex.	WRBW...Washington, D. C.	WSO...Henderson, Ky.	WWNC...Asheville, N. C.
WKNY...Kingston, N. Y.	WMBH...Joplin, Mo.	WOC...Davenport, Ia.	WRDO...Augusta, Me.	WSOO...Sault Ste. Marie, Mich.	WWNY...Watertown, N. Y.
WKOK...Sunbury, Pa.	WMBI...Chicago, Ill.	WOCB...West Yarmouth, Mass.	WRDW...Augusta, Ga.	WSOY...Decatur, Ill.	WWPG...Lake Worth, Fla.
WKPA...New Kensington, Pa.	WMBR...Auburn, N. Y.	WOL...West Yarmouth, Mass.	WRDR...Augusta, Ga.	WSPA...Spartanburg, S. C.	WWRL...Woodside, N. Y.
WKPT...Kingsport, Tenn.	WMBR...Jacksonville, Fla.	WOKO...Albany, N. Y.	WREC...Memphis, Tenn.	WSPB...Sarasota, Fla.	WWSR...St. Albans, Vt.
WKRC...Cincinnati, O.	WMBR...Uniontown, Pa.	WOLF...Washington, D. C.	WREN...Lawrence, Kan.	WSPD...Toledo, O.	WWSW...Pittsburgh, Pa.
WKRC...Cairo, Ill.	WMC...Memphis, Tenn.	WOLF...Syracuse, N. Y.	WRGA...Rome, Ga.	WSPR...Springfield, Mass.	WWVA...Wheeling, W. Va.
WKST...New Castle, Pa.	WMCA...New York, N. Y.	WOLF...Syracuse, N. Y.	WRJN...Racine, Wis.	WSSR...Stamford, Conn.	WXYZ...Detroit, Mich.
WKZ...Wheeling, W. Va.	WMEX...Boston, Mass.	WOLS...Florence, S. C.	WRJC...Toccoa, Ga.	WSTP...Stamford, Conn.	
WKY...Oklahoma City, Okla.	WMFF...Plattsburg, N. Y.	WOMI...Owensboro, Ky.	WRNL...Richmond, Va.	WSTV...Steuenville, O.	
WKZO...Kalamazoo, Mich.	WMFG...Hibbing, Minn.	WOMT...Manitowoc, Wis.	WROK...Rockford, Ill.	WSUI...Iowa City, Ia.	
WLAC...Nashville, Tenn.	WMFF...Plattsburg, N. Y.	WOOD...Grand Rapids, Mich.	WROL...Knoxville, Tenn.	WSUN...St. Petersburg, Fla.	
WLAG...La Grange, Ga.	WMFR...High Point, N. C.	WOPI...Bristol, Tenn.	WRR...Dallas, Tex.	WSVA...Harrisonburg, Va.	
WLAK...Lakeland, Fla.	WMGA...Moultrie, Ga.	WOR...New York City	WRRF...Washington, N. C.	WSYB...Rutland, Vt.	
*WLAN...Endicott, N. Y.	WMIN...St. Paul, Minn.	WORC...Worcester, Mass.	WRRN...Warren, O.	WSYR...Syracuse, N. Y.	
WLAV...Grand Rapids, Mich.	WMIS...Natchez, Miss.	WORD...Spartanburg, S. C.	WRUF...Gainesville, Fla.	WTAD...Quincy, Ill.	
WLAW...Lawrence, Mass.	WMJM...Cordele, Ga.	WORK...York, Pa.	WRVA...Richmond, Va.	WTAG...Worcester, Mass.	
WLAY...Muscle Shoals City, Ala.	WMMN...Fairmont, W. Va.	WORL...Boston, Mass.	WSAI...Cincinnati, O.	WTAL...Tallahassee, Fla.	
WLB...Minneapolis, Minn.	WMOB...Mobile, Ala.	WOSH...Oshkosh, Wis.	WSAJ...Grove City, Pa.	WTAM...Cleveland, O.	
WLB...Muncie, Ind.	WMOG...Brunswick, Ga.	WOSU...Columbus, O.	WSAM...Saginaw, Mich.	WTAR...Green Bay, Wis.	
WLB...Bowling Green, Ky.	WMPC...Lapeer, Mich.	WOW...New York, N. Y.	WSAN...Allentown, Pa.	WTAR...Norfolk, Va.	
WLBL...Stevens Point, Wis.	WMPS...Memphis, Tenn.	WOW...Omaha, Neb.	*WSAP...Portsmouth, Va.	WTAW...College Station, Tex.	
WLBZ...Bangor, Me.	WMRC...Greenville, S. C.	WOWO...Ft. Wayne, Ind.	WSAR...Fall River, Mass.	WTAX...Springfield, Ill.	
WLD...Jacksonville, Ill.	WMRF...Lewistown, Pa.	WPAB...Ponce, Puerto Rico	WSAU...Wausau, Wis.	WTBO...Cumberland, Md.	
	WMRN...Marion, O.	WPAD...Paducah, Ky.	WSAV...Wannanah, Ga.	WTCT...Traverse City, Mich.	

SHORTWAVE

KGEI...San Francisco
KWID...San Francisco
WBOS...Hull, Mass.
WCBX...Brentwood, N. Y.
WCDA...Brentwood, N. Y.
WCRC...Brentwood, N. Y.
WGEA...Schenectady, N. Y.
WGEO...Schenectady, N. Y.
WLWO...Mason, O.
WNBI...Bound Brook, N. J.
WRCA...Bound Brook, N. J.
WRUL...Scituate, Mass.
WRUC...Scituate, Mass.
WRUW...Scituate, Mass.

Kansas City's *First and Only* Commercial FM Station

K49KC

Featuring the Master Music of the Music Masters

An Independently Staffed and Owned FM Station, not affiliated with any other broadcasting station, and providing its own Individual Programming Service

K49KC's Programs are predominantly devoted to Classical Music with sufficient diversion to provide well balanced programs for the discriminating FM audience.

For Rates and Choice Time available for Sponsorship over FM in Kansas City, communicate with

FM Station K49KC, Porter Bldg., K. C., Mo.

(Operated by Commercial Radio Equipment Company)

The Greater Share of the World's Finest Music can be played on K49KC

Licensed by ASCAP-BMI
SESAC

Broadcasting A Regular Commercial Program Service to KC FM Listeners since August 16, 1942

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <p style="text-align: center;">*KGHL Primary Area Population - - - - 323,403 Retail Sales - - - \$127,927,000 Radio Homes - - - 77,961 Source: 1940 Census</p>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY



Today the Wilmotte organization gives its knowledge,
its energy, its facilities exclusively to war work so that
tomorrow it can serve the broadcasting industry in
peace and progress.

RAYMOND M. WILMOTTE

Consulting Radio Engineer

BOWEN BUILDING, WASHINGTON, D. C.

DESIGNER OF FIRST DIRECTIONAL ANTENNA
CONTROLLING INTERFERENCE



"The Man of the Year!"



He's the shipyard worker, the man who is delivering the ships Uncle Sam is using to "deliver the goods" to the battlefronts of the world.

The Ten-Day launching record of the Kaiser shipyards, in Portland, was cheered by the nation. Portland yards are building 20% of our new merchant ships, scores of naval vessels.

That's what the Portland shipyard worker is doing for the country. But, my! what he's doing for Portland! He has shot industrial payrolls up to *more than five times* the figure of three years ago!

In December, Portland department store sales were up 59% ; apparel stores, 56% ; and bank clearings, 37.6% ! . . . Portland trading area population is now over 700,000.

Portland presents a golden opportunity to "tell-em-and-sell-em" by radio. No other medium can do the job as well!

And, of course, there's

KEX

"The Voice of the Oregon Country"

Only outlet in this market for the booming BLUE NETWORK
... pet of timebuyers everywhere!

Represented Nationally by

THE PAUL H. RAYMER CO.

KGW

The NBC STATION in Portland, Oregon

Represented Nationally by

EDWARD PETRY & CO.



Concatination

“ — a series of things united like links”
- Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK - WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatenation of mutual benefits.

The chain of sales is no stronger than its weakest link ... use the most enduring.

WHK - WCLE
CLEVELAND, OHIO

GEARED TO OKLAHOMA

The State with Two of America's First 25 War Project Markets

NEW WEALTH AND NEW PEOPLE

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of \$604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost \$300,000,000. These two markets are Oklahoma and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth, More People, More Sales.



*It takes 2 Stations,
to cover Oklahoma's
TWO BOOMING MARKETS*



OKLAHOMA'S TWO COLUMBIA STATIONS
KOMA

Both Stations

FREE & PETERS, INC.
Representatives

KTUL

5000 Watts

Full Time

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of January 1, 1943)

* Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
540 KILOCYCLES			730 KILOCYCLES			960 KILOCYCLES			1240 KILOCYCLES			1430 KILOCYCLES		
CBK	Watrous, Sask.	50,000	CKAC	Montreal, Que.	5,000	CFAC	Calgary, Alta.	1,000	CKLN	Nelson, B. C.	250			
550 KILOCYCLES			740 KILOCYCLES			CHNS	Halifax, N. S.	1,000	CFPR	Prince Rupert, B. C.	50	CHEx	Peterborough, Ont.	1,000
CFNB	Fredericton, N. B.	1,000	CBL	Toronto, Ont.	50,000	CKWS	Kingston, Ont.	1,000	CJCS	Stratford, Ont.	50			
560 KILOCYCLES			790 KILOCYCLES			980 KILOCYCLES			CKCH	Hull, Que.	250	1450 KILOCYCLES		
CJKL	Kirkland Lake, Ont.	1,000	CKSO	Sudbury, Ont.	1,000	CJRM	Regina, Sask.	1,000	CHLT	Sherbrooke, Que.	250	CKCA	Kenora, Ont.	N-100
580 KILOCYCLES			800 KILOCYCLES			CBV	Quebec, Que.	1,000	CFRN	Edmonton, Alta.	1,000	CHLN	Three Rivers, Que.	100
CJFX	Antigonish, N. S.	1,000	CHAB	Moose Jaw, Sask.	1,000	CKWX	Vancouver, B. C.	1,000				CHPS	Parry Sound, Ont.	250
CKUA	Edmonton, Alta.	1,000	CKLW	Windsor, Ont.	5,000	990 KILOCYCLES			CJCB	Sydney, N. S.	1,000	CFLC	Brockville, Ont.	100
CKPR	Port Arthur, Ont.	1,000	CHRC	Quebec, Que.	1,000	CKY	Winnipeg, Man.	15,000	1270 KILOCYCLES			1460 KILOCYCLES		
CKCL	Toronto, Ont. (DA)	1,000	860 KILOCYCLES			1010 KILOCYCLES			CJCB	Sydney, N. S.	1,000	CJGX	Yorkton, Sask.	1,000
600 KILOCYCLES			CFRB	Toronto, Ont.	10,000	CFCN	Calgary, Alta.	10,000	1310 KILOCYCLES			1470 KILOCYCLES		
CJOR	Vancouver, B. C.	1,000	900 KILOCYCLES			CBY	Toronto, Ont. (DA)	1,000	CKCO	Ottawa, Ont. (DA)	1,000	CKGB	Timmins, Ont.	1,000
CFQC	Saskatoon, Sask.	1,000	CJBR	Rimouski, Que.	1,000	1060 KILOCYCLES			1340 KILOCYCLES			1480 KILOCYCLES		
CFCP	Montreal, Que.	500	CHML	Hamilton, Ont. (DA)	1,000	CJOC	Lethbridge, Alta.	1,000	CHAD	Amos, Que.	250	CJVI	Victoria, B. C.	500
CFCH	North Bay, Ont.	100	CKBI	Prince Albert, Man.	1,000	1070 KILOCYCLES			CKCV	Quebec, Que.	100	CHGS	Summerside, P. E. I.	100
610 KILOCYCLES			910 KILOCYCLES			CBA	Sackville, N. B.	50,000	CJLS	Yarmouth, N. S.	100	1490 KILOCYCLES		
CJAT	Trail, B. C.	1,000	CBO	Ottawa, Ont.	1,000	1130 KILOCYCLES			CFGP	Grande Prairie, Alta.	250	*CJMH	Medicine Hat, Alta.	100
CHNC	New Carlisle, Que.	1,000	CFJC	Kamloops, B. C.	1,000	CBR	Vancouver, B. C.	5,000	CHWK	Chilliwack, B. C.	100	CKCR	Kitchener, Ont.	250
620 KILOCYCLES			920 KILOCYCLES			1150 KILOCYCLES			CHOV	Pembroke, Ont.	250	CFRC	Kingston, Ont.	100
CKCK	Regina, Sask.	1,000	CKNX	Wingham, Ont.	1,000	CKX	Brandon, Man.	1,000	1380 KILOCYCLES			CHLP	Montreal, Que.	250
630 KILOCYCLES			930 KILOCYCLES			CKOC	Hamilton, Ont.	N-500	CKPC	Brantford, Ont.	100	CJIC	Sault Ste. Marie, Ont.	250
CFCY	Charlottetown, P.E.I.	1,000	CJCA	Edmonton, Alta.	1,000	CHSJ	St. John, N. B.	D-1,000	1400 KILOCYCLES			1550 KILOCYCLES		
CFCO	Chatham, Ont.	100	940 KILOCYCLES			1230 KILOCYCLES			CFAR	Flin Flon, Man.	100	CKTB	St. Catharines, Ont.	1,000
CKOV	Kelowna, B. C.	1,000	CBM	Montreal, Que.	5,000	CJCJ	Calgary, Alta.	100	CKRN	Rouyn, Que.	250	CFPL	London, Ont. (DA)	1,000
CJRC	Winnipeg, Man.	1,000	950 KILOCYCLES			CHGB	Ste. Anne de la Pocatiere, Que.	250	CKCW	Moncton, N. B.	250	1580 KILOCYCLES		
690 KILOCYCLES			CKNB	Campbellton, N. B. (DA)	1,000	CKVD	Val d'Or, Que.	100	CFOS	Owen Sound, Ont.	250	CBJ	Chicoutimi, Que.	1,000
CBF	Montreal, Que.	50,000							CKMO	Vancouver, B. C.	100			

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

CBA.....Sackville, N. B.	CFGP, Grande Prairie, Alta.	CHLP.....Montreal, Que.	CJIC Sault Ste. Marie, Ont.	CKGB.....Timmins, Ont.	CKX.....Brandon, Man.
CBF.....Montreal, Que.	CFJC.....Kamloops, B. C.	CHLT.....Sherbrooke, Que.	CJKL...Kirkland Lake, Ont.	CKLN...Nelson, B. C.	CKY.....Winnipeg, Man.
CBJ.....Chicoutimi, Que.	CFLC.....Brockville, Ont.	CHML.....Hamilton, Ont.	CJLS...Yarmouth, N. S.	CKMO...Vancouver, B. C.	
CBK.....Watrous, Sask.	CFNB...Fredericton, N. B.	CHNC...New Carlisle, Que.	*CJMH...Medicine Hat, Alta.	CKNB...Campbellton, N. B.	SHORT WAVE
CBL.....Toronto, Ont.	CFOS...Owen Sound, Ont.	CHNS...Halifax, N. S.	CJOC...Lethbridge, Alta.	CKLW...Windsor, Ont.	CJCK...Sydney, N. S.
CBM.....Montreal, Que.	CFPL...London, Ont.	CHOV...Pembroke, Ont.	CJOR...Vancouver, B. C.	CKNX...Wingham, Ont.	CJRO...Winnipeg, Man.
CBO.....Ottawa, Ont.	CFPR...Prince Rupert, B. C.	CHPS...Parry Sound, Ont.	CJRC...Winnipeg, Man.	CKOC...Hamilton, Ont.	CJRX...Winnipeg, Man.
CBR...Vancouver, B. C.	CFQC...Saskatoon, Sask.	CHRC...Quebec, Que.	CJRM...Regina, Sask.	CKOV...Kelowna, B. C.	CFR...Toronto, Ont.
CBV...Quebec, Que.	CFRB...Toronto, Ont.	CHSJ...St. John, N. B.	CKAC...Montreal, Que.	CKPC...Brantford, Ont.	CFVP...Calgary, Ont.
CBY...Toronto, Ont.	CFRC...Kingston, Ont.	CHWK...Chilliwack, B. C.	CKBI...Prince Albert, Sask.	CKPR...Port Arthur, Ont.	CHNX...Halifax, N. S.
CFAC...Calgary, Alta.	CFRN...Edmonton, Alta.	CJAT...Trail, B. C.	CKCA...Kenora, Ont.	CKRC...Revelstoke, B. C.	CKFX...Vancouver, B. C.
CFAR...Flin Flon, Man.	CHAB...Moose Jaw, Sask.	CJBR...Rimouski, Que.	CKCH...Hull, Que.	CKRN...Rouyn, Que.	CBFW...Montreal, Que.
CFCP...Montreal, Que.	CHAD...Amos, Que.	CJCA...Edmonton, Alta.	CKCK...Regina, Sask.	CKSO...Sudbury, Ont.	CBFX...Montreal, Que.
CFCH...North Bay, Ont.	CHEx...Peterborough, Ont.	CJCB...Sydney, N. S.	CKCL...Toronto, Ont.	CKTB...St. Catharines, Ont.	CBFY...Montreal, Que.
CFCN...Calgary, Alta.	CHGB...St. Anne de la	CJCJ...Calgary, Alta.	CKCO...Ottawa, Ont.	CKUA...Edmonton, Alta.	CBFZ...Montreal, Que.
CFCO...Chatham, Ont.	Pocatiere, Que.	CJCS...Stratford, Ont.	CKCR...Kitchener, Ont.	CKVD...Val d'Or, Que.	CBRX...Vancouver, B. C.
CFCT...Victoria, B. C.	CHGS...Summerside, P.E.I.	CJFX...Antigonish, N. S.	CKCV...Quebec, Que.	CKWX...Vancouver, B. C.	CFCX...Montreal, Que.
CFCY...Charlottetown, P.E.I.	CHLN...Three Rivers, Que.	CJGX...Yorkton, Sask.	CKCW...Moncton, N. B.		

Paul F. Godley

Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

DIRECTORY OF CUBAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Cuban Ministry of Communications as of January 1, 1943)

* Construction permit for new station.

N—Night power.

D—Day power.

Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts	Call Letters	Location	Power in Watts
	550 KILOCYCLES			810 KILOCYCLES			1050 KILOCYCLES			1290 KILOCYCLES			1410 KILOCYCLES	
CMW	Regla, Havana	2,500	CMAQ	Pinar del Rio	1,000	CMKG	Victoria de las Tunas, Oriente	250	CMCH	Havana	250	CMHB	Sancti Spiritus, Las Villas	250
	560 KILOCYCLES			830 KILOCYCLES			1060 KILOCYCLES		CMCX	Havana	250		1430 KILOCYCLES	
CMKM	Manzanville, Oriente	250	CMK	Havana	250	CMCM	Vedado, Havana	250	CMKD	Dajao, Santiago, Oriente	1,000		1440 KILOCYCLES	
	570 KILOCYCLES			860 KILOCYCLES		CMJA	Camaguey	250		1300 KILOCYCLES		CMKZ	Palma Soriano, Oriente	250
CMHI	Santa Clara, Las Villas	15,000	CMBL	Arroyo Apole, Havana	5,000		1090 KILOCYCLES		CMAN	C. Central, Pinar del Rio	1,000		1440 KILOCYCLES	
	590 KILOCYCLES			900 KILOCYCLES		CMKR	Santiago de Cuba, Oriente	250	CMJF	Camaguey	250		1440 KILOCYCLES	
CMCY	Marianao, Havana	15,000	CMKS	Guantanamo, Oriente	250		1120 KILOCYCLES			1310 KILOCYCLES		CMGH	C. Central, Matanzas	500
CMCY	Vedado, Havana	250		910 KILOCYCLES		CMBY	Havana	250	CMGN	Joyelanos, Matanzas	1,000	CMJW	Camaguey	250
	600 KILOCYCLES			920 KILOCYCLES			1130 KILOCYCLES			1320 KILOCYCLES			1450 KILOCYCLES	
CMKV	Holguin, Oriente	1,000	CMCF	Guanabacoa, Havana	5,000	CMKH	Guantanamo, Oriente	250	CMHP	Placetras, Las Villas	250	CMAB	Pinar del Rio	250
	620 KILOCYCLES			920 KILOCYCLES		CMKE	Manzanillo, Oriente	250	CMKE	Manzanillo, Oriente	250	CMHM	Cienfuegos, Las Villas	250
CMJK	Camaguey, Camaguey	250	CMJL	C. Central, Camaguey	5,000		1150 KILOCYCLES			1330 KILOCYCLES			1460 KILOCYCLES	
	630 KILOCYCLES			930 KILOCYCLES		CMBQ	Puentes Grandes, Havana	D-5,000 N-1,000	CMCB	Cerro, Havana	250	CMBD	Vedado, Havana	250
CMCD	Regla, Havana	15,000		930 KILOCYCLES			1190 KILOCYCLES		CMBS	Vedado, Havana	250	CMCG	Havana	250
	640 KILOCYCLES		CMKN	C. Central, Santiago, Orte	1,000		1220 KILOCYCLES			1340 KILOCYCLES		CMCKQ	San Luis, Oriente	500
CMKU	Santiago, Oriente	1,000		950 KILOCYCLES		CMCU	Vibora, Havana	250 *5,000	CMJC	Camaguey	250		1470 KILOCYCLES	
	660 KILOCYCLES		CMBZ	Havana	D-5,000 N-1,000	CMKO	Holguin, Oriente	250		1350 KILOCYCLES		CMGE	Cardenas, Matanzas	250
CMAX	Artemias, Pinar del Rio	250		960 KILOCYCLES			1230 KILOCYCLES		CMHJ	Cienfuegos, Las Villas	250	CMJO	Ciego de Avila, Camaguey	250
	690 KILOCYCLES		CMHW	C. de Manicaragua, Santa Clara	1,000	CMCO	Havana	250	CMKY	Puerto Padre, Oriente	100		1480 KILOCYCLES	
CMQ	Rpto. Aldecoa, Havana	D-25,000 N-15,000		970 KILOCYCLES		CMCW	Havana	250		1360 KILOCYCLES		CMHX	Santa Clara, Las Villas	250
	730 KILOCYCLES		CMKJ	Holguin, Oriente	1,000	CMJE	Camaguey	250	CMOA	Havana	250		1490 KILOCYCLES	
CMBF	P. Grandes, Havana	5,000		980 KILOCYCLES			1240 KILOCYCLES		CMC	Havana	250	CMCA	Havana	250
	740 KILOCYCLES		CMCK	Puentes Grandes, Havana	5,000	CMCF	Matanzas	250		1370 KILOCYCLES		CMOX	Vedado, Havana	250
CMJN	C. Central, Camaguey	1,000		990 KILOCYCLES			1250 KILOCYCLES		CMAC	Guanajay, Pinar del Rio	100	CMKF	Holguin, Oriente	250
	760 KILOCYCLES		CMHT	Trinidad, Las Villas	250	CMHO	Santa Clara, Las Villas	250	CMJH	Ciego de Avila, Camaguey	250		1540 KILOCYCLES	
CMCQ	Viboro, Havana	250		1000 KILOCYCLES		CMKO	Santiago, Oriente	250		1380 KILOCYCLES		CMBH	Guanabacoa, Havana	5,000
	790 KILOCYCLES		CMKW	C. Central, Santiago, Oriente	1,000		1260 KILOCYCLES		CMHK	Cruces, Las Villas	250		1560 KILOCYCLES	
CMBC	C. Rancho Beyeros, Havana	D-5,000 N-1,000		1010 KILOCYCLES		CMZ	Columbia, Havana	5,000		1390 KILOCYCLES		CMHD	Caibarien, Las Villas	250
	800 KILOCYCLES		CMX	Guanabacoa, Havana	10,000		1270 KILOCYCLES		CMKX	Bayamo, Oriente	250		1580 KILOCYCLES	
CMHQ	C. Central, Santa Clara	5,000				CMJM	Ciego de Avila, Camaguey	1,000	CMBG	Marianao, Havana	1,000	CMCJ	Havana	250
							1280 KILOCYCLES		CMBX	Havana	250	CMCR	Havana	250
						CMHA	Sagua la Grande, Las Villas	250		1400 KILOCYCLES		CMJQ	Nuevitas, Camaguey	250
									CMJI	Ciego de Avila, Camaguey	250		1590 KILOCYCLES	
												CHMC	Sagua la Grande	100

YOUR WAR BONDS
will help bring
VICTORY
quicker

• • • —

Offering You!

**A MARKET OF
TWENTY MILLION
PEOPLE SOUTH
OF RIO GRANDE**

BROADCASTING STATIONS AFFILIATED
TO RADIO PROGRAMAS DE MEXICO, S. A.

Acapulco, Gro.	XEKJ	Irapuato, Gto.	XEBO	Orizaba, Ver.	XETO
Aguaascalientes, Ags.	XEBI	Jalapa, Ver.	XEJA	Parral, Chih.	XEJR
Aguaascalientes, Ags.	XELY	León, Gto.	XERZ	Piedras Negras, Coah.	XEMU
Celaya, Gto.	XEJT	León, Gto.	XERW	Puebla, Pue.	XEHR
C. Delicias, Chih.	XEJK	Linares, N. L.	XER	Queretaro, Oro.	XEJX
C. Guzmán, Jal.	XEBA	Los Mochis, Sin.	XECF	Sabinas, Coah.	XEBX
C. Juárez, Chih.	XEP	Los Mochis, Sin.	XEOX	Saltillo, Coah.	XEDE
C. Victoria, Tamps.	XEBJ	Metamoros, Tamps.	XEAM	Saltillo, Coah.	XEKS
Campeche, Camp.	XEA	Mizatlán, Sin.	XERJ	San Luis Potosí, S.L.P.	XECZ
Córdoba, Ver.	XECW	Merida, Yuc.	XEME	San Luis Potosí, S.L.P.	XEBM
Cuicatán, Sin.	XESA	Merida, Yuc.	XEFC	Tampico, Tamps.	XES
Cuicatán, Sin.	XEBL	Minatitlán, Ver.	XEDW	Tampico, Tamps.	XETU
Chihuahua, Chih.	XEFI	Morelia, Mich.	XEI	Tapechula, Chis.	XETS
Chihuahua, Chih.	XEBU	Morelia, Mich.	XELO	Tepec, Nay.	XERK
Durango, Dgo.	XEE	Monterrey, N. L.	XEFB	Tepec, Nay.	XEXT
Fresnillo, Zac.	XEMA	Monterrey, N. L.	XEMR	Torreón, Coah.	XEBP
Gómez Palacio, Dgo.	XEOB	Nuevo Laredo, Tamps.	XEGL	Túxpam, Ver.	XETL
Guadalajara, Jal.	XEDK	N. Laredo, Tamps.	XEFE	Uruapan, Mich.	XEUF
Guadalajara, Jal.	XEHL	Oaxaca, Oas.	XEAX	Veracruz, Ver.	XEHV
Hermosillo, Son.	XEBH	Orizaba, Ver.	XEPP	Veracruz, Ver.	XEU
				Zamora, Mich.	XEGC

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Broadcast Station Deletions and Consolidations 1934-42

1934

WJEM, Tupelo, Miss.—Licensee (Britt A. Rogers Jr.) failed to renew construction permit. Deleted Oct. 2.

WKFI, Greenville, Miss.—Licensee (J. Pat Scully) failed to apply for renewal of license. Deleted Oct. 3.

1935

WLIT, Philadelphia, Pa.—Licensee (WFIL Broadcasting Co.) consolidated facilities with WFIL, Philadelphia, effective Feb. 12.

WNRO, Silver Haven, Pa.—Licensee (John Brownlee Spriggs) voluntarily surrendered license March 15.

WWPA, Clarion, Pa.—Licensee's (Clarion Broadcasting Co. Inc.) construction permit expired. Deleted April 15.

KWV, Hilo, T. H.—Licensee's (Hilo Broadcasting Co.) construction permit expired. Deleted April 16.

KGIX, Las Vegas, Nev.—Licensee's (J. M. Heaton) construction permit expired. Deleted May 14.

WAMC, Anniston, Ala.—Licensee's (Raymond C. Hammett) construction permit expired. Deleted May 14.

WDAG, Amarillo, Tex.—Licensee (Plains Radio Broadcasting Co.) consolidated facilities with KGNC, Amarillo, effective June 4.

WRRX, Roanoke, Va.—Licensee (Richmond Development Corp.) voluntarily relinquished hours of operation to WIII, Bluefield, W. Va. Deleted Sept. 23.

WRHS, Huntsville, Ala.—Application for renewal of license of licensee (Virgil V. Evans) dismissed with prejudice Nov. 19.

KPJM, Prescott, Ariz.—Application of licensee (M. B. Scott and Edward C. Sturm) for renewal of license denied. Deleted Nov. 19.

1936

WOS, Jefferson City, Mo.—Licensee (Missouri State Highway Patrol) voluntarily relinquished facilities to KFRU, Columbia, Mo., effective March 27.

WCAC, Storrs, Conn.—Licensee (Connecticut State College) voluntarily surrendered facilities effective April 30.

KGBZ, York, Neb.—Renewal application of licensee (KGBZ Broadcasting Co.) denied. Deleted July 28.

KWEA, Shreveport, La.—Renewal application of licensee (International Broadcasting Corp.) denied. Deleted Aug. 1.

WEHS, Cicero, Ill.—Licensee (WEHS Inc.) voluntarily relinquished facilities to WIIFC, Cicero, effective Nov. 10.

WKBI, Cicero, Ill.—Licensee (WKBI Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

1937

KELW, Burbank, Cal.—Licensee (Evening Herald Publishing Co.) voluntarily relinquished facilities to KEHE, Los Angeles, effective Jan. 15.

KFJR, Portland, Ore.—Licensee (KALE Inc.) voluntarily relinquished facilities to KALE, Portland, effective Feb. 2.

KFPM, Greenville, Tex.—Licensee (New Furniture Co.) voluntarily surrendered license April 2, 1935. Application of Voice of Greenville for renewal and reinstatement dismissed March 2.

WNRI, Newport, R. I.—Licensee (S. George Webb) denied modification of construction permit. Deleted Aug. 19, and facilities given to WTHT, Hartford, Conn.

WJBR, Gastonia, N. C.—Licensee (J. B. Roberts) denied modification of construction permit. Deleted Oct. 28.

1938

WRAX, Philadelphia, Pa.—Licensee (WRAX Broadcasting Co.) surrendered hours of operation to WFEN, Philadelphia, effective May 11.

KGDY, Huron, S. D.—Licensee (Voice of South Dakota) denied renewal of license. Deleted June 24.

WMBQ, Brooklyn, N. Y.—Licensee (Metropolitan Broadcasting Corp.) denied renewal of license. Deleted June 24, facilities given to WWRL, Woodside, N. Y.

WLMU, Middleboro, Ky.—Licensee (Lincoln Memorial University) voluntarily surrendered construction permit July 6.

WFAB, New York City—Licensee (Dobs Memorial Radio Fund) surrendered hours of operation to WEVD, New York. Deleted Nov. 7.

WHEF, Kosciusko, Miss.—Licensee (Attala Broadcasting Corp.) denied renewal of license in default. Deleted Nov. 7.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) grant of Feb. 9, 1937, ordered vacated in accordance with mandate of court of appeals. Deleted Nov. 28. (Regranted in 1939.)

1939

KDNC, Lewiston, Mont.—Licensee's (Democrat-News Co.) construction permit expired. Deleted Jan. 24.

KGCI, Coeur d'Alene, Ida.—Licensee (Clarence A. Berger and Saul S. Freeman) denied modification of construction permit as in default. Deleted Feb. 20.

KGVL, Greenville, Tex.—Licensee's (Hunt Broadcasting Assn.) application for modification of construction permit dismissed as licensee association dissolved. Deleted April 23.

WRKL, Rock Hill, S. C.—Licensee (P. W. Spencer) requested construction permit to be cancelled, effective April 24.

KECA, Los Angeles—Licensee (Earl C. Anthony, Inc.) consolidated facilities with KEHE, Los Angeles, effective July 31.

KFJZ, Fort Worth, Tex.—Licensee (Fort Worth Broadcasters, Inc.) voluntarily surrendered license. Deleted Sept. 6.

KWTN, Watertown, S. D.—Licensee's (Greater Kampeska Radio Corp.) application for renewal of license denied. Deleted Nov. 6.

1940

WBIL, New York City—Licensee (Arde Bulova) surrendered license. Deleted Jan. 3.

WPG, Atlantic City, N. J.—Licensee (City of Atlantic City) surrendered license. Deleted Jan. 3.

WOV, New York City—Licensee (International Broadcasting Corp.) surrendered license. Deleted Jan. 3, but takes over facilities of WBIL and WPG and continues operating as WOV.

KUMA, Yuma, Ariz.—Licensee of licensee (Albert H. Scherman) revoked, effective Feb. 1.

WSAL, Salisbury, Md.—Licensee of licensee (Frank M. Stearns) revoked, effective March 31.

WMVD, Salisbury, Md.—Licensee (Delmarva Broadcast Co.) voluntarily surrendered construction permit. Deleted May 21.

KWBD, Plainview, Tex.—Construction permit of licensee (W. B. Dennis) cancelled. Deleted May 28.

KPRO, Riverside, Cal.—Construction permit rescinded July 26. (Regranted in 1941.)

WRTO, Richmond, Va.—Licensee (Richmond Times-Dispatch) consolidated facilities with WRNL, effective Sept. 1.

WGMA, Schenectady, N. Y.—Construction permit rescinded, effective Oct. 2.

WSSJ, San Juan, P. R.—Construction permit rescinded, effective Oct. 22.

KGCA, Decorah, Ia.—Licensee of Charles Walter Greenley not renewed and facility assigned to KGLO, Mason City, Ia. Effective Nov. 4.

1941

KFUN, Las Vegas, Nev.—Construction permit voluntarily surrendered by Las Vegas Broadcasting Co. Inc., Jan. 10.

KHON, Honolulu, Hawaii—Construction permit of Hawaiian Broadcasting System Ltd. (KGMB) rescinded. Deleted April 29.

KYAN, Cheyenne, Wyo.—Licensee of Western Broadcasting Co. of Wyoming voluntarily surrendered, March 29.

WBBC, Brooklyn Broadcasting Corp.; WLTH, Voice of Brooklyn Inc.; WYFW, Paramount Broadcasting Corp.; WARD, United States Broadcasting Corp., all of Brook-

lyn, consolidated under call letters WBYN and license issued to United Broadcasting Corp., Brooklyn. Effective May 1.

WCAD, Canton, N. Y.—Licensee voluntarily surrendered by St. Lawrence University, June 3.

WFAM, South Bend, Ind.—Licensee held by South Bend Tribune voluntarily surrendered, March 29.

WFLA, Tampa, Fla.—Facilities granted WSUN, St. Petersburg, with which it formerly shared time; new station granted to Tampa Tribune interests on new frequency, and it assumed call letters WFLA. Effective Jan. 21.

WMVIL, Augusta, Ga.—Construction permit held by W. Montgomery Harison voluntarily surrendered, April 30.

WQDM, St. Albans, Vt.—Licensee of Regan and Bostwick rescinded, and facilities granted to new company owned by Lloyd E. Squier and William E. Ricker (WDEV, Waterbury, Vt.) to operate new station in same locality under call letters WWSR.

KFDY, Brookings, S. D.—Licensee voluntarily relinquished by South Dakota College, Dec. 1.

KAWM, Gallup, N. M.—Licensee renewal denied in default to A. W. Mills (station destroyed by fire one year prior), ordered Dec. 9.

1942

WPER, DeLand, Fla.—Licensee's (Tropical Broadcasting Co.) construction permit expired. Deleted Jan. 27.

WSVS, Buffalo, N. Y.—Licensee of Board of Education, City of Buffalo, voluntarily surrendered, Feb. 17.

KODK, Kodiak, Alaska—Construction permit of Edwin A. Kraft rescinded, March 17.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) application for modification of construction permit dismissed at request of applicant. Deleted July 1.

KFPL, Dublin, Tex.—Licensee of C. C. Baxter, voluntarily surrendered, July 14.

KTOM, Brainerd, Minn.—Licensee's (Edward Tom O'Brien, David Shepard, Howard S. Johnson and John W. Boler, a partnership, d/b as Brainerd-Bemidji Broadcasting Co.) construction permit expired and request for additional time denied. Deleted July 21.

KTRN, Tacoma, Wash.—Licensee's (Michael J. Mingo) construction permit expired and request for additional time denied. Deleted July 21.

KGBU, Ketchikan, Alaska—Licensee (Alaska Radio and Service Co. Inc.) failed to apply for renewal of license. Deleted Aug. 1, and facilities given to KTKN.

WMAW, Worcester, Mass.—Licensee's (C. T. Sherer Co. Inc.) application for modification of construction permit dismissed at request of applicant. Deleted Aug. 12.

KIDW, Lamar, Colo.—Renewal application of licensee (Lamar Broadcasting Co.) denied. Deleted Sept. 29.

KKKN, Kansas City—Renewal application of licensee (First National Television Inc.) denied. Deleted Nov. 6.

WINK, Louisville—Construction permit of Mid-America Broadcasting Corp. dropped at request of applicant, effective Nov. 11.

WRRB, Red Bank, N. J.—Renewal application dismissed without prejudice; station unable to secure equipment destroyed by fire in 1942. FCC action Jan. 6, 1943.

Paul F. Godley

Consulting Radio Engineer

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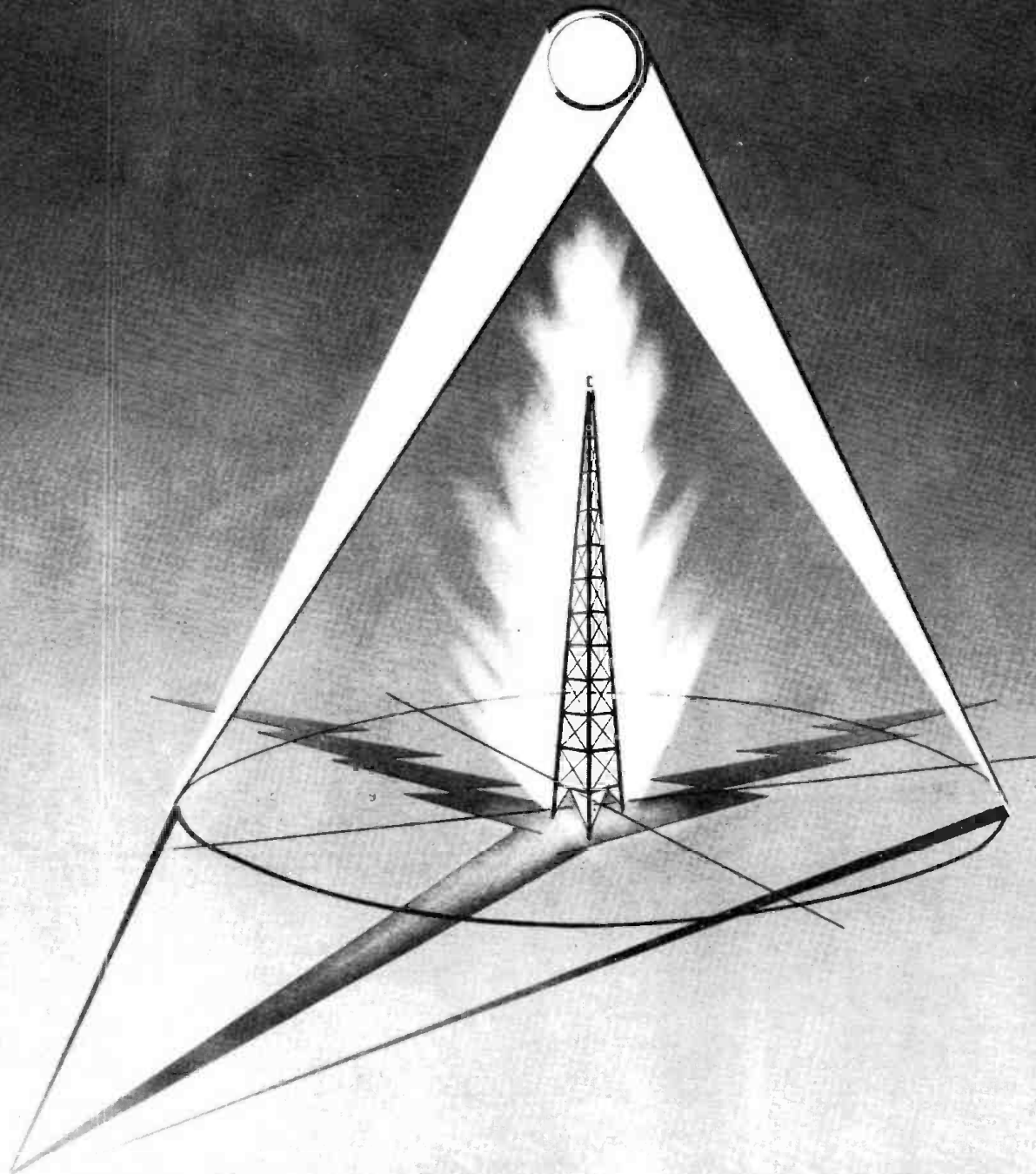
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C. E. HOOPER Inc.—22 E. 40th St., New York City. Telephone: Lexington 2-3000. Officials: C. E. Hooper, president; Fred H. Kenkel, vice-president and station audience reports manager; Dorothy M. Behrens, manager Radio Program Reports; Dr. Matthew N. Chappell, consultant. Branch: Los Angeles, 1709 W. 8th St., telephone: Federal 7777. Ruth Arnold, manager.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: William Henry. (78 branch offices; for addresses, consult local telephone directories.)

DR. HOWARD T. HOVDE—Wharton School of Finance and Commerce, U of Pennsylvania, Philadelphia, Pa. Telephone: Evergreen 0100.

MARKET RESEARCH COUNCIL (of N. Y.)—250 Park Ave., New York City. Telephone: Eldorado 5-5200. Officials: Elmo Roper, president; Dr. D. B. Lucas, associate professor of marketing at New York U, vice-president; R. A. Robinson, secretary-treasurer.

MARKET RESEARCH CORP. OF AMERICA—444 Madison Ave., New York City. Telephone: Plaza 3-8920. Staff: Percival White, Pauline Arnold, Matilda White.

MEDIA RECORDS Inc.—354 Fourth Ave., New York City. Telephone: Murray Hill 5-9376. President: P. L. Carty.

McKINSEY & Co.—60 E. 42nd St., New York City. Telephone: Vanderbilt 6-5280. Partners: H. G. Crockett, Paul T. Cherington, Marvinn Bower, J. Alex Smith, H. A. Roddick, A. E. Werolin. Boston Branch—75 Federal St.; telephone: Hubbard 0620; manager, Stanley Balmer.

NATIONAL RADIO RECORDS—347 Madison Ave., New York City. Telephone: Murray Hill 6-9186. President: N. Charles Rorabough. Executive Vice-President: Fulton Dent.

NATIONAL RESEARCH BUREAU Inc.—320 No. LaSalle St., Chicago. Telephone: Superior 6365. Radio Director: M. E. Parker, Branch: 489 5th Ave., New York City. Telephone: Murray Hill 2-2492.

A. C. NIELSEN Co.—2101 Howard St., Chicago. Telephone: Holycourt 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president in charge of Chicago office; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch—500 Fifth Ave., New York City; telephone, Pennsylvania 6-7126; manager, James O. Peckham. Branch—109 St. Aldates, Oxford, England; manager, E. L. Lloyd.

EDWARD J. NOONAN—31 Bedford St., Boston. Telephone: Devonshire 6800.

NORTHWEST MARKETING SERVICE—15 No. Eighth St., Minneapolis, Minn. Telephone: Main 0497. Manager: Aurilla Smith; assistant manager: Naomi Emerson.

OPINION RESEARCH CORP.—90 Nassau St., Princeton, N. J. Telephone: 1676. Officers: Dr. Claude Robinson, president; Dilmann K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

PARB RESEARCH SERVICES—Box 3086, San Francisco, Cal. Telephone: Douglas 5300. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary. Branch: 310 So. Michigan Ave., Chicago; telephone: Wabash 3880; director, Dr. Robert N. McMurray.

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—National Advertising Records, 31 E. 10th St., New York City. Telephone: Stuyvesant 9-7334. Officials: Anne R. Ederly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 No. Michigan Ave., Chicago, Ill.; telephone: Randolph 3442.

PULSE OF NEW YORK—500 Fifth Ave., New York City. Telephone: Lackawanna 4-8305. Radio Research organization for the New York area. Director: Dr. Sidney Roslow.

RADIO COVERAGE REPORTS—1127 No. Kentucky St., Arlington, Va. Telephone: Glebe 6198. Capt. Edgar Felix.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York City. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein.

ELMO ROPER—30 Rockefeller Plaza, New York City. Telephone: Circle 6-7161. Associates: Robert Williams, Carolyn Cousins, Arthur B. Chivvis, Alfred Politz.

ROSS FEDERAL SERVICE Inc.—18 E. 48th St., New York City. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; P. X. Miske, controller.

DANIEL STARCH & STAFF—420 Lexington Ave., New York City. Telephone: Mohawk 4-6624. President: Dr. Daniel Starch. Associates: T. M. Shepard, Carroll Belknap.

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DAVID O. ALBER—30 Rockefeller Plaza, New York City. Telephone: Circle 6-9595. President: David O. Alber. Associates: Mildred Brown, Ed Aaronoff, Philip Meltzer. Branch: 6381 Hollywood Blvd., Los Angeles, Cal.; telephone, Hollywood 7111; Coy Williams, manager.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8906. Manager: Fred E. Baer.

BALDWIN & MERMERY—205 E. 42nd St., New York City. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Maurice Mermery.

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H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York City. Telephone: Circle 6-8040. Associates: H. P. Kelliher, R. D. Gudgeon, Philip Culkin, L. A. Nixon, H. C. Cotter, Kay L. Harris, Milton V. O'Connell.

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DAVIS-LIEBER—17 E. 49th St., New York City. Telephone: Plaza 3-3269. Lee Miller, manager; Leonard G. Feather, associate.

DENSON-FREY & AFFILIATES Inc.—347 Madison Ave., New York City. Telephone: Lexington 2-3488. Executives: Erwin M. Frey, president; Helen V. Denson, vice-president.

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flashes urgent orders—safeguards the convoy—guides the bomber
—directs the artillery—helps to maneuver the tank.**

**Radio brings information and relaxation to the free—courage
and understanding to the oppressed.**

Radio fights on every front!

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